



Leading the Way to a Safer Transportation System

SHSP Leadership Briefing Packet

June 2016

The Focus is Results



U.S. Department of Transportation
Federal Highway Administration

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16. Abstract The purpose of this packet is to provide information to brief leaders on the importance of a state's Strategic Highway Safety Plan (SHSP), its role as part of the Highway Safety Improvement Program (HSIP), and why their involvement in this effort is crucial. Leaders to be briefed include the Secretary or Director from departments of transportation, public health, education; Superintendents or Commissioners of the State Police or Highway Patrol; heads of the Highway Safety Office, Department of Motor Vehicles, Emergency Medical Services; Executive Directors of major metropolitan planning organizations (MPOs); mayors of major cities; and key legislators. The information, which can be used by FHWA Division office personnel, SHSP coordinators, and others, can be used at any time but after passage of major transportation legislation or when there are changes in a state's administration are good opportunities to use the packet either as part of a larger briefing on safety or as a way to gain more support for the SHSP. The packet is flexible and includes opportunities for the user to adapt it to their specific needs. Each piece is designed to stand alone and can be left separately or in combination with some or all of the other pieces. Information in the packet includes a fact sheet that provides an overview of the HSIP and describes the SHSP; an SHSP Leadership Fact Sheet; an SHSP template where specifics on the state's SHSP can be included (a web link is included to make it easier to obtain this information); an HSIP template where specifics can be included on such things as how much the state receives in safety funding (this information is available in the state's annual HSIP report); and talking points for the discussion with state leaders.			
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Instructions

Leaders are critical to the success of any traffic safety effort, but nowhere can that leadership have such an immediate and lasting impact than through the Strategic Highway Safety Plan (SHSP). We need your help to make sure leaders understand what a profound effect their involvement can have on the hundreds of safety stakeholders who, through the SHSP, are working hard to reduce traffic-related deaths and serious injuries.

This briefing packet can be used to brief leaders on the importance of the SHSP and its role as part of the Highway Safety Improvement Program (HSIP). Passage of major transportation legislation or changes in the state's administration are good opportunities to use this packet either as part of a larger briefing on safety or as a way to gain more support for the SHSP. Some leaders to brief include:

- Secretary or Director from the departments of transportation, public health, education;
- Superintendent or Commissioner of the State Police;
- Heads of the Highway Safety Office, Department of Motor Vehicles, Emergency Medical Services;
- Executive Directors of major metropolitan planning organizations (MPO);
- Mayors of major cities; and
- Key legislators.

The packet is flexible and includes opportunities for the user to adapt it to their specific needs. Each piece is designed to stand alone and can be left separately or in combination with some or all of the other pieces. There are also templates to provide state-specific HSIP and SHSP information.

This packet includes:

- A double-sided fact sheet that provides an overview of the HSIP and describes the SHSP;
- An SHSP Leadership Fact Sheet;
- An SHSP template where you can include specifics on the state's SHSP (a web link is included to make it easier to obtain this information);
- An HSIP template where specifics can be included on such things as how much the state receives in safety funding (this information is available in the state's annual HSIP report); and
- Talking points – this is a summary of information in the packet and is provided to help the user discuss the leadership issue.

If you have suggestions for this packet or need more information,
please contact Jennifer Warren at the Office of Safety

jennifer.warren@dot.gov



"Safety is our number one priority and is the one area where everybody can say they saved a life today. Involvement in the SHSP is the opportunity to make a difference. When a leader gets involved it lets their staff, residents, and others know it is something important and worthy of their time and attention."

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helt2/iStock/Thinkstock

Vince Mammano, Division Administrator,
Federal Highway Administration,
California Division

Leading the Way to a Safer Transportation System

Few government services touch the lives of nearly every person as critically as the surface transportation system. Whether it is trips to the grocery store, a walk with the dog, the drive to work, or the move of goods and services, transportation is an integral part of daily life.

This briefing focuses on safety's place within the roadway transportation system, the critical role of the Highway Safety Improvement Program (HSIP) and Strategic Highway Safety Plans (SHSP), and what leaders can do to champion safety through the state's SHSP.

Leaders are critical to the success of any traffic safety effort, but nowhere can that leadership have such an immediate and lasting impact than through the SHSP. SHSPs have transformed how states identify roadway safety needs and make investment decisions by using a data-driven, collaborative approach to achieve safety gains.

Safety Matters



Safety is an integral part of everything a state department of transportation (DOT) does.

However, HSIP provides an opportunity to explicitly target safety issues and achieve significant reductions in traffic fatalities and serious injuries on all public roads. Congress has designated the HSIP a core Federal-aid program, signifying its importance.

