

BALTIMORE REGIONAL SAFETY SUBCOMMITTEE

Wednesday March 12, 2025

10:05 – 11:30 A.M.

Virtual meeting

MINUTES

1. WELCOME AND INTRODUCTIONS

Ms. Debbie Jennings, Chesapeake Region Safety Council (CRSC), called the meeting to order at 10:05 A.M.

2. APPROVAL OF DECEMBER 2024 MINUTES

Ms. Jennings asked for any comments or changes to the minutes from the December 10, 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 for the Look Alive campaign. She also discussed upcoming plans to work closer with local safety teams. Several brainstorming discussions were had and additional resources were identified. BMC and Sherry Matthews Group are now reviewing those notes to prioritize activities for the rest of FY 2025.

There will be teen driver safety event on April 12, 2025 in Carroll County and the virtual reality challenge will be part of that program.

Ms. Jennings asked about jurisdictions with Look Alive resources beyond Baltimore City. Ms. Cindy Burch, Baltimore Metropolitan Council (BMC), shared that Baltimore County has utilized media support for law enforcement activations and the virtual reality challenge. That challenge has also been at Arundel Mills Mall in Anne Arundel County in the past and street teams have been deployed in Anne Arundel, Baltimore, and Howard Counties and Baltimore City during Pedestrian Safety Month in October. She noted that conversations are ongoing with partners in Harford County.

Ms. Swift reminded everyone that campaign materials are available for all regional partners and digital messaging does cover the region.

[PowerPoint: Look Alive Slide]

4. REGIONAL UPDATES

Ms. Cindy Burch, Baltimore Metropolitan Council (BMC), shared information about the ongoing hyper-local safety campaign from the Baltimore Regional Transportation Board (BRTB). She shared some of the images that have been created for print, digital, and transit vehicle placements. She also shared a list of media outlets that are under contract thus far.

Ms. Jennings asked about television spots and Ms. Burch explained that the campaign does not involve video this year, but is comprised of static images for print and digital.

[PowerPoint: BRTB Local Safety Campaign]

5. LOCAL UPDATES

Mr. Connor Jett, Howard County Office of Transportation, shared details about a successful Strategic Road Safety Plan (SRSP) meeting at the site of a fatal pedestrian crash. That event evolved into a safety audit by resulting in a variety of recommendations and ideas that have been added to plans within the county offices.

Ms. Jennings noted the data-driven nature of this meeting and recognized the multi-disciplinary nature of the group.

Dr. Jay Zheng, Maryland Department of Transportation State Highway Administration (MDOT SHA), inquired about financial support for the infrastructure recommendations. Mr. Jett shared that some of the sidewalk improvements were able to be implemented with local funding and Dr. Zheng encouraged the use of Highway Safety Improvement Program (HSIP) funds for the other recommendations. That application window is open until May.

Mr. Fritzen Royer, Baltimore County Department of Public Works & Transportation, asked what initiated this on-site audit. Mr. Jett shared that some requests for lighting in the area were made and the fatal crash review process brought the location to the attention of the SRSP team.

Ms. Burch shared that the observations shared at the meeting were helpful, but also the proposed solutions to some of the concerns; that personal safety was a concern in addition to the road safety factors that are part of regular road audits. Mr. Jett agreed and noted that interacting with the community during the on-site meeting was very valuable.

[PowerPoint: Howard-County-Site-Visit-Summary]

Sgt. Lisa Snedden, Carroll County Sheriff's Office, provided information about the Impact Teen Drivers program and its implementation in all Carroll County public high schools. She shared that, knowing that teen drivers are a population of concern in traffic safety, the Sheriff's Office began working with the public school system to start a new outreach program with the School Resource Officers (SRO). A positive approach was desired, instead of a 'scared straight' program, and the Impact Teen Drivers Program was selected. All SROs were trained in the program and it's being conducted in all health classes beginning this school year.

Ms. Burch shared that the mock crash program from the Chesapeake Region Safety Council may be a good program partner to Impact Teen Drivers. She also noted that driver

age is an Emphasis Area in the Carroll County Strategic Traffic Safety Plan, so this program is a strong part of their safety work. Sgt. Snedden shared that the program is tailored to Maryland's laws and processes, also that local partners and logos are also incorporated.

6. STRATEGIC HIGHWAY SAFETY PLANS

Ms. Jennings asked those online to share updates on the local SHSPs.

Mr. Royer shared that a survey was sent out to Baltimore County residents to drive the development of a Vision Zero Action Plan (approximately 500 responses). The recent update to the County's SHSP, to include an equity component, is awaiting signature from the County Executive. He noted that the crash analysis to support the update did not include the COVID-19 pandemic years due to their anomalies. Ms. Burch shared that some of the survey feedback focused on state roadways, further supporting the local-state collaboration.

Officer Lori Hippensteel, Baltimore County Police Department, shared that there will be a 2025 Young Drivers Safety Day on October 25 at New Town High School in Owings Mills. If you'd like to participate, please contact Lori. All are welcome, they do not have to be Baltimore County residents. She will share the flyer when it's ready.

Julie Kwedar, Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office (MHSO), shared that the Highway Safety Summit will be held April 29, 2025 at the BWI Hilton. Please register at zerodeathsmd.gov. She was recently at the B'More Healthy Expo and have upcoming events in Carroll and Baltimore Counties. MHSO will also be conducting CarFit programs throughout the state.

7. OTHER/NEW BUSINESS

Ms. Jennings asked for any new business from the group. She then shared the coming meeting dates:

Wednesday, June 11

Wednesday, September 10

Wednesday, December 10

Ms. Jennings 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 May 2, 2025 and all are listed [online](#).

Ms. Eileen Singleton, BMC, shared that there will be a Baltimore Traffic Incident Management Conference on April 23, 2025 at the Maritime Institute.

Mr. Royer asked about outreach materials for the Look Alive campaign. Ms. Swift and Ms. Burch will work to get such materials to him for community events.

No other discussion was had and Ms. Jennings adjourned the meeting at 11:30 A.M.

Attendance:

Daniel Allen – Anne Arundel County Office of Transportation
Candace Bailey – Maryland Department of Transportation (MDOT) Motor Vehicle Administration (MVA)
Amy Beall – Harford County Department of Public Works
Wellington Felix – National Highway Traffic Safety Administration (NHTSA)
Michael Farrell – Metropolitan Washington Council of Governments Transportation Planning Board
Ofc. Lori Hippensteel – Baltimore County Police Department
Breck Jeffers – Federal Highway Administration
Debbie Jennings – Chesapeake Region Safety Council
Connor Jett – Howard County Office of Transportation
Dr. Tim Kerns – MDOT MVA Highway Safety Office (MHSO)
Julie Kwedar – MHSO
Chris Letnaunchyn – Carroll County Department of Public Works
Barry List – MDOT State Highway Administration (SHA)
Russ Martin – Cambridge Systematics
Sgt. Tom Morehouse – Baltimore County Police Department
Doug Mowbray – MHSO
Fritzen Royer – Baltimore County Department of Public Works and Transportation
Sgt. Lisa Snedden – Carroll County Sheriff's Office
Kenna Williams Swift – Sherry Matthews Group
Nicole Waldheim – Fehr & Peers
Ida Williams – Maryland State Police
Dr. Jay Zheng – MDOT SHA

Staff:

Cindy Burch – Baltimore Metropolitan Council (BMC)
Eileen Singleton – BMC