

Greater Helena Area TSAC Meeting #5

presented to

Transportation Safety Advisory Committee

presented by

Cambridge Systematics, Inc.

Audrey Wennink

July 17, 2013

Transportation leadership you can trust.



Desired Meeting Outcomes

- Review CTSP
- Discuss CTSP Implementation
- Discuss Reporting of Results
- Confirm Next Steps



Addressing Transportation Safety in the Greater Helena Area

- **City of Helena submitted a letter of request to MDT for planning assistance in developing a CTSP**
 - » Reduce fatalities and serious injuries resulting from traffic crashes
 - » Improve quality of life
- **Designed to be a comprehensive data-driven process to address Greater Helena Area transportation safety issues**



Vision of the Greater Helena Area CTSP

***Greater Helena Area
will have the safest motorized and non-motorized
transportation system in Montana***

Goal of the Greater Helena Area CTSP

Goal: Zero Fatalities

***Interim Goal: reduce crashes 25
percent by 2018***

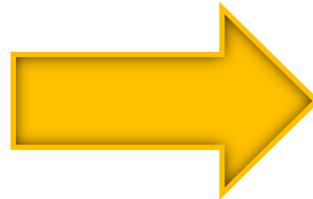
Interim Goal of the Greater Helena Area TSP

Reduce crashes in the Greater Helena Area by 25 percent by 2018

1,315 Crashes

Five year annual average: 2007-2011

- 5 Fatal Crashes
- 21 Incapacitating Injury Crashes
- 298 Non Severe Injury Crashes
- 991 Property-Damage Only Crashes



\leq 986 Crashes

Five year annual average: 2013-2017

- <5 Fatal Crashes
- <21 Incapacitating Injury Crashes
- <298 Non Severe Injury Crashes
- <991 Property Damage Only Crashes

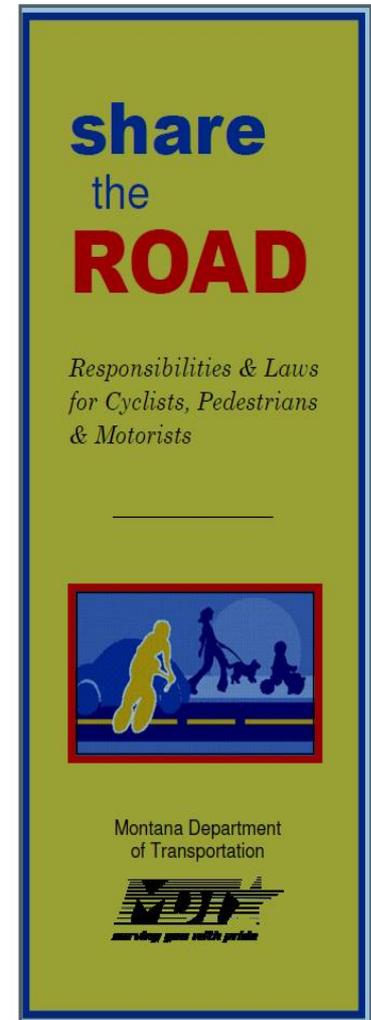
Emphasis Areas

- Impaired Driving Crashes
- Occupant Protection/Safety Belt Use
- Bicycle and Pedestrian Crashes

