



# HSIP Noteworthy Practice Series

## *SHSP Stakeholder Involvement*

### About the HSIP Noteworthy Practice Series

The Highway Safety Improvement Program (HSIP) is a core Federal-aid highway program with the primary purpose of achieving a significant reduction in fatalities and serious injuries on all public roads. Many states and local agencies are successfully implementing innovative approaches to HSIP planning, implementation, and evaluation. The HSIP Noteworthy Practices Series presents case studies of these successful practices organized by specific HSIP topics. The individual case studies provide summaries of each practice, key accomplishments, results, and contact information for those interested in learning more.

### SHSP Stakeholder Involvement

Legislation (23 U.S.C. 148) and Federal Highway Administration (FHWA) guidance is quite specific as to the recommended stakeholder representatives for developing a statewide strategic highway safety plan (SHSP). Those recommendations include the state department of transportation (DOT), the Governor's Representative for Highway Safety, metropolitan planning organizations, regional planning organizations, representatives of the major modes of transportation, state and local traffic enforcement officials, persons responsible for administering 23 USC Section 130 (Highway Rail Grade Crossing Program), Operation Lifesaver, motor carrier safety, and other major state and local safety stakeholders.

Stakeholder involvement is necessary for an effective SHSP process because of the wide range of programs and disciplines necessary for improving transportation safety on all public roads. Establishing collaborative arrangements where partners regularly work together builds trust, understanding, and coordinated solutions. Working together to examine data and identify appropriate safety improvement strategies can help break down jurisdictional and programmatic barriers and foster widespread understanding and support for common safety priorities. Collaboration among a wide variety of stakeholders results in a wiser use of limited

resources and provides opportunities to leverage resources to achieve a broader range of program objectives. Collaboration can also result in new and innovative safety strategies that may not otherwise be realized through the traditional program silos.

For many states, developing the original SHSP involved broad-based collaboration among safety agencies and organizations engaged in safety. States have established a myriad of ways to implement their SHSPs in partnership with these stakeholders, and in some cases have reached out to new participants. Some local entities have also developed and are implementing safety plans akin to statewide SHSPs. Agencies facilitate internal collaboration through policies and procedures and support external collaboration through a variety of interagency communication strategies and organizational frameworks. Combinations of various practices have proven most effective at garnering and maintaining SHSP stakeholder involvement.

However, following the heightened levels of enthusiasm during the initial SHSP development phase, some states have found it difficult to maintain or broaden stakeholder involvement on a regular basis while implementing and updating their plans.

## Noteworthy Practices

The following cases demonstrate noteworthy practices several states are using in revisiting SHSP emphasis areas:

- A key element of Missouri's SHSP, titled *Blueprint for Safer Roadways* (now the *Blueprint to Arrive Alive*) involved organizing 10 regional safety coalitions designed to work in concert with the Missouri Coalition for Roadway Safety (MCRS) to deploy targeted strategies at both the state and regional level. Together, the MCRS and Regional Coalitions have embraced the elements of the *Blueprint* and implemented a comprehensive, coordinated, and focused effort to reduce fatalities and disabling injuries on Missouri roads. Regional Coalitions have expanded the number of partners and the regional safety plans include a wider variety of localized safety programs. ([read more](#))
- In April 2010, the Nevada Departments of Transportation and Public Safety conducted a series of road show meetings across the state in an effort to further engage safety stakeholders and educate them about the SHSP, provide an opportunity for input into the SHSP update, and market the October SHSP Summit. Combined, the four road show meetings engaged over 100 stakeholders representing different disciplines and levels of government. Participants learned about the SHSP process, their interest was piqued, and it created opportunities for potential synergies among the various safety groups. ([read more](#))
- Washington State actively engaged tribes in discussions and safety planning, which has resulted in explicit consideration of Native American traffic safety issues in the update of Washington State's *Target Zero* SHSP. The State held a Tribal Traffic Safety Summit, carried summit results forward in the SHSP update process, included strategies from the national Strategic Highway Safety Plan for Indian Lands, and consulted tribes to develop and review the draft *Target Zero* update. ([read more](#))
- The Cheyenne Metropolitan Planning Organization (MPO) in Wyoming independently developed and is implementing a Transportation Safety Management Plan (TSMP) akin to statewide SHSPs. The MPO has built and sustained safety stakeholder engagement in the process through MPO leadership, identifying and funding safety projects, and working with partners on project implementation. Safety stakeholders have been involved in six emphasis areas, a law enforcement summit, a legislative briefing, and other projects. ([read more](#))

To access these full case studies, click on the individual links above or visit the FHWA Office of Safety on-line at: <http://safety.fhwa.dot.gov/hsip>.



