More voices calling for change

Effective collaboration in transportation safety

Connecticut SHSP NEWSletter

EMPHASIS AREA PARTNERSHIPS

Partnerships outside the DOT
CTDOT and other agencies are collaborating with new voices in the community to advocate safety.

SAFETY PARTNERSHIPS

Local employer promotes traffic safety
Help with marketing, research, education – stakeholders bring new resources to the job of saving local lives.

#partnerpower

https://www.t2center.uconn.edu/shsp.php
The Power of Partnership

Transportation agencies bring a wealth of skill and knowledge to building and maintaining a safe and efficient system. Along with agency expertise, professionals in other fields can often provide resources that support and contribute to reaching crash reduction goals. Since each life saved and injury prevented impacts the health and well-being of the entire community, non-transportation institutions and experts are often willing to lend a hand.

The upside of pursuing these new relationships is considerable. For example, partnering with just a few new organizations can effectively communicate to the public that more and more voices are calling for change. Delivering important information in today’s avalanche of input is made easier when those voices are local and authentic, and sometimes unexpected.

Transportation safety partnerships generally involve collaboration in four areas:

**EXPERTISE**

Law enforcement, public health, and medical providers may have data, skills, and people to address particular challenges or increase the impact of activities.

**RESEARCH**

Academic institutions, not-for-profit organizations, and some private sector firms may already be engaged in solving relevant problems; can be invited to engage; are often adept at developing new technologies; or may bring fresh insights.

**COMMUNICATIONS AND OUTREACH**

Partnering on a safety initiative helps bring down the high cost of outreach with extra hands, additional media buys, and new resources to help get the word out. Communication partnerships can also provide credible sources to deliver the message, large networks for public education, and familiar voices to localize the dialogue. Marketing professionals within an organization may have demographic data or market research to share. Typical partners include local employers, utility companies, retailers, military bases, colleges or universities, even arts or sports and recreation organizations.

**SHARED GOALS AND OBJECTIVES**

Proactive education across many types of audiences can be greatly enhanced by combining forces with groups that have common concerns. School districts may be able to customize educational content for the health and safety of students of various age groups. Hospitals and trauma centers, which experience the results of traffic crashes first hand, generally welcome the opportunity to apply solutions to prevent future tragedies. Occupational safety personnel at a major manufacturing plant or another state or local agency may welcome the chance to help and be helped in promoting health and well-being among colleagues.

Examples of strong partnerships and ever-increasing audience relationships can be found in the arts and sporting worlds. Sponsorship funding has strengthened the quality of productions and programs, the size of audiences, and the loyalty of participants. A company sponsoring an event, advertisement, or producing something as small as a coffee cup wrapper or windshield decal then benefits from association with the organization’s admirable goals. In fact, among the common benefits of good partnerships are legacy relationships that enhance future efforts and expand both the agency and community vision of what might be possible by working together.
Bicycle/Pedestrian

- Funded by the Federal Highway Administration (FHWA), the Pedestrian and Bicycle Information Center (PBIC) is an advocate for pedestrian and bicycle safety in communities. The PBIC offers assistance through resources, outreach, training and technical assistance, and events. ([http://www.pedbikeinfo.org/community/Organize_coalitions.cfm](http://www.pedbikeinfo.org/community/Organize_coalitions.cfm))

- **Walk It Bike It Connecticut**, a CTDOT program funded by the FHWA, promotes safety for students bicycling and walking to schools. ([http://walkitbikeitct.org](http://walkitbikeitct.org))

- **Transportation Alternatives Data Exchange (TrADE)** provides publications, projects, and data transportation alternatives to expand travel choices for citizens and helps stakeholders at federal, state, and local levels to understand and implement programs. ([http://trade.railstotrails.org/index](http://trade.railstotrails.org/index))

- **Bike Walk Connecticut** is a state advocacy group providing education, resources, and events. The organization has supported important legislation, provided workshops, started campaigns, and provided resources to stakeholders and practitioners. ([http://www.bikewalkct.org](http://www.bikewalkct.org/))

