



Regional Transportation Planning Agency - Local Transportation Commission
Monterey County Service Authority for Freeways & Expressways
Monterey County Regional Development Impact Fee Joint Powers Agency
Email: info@tamcmonterey.org

TECHNICAL ADVISORY COMMITTEE

Thursday, April 6, 2023

****9:30 AM****

MEETING LOCATIONS

Voting members must attend a physical meeting location to count towards quorum

55B Plaza Circle, Salinas, California 93901

Transportation Agency Conference Room

Alternate Location with Zoom Connection Open to the Public

2616 1st Avenue, Marina, California 93933

Supervisor Askew's Office

Members of the public & non-voting members may join meeting online at:

<https://us02web.zoom.us/j/950428194?pwd=T0N6RkZXWmN3UDAwTEZpUE9iVTIzQT09>

OR

By teleconference at: +1 669 900 6833

Meeting ID: 950 428 194 | Password: 185498

Please see all the special meeting instructions at the end of this agenda

Complete agenda packets are on display at the Transportation Agency for Monterey County office and at these public libraries: Carmel, Monterey, Salinas Steinbeck Branch, Seaside, Prunedale, and King City. Any person who has a question concerning an item on this agenda may call the Agency Secretary to make inquiry concerning the nature of the item described on the agenda. Please recycle this agenda.

1. ROLL CALL

Call to order and self-introductions. According to Transportation Agency and

Committee bylaws, Committee membership consists of representatives from the Transportation Agency voting and ex-officio members, and other agencies that may be appointed by the Transportation Agency. Currently the Committee membership includes representatives from 12 Cities, the County, MST, Caltrans, City of Watsonville, the Air District, and AMBAG, for a total of 18 members. Five members of the Technical Advisory Committee, representing voting members of the Transportation Agency Board of Directors, constitute a quorum for transaction of the business of the committee. If you are unable to attend, please contact the Committee coordinator. Your courtesy to the other members to assure a quorum is appreciated.

2. PUBLIC COMMENTS

Any member of the public may address the Committee on any item not on the agenda but within the jurisdiction of the Committee. Under this item, each member of the public is allowed three minutes to address concerns. Comments in items on this agenda may be given when that agenda item is discussed. Persons who wish to address the Committee for public comment or on an item on the agenda are encouraged to submit comments in writing to Maria at maria@tamcmonterey.org by 5:00 pm the Thursday before the meeting, and such comments will be distributed to the Committee before the meeting.

Alternative Agenda Format and Auxiliary Aids: If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals requesting a disability-related modification or accommodation, including auxiliary aids or services, may contact Transportation Agency staff at 831-775-0903. Auxiliary aids or services include wheelchair accessible facilities, sign language interpreters, Spanish language interpreters, and printed materials in large print, Braille or on disk. These requests may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting and should be made at least 72 hours before the meeting. All reasonable efforts will be made to accommodate the request.

3. BEGINNING OF CONSENT AGENDA

Approve the staff recommendations for items listed below by majority vote with one motion. Any member may pull an item off the Consent Agenda to be moved to the end of the **CONSENT AGENDA** for discussion and action.

3.1 APPROVE the draft Technical Advisory Committee Minutes for March 2, 2023.

- Montiel

END OF CONSENT AGENDA

4. **RECEIVE** an update on the 2023 Public Participation Plan process.

- Taylor (AMBAG)

The Association of Monterey Bay Area Governments (AMBAG) is required by federal regulations to prepare and maintain a public participation plan for the tri-county region. The 2023 Public Participation Plan is a comprehensive document that guides regional planning agencies and local jurisdictions in the public participation process for the tri-county Monterey Bay region that either receive federal funds or are subject to a federally required action.

5. **RECEIVE** presentation on state of the industry for automated traffic safety analytics and the use of meta data.

- Ben Griffard (Street Simplified)

Traffic safety analytics has historically been limited to the data collected by the police related to collisions and citations. The gathering and analysis of this data takes time and resulting reports are often outdated on arrival. New technology allows agencies to collect real-time data and include new meta data that includes information that is not captured through collision and citation reports. Street Simplified is one of many companies that provide traffic safety analytical tools and they have offered to provide an overview of industry trends focusing on the benefits of using meta data.

