



Keys to Success: Highly Effective Safety Programs



Rudy Umbs, P.E.
January 29, 2013



"Driving Down Fatalities Through Knowledge Sharing"



Agenda

- **Where We've Been**
- **Where We Are Now**
- **Keys to Help Us Develop and Implement Our Highly Effective Safety Programs**
- **Next Steps**

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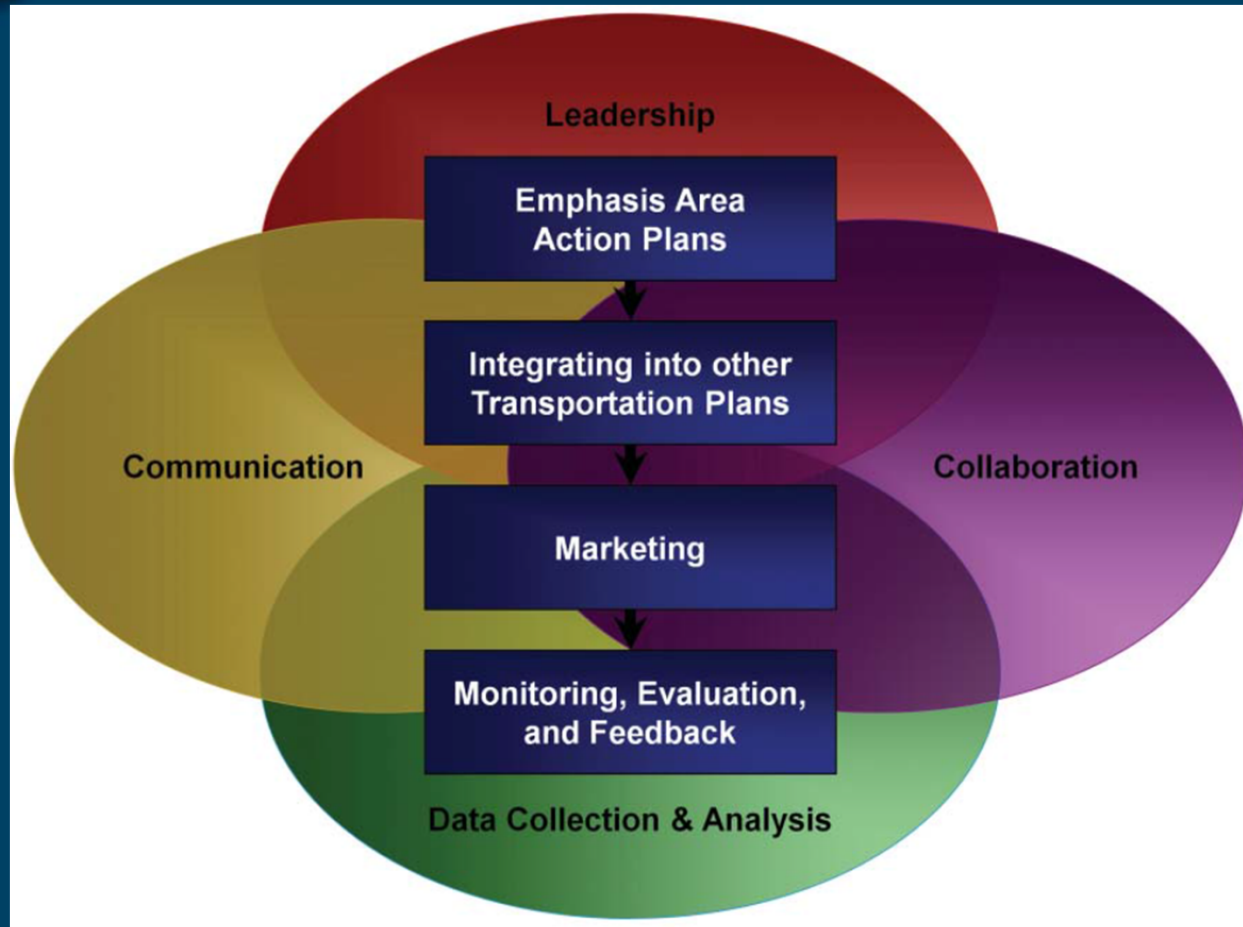
Where We've Been