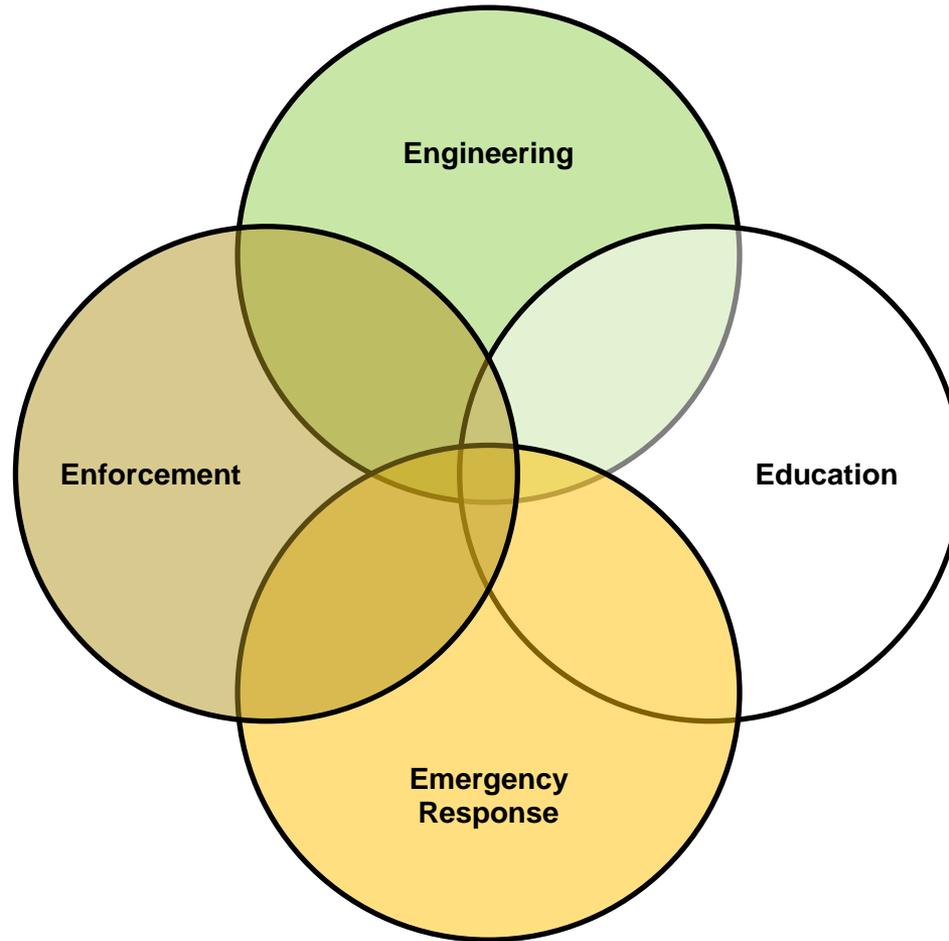


Greater Helena Area Safety Strategies

- Customized to address the safety problem in the Greater Helena Area
- Developed by TSAC and community members during Greater Helena Area Safety Summit
- Low Cost Strategies
 - » Increased coordination
 - » Increased staff focus on safety
 - » Low direct costs
 - » Funding opportunities
- Support of community members for implementation