Leadership is particularly important in traffic safety because it is a complex field that requires direction and clarity, and innovations are constant which necessitates someone with vision. Leaders also create a statewide safety culture that turns roadway safety priorities and strategies into reality.

But has transportation safety improved? Fortunately, much progress has been made. Over the past 10 years, there has been a reduction of nearly 25 percent in the number of fatalities on the Nation's roadways.¹ **Still, much needs to be done to move our nation towards zero deaths and state SHSPs are charting the course.**

Image courtesy of Monticello/iStock/Thinkstock



Traffic safety also contributes to overarching state goals. In Washington State it is linked to the Governor's global goal of healthy people. "Keeping people safe on the roadways is a critical component of overall health and well-being and is centric to our work."

Chris Madill, Deputy Director
Washington State Transportation
Safety Commission (WTSC)

¹ NHTSA (2014). 2013 Motor Vehicle Crashes: An Overview, DOT HS 812 101, National Highway Traffic Safety Administration, Washington, D.C., December 2014.

SHSPs Have Transformed Roadway Safety

Through collaboration, SHSPs have transformed how states identify roadway safety needs and make investment decisions. The SHSP:

- Is a statewide-coordinated safety plan developed in consultation with a broad range of safety stakeholders and addresses the 4 Es of safety (engineering, enforcement, education, and emergency medical services).
- Uses data to identify a state's key safety needs and guides investments toward strategies with the greatest potential to save lives and prevent injuries.
- Is approved by the Governor or designee and updated at least every five years, which ensures the plan is relevant to current safety challenges.

Preventing crashes and reducing fatalities and serious injuries requires the skills and knowledge of many disciplines. The success of the SHSP is about how well these groups work together to improve safety. As a leader, you can bring these various disciplines and partners together under the SHSP banner.

Leadership Makes a Difference

The diversity of the safety field, the importance of coordination among disciplines, and the need to advance safety among a host of competing public sector priorities all contribute to the need for strong safety leadership.

Active involvement and support of your state's SHSP is a critical step towards positively impacting safety in your state. To start, you can communicate the state's SHSP vision, goals, and objectives and support a collaborative framework that enables safety stakeholders to actively participate in the development and implementation of SHSP programs and activities.

"The State Strategic Highway Safety Plan continues to strengthen and improve collaboration and communication with safety stakeholder agencies. Participating engineers, law enforcement officers, EMS, and prevention professionals now view each other as critical partners in keeping citizens safe. Improving traffic safety is a cooperative effort and the SHSP is a key reason why Louisiana continues to make progress on reducing traffic-related fatalities and serious injuries."

Shawn Wilson, Ph.D., Secretary,
Louisiana Department of Transportation
and Development

"I became involved in the SHSP because I trusted the people who asked me. The SHSP is all about building relationships so I knew it was something worthwhile."

Tom Gianni, Chief,
Maryland Highway Safety Office

Image courtesy of
Comstock Images

For more information on what safety leaders can do to champion the SHSP, visit
http://safety.fhwa.dot.gov/hsip/resources/fhwas1102/flyr2_ld.pdf

For more information on SHSPs, go to
https://rspcb.safety.fhwa.dot.gov/shsp_cop.aspx
<http://safety.fhwa.dot.gov/hsip/shsp/>

For more information on HSIP, go to
<http://safety.fhwa.dot.gov/hsip/>

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Strategic Highway Safety Plan

Leadership that Saves Lives



Strategic Highway Safety Plans (SHSP) are a true success story. Since these plans were first required by legislation in 2005, traffic fatalities have dramatically declined. In fact, over the past 10 years there has been a reduction of nearly 25 percent in the number of fatalities on our nation's roadways.¹ One of the key reasons SHSPs succeed is effective leadership. Strong leaders have drawn attention to the complex safety problems that afflict our nation's roadways. Leaders also are instrumental in establishing a statewide safety culture and turning the priorities and strategies in SHSPs into reality.

What Can Safety Leaders Do?

Know and Promote Your Safety Priorities

Emphasis areas in the SHSP represent the most critical safety concerns within a state and are matched with strategies and action steps for eliminating roadway fatalities and serious injuries. This is an excellent starting point to focus leadership support. For instance, if work zone safety is an emphasis area, then a leader could champion a Work Zone Safety Week every year to bring awareness to the issue. Being visible, knowledgeable, and enthusiastic about safety issues identified in the SHSP generates and sustains continued motivation among all safety partners.

Get Your Partners Involved

Leaders should ensure there is an organization, agency, or individual who is responsible for implementing the strategies and actions in the SHSP. Keep in mind it is just as important to have the "right" person on-board as the right organization. Take time to explore who will truly be a champion and get the job done. Leaders also should make sure action plans include timelines, potential options for funding and resources, and any formal agreements that are necessary to reinforce safety stakeholders' commitment to saving lives. If one of the partners is reluctant to jump on-board, it may be necessary to meet one-on-one to explain the critical role each agency or organization plays in safety.