1. Strategic Highway Safety Plan – Joe Santos, P.E.
2. Highway Safety Evaluation – Mark Modjeski, P.E.
3. Highway Safety Manual – Joe Santos, P.E.
4. Application and Science of CRF – Larry Hagen, P.E.
5. Requirements for HSIP Applications - Dave Skrelunas, P.E.
6. Safety Funding categories/Requirements/Conditions - Dave Skrelunas, P.E.
7. Is Your Project Feasible? What's next and how do we move forward? - Dave Skrelunas, P.E.
8. B/C Calculations plus NPV Calculations - Anthony Chaumont, P.E.
9. Safety Projects & the Local Agency Program – Larry Taylor
10. Development of the Safety LAP Project Schedule for Funding Purposes - Dave Skrelunas, P.E.
11. Safety/LAP Project Development - Larry Taylor
12. Keys to Successful Safety Program - Rudy Umbs, P.E.

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Strategic Highway Safety Plan

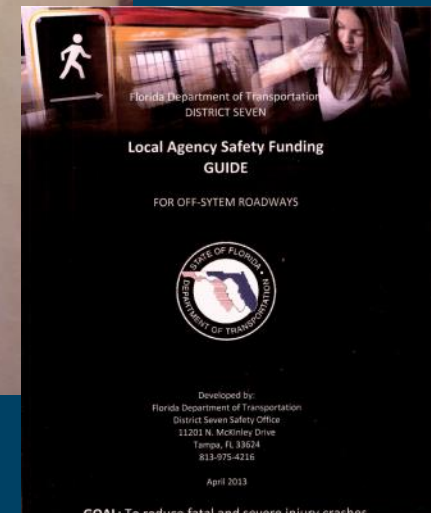
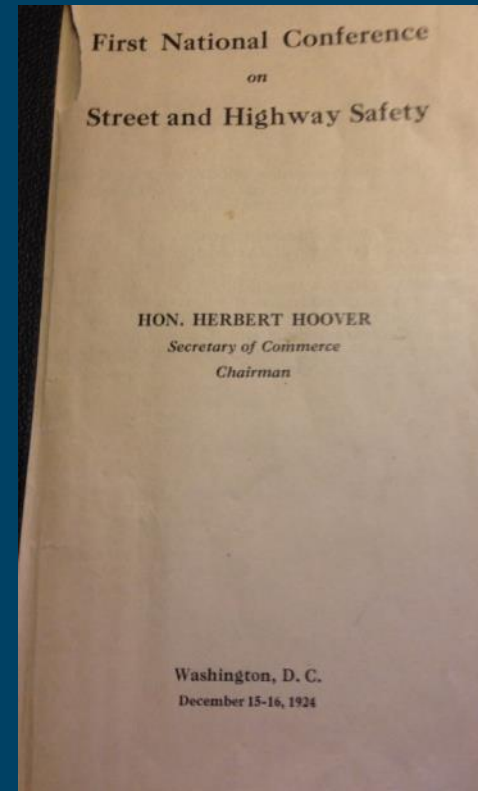
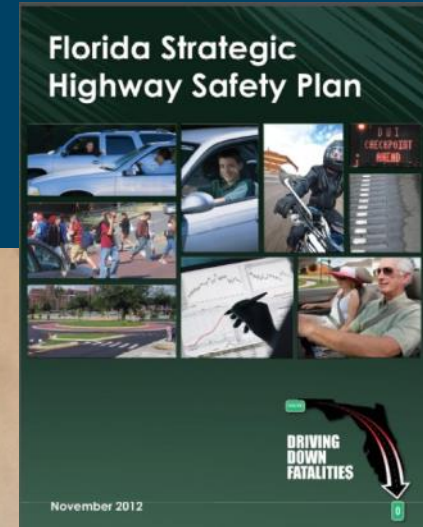


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Safety Programs

- 1924 Highway Safety Conference
- Highway Safety Improvement Program- 1973
- Systemic Approach - 1973
- Integration of Safety into the Highway Process - 1975
- Safety Management System - 1992
- Strategic Highway Safety Plan - 2006
- Strategic Highway Safety Plan - 2012
- Local Agency Safety Funding - 2013



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TRAFFIC SAFETY ACADEMY

2013-2014

Where We Are Now



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Mission – Vision – Goal

Vision

To provide a safer surface transportation system for residents, businesses, and visitors.

