

Strategic Highway Safety Plan (SHSP) Implementation Process Model (IPM)



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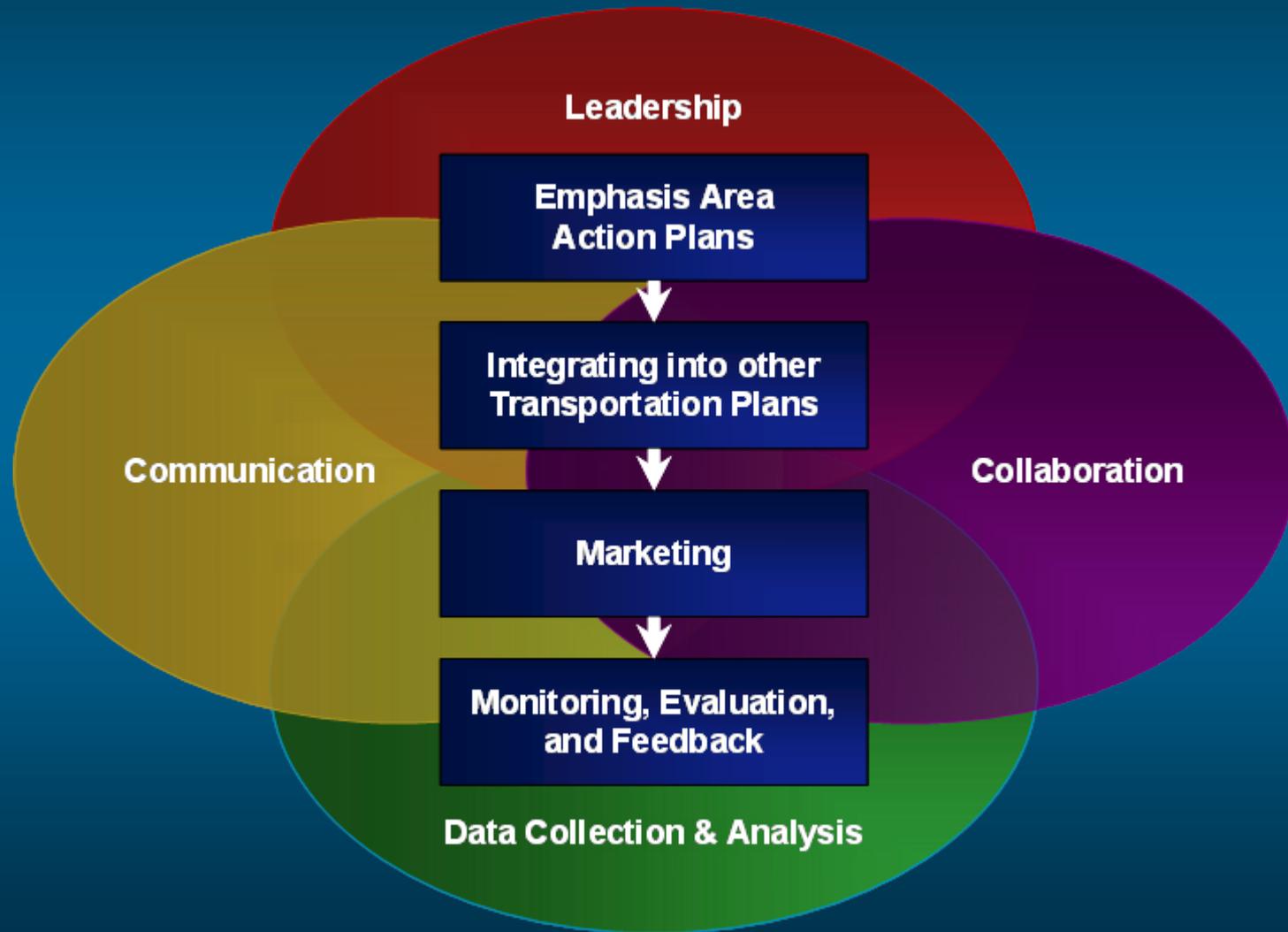
0 FMCSA National State Programs Specialist Meeting

