

Bozeman Community Transportation Safety Plan Meeting #6

presented to

Transportation Safety Advisory Committee

presented by

Cambridge Systematics, Inc.

Audrey Wennink

May 22, 2013

Meeting Objectives

- **Review CTSP Development Process – Audrey**
- **Review Safety Strategies - Audrey**
- **Finalize CTSP – All**
- **Discuss CTSP Implementation – All**
 - » **Emphasis Area Roles and Responsibilities**

MT Comprehensive Highway Safety Plan

- Developed through a coordinated, comprehensive, data-driven process
- 12 Emphasis Areas including Urban Area Crashes

Montana Comprehensive Highway Safety Plan

Amended 2010



State of Montana Department of Transportation



in cooperation with:

Federal Highway Administration
National Highway Traffic Safety Administration
Blackfeet Tribe
Confederated Salish and Kootenai Tribes
Crow Tribe
Chippewa Cree Tribe
Little Shell Tribe
Northern Cheyenne Tribe
Fort Peck Tribes
Montana Highway Patrol
Montana Motor Vehicle Division
Montana Office of Public Instruction
Montana Department of Justice
Montana Department of Revenue
Office of the Court Administrator
Federal Motor Carrier Administration
Montana Metropolitan Planning Organizations
Montana Department of Public Health and Human Services

prepared by:

Cambridge Systematics, Inc.

