EMPLOYER-FOCUSED ROAD SAFETY RESOURCE DEVELOPMENT PROJECT

TARA CASANOVA POWELL, CASANOVA POWELL CONSULTING (PROJECT LEAD)

Lifesavers National Conference on Highway Safety Priorities
March 31-April 2, 2019
Kentucky International Convention Center, Louisville, Kentucky

A cooperative agreement between and
Overview

- Pilot project
- ND Distracted Driving Law
- Website review
- Questions
Project Team

- **Lead NETS Staff:**
  - Joe McKillips, Executive Director
  - Susan Gillies, Marketing and Operations Manager

- **NHTSA COR:**
  - Liza Lemaster-Sandbank, Highway Safety Specialist

- **Project Lead:**
  - Tara Casanova Powell, Principal, Casanova Powell Consulting

- **Steering Committee Members:**
  - Jennifer Parsons, sSTEP/Distracted Driving Coordinator, Iowa DPS
  - Carol Thurm, Traffic Safety Co-Manager, ND DOT Safety Division
  - Debbie McIntosh, Region VIII Regional Program Manager, NHTSA

- **Support Contractor:**
  - Kendell Poole, Principal, KPoole Strategic Relations
Project Coordinators

Kelly Roderick, NETS Coordinator, Maine Bureau of Highway Safety

Carol Thurn, Traffic Safety Co-Manager, North Dakota DOT, Safety Division

Kim VanAtta, Program Manager, Tennessee HSO

Amanda Horner, Traffic Safety Specialist, Kansas Traffic Safety Resource Office

Amy Winkler, Occupant Protection Program Coordinator, Utah HSO
Background

50% of the U.S. population is employed (BLS).

85% of U.S. employees drive to work (U.S. Census Bureau).

55% of U.S. traffic fatalities in 2014 involved someone’s employee (NHTSA).

Unless employ fleet drivers, employers fail to recognize the importance and relevance of traffic safety.

Crashes cost employers more than $47.4 billion in 2013 (NETS), and $63 billion to the trucking industry in 2015 (American Transportation Research Institute).

NETS /NHTSA cooperative agreement to extend reach to employers with road safety materials.
Project Objectives

- To promote safe driving practices, and reduce injuries and fatalities associated with crashes through employer-based programs.
- Improve outreach of road safety materials to employers through the SHSO.
- Partner with SHSOs to build, pilot, and implement new processes and expand traffic safety outreach.
- To provide a tutorial to develop or enhance employer-based programs in a turn-key fashion for SHSOs.
- An efficient and effective way to get information to employers.
Pilot Project

5 states (ME, ND, TN, KS, and UT) participated to incorporate the employer-based program framework. ME, ND, and TN - full oversight pilot states. UT and KS - limited oversight.

Portal designed to assist states developing/enhancing employer-based programs.

Provide useful tools and resources including templates and sample documents from existing state programs.
How State Coordinators Engage Employers

- Website portal was created to be step by step for coordinators to follow.
- Simple, turn-key tutorial for SHSO coordinators.
- Materials are provided, no need to develop content.
  - Using NETS knowledge and experience; guides, templates, and other documents were created utilizing strategic language to engage employers.
  - Existing state documents were included as examples to be modified as appropriate.
- The feedback form was used as a transition step to discuss:
  - What portal instruction and documents work and/or how the portal could be improved; and,
  - how to talk to and create buy-in from employers.
- Accessibility requirements were addressed and implemented as appropriate.
The Safety Division started the Employer Network program Spring of 2016.
Between April 2016 and Oct 2017, 32 companies joined.
In Oct 2017, ND was one of 5 states selected as a pilot state to participate in the Employer-Focused Road Safety Resource Development Project.
Through this pilot project ND had access to templates and sample documents from existing state programs to grow the Vision Zero Partner Network.
The Vision Zero Partner Network address is: https://visionzero.nd.gov/partners/
Currently ND has 151 companies/businesses/individuals that have become partners through this network including the 4 E’s (Engineers, Enforcement, Education & EMS) as partners.
ND State Fleet Vehicle Cell Phone Policy

- Employees may not use a cell phone while operating a state vehicle that is in motion or stopped at a stop sign or traffic light (answering or making phone calls, engaging in phone conversations, and reading or responding to emails, instant messages, social media, and text messages).

- If NDDOT employees need to use their cell phones while in a state vehicle, they must pull over safely to the side of the road or another safe location.

- Additionally, NDDOT employees should:
  - put cell phones on silent or vibrate before starting the car; and
  - consider modifying voice mail greetings to indicate that they are unavailable to answer calls or return messages while driving.
It is a direct responsibility of each supervisor to see that each employee understands these responsibilities.

Disciplinary action will be taken against any employee who does not comply and against supervisors who fail to enforce this policy.

