



## CONNECTING THE DOTS

### Maryland Highway Safety Summit 2014

#### Summary Narrative Report

Monday, February 24

Session 1      Opening Remarks and State of the State

Maryland's Secretary of Transportation, **James T. Smith**, opened the Summit emphasizing that *Toward Zero Deaths* is a real goal. As an intermediate step toward that goal, Maryland aims to cut traffic fatalities in 2030 by 50 percent from the baseline in 2008, and in the nearer term the state has targeted holding traffic deaths to no more than 475 in 2015. He reported that preliminary and not yet released data from 2013 indicated we had the lowest loss of life due to traffic crashes in all years since 1961. Mr. Smith stressed that achieving our ambitious short term, intermediate and long range goals will require a strong partnership of education, engineering, enforcement and emergency medical services organized around a comprehensive strategic plan.

**Tom Gianni**, Chief of the Maryland Highway Safety Office, outlined the work of the Summit, including updating the latest available data, reviewing emerging best practices in our six emphasis areas, identifying gaps in our strategies and setting the framework for the Strategic Highway Safety Plan (SHSP) for 2016-2020. Tom emphasized that throughout the Summit's three days we would strive to develop a comprehensive understanding of what is working, what gaps remain and what we need to change.

Following Tom's charge to the participants, seven members of the Executive Council of Maryland's SHSP offered brief remarks, beginning with **Col. Marcus Brown** of the Maryland State Police. Col. Brown noted that everyone participating in the Summit is vital to the development and success of the 2016-2020 SHSP, and that Maryland needs the ideas, initiatives and involvement of all. We need to bring passion to this challenge because there are no acceptable highway fatalities and the people of Maryland are counting on us. **John Kuo**, Maryland's Governor's Representative for Highway Safety followed with the moving personal experience of having lost his sister and brother at a young age in a crash. He stressed that it is up to all of us to develop a plan that *will* work, and to do that we must embrace the plan as our own. **Melinda Peters**, representing the State Highway Administration (SHA), observed that SHA has a very clear vision: *Safety* is the top priority. SHA's daily work is to improve infrastructure, but their focus is on people. She observed that, just as SHA deals with infrastructure, we each have our own specific responsibilities, but our overarching responsibility is to make sure no one dies in a crash. **Donna Gugel** of Maryland's Department of Health and Mental Hygiene (DHMH) spoke next and stressed that public health in our state is a full partner in traffic safety, and a strong advocate for seat belts, child passenger safety, mandatory helmet use by motorcyclists and bicyclists and pedestrian safety. She

observed that Maryland faces a growing pedestrian safety challenge among recent immigrants and reported that DHMH is working with community partners in many locations to educate immigrants on safe walking practices. **Col. Michael Kundrat** of the Maryland Transportation Authority Police noted the very encouraging downward trend in fatalities and injuries in recent years, but also acknowledged that with 32 percent of fatalities being unbuckled, 32 percent involving alcohol and 28 percent involving speed we have a very long way to go. He challenged us all to be data-driven, and stated that data drives when and where he assigns his officers to work. And he observed that there is a wealth of knowledge at the Summit. Speaking next was **Donald Halligan** of the Maryland Department of Transportation (MDOT). He stated that the MDOT focuses on the safety of all road users, not just motorists, and certain segments of the road user population have special needs. He pointed to Maryland's growing population of the elderly as one of several groups with mobility restrictions, and encouraged us to include increased safe transportation options for all people in our plan. **Dr. Robert Bass**, recently retired from the Maryland Institute for Emergency Medical Services Systems, was the final member of the Executive Council to speak. He noted that the EMS community in Maryland is fully committed to *Toward Zero Deaths* and that getting crash victims to quality trauma care is a key factor in saving lives. He also remarked on the broader role EMS plays in safety education, as a community that is well positioned to get the word out in a credible fashion.

## Session 2: Engaging Partners – “Connecting the Dots”

**Tim Kerns**, representing the University of Maryland's National Study Center, gave a brief overview of the “six-pack” of data sources that provide the data that drive our programs:

- Crash Reports
- Citation / Adjudication
- Vehicle Registration
- Driver's License
- Roadway
- Injury Surveillance.

He observed that it is from these sources that we obtained the evidence that produced the selection of our six emphasis areas for the Summit and the SHSP that is to follow: Distracted Driving, Impaired Driving, Pedestrian Safety, Aggressive Driving, Occupant Protection and Highway Infrastructure. Tim emphasized that traffic records data is the foundation for all we do. And he strongly encouraged all participants to attend and play active roles in all three Breakout Sessions on Day 2.

**Dr. Mayur Narayan**, with the R. Adams Cowley Shock Trauma Center, began his remarks with three short and memorable phrases which he asked all participants to repeat: *Trauma is BAD; Trauma is Preventable; Unity and Diversity*. He reminded us that we have assembled from different backgrounds and we join together with different perspectives, but our goal is the same. Injury is the leading cause of death and disability and by far trumps communicable disease. Sixteen percent of America's Gross

Domestic Product is spent on health care. And while he pointed to encouraging developments for safety in Maryland, such as our cell phone law, he pointed out that nationwide we've gone backwards on universal motorcyclist helmet laws. Dr. Narayan asked how we should respond to people who say "let those who ride decide." His suggestion is, respond by asking "decide what? Decide to die? To become permanently disabled? To be for the rest of their lives a severe economic burden to family, friends and society at large?" He left the participants with three powerful thoughts:

- Telling someone a loved one has died is the hardest part of my job.
- Prevention is the vaccine for the disease of injury.
- The best patient is the one we never see.

**Sheriff Jesse Bane** of Harford County spoke about his unique-in-Maryland county-specific SHSP. He described Harford as a high-crash incidence, low-crime incidence county whose citizens are aware that crashes are the big problem they face. The Sheriff and other partners first approached the County Council and asked for and got a Council resolution backing the formation of a Traffic Safety Task Force. Sheriff Bane was made Chair of the Task Force. Then they created a permanent Traffic Safety Advisory Board, which took on the task of building the Harford SHSP using the state SHSP as a model. Modeling the county's plan on the state saved them a lot of homework. When asked why Harford is the only county in Maryland (so far) with its own SHSP, the Sheriff responded that in some locales there may be too many "silos" preventing fully effective inter-disciplinary coordination. He closed by recommending that other counties try Harford's approach.

**Dave Coyne** of the SHA spoke about the role SHA District offices play in implementing the SHSP. That role focuses heavily on system *preservation*, involving construction, maintenance, traffic operations and system design. Key elements in the districts' role include:

- Developing effective partnerships (breaking down the silos)
- Traffic Safety Committees with periodic meetings
- County coordination meetings every 6-8 weeks
- Community meetings with citizens, elected officials and other agencies
- Programs and Joint Initiatives (e.g., Coordinated Highways Action Response Team – *CHART*)
- Safe Routes to School
- Safe Rides to School
- Pedestrian Safety
- Intersection Safety Implementation Plan
- Data-based safety improvements (e.g., rumble strips, median barriers, signs, markings)
- Education on developing partnerships, building relationships and leveraging resources

Dave closed by saying that effective *partnerships* are key to implementing effective traffic safety initiatives at the district, county and local levels.