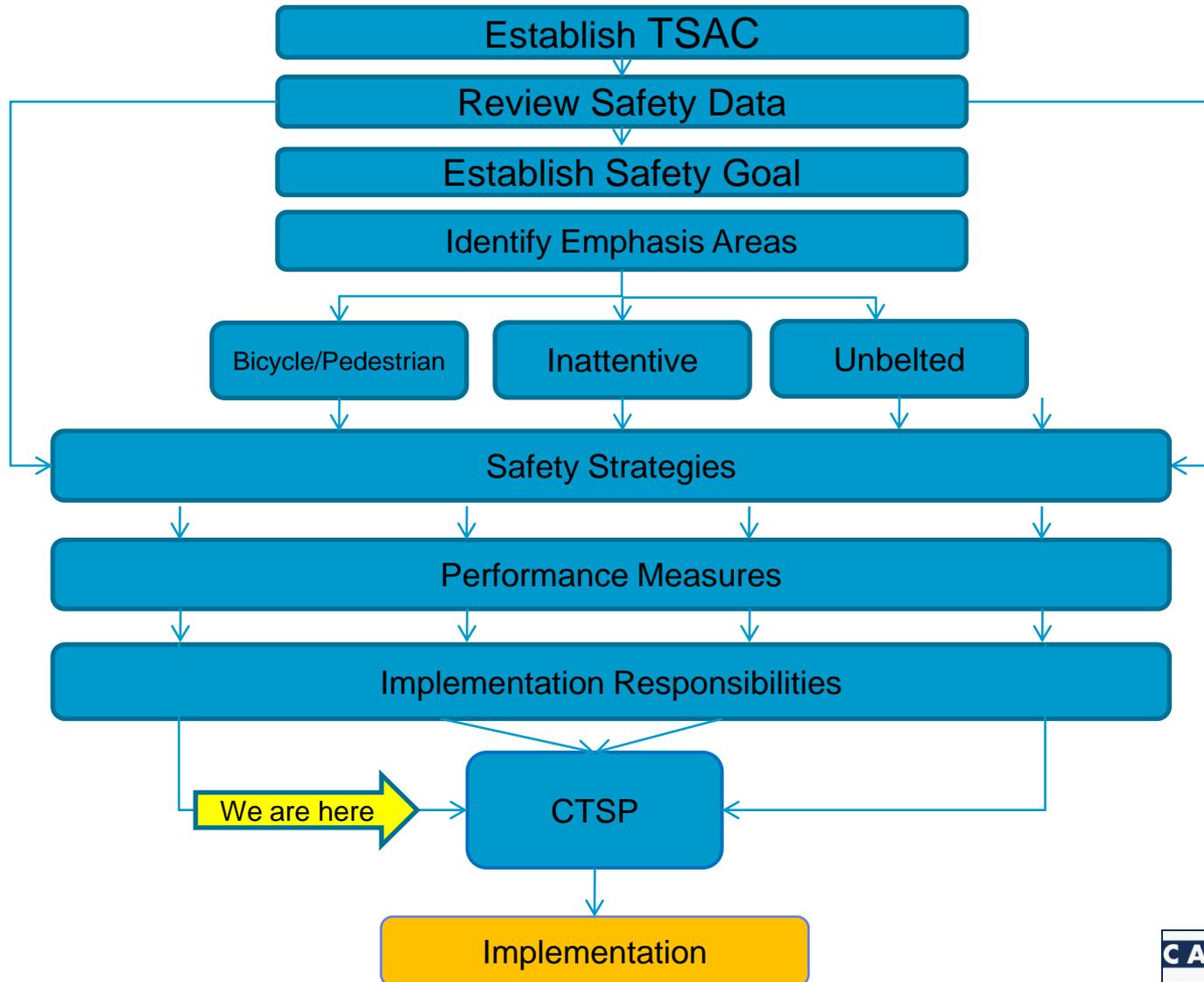


Addressing Transportation Safety In Bozeman

- **Bozeman submitted a letter of request to MDT for planning assistance in developing a CTSP**
 - » Reduce traffic crashes resulting in injury & death
 - » Improve quality of life
- **Designed to be a comprehensive data-driven process to address transportation safety issues**



Where are we in the CTSP Process



TSAC Vision

All travelers arrive
safely at their
destinations

Bozeman CTSP Goal

Reduce annual fatalities and injuries by 25 percent between 2013 and 2018, from 213 to 160 fatalities and injuries.

CTSP Goal Calculation

	<u>Fatality</u>	<u>Incapacitating Injury</u>	<u>Non-Incapacitating Injury</u>	<u>Other Injury</u>	<u>TOTAL</u>
2009	1	7	36	156	200
2010	2	7	58	148	215
2011	1	5	50	169	225
3 Year Average	1	6	48	158	213

Source: MDT Safety Management System

**Three Year
Average 2009-2011**

213 fatalities
and injuries



Goal 2018

160 fatalities and
injuries

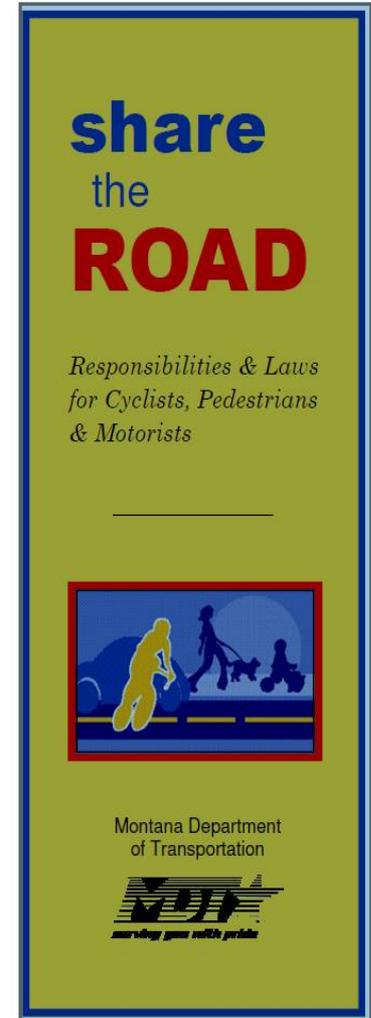
Emphasis Areas

- **Inattentive/Distracted Driving Crashes**
- **Seat Belts/ Occupant Protection Use**
- **Bicycle and Pedestrian Crashes**



Bozeman Safety Strategies

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



Bozeman Safety Strategies

Inattentive Driving Crashes

1. Publicize the risks of distracted driving and conduct enforcement of distracted driving, including electronic handheld device use while driving.
2. Conduct ongoing public education and outreach about safe driving protocols/skills and retraining opportunities.

