

## BALTIMORE REGIONAL SAFETY SUBCOMMITTEE

Thursday, February 27, 2020  
Baltimore Metropolitan Council  
1500 Whetstone Way, Suite 300, Baltimore, MD, 21230  
10:03 to 11:36 A.M.

### MINUTES

#### 1. WELCOME AND INTRODUCTIONS

Ms. Denise Worsley opened the meeting at 10:03 A. M.

#### 2. APPROVAL OF SEPTEMBER MINUTES

Ms. Worsley asked for any changes to the minutes from the September meeting. Ms. Cindy Burch noted that Mr. Kris Nebre and Mr. Sam Snead from Baltimore County were added to the attendance list. No other changes were offered. The minutes were approved.

#### 3. BALTIMORE CITY AUTOMATED TRAFFIC VIOLATION ENFORCEMENT SYSTEMS

Mr. Charles Turner presented information about the Baltimore City Automated Traffic Violation Enforcement Systems (ATVES) program. He noted that the original program started in 1999 and ATVES is unique in that the Baltimore City Department of Transportation (BCDOT) does all of the quality assurance. BCDOT is starting to rotate the speed cameras as part of the program's focus on safety and reducing violations. BCDOT wants to build a 'safety halo' around the City by rotating the camera locations. Mr. Turner noted that a concern with evaluating the program is the delay in crash data access. BCDOT is planning to do an impact evaluation that will include mapped crash data to examine crashes in relation to camera locations. Mr. Turner also explained an effort to conduct pre-studies using a speed test camera before installing the enforcement mechanism.

Ms. Worsley then described the safety campaigns underway in Baltimore City, including: Be That Person, Don't Be That Person; Captain Zero; and an upcoming outreach event at the B'More Healthy Expo on March 7, 2020. She noted that efforts focus on using a positive tone.

Officer Lori Hippensteel asked about how many speed cameras (~100) and officers (~20-30) contribute to the program. She also asked about school bus cameras and Mr. Turner said that most public school students utilize public transportation.

#### **4. LOOK ALIVE - REGIONAL PEDESTRIAN/BICYCLE SAFETY CAMPAIGN**

Mr. Bala Akundi explained that the Look Alive campaign was developed one year ago and BMC is ready to launch its next phase. Today is a training session for law enforcement, the fourth to occur over the past year, and the next enforcement efforts will occur in early March. A new component of the campaign is to create Signal People outreach teams to expand the reach of Signal Woman. BMC will also be partnering with the Maryland Department of Transportation State Highway Administration (MDOT SHA) and BCDOT at the B'More Healthy Expo on March 7. That display will also include the Virtual Reality Challenge. Officer Hippensteel noted that the enforcement is planned for Eastern Avenue and will include media on March 9 with a Baltimore County Police Department (BCPD) Lieutenant and on March 11 with the BMC Executive Director.

Mr. Akundi noted that BMC is looking for one more event to use the Virtual Reality Challenge and asked the group to make suggestions. Officer Hippensteel suggested the Baltimore Gas & Electric Company (BGE) employee family day on May 16, 2020, because it targets teen drivers. Ms. Christina Utz noted that some staff will also be there.

Mr. Doug Mowbray asked about Bike to Work Day and if Look Alive has been incorporated into those stations. Mr. Akundi made note of the suggestion and will look into that.

Ms. Tracy Whitman asked if there are materials available in other languages and Mr. Akundi noted that just the brochures have been translated into Spanish. Ms. Worsley said that it should be easy to make adjustments to electronic billboards and the project team might try to focus in areas with existing outdoor media.

Mr. Matthew Hendrickson asked about the campaign evaluation and its parameters. Ms. Burch will share the baseline evaluation that was presented at the September 26, 2019 Safety Subcommittee meeting.

***[PowerPoint: Look Alive Campaign]***

#### **5. MARYLAND HIGHWAY SAFETY OFFICE**

Ms. Utz explained that the Statewide Strategic Highway Safety Plan will be updated this year, to be implemented during the years 2021-2025. MHSO has contracted with Crash CORE to accomplish this task and some of those in attendance may have already participated in the process through interviews or survey feedback.

She noted that there will be an SHSP Workshop on March 24, 2020 at the Maritime Conference Center. It is an invite-only event to include representatives from the 4 E's to build the draft update plan (Strategies and Action Steps). That morning the Maryland Secretary of Transportation, Mr. Greg Slater, will announce the official 2019 fatality figures. The timeline for developing the SHSP update is to have a draft by the end of summer and then review through the fall, seeking executive approval by the end of the year from the SHSP Executive Council. The plan is set to start implementation on January 1, 2021.

Ms. Utz explained that, with regards to Vision Zero and per legislation as of October 1, 2019, the SHSP will incorporate zero fatality goals but will not be a drastic restructuring of the current plan. The state does not anticipate major changes to the Emphasis Areas and understands that local SHSPs have been developed in a similar fashion.

MHSO grant applications close on March 2, 2020 and she noted that the office wants new and innovative ideas, so encourages everyone to consider applying for funding.

Ms. Utz then shared that the Annual Highway Safety Summit will be held on April 14, 2020 at the Maritime Conference Center. Invitations should be out in early March and will come from a *highwaysafety.gmail* account, so please check spam folders.

