



Massachusetts Strategic Highway Safety Plan

Emphasis Area Action Plans



Massachusetts Department of Transportation

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Table of Contents

Strategic Emphasis Areas

Impaired Driving.....	1
Intersections.....	5
Lane Departures.....	8
Motorcycles.....	11
Occupant Protection.....	14
Older Drivers.....	17
Pedestrians.....	21
Speeding and Aggressive Driving.....	25
Young Drivers.....	28

Proactive Emphasis Areas

At-Grade Crossings.....	31
Bicycles.....	33
Safety of Persons Working on Roadways.....	37
Truck/Bus-Involved Crashes.....	40

Emerging Emphasis Areas

Data Systems.....	44
Driver Inattention.....	46



Emphasis Area Action Plan

IMPAIRED DRIVING

Team Leader

Name	Agency
Caroline Hymoff	Highway Safety Division

Team Members

Members	Potential Members
AAA Southern New England (Mary Maguire)	Mothers Against Drunk Driving – MADD
Brain Injury Association of Massachusetts – BIA MA (BJ Williams)	
Cambridge Police Department (Jon Cameron)	
Department of Public Health – DPH (Colleen McGuire)	
Department of Public Health Bureau of Substance Abuse Services – DPH BSAS (Stefano Keel)	
Emerson Hospital (Eric Mahoney)	
Highway Safety Division – HSD (Deborah Firlit, Barbara Rizzuti)	
Massachusetts Alcoholic Beverages Control Commission – ABCC (Ted Mahony)	
Massachusetts Chiefs of Police Association – MCOPA (Bob Meaney)	
Massachusetts District Attorneys Association – MDAA (Andrea Nardone)	



Team Members (continued)

Members

Massachusetts Office of Victims Assistance – MOVA (Christopher Klaskin, Thomas Maloney)

Massachusetts State Police – MSP (John Bibeau, Robert Favuzza, Tom Fitzgerald, Dan Griffin, Steven Hennigan, Andrew Klane, Stephen Marsh, Michael J. Miskell, Bill Robertson)

MassDOT Highway (Bonnie Polin)

Municipal Police Training Committee – MPTC (Daniel Zivkovich)

Tufts Medical Center (Marianne Shean)

Potential Members

Goals/Targets for the EA

Reduce five-year average impaired driving motor vehicle fatalities by 20 percent (from 106 to 85) by 2017.

Performance Measure

Number of alcohol-related motor vehicle fatalities.

Strategies and Actions

Current Strategies

1. Enhance collaborative enforcement efforts to reduce alcohol- and drug-related motor vehicle fatalities and injuries.

Actions

- Conduct sustained enforcement activities (HSD, MSP, local law enforcement)
- Conduct Drive Sober or Get Pulled Over Mobilizations (HSD, MSP, local law enforcement)
- Conduct sobriety checkpoints (HSD, MSP, local law enforcement)



Strategies and Actions (continued)

Current Strategies	Actions
	<ul style="list-style-type: none"> • Engage 76 local police departments to enforce underage alcohol enforcement programs, e.g., surveillance patrols, Cops in Shops, shoulder taps, compliance checks, and party patrols (HSD, local law enforcement). • Address the recommendations from the NHTSA Standardized Field Sobriety Test (SFST) Assessment (HSD, MSP). • Hire an SFST coordinator (MPTC, HSD). • Conduct Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Impairment Training for Educational Professionals (DITEP) trainings (MPTC, HSD). • Conduct State and local Drug Recognition Expert (DRE) training programs to assist in identifying driver drug use and providing expert testimony in court (HSD, MPTC). • Support a Traffic Safety Resource Prosecutor (TSRP) and a Law Enforcement Liaison (LEL) to provide training and technical assistance to the enforcement community (HSD). • Provide a low-cost systematic approach to address wrong-way crashes, some of which involve impaired drivers, at interchanges based on NTSB national report recommendation (MassDOT Highway).
<p>2. Enhance collaboration between ABCC and law enforcement to enforce alcohol beverage control laws and prevent alcohol service to underage youth and intoxicated persons.</p>	<ul style="list-style-type: none"> • Train up to 900 officers from 150 police departments on liquor laws designed to prevent alcohol consumption by underage youth and intoxicated persons (ABCC, HSD, MSP, local police). • Conduct underage drinking compliance checks program (HSD, ABCC, MSP, local police). • Conduct enforcement to prevent the sale of alcohol to intoxicated persons (HSD, ABCC, MSP, local police). • Encourage local law enforcement to collect last drink data from impaired drivers (ABCC, MSP). • Summarize and analyze last drink data collected by police departments (ABCC). • Investigate the potential for entering last drink data into breathalyzer reports (MSP). • Conduct enforcement actions against alcohol purveyors who flagrantly violate the alcohol beverage control laws by serving underage youth and intoxicated persons (ABCC, MSP).



Strategies and Actions (continued)

Current Strategies	Actions
<p>3. Provide targeted information and education programs to prevent alcohol-related motor vehicle fatalities and injuries.</p>	<ul style="list-style-type: none"> • Support a coalition on underage drinking (BIA – Brain Injury Association and PAID – Protecting Against Impaired Driving). • Educate and encourage trauma center physicians to report medically impaired patients to the Registry of Motor Vehicles (Emerson Hospital). • Tailor messages to specific audiences, particularly in high-risk locations or communities (HSD).
<p>4. Educate the public on the dangers and consequences of impaired driving.</p>	<ul style="list-style-type: none"> • Conduct an attitudinal and behavioral telephone survey (HSD). • Provide paid and earned media in support of impaired-driving programs (HSD). • Investigate the use of prescription medications and marijuana on driver safety (BIA). • Inform policy-makers regarding the positive effects of using of ignition interlock devices for OUI offenders (AAA). • Provide data to the legislature and other elected officials on traffic safety legislation and issues (MDAA, BIA, Emerson Hospital, DPH).



Emphasis Area Action Plan

INTERSECTIONS

Team Leader	
Name	Agency
James Danila	MassDOT Highway

Team Members	
Members	Potential Members
American Traffic Safety Services Association New England – ATSSA (Michael Allen)	Massachusetts Chiefs of Police Association – MCOPA
Boston MPO/Central Transportation Planning Staff – CTPS (Mark Abbott, Kathy Jacob)	
Central Massachusetts Regional Planning Commission – CMRPC (Dan Daniska)	
Montachusett Regional Planning Commission – MRPC (George Snow)	
Massachusetts State Police – MSP (Robert Favuzza, Andy Klane, John O’Brien)	
MassDOT District 1 (Pat Tierney)	
MassDOT District 2 (Bao Lang)	
MassDOT District 3 (Alolade Campbell)	
MassDOT Highway (Bonnie Polin, Lisa Schletzbaum)	



Team Members (continued)

Members

Municipal Police Training Committee – MPTC (Daniel Zivkovich)
 Pioneer Valley Planning Commission – PVPC (Gary Roux)
 Southeastern Regional Planning and Economic Development District – SRPEDD (Lisa Estrela-Pedro, Jim Hadfield)
 Spencer Utilities and Facilities Office (Steve Tyler)
 WalkBoston (Stacey Beuttell)

Potential Members

Goals/Targets for the EA

- Reduce five-year average intersection fatalities by 20 percent (from 85 to 68) by 2017.
- Reduce five-year average intersection incapacitating injuries by 20 percent (from 1,649 to 1,319) by 2017.