Bozeman Safety Strategies

Safety Belts/Occupant Protection Use

1. Promote safety belt use, through broadened membership partners and increase activity of the Greater Gallatin Safety Coalition.
2. Conduct targeted youth outreach to increase safety belt use.
3. Conduct outreach to Montana State University students on the importance of wearing safety belts in vehicles.
4. Conduct general media outreach on the importance of safety belt use focusing on demographic groups with high rates of non-use. Complement outreach with targeted enforcement.
5. Collaborate with judges to ensure the judicial process is supportive of increased enforcement of safety belt non-use.
6. Enact a local ordinance making non-use of a safety belt a primary offense in Bozeman.
7. Conduct increased outreach about the need for vehicle passengers ages 4 to 9 to use booster seats.

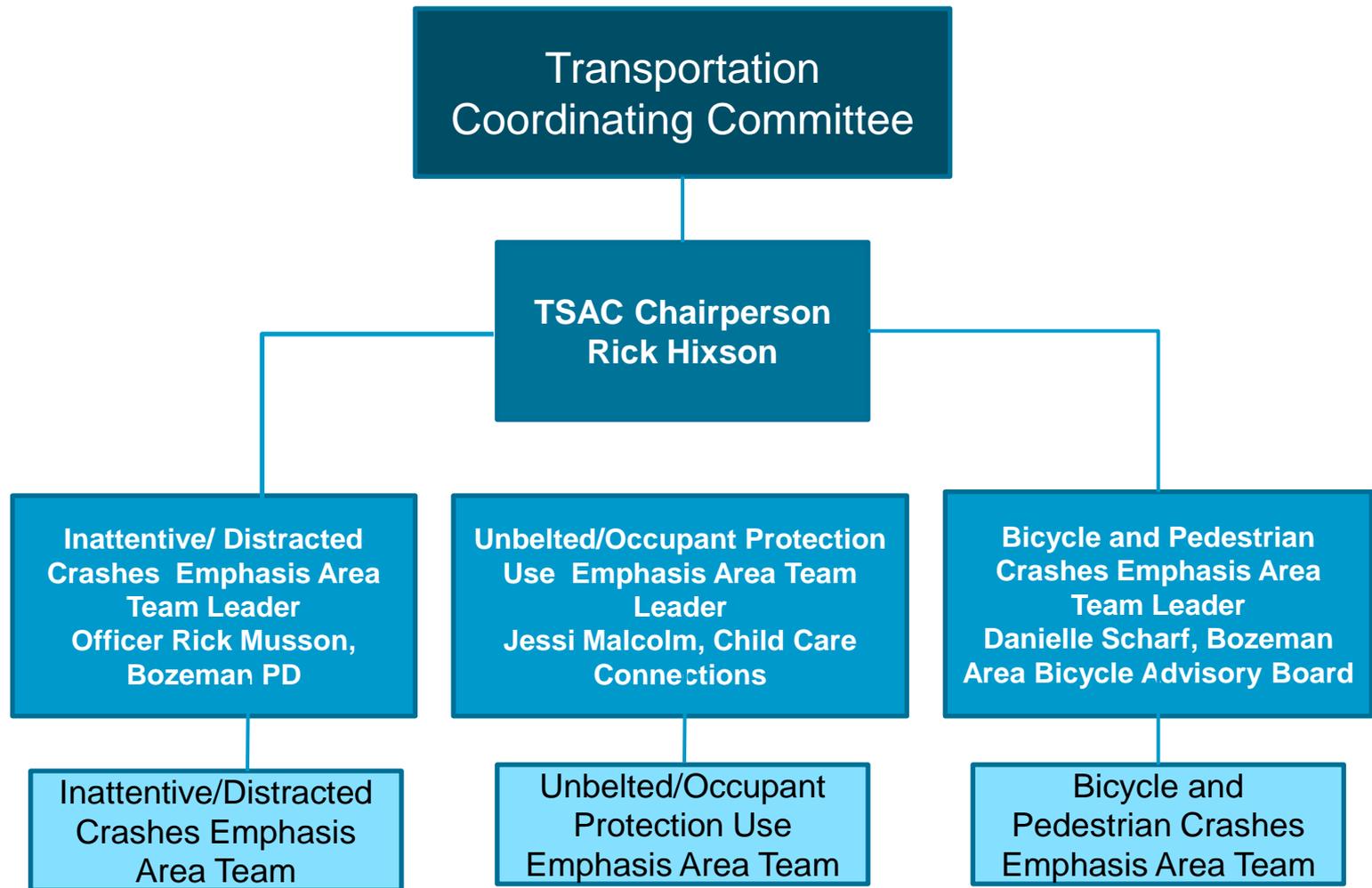
Bozeman Safety Strategies

Bicycle and Pedestrian Crashes

1. Increase bicycle and pedestrian infrastructure in Bozeman, including bicycle lanes, sidewalks, signage and pavement markings.
2. Reduce impaired bicycling and walking.
3. Increase reporting of bicycle and pedestrian crashes.
4. Conduct public education about safe operating procedure between bicyclists and pedestrians and vehicles.
5. Increase enforcement of safe behaviors by both drivers around bicyclists and pedestrians and by bicyclist and pedestrians as they enter into the transportation mix.

Implementation

Bozeman CTSP Implementation Structure



EA Team Roles/ Responsibilities

- **Emphasis Area Teams will**
 - » **Define performance measures and target**
 - i.e. fatalities and injuries for EA crashes
 - EA target: i.e. 5% reduction per year?
 - » **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**



Annual Report to MDT – *Example Template*