Hands-free are allowed where operators performing snow removal operations are gang plowing and constant communication is vital to the safety of the employee and the traveling public.
ND State Fleet Vehicle Cell Phone Policy

- Law enforcement officers, private citizens, or Department employees may report to the Department any employee who does not adhere to vehicle rules and regulations. Investigation conducted within 10 days.
- When aware that the driver is not adhering to vehicle rules and regulations, passengers have the responsibility of calling it to the attention of the driver.
The tutorial provides a template to start or expand state employer outreach programs including:

- **STEP 1** - How to identify an Employee Outreach Coordinator.
- **STEP 2** - How to build a database and strategy to reach state employers.
- **STEP 3** - Program resources.
Step 1: Identify an Employer Outreach Coordinator

- Options to select a coordinator.
- Resources:
  - Template/Guides
  - State Examples
Step 2: Build a Database and Strategy to Reach State Employers

- How to build a database of employers.
- How to reach out to employers.
- How employers can establish a traffic safety program within their organization.
- How to create an executive board or coalition.
Step 2: How to Build a Database of Employers

- How to obtain contact information of businesses within the state:
  - Who to contact that may have lists of employers.
  - Template to contact these agencies.
  - Guide to establish/expand database.
Step 3: Road Safety Behavioral Campaigns

- NHTSA Calendars
- Key program area resources
Key Issues

- Alcohol Impaired Driving
- Distracted Driving
- Drowsy Driving
- Drugged Driving
- General Traffic Safety
- Motorcycle Safety
- Seat Belt Safety
- Speed Prevention
- Teen Driving
References are research documents for each key issue to support the website materials.
Contributors Page

National Highway Traffic Safety Administration (NHTSA)

The National Highway Traffic Safety Administration (NHTSA) is a division of the U.S. Department of Transportation. As a global leader in motor vehicle and highway safety, NHTSA mission is to save lives, prevent injuries and reduce economic costs related to road traffic crashes, through education, research, safety standards, and enforcement. NHTSA is dedicated to achieving the highest standards of excellence in motor vehicle and highway safety. The agency strives to exceed the expectations of its customers through its core values of integrity, service, and leadership.

NHTSA focuses on reducing the motor vehicle and highway safety community through the development of innovative approaches to reducing motor vehicle crashes and injuries.

For more information: https://www.nhtsa.gov

Network of Employers for Traffic Safety (NETS)

The Network of Employers for Traffic Safety (NETS) is a collaborative group of employer road safety professionals whose objective is to provide safe roads for employees, employers, family members and members of the communities where they live and work. Members help one another improve road safety and reduce costs through fleet safety benchmarking and sharing proven best practice approaches. NETS membership includes over 1,000 traffic safety leaders across private industry and government, whose fleets range from fewer than 100 vehicles to those with more than 50,000.

NETS Leadership and Values: http://trafficforexchange.org/membership-information

The NETS companion website identifiesmaintenances to help companies improve their road safety practices. These recommended practices address the main road safety policies for companies with fleets and represent elements of a company’s safety culture: http://trafficforexchange.org/mb/dosomething/4951

The NETS Comprehensive Guide to Fleet Safety™ has been developed and is available for employers of large or small fleets of all vehicle types with new, developing or advanced fleet safety programs: http://trafficforexchange.org/mb/download/4950

For more information: http://trafficforexchange.org

National Institute for Occupational Safety and Health (NIOSH)

The Occupational Safety and Health Act of 1970 established NIOSH as a research agency focused on the study of worker safety and health, and empowering employers and workers to create safe and healthy workplaces. NIOSH is part of the U.S. Centers for Disease Control and Prevention, in the U.S. Department of Health and Human Services, whose mandate is to assure every man and woman in the nation safe and healthful working conditions and to prevent work-related injuries, illnesses, and death.

NIOSH has more than 1,300 employees from a diverse set of fields including epidemiology, medicine, nursing, industrial hygiene, safety, psychology, chemistry, statistics, economics, and many branches of engineering. For more information: http://www.cdc.gov/niosh

Governors Highway Safety Association (GHSA)

GHSA is a 501(c)(3) charity representing the states and territories highway safety offices that implement federal grant programs to address traffic safety highway issues. The Highway Safety Act of 1966 established the State and Community Highway Safety Grant Program (U.S.C. Sec. 3331), creating a unique partnership among federal, state and local governments and defining the foundation for the creation of state highway safety offices, which were funded primarily through grants, until each state and territory government select a representative to administrate the program.

In 1976, the National Governors Association (NGA) represented the NCHSA to the National Conference of Governors Highway Safety Representatives (NGHSR). The organization was incorporated in February 1976 and received its nonprofit status in June 1976. In March 1976 the organization transitioned from a Conference to an Association becoming NCHSA. In the ensuing years, its membership, expertise and influence grew. In November 2003, the name was changed to the Governors Highway Safety Association.

GHSA has more than 500 members: its core State Highway Safety Office (SHSO) Members and Associated Members. The GHSA vision is to add states and territories in moving toward zero deaths on the nation’s roadways through leadership, partnerships and advocacy. GHSA’s mission is to provide leadership and advocacy for the states and territories to improve traffic safety, influence national policy, enhance program management and promote best practices.

The goals of GHSA are to:

- Promote traffic safety as a national priority
- Enhance and expand member support services
- Develop and strengthen existing partnerships
- Encourage innovative approaches in the states’ safety programs
- Ensure sufficient resources to support association services and programs

For more information: http://www.ghsa.org

National Safety Council (NSC)

The National Safety Council (NSC) is a 501(c)(3) nonprofit, nongovernmental public service organization promoting health and safety in the United States of America. The mission of the National Safety Council is to eliminate preventable deaths at work, in homes and communities, and on the road through education and advocacy. For more than 100 years, the National Safety Council has been an advocate for workplace safety. NSC knows that employers who show they care about the safety of their employees see improved morale, increased productivity, lower costs and, most importantly, fewer fatalities.

For more information: http://www.nsc.org
Questions?

- Email: taracpc@outlook.com
- Phone: 203.809.8709
Please evaluate this presentation using the Lifesavers Conference Mobile App.

1. Select Sessions Icon
2. Select Applicable Track
3. Select Applicable Workshop
4. Click Rate Event Button (or) Clipboard Icon