Performance Measure

Number of intersection fatalities and incapacitating injuries.

Strategies and Actions

Current Strategies

1. Identify intersection crash locations and causes.

Actions

- Identify top intersection crash locations for roadway improvements (MassDOT Highway and RPAs/MPOs).
- Conduct Road Safety Audits at high-crash intersections (MassDOT Highway).
- Conduct a traffic signal inventory (MassDOT for State owned and MPOs for locally owned).
- Conduct a study of right-angle/rear-end crashes and red light-running at intersections (SRPEDD).



Strategies and Actions (continued)

Current Strategies	Actions
<p>2. Educate safety practitioners on best practices for design.</p>	<ul style="list-style-type: none"> • Publish cut sheets specifying safety conditions needed for new traffic signals to assist politicians with decision-making (SRPEDD). • Train MassDOT engineering staff in best practices for safe intersection design (MassDOT Highway). • Provide information and training to municipalities on intersection safety elements and design improvements (MassDOT Planning).
<p>3. Incorporate safety elements into intersection design and maintenance.</p>	<ul style="list-style-type: none"> • Conduct a survey of traffic signals to determine applicability for flashing yellow arrows, and install flashing yellow arrows as needed (MassDOT Highway). • Conduct a systematic approach for implementation of low-cost safety improvements (MassDOT Highway). • Improve sight lines by clearing obstacles such as brush, unnecessary signs, etc., utilize maintenance contract work orders (MassDOT Highway). • Install reflectorized back plates to traffic signal heads (MassDOT Highway). • Incorporate safety solutions into maintenance contracts and utilize work order processes (MassDOT Highway).
<p>4. Enhance enforcement of intersections.</p>	<ul style="list-style-type: none"> • Target high-crash intersection locations during enforcement patrols (MSP).



Emphasis Area Action Plan

LANE DEPARTURES

Team Leader	
Name	Agency
James Danila	MassDOT Highway

Team Members	
Members	Potential Members
American Traffic Safety Services Association New England – ATSSA (Michael Allen)	Massachusetts Chiefs of Police Association – MCOPA
Boston MPO/Central Transportation Planning Staff – CTPS (Mark Abbott, Kathy Jacob)	
Central Massachusetts Regional Planning Commission – CMRPC (Dan Daniska)	
Montachusett Regional Planning Commission – MRPC (George Snow)	
Massachusetts State Police – MSP (Robert Favuzza, Andy Klane, John O’Brien)	
MassDOT District 1 (Pat Tierney)	
MassDOT District 2 (Bao Lang)	
MassDOT District 3 (Alolade Campbell)	
MassDOT Highway (Bonnie Polin, Lisa Schletzbaum)	



Team Members (continued)

Members

Municipal Police Training Committee – MPTC (Daniel Zivkovich)
 Pioneer Valley Planning Commission – PVPC (Gary Roux)
 Southeastern Regional Planning and Economic Development District – SRPEDD (Lisa Estrela-Pedro, Jim Hadfield)
 Spencer Utilities and Facilities Office (Steve Tyler)
 WalkBoston (Stacey Beuttell)

Potential Members

Goals/Targets for the EA

- Reduce five-year average lane departure fatalities by 20 percent (from 177 to 141) by 2017.
- Reduce five-year average lane departure incapacitating injuries by 20 percent (from 897 to 718) by 2017.

Performance Measures

Number of lane departure fatalities and incapacitating injuries.

Strategies and Actions

Current Strategies

1. Identify lane departure crashes and causes.

Actions

- Conduct Road Safety Audits at high-crash locations, implement low-cost countermeasures, and review/consider other medium- and high-cost countermeasures (MassDOT Highway).
- Collect roadway contributing factor on crash reports (MassDOT Registry of Motor Vehicles Division).
- Identify top lane departure locations to focus improvements (MassDOT Highway).



Strategies and Actions (continued)

Current Strategies	Actions
2. Educate safety practitioners on best practices for design.	<ul style="list-style-type: none"> • Train MassDOT engineering staff in best safety practices for design (MassDOT Highway). • Provide information and training to municipalities in order to combat lane departures (MassDOT Planning).
3. Incorporate safety elements into roadway design and maintenance.	<ul style="list-style-type: none"> • Install cable barriers for high cross-over-median crashes (MassDOT Highway). • Install rumble strips on highway shoulders and consider use of rumble strips in other locations (MassDOT Highway). • Install pavement markings and signs along highway curves as appropriate (MassDOT Highway). • Install highway lighting (MassDOT Highway). • Protect or remove roadside hazards within the clear zone (MassDOT Highway). • Upgrade signs to improve retroreflectivity to minimize lane departure crashes at night (MassDOT Highway). • Install and evaluate High-Friction Course treatments at various locations around the State (MassDOT Highway Division). • Add guard rails in high roadway departure areas (MassDOT Highway). • Improve sight lines by clearing obstacles such as brush, unnecessary signs, etc., utilize maintenance work orders (MassDOT Highway). • Conduct a systematic approach for implementation of low-cost fixes (MassDOT Highway).
4. Enhance enforcement of some driver contributing factors in lane departure crashes, e.g., driver inattention and speeding.	<ul style="list-style-type: none"> • Utilize actions from other emphasis areas that address inattention and speeding, as these issues are contributors to lane departure crashes (MSP).



Emphasis Area Action Plan

MOTORCYCLES

Team Leader

Name	Agency
Gene Carabine	Registry of Motor Vehicles Massachusetts/Rider Education Program

Team Members

Members	Potential Members
Automobile Insurers Bureau of Massachusetts – AIB (Andrew Dempsey)	AAA
Department of Public Health – DPH (Ridgely Ficks, Jamie Pianka)	Board of Appeal on Motor Vehicle Liability Policies and Bonds
Highway Safety Division – HSD (Barbara Rizzuti)	Motorcycle Industry Council – MIC
Ironstone Ventures/Massachusetts Rider Education Program – MREP (Joe Proia)	Motorcycle Safety Foundation – MSF
Lister Insurance (Betsy Lister)	
Massachusetts Motorcyclists Survivors Fund (Paul Cote)	
Massachusetts Municipal Association – MMA (Bill Cheetham)	
Massachusetts State Police (Tom Fitzgerald, Bill Robertson)	
MassDOT Highway (Charles Hale, Bao Lang, Bonnie Polin)	
Registry of Motor Vehicles (Robert D. Peters)	



Goals/Targets for the EA

- Reduce five-year average motorcyclist fatalities by 20 percent (from 49 to 39) by 2017.
- Reduce five-year average motorcyclist hospitalizations by 20 percent (from 650 to 520) by 2017.

Performance Measure

Number of motorcyclist fatalities and hospitalizations.

