

Morgantown Pedestrian Safety Board Meeting Agenda
Public Safety Building – Training Room 1
4:30 – 5:30 PM
April 9, 2018

The Morgantown Pedestrian Safety Board’s mission is to promote a walkable environment throughout the City by developing safe, attractive, and accessible walkways that connect neighborhoods and destinations.

4:30 pm Call meeting to order

I. Introductions:

Members (Quorum Present): Bill Reger-Nash, Matt Cross, Janet Frazer, George Lilley, Penny Kosta, Jimmie Simmons, Jen MacDonald, Jessica Bladow, Jan Deery, and Daniel Shook

Ex-officio: Bill Austin, Christiaan Abildso, Captain McCabe, Jenny Selin, Don Williams, Frank Gmeindl, and Kenny Holloway

Guest: William Blosser, Sebie Hailu, Rebecca Berhanu, Kari Martiniane, Hunter Seech, Jessica Caris, Syihan Muhammad, Samuel Berhanu, Jane Gibson, Ian Collins, Selby Thoburn, Kelly Brocuto, and Yohanna Berhanu

Absent: Stan Cohen, Gypsie Denzine, Maria Smith, Kim Hartsell, Ella Belling, Damien Davis, and Amy Boggs

II. Approval of March 12, 2018 Minutes. Motion by George Lilley second by Penny Kostka. Passed by (unanimous voice vote).

III. Officer’s Reports

- Bill Reger-Nash:
 - How to help the Chair and activities of the Board
 - **Comprehensive Communitywide Social Marketing Pedestrian Safety Campaign:** need involvement from Christiaan Abildso, Law enforcement, WVU, the City, the State, and a health communications specialist
 - Bill discussed the need to identify a champion that is knowledgeable, sophisticated, motivated, and passionate, such as Christiaan Abildso. A Campaign cannot be done piecemeal. Rather it needs the involvement of WV DOH, Law enforcement, WVU, the City of Morgantown, and a health communications specialist (to develop and tailor the message to the target audience).
 - Mr. Donald Williams of the WV DOH mentioned a local and state-wide pedestrian safety initiative, which “formally” started last Friday with a meeting of Mon County stakeholders. DOH wants to partner with the Morgantown Pedestrian Safety Board to address our local issues and help develop a model that can be used statewide. We are a community that is 8 to 80, not just students.

- This represents an impressive start for the development of an effective Social Marketing pedestrian safety campaign.
- This existing effort is currently led by the WVU Strategic Initiative.
- Mr. Williams suggested pilot testing a segment of representative highway, namely, Patteson Drive from University to the Coliseum.
- Mr. Williams recognizes the need for pre and post evaluation.
- Penny Kosta suggested that a campaign idea might include “Mountaineer Gold after dark.”
- Bill Austin indicated that the MPO has a long term view of these pedestrian safety issues, and will begin the process of data collection tomorrow, April 10, 2018
- Bill Reger-Nash (Bill RN) suggests a need exists to locate some discretionary money to hire Christiaan Abildso to coordinate the needs assessment process, planning, implementation and evaluation. He has demonstrated project management skills and the ability to bring such initiatives to pass peer review.
- Bill RN also recommended bringing in Mark Fenton for 2-3 days (\$3,000). Mark is one of the most knowledgeable pedestrian oriented professionals who can provide specific pedestrian safety ideas and a 50,000-foot view of our situation.
- Bill RN also proposed incorporating Transportation Demand Management as a means of decreasing traffic congestion.
- Christiaan A. pointed out that there is no group consensus regarding the target population or the target message. This will need to be informed by a rigorous analysis of existing data and formative research conducted by skilled professionals. This involves more than compiling response frequencies.
- Janet Frazer indicated she is heartened to hear of Stakeholder meeting but wanted to know who the leader is. It was indicated that WVU Super Secretary Shirley Robinson (not sure about this name) is currently serving in the role.
 - She will need to coordinate the participatory planning process, funding and coordinate the many components of a communitywide social marketing pedestrian safety campaign that adequately addresses engineering, enforcement, education, environment, equality and evaluation.
- **Bill had to leave at this time.** Jessica took the following notes after Bill left (from 5:30 – 6 PM until the meeting was adjourned):
- Christiaan asked if anyone knew the leading factor in crashes. He pointed out that since we don’t know the cause of the crash incidents, we do not know the root problem that we need to be addressing (speeding, running red lights, jaywalking, alcohol, etc.). He suggested that we look at the crash reports and their

stories to determine the leading causes for the incidents that we are trying to prevent. Christiaan further mentioned that he would be happy to help lead this effort to help save lives.

