

REGIONAL SAFETY SUBCOMMITTEE

Thursday, December 19, 2013
Baltimore Metropolitan Council

MINUTES

1. WELCOME AND INTRODUCTIONS:

Captain John McKissick opened the meeting and welcomed everyone. This was followed by round of introductions.

2. HARFORD COUNTY STRATEGIC HIGHWAY SAFETY PLAN (SHSP):

Sheriff Jesse Bane provided background and a summary of the first local Strategic Safety Plan developed in Maryland. He pointed out that while the county has the lowest crime rate in the state, it ranks 5th among the state's 24 jurisdictions when it comes to crashes, injuries, and fatalities. Recognizing the need to address this issue head-on, the Harford County Council introduced Resolution No. 16-12 on June 19, 2012 that created a Traffic Safety Task Force to review and make recommendations concerning policies and strategies for the implementation of a roadway safety plan and to provide for greater traffic safety and security of the traveling public.

The safety task force brought together stakeholders from government, education, public safety and the community and met monthly beginning in August 2012 to prepare its report and recommendations for the County Council on June 18, 2013. Sheriff Bane and the task force decided to use the Maryland SHSP as the basis for developing the Harford County SHSP. The Harford County SHSP, and the recommendations of the Traffic Safety Task Force, follows a data driven, multidisciplinary approach involving the four E's of traffic safety – Education, Emergency Medical Services, Enforcement, and Engineering. The plan provides a framework for reducing fatalities and serious injuries on all Harford County roads, and it establishes goals, objectives, and key emphasis areas in keeping with the goals and objectives of the statewide SHSP. It also focuses on all road users to include bicyclists, drivers, motorcycle riders and pedestrians.

Sheriff Bane stressed that for the plan to succeed, it must include collaboration and cooperation across all public agencies and private sector organizations. Sheriff Bane provided copies of the plan and data summaries to meeting attendees. Copies of these will be made available upon request.

[Handout: section of the Harford County SHSP, data summary]

3. JOHNS HOPKINS PEDESTRIAN SAFETY PROJECT

Dr. Keshia Pollack and Mr. Jim Williams from Johns Hopkins Bloomberg School of Public Health presented results from a focus group research study that they conducted around the Hopkins east campus that led to the development of new creative for a pedestrian safety campaign.

The team looked at incident reports and videos from security cameras around the East Baltimore campus and obtained data from several sources including the National Study Center, Maryland Highway Safety Office, and Baltimore City Department of Transportation. They also conducted a survey of over 3,900 people who live and/or work in East Baltimore.

The objective of the focus group research was to evaluate alternative message strategies and creative concepts for possible implementation into a communication campaign to reduce the number of pedestrian/vehicular incidents at high traffic urban intersections.

Dr. Pollack and Mr. Williams presented the creative and approach that will be used for the first phase of the communication campaign that will run between January and April of 2014. It combines hard-hitting visuals with data showing the number of pedestrians who will be hit, drivers who will hit pedestrians, and pedestrians killed across the state. The theme of the campaign, developed in conjunction with research and the focus groups, is “STOP, WAIT, GO SLOW – BE ALERT, DON’T GET HURT”.



The campaign will be localized to the Johns Hopkins East Baltimore campus and will include sandwich boards, horizontal street banners, posters in buildings, postcards, and Hopkins shuttles and buses. It also includes radio spots, and Metro and Charm City Circulator advertising. BMC is considering using this creative for the FY 2014 Street Smart campaign.

[Handout: Johns Hopkins Pedestrian Safety Project]

4. STREET SMART BICYCLE AND PEDESTRIAN SAFETY CAMPAIGN:

Mr. Bala Akundi and Ms. Karen Branch, Integrated Design, provided an update on the FY 2013 Street Smart campaign in the Baltimore region and preliminary plans for the FY 2014 campaign. The FY 2013 campaign included Harford County along with Baltimore City and Baltimore and Anne Arundel Counties. Street teams were deployed along several high-crash corridors in each of these jurisdictions to educate pedestrians and drivers on safe driving habits and the need for obeying laws and paying attention. Approximately 55,000 cards were distributed over 15 days across 4 jurisdictions. Approximately 3,000 reflective blinking lights and 3,000 reflective zipper pulls were also handed out.

