



## **RSTF Member Recommendations**

Draft as of August 15, 2011

As a result of an online survey of all RSTF members and discussion at the May 18<sup>th</sup>, 2011 RSTF meeting, there is consensus on where the group would like to go for the next two years. The main recommendations are:

1. Focus more on lessons learned, top countermeasures, and best practices at meetings
2. Define and take concrete actions
3. Figure out how to measure performance and use it to increase the effectiveness of the group
4. Continue to focus on the four E's, plus legislative outreach
5. Be more multimodal
6. Identify the audience that needs to know about these strategies and identify ways to get the message to them.

### **Recommended and Possible Actions**

Widely agreed-upon and feasible actions are listed as bullets in black text. Items that need further thought or resources are written in grey text. The bullets in black are for action, while the ones in grey are noted, but would only become active based on further input or staff resources.

#### **1. Focus more on lessons learned, top countermeasures, and best practices at meetings**

- a. Hold a RSTF meeting at an off-site location once per year. The site should allow a tour/demonstration of a successful program that relates to the emphasis area being discussed at the meeting.
- b. Reach out to and include more members of the enforcement and emergency responder communities and more municipalities at meetings.
- c. Identify top countermeasures, including the nine proven countermeasures from FHWA, and assess how they apply to the emphasis areas. Answer what are the challenges to funding, barriers to implementation, and lessons learned here and in other states.
- d. The RSTF could invite a municipality to bring a specific problem area that relates to the emphasis area to discuss, such as an intersection where seniors have safety issues. This agenda item would address how the problem may be corrected and how to promote the solutions identified. This should involve the four E's. At a future RSTF meeting, perhaps a year later, look at the problem again to see what changed.

#### **2. Define and take concrete actions**

- a. Allow more time at each meeting to develop trackable actions for the emphasis area. Develop a way to track them more effectively [see draft revised table].
- b. Identify funding sources for actions.
- c. The RSTF may be able to write letters in favor of projects or to encourage certain distributions for funding programs. It may have to be phrased as clarifying a correlation, such as if you spend funds this way, you would likely get this result.

**3. Figure out how to measure performance and use it to increase the effectiveness of the group**

- a. Develop a more focused RSTF mission and goal. This would allow for the RSTF to take stronger positions and would form the basis for selecting measures to track.
- b. Agree on specific regional performance measures and track progress toward them, noting they can be revised if conditions or funding change. This should include output measures, such as how many programs did specific actions because of Task Force involvement. Outcomes of programs on crashes and fatalities should also be evaluated. This may be done most easily with before and after studies of specific projects. PennDOT's work with dashboard dials is an example of measuring programmatic effects.
- c. Ask a partner in each emphasis area to give a one-minute report on effectiveness each meeting based on successful programs identified in the last cycle.
- d. Reporting on effective programs could be done in break-out groups at meetings.

**4. Continue to focus on four E's and legislative outreach.**

- a. Legislative outreach includes contacting and coordinating with elected officials and policy makers, including educational efforts.
- b. Figure out how to further engage Emergency Responders. People remembered a Gloucester County presentation from the past; perhaps they should be invited back.
- c. Come away from each meeting with a trackable action item for, as reasonable, each "E" and policy. Also focus on coordination; while people or agencies may have strength in one area, it is also important to avoid silos.

**5. Be more multimodal**

- a. Specifically address improving facilities for walking, bicycling, and taking transit to reduce crashes in the short-term (fewer people hit) and long-term (increasing ways to make a trip and reducing vehicle miles travelled).

**6. Identify the audience that needs to know about these strategies and identify ways to get the message to them.**

- a. Ask well-connected people such as at the Police Chief's Association and the Traffic Safety Officers Association how to involve more people. Ask people who are "list keepers" such as people at the League of Municipalities and other large groups to share our information with their groups. This should include departments of health.
- b. Clarify that there is an expectation to share relevant information from each member's agency and to relay what is learned back where members work. This could include each member being asked to speak for a few minutes about their agency once a year.
- c. Develop a brief summary of best practices or lessons learned about the emphasis area at the end of or after each meeting. It could be one page drawing together what was learned at a meeting. It would be e-mailed to municipalities and a wider audience than the RSTF.
- d. Go to meetings of relevant large groups. If there is not enough DVRPC staff, ask at RSTF meetings if anyone could go as an ambassador. This could be a person who was already planning to go, but who could also say a few sentences about the RSTF.
- e. Have a table at one or more large events such as the annual chiefs of police conference.
- f. DVRPC staff could build a contact list database for sharing safety information. Task Force members would help with additions.
- g. Consider adding an agenda item to figure out who is the target audience and how to reach out to them.

- h. Use media outlets to reach out to others (e.g. if we do a special off-site meeting, DVRPC could do a media release).
- i. The Task Force could hold an annual event for a wider audience for one emphasis area. Partnering with private sector groups such as Wegmans or a major hotel could keep the cost down. Some concern was expressed about adequate staffing to put on such an event and whether it would be more efficient to ask to do a panel at the Safety Forum conference.

## **Key Emphasis Areas for 2011 Safety Action Plan**

The data suggests and the RSTF recommends staying with essentially the same set of key emphasis areas that are data-driven and consistent with the Pennsylvania and New Jersey SHSPs. In addition, tables of serious injury crashes and total crashes by emphasis area will be added to the crash data memo as additional information. The emphasis areas are:

- a. Curb aggressive driving.
- b. Keep vehicles on the roadway and minimize the consequence of leaving the roadway – There is a lot of overlap for data analysis, but there will be a separate set of strategies for each.
- c. Reduce impaired and distracted driving – There is some overlap in strategies, and it is widely acknowledged that data is of low quality to measure distracted driving even though it is a high priority to address.
- d. Increase seat belt usage.
- e. Improve the design and operation of intersections.
- f. Ensure pedestrian safety – This may include some discussion of bicycling safety. There are approximately one-tenth as many bicyclist crash fatalities as pedestrian ones, though both may be undercounted. The focus may be strategies that help pedestrian safety, then strategies that improve safety for both pedestrians and bicyclists. This emphasis area should also address access to and from transit.
- g. Sustain safe senior mobility.

Here is a more focused approach to tracking what the RSTF has accomplished on the specific actions developed for an emphasis area at the end of each meeting.

## Draft 2011 Tracking Safety Actions Table

The Regional Safety Task Force (RSTF) will track implementation of a small number of straightforward tasks defined at RSTF meetings for each of the key emphasis areas in the *Safety Action Plan*. This is a shared task force, in which all members have a role. This participatory approach will help make the RSTF more effective and it will provide helpful input for the next safety action plan. Other tables track other safety measures.

Emphasis Area & Actions	Lead Agency	Time Frame to Report	Results
Emphasis Area #1 and meeting date			
Action (aim for Education-based)	This is a person from an agency who agrees to do a small task. It could be as small as adding another agency's event to its web site or writing a paragraph about it in a newsletter.	If the action is small, then the report back should be at the next RSTF meeting. If the action is larger, it's fine to set a date further in the future.	Did the action get done? Either way, what was learned that is useful to other agencies? If it happened, try to provide quantitative results. This could be the number of people to whom the newsletter is distributed.
Action (aim for Engineering-based)	A county or municipality might hear about a small doable idea they were not previously planning to do, and agree to try it in one location.	A timeframe to report back should be set, for example in six months or a year.	If it turns out not possible or to take longer than expected, this is still a result to learn from for other agencies.
Action (aim for Enforcement-based)			
Action (aim for Emergency Responders-based)			
Action (aim for policy or legislation-based)			

Agencies that receive grants and are already tracking effects could be good early volunteers.