

# North Dakota Strategic Highway Safety Plan Planning, Implementation and Evaluation Structure and Processes

January 2016

## AUTHORITY AND BUDGET

The Strategic Highway Safety Plan (SHSP) is a federal requirement codified under 23 U.S.C. § 148 with implementing rules under 23 C.F.R. Part 924. An SHSP is a statewide, data-driven, comprehensive, multidisciplinary safety plan integrating the 4Es of safety – education, enforcement, engineering and emergency medical services.

The SHSP establishes statewide performance measures, goals, objectives, and emphasis areas and describes a program of strategies that use design, technology, behavioral and policy approaches **to significantly reduce motor vehicle fatalities and serious injuries on all public roads**. It is the comprehensive plan from which other transportation safety plans must coordinate.

The North Dakota SHSP is coordinated by the North Dakota Department of Transportation (NDDOT) but is stakeholder-driven.

The NDDOT's Safety Division has budget authority for SHSP activities and is responsible for program management to assure: (1) the SHSP is operated in compliance with state and federal rules and regulations, and (2) stakeholder involvement in the ongoing development, implementation, and evaluation of the plan.

Funding for the North Dakota SHSP is provided through two funding sources:

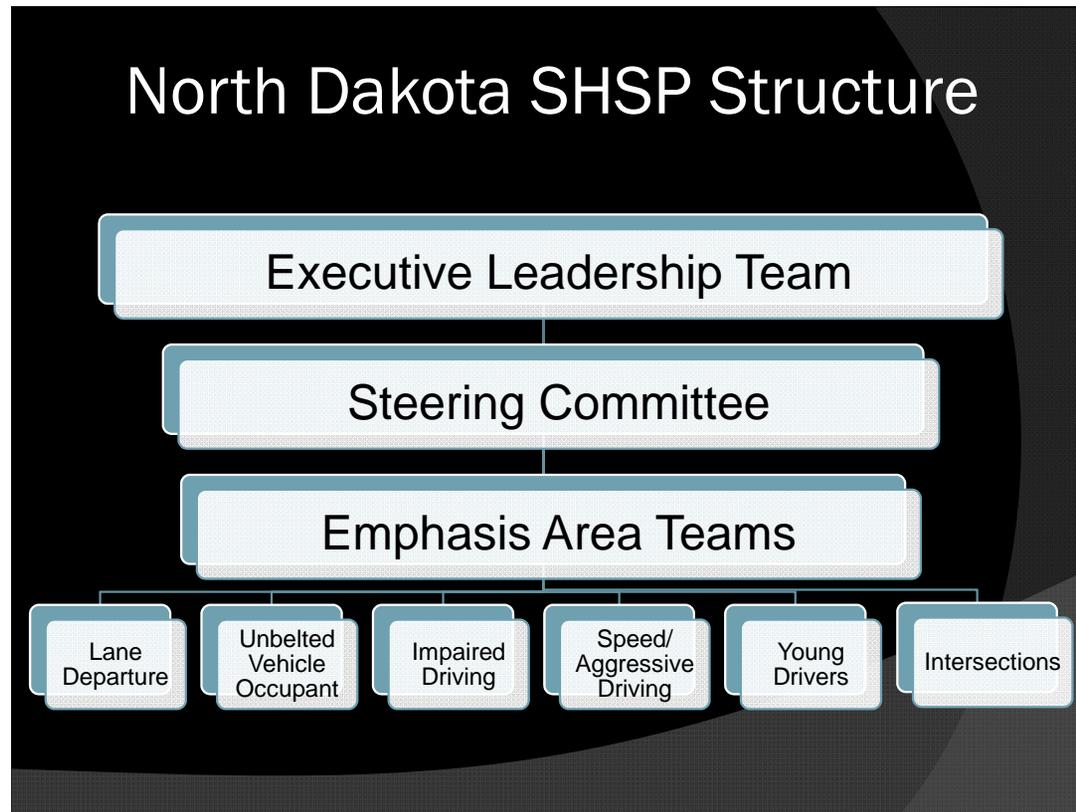
- (1) National Highway Traffic Safety Administration (NHTSA) funds through the NDDOT Safety Division's Highway Safety Plan (HSP), and
- (2) Federal Highway Administration (FHWA) funds through the Programming Division's Highway Safety Improvement Plan (HSIP).

## LEADERSHIP AND ACCOUNTABILITY

The success of the North Dakota Strategic Highway Safety Plan (SHSP) relies on:

- (1) An active and committed SHSP Executive Leadership Team and SHSP Steering Committee, and
- (2) Stakeholder involvement with active representation and accountability from 4E (education, enforcement, engineering, and emergency medical services) partners.