Background

- **FHWA in collaboration with NHTSA and FMCSA**
- **Guide to assist states with SHSP implementation**
- **Based on research & experiences of several “model” states**
- **Knowledge & experiences of subject experts**
- **Not a one size fits all**
- **Successful SHSP Implementation → safety improvements that save lives and reduce injuries**

The IPM

The Essential Eight



Collaboration Benefits

- **Coordination Among Disciplines**
- **Leverage Resources**
- **Improve Processes**
- **Innovative Approaches**

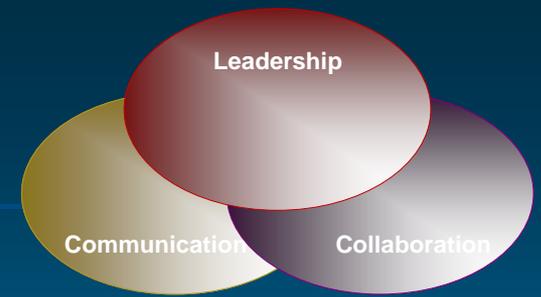
Leadership Roles

- **Position Power**
- **Champions**
- **Managers**

Communication

- **Describes Stakeholder Roles**
- **Promotes Buy-In and Ownership**
- **Builds Transparency**
- **Supports Information Sharing**
- **Facilitates Decision Making**

Key Strategies



- **Establish performance measures to ensure strong leadership**
- **Identify credible, accountable leaders**
- **Involve the 4E's of safety**
- **Communicate the SHSP vision, mission, and goals**

