

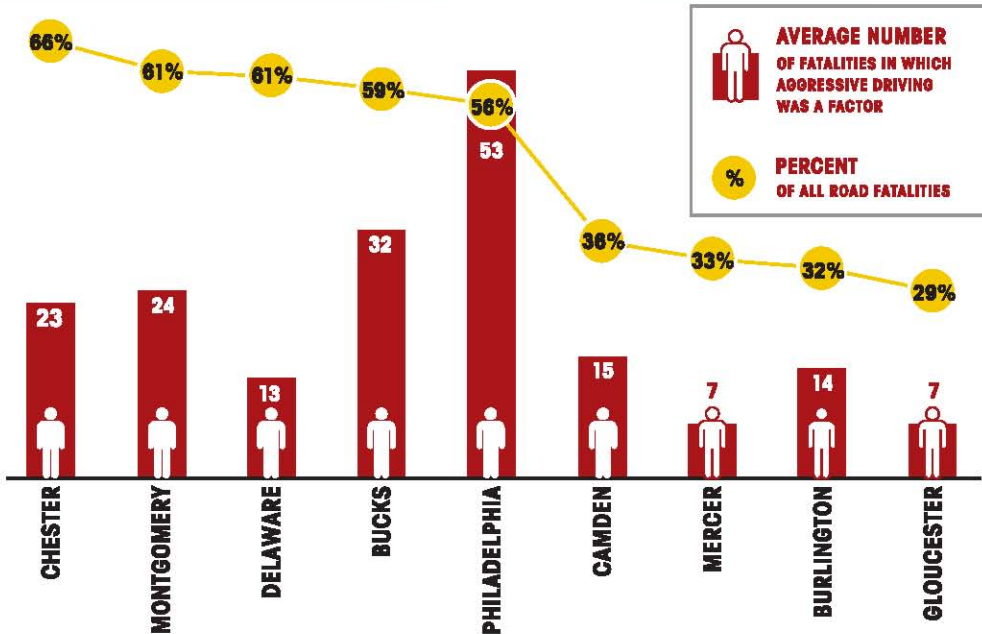
2012 TRANSPORTATION SAFETY ACTION PLAN



EMPHASIS AREA

#1 CURB AGGRESSIVE DRIVING

Aggressive driving is a combination of dangerous, deliberate, and hostile behaviors or actions by a motor vehicle operator that endanger other persons and disregard public safety. This can include excessive speeding, frequent lane changes without signaling, following too closely, driving on shoulders to pass, and other reckless actions. **On average, aggressive driving was a contributing factor in 50% of the annual traffic fatalities in the Delaware Valley, for the period 2008 through 2010. This is the most significant emphasis area to address to improve safety.**



Note: Crashes often have multiple contributing circumstances. Source: NJDOT and PennDOT, 2008-2010 data.

RECOMMENDED STRATEGIES to CURB AGGRESSIVE DRIVING

An average of 377 people lost their lives in crashes on Delaware Valley roads per year between 2008 and 2010; aggressive driving was a contributing factor in 188 of these traffic fatalities.



1. Provide analysis to inform policy discussions of aggressive driving and its elements, such as speeding, tailgating, and combinations of aggressive behaviors (see section in *2012 Transportation Safety Action Plan* for more detail); include discussion of dangerous behaviors. [Policy]
2. Highly publicize enforcement details to make them more effective. [Enforcement]
3. Continue to communicate to the public why aggressive driving and dangerous behaviors are so dangerous. [Education]
4. Share information with prosecutors and judges to help have speed violations and other aggressive driving violations treated seriously and fairly. Particularly, promote that sanctions are upheld against repeat offenders. [Enforcement]
5. Educate officers and people running Train the Trainer events about the importance of reporting aggressive driving (especially multiple factors for crashes on report forms). [Enforcement]
6. Continue to work with New Jersey and Pennsylvania on moving toward the NHTSA definition in a reasonable way and a shared regional definition. [Policy]
7. Explore and share information about engineering strategies, such as traffic calming and road diets in reducing aggressive driving. [Engineering]