Strategies and Actions

Current Strategies	Actions
1. Improve and enhance motorcycle safety training and communications opportunities.	<ul style="list-style-type: none"> • Provide funding to the RMV to enhance the motorcycle safety program (HSD). • Adapt and support NHTSA National Standards for Entry-Level Motorcycle Rider Training (RMV, MREP, Motorcycle Training Schools).
2. Enhance motorcycle enforcement.	<ul style="list-style-type: none"> • Identify high-risk jurisdictions and include motorcycle enforcement as part of any regular scheduled high-visibility road safety enforcement campaigns, e.g., Click It Or Ticket, Drive Sober Or Get Pulled Over, as well as total motor vehicle sustained enforcement (HSD, MSP, local police). • When required and available, provide motorcycle information to local and State law enforcement, e.g., crash data, motorcycle inspections regulations, mopeds and limited-use vehicles, registration, licensing, alcohol, motorcycle training, motorcycle awareness, and partnerships (RMV).
3. Improve analysis of motorcycle crashes.	<ul style="list-style-type: none"> • Conduct detailed analysis of motorcycle crashes and review motorcycle crash data, e.g., high-crash locations, road type, roadway characteristics, time of day, day of week, etc., and make this information available (MassDOT Highway, DPH, RMV).



Strategies and Actions (continued)

Current Strategies	Actions
4. Increase motorcycle safety awareness.	<ul style="list-style-type: none">• Provide safety information in comprehensive practitioner and driver education (RMV).• Utilize electronic message boards, toll booth signage, and attend motorcycle events along with other available resources to educate motorcyclists and other road users (RMV).• Partner on program enhancements, such as share the road and rider awareness (RMV, Motorcycle training instructors, et al., depending on the issues).• Utilize the motorcycle simulator to raise risk awareness among experienced riders (RMV).



Emphasis Area Action Plan

OCCUPANT PROTECTION

Team Leader

Name	Agency
Caroline Hymoff	Highway Safety Division

Team Members

Members	Potential Members
AAA Southern New England/Belts Ensure a Safer Tomorrow – BEST (Mary Maguire) Department of Public Health – DPH (Colleen McGuire, Jamie Pianka) Highway Safety Division – HSD (Deborah Firlit, Barbara Rizzuti) Massachusetts State Police (John Bibeau, Robert Favuzza, Andrew Klane, Steve Marsh, Bill Robertson) MassDOT Highway (Bonnie Polin) Municipal Police Training Committee – MPTC/Traffic Occupant Protection Strategies – TOPS (Daniel Zivkovich) The Safety Institute (Lewis Howe)	Massachusetts Chiefs of Police Association – MCOPA

Goals/Targets for the EA

- Reduce five-year average unrestrained motor vehicle fatalities by 20 percent (from 117 to 93) by 2017.
- Increase observed safety belt usage rate by five percent by 2017.



Performance Measures

- Number of unrestrained motor vehicle fatalities.
- Percent of restrained drivers and front seat occupants on statewide safety belt observation survey.

Strategies and Actions

Current Strategies	Actions
1. Enhance enforcement of safety belt use in Massachusetts.	<ul style="list-style-type: none"> • Provide funding to State and local law enforcement for targeted ‘hot spot’ sustained enforcement and Click It or Ticket mobilizations (HSD). • Support law enforcement with training and technical assistance aimed at increasing their effectiveness regarding occupant protection use (HSD and MPTC). • Conduct the Click It or Ticket campaign (HSD, MSP and Local Law Enforcement). • Analyze citation data by court district to guide and focus judicial education and training efforts (MassDOT Highway and Merit Rating Board). • Utilize the services of the new State Law Enforcement Liaison (LEL) to work with local and State Police agencies to increase safety belt use (HSD).
2. Educate the public on use of safety belts and passenger restraints.	<ul style="list-style-type: none"> • Conduct earned and/or paid media campaigns for sustained enforcement and CIOT mobilizations (HSD). • Conduct safety belt observation surveys and educate the public on use rates in Massachusetts, as well as on how they compare to other states and the nation as a whole (HSD). • Support and/or conduct child safety seat outreach and clinics (AAA, HSD). • Provide data to the legislature and other elected officials as they consider traffic safety legislation and issues (AAA, BEST). • Support efforts of nonprofit and advocate groups towards a primary safety belt law (BEST, PINN, AAA). • Conduct presentations for teens/young adults (Brain Injury Association).



Strategies and Actions (continued)

Current Strategies

Actions

- Provide educational materials and resources via the safety belt web site (AAA, RMV).
- Conduct legislative and community outreach (AAA).
- Fund Child Passenger Safety equipment grants (HSD).
- Develop safe driving policy for Department of Public Health employees (DPH Injury Control).



Emphasis Area Action Plan

OLDER DRIVERS

Team Leader	
Name	Agency
Michelle Ellicks	Registry of Motor Vehicles

Team Members	
Members	Potential Members
AAA Southern New England (Mary Maguire)	AARP
Department of Public Health – DPH/ Partnership for Passenger Safety – PPS (Colleen McGuire)	Massachusetts Bay Transportation Authority – MBTA
Emerson Hospital (Eric Mahoney)	Massachusetts Regional Transit Authority – RTA
Executive Office of Health and Human Services Human Services Transportation Office – EOHHS HST (Theodora Fisher)	
Hudson Council of Aging (Janet Long)	
Independent Transportation Network Mobility Program – ITN (Jean Patel Bushnell)	
Liberty Mutual Insurance (David Melton)	
Massachusetts Medical Society (Candace Savage)	
Massachusetts State Police – MSP (Robert Favuzza, Steve Marsh, Bill Robertson)	



Team Members (continued)

Members

MassDOT Highway (Bonnie Polin)
 MassDOT Rail and Transit Statewide Mobility Manager (Anicko Laszlo)
 Natick Council on Aging and Human Services (Mignonne Murray)
 UMass Boston Gerontology Institute (Beth Dugan, Nina Silverstein)

Potential Members

Goals/Targets for the EA

- Reduce five-year average fatalities from crashes involving an older road user by 20 percent (from 61 to 49) by 2017.
- Reduce five-year average incapacitating injuries from crashes involving an older road user by 20 percent (from 485 to 388) by 2017.
- Reduce five-year average total crashes involving an older road user by 20 percent by 2017.
- Improve satisfaction with transportation services offered, as well as knowledge about and access to the services.

Performance Measures

- Number of incapacitating injuries and fatalities from crashes involving an older road user.
- Survey of older road users.

Strategies and Actions

Current Strategies

1. Utilize existing data for improved problem identification.

Actions

- Conduct analysis of older road user crash data, trip/travel survey, and other driver attributes (UMass Boston Gerontology Institute).
- Analyze MSP crash reconstruction data for crashes involving older road users (MassDOT Highway Division).



Strategies and Actions (continued)

Current Strategies	Actions
<p>2. Support initiatives to improve the transportation system for older users.</p>	<ul style="list-style-type: none"> • Assess the mobility needs of older persons in Massachusetts (EOHHS). • Explore follow-up strategies to the Executive Order 530 regarding transportation services for the older population (EOHHS). • Refocus role of Partnership for Passenger Safety (PPS) to address older road user issues (DPH Injury Prevention).
<p>3. Develop infrastructure improvements that accommodate older road user needs.</p>	<ul style="list-style-type: none"> • Provide a low-cost systematic approach to prevent wrong-way crashes, some of which involve older drivers (MassDOT Highway). • Conduct a systematic approach to reviewing and replacing signs to improve retroreflectivity (MassDOT Highway). • Consider FHWA older driver and pedestrian design manual for best design practices (MassDOT Highway).
<p>4. Educate older road users and the public on older road user safety.</p>	<ul style="list-style-type: none"> • Support older road user self-evaluation to prevent or reduce safety risks: <ul style="list-style-type: none"> – Driver Improvement Program/Workshops (AAA). – Shifting Gears Presentation (RMV). – The Driving Decision (RMV). – On-line driver improvement program (AAA). – On-line resources for mature drivers (AAA, RMV).
<p>5. Provide alternative transportation.</p>	<ul style="list-style-type: none"> • Provide fixed-route service, paratransit, and travel training services (MBTA, RTAs). • Provide paratransit or volunteer driver programs to help older adults get to doctors' appointments, shopping, and social events (ITN Boston, COA, and other community-based organizations). • Provide specialized paratransit to get patients to and from their facilities for appointments (Healthcare – hospitals and senior care centers).



