



Participate today through audience
polling:

On your smart phone or computer,
go to www.menti.com

Enter code: 51 67 93



National TZD Strategy: Road Map to Implementation Workshop

Presented by Stephanie Malinoff and Chelsea Arbury
University of Minnesota



Today's Agenda

Welcome & Introductions

- Mentimeter

Setting the Stage

- What is TZD?
- Why is a coordinated approach needed?

Resources to Get Us to Zero

- Partner organization exercise



Participate today through audience
polling:

On your smart phone or computer,
go to www.menti.com

Enter code: 51 67 93

What is TZD?



What is TZD?



Why is a coordinated approach important?

- Collaboration promotes a multidisciplinary approach
- Increased partners = increased resources and expertise
- Achieving zero cannot be done by one agency alone



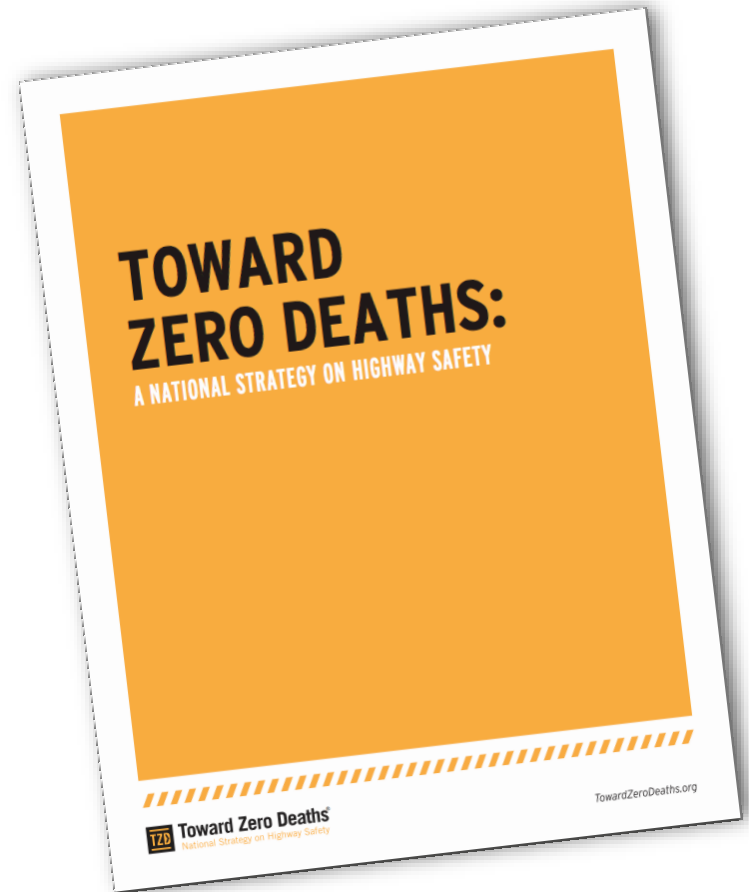


Why Zero?

How many people are killed
on America's roads?

What is the National TZD Strategy?

- Developed in 2013
- National vision to eliminate fatal crashes on all U.S. roadways
- Coordinated approach to reduce roadway fatalities for six emphasis areas
 - Drivers and passengers
 - Vulnerable Users
 - Vehicles
 - Infrastructure
 - EMS
 - Safety management
- Creation of a traffic safety culture





Safe Systems

Destination Zero

Road to Zero

Toward Zero Deaths

Vision Zero

Zero Fatalities

Sustainable Safety



NCHRP 17-64: Guidance for the Implementation of the Toward Zero Deaths National Strategy on Highway Safety

- Develop a guidance document with related resources to advance the implementation of the TZD national strategy
- Phase 1: Develop guidance document for implementation, develop resources for communicating and engaging with partners
- Phase 2: Nationally disseminate roadmap and materials through series of webinars, workshops, and Train-the-Trainer Session



Elements Essential for Success

- Vision and goal setting
- Leadership and safety culture
- Supporting program structure
- Key partner/stakeholder engagement and communication
- Technical assistance and training
- Focused safety priorities and strategies
- Implementation and progress monitoring

