Integrated Safety Planning: A Statewide Team Approach

Commercial Vehicle Safety Research Summit

2018
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.
- Industry leaders, Innovation leaders
- Media- Traffic/Consumer Reporters
Who has been missing?

Who is not involved that you need to improve safety?

• Industry safety officials
• Insurance representatives
• Driver training programs
• Key transportation customer groups? (Travel & Tourism)
• Courts/Judges
• Prosecutors
• Transit authorities
• EMS
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
- Industry specific associations and research programs
- 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, Automated Vehicles, Opioids/Marijuana

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:

• 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
• Consultants/Volpe Center
• Grants
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?

► Where are your weak spots?
  • What are the lessons learned from the past?
  • What happens when things are person-driven v. structural?

► 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?
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