Tuesday, February 25

Session 3      Understanding and Preventing Motor Vehicle Traffic Injuries

The husband and wife team of **Drs. David and Carolyn Fowler** gave a comprehensive and very personalized overview of the evolution of the public health approach to motor vehicle and other injuries. Dr. David Fowler is the Chief Medical Examiner for the State of Maryland. Dr. Carolyn Fowler is an Assistant Professor in the Department of Community-Public Health at Johns Hopkins University. They traced the history of impressive “firsts” in public health recorded in this state, ranging from the requirement that coroners actually be physicians at the start of the 20<sup>th</sup> Century, through the establishment of the first school of public health at Johns Hopkins, through the development of the first statewide medical examiner system, the Shock Trauma Center established by (and now named for) Dr. Cowley and the first statewide EMS system and culminating in 1974 with the first statewide Injury Surveillance System (ISS). And they related to us the “Cape Town Story” of their personal involvement in public health and traffic injuries, including cases of child pedestrian fatalities with very low ISS scores and undiagnosed neck injuries. They recognized early on that combatting traffic injuries requires an interdisciplinary approach involving medicine, public health and traffic engineering and enforcement. They also addressed gaps in the data relating to traffic deaths and injuries, pointing out that death certificate information is very limited. They clarified how the basic health care model of host, agent and environment applies to traffic injuries. Finally, tying back to their experience with child pedestrian fatalities and injuries, they pointed out the need to emphasize education of parents and care givers in combatting that threat; the attempt to educate the children themselves alone, they noted, is unethical.

Sessions 4, 5 & 6      Breakout Sessions

**Distracted Driving** Facilitator: **Major Kevin Anderson**, Maryland Transportation Authority Police

Four presenters provided overviews of strategies for deterring distracted driving.

**Allison Kirk**, the Public Information Officer with the Delaware Office of Highway Safety, provided an update on her state’s on-going *no hand-held cell phone* enforcement campaign. The Delaware campaign is very similar to the National Highway Traffic Safety Administration (NHTSA)-supported demonstration campaigns of a few years ago in Connecticut and New York, but on a larger scale (i.e., statewide). A very well attended press event was held to kick off the campaign, using NHTSA-designed materials with “plug-ins” specific to Delaware. Media ride-alongs were also conducted. Delaware is using the same program logo that was employed in Connecticut and New York. The Delaware program included paid (by NHTSA) and earned (by Delaware) media and three enforcement waves of 14 days duration each over an 8-months period. During the three waves, over 5,600 cell phone violation tickets were issued. The on-going evaluation, funded by NHTSA, is being conducted by the Preusser Research Group. Ms. Kirk informed us that observed hand-held cell phone use by drivers decreased by about one-third from the start of the first mobilization to the completion of the third. The program is continuing with spread-out one-day “blitzes” supported by Section 402 funding. Officers are continuing to report their cell

phone citations. The evaluation shows there is high message recognition. To boost compliance by the many out-of-state drivers who pass through Delaware daily, signs have been placed at the borders. Barriers specific to Delaware, but perhaps shared by other states, are that hand-held cell phone use by drivers is permitted in vehicles stopped at red lights and the use of traffic spotters at roadside is prohibited.

**Amy Schick** of the NHTSA reviewed distracted driving best practices and recent research. The current NHTSA data from surveys and crash investigations reveals that about six percent of drivers will make calls using hand-held devices while driving, 14 percent will send texts and 28 percent will answer incoming calls. Results of the 100-car study suggest there is about a three-fold increase in crash risk associated with the use of hand-held devices while driving. Amy reported that the enactment of state laws prohibiting or restricting hand-held cell use is expanding, and currently 12 states prohibit any use of hand-held devices by drivers, 37 prohibit such use by novice drivers and 41 states prohibit texting by all drivers. Maryland's law is comprehensive, but permits an exception for drivers of vehicles stopped at traffic signals. High visibility enforcement was found in the Connecticut and New York demonstration projects to reduce prohibited hand-held use substantially. Amy also noted that a national ad campaign on the hazards of hand-held device use by drivers will be underway from April 10-15, 2014. In response to questions from participants she noted that exceptions (permitted in some states) allowing hand-held device to be used for their GPS application appear to make enforcement of prohibited uses more difficult, and it is still too soon to tell how well cell phone citations are holding up in court.

**Richard Pain** with the Transportation Research Board spoke on human factors engineering contributions to reducing distracted driving and emphasized the need to carefully consider human factors at the initial stage of communication system design. He noted that early research indicates that digital billboards create heavy distraction particularly in dense traffic environments. He recommended reference to NCHRP Report 600, *Human Factors Guidelines for Road Systems* to help ensure that roadway environments do not encourage driver error. Richard also pointed out that between now and April 30 John Campbell of Battelle is available to come to Maryland to conduct a 1-day workshop on NCHRP Report 600 at no cost.

**Ruth Adeola** addressed distracted driving injury prevention and showed a video of a crash re-enactment that is used for high school safety programs and also is shown in driver education classes. It is part of a one-hour curriculum offered to all high schools in Maryland. The full curriculum includes a brief presentation by a young trauma survivor. In response to a question concerning the effectiveness of the video the speaker replied that the use of real victims has a positive effect.

**Impaired Driving** Facilitator: **Kurt Erickson**, Washington Regional Alcohol Program

Five presenters offered information on emerging issues and best practices relating to impaired driving.

**Lisa Booze** of the Maryland Poison Center painted a picture of the rapidly growing array of drugs that are contributing to impaired driving in Maryland and elsewhere. She noted that, since 2009, the categories of drugs have risen to 8, and over 200 new synthetic drugs have appeared on the illegal market and in our arrest and toxicology records. Most of the new substances are slight alterations of previously existing chemical structures and were created to take advantage of loopholes in the laws. Many of the new drugs are synthetic forms of marijuana. There are now over 500 of those, most of them more potent than marijuana. There are also drugs typically called “bath salts” on the street; they are synthetic Khat leaves, or cathinones. And there are also synthetics of ecstasy and synthetic opioids. Lisa also stressed that misuse and abuse of prescription drugs continue to factor into our impaired driving problem.

**John Lacey** of the Pacific Institute for Research and Evaluation and **Sgt. Scott Wichtendahl** of the Virginia Beach PD reported on the Virginia Beach alcohol and drug crash risk study. Scott described the study protocol, which included having the experimental site serve (one week later) as its own control. John summarized preliminary findings, based on a total sample of 2,682 crashes including 15 fatalities and 886 injury crashes. Results clearly indicate higher crash risk associated with alcohol, both alone and in combination with other drugs. Sixteen percent of crash-involved drivers tested drug-positive, including 6 percent for marijuana. And 14 percent of control sample drivers tested drug positive.

**Lt. Col. Jerry Jones** of the Maryland State Police spoke on the *State Police Impaired Driving Efforts* (SPIDRE). The program centers around a specially recruited DUI team that currently operates in three of Maryland’s counties. The program emphasizes nighttime enforcement and targeting specific data-driven locations. Heavy publicity accompanies the program, and the goal is to impact impaired drivers and carry through to prosecution and adjudication. It is a collaborative program involving joint operations by state, county and city police. SPIDRE produced 800 DUI arrests in eight months. Arrests are up and crashes are down in all three counties.