Keep Your Partners Energized

It is not always easy to get people involved, but it can be even harder to keep people involved and energized. It helps to maintain regular communication with partners through various communication channels (such as newsletters, web sites, meetings, emails, etc.). Take the opportunity to share the results of SHSP efforts and celebrate successes. Do not underestimate how a leader's position, personality, and prestige motivate others to join – and stay on – the journey.

"Maintaining a safe and efficient transportation system is the goal for every State department of transportation, but we realize we cannot effectively achieve that goal on our own. That is why involvement in the SHSP is so valuable. It gives transportation agencies an opportunity to actively work with and involve safety partners from throughout the State to achieve meaningful reductions in traffic-related fatalities and serious injuries."

*Malcolm Dougherty, Director
California Department of
Transportation (Caltrans)*

¹ NHTSA (2014). 2013 Motor Vehicle Crashes: An Overview, DOT HS 812 101, National Highway Traffic Safety Administration, Washington, D.C., December 2014.

Organize for Success

Become a champion for the statewide safety goal by spreading the message throughout the state. For example, at the completion of an SHSP update process, leaders can hold a press conference to announce the safety goal and continue to communicate safety issues at other speaking engagements. In addition, leaders should encourage agencies and partners to incorporate elements of the SHSP into other planning documents, which ensures funding is available for implementation. As appropriate, the emphasis areas and strategies in the state's SHSP should be incorporated in the state's Highway Safety Improvement Program (HSIP), Highway Safety Plan (HSP), and the Commercial Vehicle Safety Plan (CVSP), as well as long-term planning documents such as the Statewide Transportation Improvement Program (STIP), the Long-Range Transportation Plan.

Maximize Resources

A leader should help identify all revenue, personnel, and technical resources available for statewide safety initiatives, and influence allocation to optimize safety benefits. By working with other safety partners, a leader is able to combine resources and technical knowledge to advance safety. There are opportunities to use state, HSIP, and other safety funds, i.e., NHTSA highway safety grants, which also can serve as incentives to attract and maintain partnerships.

Eliminate Roadblocks

Leaders are in a unique position to remove barriers and overcome institutional boundaries within and between agencies and organizations. Many states have created an SHSP Executive Committee comprised of leaders from SHSP partner agencies and organizations. Arranging for these leaders to meet – usually once or twice a year – creates buy-in and support at all levels, breaks down barriers, supports SHSP implementation, and can result in new and innovative ideas and approaches.

Leading a safety effort is a difficult task, but there are resources available to help every step of the way. The Federal Highway Administration (FHWA) is located in every state plus the District of Columbia and Puerto Rico. Please contact them to learn how they can help.



FHWA Office of Safety
202-366-2288
hsip@dot.gov
<http://safety.fhwa.dot.gov>

FHWA Division Offices
<http://www.fhwa.dot.gov/field.html>

You also can visit the SHSP Community of Practice
for SHSP information and resources

http://rspcb.safety.fhwa.dot.gov/shsp_cop.aspx

Pub #: FHWA-SA-15-049 SHSP



Leadership In Action

- In Arizona, the SHSP established an executive-level partnership between seven agencies at the Director level. This Executive Committee (EC) meets regularly and provides consistent and visible support throughout the SHSP process.
- Vermont has created the Vermont Highway Safety Alliance (VHSA), which collaboratively promotes SHSP strategies to reduce crashes on Vermont's public highways through the development and support of partnerships and coalitions.
- California's SHSP Executive Leadership has identified several key policy initiatives, including promoting traffic safety culture, and increasing involvement of regional, local, and Tribal agencies.
- In Michigan, leaders from the member agencies of the Governor's Traffic Safety Advisory Commission (GTSAC) also are represented on HSP emphasis area action teams.

Strategic Highway Safety Plan (SHSP)

State-Specific Information

TIP: Use the State Profile Map on FHWA's Communities of Practice SHSP web site (https://rspcb.safety.fhwa.dot.gov/shsp_cop.aspx) to get a summary of your state's SHSP and fill in the template.

Following is a template for you to include summary information on your SHSP. You must fill out the document first before giving it to your State DOT or other SHSP safety stakeholders. The tip box gives you information on where to find the state's SHSP and contact person. Once you finish filling in the document, just click on the Safe Roads for a Safer Future logo and the instructional information will be removed from the document. When giving this information to your state, you may also want to include a copy of your most recent SHSP, any press releases, charters, etc. Use this information to inform DOT leadership and others on how the SHSP improves safety in your state.