Project Team:

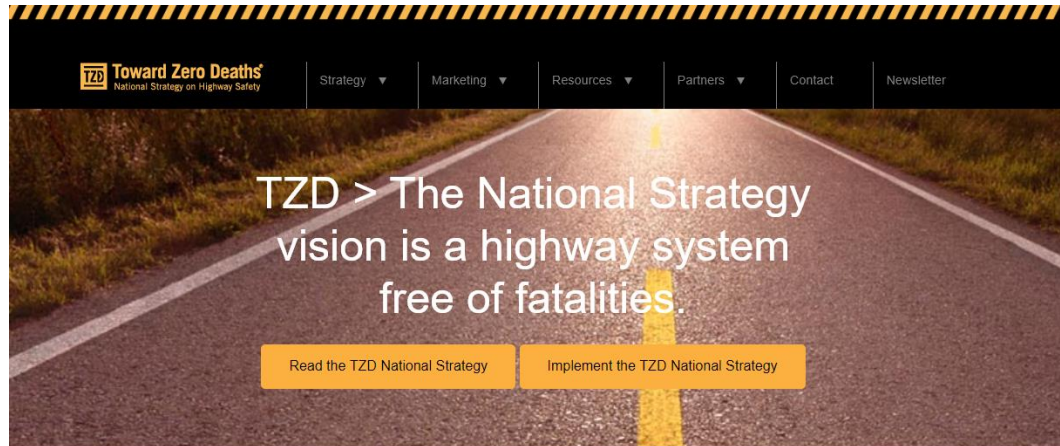


MBO Engineering, LLC



This work was sponsored by the American Association of State Highway and Transportation Officials, in cooperation with the Federal Highway Administration, and was conducted in the National Cooperative Highway Research Program, which is administered by the Transportation Research Board of the National Academies of Sciences, Engineering, and Medicine

Resources to Get Us To Zero



[TZD Assessment Tools](#)

[TZD Implementation Guide](#)



TZD > Communication Plan

A variety of communication tools for the Toward Zero Deaths program are provided. In addition, the Communication Plan includes suggested audiences and stakeholders, goals, objectives, tactics, timelines, milestones and



TZD > Become a Partner

Actively engage your state, organization or company in the Toward Zero Deaths (TZD) vision. [Sign up](#) to receive access to the TZD Toolkit.



Moving Toward Zero Deaths

Zero is not an impossible goal, but it will take all of us to get there. See how all of our efforts are helping us on our way Toward Zero Deaths.

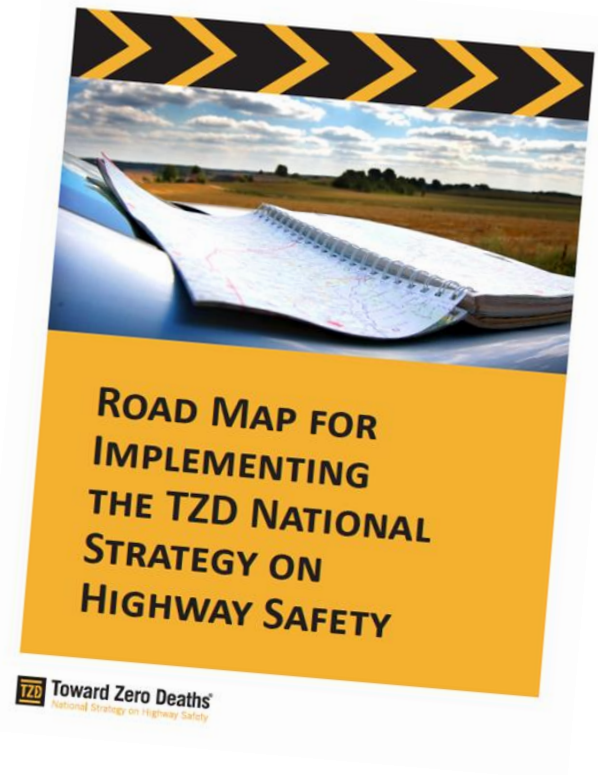


Road to Implementation

New resources for Toward Zero Deaths implementation are now available. Sign in to access a new guidebook, assessment tools, and videos.

