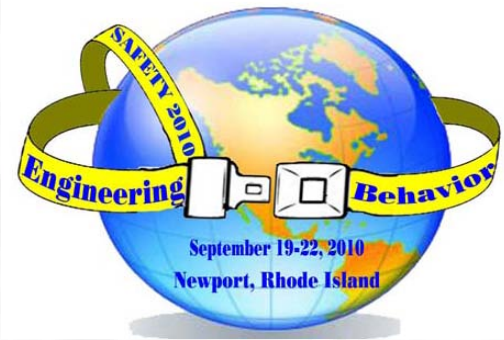
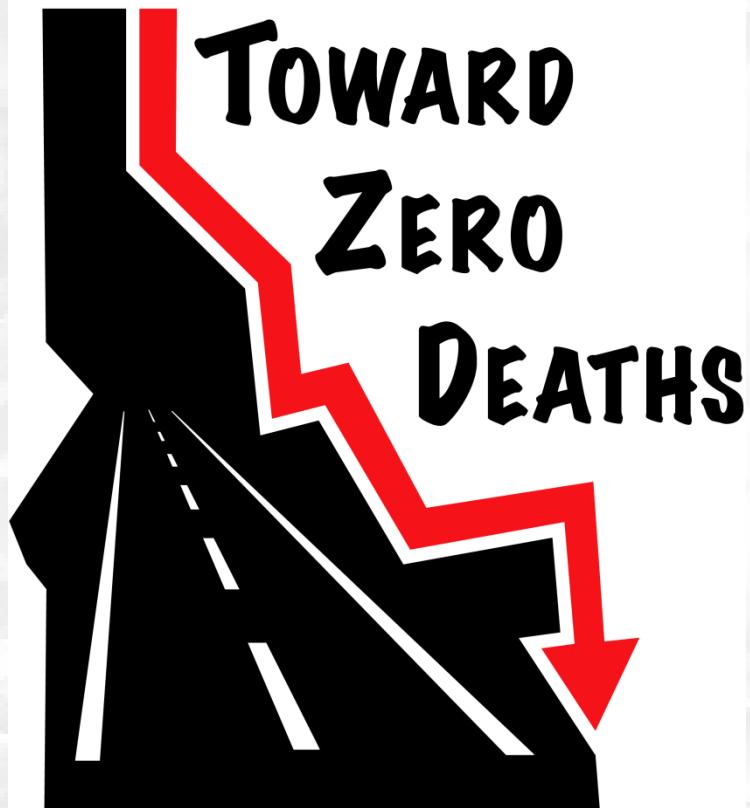


IDAHO'S SHSP PARTNERSHIPS FOR SUCCESS





SHSP UPDATE PROCESS

- ☞ Data review
- ☞ Emphasis area selection
- ☞ Emphasis Area Team selection/education
- ☞ SHSP Workshop,
<http://safety.fhwa.dot.gov/p2p/idaho/>
- ☞ Final approval of SHSP by ITD Board





SHSP IMPLEMENTATION

- ☞ Establish Oversight Team and EA Team quarterly meetings and established responsibilities
- ☞ Developed tracking excel document
- ☞ Marketing
- ☞ Evaluation





1 - LEADERSHIP

- ☞ Priority - Safety became Priority #1
- ☞ Commitment - Sustained commitment from the top down
- ☞ Organization - ITD's organization includes engineering and behavior in Div of Highways





2 - COLLABORATION

- ☞ SHSP responsibility belongs to Highway Safety Manager
- ☞ Highway Safety gets its work done using partners
- ☞ EA Team Members from 4 E's bring balance and perspective





3- COMMUNICATIONS

- ☞ Communication from the top makes safety our #1 priority
- ☞ #1 performance measure is 5-year statewide fatality rate
- ☞ ITD website shows safety commitment
- ☞ Weekly Highway Safety News email
- ☞ Include TZD in all releases/speeches
- ☞ Encourage use of TZD by partners





4 - DATA COLLECTION AND ANALYSIS

- ☞ Crash data and analysis resides in OHS
- ☞ ITD has other data such as VMT, mapping, roadway inventory
- ☞ Selection of Emphasis Areas based on economic costs of crashes





5 - EMPHASIS AREA ACTION PLANS

- ☞ Selection of team members from 4 E's
- ☞ Provided problem identification and effective countermeasures info
- ☞ SHSP Workshop/Peer Exchange
 - ... Problem discussion
 - ... Teams selected strategies and developed some action plans





EMPHASIS AREA ACTION PLANS (CONT)

- ☞ EA Teams work continues
- ☞ Action Step excel tracking document
- ☞ OHS serves on each team