- Don Williams stated that we need to prioritize a system to figure out what roads need to be on our focus list. He also mentioned that he is working on a \$250,000 proposal to pull crash data together.
- Bill Austin mentioned that the MPO would be observing any jaywalking or red light running during the data collection phase of the pedestrian safety plan update.
- Matt Cross mentioned that he has a proposal out to Damien Davis, the City Engineer, to discuss adding an LED warning light system to the intersection at Falling Run and University Ave. He presented the attached handout. Don Williams suggested that Matt work to collect pre and post data and observations at this intersection to determine what behavior changes occurred as a result of the LED light crossing system.
- Jimmie Simmons mentioned her concern that the dissemination of information will not be clear. She stated that the Pedestrian Safety Board has one objective: safe walking. She further insisted that the Neighborhood Coordinating Council needs to be included in the discussions regarding proposed changes to improve pedestrian infrastructure since it is their communities that will be directly impacted.
- Bill Austin said that the MPO will be addressing this outreach when the time comes.
- Don Williams said that he is trying to keep the scope reasonable; so, that the immediate goals are accomplishable.
- Jenny Selin asked if Matt would bring the paving list to the May meeting; so, that we can look at the paving plan with a pedestrian connectivity perspective.
- Rebecca Berhanu said that she liked the targeted marketing idea aimed at making cultural changes in this town. She also mentioned that the new SGA president is Isaac Obioma.
- Syihan Mohamad suggested that our board invite Tyler Greathouse (an SGA Senator) to attend our meetings to keep us apprised of SGA activities.
- Don Williams suggested that a survey be conducted to enlighten us on what people in town assume to be the leading causes of crashes.
- Yohanna Berhanu asked about Matt's LED warning crossing system. She was specifically wondering why this couldn't be implemented on Patteson. Matt responded clarifying that this system is only intended to be implemented at intersections without traffic control lights (which is not the case on Patteson).
- Matt closed the meeting by inviting anyone with local pedestrian safety observations to come to him so that he can filter the information and get the concern to the appropriate source.

THE FOLLOWING ITEMS WERE NOT DISCUSSED

IV. Action Item Follow-up

- *Matt:*
 - *Snow Removal Assistance Program → Neighborhood Coordinating Council (NCC)*
 - *Members with low attendance (less than 4 meetings in 2017):*
 - *Christiaan Abildso – no longer member, will stay active via email*
 - *Gypsie Denzine – ???*
 - *Jan Derry – to attend more regularly this year*
 - *Dwight Harshbarger – relinquish membership; will remain on email list*
 - *Discussion with Ryan Simonton:*
 - *Would annexing schools that have moved outside the City limits help us improve our Safe Routes to Schools Programs?*
 - *What liabilities do schools have for kids that walk/bike/skate to school?*
 - *What liability (if any) does the DOH/City have (based on road ownership) for not having sidewalks/crosswalks to schools?*
- *Jenny/Alex/Matt – progress on sidewalk program?*
 - *Discussed at January council of the whole*
 - *Sidewalk fund total (\$100,000?; \$200,000?)*
 - *Funding mechanisms for sidewalk code enforcement?*
- *Ped. Board Funding in City Budget?*
- *Captain McCabe – total number of pedestrian accidents (1/month said Damien)*

V. New Business

- *TAP (Transportation Alternatives Program) Grants for new walkways*
- *Officer Elections*
- *Rapid Flash Crossing System for designated unsignaled crossings*
- *Public Education Campaign ideas*
- *Subcommittee Progress:*
 - *Intern:*
 - *Center for Service Learning*
 - *Landscape Architecture – Vaike Haas*
 - *School of Public health – Bobbi Sykes*
 - *Safe Routes to School:*
 - *Crosswalks:*
 - *Lighting:*
 - *Traffic Calming:*

VI. Old Business

- *Cost Sharing Connecting Networks of Sidewalks (CNS) – who qualifies for \$?*
- *Create SMART (Specific, Measurable, Attainable, Realistic, and Time bound) goals for our Board*
 - *Lighting*

- *Walking Signals*
- *Comprehensive planning with the Bike Board/Mainstreet Morgantown/ Green Team*
- *Sidewalk Improvement Incentives: wait for MPO report before further discussion*

VII. *Upcoming Events*

- *Robyn Hess – City Grant Writer will discuss funding opportunities/strategies at the next Ped. Board Meeting*

VIII. *Ex-Officio Reports*

- *WV DOH Don Williams:*
- *MPO Bill Austin:*
- *City Engineer Damien Davis:*
- *City Council Jenny Selin:*
- *Police Captain McCabe:*
- *WVU Kim Hartsell:*
- *Rail Trail Ella Belling:*
- *Mountain Line Maria Smith:*
- *Traffic Commission Matt Cross:*

IX. *Action Items*

- *Matt to bring the City paving list to the May meeting*

Next meeting: May 14, 2018, Training Room 1, Public Safety Building, 4:30 – 5:30 pm.