The media campaign included radio spots, a 30-second PSA featuring the Oriole Bird, outdoor advertising (billboards, gas pump toppers), transit advertising, and online and social media outreach. BMC joined SHA, AAA and others at a press event at Randallstown Elementary School on August 20th to kick-off a back-to-school safety message. For the FY 2013 campaign, BMC used the “Crab” creative developed by SHA for use in Ocean City and modified it for the Baltimore region.



[Handout: Street Smart 2013 Summary for Safety Subcommittee]

5. 2015 LONG RANGE PLAN UPDATE

Mr. Terry Freeland updated the committee on draft regional goals and performance measures under the 2015 long range plan (LRP) update. He presented the goals and strategies from the 2011 LRP under which improving transportation system safety was one of eight goals.

Under potential performance measures/targets, Mr. Freeland suggested that the MDOT Annual Attainment Report measures could serve as a starting place that could be applied at the regional level. He provided a handout with the goals and potential performance measures and asked committee members to provide comments/feedback in the next few weeks.

| Potential Measure | Potential Target |
|---|---|
| Improve Transportation System Safety | |
| <i>KEEP TRAVELERS SAFE – Improve transportation infrastructure and provide education programs to make conditions safer for pedestrians, bicyclists, transit riders, and motorists.</i> | |
| Current measure (from 2011 Plan); also in Attainment Report; also FHWA recommendation Number of fatalities – highway (all modes) | From AR: Number of fatalities < 475 per year by 2015 (statewide) (AR shows 487 fatalities in 2011) |
| Attainment Report; also FHWA recommendation Fatalities per 100 million VMT – highway (all modes) | Reduce fatalities per 100 million VMT to x by Year y (AR shows fatalities per 100M VMT = 0.87 in 2011) |
| Attainment Report; also FHWA recommendation Number of serious injuries – highway (all modes) | Number of <i>personal</i> injuries <40,000 per year by 2015 (statewide) (AR shows 44,540 <i>personal</i> injuries in 2011) |

| Potential Measure | Potential Target |
|---|---|
| Attainment Report; also FHWA recommendation Serious injuries per 100 million VMT – highway (all modes) | Reduce serious injuries per 100 million VMT for all modes to x by Year y (AR shows statewide <i>personal</i> injuries per 100M VMT = 79.5 in 2011) |
| Attainment Report – Number of preventable accidents per 100,000 VMT on MTA system (all transit modes) | From AR: Local bus: 2.0 by 2013 (AR – 2.12 in 2012) Light rail: 0.15 by 2013 (AR – 0.19 in 2012) Metro: 0.03 by 2013 (AR – 0.03 in 2012) Paratransit / taxi: 2.0 by 2013 (AR – 2.07 in 2012) |

[Handout: Draft 2015 Plan Goals]

Attendance

- Jenna Aubert – Maryland Highway Safety Office (MHSO)
- Tony Baysmore - Baltimore County Executive Office
- Lt. Sandra Butterfield - Baltimore City Traffic Operations
- Astrina Calame - Baltimore City Department of Transportation
- Mike Cassizzi – University of Baltimore Police Department
- Lauren Davis – Johns Hopkins Children’s Injury Prevention Coordinator
- Mike Farrell – Metropolitan Washington Council of Governments (MWCOG)
- Dana Gigliotti - MHSO
- Derek Gunn – State Highway Administration (SHA)
- Chris Hart - University of Baltimore Public Information Officer
- Breck Jeffers – Federal Highway Administration
- Debbie Jennings –MHSO
- Dustin Kuzan - SHA
- Ernie Lehr – MHSO, Regional Transportation Safety Planner (RTSP)
- Captain John McKissick - Howard County Police Department
- Walter Phillips - SHA
- Keshia Pollack - Johns Hopkins
- Mike Sabol - MHSO
- Susan Solo - MHSO, RTSP
- Sgt. J.J. Silk - Baltimore County Police Department (PD)
- Officer Cynthia Spriggs - Baltimore County PD
- Kelvin Saldanha - SHA
- Marco Trigueros - MWCOG
- Lt. Steve Troutman - Baltimore County PD
- Chief Jennifer Utz, Baltimore County Fire Dept.
- Jim Williams - Johns Hopkins

Staff and Guests

Bala Akundi - Baltimore Metropolitan Council (BMC)

Regina Aris, BMC

Sheriff Jesse Bane, Harford County Sheriff

Karen Branch - Integrated Designs

Todd Lang - BMC