Mission

The State of Florida, utilizing engineering, enforcement, education, and emergency response, will focus resources where opportunities for safety improvements are greatest.

Goal

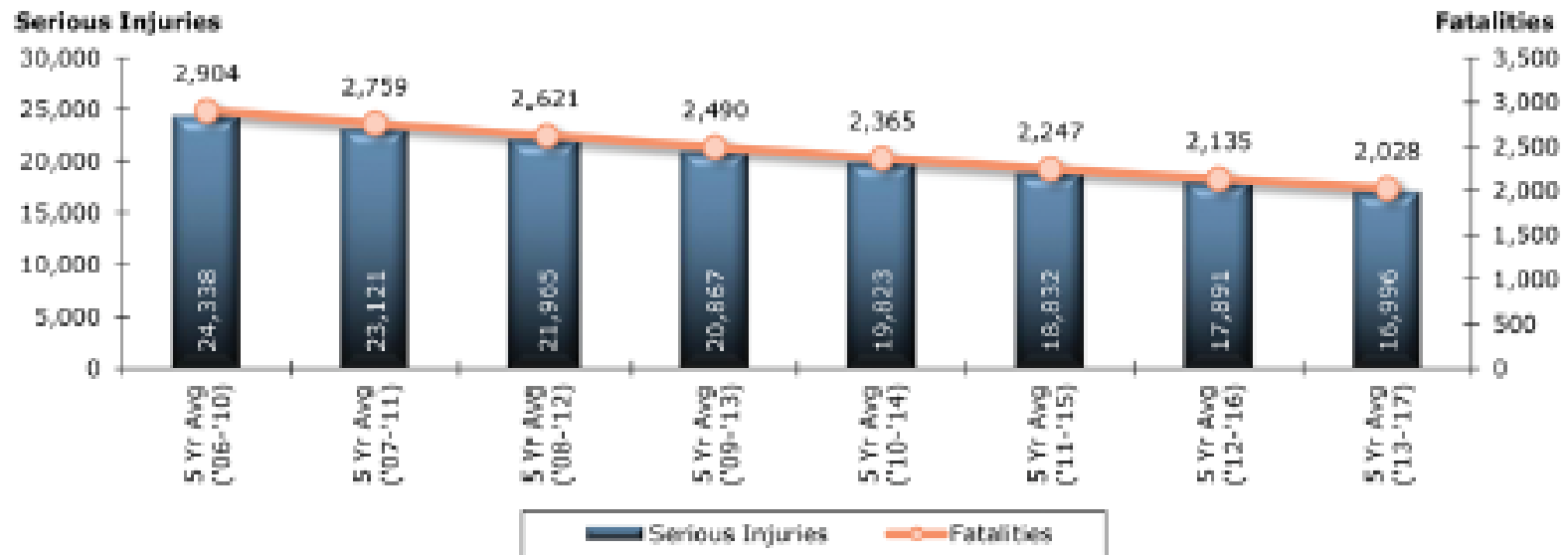
to get HQ and district staff involved and visibility.

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Goal

Figure 1. Five-Percent Annual Reduction in Fatalities and Serious Injuries from 2006-2010
Five-Year Average



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Emphasis Areas

- Aggressive Driving
- Intersection Crashes
- Vulnerable Road Users (pedestrians, bicyclists, and motorcyclists)
- Lane Departure Crashes
- Impaired Driving
- At-Risk Drivers (aging road users and teens)
- Distracted Driving and Traffic Data

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Great Job!!!

