



Key Leadership, Collaboration, and Communication Strategies:

- Assign leaders who are credible, accountable, and have excellent interpersonal and organizational skills.
- Meet with new leaders to brief them on their role in supporting the SHSP and to persuade them to get involved.
- Establish multidisciplinary collaborative efforts involving the 4E's of safety.
- Clearly and broadly communicate the SHSP vision, mission, and goals to all partners and stakeholders.
- Use peer exchanges to learn from the experiences of other States.
- Incorporate safety collaboration performance objectives into the position descriptions of those involved in SHSP implementation.
- Establish a regime where the chairperson for the regularly scheduled high-level safety meetings rotates among the various stakeholder groups.



Key Data Collection, Analysis, and Sharing Strategies:

- Conduct initial research into a range of available data sources.
- Collect relevant data necessary to define safety needs and support decision-making processes.
- Prepare a traffic records improvement strategic plan and data collection task forces or committees.
- Provide training in the collection, analysis, and use of safety data.
- Use data to select and implement appropriate systemic improvements to the transportation network and identify projects to improve safety at high-crash locations.
- Use data to monitor and evaluate the outcomes and results of safety projects and programs.
- Use data to justify the need for resources to support implementation of safety projects and programs.
- Establish data sharing protocols to ensure all stakeholders are working from the same data sets and have access to the data they need.
- Allow State and local agency partners to query safety data directly.



Key Emphasis Area Action Plan Strategies:

- Develop detailed action plans for each strategy in your SHSP.
- Identify a facilitator to assist emphasis area teams in achieving consensus on action plan elements.
- Identify performance measures as a basis for monitoring and evaluation and assign responsibilities to support accountability.
- Assign responsibilities to support accountability.
- Review and amend action plans as you proceed with implementation.
- Provide emphasis area team members with a copy of the IPM.



Key Integration Strategies – LRTP and S/TIP

- Meet with planning officials at the DOT and MPO levels to discuss how to incorporate safety considerations into project selection and prioritization activities.
- Participate in DOT and MPO visioning exercises to ensure safety is explicitly addressed.
- Develop prototype vision statements that include safety language for presentation at DOT and MPO visioning exercises, MPO board meetings, public involvement meetings, and other forums to raise awareness.
- Encourage the adoption of SHSP goals, objectives, and performance measures.
- Provide the results of research and analysis conducted during the SHSP development process to identify strategies and projects for inclusion in LRTPs and S/TIPs.
- Offer to serve on committees and teams that prepare and influence transportation plans.
- Support MPO transportation safety planning forums to review crash data, introduce the SHSP, and discuss how safety can be integrated into their planning documents.
- Attend statewide and local MPO board meetings to encourage a focus on safety.
- Encourage MPOs to establish safety committees, adopt safety resolutions in support of the SHSP, and develop regional safety action plans reflecting appropriate elements from the SHSP.
- Encourage and participate in the establishment of project prioritization weighting or ranking schemes that explicitly address safety considerations.
- Encourage MPOs to use the SHSP emphasis areas as a source for programs in their annual Unified Planning Work Programs.
- Ask the DOT and MPOs to require explicit documentation showing how S/TIP projects utilizing HSIP funds are directly linked to the SHSP.
- Use peer exchanges to learn from the experiences of other States.



Key Integration Strategies – HSIP

- Program HSIP funding to implement strategies aligned with the SHSP emphasis areas.
- Familiarize the SHSP team with the HSIP Manual.
- Participate in FHWA’s HSIP Assessment Toolbox.
- Identify the infrastructure-related emphasis areas in the SHSP.
- Develop policies and procedures to ensure the SHSP is considered during project prioritization.
- Encourage a systems approach for implementing proven effective countermeasures.
- Engage safety stakeholders and other partners to ensure more comprehensive and effective multidisciplinary solutions.
- Train local governments, MPOs, and consultants in safety analysis techniques and countermeasure selection.
- Use the SHSP process to review and evaluate the safety impacts of projects proposed by DOT Districts.
- Reserve funds specifically for projects that align with the SHSP.
- Mainstream safety features (i.e., rumble strips, etc.) into the scope of general construction projects to conserve scarce safety funds.
- Provide technical assistance and traffic engineering expertise to locals.



Key Integration Strategies - HSP

- Ensure personnel working on SHSP and related programs and projects are familiar with HSP performance measures.
- Conduct data analysis to focus on the greatest problem areas consistent with the SHSP emphasis area identification process.
- Focus the grant development and selection process on priority problem areas consistent with SHSP emphasis areas and strategies, e.g., revise grant solicitation announcements to include SHSP priorities.
- Bring multiple agencies together during the programming process to improve project selection and ensure consistency with SHSP priorities and strategies.
- Provide grant funds to local coalitions, nonprofits, and advocacy organizations to address issues specific to their jurisdictions and areas of expertise.
- Use peer exchanges to learn from the experiences of other States.



Key Integration Strategies – CVSP

- Ensure personnel working on SHSP and related programs and projects are familiar with MCSAP requirements.
- Identify SHSP emphasis areas and/or strategies related to CMVs and include them as State-specific objectives within the CVSP.
- Use data for problem identification consistent with the SHSP.
- Incorporate SHSP education and enforcement strategies into the CVSP (i.e., safety belts, aggressive driving, work zones, etc.).
- Encourage State trucking associations and commissions to collaborate with a broad range of safety stakeholders.
- Collaborate with law enforcement, motor vehicle administrators, and engineers to develop joint training and campaign programs.
- Develop an Award for Excellence in Commercial Vehicle Safety, in collaboration with the State Association of Chiefs of Police to acknowledge local law enforcement agencies.
- Integrate safety and SHSP elements into the State and local freight planning processes.
- Reach out to local stakeholders by training, certifying, and collaborating with them on CMV inspection programs.



Key Marketing Strategies

- Develop a Statewide strategic marketing plan.
- Address overall transportation safety rather than just the SHSP document.
- Brand the effort with a unique identity.
- Gain support from new safety stakeholders.
- Use newsletters and safety summits to keep stakeholders interested and active.
- Educate the public and elected officials about the SHSP and safety issues.
- Provide opportunities to highlight different aspects of the SHSP through news media.
- Coordinate media and communications messaging among all SHSP partners.
- Prepare materials to distribute through public relations channels and earned media.



Key Monitoring, Evaluation, and Feedback Strategies

- Establish a timeline for reviewing and updating the SHSP, identifying key data inputs, reporting cycles, and other schedules (e.g., STIP) with which the review should be coordinated.
- Monitor the implementation effort and issue periodic, standardized progress reports for each emphasis area.
- Use a tracking tool, at least a spreadsheet, to organize and manage the monitoring process and to formalize reporting and sharing of information.
- Use data-driven evaluation techniques and collect baseline data prior to implementation; consult standard data collection and analysis references as necessary to ensure credible results.
- Define performance objectives that determine what constitutes “success” prior to countermeasure selection and implementation.
- Select suitable performance measures that are clearly related to performance objectives to make sure the appropriate data are collected pre-and post-implementation.
- Make sure the SHSP implementation team is familiar with safety-related performance measuring tools.
- Use the results of monitoring and evaluation to identify opportunities to update or revise the SHSP.