Strategies and Actions (continued)

Current Strategies	Actions
6. Licensing.	<ul style="list-style-type: none"> • Provide renewal vision tests – Safe Driving Bill of 2010 now requires individuals over the age of 75 to renew licenses in-person at a branch of the registry, and all individuals that renew at a branch of the registry are required to pass a vision test (RMV). • Conduct immediate threat reporting and RMV review (Law enforcement and health care providers, RMV Medical Affairs Bureau).
7. Provide education and technical assistance to the medical and legal communities on older road user impairment.	<ul style="list-style-type: none"> • Continue to educate and encourage trauma center physicians to report medically impaired patients to the Registry of Motor Vehicles (Emerson Hospital). • Examine ways to provide guidance, training, and resources to physicians/medical personnel to better determine older road user impairment (Massachusetts Medical Society).



Emphasis Area Action Plan

PEDESTRIANS

Team Leaders

Name	Agency
Josh Lehman	MassDOT Planning
Steve Woelfel	MassDOT Planning

Team Members

Members	Potential Members
AAA Southern New England (Mary Maguire)	AARP
Beth Israel (Tyler Howrigan)	Bike/Walk Worcester
Boston Emergency Medical Services – EMS (James Salvia)	Boston Public Health Commission
Cambridge Police Department (Jack Albert)	Boston Transportation Department
Central Massachusetts Regional Planning Commission – CMRPC (Dan Daniska)	Executive Office of Energy and Environmental Affairs – EOEEA
City of Cambridge (Jeff Parenti)	Mass in Motion
Department of Public Health Division of Prevention and Wellness – DPH (Lea Susan Ojamaa, Ben Wood)	Massachusetts Bay Transportation Authority – MBTA
Franklin Regional Council of Governments – FRCOG (Alyssa Larose)	Massachusetts Municipal Association – MMA
Highway Safety Division – HSD (Caroline Hymoff, Robert Kearney)	Massachusetts Safety Officers League – MSOL
Massachusetts Chiefs of Police Association – MCOPA (Bob Meaney)	Pioneer Valley Planning Commission



Team Members (continued)

Members	Potential Members
Massachusetts State Police – MSP (Andrew Klane)	Registry of Motor Vehicles – RMV
MassBike (David Watson)	Statewide Bike/Ped Advisory Board
MassDOT Highway (Bonnie Polin, Lisa Schletzbaum)	
MassDOT Planning (Alison Coffey, Steve Pepin)	
MassDOT Safe Routes to School – SRTS (Samantha Fonseca-Moreira)	
Metropolitan Area Planning Council – MAPC (Sarah Kurpiel)	
North Shore Medical Center (Jessie Waiamau-Ariota)	
Old Colony Planning Council – OCPC (Ray Guarino)	
Southeastern Regional Planning and Economic Development District – SRPEDD (Lilia Cabral, Jacqueline Schmidt)	
WalkBoston (Stacey Beuttell, Wendy Landman, Bob Sloane)	
Wellesley Police Department (Marie Cleary)	

Goals/Targets for the EA

- Reduce five-year average pedestrian fatalities by 20 percent (from 64 to 51) by 2017.
- Reduce five-year average pedestrian hospitalizations by 20 percent (from 720 to 576) by 2017.

Performance Measures

Fatalities involving pedestrians; compare mode shift numbers from the “Mode Shift Goal Tracking” to fatality and serious injury numbers over time; check Electronic Patient Care System to see if appropriate performance measures are contained in the data system; learn how SRTS measures success; measure infrastructure improvements, e.g., sidewalk inventories, transit stop improvements (crosswalks), etc.



Strategies and Actions

Current Strategies

1. Provide training and technical assistance to improve the design and engineering of pedestrian facilities.

Actions

- Identify the top pedestrian crash locations and work at the local and regional levels to develop and implement location-specific strategies to mitigate the safety deficiencies (MassDOT Highway, MPOs).
- Encourage workshops to improve design and engineering of pedestrian facilities for municipalities through MassDOT Planning and administered by the Local Technical Assistance Program (LTAP).
- Provide appropriate pedestrian accommodations in all roadway and bridge projects (MassDOT Highway).
- Review the GreenDOT Implementation Plan to identify opportunities for leveraging additional efforts to improve pedestrian safety (MassDOT).
- Develop an explicit program to address rural areas, specifically traffic-calming strategies to reduce motor vehicular free-flow through towns and villages (WalkBoston, MassDOT Planning/SRTS, DPH through funding for Mass in Motion communities and technical assistance through organizations like WalkBoston).
- Research the MPO UPWPs to identify current strategies and efforts to improve pedestrian safety (MassDOT Planning, MPOs).
- Assist RPAs that have incorporated aiding localities with pedestrian plans in their UPWPs (MassDOT Planning).
- Research implementation of the 2006 Design Guide to identify gaps and best practices (MassDOT Highway).
- Identify best practices in setting design speeds to best match safe speeds (WalkBoston).
- Continue advocacy to improve snow and ice clearance from sidewalks and curb ramps (WalkBoston).
- Examine the street networks around transit stations and bus stops to identify pedestrian safety issues; alert the communities about the issues; and educate them on best practices (MassDOT).
- Explore the potential use of Health Impact Assessments (HIAs) where appropriate (DPH – Bureau of Community Health and Prevention).
- Continue to provide Complete Streets technical assistance and training to the localities, regions, consultants, and others (MassDOT Planning, MassDOT Highway, MPOs).



Strategies and Actions (continued)

Current Strategies	Actions
<p>2. Educate the public on pedestrian safety.</p>	<ul style="list-style-type: none"> • Enhance pedestrian safety expertise among State and local enforcement, public health, highway planners, engineers, and other traffic safety advocates (MassDOT Highway, DPH – Bureau of Community Health and Prevention). • Award community pedestrian and bicycle enforcement, education, and equipment grants (HSD). • Provide safety information in comprehensive practitioner and driver education (RMV). • Investigate the basic law enforcement training curriculum to learn if pedestrian safety is adequately addressed and suggest revisions to fill gaps (MPTC). • Educate law enforcement through statewide training programs (MPTC). • Provide targeted education on pedestrian safety to the business community, youth affairs, schools, elderly, minority groups, persons with disabilities, etc. (MassDOT Planning/SRTS, MPOs). • Promote AAA’s annual series of pedestrian safety awards luncheons to honor law enforcement in communities with no pedestrian fatalities during the year (AAA). • Continue to implement the WalkSafe program in Brockton, Massachusetts (AAA). • Continue to offer Safe Routes to School (MassDOT Planning, AAA, Mass in Motion/DPH). • Continue to hold annual Traffic Safety Poster/Video Contest to recognize local students who are raising awareness of traffic safety issues, including impaired driving and pedestrian safety (AAA). • Continue to implement the School Safety Patrol programs (AAA).
<p>3. Integrate pedestrian safety activities with other plans.</p>	<ul style="list-style-type: none"> • Continue to host the annual Statewide Pedestrian, Bicycle, and Transit Safety “Moving Together” Conference (MassDOT Planning). • Update the 1998 Massachusetts Pedestrian Transportation Plan and identify opportunities to integrate the elements into other plans, e.g., SHSP, HSP, etc. (MassDOT Planning).
<p>4. Incorporate changes precipitated by new directives related to healthy transportation.</p>	<ul style="list-style-type: none"> • Incorporate any changes precipitated by new strategies, such as the GreenDOT Policy, GreenDOT Renewable Energy Initiative, Final GreenDOT Implementation Plan, and Healthy Transportation Compact (MassDOT).



