

Robin Riessman

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OVERVIEW :

A seasoned professional with more than 20 years' experience working on highway safety for and with city, county and state government; blending equal parts public health, injury prevention and engineering know-how with problem solving acumen and project management savvy.

SKILLS INCLUDE :

- Strong coordination and facilitation skills
- Strong written, verbal, interpersonal and collaboration skills
- Project, personnel and fiscal management
- Team leadership and problem solving expertise
- Grant writing
- Mentoring and coaching

Professional Experience

Associate Director: 2001-Present

University of Massachusetts Traffic Safety Research Program (UMassSafe)

University of Massachusetts, Amherst, MA

Responsible for the oversight of staff, projects, research, strategic planning, grant writing and management, and project evaluation. Responsibilities include:

- Conduct fiscal and grant management including budget preparation, contract administration, and budget oversight.
- Recruit, train, mentor, and supervise staff and student research assistants.
- Facilitate internal team meetings and external statewide committees. Develop, coordinate, and continue to facilitate numerous statewide advisory boards and task forces.
- Direct and coordinate complex programming including the identification of resources and selection of team. Act as project team leader, directing the problem identification, planning of methodologies, implementation, and evaluation of research using qualitative and quantitative methods and serve as special advisor to program director and principal investigator. Direct the analytical efforts of multidisciplinary team made up of data analysts and IT staff.
- Manage all grant projects, acting as point of contact and technical authority with sponsors, addressing issues, conducting problem solving, and grant oversight. Present research-based findings and recommendations to sponsors for implementation through briefings, presentations, and reports.
- Collaborate with staff from multiple federal and state agencies.

- Conduct and/or oversee all aspects of grant writing activities including project design, description, budget development, and associated contract paperwork.
- Write briefs, final reports, and present results of grant products and research findings at numerous state, federal and private conferences. Samples of reports and presentations outlined below.

Coordinator of Special Projects: 1999-2001

Massachusetts Governor's Highway Safety Bureau, Boston, MA

Developed and coordinated special projects including statewide crash data analysis, problem identification, program planning and policy development for statewide programming.

Conducted strategic planning, grant writing, management, and project evaluation.

Responsibilities included:

- Developed and facilitated the Massachusetts Traffic Records Coordinating Committee.
- Guided statewide special projects, associated staff, and grants. Designed, developed and evaluated safety programs, and acted as point of contact for project replication across the Commonwealth.
- Coordinated statewide Traffic Records efforts serving as the point of contact and technical expert for traffic records assessment, strategic planning, and project implementation. Oversaw the work of consultants for traffic records projects such as the crash data audit, crash data analysis, statewide data resource guide, CODES project and traffic records strategic plan.
- Coordinated community traffic safety programs across Massachusetts. Conducted crash data analysis for programs and towns across the state. Provided presentations and workshops to assist law enforcement personnel and safety program staff in crash data analysis. Designed crash reduction strategies and countermeasures.
- Wrote press releases, grant applications, and final reports.

Director: 1993-2000

Safe Roads - The Western Massachusetts Traffic Safety Program, Hampshire County, MA

Developed and directed a pilot regional traffic safety program, replicated statewide.

Responsibilities included program and policy development, crash data analysis, needs assessment and evaluation, public relations, training, community organizing and grant management. In addition, assisted the Governor's Highway Safety Bureau with the development and implementation of a statewide regional program with six projects replicating Safe Roads and provided ongoing technical assistance to staff. Sample programming included:

- Collaborated with business owners, fleet managers and safety officers on the Network of Employers for Traffic Safety (NETS) program to reduce the incidence of motor vehicle and motor carrier crashes among employees, fleet drives etc. Collaborated on the development of safety policies such as safety belt use policies for employees.
- Worked with town government officials to develop policies and procedures to prevent motor vehicle crashes.
- Developed, implemented, and evaluated innovative safety programs for towns within Hampshire County.
- Conducted crash data analysis to guide, develop, and evaluate traffic safety programming.

Director: 1989-1993

Northampton Saving Lives Program
Northampton, MA

Directed a community traffic safety program. Responsibilities included task force facilitation, data analysis, grant management, community organizing, program development, public relations, volunteer and staff management, program evaluation. Responsibilities included:

- Developed, directed, and facilitated committees for three of the program's components - Law Enforcement, Community Awareness, and Education.
- Alcohol Servers - Trained alcohol servers in the prevention of alcohol related crashes.
- Government – Worked with Northampton Mayor and City Council on highway safety policies and programming.
- Media – Acted as point of contact for all highway safety issues. Wrote press releases, oversaw press conferences and press briefings.

EDUCATION

University of Massachusetts
Master's in Public Health

University of Rhode Island
BA in Psychology with minor in Health Education

RESEARCH REPORTS - SAMPLING

Riessman, Robin, Kennedy, Jennifer. "Massachusetts Commercial Motor Vehicle Crash Prevention and Data Driven Policing," University of Massachusetts Traffic Safety Research Program for the Massachusetts State Police, 2012.

Riessman, Robin, Knodler, Michael, Kennedy, Jennifer. "CMV Be Ready Be Bucked Safety Belt Study," University of Massachusetts Traffic Safety Research Program for the Massachusetts State Police and Federal Motor Carrier Safety Administration, 2011.

Riessman, Robin, Kennedy, Jennifer, Tupper, Steven. "Using Data Linkage for Data Quality Improvement – An Examination of Improvements," University of Massachusetts Traffic Safety Research Program for the MassDOT Registry of Motor Vehicles Division and Federal Motor Carrier Safety Administration, 2010.

Knodler, Michael, Riessman, Robin, Rothenberg, Heather. "Commercial Motor Vehicle Crash Data Audit: A Review of Massachusetts Commercial Vehicle Crash Data Accuracy, Timeliness, and Carriers," University of Massachusetts Traffic Safety Research Program for the MassDOT Registry of Motor Vehicles Division and Federal Motor Carrier Safety Administration 2009

Riessman, Robin, Knodler, Michael, Rothenberg, Heather, Mickee, Arianna. "Police Outreach Survey On Crash Reporting: An Examination Of Issues Related To Timeliness, Accuracy/Completeness, And Crash Data Collection." University of Massachusetts Traffic Safety Research Program for the Executive Office Of Public Safety And Security's Highway Safety Division and Executive Office Of Transportation's (EOT) Registry Of Motor Vehicles, 2008.

Riessman, Robin. Knodler, Michael, Paciulli, Melisa, Mickee, Arianna. "Commercial Motor Vehicle Crash Data Integrity Focus Group Findings: A Review of the Law Enforcement

Commercial Motor Vehicle Crash Data Collection and Reporting Processes Towards Improving Commercial Motor Vehicle Crash Data Quality in Massachusetts.” University of Massachusetts Traffic Safety Research Program for the Massachusetts State Police and Federal Motor Carrier Safety Administration, 2007.

Riessman, Robin, Knodler, Micheal, Mickee, Arianna. “Developing, Implementing and Evaluating a Pedestrian Safety Campaign for a Campus Community”. University of Massachusetts Traffic Safety Research Program for the National Highway Traffic Safety Administration, 2006.

C O N F E R E N C E P R E S E N T A T I O N S - S A M P L I N G

Meeting Data Needs in a Data Intensive World, ITE Northeastern District Meeting: Technical Session, MA, 2013.

Transportation Safety – Technical Assistance Center: Transportation Research Board - Improving Roadway Safety Programs through University-Agency Partnerships, Washington DC, 2012.