6. **ANNOUNCEMENTS**

7. **ADJOURN**

ANNOUNCEMENTS

Next Committee meeting will be held on
Thursday, May 4, 2023, at 9:30 A.M.

**Transportation Agency for Monterey County
Conference Room
55-B Plaza Circle, Salinas CA 93901**

A quorum of voting members is required to be present in the same room to hold this meeting.

There will be a zoom link for hybrid participation.

Voting members: please note that the circumstances in which you may remotely teleconference have been severely curtailed and require prior notice and only certain justifications. Click [here](#) for more detail.

If you have any items for the next agenda, please submit them to
Doug Bilse, Technical Advisory Committee Coordinator
Doug@tamcmonterey.org

Important Meeting Information

Remote Meeting Public Comment: Due to current circumstances, there may be limited opportunity to provide verbal comments during remote meetings. Persons who wish to address the Committee for public comment or on an item on the agenda are encouraged to submit comments in writing to maria@tamcmonterey.org by 5:00pm the Monday before the meeting. Such comments will be distributed to the Committee before the meeting. Members of the public participating by Zoom are instructed to be on mute during the proceedings and to speak only when public comment is allowed, after requesting and receiving recognition from the Chair.

Agenda Packet and Documents: Any person who has a question concerning an item on this agenda may call or email the Agency office to make inquiry concerning the nature of the item described on the agenda. Complete agenda packets are on display online at the Transportation Agency for Monterey County website. Documents relating to an item on the open session that are distributed to the Committee less than 72 hours prior to the meeting shall be available for public review at the Agency website. Agency contact information is as follows:

Transportation Agency for Monterey County

www.tamcmonterey.org
55B Plaza Circle, Salinas, CA 93901
TEL: 831-775-0903
EMAIL: info@tamcmonterey.org

Agenda Items: The agenda will be prepared by Agency staff and will close at noon nine (9) working days before the regular meeting. Any member of the Committee may request in writing an item to appear on the agenda. The request shall be made by the agenda deadline and any supporting papers must be furnished by that time or be readily available.

CORRESPONDENCE, MEDIA CLIPPINGS, and REPORTS - No items this month



Memorandum

To: Technical Advisory Committee
From: Maria Montiel, Administrative Assistant
Meeting Date: April 6, 2023
Subject: **Draft TAC Minutes**

RECOMMENDED ACTION:

APPROVE the draft Technical Advisory Committee Minutes for March 2, 2023.

ATTACHMENTS:

- ▣ Draft March TAC Minutes

TECHNICAL ADVISORY COMMITTEE MINUTES

Meeting held via Zoom

Draft Minutes of Thursday, March 2, 2023

| COMMITTEE MEMBERS | MAY 22 | JUN 22 | JUL 22 | AUG 22 | SEP 22 | OCT 22 | NOV 22 | DEC 22 | JAN 23 | FEB 23 | MAR 23 |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| R. Harary, Carmel-by-the-Sea (R. Culver) | P | P | N | P | P | P | P | N | E | P | PV |
| J. Guertin, Del Rey Oaks | | P | O | - | - | - | - | O | - | - | - |
| P. Dobbins Gonzales, Vice Chair (vacant) | | - | | P | - | P | P | | P | P | E |
| D. Pike, Greenfield (T. Nisich) | | P | M | P | P | - | P | M | | P(A) | P |
| O. Hurtado, King City (S. Adams) | P | - | E | P | P | P | P | E | P | P | P |
| B. McMinn, Marina (E. Delos Santos) | P | P | E | P | P | P | P | E | P | P | P |
| M. Garcia, Monterey Chair (A. Renny, F. Roveri) | P | P | T | P | P | P | P | T | P | P | P |
| D. Gho, Pacific Grove (J. Halabi) | | P | I | P | P | P | P | I | - | P | P |
| A. Easterling, Salinas (vacant) | | P | N | P | P | - | P | N | P | P | P |
| L. Gomez, Sand City (V. Norgaard) | P | P | G | P | P | | P | G | P | P | P |
| N. Patel, Seaside (P. Grogan /L. Llantero) | | - | | P | P | P | P | | - | - | P |
| O. Espinoza, Soledad (L. Gomez) | P | - | | - | P | - | - | | P | E | P(A) |
| C. Alinio, MCPW (E. Saavedra) | P | P | | P | P | P | E | | E | P | E |
| M. Taylor, AMBAG (P. Hierling) | P | P | | P | P | P | P | | P | P | PV |
| J. Xiao, Caltrans (K. McClendon) | P | P | | P | P | P | P | | P | P | PV |
| S. Campi, CSUMB | P | | | - | P | P | E | | P | P | P |
| T. Bell, MBARD | - | - | | - | P | P | P | | P | - | P |
| Vince Dang, MST (M. Deal M. Overmeyer) | P | P | | P | P | P | P | | | P(A) | E |