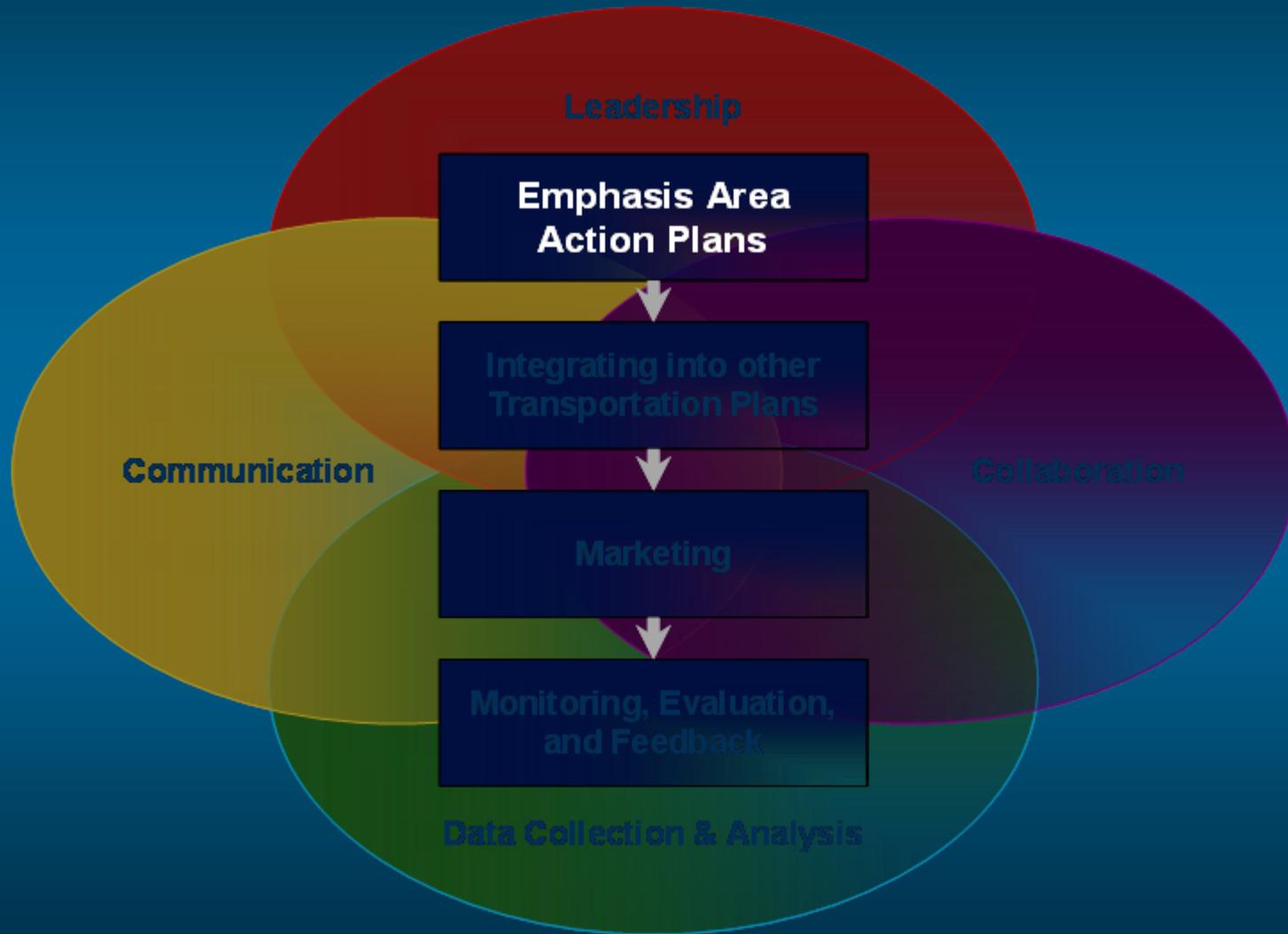
Collecting, Analyzing, and Sharing Data

- **Direct Resources**
- **Identify Problems**
- **Select Strategies and Countermeasures**
- **Monitor Progress**
- **Measure Effectiveness**

Key Strategies

- **Define safety needs and support decision making**
- **Form data task forces or committees**
- **Provide training in the collection, analysis, and use of safety data**
- **Identify problem locations and prioritize projects**
- **Monitor and evaluate outcomes and results**
- **Justify resources to support implementation of safety projects and programs**
- **Establish data sharing protocols to ensure access**

