

BALTIMORE REGIONAL SAFETY SUBCOMMITTEE

Thursday, September 26, 2019
10:08 to 11:30 A.M.
Baltimore Metropolitan Council
1500 Whetstone Way, Suite 300, Baltimore, MD, 21230

MINUTES

1. WELCOME AND INTRODUCTIONS

Ms. Denise Worsley opened the meeting at 10:08.

2. APPROVAL OF MAY MINUTES

Ms. Worsley asked for any changes to the minutes from the May meeting. With no changes offered, the minutes were approved.

3. NHTSA REGIONAL PROGRAMS AND PRIORITIES

Ms. Marcia Simms provided updates about current National Highway Traffic Safety Administration (NHTSA) Region 3 safety campaigns. Operation Crash Reduction is an upcoming regional effort focused during the month of October. Review of fatal crash data revealed that October is the deadliest month in NHTSA Region 3 and Columbus Day weekend is the second deadliest holiday. Operation Crash Reduction will focus on seat belt and high visibility enforcement, while also incorporating other behavioral concerns that may be specific to each state.

According to the Fatality Analysis Reporting System (FARS), from 2013-2017 there were 859 fatal crashes during the first half of October in NHTSA Region 3. It has been identified in the Delaware Highway Safety Plan and the NHTSA Regional Office is developing a media toolkit, to be released soon.

Mr. Doug Mowbray added that the Maryland State Police are conducting enforcement details on the Maryland portions of the Capital Beltway. Also, the Washington College GIS Program conducted an analysis to identify fatal crash hotspots for any agency in the state to use. Ms. Worsley inquired about the causes of the fatal crashes in October and Ms. Simms said that there was no clear pattern, but a focus will be occupant protection.

4. LOOK ALIVE – REGIONAL PEDESTRIAN/BICYCLE SAFETY CAMPAIGN

Ms. Karen Branch Wieland shared details about the media plan for the *Look Alive* pedestrian/bicycle safety campaign. She showed the different types of media and where they were placed throughout the region. She also identified the number of impressions from each part of the campaign and noted areas where advertisements remain even after the end of the purchased period, they will stay until another agency purchases the space.

Ms. Kenna Swift Williams shared results from the *Look Alive* project evaluation. Those results came from an online survey that was distributed before and after the media campaign was implemented. The results were positive and encouraging, especially considering that this is the first year of this effort and the levels of awareness should continue to increase over time.

Ms. Simms recognized the *Look Alive* campaign and shared that NHTSA Headquarters asked each regional office to share noteworthy pedestrian safety campaigns. Ms. Simms was happy to share the *Look Alive* information.

Mr. Sean Lynn asked about getting additional information about the survey population and question responses. Ms. Williams said that the whole evaluation report will be released soon.

[PowerPoint: Regional Pedestrian Safety Media Recap (Integrated Design), Baltimore Pedestrian Safety – (Sherry Matthews)]

5. LOCAL STRATEGIC HIGHWAY SAFETY PLANS

Ms. Cindy Burch provided updates on each of the local Strategic Highway Safety Plans (SHSP) under development in the region. She discussed the rosters of each jurisdiction's steering committee and shared successes unique to each group, such as the county-wide summit in Carroll County and the evaluation and update of the Harford County plan.

Mr. Mowbray shared that a Local SHSP Workshop will take place on October 9, 2019 in the MDOT State Highway Administration District Office in Annapolis. That session will include discussions on the value of a local SHSP, shared experiences from the Carroll County co-chairs, and exercises focused on writing strategies and action steps.

Ms. Burch then explained the federally required Safety Performance Measures that the state must submit annually and the associated regional measures that the BRTB must adopt. There are five measures: number of fatalities, number of serious injuries, fatality rate per vehicle miles traveled (VMT), serious injury rate per VMT, and number of non-motorized fatalities and serious injuries. She explained that this subcommittee is being brought into the performance measure process and the proposed measures will be shared at the next meeting. The BRTB and Technical Committees will be reviewing those proposed measures in December and January with adoption required by the end of February 2020.

[PowerPoint: Local Strategic Highway Safety Plans]

6. MEMBER REPORTS

There were no additional discussions.

The meeting concluded at 11:30 am.

Next Meeting – December 19, 2019 at 10 a.m.

Attendance:

Kim Auman – National Study Center for Trauma & EMS
Jim Brown – Maryland Institute for Emergency Medical Services Systems (MIEMSS)
Jeff Dunckel – MDOT MVA Highway Safety Office (MHSO)
Mary Harmon – MHSO
Sean Lynn – Washington College GIS Program
Doug Mowbray – MHSO
Dominic Scali – Anne Arundel County Police Department
Marcia Simms – National Highway Traffic Safety Administration, Region 3
C. Siler – Federal Motor Carrier Safety Administration
Glen Sine – Washington College GIS Program
Karen Branch Wieland – Integrated Designs Inc.
Kenna Swift Williams – Sherry Matthews Group
Denise Worsley – Baltimore City Department of Transportation (BCDOT)
Mikah Zaslow - BCDOT

Staff:

Regina Aris – Baltimore Metropolitan Council (BMC)
Cindy Burch - BMC

For upcoming meetings and directions to BMC, visit www.baltometro.org.

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