Emphasis Area Action Plan

SPEEDING AND AGGRESSIVE DRIVING

Team Leaders

Name	Agency
Dan Griffin	Massachusetts State Police
Bill Robertson	Massachusetts State Police

Team Members

Members	Potential Members
AAA Southern New England (Mary Maguire)	
Cambridge Police Department (Jack Albert)	
Highway Safety Division – HSD (Deborah Firlit, Caroline Hymoff)	
Massachusetts Chiefs of Police Association – MCOPA (Bob Meaney)	
Massachusetts State Police – MSP (Tom Fitzgerald, Andrew Klane, Stephen Marsh)	
Massachusetts State Police – MSP/Municipal Police Training Committee – MPTC (Steve Mullaney)	
MassDOT Highway (Bao Lang, Bonnie Polin, Rick Wilson)	
MassDOT Office of Performance Management (Celia Blue, Paul Fernandes)	
Montachusett Regional Planning Commission – MRPC (George Snow)	



Team Members (continued)

Members

Municipal Police Training Committee – MPTC (Daniel Zivkovich)
 National Safety Council Massachusetts (Lee Whitehead)
 Registry of Motor Vehicles (Robert D. Peters)
 UMass Safe (Mike Knodler)

Potential Members

Goals/Targets for the EA

Reduce five-year average fatalities from speeding crashes by 20 percent (from 103 to 83) by 2017.

Performance Measure

Number of fatalities from speeding crashes.

Strategies and Actions

Current Strategies

1. Enhance enforcement efforts to curb speeding and aggressive driving.

Actions

- Conduct work zone speed enforcement initiatives (MassDOT Highway, MSP).
- Continue including enforcement efforts in Click It Or Ticket (CIOT) and Drive Sober Or Get Pulled Over (DSOGPO) Mobilizations, and sustained enforcement initiatives to reduce speeding and aggressive driving (HSD).
- Utilize speed data collection efforts to assist with focused enforcement (MassDOT Highway).
- Improve enforcement consistency by ensuring the new on-line training curriculum for academy instructors addresses citation instructions for aggressive driving enforcement (MSP, MPTC).



Strategies and Actions (continued)

Current Strategies	Actions
<p>2. Improve the design and engineering of highway speed limits.</p>	<ul style="list-style-type: none"> • Recertify the posted limits on 100 miles of State highway annually through the Speed Limit Traffic Control Program. Coordinate with cities, town, local, and State Police departments with recertified posted limits (especially if different than existing) and explain the process (MassDOT Highway). • Provide information and training to municipalities on speed limit setting and speed zoning (MassDOT Highway, MassDOT Planning). • Continue training on Complete Streets and consider explaining and promoting the practice among all road users (LTAP, MassDOT Highway).
<p>3. Educate the public on the risks associated with speeding and aggressive driving behavior.</p>	<ul style="list-style-type: none"> • Support the statewide deployment of the State Courts Against Road Rage Program (National Safety Council Massachusetts affiliates). • Provide media efforts to reduce risk-taking driving behavior targeted to specific audiences, particularly high-risk locations and communities (HSD, MassDOT Highway).



Emphasis Area Action Plan

YOUNG DRIVERS (15 TO 20 YEARS OLD)

Team Leaders

Name	Agency
Colleen McGuire	Department of Public Health
Michele Ellicks	Registry of Motor Vehicles

Team Members

Members	Potential Members
AAA Southern New England (Mary Maguire)	Boston MedFlight
Beth Israel Deaconess Medical Center (Tyler Howrigan)	Department of Education
Cambridge Police Department (Jack Albert)	Massachusetts Interscholastic Athletic Association – MIAA
Central Massachusetts Regional Planning Commission – CMRPC (Dan Daniska)	Massachusetts Parent Teacher Association – PTA
Franklin Regional Council of Governments – FRCOG (Alyssa Larose)	Massachusetts Safety Officers League – MSOL
Highway Safety Division – HSD (Caroline Hymoff)	Massachusetts Students Against Destructive Decisions – SADD
Liberty Mutual Insurance (David Melton)	Professional Driver Education Association of Massachusetts
Massachusetts Academy of Trial Attorneys – MATA/EndDD.org (Joel Feldman, Saba Hashem)	
Massachusetts General Hospital – MGH (Peter Masiakos, Toby Raybould)	



Team Members (continued)

Members	Potential Members
Massachusetts State Police – MSP (Andrew Klane)	
MassDOT Highway (Bonnie Polin, Lisa Schletzbaum)	
Registry of Motor Vehicles – RMV (Karen Perduyn, Robert D. Peters)	
Safer Roads Alliance (Jeff Larson)	
Southeastern Regional Planning and Economic Development District – SRPEDD (Lilia Cabral, Jacqueline Schmidt)	
The Safety Institute – TSI (Lewis Howe)	
UMass Memorial Medical Center Injury Prevention Center (Esther Borer)	
Wellesley Police Department (Marie Cleary)	

Goals/Targets for the EA

- Reduce five-year average young driver-involved fatalities by 20 percent (from 61 to 48) by 2017.
- Reduce five-year average young driver-involved incapacitating injuries by 20 percent (from 707 to 566) by 2017.

Performance Measure

Number of young driver-involved fatalities and incapacitating injuries.



Strategies and Actions

Current Strategies	Actions
<p>1. Conduct research to more effectively impact crashes involving young drivers.</p>	<ul style="list-style-type: none"> • Monitor and evaluate before and after JOL data for crashes (RMV). • Evaluate the parent classes in the driving schools (DPH). • Research the effect of junior operator licensing in Massachusetts on incidence of fatal and nonfatal motor vehicle crashes including a 16- or 17-year-old driver, as well as learn about any changes in behaviors and attitudes among younger drivers (MGH). • Research/survey the impact and effectiveness of the JOL tip card for enforcement officers (RMV). • Explore analyzing crash and citation data and trends for 18- to 20-years-old licensed drivers (MassDOT Highway).
<p>2. Enhance enforcement efforts to impact traffic violations by young drivers.</p>	<ul style="list-style-type: none"> • Provide JOL tip cards to enforcement (RMV). • Explore the uses of tip cards for parents and other groups (RMV).
<p>3. Improve education of young drivers, parents, and the general public.</p>	<ul style="list-style-type: none"> • Identify methods to implement recommendations from the evaluation of the parent education component of the JOL drivers' education (DPH, RMV). • Educate parents on JOL responsibilities (DPH). • Enhance the driving curriculum and provide safety information in comprehensive practitioner and driver education (RMV). • Explore utilizing social media where appropriate to inform the public of JOL (MassDOT Highway). • Explore opportunities for public outreach and education once the effects of JOL are understood and the needs for young driver safety are identified (MGH).



