

BALTIMORE REGIONAL SAFETY SUBCOMMITTEE

Tuesday December 10, 2024

1:04 – 2:22 P.M.

Virtual meeting

MINUTES

1. WELCOME AND INTRODUCTIONS

Ms. Debbie Jennings, Chesapeake Region Safety Council (CRSC), called the meeting to order at 1:04 P.M.

2. APPROVAL OF OCTOBER 2024 MINUTES

Ms. Jennings asked for any comments or changes to the minutes from the October 8, 2024 Baltimore Regional Safety Subcommittee meeting. Receiving none, the minutes were accepted into the record.

3. LOOK ALIVE WITH SIGNAL WOMAN

Ms. Kenna Williams Swift, Sherry Matthews Group, provided updates from recent Look Alive outreach activities for National Pedestrian Safety Month in October. Those included social and paid media, street teams, and the virtual reality car. She also provided some outputs from the attitudinal survey conducted to evaluate FY 2024.

Ms. Jennings thanked Ms. Swift and noted that the personality of Signal Woman is engaging and an asset.

[PowerPoint: Look Alive]

4. STATE UPDATES

Ms. Julie Kwedar, Maryland Department of Transportation Motor Vehicle Administration's (MDOT MVA) Highway Safety Office (MHSO), provided information about educational/outreach [resources](#) at MHSO. She explained a few unique offerings (CarFit, Cruz the Traffic Safety Car, and the rollover simulator) and shared the [website](#) for requesting any programs from the agency.

Ms. Jennings thanked Ms. Kwedar, noting some of the new programs and great things coming from MHSO.

[PowerPoint: MHSO Resources]

5. REGIONAL PROGRAMS

Ms. Charlene Mingus, Baltimore Metropolitan Council (BMC), shared information about an ongoing project, Bikeable Baltimore Region (BBR). This project aims to identify gaps and opportunities to connect the bike network throughout the region. Ms. Mingus explained that local plans are being used to map out existing bike lanes and paths and the final project deliverable will be recommendations for connecting those facilities into one connected network. She shared public feedback gathered so far and agreed to return to the committee to share final results.

Links for the virtual public meeting and social media resources will be sent out after the meeting.

Ms. Cindy Burch, BMC, noted the positive press coverage of the project by multiple outlets.

[PowerPoint: Bikeable Baltimore Region]

Ms. Burch shared that the FY 2025 project for a hyper-local safety messaging campaign continues to come together. This Baltimore Regional Transportation Board (BRTB) campaign is meant to complement the national and state media campaigns for safety. A safety message about looking out for deer was planned, but unfortunately missed deer season. The communications and safety teams at BMC have continued to develop safety creative for pedestrian & bicycle safety, speeding, and distracted driving, as well as identify more local outlets. The campaign will launch broadly in early 2025. She shared that two three-month stretches are planned (January – March and April – June) and advertising on Locally Operated Transit Systems (LOTS) vehicles will be pursued.

She noted that a goal is to have customized messaging for localities, so if there are any events or specific safety concerns, please let Ms. Burch know.

Ms. Jennings shared that messaging around deer season should probably start between October and December.

Mr. Breck Jeffers, Federal Highway Administration (FHWA), shared some resources for vulnerable road users, Safe Streets and Roads for All (SS4A) and pedestrian safety. Those links will be shared after the meeting.

6. LOCAL STRATEGIC HIGHWAY SAFETY PLANS

Ms. Burch shared a brief update on Local SHSPs across the state and SS4A funding from the federal government. She also shared that the first Vision Zero Committee met the prior week. Per legislation, that committee includes executives from MHSO, MDOT State Highway Administration (SHA), MDOT MVA, and Maryland Transportation Authority (MDTA) and each quarterly meeting is live-streamed. Information about the laws, the committee, and the meetings is available [online](#). She also noted that MDOT SHA Fatal Infrastructure Reviews are now being reviewed at the Vision Zero Committee meetings.

Ms. Cynthia Spriggs, MHSO, noted that information on each Emphasis Area was shared at the meeting as well as the upcoming SHSP update.