County	Deaths Today	Deaths this Month	Accumulative Deaths to Date in 2013	Deaths for Same Day in 2012	Accumulative Deaths to Date in 2012	Total Deaths in 2012
Citrus	0	0	17	1	18	19
Hernando	0	3	29	0	26	24
Hillsborough	1	17	154	0	179	178
Pasco	0	6	56	0	76	74
Pinellas	0	1	80	1	99	99
Totals (FL)	2	194	2310	5	2395	2427

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Keys to Help Develop and Implement Highly Successful Safety Programs

- Be Proactive - Just do it!
- Begin with the End in Mind
- Do the First things First
- Create Win – Win -- Look for the Good and Praise It
- Seek First to Understand
- Create Synergy – Team work
- Build on Past – Stay Current
- Be Passionate



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Be Proactive

- Analyze the data
- Nominal vs Substantive
- Standards vs Results
- Working together
- Anticipate the Pitch/Play
- Don't Chase the Ambulance
- Regression to the mean
- Be a Champion/Leader
- Gather and Focus People and Resources

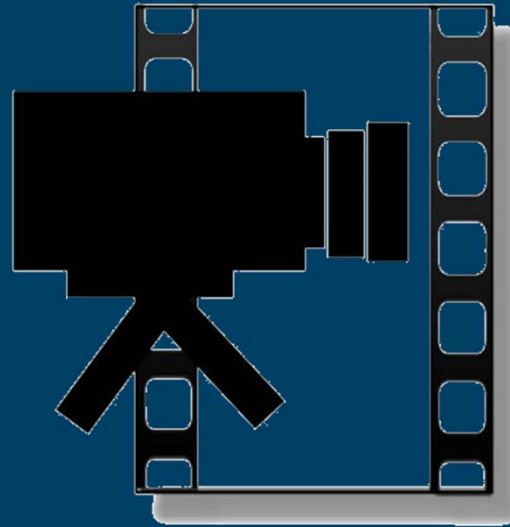


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Being Proactive

- Video Fishing

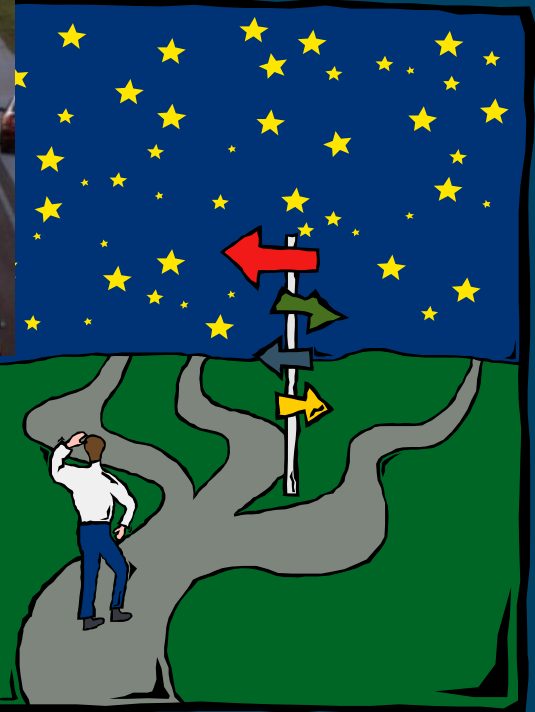


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Begin with the End in Mind

- What's your goal?
- What would you like your organization and safety program to be like in 5 – 10 years? When you leave?
- What do you want to achieve?
- Where do you want to be?