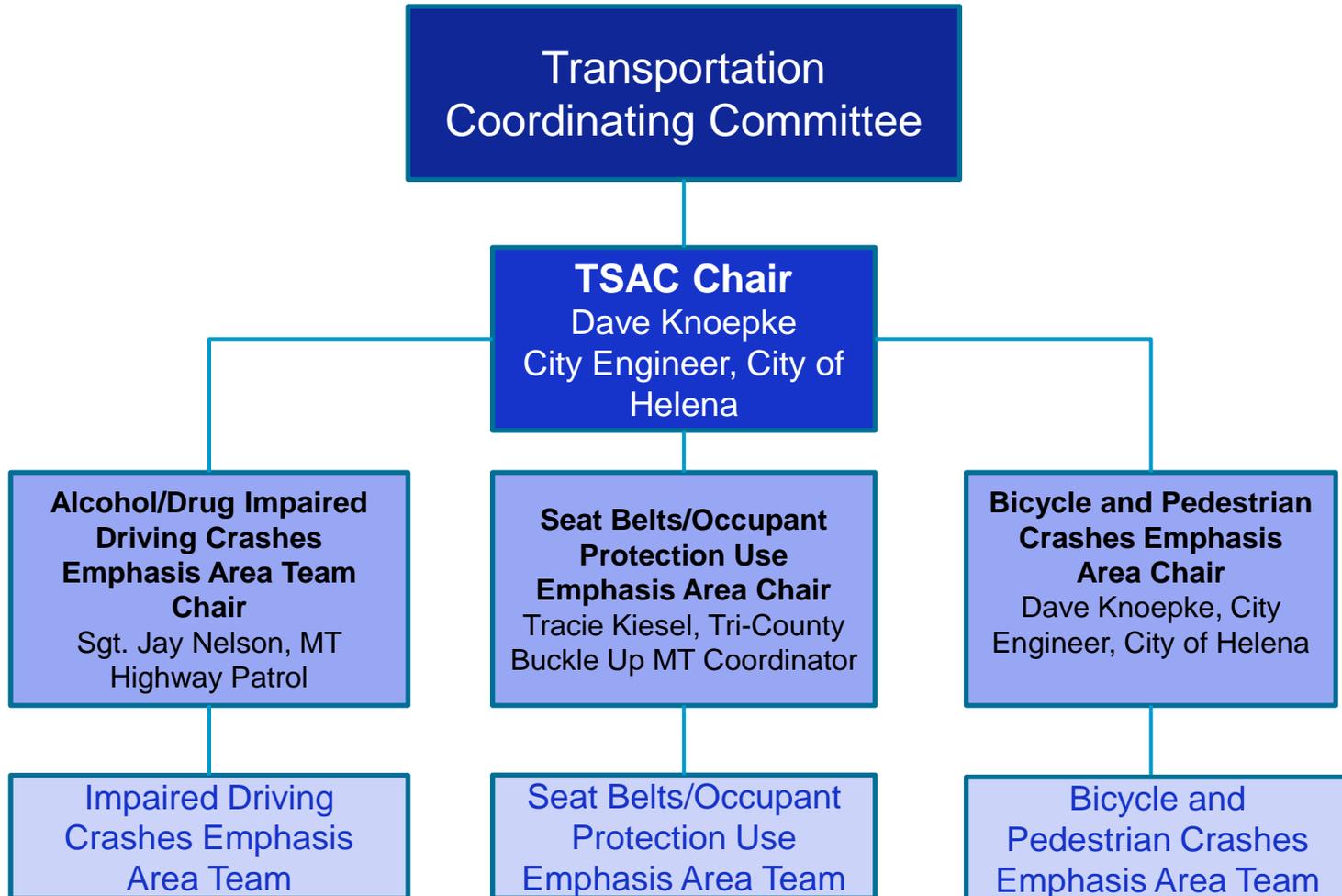
“ The 4 E’s of Safety”



Implementation



Greater Helena Area CTSP Implementation Structure



EA Team Roles & Responsibilities

- **Emphasis Area Teams will**
 - » **Define performance measures and targets**
 - » **Assign responsibilities for action steps**
 - » **Undertake the action steps for each strategy**
 - » **Meet regularly to assess progress and relevant developments**
 - » **Report to TSAC quarterly**
 - » **Modify or develop new strategies as appropriate depending on resources and progress toward achieving goals**