Other partners, such as Maryland Institute for Emergency Medical Services Systems (MIEMSS) and law enforcement, are part of the Vision Zero group but only those listed above are required by legislation

[PowerPoint: Local SHSP]

She then shared more details on the local SHSPs in the region:

- Anne Arundel County had a Look Alive street team event that was attended by a local legislator. The City of Annapolis has received an SS4A grant.
- The Baltimore City Department of Transportation has a lot going on including participating in the BBR project discussed earlier.
- The Baltimore County group continues to work with a consultant to develop a Vision Zero Action Plan for the Department of Public Works & Transportation (DPW&T) and the recent update to the SHSP to include a strong equity component is ready for approval by the County Executive. They also held a Young Drivers Safety Day event on October 19, 2024 that was a success with over 100 attendees.
 - Mr. Fritzen Royer, Baltimore County DPW&T, noted that the Vision Zero public survey closed that day and received a lot of feedback to assist in developing the Action Plan.
- The Carroll County Strategic Traffic Safety Plan (STSP) team is implementing the Impact Teen Drivers in all public high schools. They are also working together on Move Over law enforcement activations.
- Three municipalities in Harford County worked together to develop and SHSP and a Complete Streets Academy project was implemented in the Town of Bel Air.
- Howard County also worked with Smart Growth America on the Complete Streets Academy to implement a Route 1 demonstration project.
- Queen Anne's County has been working through contracts with SS4A funds to get a consultant for developing a Local SHSP.
- Ms. Burch briefly shared the recently launched [Street Smart campaign](#) in the Washington, DC region titled *Slow Down Life Ahead*.
 - Mr. Michael Farrell, Metropolitan Washington Council of Governments Transportation Planning Board, shared that they are excited about the new creative materials. He appreciates the empathetic focus of this campaign, as opposed to a fear-based approach.
- Ms. Burch noted that it will be a busy year coming as the state updates the Strategic Highway Safety Plan and several local plans will be updated. If you are interested in joining the state working groups, please contact Ms. Burch or MHSO.

7. OTHER/NEW BUSINESS

Ms. Jennings asked for any new business from the group. She then shared that two mock crashes are scheduled for 2025:

Howard – Mt. Hebron on April 24 (rain date 4/25)

Harford – C. Milton Wright on May 1 (rain date 5/2)

She noted that the next Cannabis Use Workshop will be held February 24, 2025 and all are listed [online](#).

She also shared about Impairment Science Incorporated, a company out of Massachusetts, that developed an app that is an impairment self-assessment tool. It may also be used by employers and costs \$1.99/month. CRSC is doing a pilot project with a Baltimore County company.

*The next meeting will be held virtually on March 27, 2024 at 10 A.M.

Ms. Burch shared the opportunity to participate in the [State SHSP Update](#) is available on the MHSO website.

Ms. Jennings noted the Maryland Remembers event will be held on December 16, 2024 at 6 P.M.

No other discussion was had and Ms. Jennings adjourned the meeting at 2:22 P.M.

**Please note that, since this December meeting, all future meeting dates have been changed in 2025 to the 2nd Wednesday each quarter at 10am virtually.

March 12
June 11
September 10
December 10

Attendance:

Candace Bailey – Maryland Department of Transportation (MDOT) Motor Vehicle Administration (MVA)
Angelica Daniel – Baltimore County Department of Public Works & Transportation (DPW&T)
Adrienne Dealy – Sherry Matthews Group
Frank Enko – National Highway Traffic Safety Administration (NHTSA)
Wellington Felix – NHTSA
Michael Farrell – Metropolitan Washington Council of Governments Transportation Planning Board
Subin George – Howard County Department of Public Works (DPW)
Jami Hill – Sherry Matthews Group
Lori Hippensteel – Baltimore County Police Department
Breck Jeffers – Federal Highway Administration
Debbie Jennings – Chesapeake Region Safety Council
Tim Kerns – MDOT MVA Highway Safety Office (MHSO)
Robert King – Federal Motor Carrier Safety Administration (FMCSA)
Julie Kwedar – MHSO

Doug Mowbray – MHSO
Walter Phillips – MDOT State Highway Administration (SHA)
Shayna Rose – Baltimore City Department of Transportation
John Rotz – MDOT SHA
Fritzen Royer – Baltimore County DPW&T
Cynthia Spriggs – MHSO
Hayford Tuffour – Harford County DPW
Christina Utz – MHSO
Nicole Waldheim – Fehr & Peers
Kenna Williams Swift – Sherry Matthews Group

Staff:

Cindy Burch – Baltimore Metropolitan Council (BMC)
Todd Lang – BMC
Charlene Mingus – BMC
Eileen Singleton – BMC