**Judge Neil Axel**, NHTSA Region 3’s Judicial Outreach Liaison, gave an overview of DUI Courts and Judicial Outreach. He noted that DUI courts are especially well suited to ensuring effective sentencing and supervision, and he stressed the role played by interlocks, SCRAM and 24/7 monitoring in keeping the supervision intense. Judge Axel stated that jail may not always or even usually be the best way to reduce subsequent DUI violations. In his experience, one of the best things about a DUI arrest is that it provides an opportunity to intervene. And DUI courts are very effective at intervention. The judge concluded by noting that there are now four DUI courts in Maryland and he expects more will come into being in the future. Most of the folks, he observed, who come before a DUI court have never before heard anything positive from a judge. But they hear positive things in DUI court.

Question from a participant about Virginia Beach’s alcohol and drug crash risk study: Do your BAC relative risk results support the National Transportation Safety Board’s push for 0.05 as the illegal per se limit for impaired driving? Response (by John Lacey): Yes, crash risk is substantially higher at 0.05.

**Pedestrian Safety** Facilitator: **Jeff Dunkel**, Montgomery County Department of Transportation

Four presenters described initiatives to improve pedestrian safety in urban areas, three of them in Maryland. A useful interaction among participants and presenters followed.

**George Branyan**, the Pedestrian Enforcement Coordinator for the District of Columbia Department of Transportation, gave a status report on pedestrian crashes in the nation’s capital and the Master Plan to reduce those. He opened by noting that DC has a high percentage of working adults who walk about at times during the work day; nearly 12 percent walk to work and over one-third work from home. In addition, about 4 percent commute to work by bicycle. During 2009-2013, reported pedestrian crashes have been *rising* by 86 from one year to next. Projected to 2020, **1,572** pedestrians will be struck by motor vehicles in that year. Many of those will be injured, some killed. But on a more positive note, lately fatalities have been declining although injuries have been rising. Mr. Branyan told us that in recent years (2004-2010) pedestrian crashes have occurred with highest frequencies:

- In crosswalks, with signals (23.0 percent)
- Not in crosswalks (21.7 percent)
- In crosswalks with no signal (15.3 percent)

The most frequent location-contributing factor has been: ***uncontrolled crosswalk, failure to yield by driver***. He reported that both left- and right-turning vehicles are hazardous, with left turns on green lights being most severe. And thru vehicles failing to yield to pedestrians are also very hazardous. The riskiest locations have proven to be:

- Crossings with no raised median
- High traffic volume locations
- Crossings with multiple lanes

The District’s DOT has provided a lot of input to FHWA’s Guidelines for Pedestrian Safety. Mr. Branyan concluded his remarks by naming the components of DC’s Master Plan for pedestrian safety, all of which have been shown to produce tangible benefits:

<i>Red Signals</i>	<i>Advanced Stop Signs (compliance has been 80+ percent)</i>	<i>Side-of-Street Signs (Stop ... Wait ... Go Slow)</i>	<i>Rapid Flash Beacons (compliance 73 percent)</i>
<i>Far Side Bus Stops</i>	<i>HAWK Hybrid Beacons (compliance 97 percent)</i>	<i>Refuge Islands</i>	<i>Leading Pedestrian Interval Signal Timing</i>
<i>HAWK for Big Roads</i>	<i>Crosswalk Marking (marking is just one consideration)</i>	<i>Road “Diet”</i>	<i>Stop-then-Go Signage</i>
<i>Speed Reduction</i>	<i>Traffic Calming</i>		

Mr. Branyan’s final comment was that DC’s goal is to accommodate all road users.

Next to speak was **Dr. Andrea Gielen** of the Bloomberg School of Public Health who reported on Johns Hopkins University's New Pedestrian Safety Program. That program's focus is on *education* and *formative evaluation*, and the evaluation factors include:

- Videos from security cameras
- Crash data
- Videos of intersections
- Focus groups

Experience with the New Pedestrian Safety Program to date has led to the formulation of *Five Principles*:

Principle 1      Multi-disciplinary teams are essential!

Principle 2      Know thy target audience (East Baltimore Community Residents in this case)

Survey of residents showed:

- |                                    |  |
|------------------------------------|--|
| • Been struck as pedestrian?       | 40% Yes or Near Miss                     |
| • Struck a pedestrian?             | 17% Yes or Near Miss                     |
| • How important a problem?         | 98% Imp or Very Imp (most <b>Very</b> )  |
| • Who contributes most to problem? | 74% Driver and Pedestrian <u>Equally</u> |
| • Most effective strategy?         | 27% ticket driver, 14% ticket pedestrian |

She said that the East Baltimore public supports ticketing both drivers and pedestrians because pedestrian safety is a shared responsibility.

Dr. Gielen named five effective strategies that have contributed to reducing pedestrian crashes and injuries in Baltimore:

- Ticketing drivers
- Improving intersection structure
- Allowing more crossing time
- Ticketing pedestrians
- The comprehensive safety campaign

And the most popular messages have been:

- Obey or Pay
- Stop, Wait, Don't Tempt Fate
- Don't Compete, Share the Street
- Share It (i.e., the Street), Don't Wear It
- Be Seen, Be Safe.

She said the strategic focus of all messages must be *Alertness, Consequences* and *Specific Actions*. And she noted that for pedestrian safety we need a **short memorable slogan with a colorful logo**, not unlike *Click It or Ticket*.

Principle 3      Don't be afraid to raise perception of risk (*Risk Raising Risk Perception*)

Dr. Gielen pointed out that if the present trend continues 100 pedestrians will be struck and killed in Maryland this year (total across 2010-2012: 299 pedestrian fatalities)

Principle 4      If you raise the issue of FEAR (Risk Perception), you must include *HOW TO REDUCE* the threat.

Dr. Gielen asked us to mark our calendars:

**March 4, 2014 Pedestrian Safety Rally                      Johns Hopkins Dome on Broadway 3:30-5:30pm**

Final Principle    Patience and Wisdom

Her final slide made it clear: know what stinks (dog / skunk confrontation). Be smart enough to avoid it.

**Lt. Scott Harner** of Ocean City PD spoke next. He referred to his department's long history of a pedestrian safety emphasis. It is a history that has produced *results!* Ocean City is a tourist town. No surprise is the fact that the highest frequencies of pedestrian injuries occur during June-August, Thursday through Sunday, around 7pm and again from 11pm-2am. During those later hours alcohol involvement is **heavy** (approaching 100 percent). Lt. Harner told us there have been numerous effective engineering solutions to help reduce this problem, including:

- Speed reduction
- Curb bumps
- Curb markings
- Median dividers
- A new traffic light on Coastal Highway

Education solutions, mass-media communications, and grassroots outreach have also been extremely helpful. The Maryland Crab is *everywhere* in Ocean City as a pedestrian (and motor vehicle and bicycle) safety symbol. But we need a safety-focused name for the Maryland Crab. Scott reminded us that the focal events for pedestrian safety in Ocean City run from Memorial Day through late August, with an especially heavy emphasis on the high school graduates' senior weeks, which spread over a period of several weeks. During those times Ocean City mounts a combined education / enforcement campaign with a major emphasis on education. During 2013, only 36 pedestrian citations were issued year-long but there was a *100 percent reduction* in pedestrian fatalities. In comparison, during the year Ocean City had 809 billboards on display with pedestrian safety messages. Scott stated that in a community with a large and very transient tourist population campaigns relying exclusively or primarily on enforcement don't work very well. In the summer, Ocean City's population soars to 400,000. All tourists are pedestrians. An enforcement-heavy pedestrian campaign will drive pedestrians away.