# Statewide and Regional SHSP Coalitions

## Missouri

HSIP Noteworthy Practice Series

SHSP Stakeholder Involvement

In November 2004, Missouri's SHSP, titled *Blueprint for Safer Roadways*, was developed in consultation with many safety advocates, including engineers, law enforcement, educators, and emergency responders. Prior to the *Blueprint*, Missouri never had a statewide safety goal. The *Blueprint* established the fatality reduction goal of 1,000 or fewer fatalities by 2008.

One of the key principles guiding development of the 2004 *Blueprint* was deploying targeted strategies at both the state and regional level. The document outlined a strategy to organize 10 regional safety coalitions designed to work in concert with the Missouri Coalition for Roadway Safety (MCRS). As soon as the *Blueprint* was published, champions pushed very hard to sell the goal and promote shared responsibility through individual meetings within each region. Presentations promoted the "Essential Eight" strategies Missouri must implement to make significant progress in reaching the projected goal. The Champions helped establish regional coalitions and provided the coalitions with safety planning toolkits, including data packages, copies of the *Blueprint*, and copies of the National Cooperative Research Program (NCHRP) 500 Series.

Before the *Blueprint*, no forum existed for regional multidisciplinary discussions on safety. Purpose and procedural guidelines now document the organizational structure and activities of the MCRS and Regional Coalitions. The 10 regional coalitions are charged to:

- Assist with the implementation of the *Blueprint*;
- Conduct regional data analysis to guide highway safety activities;
- Expand regional safety network and partnerships;
- Actively participate in MCRS meetings, campaigns, and promotions;
- Develop a localized safety plan for the region; and
- Facilitate the expenditure of allocated funds.

### Key Accomplishments

- Established collaborative, multidisciplinary, regional partnerships pursuing common safety goals.
- Funded localized safety programs addressing *Blueprint* priorities via 10 annual regional safety plans.

Participation in the coalitions is open to any national, state, regional, or local organization and any individual. The MCRS includes an Executive Committee with representatives from over a dozen agencies and organizations, and is presided over by a chair and vice chair. Nine subcommittees were also established to effectively address the mission of the Coalition on a statewide level, including: Commercial Motor Vehicle, Elder Mobility and Safety, Enforcement, Impaired Driving, Infrastructure, Legislative, Public Information, Strategic Planning and Implementation, and Traffic Records Coordinating.

In each regional coalition, the corresponding Missouri Department of Transportation (MoDOT) district office and Missouri State Highway Patrol troop help facilitate meetings, expand coalition membership, develop and implement regional strategic highway safety plans, and distribute funding. In addition, MoDOT trained a representative from each district to provide data analysis support to each regional coalition.

Two-million dollars of state road funds are offered each year to support regional safety plans activities. Annual grant applications are submitted to MoDOT for enforcement and education programs supporting *Blueprint* priorities. Previously, such programs had been supported exclusively through Federal Section 402 funds with project selection by the MoDOT Highway Safety Office. Regional safety plans developed by local stakeholders can provide more targeted programs. MoDOT also utilizes district safety funds to support regional engineering projects.

The MCRS meets quarterly, including an Executive Committee meeting and discussion with regional coalition contacts before an afternoon meeting with the broader statewide coalition. Every other year the MCRS holds a Blueprint Conference and uses state funds to bring up to 10 representatives from each regional coalition. The conferences combine presentations with participatory working groups. Statewide and regional coalition members played an active role in the 2008 update, *Blueprint to Arrive Alive*, which, among other changes, expanded the original “Essential Eight” to the “Targeted Ten” strategies to improve safety. The *Blueprint* appendices include data for each coalition, which are updated annually. MCRS also sends out a weekly e-mail with updated statewide and regional fatality counts. All of the above activities are designed to keep safety on the forefront and to maintain regular communication and collaboration among safety stakeholders.