Impaired Driving/Riding

- **Uber** and **Mothers Against Drunk Driving (MADD)** have a nationwide partnership encouraging Millennials to pledge not to drive if plans include drinking. Uber, MADD, Fairfield state legislators, and the Fairfield Police Department held an event on December 30, 2016, to promote the use of Uber for the upcoming New Year’s celebration. Uber riders that used a promotional code received $25 off of their first ride, and Uber donated $5 from each ride to MADD Connecticut. ([http://www.madd.org/drunk-driving/pledge-to-drive-drug-and-alcohol-free.html](http://www.madd.org/drunk-driving/pledge-to-drive-drug-and-alcohol-free.html))

- **Budweiser** partners with Lyft, AAA, and the **National Safe Boating Council** to keep drunk drivers, as well as boaters, water skiers, and other water recreation enthusiasts from operating cars and boats. ([http://www.anheuser-busch.com/betterworld/alcohol-responsibility/drunk-driving-prevention.html](http://www.anheuser-busch.com/betterworld/alcohol-responsibility/drunk-driving-prevention.html))

Motorcycle

- **The Motorcycle Safety Foundation (MSF)** is a national non-profit organization with partners including BMW, BRP, Harley-Davidson, Honda, Kawasaki, KTM, Piaggio, Polaris Motorcycles, Suzuki, Triumph, and Yamaha. MSF advocates for motorcycle safety through training and certifications. ([http://www.msf-usa.org](http://www.msf-usa.org/))

- In 2016, the **Connecticut Transportation Safety Research Center (CTSRC)** conducted a research survey to improve the training for motorcycle riders and increase motorcycle safety around the State of Connecticut. The CTSRC contacted every Connecticut resident who participated in the CT Rider Education program and requested they participate in an online survey that focused on motorcycle safety education and how to improve safety for CT residents. The CTSRC is currently reviewing and analyzing the responses collected.
SAFETY PARTNERSHIPS

Creative Partnerships Boost Cash and Crash Insight

- During an Automated Speed Enforcement (ASE) demonstration project in Arizona, NHTSA partnered with a major regional employer, Raytheon, to expand marketing and outreach. Raytheon sponsored local traffic reports via radio and TV, carrying the ASE safety message. By tying their name to the message, Raytheon gained positive visibility and associated their brand with the message’s excellence and high standards. The additional marketing boosted visibility while the introduction of a new voice in the conversation helped build credibility for an important safety initiative that had received significant local pushback.

- The CTSRC recently hired an epidemiologist to work with the Highway Safety Office on research related to injury prevention, analysis of risk-taking behavior, and implementing effective countermeasures to advance public safety. The CTSRC also has a behavior analyst on staff who conducts research on motor vehicle crashes to determine the driver behavior and psychology that influences them. (http://ctsrc.uconn.edu/)

- CTDOT awarded the CTSRC a grant to assist law enforcement with collision investigations by purchasing two complete sets of Bosch Event Data Recorder (EDR) tools and facilitating the training of 60 officers as Certified Crash Data Retrieval (CDR) Technicians. This will allow CTDOT to collect more complete and comprehensive crash data, allow widespread implementation and access to EDR data, and provide a comprehensive snapshot of vehicle activity throughout the entire crash experience.

- The CTDOT are linking CTDOT’s crash dataset with Yale/New Haven Hospital (YNHH)’s injury datasets to derive more precise injury outcome data. This project will explore a data integration solution that provides more accurate injury severity information for persons involved in crashes. Steps include acquiring disparate datasets (e.g. CT Crash Repository and YNHH Trauma Registry), performing linking functions, managing the resulting dataset, and conducting in-depth analysis on the linked data. (http://www.atsip.org/newsletter/news_2-17-17.pdf)

- The CTDOT and the UCONN are starting a Regional Crash Reconstruction Unit (RCRU) committee. The RCRU committee will meet on a quarterly basis to discuss equipment, trends, and investigative techniques for serious and fatal collisions. The formation of this committee will enhance both agencies’ understanding of fatal collisions and ability to complete the investigation documentation required by the National Highway Transportation Safety Administration (NHTSA). Any officer or agency interested in participating in this program is asked to contact Chuck Grasso (charles.grasso_iii@uconn.edu) or Kevin Slater (kevin.slater@uconn.edu).

DIRECT COMMENTS AND CONTRIBUTIONS TO:

Joseph Ouellette  
State Safety Engineer CTDOT  
Email: Joseph.Ouellette@ct.gov  
Phone: (860) 594-2721