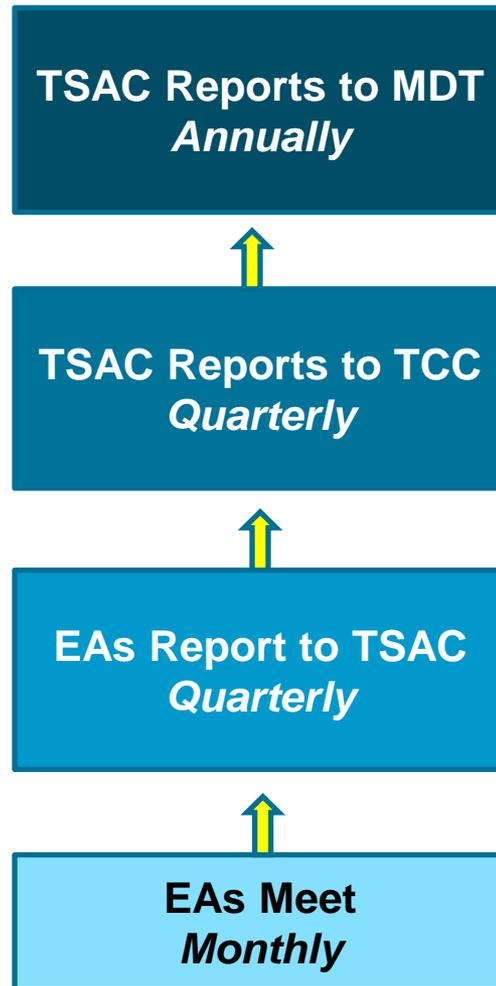


TSAC Roles & Responsibilities

- **TSAC meets quarterly**
 - » EA Team leaders report progress
 - » Track performance measures annually
- **TSAC Chairperson reports to TCC quarterly**
 - » Community Transportation Plan implementation status can be standing TCC agenda item
- **TSAC Chairperson reports annually to MDT**



Implementation Reporting Schedule



Quarterly CTSP Report to TCC

Emphasis Area	Action Step Implementation Status	Results/ Evaluation	Challenges / Needs
Impaired Driving Crashes	Recognize servers/sellers who say “no” to underage drinkers and intoxicated patrons, e.g. via stickers, plaques.	<i>Has the program been developed? Has it been promoted to bars/restaurants? How many servers have been recognized? Can the participating bars/restaurants be recognized by the Tavern Association?</i>	
Occupant Protection/ Seat Belt Use	Review samples and draft seat belt ordinance.	<i>Have draft ordinances been reviewed? Has a draft ordinance for Helena been developed? Have commissioners been involved?</i>	
Bicycle and Pedestrian Crashes	Develop a Road Safety Audit program to conduct annual audits; Conduct local training on Road Safety Audits	<i>Has training been scheduled? Has training occurred? Has a program for a set number of RSAs been established? Have any RSAs been conducted?</i>	

Annual CTSP Report to TCC

	2007-2011 Average	2008-2012 Average	2011-2012 Change	2018 Target
Crashes	1,315			986
Impaired Driving Crashes				
Unbelted Persons in Crashes				
Bicycle Crashes				
Pedestrian Crashes				

Annual Implementation Reporting Chart

Emphasis Area: Impaired Driving Crashes
Emphasis Area Chair: Sgt. Jay Nelson, Montana Highway Patrol
Annual Reporting Template

Meeting Schedule	Performance Measure
Meeting 1: Meeting 3: Meeting 5: Meeting 7:	Meeting 2: Meeting 4: Meeting 6: Meeting 8:
# of crashes involving impaired driving _____	

Strategies	Action Steps	Implementation Status
Strategy 1: Implement measures to change the current culture of acceptance of impaired driving.	Recognize servers/sellers who say “no” to underage drinkers and intoxicated patrons, e.g. via stickers, plaques.	<i>Has program been developed? Has program been communicated to restaurants/bars? How many servers have been recognized in last quarter?</i>
	Provide education on alcohol and its effects (e.g. Domino Strategy); target males age 18 to 24.	<i>Have materials been developed targeting specific groups? Print? Broadcast PSA? Radio PSAs? How have they been distributed? At College? Has any survey of increased knowledge been conducted?</i>
	Target educational messages around recreational activities, such as hunting, fishing, snowmobiling, and boating, to reduce impaired driving while engaging in these activities. Ensure the messages appeal to the primary target audience (males age 18 to 24).	<i>Have materials been developed? Have they been tested with target audience? Print PSA for MT hunting/recreational magazines? Radio PSA? TV PSA? What media partners have been engaged?</i>
	Post messaging at supervised recreational areas and rest areas display boards.	<i>How many locations have the above materials been posted at?</i>
	Use social norming to convey the message that impaired driving is not perpetrated by the majority of Montana drivers, such as described in the MOST of US case study	<i>Update Most of Us message and develop new campaign materials – e.g. radio PSA, TV PSA, print PSA. What media partners have been engaged?</i>
	Pursue media coverage of crashes, including full impacts of crashes: effects on family, bar owners, and the process of proceeding through the court system over the course of many months.	<i>Conduct background briefing with newspaper/TV news reporters on the process for a DUI crash case. When a crash occurs, engage them in covering the full story via a special series of news reports.</i>