### Regional Coalitions



- Northwest
- North Central
- Northeast
- Kansas City
- Central
- St. Louis
- Southwest
- Springfield
- South Central
- Southeast

### Results

Together, the MCRS and Regional Coalitions have embraced the elements of the *Blueprint* and implemented a comprehensive, coordinated, and focused effort to reduce fatalities and disabling injuries on Missouri roads. Missouri’s original fatality reduction goal of 1,000 or fewer fatalities by 2008 was met one year early. Regional Coalitions have expanded their number of partners and regional safety plans include a wider variety of localized safety programs.

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# SHSP Road Shows

## Nevada

### HSIP Noteworthy Practice Series

SHSP Stakeholder Involvement

The Nevada Departments of Transportation and Public Safety published the State's first Strategic Highway Safety Plan (SHSP) in September 2006. In April 2010, the Departments conducted a series of road show meetings across the state in an effort to further engage safety stakeholders and educate them about the SHSP, provide an opportunity for input into the SHSP update, and market the October 2010 SHSP Summit.

Nevada has created a master SHSP e-mail list that includes engineers, law enforcement officers, transportation planners, education specialists, health care providers, injury prevention practitioners, emergency responders, citizen activists, and anyone else concerned about traffic safety. In April 2010, more than 100 people attended the meetings held in four locations. The format for each of the Road Show meetings involved presentations from the two state leaders of the SHSP and a facilitated discussion with participants.

During the meetings, Road Show participants learned about Nevada's new zero fatality goal. They were also given an opportunity to describe existing programs that address the critical emphasis areas of the SHSP. This exercise in enumerating programs was also used as an opportunity to promote the Nevada Big Book of Safety and identify programs not documented in this clearinghouse for Nevada's traffic safety-related projects and programs. The Big Book of Safety is on-line and intended to be a quick-access, searchable list for agencies and the public to use as-needed for research, contact information, and details on Nevada's traffic safety initiatives. The Big Book is a living document and will be updated as feedback is received from participating agencies and stakeholders about program details, additions, removals, or corrections.

### Key Accomplishments

- Engaged over 100 stakeholders representing 4Es of safety and different levels of government.
- Held 4 road show meetings to collect stakeholder input to inform SHSP update process.
- Renewed enthusiasm for the statewide safety efforts.

Road Show participants provided ideas and suggestions for safety programs and activities that could be included in the SHSP update. Finally, participants heard about funding and other resource opportunities.



## Results

Presenters and attendees agreed the meetings were a success and accomplished the objectives – stakeholders learned about the SHSP process, their interest was piqued, and it created opportunities for potential synergies among the various safety groups. It was also a good way to get people energized and interested in the upcoming Traffic Safety Summit. Not one of the meetings ended early and most people wanted to continue to talk. The press attended two meetings, including a local Las Vegas television station.

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# Engaging Native American Tribes in the SHSP

## Washington

### HSIP Noteworthy Practice Series

SHSP Stakeholder Involvement

Washington Traffic Safety Commission (WTSC) and Washington Department of Transportation (WSDOT) have led the development, implementation, and update of Washington's SHSP (*Target Zero*) in collaboration with Washington State Patrol (WSP), the Department of Licensing, and others state and local agencies. More recently, these SHSP leaders have made efforts to garner additional participation from more local agencies, private industry, nonprofit groups, and Native American Tribes.

There are 29 Federally Recognized Tribes located within the borders of Washington State. The fatality rate for Native Americans in the State is 3.3 times higher than for non-Native Americans and data from 1999 through 2008 shows Native American fatalities are high across all types of motor vehicle crashes. Native American reservations in Washington often include a mix of Tribal, state, county, and city roads, which creates jurisdictional complexities with law enforcement, collision reporting, road maintenance, and capital safety projects.