SAMPLE OF PARTNERS CURRENTLY WORKING TO CURB AGGRESSIVE DRIVING

- DVRPC, NJDOT, PennDOT • NJ Division of Highway Traffic Safety • Municipal Police

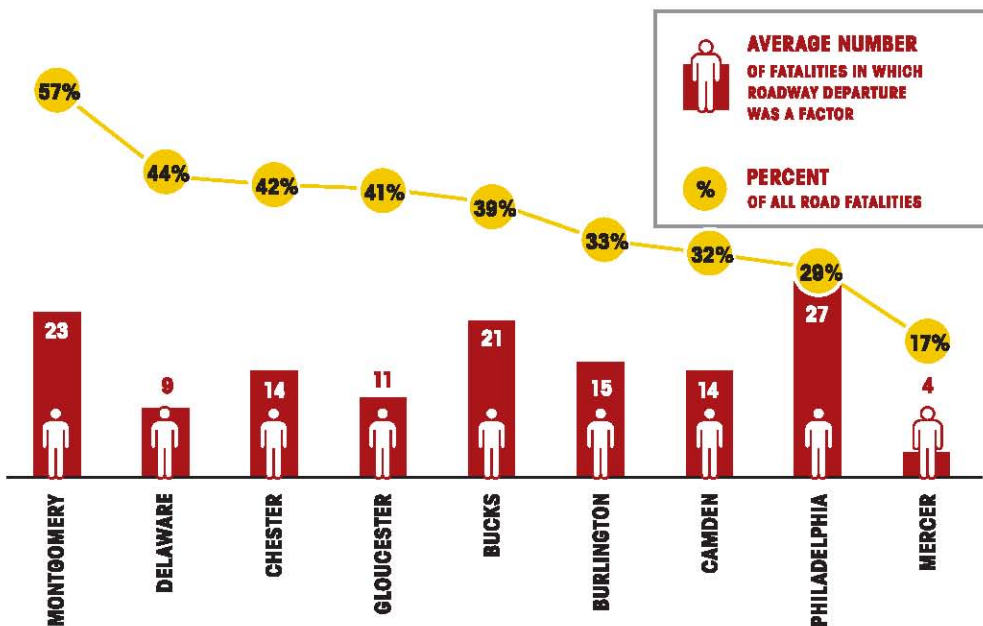
2012 TRANSPORTATION SAFETY ACTION PLAN



EMPHASIS AREA

#2 KEEP VEHICLES on the ROADWAY and MINIMIZE the CONSEQUENCES of LEAVING the ROADWAY

Keeping vehicles on the roadway helps reduce crashes in which vehicles hit fixed objects or overturn. **Roadway departure crashes are often deadly. In 34% of the crashes that resulted in fatalities, one or more vehicles left the roadway.** This is the average annual number for the Delaware Valley for the period 2008 through 2010.



Note: Crashes often have multiple contributing circumstances. Source: NJDOT and PennDOT, 2008-2010 data.

RECOMMENDED STRATEGIES to KEEP VEHICLES on THE ROADWAY and MINIMIZE the CONSEQUENCES of LEAVING the ROADWAY



An average of 377 people lost their lives in crashes on Delaware Valley roads per year between 2008 and 2010; roadway departure was a contributing factor in 138 of these traffic fatalities.

1. Promote best practices used by Pennsylvania and New Jersey, as well as the 2012 FHWA proven countermeasures in keeping vehicles on the roadway. [Education]
2. Analyze crash data to identify:
 - a. run-off-road locations that have been experiencing crash problems in the region;
 - b. crash trends and locations to draw more attention to these conditions so that appropriate agencies can address them; and
 - c. locations where pedestrians are victims of run-off-road crashes as especially important locations for safety improvements. [Engineering]
3. Publicize the importance of vehicle maintenance to safely staying on the roadway. [Education]

SAMPLE OF PARTNERS CURRENTLY WORKING TO KEEP VEHICLES ON THE ROADWAY AND MINIMIZE THE CONSEQUENCES OF LEAVING THE ROADWAY

- DVRPC, NJDOT, PennDOT
- Rutgers – Transportation Safety Resource Center (TSRC)
- New Jersey counties