Emphasis Area Action Plan

AT-GRADE CROSSINGS

Team Leaders

Name	Agency
Tim Doherty	MassDOT Rail and Transit
Jody Ray	MassDOT Rail and Transit

Team Members

Members	Potential Members
MassDOT Highway (Rick Conard)	MBTA Police Department
Massachusetts Bay Transportation Authority – MBTA (Timothy Davis, Tracey Kauffman)	Freight Railroad Police Departments
Operation Lifesavers (Ed O’Connor)	
The Safety Institute – TSI (Lewis Howe)	

Goals/Targets for the EA

Further reduce the relatively low number of fatalities and incapacitating injuries from at-grade crossing crashes.



Performance Measure

Number of fatalities and incapacitating injuries from at-grade crossing crashes.

Strategies and Actions

Current Strategies

Actions

1. Enhance at-grade rail crossing safety.	<ul style="list-style-type: none"> Collaborate with MBTA and the railroads to develop a more systematic and programmatic diagnostic process for identifying and addressing at-grade crossing safety needs (MassDOT Rail and Transit). Analyze the data and identify methods for mitigating suicides at rail-grade crossings (TSI). Continue to implement the Suicide Prevention Program (DPH).
2. Educate everyone about safe crossing practices.	<ul style="list-style-type: none"> Identify opportunities and incentives for a more stable funding source to expand Operation Lifesaver's outreach and educational efforts (MassDOT Rail and Transit).
3. Improve data collection and analysis capabilities.	<ul style="list-style-type: none"> Collaborate with local and railroad police departments, MBTA, and FRA to improve data collection on incidents involving fatalities and serious injuries on at-grade crossings (MassDOT Highway).
4. Improve communication and collaboration among those responsible for rail-grade crossing safety.	<ul style="list-style-type: none"> Develop a collaborative partnership among the entities responsible for at-grade crossing safety (MassDOT Rail and Transit).



Emphasis Area Action Plan

BICYCLES

Team Leaders

Name	Agency
Josh Lehman	MassDOT Planning
Steve Woelfel	MassDOT Planning

Team Members

Members	Potential Members
AAA Southern New England (Mary Maguire)	AARP
Amherst Police Department (Jennifer Gundersen)	Bike/Walk Worcester
Beth Israel (Tyler Howrigan)	Boston Public Health Commission
Boston Emergency Medical Services – EMS (James Salvia)	Boston Transportation Department
Cambridge Police Department (Jack Albert)	Department of Conservation and Recreation – DCR
Central Massachusetts Regional Planning Commission – CMRPC (Dan Daniska)	Executive Office of Energy and Environmental Affairs – EOEEA
City of Cambridge (Jeff Parenti)	Mass in Motion
Department of Public Health Division of Prevention and Wellness – DPH (Lea Susan Ojamaa, Ben Wood)	Massachusetts Bay Transportation Authority – MBTA
Franklin Regional Council of Governments – FRCOG (Alyssa Larose)	Massachusetts Municipal Association (MMA)
Highway Safety Division – HSD (Robert Kearney)	Massachusetts Safety Officers League – MSOL



Team Members (continued)

Members

Massachusetts Chiefs of Police Association – MCOPA (Bob Meaney)
 Massachusetts State Police – MSP (Andrew Klane)
 MassBike (David Watson)
 MassDOT Highway (Bonnie Polin, Lisa Schletzbaum, Carley Przystac – Intern)
 MassDOT Planning (Linda Burbank, Steve Pepin, Natalia Gayl – Intern)
 MassDOT Safe Routes to School – SRTS (DuJuan Chowning, Samantha Fonseca-Moreira)
 MassDOT MassRIDES (DuJuan Chowning)
 Metropolitan Area Planning Council – MAPC (Sarah Kurpiel)
 Old Colony Planning Council – OCPC (Ray Guarino)
 Southeastern Regional Planning and Economic Development District – SRPEDD (Lilia Cabral, Jacqueline Schmidt)
 WalkBoston (Stacey Beuttell, Wendy Landman, Bob Sloane)
 Wellesley Police Department (Marie Cleary)

Potential Members

Municipal Hubway
 Pioneer Valley Planning Commission
 Registry of Motor Vehicles – RMV
 Statewide Bike/Ped Advisory Board

Goals/Targets for the EA

Further reduce the already relatively low number of fatalities and hospitalizations from bicycle crashes.

Performance Measures

Bicyclist fatalities and hospitalizations; compare mode shift numbers from the “Mode Shift Goal Tracking” to fatality and serious injury numbers over time; check Electronic Patient Care System to see if appropriate performance measures are contained in the data system; learn how SRTS measures success; measure infrastructure improvements, e.g., miles of bike lanes, shared-use paths, etc.



Strategies and Actions

Current Strategies

1. Improve design and engineering of bicycle facilities.

Actions

- Identify the top bicycle crash locations and work at the local and regional levels to develop and implement location-specific strategies to address the safety issues (MassDOT Highway, MPOs).
- Encourage the addition of workshops to improve design and engineering of bicycle facilities for municipalities through the MassDOT Planning – Local Technical Assistance Program (LTAP).
- Provide appropriate bicycle accommodations in all roadway and bridge projects, and in routine resurfacing projects where bicycle accommodations can be included (MassDOT Highway).
- Review the GreenDOT Implementation Plan to identify opportunities for leveraging additional efforts to improve bicycle safety (MassDOT).
- Develop an explicit program to address rural areas, specifically traffic-calming strategies to reduce motor vehicular free-flow through towns and villages (WalkBoston, MassDOT Planning/SRTS, DPH through funding for Mass in Motion communities and TA through organizations like WalkBoston).
- Research the MPO UPWPs to identify current strategies and efforts to improve bicycle safety (MassDOT Planning, MPOs).
- Research implementation of the 2006 Design Guide to identify gaps and best practices (MassDOT Highway).
- Examine the street networks in transit corridors and around transit stations and bus stops to identify bicycle safety issues; alert the communities about the issues; educate them on best practices; and include secure and covered Pedal and Park facilities at transit stations wherever possible (MassDOT).
- Explore use of Health Impact Assessments (HIAs) where appropriate to identify bicycle safety needs (DPH – Bureau of Community Health and Prevention).
- Continue to provide Complete Streets technical assistance and training to localities, regions, consultants, and others (MassDOT Planning, MassDOT Highway, MPOs).
- Work with the Department of Conservation and Recreation, as needed, to evaluate and improve roadways for bicycle operation (MassDOT Highway).