Scott pointed out that *Walk Smart* doesn't stand alone in Ocean City. It is linked to the *Drive Smart* and *Bike Smart* campaigns.

The lieutenant concluded his remarks by reminding us that before *Walk Smart* began, the planners secured top-down buy-in by the state (SHA) and local (the mayor) officials; they developed a local Action Plan. They produced *Walk Smart* t-shirts that city employees (including the mayor) periodically wear, and that they had (and continue to have) monthly meetings to strategize and improve the implementation of the Action Plan.

The concluding presenter for the Pedestrian Safety Breakout was **Sgt. Jeremy Smalley** of Montgomery County PD. He began by assuring us that his county's program is a combined effort of all of the E's, and that all four are needed. Within the *enforcement "E"* he assured us that multi-agency enforcement operations – like *Shop with a Cop* – are the norm in Montgomery County. They focus on areas with high density known pedestrian traffic crashes. Other important information to take into account includes:

- Citizen complaints
- Volunteer feedback
- Reports from officers on the street
- County DOT observations and reports (e.g., near misses and unreported "minor" pedestrian hits).

The Sergeant stressed that *effective* enforcement of pedestrian violations requires a team approach; highly motivated officers; deployment at various times and to varied locations; and actual citations issued to the pedestrians. He said that written and verbal warnings are not so good for pedestrians, and he also emphasized that he was talking about citations issued to the *pedestrians*, not just to citations of drivers. Jeremy reminded us that often it is the pedestrian who is at fault in pedestrian crashes, and that simply enforcing driver violations won't necessarily impact pedestrian behaviors. In his program to date, 2,100 pedestrians have been cited for violations, and he said it is important to include education of judges and prosecutors, so they know *why* officers are ticketing pedestrians. As the program has evolved, the campaign has begun to step up the emphasis on "drivers at fault," with crosswalk stings focused on driver violations as well as pedestrian violations.

The breakout session concluded with an informative series of questions by participants and responses by both presenters and other participants.

Question: What challenges to pedestrian enforcement have you encountered? *Answer* (Sgt. Smalley): Relatively few. If a pedestrian we wish to cite has no ID on him or her, we can usually verify the identity pretty quickly. We can usually find it in the licensed driver database. And few cited pedestrians contest the charge; they simply pay the fine. Most contested citations are issued to drivers.

Question: Have you found – or considered – that *elevated* (or subterranean) crosswalks might reduce pedestrian crashes? *Answer* (George Branyan): There's little doubt that is true. But elevated crosswalks or tunnels are not always or even usually practical or cost-effective. Certainly that's the case in the District of Columbia.

Question: How did you get the Police Chief's buy-in to a pedestrian-focused campaign? *Answer* (Lt. Harner): In a tourist area like ours, that's no problem. Keeping tourists alive is good for Ocean City. *Answer* (Sgt. Smalley): In Montgomery County, our County Executive took the lead on pedestrian safety.

Question: Have you included your local colleges in your pedestrian safety campaign? *Answer* (Sgt. Smalley): Yes, we've included Montgomery College, which is our local community college, and also the campuses of the University of Maryland that are in our county. Perhaps more significantly we've included our high schools as well. *Answer* (from a participant): The University of Maryland, College Park, and Towson State University have active pedestrian safety programs. *Answer* (another participant): Pedestrian safety is a critical issue with college and high school students because of the high incidences of texting pedestrians and drunken pedestrians among those age groups. Question: With respect to Road "Diets" might reduction of roadway capacity at many locations cause more problems than it solves? *Answer* (George Branyan): Reducing the number of vehicle travel lanes, widening sidewalks and adding bicycle lanes must be reserved for locations that are suitable for Road Diets. *Answer* (from a participant): The city or county engineer can be a valuable resource for assuring local officials that a Road Diet is appropriately part of the solution for a hazardous-to-pedestrians location.

**Aggressive Driving** Facilitator: **Lt. David Ennis**, Anne Arundel County PD

Three presenters described initiatives to curb aggressive driving. A useful interaction among participants and presenters followed.

**Jim McAndrew**, the Chief Executive Officer of McAndrew and Company, brought us up to date on the *Smooth Operator* program in the greater DC area encompassing the District of Columbia, Maryland and Virginia. The program was prompted by a road rage-involved crash on the George Washington Parkway. DC, Maryland and Virginia got together to form a Task Force to reduce driver anger and the accompanying aggressive driving. Jim noted that speed and aggressive driving are part of our culture. He asked "how many here have driven over the posted speed limit in the past week?" Virtually all in the room raised a hand. He reported that the Task Force identified specific driving actions, including speed, weaving, red light running and tail-gating, as elements of aggressive driving. Jim stated that the Program's definition of aggressive driving is, "it endangers or is likely to endanger persons or property." He said that *Smooth Operator* is a multi-year program, in it for the long haul, but focused on the summer months. The programs' enforcement "tag" is, "We're tough on aggressive drivers." The media "tag" is, "Anyone can be an aggressive driver." The principal target is 18-34 year old males. The strategic plan, which is updated annually, focuses on enforcement, media and evaluation. Focus groups have disclosed that the prevailing perception is "it is always someone else, not me." Jim said that awareness of aggressive driving enforcement is not high, even though the program kicked in high visibility enforcement in 2007. Lately enforcement awareness has increased and speed-related fatalities in the region have declined and the enforcement has a greater emphasis in the program's messaging. And, Jim McAndrew said, there have been four million citations written for aggressive driving violations since the program's inception.

**Shari Willis**, Associate Professor at Rowan University, followed Jim. She spoke on how Education can be used to change driving behaviors, specifically relating to aggressive driving. Her remarks drew on her background as a teacher of driver education instructors and her involvement in a demonstration program to help curb aggressive driving in New Jersey. Shari noted that intent is an element of the offense of aggressive driving. A survey by AAA found that 80 percent of respondents had observed aggressive driving, and many admitted to having driven aggressively themselves. Shari herself admitted that she occasionally has yelled at traffic lights that were uncoordinated with other (i.e., pedestrian) signals. Shari stated that reducing aggressive driving requires a combination of education and really good laws. She related aggressive driving to the *theory of planned behavior*, meaning that we ultimately need a cultural change to make aggressive driving unacceptable.

The final presenter on aggressive driving was **Scott Yinger** of the Maryland SHA. Scott is the Operations Manager for the *Coordinated Highways Action Response Team* (CHART). He noted that it is hard to arrest your way out of problems, meaning that aggressive driving ultimately cannot be solved through enforcement alone. He has found that traffic obstructions produce aggressive driving, and more reliable roadways lead to less aggressive driving. He observed that effective incident management has a high benefit-to-cost ratio in dealing with aggressive driving.

