



Integrated Safety Planning: A Statewide Team Approach

Commercial Vehicle Safety Research Summit

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Overview

- ▶ Safety has many stakeholders
- ▶ Safety has many strategies
- ▶ What's the best way to align stakeholders and strategies?
- ▶ Do your current approaches enable you to meet future challenges?
- ▶ Options/Considerations/Examples



Getting Everyone on the Same Page- Who is everyone?

- ▶ Who is involved in your state? What missions? What masters? Who holds the purse strings? Who calls the meeting?
 - Federal granting agencies: FHWA, DHS, NHTSA, FMCSA, DOJ, etc.
 - State regulatory and operational agencies: DOT, State Police, Local/County Law Enforcement/Safety Programs, Emergency responders, Highway, Driver Licensing, Governor's Highway Safety, Special Commissions, Medical Regulatory Boards, Transportation providers (i.e. MBTA in MA)
 - The Courts, Special Prosecutors, Court Clerks, Judicial/Prosecutor Trainers
 - Universities, Colleges, Community Colleges
 - Legislative Committees, key Legislators
 - Interest Groups: Motorcycle, School Bus Operators, Elders, Teens, AAA, MADD, Bike/Ped Advocates, Driver Trainers, Truck/Bus Associations, Industry groups- loggers, agriculture, Treatment programs, Insurers, etc.
 - Media- Traffic/Consumer Reporters



Which page? What is your state's strategy?

- ▶ Strategies often include the 5 (or 6) E's right:
 - Engineering
 - Education
 - Enforcement
 - Emergency Medicine
 - Encouragement
 - Evaluation

- ▶ Structures: (in addition to agency specific silo programs)
 - Strategic Highway Safety Planning Group
 - Traffic Records Coordinating Committees
 - Governor's Highway Safety Commissions
 - Public Private Safety Commissions
 - University Programs



Elements of Strategy

- ▶ Topics: Work Zone Safety, Toward Zero Deaths, Teens and Trucks, Elder/Disabled Transportation Options, Drunk/Impaired Driving, Bike/Ped Safety, Safetybelts/seats, Fatigue, Distraction
- ▶ Tactics:
 - Road/sidewalk/bike path/signage/safety features
 - Strike Forces
 - Conferences/Training/Outreach Meetings/Websites/Wikis
 - Campaigns/Public Service Announcements/Media blitz/Visibility events
 - Conducting research and releasing reports
 - Proposing legislation
 - Improving data sharing and information
- ▶ Tools:
 - Consultants/Volpe Center
 - Grants
 - University Support: research, training, grant writing, data centers, data analysis, data quality management, sources of innovation, sources of future staff, transportation providers, build culture of safety on campus



How best to align efforts and meet future challenges?

- ▶ Develop a Safety Inventory- what are all the programs going on in your state?
- ▶ Understand the interests/motivation, expertise, and resources available from each
- ▶ Identify mutual dependencies and natural competition that may exist
- ▶ Address all modes (TRUCKS AND BUSES) across programs- mutually supportive messaging to reinforce themes 😊
- ▶ Make use of the data to understand the high leverage opportunities and gaps between programs
- ▶ Who is best positioned to help solve the emerging issues: autonomous vehicles, legalized marijuana, changes to legacy data systems, legacy enforcement systems, distracted driving?
- ▶ What is the best way to leverage scarce resources?



Options/Considerations/Examples

- ▶ Consider who is currently at your table and who needs to lead what?
 - Do you have the talent, resources, power you need?
 - Any adversaries you can win over by inviting them in?
 - How do you fill in the missing pieces?
- ▶ Who does the work?
 - Who convenes?
 - Who tracks progress?
 - How do work groups enhance the team?
 - Who is accountable- whose job description includes what?
- ▶ What makes your strategy sustainable over time?
 - Do you have a structure that can withstand political or leadership changes?
 - Do you have dedicated or reliable funding?
 - Do program plans tie into bigger state plans? Public and personal performance metrics?
- ▶ **EXAMPLES: Commercial Vehicle Safety Planning in NY- Debra Rood, Michigan Truck Safety Commission- Daniel Blower**



Can I help?

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