| STAFF | MAY 22 | JUN 22 | JUL 22 | AUG 22 | SEP 22 | OCT 22 | NOV 22 | DEC 22 | JAN 23 | FEB 23 | MAR 23 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| T. Muck, Executive Director | P | P | | E | P | P | P | | P | P | P |
| C. Watson, Director of Planning | P | P | | E | P | P | P | | - | P | E |
| M. Zeller, Director of Programming & Project Delivery | P | | | P | P | P | P | | P | P | P |
| D. Bilse, Principal Engineer | P | P | | P | P | P | P | | P | P | PV |
| M. Montiel, Administrative Assistant | P | P | | P | P | P | P | | P | P | PV |
| J. Strause, Transportation Planner | P | - | | E | - | - | P | | - | P | - |
| T. Wright, Public Outreach Coordinator | | - | | P | P | - | - | | P | - | - |
| L. Williamson, Senior Engineer | P | P | | E | P | P | P | | P | P | P |
| A. Hernandez, Asst. Transportation Planner | P | - | | P | - | - | P | | - | - | P |
| A. Guther, Asst. Transportation Planner | | - | | P | P | P | P | | P | P | P |

OTHERS PRESENT: Emily Belding – TAMC Intern

1. ROLL CALL

Chair Marissa Garcia, Monterey County, called the meeting to order at 9:30 am. Introductions were made and a quorum was established.

1.1 ADDITIONS OR CORRECTIONS TO AGENDA

None this month.

2. PUBLIC COMMENTS

None

3. BEGINNING OF CONSENT AGENDA

M / S / C: Hurtado /McMinn/unanimous

3.1 **APPROVED** the Technical Advisory Committee meeting minutes for February 2, 2023.

END OF CONSENT AGENDA

4. AMBAG 2050 METROPOLITAN TRANSPORTATION PLAN/SUSTAINABLE COMMUNITIES STRATEGY

Heather Adamson, Planning Director with AMBAG presented on the 2050 Metropolitan Transportation Plan and Sustainable Communities Strategy (MTP/SCS). She noted that 2050 MTP/SCS is scheduled for adoption in June 2026. In its role as the federal Metropolitan Planning Organization for this region, AMBAG prepares a Metropolitan Transportation Plan for the three-county Monterey Bay Area which is coordinated with the Regional Transportation Plan prepared by the Transportation Agency. In addition, Ms. Adamson noted that transportation investments in the Monterey Bay region, receiving state and federal funds, or actions requiring federal approvals must be consistent with the Plan and included in AMBAG's Metropolitan Transportation Investment Plan. She noted that the Metropolitan Transportation Investment Plan is a four-year program and represents the near-term commitment of the Plan.

Andrew Easterling asked to consider having coverage for smaller safety improvements projects and transit improvements. Heather Adamson replied that we can always amend and will make sure to have coverage and coordinate with the city planning directors.

Chair Marissa Garcia asked about the housing estimates as it relates to the City of Monterey general planning update. Heather Adamson noted that AMBAG is scheduled to coordinate a meeting with the City of Monterey in the fall to discuss the population growth and planning update.

5. REVIEW TECHNICAL ADVISORY COMMITTEE BYLAWS

Doug Bilse, Principal Engineer, reported that the Technical Advisory Committee bylaws were last updated in 1994, and the Transportation Agency Bylaws were last updated in relation to the Committee's quorum requirements in 2008.