Following Scott's remarks, participants raised a number of questions to which the presenters responded.

Question: Can GPS help provide detours around obstructions? *Answer* (Scott Yinger): Not currently. Our system goes into Bluetooth.

Question: Why do you yell at traffic lights? We're trying to make our traffic control devices more coordinated. *Answer* (Shari Willis): In my part of Philadelphia, none of the lights are coordinated.

Question: What are the new things to do? What are we missing? *Answer* (Jim McAndrew): Maintaining traffic flow is very important, as is getting good, timely traffic information to drivers. *Answer* (Scott Yinger): Better education of first responders to clear the area quickly. Sometimes the law enforcement can move to the side of the road. And sometimes they can "cut out" forward traffic lights so traffic doesn't back up in the opposing lanes. *Answer* (Shari Willis): Driver education teachers need to get out of the "old school." We need to change the culture in driver education classes to produce safer drivers.

Question: Can we put technology in cars to check on whether drivers have aggressive driving convictions? *Answer* (Scott Yinger): The real problem is not the relatively few drivers who have been convicted. Most drivers aren't well trained. I see promise in V2V technology; but this takes more responsibility away from the driver. I think *cognitive* distraction is real; hands-free (cell phone use) is just as bad as hands-on. *Answer* (Jim McAndrew): Surveys show people's greatest fear is aggressive driving. This is a big issue. And aggression goes beyond driving. *Answer* (Dave Ennis): Higher insurance rates might deter aggressive driving.

Participant's observation: Concerning uncoordinated traffic signal cycles at specific lights: I saw one and made a call. They fixed the cycle, and now there's less aggressive driving there.

Question: Where can we learn more about your Aggressive Driving demo? *Answer* (Shari Willis): It was written up in the ADTSEA (American Driver and Traffic Safety Education Association) journal a couple of years ago.

Question: We have aggressive driving laws already. Do we need different laws? *Answer* (respondent not recorded): We are looking at laws to guide driving behavior.

Participant's observation: Maryland's aggressive driving law is not being strictly enforced. The law requires three different violations to issue a citation. It is hard to enforce and prosecute. We need to change the law.

**Occupant Protection** Facilitator: **Capt. John McKissick**, Howard County PD

Four presenters described initiatives to boost seat belt and child safety seat use. An informative exchange among participants and presenters followed.

**Tracy Whitman**, Program Coordinator of Maryland's *Kids in Safety Seats* (KISS) gave an overview of occupant protection in general and child passenger safety (CPS) in particular in Maryland. She pointed out that the state's CPS law applies to all children up to age 8 (unless the child's height is 4'9" or greater) and up to age 16 children and teens must be secured by seat belts in all seating positions. These laws carry primary enforcement and a fine of \$50 plus court costs. In 2010, approximately 100,000 occupant protection citations were issued in the state, only about 6,000 of which were for CPS violations. Key strategies include *enforce the law*; *CPS Awareness Week*; and *year round emphasis*. Tracy noted that while use of child safety seats is high in the state, misuse is found about 84 percent of the time. She emphasized the CPS technicians are a critical resource for effective CPS. But in Maryland as nationwide slightly fewer than 60 percent of certified technicians seek or achieve re-certification. Re-certification is required every two years and there is a CEU requirement. Only six of Maryland's twenty-four jurisdictions currently have at least 27 certified technicians; they are Montgomery County (with 100 technicians), Baltimore City (67), Prince George's County (57), Frederick County (40), Anne Arundel County (27) and Harford County (27). She stated that Maryland needs more, and more active, CPS Technician partners. And Tracy observed that technicians need to work in pairs so that there is always a second set of eyes looking on to spot misuse. Tracy closed by noting that seven CPS technician certification training courses currently are scheduled in Maryland for 2014 and she urged Summit participants to sign up for the training.

The next speaker, **Chief Kevin Davis** of Anne Arundel County PD, began by telling of the tragic loss over a period of about one year of three unrestrained police officers from PG County when he served as Assistant Chief there. In PG county, he reported, observed on-duty belt use by county officers is only about 45 percent. Nationwide among all drivers (not just police officers) and front seat outboard occupants belt use stands at about 85 percent, and in Maryland it is 91 percent. Chief Davis showed a powerful video documenting deceased officers' funerals and the impact of their deaths on their loved ones. He emphasized that *we all need to Arrive Alive!* Chief Davis told us that there is an average of 6

police-involved crashes per day in Maryland, and that over 20 percent of those crashes involve distracted driving by the officer, trooper or deputy. He concluded by stating that we must compel police officers to develop better on-duty driving habits.

A perspective similar to Chief Davis' was offered by **Ronald Siarnicki**, Executive Director of the National Fallen Firefighters Foundation. The motto of his organization is to Honor, Assist and *Prevent*. Mr. Siarnicki reported that 25 percent of on-duty firefighter deaths involve vehicle crashes. His goal is ***everyone goes home*** and his message is ***buckle up so everyone goes home***. And that message has now been embraced as the firefighters' international seat belt pledge. Ronald showed us a brief but moving set of slides relating to firefighters who died in crashes. The title was *Remember Us, Please Buckle Up*. One very emotional slide presented an excerpt from a young engaged woman's letter to her late firefighter father stating, *I wish you would have simply buckled up!* Ronald informed us that 50 percent of fire service vehicle crash fatalities are unbuckled, and he told us that we must change this culture. He ended by stating that all of the materials and programs the National Fallen Firefighters Foundation has developed to bring about the culture change are available for free.

Our final presenter, **Brian Jones** of the National Highway Traffic Safety Administration, spoke on best practices in Nighttime Seatbelt Enforcement. He opened with a question: why night belt enforcement? And he answered by reporting that nationwide, across all hours of the day 52 percent of occupant fatalities are unbuckled, while between the hours of 6pm and 6am that jumps to 62 percent. He followed with a second question: when is it a *good thing* to see a *rising* percentage of fatally injured vehicle occupants belted? His answer was always, provided the actual counted of buckled fatalities is not going up. Referring to his original home state of Washington Brian asked, "Why did Washington – with observed belt use above 95 percent – invest money in night belt enforcement?" He answered it was because at night observed use was well below that. The he asked "should Maryland consider a year round program of night belt enforcement?" "It couldn't hurt" he responded to himself. Brian introduced us to "Randy from Spanaway" the fictional poster child for Washington State's night belt enforcement program. Spanaway is a less-than-savory section of the city of Tacoma, but Brian assured us there are people like Randy all over the country. Randy is what most would describe as a bad guy. His record includes numerous citations for speeding, driving while suspended and revoked, and convictions for reckless driving, DUI and felonies. And, Brian said, Randy is typical of a very large segment of drivers who are unbelted at night. Brian quoted from a January 2010 research report by Preusser Research Group which found that "enforcement, more so than demographics or funding, spells the difference between high and low belt use states." Brian then showed us a list of six widely used nighttime seat belt enforcement strategies:

- Spotters and chase cars
- Random patrols
- Channelization
- Enforcement zones
- Saturation patrols
- Mini-cades.

