

BALTIMORE REGIONAL SAFETY SUBCOMMITTEE

Thursday, May 23, 2019
10:02 to 11:45 A.M.
Baltimore Metropolitan Council
1500 Whetstone Way, Suite 300, Baltimore, MD, 21230

MINUTES

1. WELCOME AND INTRODUCTIONS

Mr. Bala Akundi opened the meeting at 10:02 and introductions were made.

2. APPROVAL OF FEBRUARY MINUTES

Mr. Akundi briefly reviewed the minutes from the February meeting and no changes or objections were made.

3. MARYLAND HIGHWAY SAFETY OFFICE (MHSO) – UPDATES

Dr. Tim Kerns began by discussing 2018 crash figures. Dr. Kerns, noted a slight change in the number of fatalities announced at the Summit, the current total is 513 fatalities. He also explained that the pedestrian portion of the total fatalities increased to approximately 25%, where it was previously about 20%.

Ms. Christina Utz discussed the Safety Summit. Ms. Utz explained that it was a successful summit with over 200 attendees. Based on the feedback, the main request was to extend session times because attendees want more information and more time for discussion. She also noted that the vacant Partnerships, Resources, and Outreach (PRO) positions will hopefully be filled in the near future, so all partners are encouraged to work with the PRO and law enforcement liaison (LEL) partners in local efforts. Mr. Chris Eatough recommended a demonstration as part of the Summit as a way to get people out of the classroom and break things up; past efforts related to stopping distance.

4. NHTSA REGIONAL PROGRAMS AND PRIORITIES

Ms. Marcia Simms, National Highway Traffic Safety Administration (NHTSA) explained that the Region 3 Office has a new Regional Administrator in Ms. Stephanie Hancock and should

have new Deputy Regional Administrator in December as interviews are underway. Ms. Simms is the Maryland Regional Program Manager and continued to share updates on program area efforts, outreach from www.trafficsafetymarketing.com, and other resources.

[PowerPoint: NHTSA Regional Program and Priorities]

5. LOOK ALIVE - REGIONAL PEDESTRIAN/BICYCLE SAFETY CAMPAIGN

Ms. Kenna Williams Swift, Sherry Mathews Group, presented the LOOK ALIVE campaign creative provided details about the upcoming launch on June 3, and media plan rollout. Ms. Williams Swift provided a brief history of the project: crash data review, focus groups, video spots, and outdoor images.

Ms. Karen Branch Weiland, Integrated Designs Inc., presented the detailed media plan with a kickoff date of June 3, 2019. She noted that the actor known as Signal Woman also has a place in Suitland, MD and would be available for events. Law enforcement details are planned around the launch events and the Baltimore City Department of Transportation and the Maryland Department of Transportation State Highway Administration will assist with placement.

[PowerPoint: Regional Pedestrian and Bike Safety Campaign]

6. SURVEYS: MORE THAN YOU EVER CARED TO KNOW

Ms. Kim Auman, National Study Center for Trauma and EMS (NSC) and Dr. Kerns mentioned the *Making It Click* program where schools do pre- and post-education surveys of seat belt use. All schools showed improvement, but many started low (~70% seat belt usage rate) and awards will be announced shortly. Ms. Auman provided a review of the annual seat belt observation study that is conducted in June as well as behavioral surveys, known as the Maryland Annual Driving Survey (MADS), that have been conducted in the past.

[PowerPoint: Surveys: More Than You Ever Cared To Know]

7. LOCAL STRATEGIC HIGHWAY SAFETY PLANS

Ms. Cindy Burch, BMC, gave a brief update about current efforts in Carroll County to hold a stakeholder meeting in June, Howard County is working to establish strategies and action plans, Baltimore County plans to hold an executive meeting, and Harford County continues to evaluate their existing plan. Ms. Burch also noted that the recent NHTSA Region 3 enforcement effort related to the *Move Over Law* may be related to a similar effort spearheaded by the Harford County Sheriff's Office earlier this year.

8. MEMBER REPORTS

Updates by safety stakeholders on regional activities.

- Mr. Jason Keller from the Baltimore County Police Department asked about the time and location of the June 3 *Look Alive* kickoff. The event will be at 10:30 a.m. in Towson at

Olympic Park and Captain Donohue from the Baltimore County Police Department will be a speaker.

- Ms. Summer Bowman introduced herself as the Federal Motor Carrier Safety Administration (FMCSA) - Maryland Division representative as a result of Mr. Richard Johnson moving to another position. Ms. Bowman also noted that there will be an event for the Human Trafficking Bill by Truckers Against Trafficking on August 1, 2019 in Hanover, MD. FMCSA is also interested in working with law enforcement agencies that are not certified for truck inspections/MCSAP.

The meeting concluded at 11:45am.

Next Meeting – September 26, 2019 at 10 a.m.

Attendance:

Kim Auman – National Study Center for Trauma & EMS
Kelly Boulware – MD Department of Transportation Motor Vehicle Administration (phone)
Summer Bowman – Federal Motor Carrier Safety Administration (FMCSA)
Jeff Dunckel – MDOT MVA Highway Safety Office (MHSO)
Lyndsey Donnellon – Federal Highway Administration (FHWA)
Chris Eatough – Howard County Office of Transportation
Breck Jeffers – FHWA (phone)
Jason Keller – Baltimore County Police Department (phone)
Tim Kerns – MHSO
Bari Klein – Harford County Health Department
Sean Lynn – Washington College
Kelly Melhem – MHSO (phone)
Ashley Millner – MHSO
Doug Mowbray – MHSO
Kris Nebre – Baltimore County Department of Public Works
John Rotz – MDOT State Highway Administration
Dominic Scali – Anne Arundel County Police Department (phone)
Marcia Simms – National Highway Traffic Safety Administration (phone)
Phillip Thomas – FMCSA (phone)
Christina Utz – MHSO
Karen Branch Wieland – Integrated Designs Inc.
Kenna Swift Williams – Sherry Matthews Group
Denise Worsley – Baltimore City Department of Transportation

Staff:

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

For upcoming meetings and directions to BMC, visit www.baltometro.org.

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