Several steps led to increased attention on these Tribal safety issues in the most recent update of *Target Zero*. Through the annual Centennial Accord (CA), the State of Washington and Tribes have formally committed to working together on a government-to-government basis. Issues addressed by the CA include transportation. During the October 2008 Tribal/State Transportation Conference, Tribal planners and representatives of WSDOT and WTSC discussed traffic safety concerns and partnership opportunities. This led to a larger role for tribes in the update of *Target Zero* than they had in previous editions.

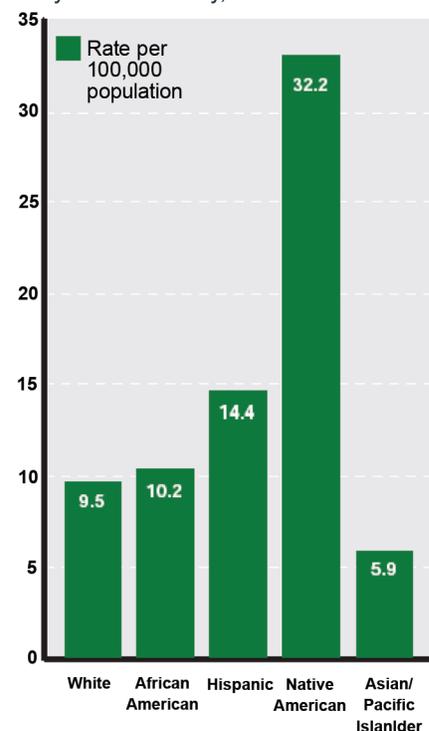
In May 2009, the state held the Tribal Traffic Safety Summit (sponsored by the FHWA Office of Federal Lands Highway), where WSDOT, WTSC, FHWA, Washington State Patrol (WSP), Northwest Tribal Technical Assistance Program (TTAP), Tribal Transportation Planning Organization (TTPO), Bureau of Indian Affairs (BIA), and National Highway Traffic Safety Administration (NHTSA) joined many tribes to discuss reducing traffic fatalities and serious injuries on reservation roads and

### Key Accomplishments

- Held a Tribal Traffic Safety Summit.
- Reinforced relationship between State of Washington and Tribes provides context for addressing critical safety data challenges.
- SHSP *Target Zero* explicitly addresses tribal traffic safety issues.

among Native Americans in the state. During this summit, tribal, state, Federal staff, and partners focused on the 4 Es of traffic safety (engineering, enforcement, education, and emergency response) and made recommendations on how to elevate Native American priorities within the *Target Zero* process, as well as recommendations for immediate next steps at the tribal level for stakeholders to take charge of safety issues.

Washington Traffic Fatality Rate  
By Race/Ethnicity, 1999-2007



Source: Fars, OFM.

Note: Ethnic classification are per the U.S. Census Bureau and are Mutually exclusive.

Leadership involved in the summit carried forward the results from that discussion for consideration during the annual CA on June 23, 2009. Four CA action items resulted, including focusing efforts of WTSC and TTAP to increase tribal involvement in the update and implementation of *Target Zero*. In addition to carrying forward recommendations from the summit, the new *Target Zero* update includes strategies from the national *Strategic Highway Safety Plan for Indian Lands*.

WSDOT circulated draft *Target Zero* strategies to tribal transportation planners in January 2010 for comment. WSDOT and WTSC then released a preliminary version of the plan in April 2010 for formal tribal consultation, before presenting it to the Governor's office in May 2010.

## Results

Actively engaging tribes in discussions and planning has resulted in explicit consideration of Native American traffic safety issues in the update of Washington State's *Target Zero* SHSP. The new plan includes an entire section focused specifically on Native American Tribes. In addition, some recommended strategies from the Tribal Traffic Safety Summit are included under the respective emphasis area sections. WSDOT has also offered to collaborate with tribes on the reauthorization of the Federal surface transportation act.

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Highway Safety Improvement Program  
Data Driven Decisions

# MPO Safety Management Planning

## Cheyenne, Wyoming

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SHSP Stakeholder Involvement

In 2008, the Cheyenne Metropolitan Planning Organization (MPO) completed its first Transportation Safety Management Plan (TSMP), an MPO level plan akin to statewide SHSPs. The MPO has successfully engaged partners in developing and implementing the TSMP through a combination of activities.