Emphasis Area Action Plans



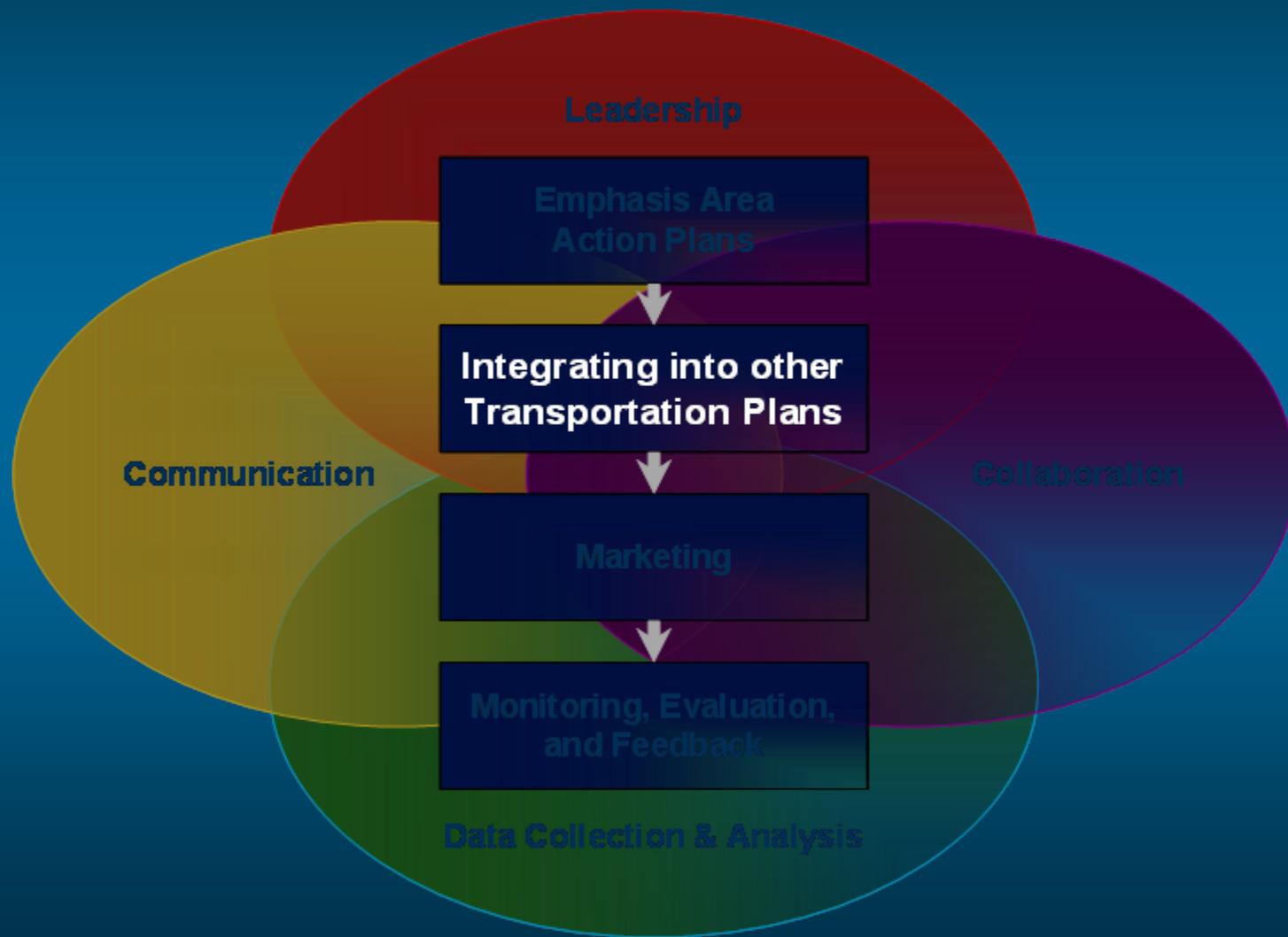
Emphasis Area Action Plans

- **Provide Implementation Approach**
- **Identify Resources (staff, equipment, materials, training)**
- **Identify Budget & Timelines**
- **Assign Responsible Individuals/Agencies**
- **Establish Performance and Process Measures**
- **Create Evaluation Plan**