Strategies and Actions (continued)

Current Strategies	Actions
<p>2. Educate the public on bicycle safety.</p>	<ul style="list-style-type: none"> • Enhance bicycle safety expertise among State and local enforcement, public health, transportation planners, engineers, and other traffic safety advocates (LTAP training program, DPH – Bureau of Community Health and Prevention). • Award community pedestrian and bicycle enforcement, education, and equipment grants (HSD). • Provide bike safety information in comprehensive practitioner and driver education (RMV). • Evaluate training curriculums and the Driver Handbook to ensure they update the public’s understanding of infrastructure improvements, e.g., pavement markings, such as sharrows, etc. (RMV). • Continue to coordinate with the RMV on implementing and assessing bicycle safety material in The Driver’s Manual (MassDOT Highway). • Utilize electronic message boards and social media where appropriate (MassDOT Highway, RMV, HSD). • Educate law enforcement through statewide training programs (MPTC). • Conduct Bike Helmet Safety Campaigns (MassBike, RMV). • Identify funding opportunities and expand bicycle safety education statewide for primary and secondary school students (MassDOT Planning/SRTS, MassBike). • Visit schools each year to talk about and demonstrate the basic elements of bicycle safety (AAA). • Participate in bike rodeos to educate the public on bicycle safety (AAA).
<p>3. Integrate bicycle safety activities with other plans.</p>	<ul style="list-style-type: none"> • Continue to host the annual Statewide Pedestrian, Bicycle, and Transit Safety “Moving Together” Conference (MassDOT Planning). • Provide input to the safety chapter of the updated Massachusetts Bicycle Transportation Plan (MassDOT Planning). • Provide bike safety data and countermeasures information to State agencies, divisions, and bureaus and regional planning agencies for inclusion in their strategic plans (MassDOT Planning, MassDOT Highway). • Assist RPAs that have incorporated aiding localities with bicycle plans in their UPWPs (MassDOT Planning).
<p>4. Incorporate changes precipitated by new directives related to healthy transportation.</p>	<ul style="list-style-type: none"> • Incorporate any changes precipitated by new strategies, such as the GreenDOT Policy, GreenDOT Renewable Energy Initiative, Final GreenDOT Implementation Plan, and Healthy Transportation Compact (MassDOT).



Emphasis Area Action Plan

SAFETY OF WORKERS ON ROADWAYS

Team Leaders

Name	Agency
Neil Boudreau	MassDOT Highway
Andy Klane	Massachusetts State Police

Team Members

Members	Potential Members
American Traffic Safety Services Association – ATSSA/3M (Michael Allen)	Fire Department
Department of Public Health (Tish Davis, Michael Fiore)	Massachusetts Chiefs of Police Association – MCOPA
Gill Engineering (Scott Carpenter)	Massachusetts Motor Transportation Association – MMTA
Liddell Brothers Inc (Craig Barnard)	
Massachusetts State Police – MSP (Richard Crosby, Robert Favuzza, Stephen Marsh, Tom Fitzgerald)	
MassDOT District 4 (James Flaherty)	
MassDOT Highway (David Long, Bonnie Polin)	
MassDOT Highway Safety Inspection (Thomas Burnett, Dale Ferron)	
MassDOT Statewide Operations (Robert Ward)	
National Grid (Chad Martin)	



Team Members (continued)

Members

NSTAR/Northeast Utilities (David Flener)
 RoadSafe Traffic Systems (Paul DiMartino, Patrick Shea)
 Statewide Towing Association (Michael Aspesi, Mike Igo)
 VHB Inc. (Michael Sutton)

Potential Members

Goals/Targets for the EA

Identify methods and measures to quantify the problem.

Performance Measure

Data collection action plan.

Strategies and Actions

Current Strategies

1. Ensure work zones and other traffic incident set-ups are designed and constructed to maximize safety.

Actions

- Update the protocol for work zone and other traffic incident set-up from tapers to barrels, pink fluorescent signs, small cones to larger cones or barrels (MassDOT Highway).
- Revise/update the Temporary Traffic Control in Work Zones, Mobile Operations, and Incident Scenes: 1) Construction – “Standard Details and Drawings for the Development of Temporary Traffic Control Plans” and 2) “Work Zone Safety – Massachusetts Guidelines for MassDOT, Municipalities, Utilities, and Contractors” (MassDOT Highway).
- Utilize vehicles as protection in work zones (NStar, National Grid).
- Implement safety audit of work zones (NStar and MassDOT Highway).



Strategies and Actions (continued)

Current Strategies	Actions
	<ul style="list-style-type: none"> • Perform work zone inspections (MassDOT Highway). • Expand use of all fluorescent/pink signage for temporary incident management notification to the public (MassDOT Highway). • Conduct training on traffic incident management safety (MassDOT Highway) for: <ul style="list-style-type: none"> – Sheriffs; – MSP cadets; and – MassDOT staff. • Conduct employee training and provide safety manuals for utility workers (NStar, National Grid). • Expand use of crash trucks in work zones (MassDOT Highway).
<p>2. Increase enforcement to enhance safety for all people working on the roadway.</p>	<ul style="list-style-type: none"> • Conduct work zone speed enforcement (MSP, MassDOT Highway).
<p>3. Educate the driving public about the importance of driving safely in work zones and other traffic incident locations.</p>	<ul style="list-style-type: none"> • Utilize digital message boards for messages on Move Over Law, Work Zone Safety, and Safety for Traffic Incident Management Personnel (MassDOT Highway). • Conduct Massachusetts Work Zone Safety Awareness (WZSA) Week in conjunction with national WZSA (MassDOT Highway). • Utilize information on best practices from other states (MassDOT Highway). • Promote the Move Over Law (MassDOT Highway, MSP).
<p>4. Develop processes for collecting data to measure and quantify fatalities and injuries to better understand crashes involving roadway workers.</p>	<ul style="list-style-type: none"> • Identify methods and measures to quantify the problem (MassDOT Highway). • Collect incident data from MSP, private vendors/utilities, DPH (MassDOT Highway).



Emphasis Area Action Plan

TRUCK/BUS-INVOLVED CRASHES

Team Leader

Name	Agency
Tom Fitzgerald	Massachusetts State Police Commercial Vehicle Enforcement

Team Members

Members	Potential Members
Boston Region MPO Central Transportation Planning Staff – CTPS (Kathy Jacob)	
Department of Public Utilities – DPU (Brian Cristy)	
Federal Motor Carrier Safety Administration (Richard Bates, Matthew Poirier)	
Massachusetts Motor Transportation Association – MMTA (Anne Lynch)	
MassDOT Highway (Lisa Schletzbaum)	
Registry of Motor Vehicles (Karen Perduyn, Robert Peters)	



Goals/Targets for the EA

- To reduce or maintain the 0.06 truck/bus fatality rate per hundred million vehicle miles traveled to maintain one of the lowest rates in the country.
- To reduce the number of Massachusetts CMV crashes by 3 percent in regions of MSP Troops/Barracks with higher EPDO rankings (B-3, H-4, D-4, and A-1) by 2015.
- To improve the FMCSA State Safety Data Quality (SSDQ) rating for crash report timeliness from Fair to Good by 2015.

Performance Measures

Fatal crashes per total vehicle miles traveled (VMT); CMV crashes in MSP Troops/Barracks; FMCSA SSDQ Rating.

Strategies and Actions

Current Strategies	Actions
1. Enhance enforcement of motor carrier safety.	<ul style="list-style-type: none"> • Focus traffic enforcement at high-crash locations and HM corridors as well as EPDO barracks with a large number of truck crashes (MSP CVES). • Conduct driver and vehicle inspections (MSP CVES). • Conduct traffic enforcement activities (MSP CVES). • Conduct carrier interventions (MSP CVES). • Provide two trainings for MSP troopers and local officers who conduct traffic enforcement, to expand enforcement to include unsafe CMV driving behaviors (MSP CVES). • Provide a web-based CMV enforcement toolkit for local and State Police (MSP CVES). • Provide a web-based data query and mapping tool to enhance targeted enforcement (MSP CVES).