He asked us which of these is the best strategy. His own answer was **yes!** In other words they all work well. And his final question was “will night vision goggles and auxiliary lights enhance night belt enforcement?” His answer in this case was more cautious: **maybe**. But he urged us to proceed carefully and seek permission first. Brian closed with two take-away points:

- Remember Randy from Spanaway; unbuckled drivers at night typically have demonstrated extensive histories of bad driving and other risky behaviors.
- An emphasis on night belt enforcement has never been found to produce a negative impact on daytime belt use.

**Highway Infrastructure** Facilitator: **Dave Coyne**, District Engineer, State Highway Administration

Five presenters described infrastructure initiatives to improve safety. A brief exchange among participants and presenters followed.

**Brandon Darks** of the Tennessee Department of Transportation and **Richard Holt** of SAIN Associates spoke on Tennessee’s *Intersection Action Plan* (IAP). Brandon began by informing us that intersection crashes account for 18 percent of Tennessee’s fatalities. The IAP focuses on intersections with severe crash histories. For a rural intersection to be included, there must have been at least four fatalities over the three most recent years. For an urban intersection the threshold rises to 10 fatalities. The IAP employs low-cost safety improvements, typically in the \$1,000 to \$50,000 range per location. For a number of years ending in 2010 Tennessee had been an FHWA-designated Intersection Safety Focus State. In May 2010, after the FHWA designation ended, Tennessee DOT created an Intersections Project Safety Office, which for guidance employs the FHWA publication *Low Cost Safety Enhancements for Stop-Controlled and Signalized Intersections*. Richard then listed seven factors as the things they look for when assessing an intersection that is a candidate for improvement:

- Signing and striping
- Pavement conditions
- Sight distance and geometrics
- Lighting
- Bicycle and pedestrian facilities
- Special conditions
- Adjacent intersections

Richard emphasized that the candidate site inspection team always tries to *visualize the improvements* before departing the site. Brandon spoke again briefly on the process the state follows to establish a contractual relationship with a community with an intersection chosen for improvement. He concluded by offering four “lessons learned:”

- Know your help
- Know what you don’t know

- Know your scope
- Know the existing right of way – don't start to build where you don't belong

**Luke Loy** of the Federal Motor Carrier Safety Administration (FMCSA) addressed safety concerns of overweight vehicles. He noted that size / weight violation is one of the most frequently cited heavy truck violations, with about 440,000 reported annually to FMCSA. But detecting these violations is not always done reliably. Luke mentioned three common types of inspections:

- Driver and vehicle
- Driver and vehicle walk-around
- Driver and credentials

He observed that the likelihood of identifying an overweight violation varies from one type of inspection to another. Luke asked us if we thought heavy trucks are safe, but cautioned us not to answer quickly. He reported that one-fifth of heavy trucks have been ruled out of service (OOS), nearly 500,000 for overweight violations. This is despite the fact that there are relatively few thorough inspections. He stated that in a recent year, only 28,000 Level 1 inspections were conducted of heavy trucks, but half of those resulted in OOS rulings. Very few of the total weight citations that are issued are backed up by Level 1 vehicle inspections. A participant inquired whether inspector safety considerations factor into this, and Luke stated he didn't know that for a fact but it is very possible. He concluded by stating that overweight is the 3<sup>rd</sup> highest frequency contributing factor in heavy truck crashes.

**Bala Akundi**, the Principal Transportation Engineer with the Baltimore Metropolitan Council (BMC) spoke on his organization's role in the SHSP. Bala himself is active in the infrastructure and pedestrian elements of strategic highway safety planning but contributes to other elements of the plan as well. He reported that the BMC has been very active in enlisting local officials' participation in safety campaigns, and especially in convincing the local officials to buy fully into highway infrastructure improvement strategies. The BMC has succeeded in building a solid coalition of partners backing the infrastructure improvements, and helped launch the *Street Smart Campaign* with heavy publicity.

**Robert Hull** of the Utah Department of Transportation spoke on *Toward Zero Deaths* as a national strategy. He began by observing that nationwide America loses about 90 lives per day in crashes. He emphasized that *Toward Zero Deaths* is a real and realistic goal. As a national strategy it focuses on

- Drivers and pedestrians
- Vulnerable roadway users
- Vehicles
- Infrastructure
- Design practices
- Policies and procedures
- Adopting cross-cutting technologies

Robert informed us that in each of these focal areas the national TZD strategy has short-term, mid-term and long-term goals. The national strategy is linked to a Strategic Communication Plan. He concluded his remarks with two observations:

- What we want for the future are *Roads that Cars Can Read*.
- *Toward Zero Deaths* makes sense as a national goal, because we all have TZD as our goal for our families and friends.

Following Robert Hull's remarks there were several questions from participants.

Question: How many pedestrian fatalities must there have been at the various rural and urban intersections for them to be included in Tennessee's Intersection Action Plan? *Answer* (Brandon Darks): Over the past three years, for a rural intersection there must have been at least four and for an urban intersection at least 10.

Question: Are there any, and if so, how many states that presently allow autonomous cars to be registered and operate in them? *Answer* (unidentified participant): three states currently allow registry of autonomous vehicles.

Questions: Has NAFTA (the North American Free Trade Agreement) affected overweight violations? And do you know if some commercial motor vehicle carriers have more out of service violations than others? *Answers* (Luke Loy): Concerning NAFTA, I don't know what effect that may have had. And we haven't broken down the OOS violations by specific carrier. But in general, smaller carriers have higher OOS rates, per vehicle.

Mr. Loy continued: We're still seeing efforts to increase allowable weight limits. And if we were to allow an increase – say, to 97,000 pounds for 18-wheelers – you can bet there would be an expectation that we should look the other way when a truck carrying 100,000 pounds is found. Weight limits ought to be enforced, period. If they are not being enforced, they are not contributing to safety.

Wednesday, February 26

Session 7                      Changing the Culture in Traffic Safety

**Professor Nick Ward** of Montana State University reviewed a traffic safety model that described two “paths to a crash,” the system path and the cultural path. He observed that the big three factors that produce crashes and affect crash outcomes are belts, booze and speed. He described all of those as driver choices that are only slightly and in limited locations impacted by systemic improvements. He pointed to speed bumps as a specific example with limited local effectiveness, and he noted that even enforcement, which can add substantial cost, is effective primarily if not solely in the locations where it is employed. The professor argued that to affect permanent change, we need to change the *social* environment. The cultural model encompasses values, belief systems, attitudes, norms and our perception of control. He turned again to speeding as a specific example. In our current culture, Professor Ward observed, speeding is *valued*. It saves time and it is fun. Automobile manufacturers understand this. He asked us to reflect on car advertisements, which typically show cars moving fast. And so we perceive speeding as *normal*. He mentioned the outcome of a recent survey in one state that found 70 percent of respondents saying it is normal to driver 10mph over the limit. To change this, Professor Ward advised that we must:

- Leverage underlying values (e.g., seat belt PSAs that link to family values)
- Challenge incorrect beliefs
- Introduce the social costs of behavior
- Change attitudes
- Marshall facts to challenge incorrect belief norms
- Educate on actual control.