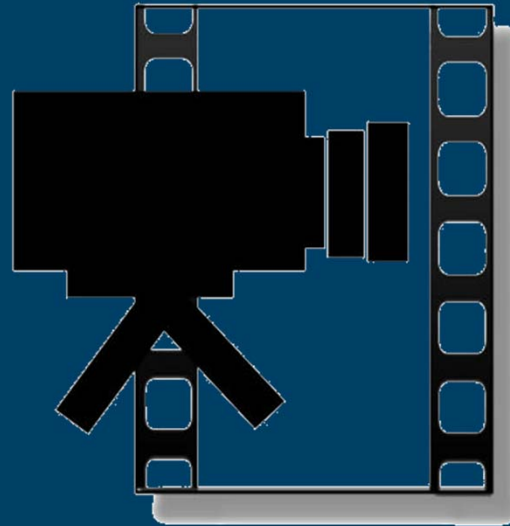


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Begin with the End in Mind

- Video – clearing snow

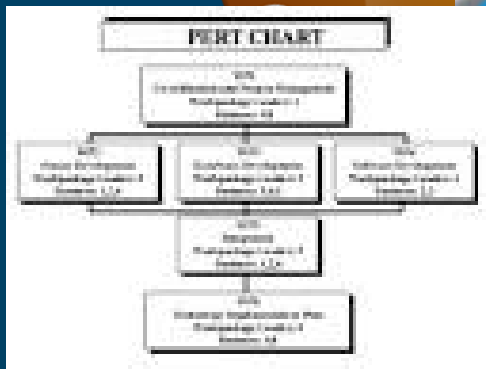
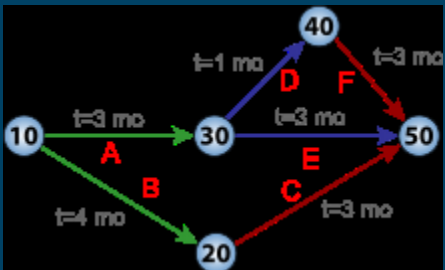


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First Things First

- Proper Planning
- Prioritize
- Critical Path Method
- Perk Chart
- Build on a Strong Foundation



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Go For the Win - Win

- Look for “YES”
- How can we get to “YES”?
- Many safety activities are eligible.
- What is the best fit to enhance safety on a project and program basis?
- Look for the Good and Praise IT
- All Win: Local Agencies – State – Public

**YES
YES
YES**



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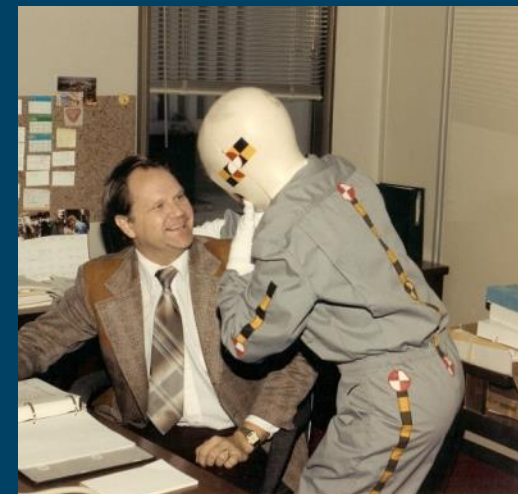


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Seek First to Understand, then to be Understood

- Different languages
- Different cultures
- Different goals
- Find common ground and goals
- Communication
- Conversation
- Coordination
- Collaboration