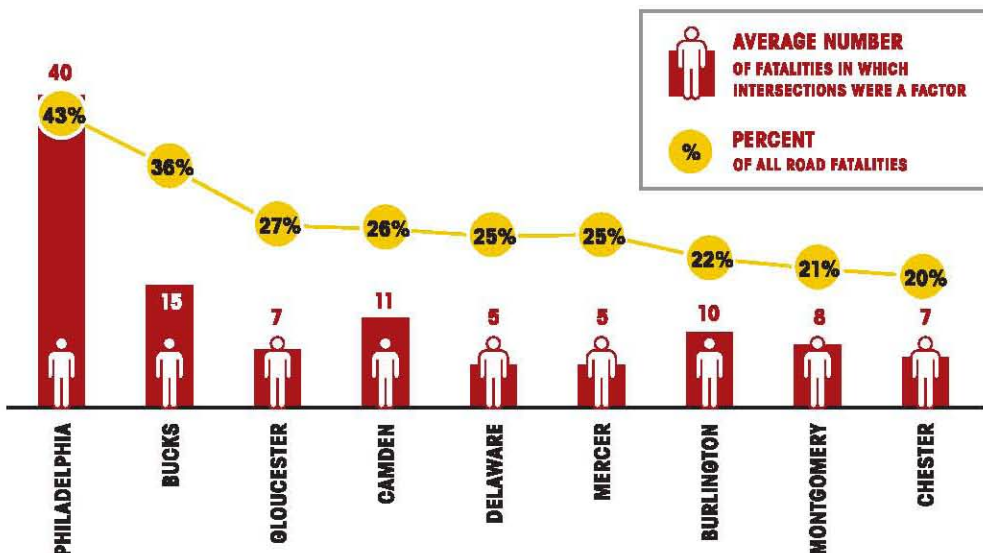
2012 TRANSPORTATION SAFETY ACTION PLAN

EMPHASIS AREA

#3 IMPROVE the DESIGN and OPERATION of INTERSECTIONS



Improving the design and operation of intersections means reducing crashes at both signalized and unsignalized intersections. In locations with pedestrians and bicyclists, it is important to also address their need to cross intersections. **On average, intersections were a contributing factor in 29% of the annual traffic fatalities in the Delaware Valley, for the period 2008 through 2010.** These numbers include drivers, passengers, pedestrians, bicyclists, and others who need to be able to get through intersections safely. It is important to recognize that Philadelphia has by the far the highest total number of intersections among these counties.



Note: Crashes often have multiple contributing circumstances. Source: NJDOT and PennDOT, 2008-2010 data.

RECOMMENDED STRATEGIES to IMPROVE the DESIGN and OPERATIONS of INTERSECTIONS

An average of 377 people lost their lives in crashes on Delaware Valley roads per year between 2008 and 2010; the design and operation of intersections was a contributing factor in 108 of these traffic fatalities.



1. Share list of intersections experiencing a high frequency of crashes that would benefit from capital improvements or low-cost safety measures to promote cooperative improvement approaches. [Engineering]
2. Spread the word to make roadway signage and signalized intersections as clear and simple as possible. [Engineering]
3. Educate the public on crash scene safe practices to maintain operations of intersections and improve speed of medical treatment. [Emergency Services]

SAMPLE OF PARTNERS CURRENTLY WORKING TO IMPROVE THE DESIGN AND OPERATION OF INTERSECTIONS

- Federal Highway Administration (FHWA)
- DVRPC, NJDOT, PennDOT
- Emergency Service Providers
- New Jersey counties