Session 8                      Brainstorming Breakout #1

**Distracted Driving**            Facilitator: **Major Kevin Anderson**

Topic #1 Cell Phone Laws

- Close the “other uses” loopholes (e.g., it’s okay to use cell phone for GPS application)
- Remove the *vehicle in motion* limitation in the law, by changing the law to prohibit texting and hand-held cell phone use by all *operators* of motor vehicles, including those stopped at traffic signals
- Increase fines for 2<sup>nd</sup> and 3<sup>rd</sup> offenses
- Include court data on convictions
- Include other data on distracted driving presence (e.g., effect of enforcement)
- Expand beyond cell phones to include other electronics, other distractions

## Topic #2 Better Reporting of Distracted Driving

- E-tickets
- Reporting by EMS responders
- Reporting by crash reconstructionists
- Better access to cell phone records
- Good prevalence data can be used to change perceived norms
- Incorporate new distraction codes in ACRS
- Develop / update short form report for PDO crashes, other exchange of information for non-reportable crashes

## Topic #3 Education to Prevent Distracted Driving

- You will get a ticket
- NHTSA campaign – U drive, U text, U pay
- Evidence-based education programs
- Warnings or brochures for stops – can print message on E-tickets
- Message for parents: *what behavior are you modeling?*
- Insurance discounts
- Messages from employers
- Support from the Governor
- Driver education messages
- Messages from MVA

## **Pedestrian Safety**      Facilitator: **Jeff Dunkel**

Maryland needs a *unified* pedestrian safety campaign; unified statewide and perhaps nationally. Should there be different pedestrian safety messages in our various communities? It might be appropriate to have *secondary* messages that are unique to one or a few communities, but we should strive to have a common primary message statewide. Our model here should be *Click It or Ticket*.

Our calls to action tend to be very similar. We should be able to carve out a common, unifying message.

Any message directed to a specific target audience (e.g., young males, rural populations, etc.) should be tested with that audience.

The program should include intersection improvements that encourage correct pedestrian behavior. We saw in yesterday's presentations that intersections account for much of our pedestrian fatality problem.

Question: are we making adequate use of *separate grades* for pedestrian crossings, e.g., either tunneling under or rising over traffic lanes to provide safer crossings for pedestrians? Answer: yes we probably are, given economic reality. The separately graded crossings are very expensive to build, especially in urban environments.

Another high priority program element should be appropriate pedestrian safety education for all demographics.

And the program must deliver uniform enforcement, targeting both prohibited pedestrian behaviors and prohibited driver behaviors that threaten pedestrians. Driver behaviors definitely should be targeted in pedestrian safety enforcement campaigns, as well as the behaviors of the pedestrians themselves.

We need to review our current laws with respect to the crash-contributing behaviors we are seeing in pedestrians and drivers. Are there some dangerous and contributing factors that currently are ... perfectly *legal*?

We also need educational programs (especially for kids) that focus on *uncontrolled* intersections. The old message “Look Both Ways” is still applicable.

Many, indeed most, pedestrian crashes, injuries and death result from human error and indifference. We can’t afford to be indifferent to that.

Non-intersection pedestrian behavior is a big contributing factor as well. Attempted mid-block crossings contribute too many pedestrian crashes. In some of our cities this is especially true around colleges and high schools. The University of Baltimore has a well-received pedestrian safety initiative, and the University of Maryland and Towson State University also have pedestrian safety programs in place.

Better engineering of lighting must be factored into community planning and included in our pedestrian safety program. And don’t forget that we can “sell” improved lighting engineering and standards as a way to reduce *crime*.

We need a comprehensive plan, uniform and harmonized across our municipalities, counties and the entire state.

How much funding will our pedestrian safety program need? How much funding will it have?

We need to identify priority pedestrian safety improvement locations and areas, in all of our local communities, counties and statewide.

There will definitely be some priority locations and areas where we will face a need to trade off some mobility to achieve improvement in safety. We should be willing to make reasonable trade-offs.

We also need to factor in economic development. Likely adverse effects on pedestrian and other safety concerns of contemplated economic development initiatives should be assessed up front so that those effects can be avoided or ameliorated in the planning phase.

Speed is always an issue in pedestrian safety. In every location we should assess the reasonableness of permitted and actual motor vehicle speeds, given the pedestrian traffic.

Land use is also a factor. Are existing sidewalks and other pedestrian facilities adequate for the location's need? Will *planned* sidewalks and other pedestrian facilities be adequate for the location's need? What about for the needs of bicyclists?

We should embrace the *Complete Street* concept in our pedestrian safety program.

In assessing a location's or area's needs for improved pedestrian safety, we should factor in the needs of people with disabilities.

Can we not promote the use and improve the availability of *articles of clothing* (e.g., shoes, jackets, headwear, vests) with light reflectivity enhancements? *Why don't all shoes shine?* Visibility is key to avoiding pedestrian crashes. A driver likely can't avoid hitting what he or she can't see.

If pedestrians don't know what they're doing or what they should do, extra light won't help. We need to target *at-risk population segments* (e.g., recent immigrants) for special pedestrian safety education.

We especially need better pedestrian education – and better pedestrian safety engineering – in rural areas of this state. There is insufficient pedestrian-accommodating infrastructure in many rural locations. We need to make our pedestrian facilities better.

We'll need adequate funding. We learned in this Summit that one-fifth of our annual traffic fatalities are *pedestrian* fatalities. What percentage of our funding will go to pedestrian safety?

"Why would you walk on an unsafe road?" *Answer:* Because in some locales, that's the only place to walk or run.

One issue we haven't yet mentioned is oblivious pedestrians. They include pedestrians who are WWI (walking while intoxicated) or walking while texting. But there are other oblivious pedestrians, too. Our comprehensive pedestrian safety program should address them, as well.

At a more local level, we must review county and municipal ordinances, for example to determine if they mandate sidewalks where that is imperative. We should also work with counties and municipalities, and with the SHA, to determine what actions may be needed to ensure that pedestrians have adequate access during *construction projects*.

Here are two stumbling blocks with which we will always have to contend: (1) we can't legislate common sense; regardless of what laws we have we will always have thoughtless pedestrians and thoughtless drivers who do thoughtless things that cost lives; (2) at some times and in some places, the imperative of keeping traffic moving will trump the desire for safety. Still, we must go forward with our best efforts.

**Aggressive Driving**

Facilitator: **Lt. Dave Ennis**

Topic #1 Defining the Offense

- Current law requires observation of three distinct violations to cite
- A bill in the legislature would reduce that to two violations
- The current crash report allows the coding of only two (2) violations
- ACRS may eventually help, but not until 2020 or so
- Need to work on a better definition, not tied to laws but for public education

Topic #2 Corridor Enforcement and Education

- Year-round enforcement would be good but there are resource constraints
- E-ticket can capture aggressive, belt, impaired and other violations

Topic #3 Smooth Operator

- We need better name recognition than *Smooth Operator* for aggressive driving
- Name change, branding that captures *Aggressive*
- Abolish Smooth Operator

**Occupant Protection**

Facilitator: **Capt. John McKissick**

Here are the key elements of Maryland's Occupant Protection program:

- *Click It or Ticket*
- Nighttime seat belt enforcement
- CPS awareness
- Legislative recommendations

Hospitals have a role to play in promoting CPS. What are the requirements and opportunities hospitals have to see to it that new-born and very young patients are properly secured in appropriate safety seats when departing their facilities? Are we doing enough in our program to help hospitals live up to their requirements and take advantage of their opportunities?