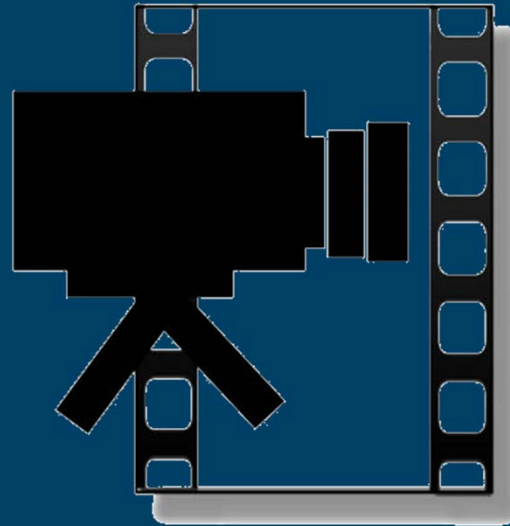


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Seek First

- Convenience Store

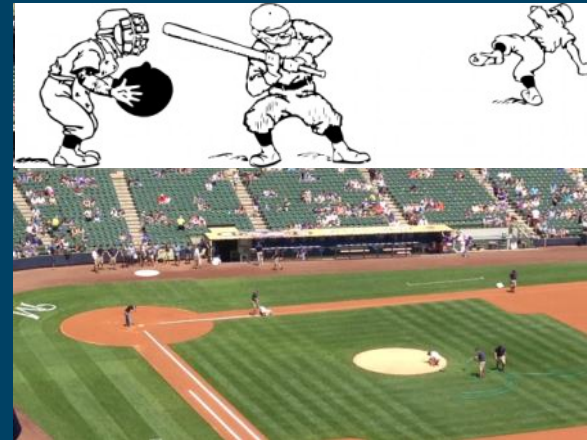


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Team Approach Synergize

- Working together toward a common goal
- Team effort
- Everyone brings their own talents and resources to the task
- Communication
- RSA, HSIP, SHSP

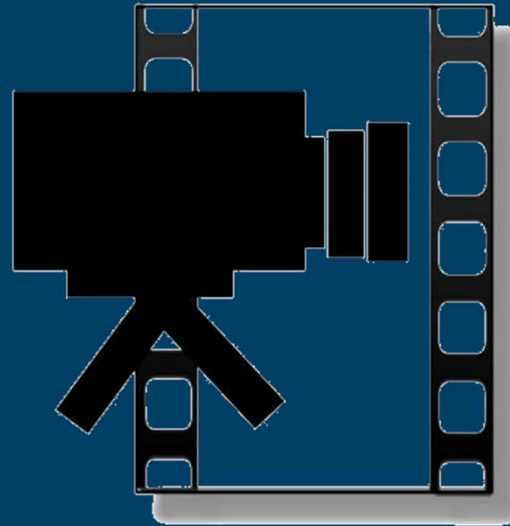


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Team Work

- Changing a tire



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Aware of the Past and Abreast of the Present and Future

- Continuing Education
- Peer-to-Peer Exchanges
- Innovative and Emerging Ideas
- Proven Countermeasures
- Internet: Websites – List Serve
- Journals/Articles
- Reinvent the wheel or build upon?

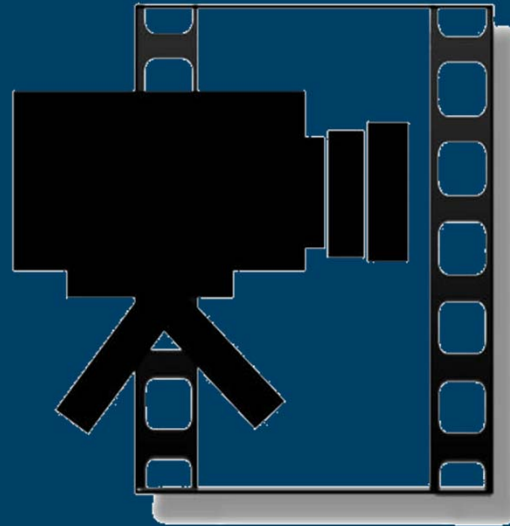


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Past – Present - Future

- Video – Germany traffic calming



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Passion

- Champions bringing enthusiasm and support
- Leaders bring people and resources together and focused
- Let others know where you stand
- Be Committed
- Long Haul
- Champion's Guide
- Essential Element



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Lombardi – Super Bowl



— WHAT IT TAKES TO BE NO. 1 —

Winning is not a sometime thing; it's an all the time thing. You don't win once in a while; you don't do things right once in a while; you do them right all the time. Winning is a habit. Unfortunately, so is losing.

There is no room for second place. There is only one place in my game, and that's first place. I have finished second twice in my time at Green Bay, and I don't ever want to finish second again. There is a second place bowl game, but it is a game for losers played by losers. It is and always has been an American zeal to be first in anything we do, and to win, and to win, and to win.

Every time a football player goes to ply his trade he's got to play from the ground up — from the soles of his feet right up to his head. Every inch of him has to play. Some guys play with their heads. That's O.K. You've got to be smart to be number one in any business. But more importantly, you've got to play with your heart, with every fiber of your body. If you're lucky enough to find a guy with a lot of head and a lot of heart, he's never going to come off the field second.