2012 TRANSPORTATION SAFETY ACTION PLAN

EMPHASIS AREA

#4 REDUCE IMPAIRED and DISTRACTED DRIVING



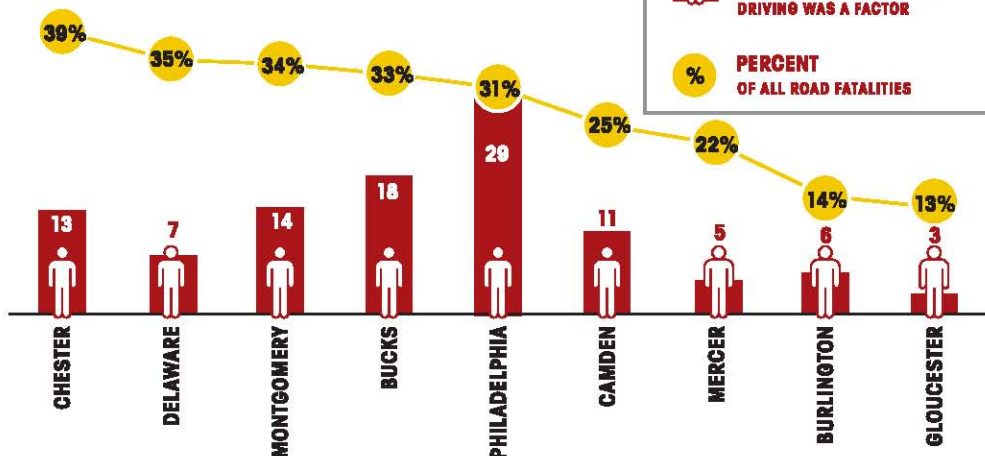
In the analysis prepared for the *2012 Transportation Safety Action Plan*, impaired driving refers to crashes in which the influence of alcohol is a problem. It also refers to problems due to being drug-impaired or sleep-deprived, but the data is more reliable for alcohol impairment.

On average, impaired driving was a contributing factor in 28% of the traffic fatalities in the Delaware Valley, for the period 2008 through 2010. This includes crashes in which the driver (in most cases), pedestrian, or bicyclist was impaired.

It is harder to record whether a driver, pedestrian, or bicyclist was dangerously distracted by activities, such as speaking on a cell phone or texting, than if they were impaired. Distracted driving is discussed with impaired driving because several strategies, particularly educational and enforcement efforts, are similar between the two emphasis areas.

AVERAGE NUMBER OF FATALITIES IN WHICH IMPAIRED AND DISTRACTED DRIVING WAS A FACTOR

% PERCENT OF ALL ROAD FATALITIES



Note: Crashes often have multiple contributing circumstances. Source: NJDOT and PennDOT, 2008-2010 data.

RECOMMENDED STRATEGIES TO REDUCE IMPAIRED and DISTRACTED DRIVING

An average of 377 people lost their lives in crashes on Delaware Valley roads per year between 2008 and 2010; impaired and distracted driving was a contributing factor in 106 of these traffic fatalities.



1. Provide information for informed policy action on; including distracted and drowsy driving as impaired driving, strengthening laws against DUI, and making DUI a criminal offense in New Jersey. [Policy]
2. Track effectiveness of laws implemented to reduce impaired and distracted driving (including information on level of enforcement and covering both national and local examples). The analysis should include effect on fatalities and crashes. [Policy]
3. Provide information to increase the rate of conviction and reduce plea bargaining for impaired and distracted driving violations. The low rate of conviction as ticketed and lack of point violations undermines enforcement. [Policy]
4. Continue to educate the public effectively by focusing on fewer messages that are clear, consistent, and coordinated; research indicates people only absorb three messages and respond to repetition. [Education]
5. Publicize education and enforcement initiatives, including innovative approaches; identify evolving needs. [Education]
6. Distribute information about organizations that have implemented bans on cell phone use while driving, and post model guidelines that others may use. [Education]



SAMPLE OF PARTNERS CURRENTLY WORKING TO REDUCE IMPAIRED AND DISTRACTED DRIVING

- NJDOT, PennDOT • NJ State Police, PA State Police • MADD • NHTSA Region 2
- NJ Division of Highway Traffic Safety • Gloucester County Highway Traffic Safety Task Force
- Transportation Management Association (TMA) Bucks County • Cherry Hill Township Police Dept.