Key Strategies

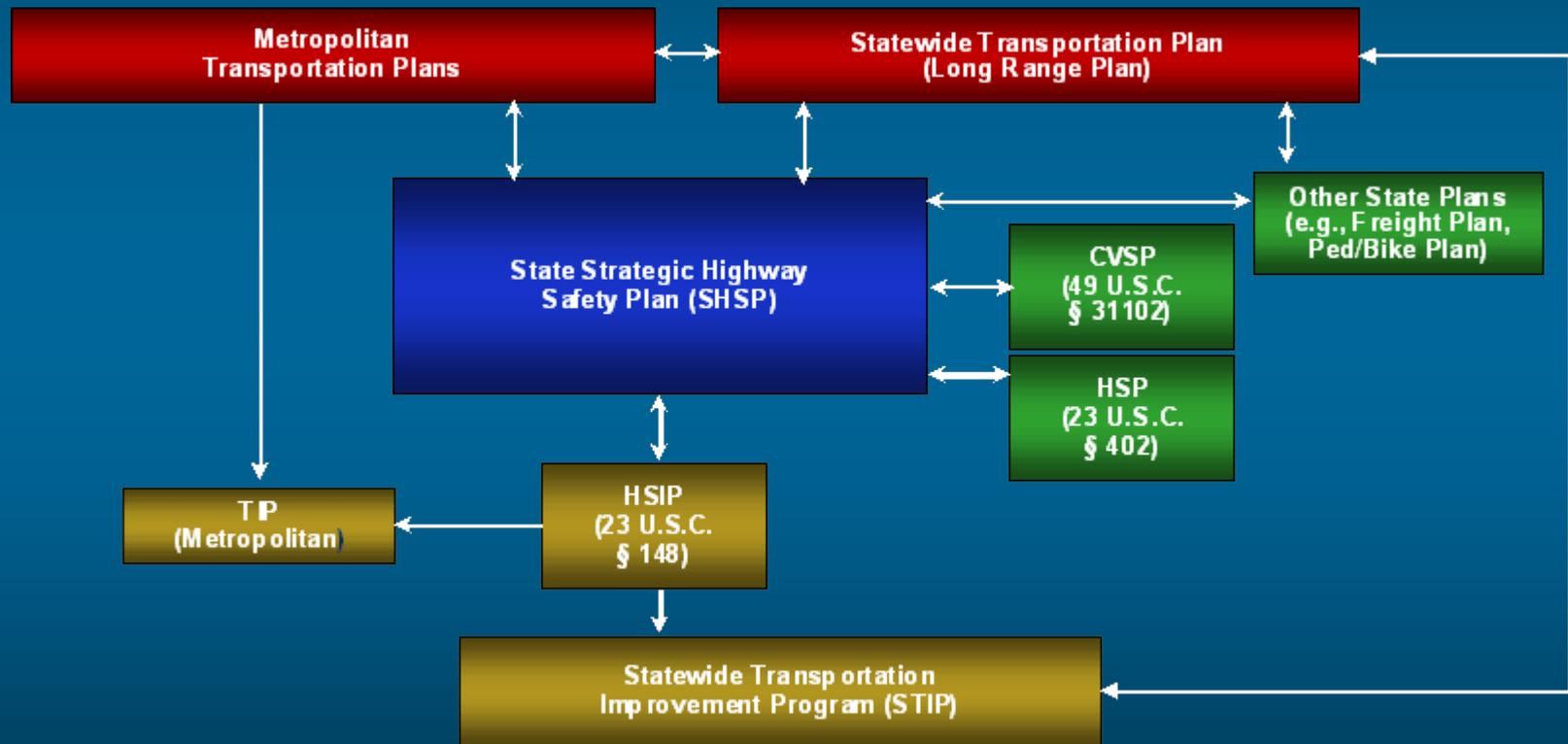
- **Develop detailed action plans for each strategy**
- **Identify performance measures for monitoring and evaluation**
- **Assign responsibilities to support accountability**
- **Identify a facilitator to assist emphasis area teams**
- **Review and amend action plans**

Integrating into Other Transportation Plans and Programs



Integrating into Other Transportation Plans and Programs

Integrating into other Transportation Plans



Key Strategies *(continued)*

- **Provide the results of SHSP research and analysis to identify LRTP and S/TIP strategies and projects**
- **Serve on committees and teams that prepare and influence transportation plans.**
- **Support MPO transportation safety planning forums to introduce the SHSP**
- **Attend statewide and local MPO board meetings to encourage a safety focus**

Key Strategies

- **Present vision statements at public involvement meetings, MPO board meetings, and other forums**
- **Learn how safety data, analysis, and strategies are incorporated into the planning process**
- **Encourage the adoption of SHSP goals, objectives, and performance measures**
- **Identify safety problems and link to SHSP strategies and action plans**