Meeting Schedule		Performance Measures
Meeting 1:		# of crashes involving inattentive drivers _____ change compared to same period previous year
Meeting 2:		# of traffic fatalities involving inattentive driving _____ change compared to same period previous year
Meeting 3:		# of traffic injuries involving inattentive driving _____ change compared to same period in previous year
Meeting 4:		
Strategies	Action Steps	Implementation Status
Strategy 1: Publicize the risks of distracted driving and conduct enforcement of distracted driving, including electronic handheld device use while driving.	Develop/adapt existing materials discouraging distracted driving. Conduct outreach to businesses to encourage development of contracts prohibiting handheld electronic device use and other distracting behaviors by employees. Potentially partner with the Chamber of Commerce.	<i>What materials were developed?</i> <i>Where were they distributed? How many distributed?</i> <i>Was there media coverage?</i> <i>What events were held?</i> <i>How was the action step evaluated? What were results?</i> - <i>How many businesses adopted the policy?</i>
	Conduct public awareness campaign against distracted driving. Potentially distribute reminders via licensing stations, water bill mailings.	
	Communicate to the public the importance of not driving distracted via key local groups such as civic organizations.	
	Bozeman PD traffic division can conduct outreach about risks of distracted driving through media interviews (TV and radio), social media, etc.	
	Integrate driving distraction into Bozeman High School peer-to-peer safety education efforts.	
	Install more signs noting prohibition on handheld cell phone use/texting and fines for a citation – consider updated sign layout with more graphics.	