#12031
September 2012

This card is part of a set of seven—one for each key Emphasis Area identified in the *2012 Transportation Safety Action Plan: Improving Transportation Safety in the Delaware Valley* (DVRPC Publication #12030). For more information about crashes and traffic fatalities in the Delaware Valley, please see *Analysis of Crashes in the Delaware Valley, 2008-2010* (DVRPC Publication #11059). Additional information is available at: www.dvrpc.org/Transportation/Safety

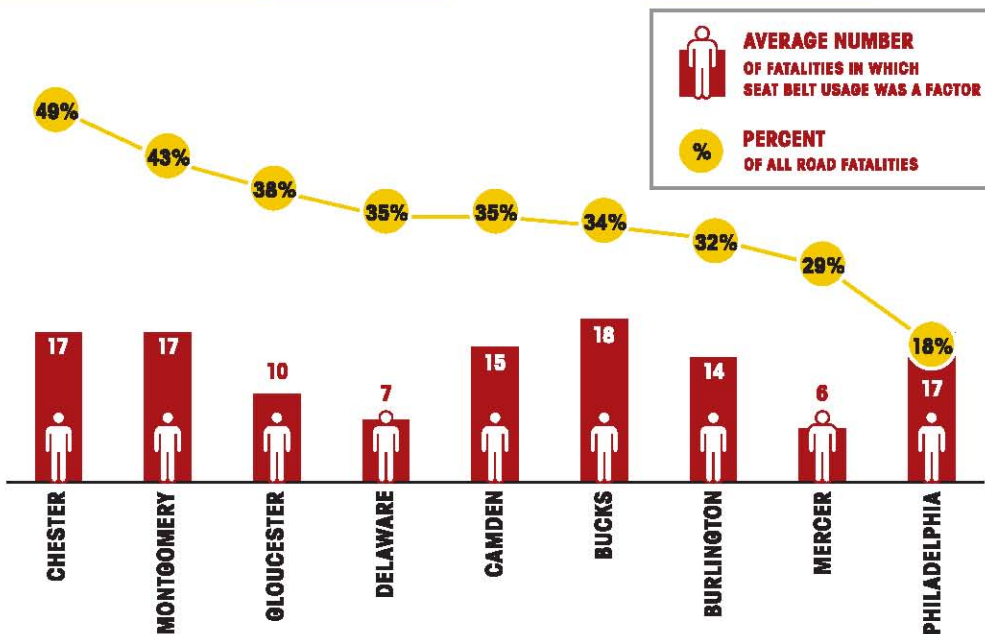
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EMPHASIS AREA

#5 INCREASE SEAT BELT USAGE

Increasing seat belt usage is highly effective in preventing crash fatalities. All occupants of a vehicle should wear seat belts. Children's safety equipment is often installed incorrectly and should be checked periodically. **On average, not using seat belts was a contributing factor in 32% of the annual traffic fatalities in the Delaware Valley, for the period 2008 through 2010.**



Note: Crashes often have multiple contributing circumstances. Source: NJDOT and PennDOT, 2008-2010 data.

RECOMMENDED STRATEGIES to INCREASE SEAT BELT USAGE

An average of 377 people lost their lives in crashes on Delaware Valley roads per year between 2008 and 2010; not wearing seat belts was a contributing factor in 121 of these traffic fatalities.



1. Provide analysis to help legislators consider a primary law for seat belt usage in Pennsylvania for adults over 18; help people know about relevant seat belt bills. [Policy]
2. Coordinate and publicize child passenger safety programs. [Education]
3. Help increase the visibility of enforcement campaigns, such as Click It or Ticket, and education campaigns, such as Graduated Driver Licence (GDL) outreach. [Education]
4. Raise awareness of the importance of seat belt usage for young drivers, as well as mature drivers, both being populations of special safety concern. [Education]
5. Promote and share Buckle Up messaging. [Education]

SAMPLE OF PARTNERS CURRENTLY WORKING TO INCREASE SEAT BELT USAGE

- NJDOT, PennDOT
- Burlington County Sheriff's Department
- Children's Hospital of Philadelphia
- SafeKids Southeastern PA and NJ
- Camden County Division of Highway Traffic Safety
- Chester County Highway Safety
- Transportation Management Associations (TMAs)