Key Strategies *(continued)*

- **Encourage MPOs to establish safety committees, adopt SHSP support resolutions, and develop regional safety action plans**
- **Learn how safety is considered during state and MPO project selection and prioritization**
- **Encourage project prioritization weighting or ranking schemes that address safety**
- **Identify and leverage alternative funding sources**

Key Strategies

- **Identify SHSP infrastructure-related emphasis areas**
- **Ensure the SHSP is considered during project prioritization**
- **Encourage a systems approach for implementing proven effective countermeasures**
- **Program HSIP funding to implement SHSP strategies**
- **Structure annual performance reviews to ensure DOT personnel are integrating the SHSP into their work**

Key Strategies *(continued)*

- Engage safety stakeholders and other partners to ensure multidisciplinary solutions
- Use the SHSP process to review and evaluate the safety impacts of DOT District projects
- Reserve funds for projects that align with the SHSP
- Provide technical assistance and traffic engineering expertise to locals.

Key Strategies

- **Focus the grant development and selection process on SHSP emphasis areas and strategies**
- **Utilize multiple agencies during programming to improve project selection and SHSP consistency**
- **Provide grant funds to local coalitions, nonprofits, and advocacy organizations that align with SHSP**
- **Partner with county and local health departments to establish safety outreach programs**
- **Conduct data analysis for grant applications to ensure projects are align with SHSP**

Key Strategies

- **Include SHSP emphasis areas in the CVSP**
- **Use data for problem identification**
- **Participate in FMCSA's data driven, high visibility enforcement campaign and link to SHSP strategic campaigns**
- **Incorporate SHSP engineering, education, and enforcement strategies into the CVSP (i.e., safety belts, aggressive driving, work zones, etc.)**
- **Encourage collaboration by state trucking associations and commissions**

Key Strategies *(continued)*

- **Collaborate specifically with law enforcement, motor vehicle administrators, and engineers**
- **Develop an Award for Excellence in Commercial Vehicle Safety**
- **Integrate safety and SHSP elements into the state and local freight planning processes.**
- **Train, certify, and collaborate with local stakeholders on CMV inspection programs.**

Marketing

- **Sustains Momentum**
- **Highlights, Promotes, and Celebrates Effective Approaches**
- **Raises Awareness**
- **Educates**
- **Garners Support**

Key Strategies

- **Develop a statewide strategic marketing plan**
- **Brand the SHSP with a unique identify**
- **Gain support from new safety stakeholders**
- **Keep current stakeholders interested and active**
- **Educate the public and elected officials about the SHSP**
- **Highlight different aspects of the SHSP through the news media**
- **Coordinate media and communications messaging**

Monitoring, Evaluation, and Feedback

- **Helps Manage Resources**
- **Informs Decision-Making**
- **Identifies Opportunities to Highlight and Celebrate Success**
- **Determines Project Effectiveness**
- **Examines Progress Towards Goals**
- **Suggests Changes or Modifications**

Key Strategies

- **Monitor implementation and issue periodic progress reports**
- **Use a tracking tool**
- **Use data-driven evaluation techniques and collect baseline data prior to implementation**
- **Determine what constitutes “success” prior to implementation**
- **Use performance measures as the basis for evaluation**
- **Use evaluation and monitoring results to update or revise the SHSP**

Case Studies

- **Specific Practices**
- **Brief Summary**
- **Results**
- **Key Accomplishments**
- **For More Information**

Plan/Program Pilot Assignments

- **Model States (6): Georgia, Maryland, Michigan, New Jersey, Ohio, Utah**
- **Pilot States (10): Idaho, Louisiana, New Mexico, Pennsylvania, Illinois, Kentucky, Maine, North Dakota, Tennessee, West Virginia**
- **Pilot Topics Areas**
 - **Long Range Transportation Plan (LRTP) and Transportation Improvement Program (S/TIP)**
 - **Highway Safety Improvement Program**
 - **Highway Safety Plan**
 - **Commercial Vehicle Safety Plan**

Q&A

Thank You!

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