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 reports annually to MDT**

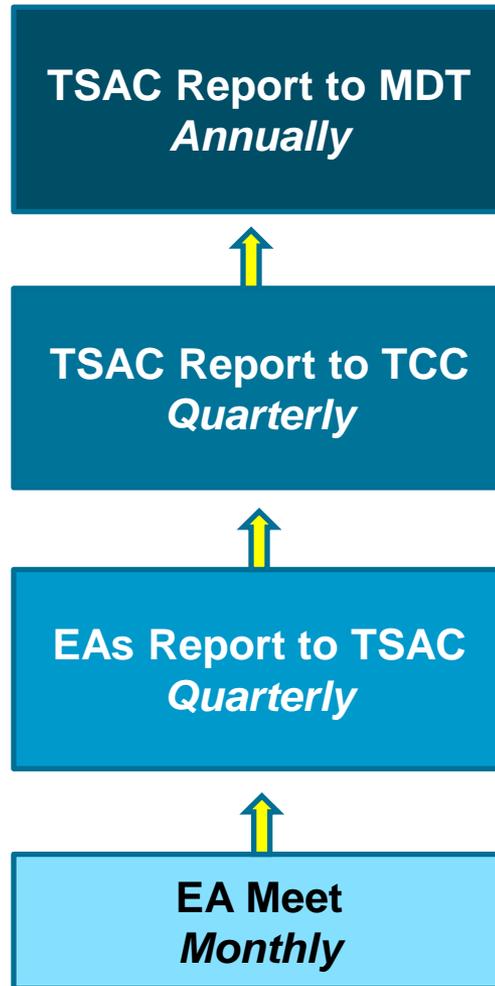
Quarterly CTSP Report to TCC

Strategy	Action Step Implementation Status	Results/ Evaluation	Challenges/ Needs
Inattentive	1. Cell phone prohibition sign redesign and installation	<i>i.e. How many new cell phone prohibition signs installed with new graphic design?</i>	
	2		
Safety Belts/Occupant Protection	1. Reached out to 10 large companies with model safety belt use policy.	<i>How many companies adopted safety belt use policy?</i>	
	2...		
Bicycle and Pedestrian	1. Partnered with MSU media dept. on developing PSA	<i>Was PSA completed? How many times shown on TV? To groups?</i>	
	2...		

Annual CTSP Report to TCC

	2009-2011 Average	2010-2012 Average	2011-2012 Change	2018 Target
Total Crashes				
Total Fatalities and Injuries	213			160
Inattentive Crashes				
Safety Belts/Occupant Protection Crashes				
Bicycle and Pedestrian Crashes				
Inattentive Fatalities/Injuries				TBD
Safety Belts/Occupant Protection Fatalities/Injuries				TBD
Bicycle and Pedestrian Fatalities/Injuries				TBD

Implementation Reporting Schedule



Inattentive Emphasis Area Team

- **Bozeman Police Department**
- **Montana State University Media Department**
- **Bozeman School District**
- **Bozeman media**
- **Chamber of Commerce/Local Business**
- **Other?**



Safety Belt Use/Occupant Protection

- **Greater Gallatin Safety Coalition**
- **Child Care Connections**
- **Montana State University- Engineering & Media Departments**
- **Bozeman Deaconess Hospital Trauma Center**
- **Bozeman Police Department**
- **Insurance companies**
- **Chamber of Commerce**
- **Bozeman School District**
- **Bozeman High School**
- **Civic Groups**
- **City Court Judge**
- **News media**



Bicycle and Pedestrian Emphasis Area Team

- **Bozeman Area Bicycle Advisory Board**
- **Pedestrian and Traffic Safety Committee**
- **Collin's Coalition**
- **City of Bozeman**
- **Streamline**
- **Gallatin Valley Bicycle Club**
- **Bicycle Shops**
- **Bozeman School System**
- **Montana State University**
- **Bozeman Police Department**



Next Steps

- **Comments/Questions on Draft Plan?**
- **TSAC Chair presents to TCC and City Council for adoption**
- **Begin implementation**



MDT Implementation Support

Contact:

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This is not the end, this is the beginning of making Bozeman a safer place.

Thank you and be safe!