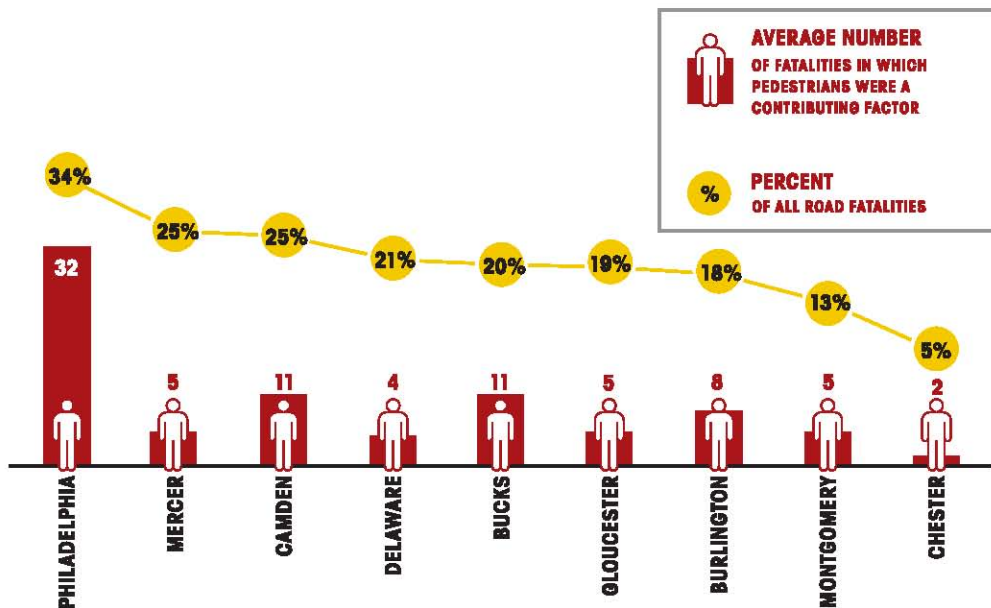
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EMPHASIS AREA

#6 ENSURE PEDESTRIAN SAFETY



Ensuring pedestrian safety involves improving the design and availability of pedestrian facilities on and near roadways, as well as increasing awareness of the responsibilities both drivers and pedestrians must consider during their interactions. **On average, crashes involving pedestrians were a contributing factor in 22% of the annual traffic fatalities per year in the Delaware Valley, for the period 2008 through 2010.** While the majority of people who died were pedestrians, these numbers include drivers, passengers, and others.



Note: Crashes often have multiple contributing circumstances. Source: NJDOT and PennDOT, 2008-2010 data.

RECOMMENDED STRATEGIES to ENSURE PEDESTRIAN SAFETY

An average of 377 people lost their lives in crashes on Delaware Valley roads per year between 2008 and 2010; of these traffic fatalities, 83 were pedestrians.



1. Share experiences and evaluate the effectiveness of engineering approaches to improving pedestrian safety in the region. [Engineering]
2. Increase the effectiveness of enforcement of traffic safety laws for drivers and pedestrians by studying a few areas in the region in terms of violations issued and tickets upheld. [Enforcement]
3. Improve understanding of pedestrian safety laws; promote information about education, outreach, and training that improve pedestrian safety, addressing both drivers and pedestrians. [Education]
4. Document effectiveness of New Jersey's Pedestrian Decoy and similar programs; distribute to other police and planning agencies in the region. [Enforcement]
5. Promote adoption of Livable Communities and Complete Streets policies. [Policy] This is a shared strategy with Sustain Safe Senior Mobility.
6. Explore additional data sets to better capture the complete picture of pedestrian and bicyclist crashes. [Emergency Services/Education]

SAMPLE OF PARTNERS CURRENTLY WORKING TO ENSURE PEDESTRIAN SAFETY

- DVRPC, NJDOT, PennDOT • State and local police • Mercer County Engineering Dept.
- Transportation Management Associations (TMAs) • AAA Mid-Atlantic
- NJ Division of Highway Traffic Safety • City of Philadelphia

