

Roadway Departure & Intersection Crashes
 Emphasis Area Meeting
 MDT Planning Conference Room A
 Monday, August 10, 2015, from 1-2:15 pm

Attendees:

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| Marcee Allen – FHWA | Doug McBroom – MDT – Maintenance |
| Audrey Allums – MDT – Grants Bureau | Kraig McLeod – MDT – Traffic & Safety Bureau |
| Melinda Barnes – BikeWalk MT | Lesly Tribelhorn – MDT – Highways Engineer |
| Alyssa Sexton – DPHHS Trauma Systems | Danielle Bolan – MDT – Traffic Operations |
| Janet Kenny – MDT SHTSS | Roy Peterson – MDT – Traffic & Safety Bureau |
| Pam Langve-Davis – MDT – CHSP Coordinator | Jeff Friesz – Sanders Co Roads Supervisor (via conference call) |

CHSP Overview - Moving Ahead for Progress in the 21st Century (MAP-21) requires all states to have an updated Strategic Highway Safety Plan (SHSP). It requires that it be data-driven, multidisciplinary, incorporate input from a range of partners, address all roadways users, and include measurable objectives and evaluation. The CHSP considers other safety plans, including the Highway Safety Improvement Program (HSIP), the Commercial Vehicle Safety Plan (CVSP), and the Highway Safety Plan (HSP), MPOs, community, and tribal safety plans. Representatives of the 4Es of highway safety (engineering, education, enforcement, EMS) are critical in determining emphasis area strategies in reducing fatalities and serious injuries on Montana’s roadways.

Many of the strategies and implementation steps of the Roadway Departure and Intersection Crashes Emphasis Area (EA) are engineering related with the natural fit for the lead for this Team to be Roy Peterson. Roy will facilitate the meetings and provide strategy updates to the Advisory Committee. The CHSP Coordinator will setup meeting schedule and distribute meeting materials. The meeting notes will document priority of implementation steps, tasks, and progress status will be done by the coordinator until a there is an EA volunteer.

Reviewing of strategies will determine who is needed to implement strategies and identify leaders for implementation steps. This step will also enable to identify team members. As the group reviewed the strategies and implementation steps it was determined that additional partners need to be identified and invited to participate in the meeting to carry out activities.

Strategy 1 – Reduce and mitigate roadway departure crashes through data driven problem identification and the use of best practices

Engineering is the lead. Implementation steps are currently underway and will be a multi-year effort. The Roadway Departure Study is complete and various projects are already being programmed and implemented from this study, i.e., the centerline rumble strip (CLRS) for many two lane highways in the Butte District is being let on September 10, 2015. To make sure there was a good understanding of this study and its purpose, an overview of the Roadway Departure Study along with the new Safety

Information Management System was presented to all the districts as well as in Helena. Kraig will be working with ISD to make this Roadway Departure Study available on the MDT website.

RSA are planned for 2 per year; steps will be taken to identify and prioritize where the next RSAs will be conducted.

Strategy 2 – Reduce and mitigate speed-related roadway departure/intersection crashes

Engineering is the lead. Two research projects are underway related to speed. 1) Safety Impact of Differential Speed Limits on Rural 2-Lane Highways in Montana and 2) Speed Limits Set Lower than Engineering Recommendations.

Roy suggested that a third implementation step should be included;

- Complete a traffic investigation for the freeway segments that will not be raised to 80 mph
- Analyze the changes in 85% speed profile on a periodic basis for all other freeway segments that will be raised to 80 mph (limit will be raised on October 1, 2015). There could actionable step that may be taken as a result of the analysis.

Strategy 3 - Reduce roadway departure and intersection crashes through education

This strategy is in need of partner leads. There are various safety education programs that are outside MDT. Outreach will be conducted to invite these partners to future meetings,(i.e MHP, AAA, AARP, OPI, Montana Motorcycle Rider Safety, etc.)

- Next step: Identify lead.

Strategy 4 – Reduce and mitigate intersection crashes through data-driven problem identification and the use of best practices

Engineering is the lead. This strategy is underway. A consultant is under contract to provide a thorough safety analysis utilizing the principles in the Highway Safety Manual for all on-system intersections for Montana. This study is expected to be completed this fall followed by workshops to demonstrate how to use the data/tool that will be used to program future intersection improvements.

Strategy 5 – Support and increase enforcement of proper road use behaviors by all users in high-crash corridors and high-crash locations

This strategy focuses on enforcement and of road behaviors. As the two enforcement officers were not able to attend, it was requested that law enforcement liaison Chad Newman be added to the emphasis area team. The implementation steps listed tie to the technologies and equipment specific to law enforcement and the STEP program in reducing roadway departures and intersection crashes.

- Next step: Identify lead.

Strategy 6 – Explore and implement best practices for reducing road departure, such as distracted driving and fatigued driving, in addition to other behavioral factors

This strategy includes a focus on media campaign and raising public awareness.

One project that is currently being led by MDT Traffic & Safety Bureau is a media campaign that focuses on messages that increase awareness of and reduces the occurrence and severity of Roadway Departure Crashes. We are under contract with Partners Creative. The overall goal of the project is to educate the public about the consequences of roadway departure crashes. This would ultimately help reduce injuries and death on Montana’s roadways. The primary focus of this media campaign is to educate the public on the issue of roadway departure crashes and change behavior to minimize the number of and severity of these types of crashes. This includes educating the public on the cause, effect and results of roadway departure crashes as well as how to avoid/prevent such crashes. This campaign will have limited exposure for the remainder of 2015. It will include outdoor billboard advertising and the use of geo-fencing advertising methods. The Geo-fencing will be focused on larger Montana Summer Events and may include State Fairs, marathon events, rodeos and festivals. A larger campaign is slated for the summer of 2016 and will include a multitude of advertising methods including Myth Crashers video, similar to those used for occupant protection and impaired driving prevention to deliver the message (www.Plan2Live.mt.gov).

- Next step: Continue this campaign mentioned above but also identify leads for areas of distracted driving and fatigued driving.

Strategy 7 – Improve the prosecution and adjudication of all roadway user violations

This strategy focuses on prosecution and adjudication of all roadway violations in an effort to reduce roadway departures and intersection crashes. Without enforcement representative it was suggested that Kurt Sager, drug recognition expert with the MHP be invited to attend to discuss this strategy and the implementation step to increase education and training for law enforcement, prosecutors, and judiciary.

- Next step: Identify lead.

Next Steps: Extend invitation to participate on EA Team to Chad Newman, Shari Graham, OPI, MHP, and other education partners.

Next meeting: Meeting date to be determined.

Agenda: 1) identify leads for strategies, 2) implementation leads, 3) outcomes and 4) timelines