

Executive Committee for Highway Safety (ECHS)

Meeting Minutes

January 12, 2018

Location:

Chief Engineer's Conference Room, Beryl Drive @ 10:00 a.m.

In Attendance: Tracy Anderson, Isaac Avery, James Bradford, Daniel Carter, Jianchuan Cheng, Alan Dellapenna, Mark Ezzell, Greg Ferrara, Daniel Findley, Adam Fischer, Arthur Goodwin, Brent Heath, Joseph Hummer, Kevin Lacy, Suzanne LaFollette-Black, Brian Mayhew, Jon McCormick, Lydia McIntyre, Nicole Meister, Todd Messer, Chris Oliver, David Phipps, Lisa Riegel, Mark Scaringelli, Jennifer Smith, John Sullivan, James Trogdon, Shawn Troy, Aaron Williams

Call to Order and Introductions

Per request of Secretary James Trogdon, Mr. Kevin Lacy thanked everyone for coming and self-introductions were made.

Social Norming 101

Mr. Arthur Goodwin presented information on Social Norms and Traffic Safety (*pdf attachment Social Norms and Traffic Safety*). Social norms are defined as beliefs about how members of a group should behave in certain situations. Research has shown that appropriate messaging is needed in order to shape, influence or change a group's behavior. In the area of traffic safety, positive results have been reported by other states that have used social norming campaigns to shape and change highway users' behaviors.

Common Safety Characteristics of Fatal Crashes

Mr. Kevin Lacy presented information on the common characteristics found within our state's Fatal Crash Data Summary statistics (*pdf attachment Fatal Crash Data Summary*). The North Carolina Fatal Crash heat map showed that the majority of the crashes occurred within the Metrolina, Triad, Triangle and Southeastern counties. Various North Carolina Rate by County per Thousand People maps also showed that fatal crashes were consistently overrepresented within the Southeastern counties. Efforts are underway to formulate a list of potential legislative priority actions that if passed, should help to reduce the number of fatal crashes that occur on our state's highways.

Estimating the Effect of Standard Enforcement of a Rear Seat Belt Law

Mr. Daniel Findley presented information on Estimating the Effect of Standard Enforcement of a Rear Seat Belt Law for Rear Seat Fatality Prevention in North Carolina (*pdf attachment Estimating the Effect of Standard Enforcement of a Rear Seat Belt Law*). A portion of a recent [Insurance Institute for Highway Safety video](#) was shared which clearly showed the effects of an unrestrained rear seat occupant on the driver. From 2011 to 2015, 64% of the rear seat passenger fatalities were unrestrained (209 out of 327 rear seat passenger fatalities). The National Highway Traffic Safety Administration found a 14% increase in rear seat belt usage in states with standard enforcement of a rear seat belt law. The ECHS agreed to prepare a resolution of support for legislation allowing for the primary enforcement of unrestrained back seat passengers.

Interactive Discussion on Safety Strategies to Reduce Fatal Crashes

- **Safety Corridors**

Mr. Kevin Lacy presented information on the concept of designating potential Safety Corridors within our state (*pdf attachment Safety Corridors*). While they may look like other roadways throughout

our state, crash data would be used to provide a view of the traffic safety concerns along potential Safety Corridors. Sustained and focused initiatives involving enforcement, adjudication and education are typically part of Safety Corridor efforts. With the potential legislative designation of identified Safety Corridors within our state, other safety countermeasures such as photo enforcement could be used along these selected roadways. Other safety strategies such as the administrative processing of citations under the purview of the North Carolina Division of Motor Vehicles and the use of Dynamic Message Signs to display social norming messages were also discussed and noted for inclusion on the formulated list of potential legislative priority actions.

GHSP Strategic Initiatives & Grants Overview

Mr. Mark Ezzell presented information on the Governor’s Highway Safety Program: Grants & Initiatives (*pdf attachment Governors Highway Safety Program Grants and Initiatives*). The Governor's Highway Safety Program accomplishes the mission of promoting highway safety awareness to reduce the number of traffic crashes and fatalities through grant funding opportunities and conducting highway safety initiatives each year. *Click It or Ticket* and *Booze It & Lose It* are two of the well-known safety campaigns that are conducted each year. For Fiscal Year 2018, \$18 million overall for 95 community grants were approved with the majority focusing on enforcement efforts.

Fatal and Serious Injury Trend Update

Mr. Brian Mayhew gave an update on the Fatal and Serious Injury Trends (*pdf attachment Fatal and Serious Injury Trend Update*). Mr. Mayhew noted that the 2017 fatalities are currently lower than the 2016 fatalities (as of the last number updates on 1/8/2018). The effect of the revised serious injury definition has also provided a substantial increase in the 2017 serious injuries compared to the 2016 numbers and therefore the comparison numbers for the Strategic Highway Safety Plan emphasis areas are not as meaningful.

Highway Mobility and Safety in China

Professor Jianchuan Cheng from Southeast University in Nanjing, China shared some of his country’s perspectives in dealing with highway safety issues. With a population of approximately 8.23 million concentrated in an area about the size of Raleigh, there certainly are some unique challenges in effectively moving people throughout the city. Similar to our state, most traffic fatalities occur on the rural highways of China. Photo enforcement of cell phone use and speeding are found throughout the city and punishment for traffic violations is administered according to the severity of the offense.

Committee Members’ Responsibilities and Adjourn

Committee members were reminded to contact Mr. Chris Oliver if their agencies would like to share ongoing safety initiatives, legislative support items or any safety media topics at future ECHS meetings. All of our safety partner’s efforts towards reducing fatalities and serious injuries are appreciated.

Future Meeting Dates

- *May 11, 2018 @ 10:00 am*
- *September 7, 2018 @ 10:00 am*

*Chief Engineer’s Conference Room
4809 Beryl Road
Raleigh, NC 27606*

If there is a need to reschedule any meeting, we will let you know well in advance of the scheduled date.