Mr. Bilse noted that committee members must now show up in person or at a satellite location to be counted in the quorum and be able to vote on agenda items. Executive Director Todd Muck reported that the Board adopted a policy to follow the traditional Brown Act rules to ensure a quorum of voting members at the Committee meetings. Mr. Muck noted that the remote option under the traditional Brown Act is allowed so long as the agenda is posted at the satellite locations, and all those locations are accessible to the public, and the meeting location is posted on the agenda at least 72 hours in advance of the meeting.

Chair Marissa Garcia noted that having a South County location would improve access for committee members and the public. Executive Director Todd Muck noted that TAMC staff would be unable to staff the satellite location posted on the agenda.

Robert Harary is in support of attending the committee meetings in-person. He noted that the city of Carmel is recovering from the storm damage and encouraged an alternative Peninsula location. Doug Bilse replied that Supervisor Askew's office in the City of Marina was open to committee members and the public and may become the future satellite meeting location for future TAC meetings.

Joanna Xiao, Caltrans noted that Caltrans will attempt to attend the in-person meetings soon. She noted that Caltrans staff has had challenges attending meetings due to the recent storm the Caltrans District -5 office and vehicles flooded during the storm.

6. ON-CALL TRAFFIC ENGINEERING SERVICES FOR COMPLETE STREETS PROJECTS REQUEST FOR QUALIFICATIONS

Doug Bilse, Principal Engineer reported that Transportation Agency received six statements of qualifications and selected four teams for interviews for on-call traffic engineering and ancillary services. He noted that the list of the highest qualified firms will be sent to the TAMC Board of Directors for consideration at the next upcoming meeting. In conclusion, Mr. Bilse noted that the Transportation Agency is committed to planning, funding and delivering projects that incorporate complete streets features along the designated highway network managed by Caltrans, and TAMC staff provides support to member agencies as they develop plans and grant applications for complete streets projects throughout Monterey County.

Chair Marissa Garcia asked if the budget amount can be increased. Executive Director Todd Muck replied that the budget limit is flexible and can be increased as needed.

7. ANNOUNCEMENTS

None this month.

8. ADJOURN

The meeting was adjourned at 10:25 a.m.



Memorandum

To: Technical Advisory Committee
From: Theresa Wright, Community Outreach Coordinator
Meeting Date: April 6, 2023
Subject: 2023 Public Participation Plan

RECOMMENDED ACTION:

RECEIVE an update on the 2023 Public Participation Plan process.

SUMMARY:

The Association of Monterey Bay Area Governments (AMBAG) is required by federal regulations to prepare and maintain a public participation plan for the tri-county region. The 2023 Public Participation Plan is a comprehensive document that guides regional planning agencies and local jurisdictions in the public participation process for the tri-county Monterey Bay region that either receive federal funds or are subject to a federally required action.

FINANCIAL IMPACT:

Transportation Agency staff time to participate in updating the Public Participation Plan is funded through state planning funds allocated to the Transportation Agency for transportation planning. These funds are included in the Agency's approved budget.

DISCUSSION:

The federally required 2023 Public Participation Plan is a comprehensive document that guides regional planning agencies and local jurisdictions in the public participation process for the tri-county Monterey Bay region that either receive federal funds or are subject to a federally required action.

AMBAG, as the federally designated Metropolitan Planning Organization (MPO) for the Monterey Bay region, prepares and adopts the Public Participation Plan at least once every four years. The prior Public Participation Plan, the 2019 Monterey Bay Area Public Participation Plan, was adopted in October 2019 to comply with the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation. The 2023 Public Participation Plan will cover the four-year period from 2023-2026 and must comply with the current Federal Surface Transportation Act, Fixing America’s Surface Transportation Act (FAST Act), which was enacted in 2015. The 2023 Public Participation Plan emphasizes the transportation decision making process, including the expanded use of visualization techniques and innovative online marketing strategies in public outreach.

Key sections of the 2023 Public Participation Plan are listed below:

- Public Participation Plan Guiding Principles
- 2023 Public Participation Plan Timeline
- Incorporating Limited-English Proficiency (LEP) Populations into the plan
- Public Participation Plan Procedures and Development Process

- Interested Parties and Public Engagement
- Online and Visualization Outreach Strategies

An updated Public Participation Plan is the required guide for all public involvement activities conducted by AMBAG. As such, the plan contains the procedures, strategies and techniques used by AMBAG for public involvement in all programs and projects that use federal funds.