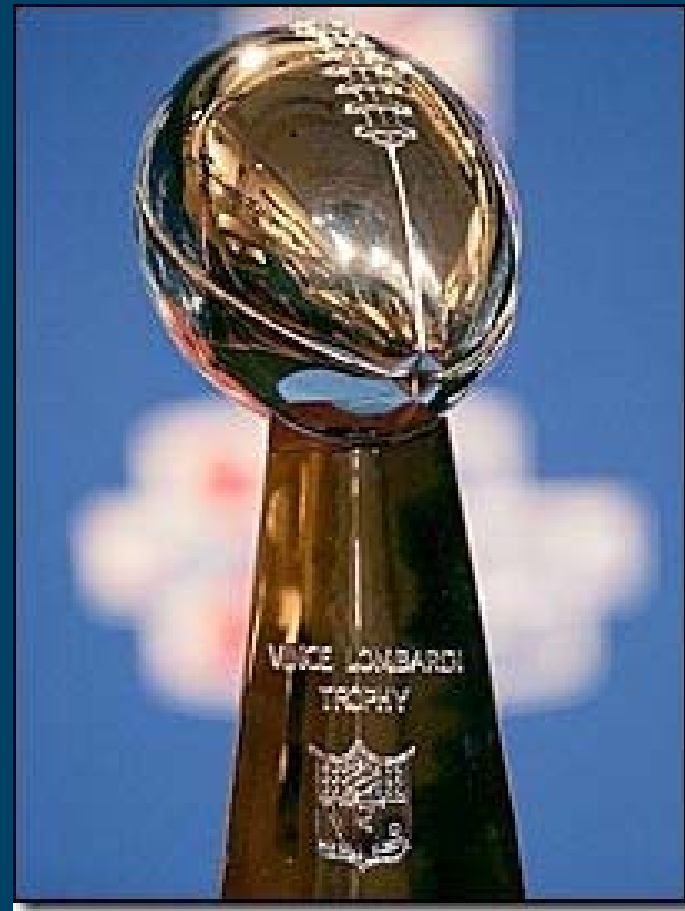
Running a football team is no different than running any other kind of organization — an army, a political party or a business. The principles are the same. The object is to win — to beat the other guy. Maybe that sounds hard or cruel. I don't think it is.

It is a reality of life that men are competitive and the most competitive games draw the most competitive men. That's why they are there — to compete. To know the rules and objectives when they get in the game. The object is to win fairly, squarely, by the rules — but to win.

And in truth, I've never known a man worth his salt who in the long run, deep down in his heart, didn't appreciate the grind, the discipline. There is something in good men that really yearns for discipline and the harsh reality of head to head combat.

I don't say these things because I believe in the "brute" nature of man or that men must be brutalized to be combative. I believe in God, and I believe in human decency. But I firmly believe that any man's finest hour — his greatest fulfillment to all he holds dear — is that moment when he has to work his heart out in a good cause and he's exhausted on the field of battle — victorious.