Finally, Ms. Utz reviewed the Partnerships, Resources, and Outreach (PRO) regions and explained that those four program managers are constantly working on the local level. PROs work in the MDOT SHA District offices once a week to expand that connection.

***[PowerPoint: PRO and LEL regional maps]***

## **6. MARYLAND OCCUPANT PROTECTION ASSESSMENT**

Mr. Tim Richards introduced himself and explained what an Occupant Protection Program Assessment is and why the state just completed one. Seat belt use is a primary concern and states receive additional funding from the National Highway Traffic Safety Administration (NHTSA) if the observed seat belt usage rate is over 90%. The 2019 Maryland observed rate was 90.4%, so the state reached out to NHTSA for an assessment. Although the rate is above 90%, and the assessment was not required, Maryland has a very strong occupant protection program and requested the review to gain new program ideas to increase safety restraint usage.

One of the report's recommendations was to have a real-time count of traffic fatalities on a state website. Mr. Richards asked the group for pros or cons about having such a tool for the public. Ms. Janet Bahouth said that she wasn't sure that accuracy is a big concern to the public, that the numbers may change but probably not much so that shouldn't be an issue. Mr. Hendrickson said that the context should stay within traffic safety and not be presented in comparison to other public health issues (e.g. opioid overdoses). Mr. John Rotz noted that smaller numbers have higher variability which is challenging, but incorporating time trends may help. Ms. Bahouth then asked about threat perception and how to use that to have an impact. Mr. Hendrickson said that sharing qualitative stories and partnering with more advocates would be helpful and may enhance the threat perception.

Ms. Yan Zhang asked about how the seat belt usage rate is calculated and Mr. Richards explained the observational study design. A detailed report is available through the MHSO.

Ms. Burch noted connections between some of the key recommendations and the region's local plans and partnerships.

***[PowerPoint: Occupant Protection Assessment]***

## 7. CRASH DATA REVIEW AND REGIONAL SAFETY PERFORMANCE TARGETS

Ms. Burch briefly shared a review of recent crash data trends in the region that was previously shared with the Baltimore Regional Transportation Board (BRTB) and discussed updating the Transportation Performance Measures for Safety (TPM1). She noted the federal requirement that MPOs set safety targets within 180 days of the state submitting targets to the Federal Highway Administration (August 30). The BRTB has chosen to set regional targets using the same methodology as the state, instead of adopting the state targets exactly. The BRTB Resolution sets the 2016-2020 targets of: 181 fatalities, 1,227 serious injuries, 0.69 fatalities per 100 million vehicle miles traveled (VMT), 4.70 serious injuries per 100 million VMT, and 223 non-motorized fatalities and serious injuries.

***[PowerPoint: Regional Safety Targets]***

## 8. MEMBER REPORTS

- Ms. Whitman then explained the Kids in Safety Seats (KISS) program and available resources related to child passenger safety education, outreach, networking, and seat installation.
- Officer Hippensteel requested materials in other languages to give to the Baltimore County precincts. Officer Hippensteel also teaches seat belt safety annually to all officer trainees and would like to discuss incorporating any information from MHSO or KISS.
- Mr. Dan Janousek discussed exploring vehicle technologies and other innovations to get to zero fatalities. He inquired about state and local efforts to better understand and utilize emerging technologies. Ms. Utz invited him to the Highway Safety Summit in April because there will be a session related to that topic.
- Mr. Cedric Ward then shared a new program under development to provide Highway Safety Improvement Program (HSIP) funding for local projects. A Local SHSP will be a requirement. MDOT SHA hopes to have this program in place by the fall and there is a commitment from the administrator to do so. Mr. Mowbray asked about the funding cycle, if it will follow the federal fiscal year or depend on project timelines. Mr. Ward explained that it will be managed in a way to maximize the funds.

Ms. Worsley closed the meeting at 11:36 A.M.

### **Next Steps:**

- Consider ways to further engage with state and regional partners
  - o Join a state SHSP Emphasis Area Team
  - o Build connections with program partners for collaboration
  - o Work with LELs and PROs
  - o Utilize the Look Alive Virtual Reality Challenge
  - o Share social media accounts and cross-tag
- Consider new/non-traditional partners for local SHSP teams
- Engage with local teams

**Attendance:**

Janet Bahouth – Crash CORE  
Nancy Camara – Maryland Highway Safety Office (MHSO)  
Matthew Hendrickson – Baltimore City Department of Transportation (BCDOT)  
Lori Hippensteel – Baltimore County Police Department  
Dan Janousek – Maryland Department of Transportation  
Mike Lane – Harford County Sheriff’s Office  
Doug Mowbray – MHSO  
Kris Nebre – Baltimore County Department of Public Works  
Walter Phillips – MDOT State Highway Administration (MDOT SHA) District 4  
Mandy Rimmell – MHSO  
Tim Richards – MHSO  
John Rotz – MDOT SHA  
Charles Turner – BCDOT  
Christina Utz – MHSO  
Cedric Ward – MDOT SHA  
Tracy Whitman – Maryland Kids in Safety Seats  
Tina Williams – MHSO  
Denise Worsley – BCDOT  
Yan Zhang – Howard County Department of Public Works

**Staff:**

Bala Akundi – Baltimore Metropolitan Council (BMC)  
Cindy Burch - BMC