6 - LINKAGE TO EXISTING PLANS

☞ HSPP

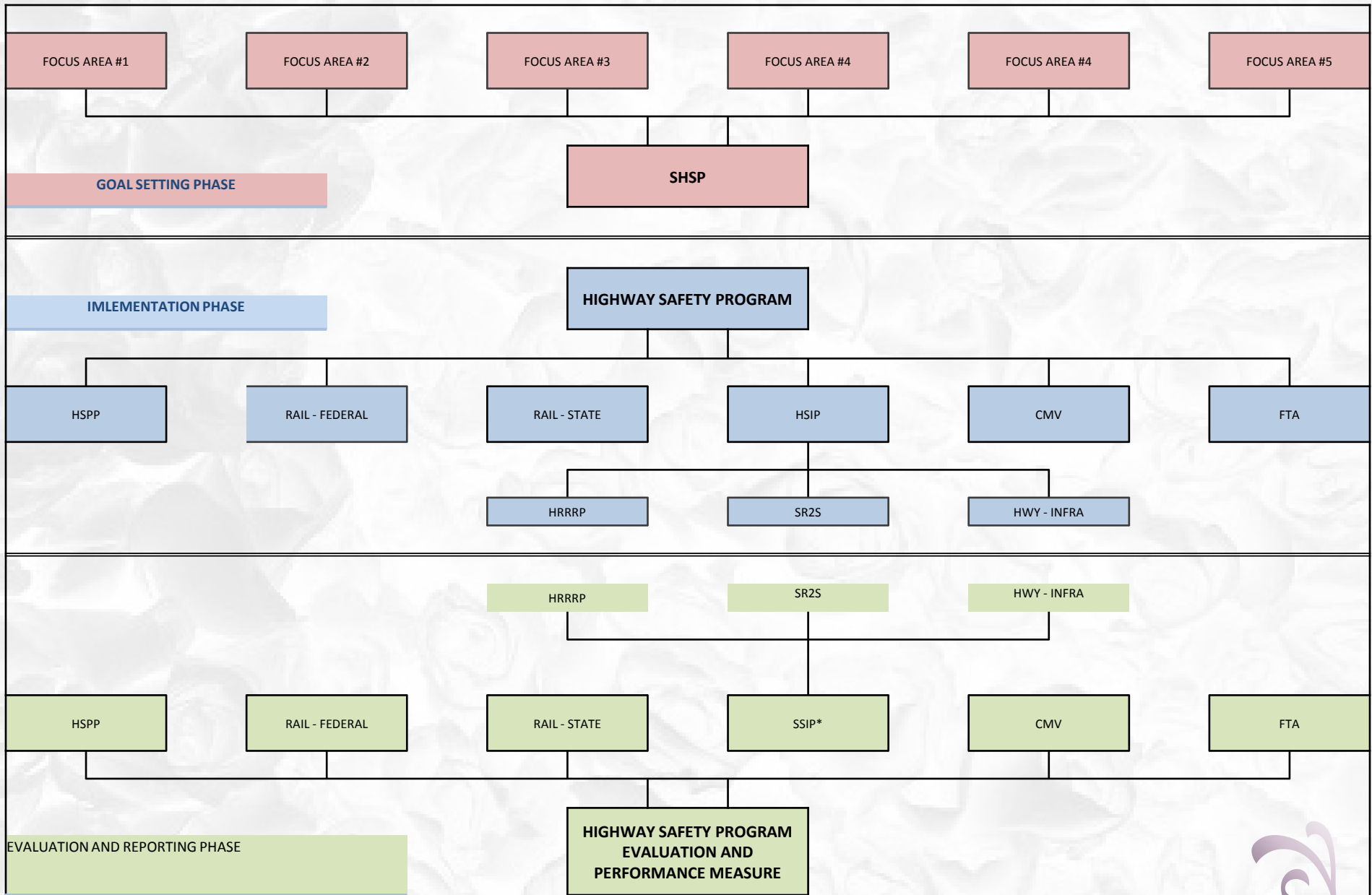
☞ HSIP

☞ HRRRP

☞ Rail, SR2S, CMV

☞ Long Range Plan - safety is 1 of 3 drivers







7 - MARKETING

- ☞ ITD website shows safety commitment
- ☞ Weekly Highway Safety News email
- ☞ Include TZD in all releases/speeches
- ☞ Encourage use of TZD by partners
- ☞ More is needed





8 - MONITORING, EVALUATION, FEEDBACK

- ☞ Quarterly Oversight Team, EA Team Leader Meeting
- ☞ Performance measures and goals are consistent in ITD's reporting, SHSP, HSPP
- ☞ Evaluation using HSIP Report and HSPP Annual Report so far
- ☞ Can do more





GUIDING PRINCIPLES

- ✓ Data-driven Decisions
- ✓ Culture Change
- ✓ Commitment
- ✓ Partnerships
- ✓ Evaluation

ITD website - <http://itd.idaho.gov/>





KEY ELEMENTS TO SUCCESS

- ✓ Continued focus on behavioral safety
- ✓ Idaho Highway Safety Coalition
- ✓ Address infrastructure with
 - RSA's,
 - Black spot treatment
 - Safety corridors
 - Systematic approach
- ✓ Market Toward Zero Deaths, Every Life Counts





LESSONS LEARNED

- ☞ Emphasis Area teams need support
- ☞ More resources get better results
- ☞ You can never have too many partners
- ☞ Use best practices from other states
- ☞ Committed safety leadership is critical
- ☞ Making safety our #1 priority takes time
- ☞ Organizational structure is helpful





RESULTS

- ☞ Idaho's fatalities decreased by 18% from 2005-2009, (275 to 226)
- ☞ National Safety Council stats through July show 14% reduction from 2009 to 2010, and 24% reduction from 2008 to 2010.
- ☞ **TOWARD ZERO DEATHS, because EVERY LIFE COUNTS**

mary.hunter@itd.idaho.gov

brent.jennings@itd.idaho.gov