A number of appendices will be included in the 2023 Plan. For example, Appendix G will include the 2050 Metropolitan Transportation Plan/Sustainable Communities Strategy Public Involvement Program. This appendix outlines how AMBAG will engage the public and stakeholders throughout the development of the 2050 MTP/SCS.

Below are key dates for developing the 2023 Public Participation Plan:

- March - April 2023: Present an overview of the 2023 Public Participation Plan development process to regional Advisory Committees/Councils, Planning Directors Forum, and to the AMBAG Board of Directors
- February - May 2023: Develop the Draft Public Participation Plan
- May - July 2023: Present the Draft 2023 Public Participation Plan to Advisory Committees/Councils, Planning Directors Forum, and to the AMBAG Board of Directors
- June 14, 2023 - August 23, 2023: 70-Day Public Comment Period
- August - September 2023: Prepare the Final 2023 Public Participation Plan
- October 11, 2023: AMBAG Board of Directors will be asked to adopt the Final 2023 Public Participation Plan

A detailed timeline is also included as **Attachment 1**.

ATTACHMENTS:

- ▢ AMBAG Public Participation Plan Final Schedule

**AMBAG 2023 Public Participation Plan Update
Final Schedule & Process**

| Date | Tasks/Objective | Due Dates |
|--|---|---------------------------------------|
| January/early February 2023 | Outreach to RTPAs by email and confirm point of contacts | 2/3/2023 |
| | Draft Schedule and Process Reviewed by RTPAs | 2/28/2023 |
| February/March 2023 | Publish PPP Survey | 2/28/2023 |
| March/April 2023 | Present 2023 PPP Update Process to all RTPA TAC/SSTAC meetings and AMBAG Board | |
| | <i>3/16/23 - Present 2023 PPP Update Process at SCCRTC ITAC Meeting</i> | 3/16/2023 |
| | <i>3/24/23 - Present 2023 PPP Update Process at SBtCOG SSTAC</i> | 3/24/2023 |
| | <i>3/27/23 - Present 2023 PPP Update Process at AMBAG PDF</i> | 3/27/2023 |
| | <i>3/29/23 - Present 2023 PPP Update Process at TAMC/MST MAC</i> | 3/29/2023 |
| | <i>4/6/23 - Present 2023 PPP Update Process at TAMC and SBtCOG TAC Meetings</i> | 4/6/2023 |
| | <i>4/11/23 - Present 2023 PPP Update Process at SCCRTC E&D TAC</i> | 4/11/2023 |
| | <i>4/12/23 - Present 2023 PPP Update Process at AMBAG Board Meeting</i> | 4/12/2023 |
| April/ May 2023 | Develop Administrative Draft 2023 PPP | 3/30/2023 |
| | Email Administrative Draft PPP document to RTPAs for review | 4/13/2023 |
| | Edits/Changes on Administrative Draft 2023 PPP from RTPAs due on 5/8/2023 to AMBAG | 5/8/2023 |
| | Develop Draft 2023 PPP | 5/31/2023 |
| June 2023 | Present Draft 2023 PPP to Committees/Boards, Release Public Notice (70 days) and Start Public Comment Period | Open Comment Period on: 06/14/2023 |
| | <i>5/31/23 - Present Draft 2023 PPP at TAMC/MST MAC</i> | Close Comment Period on: 8/23/2023 |
| | <i>6/1/23 - Present Draft 2023 PPP at TAMC TAC Meeting</i> | |
| | <i>6/1/23 - SCCRTC Board Meeting</i> | |
| | <i>6/13/23 - Present Draft 2023 PPP at SCCRTC E&D TAC</i> | |
| | <i>6/14/23: AMBAG Board Meeting</i> | |
| | <i>6/15/23 - Present Draft 2023 PPP at SCCRTC ITAC Meeting</i> | |
| | <i>6/15/23 -SBtCOG Board Meeting</i> | |
| | <i>6/23/23 - Present Draft 2023 PPP at SBtCOG SSTAC</i> | |
| | <i>6/26/23: AMBAG PDF</i> | |
| | <i>6/28/23 - TAMC Board Meeting</i> | |
| <i>7/6/23 - Present Draft 2023 PPP at SBtCOG TAC Meeting</i> | | |
| August 2023 | Public Hearing on 2023 PPP at AMBAG's August Board Meeting | 8/9/2023 |
| | RTPAs to Also Hold Public Hearings (if using AMBAG PPP as their plan) | |
| | <i>8/1/23 - SCCRTC Public Hearing</i> | 8/1/2023 |
| | <i>8/17/23 - SBtCOG Public Hearing</i> | 8/17/2023 |
| | <i>8/23/23 TAMC Public Hearing</i> | 8/23/2023 |
| | Summarize comments and make revisions for Final 2023 PPP | 9/8/2023 |
| September/October 2023 | Adoption of PPP by SBtCOG (if using AMBAG PPP as their plan) | 9/21/2023 |
| | Adoption of PPP by TAMC (if using AMBAG PPP as their plan) | 9/27/2023 |
| | Adoption of PPP by SCCRTC (if using AMBAG as their plan) | 10/5/2023 |
| | Final 2023 PPP for adoption by AMBAG Board | 10/11/2023 |



