

BALTIMORE REGIONAL SAFETY SUBCOMMITTEE

Thursday, June 27, 2024

10:00 - 11:15 A.M.

Virtual meeting

MINUTES

1. WELCOME AND INTRODUCTIONS

Ms. Debbie Jennings, Chesapeake Region Safety Council (CRSC), called the meeting to order at 10:00 A.M.

2. APPROVAL OF MARCH 2024 MINUTES

Ms. Jennings asked for any comments or changes to the minutes from the March 28, 2024 Baltimore Regional Safety Subcommittee meeting. Receiving none, the minutes were accepted into the record.

3. PARTNER UPDATES

Ms. Jennings shared that the CRSC conducted a mock crash educational program at Mt. St. Joseph's in Baltimore City on April 16, 2024. That scenario was a single vehicle crash that involved a teen driver distracted by passengers sharing snapchats. Ms. Jennings then noted that C. Milton Wright High School in Harford County requested a program, four other schools have been confirmed, and two more requests have been received for spring 2025. She also stated that another program will be brought to Mt. St. Joseph's because it was very well received.

4. LOOK ALIVE WITH SIGNAL WOMAN

Ms. Kenna Williams Swift, Sherry Matthews Group, provided updates on the Look Alive campaign including enforcement activations for pedestrian safety in April in Baltimore County. Ms. Swift also shared images being used in a partnership with the Baltimore Orioles and provided details about two events at Oriole Park at Camden Yards with the Look Alive Virtual Reality Challenge and Signal People safety ambassadors. Those events will be held inside the park on September 21 and 22, 2024.

Ms. Jennings asked about the use of the Virtual Reality Challenge for an event and Ms. Swift will be the contact person for those questions. Ms. Cindy Burch, Baltimore Metropolitan

Council (BMC), noted that the proposal for MHSO funding in FY 2025 included some events in the Baltimore region; that funding decision will be made by MHSO in September 2024.

[PowerPoint: Look Alive June 2024]

5. FEDERAL UPDATES

Mr. Frank Enko, National Highway Traffic Safety Administration (NHTSA), shared recent statistics and planned educational campaigns related to speeding, impaired driving, and occupant protection. He provided information about past and upcoming collaborative enforcement efforts along the I-95 corridor. Mr. Enko encouraged all committee members to continue sharing safety messages among family and friends.

Ms. Jennings asked about the unrestrained officer fatalities, if those officers were in the vehicle while conducting a traffic stop in any of those cases. Mr. Enko will look further into the data to answer this question.

[PowerPoint: NHTSA update June 2024]

6. STATE UPDATES

Ms. Myra Wieman, Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office (MHSO), provided information on new traffic safety laws that will take effect July 1, 2024 and October 1, 2024. Ms. Anna Levendusky, MHSO, shared upcoming safety campaign materials including updated brochures available at zerodeathsmd.gov and videos with Orioles players for work zone safety.

Ms. Jennings commended the MHSO for all of the work zone safety campaigns and asked about updates on the recommendations from the Work Zone Safety Work Group. Ms. Levendusky shared that a tracker may be developed and noted that all outreach materials will direct to the zerodeathsmd.gov/how-you-can-help/work-zone-safety.

Ms. Jennings then discussed the exception to Noah's Law 2.0 for people that use an employer's vehicle during the workday, but that does not apply if the person assigned the ignition interlock takes that vehicle home after the workday. She will work with MHSO on developments in messaging to that effect.

[PowerPoint: MHSO 2024 Legislation and Media]

7. REGIONAL PROGRAMS

Mr. Todd Lang, BMC, shared analytics related to travel patterns and economic measures in the region around the Francis Scott Key (FSK) Bridge before and after its collapse on March 26, 2024. Findings included: changes in traffic volumes in both the Ft. McHenry and Harbor Tunnels, average travel times on alternate routes, and workforce impacts. Mr. Lang noted that as Port of Baltimore operations return, traffic congestion is anticipated to stabilize at a "new normal" around July. The most impacted zip codes (nine in total) identified were found to have income and educational attainment lower than that of the region and state, and a higher poverty status.

Ms. Jennings asked about plans for updating traffic signs that incorporate travel over the bridge, such as those that estimate mileage to a destination. Mr. Lang believed that is a current topic and is underway. Ms. Amy Beall, Harford County Department of Public Works, shared that she has already seen some sign corrections. Ms. Beall then asked about any considerations for more work-from-home or flexible schedules due to the new longer traffic patterns. Those discussions are happening at the state level, but no decisions have been made as yet.

[PowerPoint: FSK Analytics]

Ms. Cindy Burch, BMC, provided an overview and schedule for an upcoming FY 2025 project. In 2023, the Baltimore Orioles approached BMC to partner on the Look Alive campaign with Signal Woman, because they found it intriguing and important. An agreement was made to show the campaign on the LED Bullpen Signs for 30 half innings and host two on-site activations of the Look Alive virtual reality project. The on-site activations are scheduled in September for two games over the weekend of the 20th and 21st.

Ms. Burch explained that the FY 2025 project will build and expand upon that partnership to include other safety messaging and find more regional partners. The safety messaging project will utilize the National Highway Traffic Safety Administration (NHTSA) communications calendar to align safety messages for stronger impact. The project will run throughout FY 2025 and the budget is for \$100,000.

[PowerPoint: BMC Safety Outreach]

8. LOCAL STRATEGIC HIGHWAY SAFETY PLANS

Ms. Burch shared a brief update on the local SHSPs in the region:

- The Baltimore County group continues to work with a consultant to update the SHSP and will develop a Vision Zero action plan for the Department of Public Works & Transportation (DPW&T).
- The Carroll County Strategic Traffic Safety Plan (STSP) team is using a lot of data sources (crash, EMS, school bus violations) to coordinate enforcement efforts and is exploring school-based outreach programs, such as Impact Teen Drivers.

9. FUTURE OF THE COMMITTEE

Ms. Jennings reminded the group that a committee roster was shared with the meeting announcement and all members were encouraged to review the list and suggest any new partners. Ms. Jennings suggested a partner from AAA Mid-Atlantic and Ms. Burch will contact Ms. Ragina Ali. No other suggestions were given, so the roster was set for FY 2025.

10. OTHER/NEW BUSINESS

Ms. Jennings asked for any new business from the group.

No other discussion was had and Ms. Jennings adjourned the meeting at 11:15 A.M.

Attendance:

Tanya Asman – Anne Arundel Office of Transportation
Amy Beall – Harford County Department of Public Works
Jessie Bialek – Baltimore County Department of Public Works & Transportation
Michael Davies – Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office (MHSO)
Frank Enko – National Highway Traffic Safety Administration
Jennifer Gray – MHSO
Debbie Jennings – Chesapeake Region Safety Council
Julie Kwedar – MHSO
Robert King – Federal Motor Carrier Safety Administration
Anna Levendusky – MHSO
Doug Mowbray – MHSO
Janie Nham – National Capital Region Transportation Planning Board
Tim Richards – MHSO
Kenna Williams Swift – Sherry Matthews Group
Myra Wieman – MHSO

Staff:

Regina Aris – Baltimore Metropolitan Council (BMC)
Cindy Burch – BMC
Todd Lang – BMC
Eileen Singleton – BMC