DATE PLAN PUBLISHED AND EFFECTIVE	
TIME PERIOD COVERED	
VERSION	
LEAD AGENCY	
CONTACT PERSON	
VISION	
MISSION	
GOAL	
EMPHASIS AREAS	

For more information visit the state SHSP web site at

or FHWA Communities of Practice SHSP web site at

https://rspcb.safety.fhwa.dot.gov/shsp_cop.aspx

<http://safety.fhwa.dot.gov/hsip/shsp>

For more information about your State's SHSP, contact

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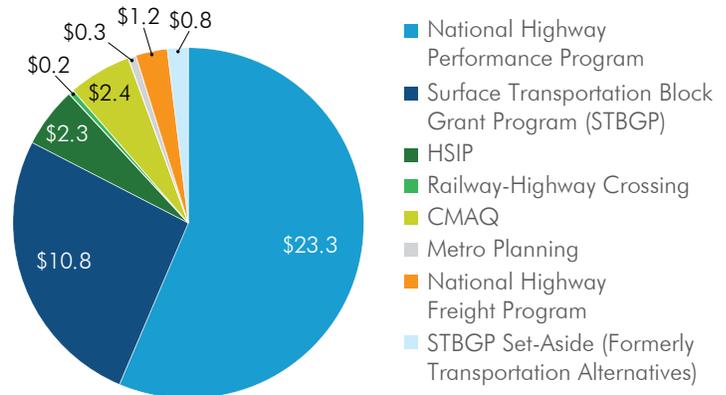
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Highway Safety Improvement Program (HSIP)

State-Specific Information

TIP: Refer to your state's HSIP Annual Report to fill in the template. Also, use FHWA's data dashboard for additional state-specific safety data, charts, and more: <https://rspcb.safety.fhwa.dot.gov/SafetyCOP.aspx>.

\$41.5 Billion/Year in Formula Funding
From 2016 to 2020



Following is a template for you to include summary information on your HSIP. You must fill out this page first before giving it to your State DOT or other SHSP safety stakeholders. The tip box gives you information on where to find the state's HSIP report contact person along with data and other information. Once you finish filling in the document, just click on the Safe Roads for a Safer Future logo and the instructional information will be removed from the document. When giving this information to your state, you may also want to include a copy of your most recent HSIP annual report. Use this information to inform DOT leadership and others on how the SHSP improves safety in your state.

State HSIP Funds: HSIP Apportionment _____ State Obligation Rate _____

Overview of Highway Safety Trends (General highway safety trends in the state for the past five years)

PERFORMANCE MEASURE	BASELINE (YEAR)	CURRENT (YEAR)
NUMBER OF FATALITIES		
FATALITY RATE		
NUMBER OF SERIOUS INJURIES		
SERIOUS INJURY RATE		
HSIP/SAFETY SUCCESS STORIES FOR STATE		

For more information visit the state HSIP report at

or FHWA Office of Safety HSIP web site at

<http://safety.fhwa.dot.gov/hsip>

For more information about your State's HSIP, contact

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Briefing Talking Points

Safety is an integral part of everything a state department of transportation (DOT) does, but the HSIP provides an opportunity to explicitly target safety issues and achieve significant reductions in traffic fatalities and serious injuries on all public roads.

Leaders can make such a positive difference for safety and the proof is evident in the states where leaders are active participants in the state's SHSP.

SHSPs are a central requirement of HSIP and have transformed how states identify roadway safety needs and make investment decisions. These plans:

- Provide a comprehensive framework for reducing highway fatalities and serious injuries on all public roads.
- Use crash and other safety data analyses to identify a state's key safety needs and guide investments toward strategies with the greatest potential to save lives and prevent injuries.
- Are developed in consultation with a broad range of safety stakeholders.
- Address the 4 Es (engineering, enforcement, education, and emergency medical services) of safety through a multidisciplinary approach.
- Consider other state highway safety plans and processes.

Leadership can get involved with the SHSP by:

- Communicating the state's SHSP vision, goals, and objectives.
- Bringing key stakeholders together under the SHSP banner.
- Supporting a collaborative framework that enables safety stakeholders to actively participate in the development and implementation of SHSP programs and activities.
- Eliminating barriers and overcoming institutional boundaries within and between agencies.
- Maximizing revenue, personnel, and technical resources available for SHSP and safety initiatives.

Active involvement in the SHSP is also beneficial because it:

- Reinforces that safety is a critical component of overall health and well-being.
- Offers opportunities for visibility with an issue everyone understands.
- Provides an opportunity for leaders to communicate the importance of adopting safe driving behaviors and everyone's role in reducing injuries and fatalities.



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Office of Safety
1200 New Jersey Avenue, SE
Washington, D.C. 20590

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