Strategies and Actions (continued)

Current Strategies	Actions
<p>2. Increase awareness of motor carrier safety.</p>	<ul style="list-style-type: none"> • Conduct 20 driver safety presentations at driving schools and other venues (MSP CVES). • Expand Module 7 of the RMV driver education curriculum to include CVSA Teens and Trucks, add the toolkit to the list of supplemental materials, roll new curriculum out to driving schools, and include Teens and Trucks training in the Driver Instructor Training Course (DITC) (MSP CVES and RMV). • Conduct 40 safety presentations for motor carriers on passenger transportation, hazardous materials, safety belt use, general crash reduction, and best safety practices (MSP CVES). • Educate CDL holders on the new self-certification requirement and current Federal medical program requirements (RMV).
<p>3. Improve data quality and collection.</p>	<ul style="list-style-type: none"> • Review monthly crash report backlog in the queue from RMV to MSP and adjust personnel as needed (MSP CVES and RMV). • Continue to provide data quality training for law enforcement officers to ensure the data sent to MSP is of high quality; thereby, reduce the need for extensive research (MSP CVES). • Conduct a review and evaluation of differences between MCMIS and RMV FARS fatalities and hold discussions with SafetyNet and RMV FARS staff to develop and implement any needed improvements (MSP CVES and RMV). • Improve out-of-state VIN identification utilizing the IRP Clearinghouse (RMV CDS). • Incorporate U.S. DOT numbers into upcoming e-citation (MSP CVES).
<p>4. Provide engineering roadway improvements.</p>	<ul style="list-style-type: none"> • Upgrade signage and markings at high truck rollover crash locations (MassDOT Highway). • Improve driver identification of travel way on ramps, through use of flexible delineators, to prevent run-off-road from one ramp to an opposing ramp (MassDOT Highway). • Conduct Road Safety Audits with emphasis on trucks in areas where needed (MassDOT Highway).



Strategies and Actions (continued)

Current Strategies	Actions
5. Improve Massachusetts motor carrier systems.	<ul style="list-style-type: none"> • Complete CORE components of the Commercial Vehicle Information Systems and Networks (CVISN) program, which include implementation of an e-screening solution, safety information exchange system, and credentials administration through the IRP system (RMV Motor Carrier). • Initiate PRISM Phase 2 (RMV MC). • Initiate process for providing U.S. DOT numbers for intrastate drivers and develop a plan for full implementation (RMV MC and MSP CVES). • Research the steps and procedures needed to issue distress warrants to debtor companies with outstanding citations (RMV MC).



Emphasis Area Action Plan

DATA SYSTEMS

Team Leader

Name

Barbara Rizzuti

Agency

Highway Safety Division

Team Members

Members

Massachusetts Traffic Records Coordinating Committee (TRCC)
Subcommittee

Potential Members

Goals/Targets for the EA

Continuously improve the timeliness, accuracy, completeness, consistency/uniformity, integration, and accessibility of traffic safety data.

Performance Measures



Strategies and Actions

Current Strategies	Actions
1. Develop a TRCC Subcommittee.	<ul style="list-style-type: none"> • Identify the members of the Data Systems EA team. • Name a team leader for the EA team. • Establish a quarterly meeting schedule for the Data Systems team meetings.
2. Identify data needs and review the performance measures in the SHSP.	<ul style="list-style-type: none"> • Review the SHSP Performance Measures. • Identify data sources for measuring performance. • Address gaps in the existing datasets and determine if the data are available or can be collected.



Emphasis Area Action Plan

DRIVER INATTENTION

Team Leader

Name	Agency
Caroline Hymoff	Highway Safety Division

Team Members

Members	Potential Members
AAA Southern New England (Mary Maguire)	Insurance Institute for Highway Safety
Beth Israel (Tyler Howrigan)	
Cambridge Police Department (Jack Albert)	
Department of Public Health – DPH (Jeanne Hathaway)	
Emerson Hospital (Eric Mahoney)	
Highway Safety Division – HSD (Deborah Firlit, Barbara Rizzuti)	
Massachusetts Academy of Trial Attorneys – MATA, and EndDD.org (Joel Feldman, Saba B. Hashem)	
Massachusetts Chiefs of Police Association – MCOPA (Bob Meaney)	
Massachusetts Medical Society (Candace Savage)	
Massachusetts State Police – MSP (Robert Favuzza, Tom Fitzgerald, Dan Griffin, Stephen Marsh, Michael J. Miskell, Steve Walsh)	



Team Members (continued)

Members

MassDOT Highway (Bonnie Polin)
The Safety Institute – TSI (Lewis Howe)
University of Massachusetts (Donald L. Fisher)

Potential Members

Goals/Targets for the EA

- Improve data on driver inattention.
- Increase driver attentiveness.

Performance Measures

- Data from the Youth Risk Behavior Survey question on texting and cell phone use; establish a baseline; review data every two years.
- Data from the occupant protection observation surveys on inattentive driving.
- Track citations for impeded operation (in pilot program area) and texting while driving (statewide).

Strategies and Actions

Current Strategies

1. Develop public information and enforcement programs to reduce inattentive driving.

Actions

- Implement and evaluate the NHTSA-funded, high-visibility enforcement program (HSD/MSP).
- Develop a Safe Driving policy to be adopted by DPH and potentially other State agencies (DPH).
- Enforce the texting while driving law (Local Police/MSP).
- Distribute the Strayer Report on the negative impact of cognitive distraction on driving (AAA).



Strategies and Actions (continued)

Current Strategies	Actions
<p>2. Develop processes to collect data to measure/quantify fatalities and injuries to better understand driver inattention.</p>	<ul style="list-style-type: none"> • Distribute the updated crash report form with fields to better capture driver inattentiveness (RMV). • Train law enforcement on the revised crash report form (MPTC). • Analyze data from the secondary fields in crash reconstruction reports, e.g., opinions on contributing crash factors (MSP). • Review the Training Council’s model law enforcement training curriculum to ensure the minimum requirements include training on the motor vehicle law (Chapter 90) and crash investigation (MPTC/MSP).
<p>3. Develop and deliver targeted training on the dangers of inattentive driving.</p>	<ul style="list-style-type: none"> • Educate high school and college students, truckers, and medical residents about the dangers of drowsy driving (TSI). • Educate the public, with a special focus on young and inexperienced drivers, on the relationship between drowsy driving and daylight savings time (TSI). • Explore ways to raise awareness for physicians on their duty to report medical impairments (like persons with sleep apnea and narcolepsy) to the RMV (Emerson Hospital). • Develop a distracted driving presentation for the AAA towing fleet and to be incorporated into the AAA driving curriculum (AAA).
<p>4. Incorporate design elements into roadway engineering to combat inattentive and drowsy driving.</p>	<ul style="list-style-type: none"> • Continue to install rumble strips and explore locations for centerline rumble strip policy (MassDOT Highway); and continue to train locals through LTAP (MassDOT Planning). • Identify other roadway-related countermeasures with potential for avoiding inattentive driving crashes (MassDOT Highway).