The North Dakota SHSP is administered through the following structure.



### ***SHSP Executive Leadership Team***

The North Dakota SHSP Executive Leadership Team provides high-level leadership and guidance to the SHSP through the SHSP Steering Committee.

- Director, North Dakota Department of Transportation
- Governor's Representative, North Dakota Department of Transportation
- Colonel, North Dakota Highway Patrol
- State Health Officer, North Dakota Department of Health
- Executive Director, North Dakota Association of Counties
- Executive Director, North Dakota League of Cities
- Chief Justice, North Dakota Supreme Court
- Executive Director, North Dakota Indian Affairs Commission
- Attorney General, North Dakota Office of Attorney General

The Executive Leadership Team is responsible to:

- Meet annually to review progress toward the shared SHSP goals and share information on agency-specific safety initiatives.
- Appoint staff member(s) to the SHSP Steering Committee and dedicate staff expertise to shared SHSP goals.
- Provide information and guidance to the Steering Committee on transportation safety-related issues as needed.
- Consider the SHSP when developing or updating individual agency plans and budgets.

### ***SHSP Steering Committee***

The North Dakota SHSP Steering Committee provides strategic management, direction, and oversight to develop, revise, and implement the SHSP consistent with state goals and processes and federal rules and regulations.

The Steering Committee also provides oversight and assures stakeholder accountability with all SHSP functions.

The North Dakota SHSP Steering Committee is comprised of the following organizations with safety leadership roles in the state.

- AAA of North Dakota
- Altru Health System – Safe Kids Program
- Federal Highway Administration (FHWA) – North Dakota Division Office
- Federal Motor Carrier Safety Administration, North Dakota Division Office
- National Highway Traffic Safety Administration (NHTSA) – Region 8 Office
- North Dakota Association of Counties
- North Dakota Department of Health - Injury Prevention Program and Division of Emergency Medical Services and Trauma
- North Dakota Department of Human Services – Division of Mental Health and Substance Abuse Services Division and Aging Services Division
- North Dakota Department of Transportation – Design, Driver License, Planning/Asset Management, Programming, and Safety divisions
- North Dakota EMS Association
- North Dakota Highway Patrol
- North Dakota Indian Affairs Commission
- North Dakota Motor Carrier Association
- North Dakota Safety Council
- North Dakota State University – Master in Public Health Program and Upper Great Plains Transportation Institute
- Turtle Mountain Band of Chippewa – Transportation Department
- West Fargo Police Department

The Steering Committee has assigned responsibility for each of the emphasis areas within the North Dakota SHSP. Steering Committee members are responsible to:

- Lead the effort to improve coordination among partner plans to include SHSP goals, objectives, and performance measures.
- Act in a leadership capacity as “Champions” for the SHSP emphasis areas by promoting awareness of SHSP safety strategies and building a larger base of partners to take responsibility for implementing the plan.
- Keep the Executive Leadership Team informed on current safety projects, safety-related initiatives, legislative proposals, and research.
- Advocate for partner agency involvement to assist with implementation of the SHSP through the commitment of resources.
- Meet as needed to: review progress toward achieving SHSP goals; review subcommittee progress on strategy implementation and data for planning and evaluation purposes; and provide performance monitoring and work with partners to help improve performance.
- Disseminate research and share the status of agency-specific safety initiatives to avoid duplication of effort and to leverage safety funds and activities toward shared goals.
- Assure coordination of planning and budgeting processes between transportation safety plans.
- Assist to elevate safety to equal standing with other key planning factors by creating and committing to a shared safety goal.
- Provide guidance on transportation safety-related issues to stakeholder groups as needed.
- Work with media/public information experts to promote safety data, programs, media/public relations campaigns, and results.
- Develop an SHSP Annual Report by June 30 of each year and review the report with the Executive Leadership Committee. (See *Evaluation and Reporting* for more information.)
- Complete a comprehensive review and update to the SHSP every five years jointly with SHSP stakeholders.

The Steering Committee will convene semi-annually for meetings.

## STAKEHOLDER INVOLVEMENT AND ACCOUNTABILITY

### ***SHSP Emphasis Area Team Leads***

Each Emphasis Area Team is directed by a Team Lead identified by the NDDOT Steering Committee. The Team Lead identifies stakeholders to serve on the Emphasis Area Team and leaders for each strategy and other partners to assist with strategy implementation. The Team Lead is responsible to track activities, address challenges, identify opportunities, and provide technical assistance and resources to the team as needed. The Team Lead is assisted by an assigned NDDOT staff member who provides technical assistance and resources as necessary to assist the Team Lead and to assure federal grant program requirements are met through SHSP activity.