Memorandum

To: Technical Advisory Committee
From: Doug Bilse, Principal Engineer
Meeting Date: April 6, 2023
Subject: Traffic Safety Analytical Tools

RECOMMENDED ACTION:

RECEIVE presentation on state of the industry for automated traffic safety analytics and the use of meta data.

SUMMARY:

Traffic safety analytics has historically been limited to the data collected by the police related to collisions and citations. The gathering and analysis of this data takes time and resulting reports are often outdated on arrival. New technology allows agencies to collect real-time data and include new meta data that includes information that is not captured through collision and citation reports. Street Simplified is one of many companies that provide traffic safety analytical tools and they have offered to provide an overview of industry trends focusing on the benefits of using meta data.

FINANCIAL IMPACT:

TAMC does not have any funding currently programmed for traffic safety data analytics. Some grants require before/after studies that might include traffic safety data.

DISCUSSION:

National safety experts have recommended safety audits as a critical component of managing transportation systems. These audits typically use historic data and are conducted over several years due to the effort involved in analyzing the data. The main limitation of safety audits is that they are primarily based on collisions reported and citations given by police departments. Near misses and inappropriate driver behavior are typically overlooked in these safety audit reports because the data isn't available. New technology allows traffic analysis to record the following:

- near misses
- pedestrian crossings on opposing greens
- red light running
- blocked intersections from congestion
- pedestrian movements outside of marked crosswalks
- excessive vehicle speeds

One of the biggest advances in the field of safety analytics is the use of meta data, or information collected from active road users outside of crash and citation data. Meta data analysis seeks to understand road user behavior by aggregating various kinds of data, which is modeled to identify leading indicators of risk to road users. This approach is referred to as causal factor analysis and can include speeding and red-light running incidents which are proven to contribute to crashes at a statistically significant rate. For example, according to the National Highway Traffic Safety Administration (NHTSA), speeding is the primary cause in over 25% of fatal crashes.

Causal factor analysis is not new; however, new methods have recently become available to collect data used to develop detailed causal factors. There are many approaches to collecting data, such as the use of a camera system paired with artificial intelligence (AI) learning to understand road user behavior. Some companies use connected vehicle, computer vision, and radar sensors to detect road users. Other solutions utilize Bluetooth devices at traffic signals and cell phone data to glean insights into road user behavior. Meta data analysis can be especially useful in understanding the needs of vulnerable road users.

In 2022, the U.S. Department of Transportation's Safe Street for All grant program included requirements that can be met through meta data analysis. For example, Selection Criterion #1 states “The activities are in jurisdictions that will likely support a significant reduction or elimination of roadway fatalities and serious injuries involving various road users, including pedestrians, bicyclists, public transportation users, personal conveyance and micromobility users.” Additionally, the 2022 Safe Streets for All program specified under the Innovative Practices and Technologies section the use of “integration of additional data beyond roadway and crash information...” In this case, meta data analysis could be beneficial to supplement traditional data sets.

In summary, metadata analysis is worth examining as a means to understand road users and proactively mitigate crash risks. It is also a valuable tool that meets the requirements of grant applications.