Is enough enforcement of CPS violations taking place in Maryland? The counts of CPS citations we heard reported in this Summit seem very low.

What is the status of the physician's CPS checklist? Is it still being widely disseminated? Does it need to be updated? We should look into this.

Do the restrictions placed on newly licensed drivers specifically address the transportation of young children who need safety seats? Do Maryland driver's education classes address CPS issues? Many kids who recently got their licenses have much younger siblings and sometimes drive them around.

I believe we need more CPS education for officers, troopers and deputies. I have met many officers who admit to knowing very little about CPS requirements. And many in law enforcement appear not to be comfortable with the CPS law. Inconsistent enforcement weakens our message.

I have had success in reaching out to the *non*-traffic officers in my department and convincing them to make stops and write tickets for belt violations simply as a means of increasing contacts with persons who might be involved in criminal activities. We should make this a statewide initiative.

And it should also be a *year-round* initiative. People in this state don't drive or ride unbuckled just in May. Seeing belt citations spike during *Click It or Ticket* isn't necessarily a bad thing. But watching the citation count drop off so dramatically after Memorial Day is discouraging.

We should try to develop and deliver better occupant protection education for high school kids and middle schoolers. They are at or approaching the age when belt use tends to drop off sharply. And too often, the schools are part of the problem rather than the solution. We haven't had nearly the success in enlisting the cooperation of schools in delivering OP education that we need.

We might try working through the schools' *coaches*. They have tremendous influence over the kids on their teams. Also, if you have kids in school, *join* your PTA and get actively involved in it. And start heavily spamming school officials and parents about traffic safety in general and belt use in particular.

#### Specific enforcement-focused comments

- Expand your partnerships with media to boost specifically the publicity about belt and CPS ticketing; let's convince routine and occasional *non-users* of belts and child safety seats that they will get tickets and pay fines.
- We need more multi-agency joint enforcement operations. They allow for pooling of resources and boost camaraderie. And they draw media attention.
- We should promote mini-mobilizations year round. Even if stepped up belt enforcement only goes on for an hour or two each week or so, carried out throughout the year it will create the impression that the mobilization is never-ending.
- Let's work to imbed zero tolerance seat belt enforcement in the every-day work ethic of all officers, troopers and deputies. I think it is totally reasonable to expect every officer on the street to write a couple of belt tickets during every 8-10 hour shift.
- Let's ask all departments to include a roll-call training emphasis on belts and CPS, perhaps every month or so.
- Some officers are reluctant to write a ticket that imposes an \$83 fine on the violator. But let's turn that around: point out that the hefty fine might just be the thing that convinces a non-user to start buckling up, and that saves that person's life. In which case, the price of the ticket will prove to have been very cheap indeed.

- And officers must be convinced to write the ticket for a CPS violation every time they find one. We can't tolerate permitting a responsible adult to thoughtlessly endanger a child who can't possibly attend to his or her own safety.

And let's please reach out to EMS and convince the first responders to wrecks to stop slashing the belts before extracting a crash victim and transporting him or her to the emergency room. At times, the only means that person will have of subsequently getting home from the hospital will be to ride in that same crash-involved vehicle. Being secured by a belt that has gone through a crash – even if the effectiveness of that belt has been somewhat reduced – is better than having no belt at all.

Session 10                      Brainstorming Breakout #3

**Impaired Driving**              Facilitator: **Kurt Erickson**

Topic #1 What's Working?

- Youth education
- Traffic Safety Resource Prosecutors
- Enforcement – checkpoints
- DUI Courts
- Awareness campaigns
- Interlocks, especially with treatment
- Designated drivers

Topic #2 What Are the Gaps?

- Youth education (to include avoiding riding with impaired drivers)
- Parental perception of their child's behavior
- Education for non-English speakers
- Dealing effectively with first offenders
- More checkpoints
- Server awareness at point-of-service (bars, restaurants, etc.)
- Drug-impaired driving; DREs are not recognized as experts in some courts
- Marijuana: a big increase in use is coming
- Cooperation and uniformity across our jurisdictions
- All officers should enforce DUI
- The mental health component of dealing with convicted DUIs
- Expand DUI courts
- Parents providing alcohol to minors
- Community engagement

### Topic #3 What Do We Need to Change?

- 1<sup>st</sup>-offender interlock law
- Enact a 0.05 illegal per se law
- More use of technologies (e.g., *SCRAM*)
- Drug use per se laws
- Better DRE recognition in court
- Judicial education
- Prepare for increased marijuana use – better laws, DREs, testing facilities, etc.

### **Highway Infrastructure** Facilitator: **Dave Coyne**

#### *Corridor Improvement Projects*

In our area we have developed and are growing an effective partnership coalition. We believe our model can be replicated elsewhere in the state. Engineering countermeasures definitely play a major role in improving corridor safety. And many of the engineering countermeasures can be implemented at relatively low cost.

Is it possible to make the traffic preemption devices that are available at many locations to assist EMS responders more readily available to law enforcement? In responding effectively to crashes and other traffic incidents, we need access to better control over traffic flow, too.

Engineering solutions can indeed play an important role in traffic incident management.

Can we do a better job of identifying and providing data on all heavy truck crashes?

- Those crash reports are already on ACRS
- They are also in e-MAARS

#### *Candidate Safety Improvements*

Our focus is on major intersections, but also on half-mile segments of major roadways in our area. Including local partners in our safety improvement projects is a must.

Can we get better and more timely data on work zone activities?

Please be sure to make full use of the new Human Factors Design Guidelines in your improvement projects.

We need to do a better job of educating the driving public about negotiating *roundabouts*. Construction of roundabouts is proceeding briskly in our state and their numbers are steadily growing. But we still have a large segment of the driving public with very little exposure to them, and no training about

driving in them. On that topic, do our driver's education programs mandate on-road exposure to roundabouts?

Key focus areas include

- Roadway departure
- Bicycle safety
- Motor carriers
- Older drivers

Strategies and priorities must be data-driven, and the data will vary from one part of the state to another. Partnering with locals is crucial here, too.

Surface friction treatment is playing and will continue to play an important role in dealing with roadway departure.

We need to start tracking *bicycle* traffic volumes as well as motor vehicle and pedestrian traffic volumes.

We still need better coordination of traffic and pedestrian signals in many locations.

We also need to step up the safety focus on work zones, including mobile work zones.

**Overarching comment from participant, at lunch following Summit:**

There appears to be a link among many if not all of the behaviors that increase the likelihood of a crash and resulting serious injury or death. Certainly, I suspect there is a common factor associated with speeding, failure to yield the right of way, ignoring stop signs and signal lights, aggressive driving, distracted driving and impaired driving and the various dangerous actions by pedestrians that put them at risk. That common factor, I suspect, is **stress**. A large segment of our society appears to suffer from essentially never-ending stress, and stress often leads to poor and risky decisions. We could probably do a lot to improve traffic safety if we could somehow simply reduce our collective **stress**. Maybe that could be incorporated into our SHSP, and perhaps in driver education.