Road Map for Implementing the TZD National Strategy on Highway Safety

- Provides a highly-practical framework for implementing the TZD National Strategy
- Identifies seven elements essential for a successful TZD program
- Includes a checklist of recommended short- and long-term action steps vital for launching or jumpstarting a TZD effort
- Offers brief case studies on how some agencies are putting TZD into practice



TZD Assessment Tools

- Two assessments:
 - Program Development
 - Stakeholder Involvement
- Help gauge the current level of an organization's TZD program and related practices
- Provide insights on where to focus efforts
- Suggest tactics for advancing a TZD program
- Printable report

TZD Program Development: Test Yourself					
	A.	B.	C.	D.	E.
1. Zero Vision & Goal Setting	Yes Has your agency officially adopted a policy of zero deaths as your long-term vision?	Yes Has your agency adopted aggressive short-term goals?	No Do your agency's short-term goals fall on the nationwide fatality trend line?	Yes Do your agency's statewide goals include a breakout of state versus local systems?	Yes Are safety issues on the local road system addressed in collaboration or coordination with state safety efforts?
	More info	More info	More info	More info	More info
2. Leadership & Organizational Safety Culture	Yes Does your agency have a traffic safety champion?	Yes Can leadership describe your safety priorities and programs?	No Does your agency's leadership encourage relationships with peers at other	Yes Does your agency inspire collaboration and engage in effective relationship-building	No Does your agency staff have the necessary training and expertise to make

How-To Guide: Implementing the TZD Strategic Communication Plan

- Summarizes key themes from larger Strategic Communication Plan
- Identifies elements most vital for promoting adoption and sustainability of the TZD approach
- Includes case study examples
- Offers directions for identifying and targeting potential partners, tailoring messages for partners
- How to use ambassadors

Table 1: Benefits for specific partner groups

Potential Partner	"What's In It for Me?"
Business	<ul style="list-style-type: none">• Reduce costs (lost productivity, health care, liability)• Bolster employee goodwill• Improve employees' (and their families') health and safety• Demonstrate corporate social responsibility
Law Enforcement	<ul style="list-style-type: none">• Improve community relations (educate rather than ticket)• Reduce costs (lost productivity, health care, liability) related to officer crashes
Educational Institutions	<ul style="list-style-type: none">• Educate students about social responsibility• Reduce costs (lost productivity, health care, liability)
Public Health	<ul style="list-style-type: none">• Improve patient and community safety and health• Bolster patient relations• Reduce health care costs
Faith-Based Organizations	<ul style="list-style-type: none">• Improve parishioners' safety and well-being• Spotlight the leading cause of death for children and young adults• Expand reach in the community
Elected Officials	<ul style="list-style-type: none">• Spotlight the leading cause of death for children and young adults

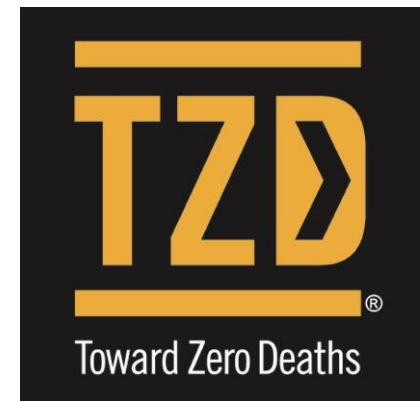


Exercise: Identifying Potential Partners

- List the organizations/groups that you have a good working relationship with or would like to work with in the future.
- What strengths or resources could these organizations bring to a road safety plan?
- Are there organizations that aren't listed that would bring strengths to the table?

More Resources to Get us to Zero

- Marketing templates
 - Sample press release
 - Two articles for your newsletter
 - Talking points for safety champions
- Webinar recordings – 10
- Online tutorials





“The sum of all our
efforts is zero.”



Toward Zero Deaths[®]
National Strategy on Highway Safety