Impaired Driving Crashes – Potential Emphasis Area Team Members

- Lewis & Clark Co. DUI Task Force
- MT Tavern Association
- City of Helena Public Works
- Dept. of Fish, Wildlife & Parks
- Motor Vehicle Division- Department of Justice
- Media, e.g. Independent Record newspaper, Beartooth News television
- Lewis & Clark County Sheriff's Office
- Helena & East Helena Police Department
- Montana Highway Patrol
- Department of Revenue
- Insurance companies
- St Peter's Hospital
- Sandy Mac Distributing
- Lehrkind's Distributing
- Montana Brewers Association
- Ambulance Services
- Montana Attorney General's Office



Occupant Protection/Seat Belt Use -- Potential Emphasis Area Team Members

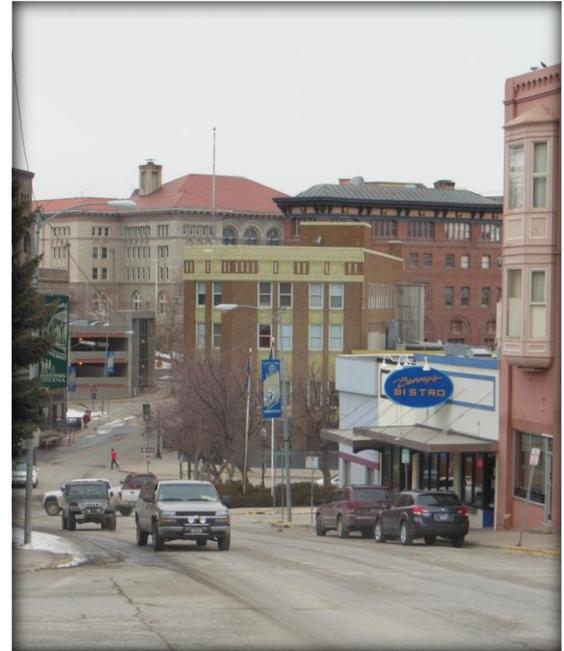
- Fire Departments - Helena and East Helena
- Lewis & Clark Co. Rural Fire
- AAA
- City - County Health Department (WIC)
- Department of Public Health and Human Services (Child & Family Services)
- St. Peter's Hospital
- Pediatricians
- City & County Commissioners
- Lewis & Clark County Sheriff's Office
- Insurance Companies; e.g. State Farm Insurance, Allstate
- Helena & East Helena Police Departments
- Montana Highway Patrol
- Media; e.g. Helena *Independent Record*, Helena Channel 11, Beartooth News television
- Downtown Business Association
- Chamber of Commerce/ local businesses
- Hometown Helena
- Greater Helena Area residents
- Helena & East Helena School Districts
- Carroll College – Nursing, Engineering, and Athletics Departments
- AARP
- Attorney General's Office
- State employees

Bicycle and Pedestrian Crashes – Potential Emphasis Area Team Members

- City of Helena Public Works
- City of Helena City Engineer
- City & County Officials
- Chamber of Commerce businesses
- Lewis & Clark County- Public Works
- Bicycle shops & other retailers, e.g. Big Sky Cyclery, Great Divide Bicycle shop
- Helena Bicycle Club
- City - County Health Department
- BikeWalk MT
- Helena & East Helena Police Departments
- Lewis & Clark Fire District
- Helena & East Helena Fire Department
- Lewis & Clark Co. Rural Fire
- Montana Highway Patrol
- AARP
- Helena & East Helena School District Administrators
- Driver's Education teachers;
- Carroll College - Health & Wellness, Engineering and Athletics Departments
- YMCA
- St Peter's Hospital & other health clinics
- Transportation Coordinating Committee (TCC)
- Non-Motorized Travel Advisory Council (NMTAC)
- Rocky Mountain Development Council
- Montana Department of Transportation (MDT)

Next Steps

- **Presentation to TCC for adoption**
- **Begin implementation**



MDT Resource Support

Contact:

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