As part of plan development, the MPO convened the first safety summit in the region, involving 60 stakeholders from multiple disciplines. The TSMP defined six emphasis areas requiring focus in the region: impaired driving, occupant protection, distracted driving, older drivers, younger drivers, and intersections. The plan also identified strategies in each area.

Following completion of the TSMP, the MPO developed grant applications seeking funding from the Wyoming Highway Safety Office (HSO) for two safety strategies: a summit for law enforcement personnel to increase enforcement of the secondary occupant protection statute, and development of an intersection safety analysis. These efforts maintained engagement of the law enforcement community in preparation for the summit and the engineering community as they completed the safety study. The MPO submitted a second round of grant applications to the HSO for FY 2010. Activities proposed included a briefing of state legislators on safety issues and a Battle of the Belts competition to increase safety belt use among teens.

In the fall of 2009, the MPO convened meetings of all six emphasis area teams, inviting individuals who had participated in the summit as well as new stakeholders. Each team reviewed the strategies in the TSMP, identified new ideas, and discussed implementation of the two planned efforts for FY 2010. The MPO convened a second set of team meetings in the spring of 2010. The teams developed action plans that are updated on an ongoing basis. HSO staff frequently attend events and are represented on most of the emphasis area teams.

The legislative briefing addressed issues from three of the emphasis areas and engaged a number of stakeholders

### Key Accomplishments

- Engaged safety stakeholders in six emphasis areas, a law enforcement summit, a legislative briefing, and other projects.
- Implemented four major safety projects in under two years with help from new stakeholders.

in its planning. Specifically, the briefing addressed a primary safety belt law, alternative transportation to reduce DUI, and a medical advisory board. Organization of the briefing resulted in engaging a new safety stakeholder, the Wyoming Seatbelt Coalition, which helped the group frame the case for a primary safety belt law at the legislative summit. The MPO has been invited to serve as a member of the coalition, ensuring ongoing communication about the issue. A private sector company in favor of a safety belt law was engaged for the legislative briefing to present the economic benefits of increasing safety belt use through passing a primary safety belt law and demonstrate support for such a change. The American Association of Retired Persons (AARP) served as a speaker given their support of the Medical Advisory Board proposal. A public safety officer from the Casper Police Department, which started a successful alternative transportation program, also served as a speaker and became engaged in sharing information with the Cheyenne Police Department on how to start such a program.



A second effort undertaken in the community in May 2010 was Battle of the Belts, a campaign to increase the rates of safety belt use in high schools. Each school held a contest to increase safety belt use and the winning school received a cash prize. Planning this event engaged members of the younger driver and occupant protection teams. The students on the Mayor's Youth Council became highly involved in event planning and promotion of the competition at their schools. The project allowed the MPO to develop a strong relationship with the principals of the three high schools in town. The Wyoming Safety Council became involved by delivering Alive@25 assemblies at the schools to kickoff the program. Community businesses donated prizes that were distributed to students during the week of the event to reward those students wearing safety belts. The Mayor and Police Chief presented the award to the winning school demonstrating their support of these efforts and helping to continue to build a culture of safety in Cheyenne.

Plans for FY 2011 involve developing a year-round alternative transportation program. This effort will involve the Cheyenne Regional Medical Center's Injury Prevention Program and the Cheyenne Police Department, which is in the initial stages of configuring an alternative transportation program in Cheyenne.

Moving forward, the MPO is developing grant applications for safety projects to be conducted in FY 2012 based on ideas developed by the emphasis area teams. Smaller-scale safety efforts are also implemented on an ongoing basis, such as developing a fact sheet for law enforcement on the importance of issuing citations for violations by older drivers instead of warnings to ensure an accurate driving record is captured.

## Results

In Cheyenne, safety stakeholder engagement has been built and sustained through MPO leadership – identifying and funding safety projects and working with partners on project implementation. Based on the needs of each project, new safety stakeholders become engaged in the process. Stakeholder interest is sustained when partners have been involved hands-on in implementing a project and see the results. Safety belt use among high school students increased by 10 to 15 percent at each of the schools with the Battle of the Belts Program. An eight-fold increase in citations for nonuse of safety belts followed the safety belt law enforcement summit.

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