



**REGIONAL SAFETY SUBCOMMITTEE**

**June 30, 2009**

**Baltimore Metropolitan Council**

**ATTENDANCE**

Jewel Johnson, Baltimore City DOT  
Ida Williams, Maryland State Police  
Buck Bohmer, Howard County DPW  
Donald Distance, SHA-D4  
Chris Letnaunchyn, Carroll County DPW  
Keri Shoemaker, PRR  
Sarah Reehl, UMD-CATT Lab  
Darya Filippova, UMD-CATT Lab  
Pam Beer, Cambridge Systematics  
Jeremy Gunderson, MHSO  
Howard Hall, Baltimore County Police Dept.  
Ernie Lehr, Baltimore County Police Dept.  
Tom Gianni, MHSO  
Lel Lauren, MHSO  
Bala Akundi, BMC  
Stephanie Yanovitz, BMC  
Russ Ulrich, BMC  
Murat Omay, SWA

**MEETING SUMMARY**

**Welcome and Introductions**

Bala Akundi opened the meeting and welcomed everyone to the first meeting of the Baltimore Regional Safety Subcommittee (BRSS). He noted that this is a subcommittee of the Baltimore Regional Transportation Board (BRTB) which is the federally designated Metropolitan Planning Organization (MPO) for the Baltimore region. The BRTB endorsed a resolution (#08-5) at its January 22, 2008 meeting approving the formation of a regional safety committee to coordinate the implementation of the Strategic Highway Safety Plan (SHSP) in the Baltimore region. A copy of the resolution was provided to members.

While it took some time to get this group together, Bala noted that the BRTB and the transportation staff at the Baltimore Metropolitan Council (BMC) initiated a regional safety campaign that was launched in June 2008. BMC's consultant on this project, PRR Inc., will brief this committee later on the agenda.

Bala also noted that the BRTB committees typically are chaired by a committee member from one of the local jurisdictions. However, since this is the first meeting of this group, BMC staff will run the meeting and will work towards building a committee structure and meeting schedule at subsequent meetings.

### **Strategic Highway Safety Plan (SHSP) Update**

Ms. Pam Beer with Cambridge Systematics provided an update on the SHSP implementation which began immediately following the October 1, 2007 deadline set by SAFETEA-LU for all states to have a completed SHSP. Maryland was also selected by the FHWA as one of six model states to highlight successful implementation strategies/processes.

The SHSP implementation model in Maryland was developed following a summit held in November 2007 where the state was divided into multiple regions roughly along MPO boundaries to implement and track the SHSP goals developed for each region. She noted that the Baltimore region and its MPO have been very active in the SHSP implementation process.

She noted that intersection safety emphasis area team led by Erin Kuhn (SHA) conducted before/after studies at several intersections where safety improvements were implemented and developed a cost/benefit analysis process which is now being used statewide.

### **Regional Safety Campaign**

Ms. Keri Shoemaker, PRR, Inc., gave an overview of the Regional Safety Campaign that was initiated by the BRTB in FY2008. A stakeholder outreach meeting was held in early 2008 where the regional participants used local data to identify priorities for the Baltimore region. It was decided that the first phase of the regional campaign would target the parents of young drivers to educate them on the dangers of distracted driving.

The campaign was launched on June 11, 2008 at the Pikesville Volunteer Fire Hall and featured a media event where all of the region's elected officials were present. Radio PSA's were aired on several local stations that included a tagline by the elected officials. The media buy for the Summer 2008 campaign was funded by a grant from the MHSO. The same PSAs were aired in spring 2009 using BRTB funds.

PRR also conducted a before/after study to determine the level of market penetration for the campaign. Results show that there is a slight increase in general awareness among parents on the dangers of distracted driving.

Details about the regional safety campaign including the radio ads can be found at [www.drivesafebaltimore.com](http://www.drivesafebaltimore.com).

### **MAARS Data Mining and Visualization Tool**

Ms. Darya Filippova and Ms. Sarah Reehl with UMD-CATT Lab gave an overview of a web-based application that is being developed at UMD for use by safety data analysts at the local and state level. This was initiated by the BRTB in FY2008 and subsequently the State added additional funding to make this available to jurisdictions across the state as mandated by SAFETEA-LU.

The MAARS data mining tool includes query options to analyze data at the intersection, corridor, or regional level and plot them either in graphical form or tabular form. This

tool will be made available to authorized users within each jurisdiction and SHA office and will be password protected. While there is no personal data attached to records, it is still protected by a memorandum of understanding between the State Highway Administration and Maryland State Police.

Staff at UMD is working on making refinements to this application. It should be available for testing and use around mid-October.

### **Street Smart Bicycle and Pedestrian Safety Campaign**

Stephanie Yanovitz with BMC reported on plans to launch the Street Smart campaign in the Baltimore region with support from the MHSO. This is a campaign that has been used very successfully in the Washington region for the past several years and the State made it a priority to bring it the Baltimore region for this Fiscal Year. It will be launched on September 16, 2009 at a cross-walk location in Baltimore City. The campaign will feature radio ads, billboards, bus-backs, and print and online ads.

### **Baltimore County Crash-Crime Corridor Study**

Captain Howard Hall from the Baltimore County Police Department briefed the committee on an aggressive driver campaign along six corridors in Baltimore County. This project is currently a NHTSA pilot project called Data Driven Approaches to Crime and Traffic Safety (DDACTS). BMC helped fund a small portion of this effort by conducting a before/after speed study. Captain Hall noted that this effort has been very successful in reducing aggressive driver behavior along these corridors.

### **FY2010 Regional Safety Activities**

Bala Akundi informed committee members that the BRTB approved funding for FY2010 to continue safety outreach activities and that there will be an RFP issued by late July to have a consultant on board to help with this effort. The regional safety subcommittee will play a significant role in determining the priorities for the region.

### **Next Meeting**

The next meeting of the regional safety subcommittee is scheduled for Tuesday, September 29, 2009.