Team Leads provide progress reports to the Steering Committee.

### ***SHSP Emphasis Area Teams***

The Emphasis Area Teams work to actively implement identified strategies within the SHSP. Emphasis Area Teams are chosen by the Team Lead and comprised of select members of the broader SHSP stakeholder group which includes representation from the 4Es of traffic safety – education, emergency medical services, enforcement, and engineering.

Emphases Area Teams work to develop action plans for each strategy. Action plans will convert general strategies into action steps taken by team members to fully implement the strategy.

When action plans are complete, the Emphasis Area Teams assign responsibility for each action to a team member or another identified stakeholder. Assignments should assure consistency with the team member/stakeholder agency's mission, resources, and capacity; avoid duplication of effort; and leverage combined resources and expertise.

Complete and effective implementation of the SHSP will be contingent upon effective coordination and collaboration between Emphasis Area Teams and other stakeholders. During implementation, emphasis will be placed on convening meetings and conducting an annual conference to facilitate teamwork, work toward completing action items, and measure progress. (See *Timeline of SHSP Activity* section for more information.)

## SHSP TECHNICAL ASSISTANCE AND RESOURCES

The following resources exist to facilitate SHSP implementation.

- **Traffic Safety Partners Network** – The North Dakota Traffic Safety Partners Network is a broad group of traffic safety partners who assist with statewide outreach in the form of media advocacy, community mobilization, public information/education, and other activities to positively influence the knowledge, attitudes, behaviors, and beliefs of North Dakotans related to traffic safety problems.
- **Facilitation Services** – Professional facilitation services are available as needed to assist the NDDOT Safety Division to schedule, plan, and facilitate meetings of the Steering Committee and Emphasis Area Teams and to plan and coordinate the annual SHSP Conference.
- **Marketing Plan** – The North Dakota *Code for the Road* campaign is the umbrella traffic safety message under which the various behavioral messages are promoted. The *Code for the Road* theme was designed for the high risk target audiences of young adult males, rural pickup drivers and teens. The marketing plan, however, is geared to a broader audience and especially aimed at building ownership and participation among partner, peer and stakeholder audiences.

Marketing objectives are to: (1) brand *Code for the Road* as the overall watchword, the core message for safe roads and safe motorists and passengers in North Dakota, (2) establish *Code for the Road* and its “rules” as effective messages to prevent roadway deaths in North Dakota, (3) increase awareness of the *Code for the Road* theme among partners, stakeholders and internal audiences, (4) increase participation and engagement in *Code for the Road* content, especially among partners, stakeholders and internal audiences, and (5) create statewide awareness of the *Code for the Road* theme.

- **Website** – The North Dakota *Code for the Road* website is the hub for stakeholders to receive traffic safety information. <http://www.ndcodefortheroad.org/>
- **Annual SHSP Conference** – SHSP stakeholders convene annually for a statewide conference – the *North Dakota Traffic Safety Partners Summit*. The *Traffic Safety Partners Summit* provides 4E stakeholders with information and best practices in traffic safety. Participants are also informed of the status of SHSP implementation and crash data results. Professional continuing education credits are provided.
- **Tool Kits** – Strategy implementation tools are available through the NDDOT Safety Division for some of the SHSP behavioral strategies to provide information on best practice, training, and technical assistance and resources.

## EVALUATION AND REPORTING

The SHSP Steering Committee will be responsible for annual reporting of SHSP progress. The process of evaluation and reporting will include:

- Collection and review of crash data to assess progress toward meeting identified performance targets
- Review of status of strategy implementation
- Review of relevance of strategies to immediate or emerging safety issues
- Identification of additional strategies or revisions to existing strategies, if necessary
- Identification of barriers to successful strategy implementation for possible resolution
- Complete an SHSP Annual Report each year for review with the Executive Leadership Team

**TIMELINE OF SHSP ACTIVITY**

The SHSP will receive a comprehensive review and update every five years. Annual implementation activity occurs as follows.

	Steering Committee Meetings	Emphasis Area Team Meetings	Annual SHSP Stakeholder Conference	Crash Data System Closed to Prior Year Crashes	Crash Summary Complete	Develop Coordinated Performance Targets	SHSP Annual Report	Executive Leadership Team Meeting	HSIP Final Report	HSP Final Report
January	X	Each team schedules per their team needs. Up to four meetings held per team per year.					X			
February				X						
March								X		
April				X		X	X			
May										
June										
July	X									
August										
September										X
October										
November										
December										