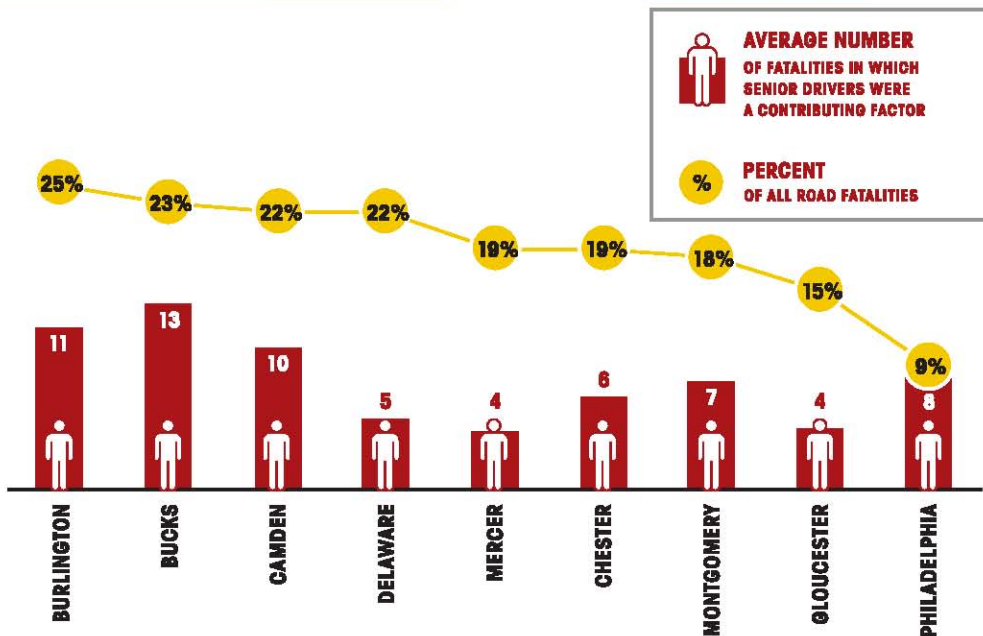
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EMPHASIS AREA

#7 SUSTAIN SAFE SENIOR MOBILITY

Sustaining safe senior mobility includes recognizing that, although many older drivers are still capable, the impact of aging has negative effects on the safe driving abilities of some seniors. It is important to address the range of mobility alternatives in addition to driver safety issues of seniors. **On average, drivers over 65 years of age were involved in crashes that led to 18% of traffic fatalities per year in the Delaware Valley, for the period 2008 through 2010.** This number does not relate to whether the senior driver was at fault or was hit. The fatalities include people of all ages. People 65 or older make up 16% of the total population of the Delaware Valley.



AVERAGE NUMBER OF FATALITIES IN WHICH SENIOR DRIVERS WERE A CONTRIBUTING FACTOR



PERCENT OF ALL ROAD FATALITIES

RECOMMENDED STRATEGIES to ENSURE SAFE SENIOR MOBILITY

An average of 377 people lost their lives in crashes on Delaware Valley roads per year between 2008 and 2010; of these traffic fatalities, 68 were people who were in crashes involving a senior driver.



1. Partner more closely with the insurance and medical communities for safety planning, especially oriented to seniors. [Policy]
2. Identify locations of high senior populations and crash rates for consideration of improvements. [Engineering]
3. Promote maintenance of essential facilities, such as keeping sidewalks in good repair and clearing snow from bus stops. [Engineering]
4. Publicize services and coordinate to improve mobility alternatives to driving alone. [Education]
5. Promote mature driver education classes (AAA/AARP/Seniors for Safe Driving) that inform older drivers about new laws, health requirements, and mobility alternatives; emphasize how they save people money on insurance. [Education]
6. Promote Livable Communities and Complete Streets policies with regards to senior safety and mobility options. [Policy] This is a shared strategy with Pedestrian Safety.

SAMPLE OF PARTNERS CURRENTLY WORKING TO SUSTAIN SAFE SENIOR MOBILITY

- ♦ DVRPC, NJDOT, PennDOT
- ♦ AARP
- ♦ Transportation Management Associations (TMAs)
- ♦ AAA Mid-Atlantic
- ♦ City of Philadelphia