



# 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



# 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
  - 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?





Can I help?

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