— Vincent Lombardi —

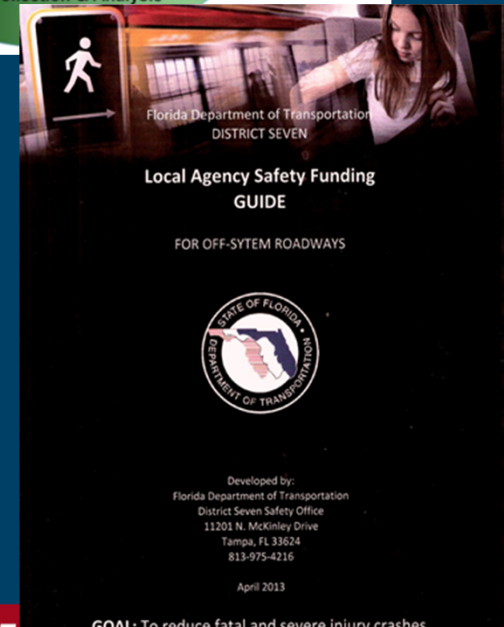
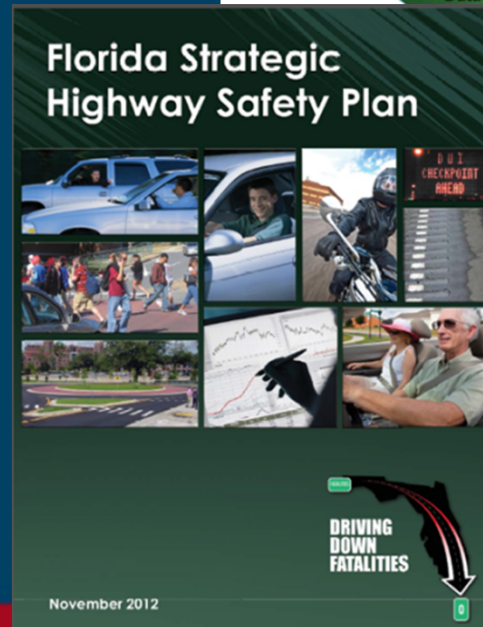


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Keys to a Highly Effective Safety Program

- Be Proactive
- Begin with the End in Mind
- Put First Things First
- Win – Win
- Seek First to Understand, then to be Understood
- Team Work - Synergize
- Stay Informed
- Passion



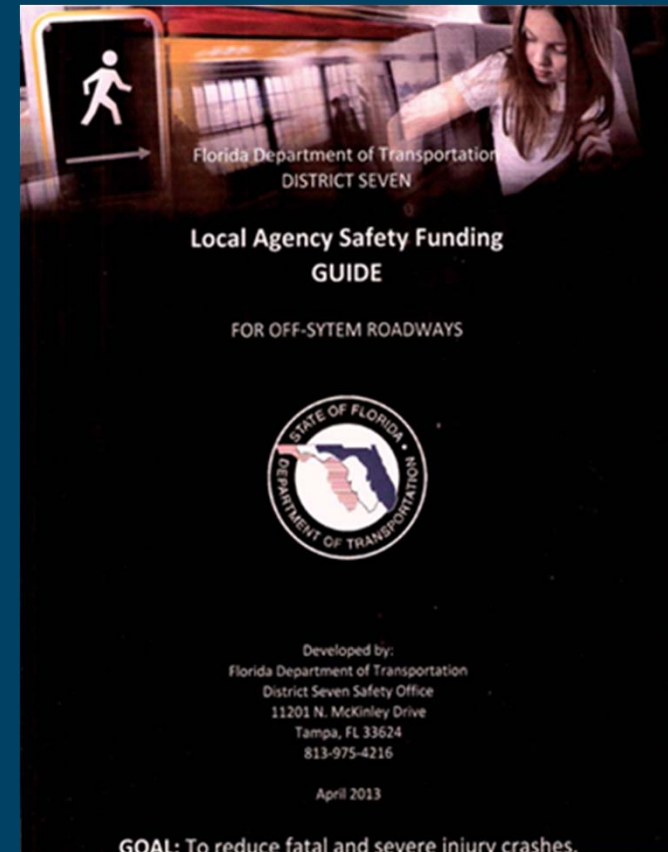
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GOAL: To reduce fatal and severe injury crashes.



What's Your Plan?

- Be Proactive - Just do it!
- Begin with the end in mind
- Do the First things First
- Create Win – Win -- Look for the Good
- Seek First to Understand
- Teamwork - Synergy
- Stay Informed – Past – Present - Future
- Be Passionate



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Where We are Going

Safety Academy: Part 2

- Highway Safety Improvement Program
- The 5 E Approach to Safety
- Integrating Transit Operations and Traffic Operations
- Safety Funded Force Account
- Designing and Operating Intersections for Safety
- Crash Data Collection and Analysis (CMDS)
- Signing and Pavement Marking Retro Reflectivity
- Empirical Bayes Analysis for Safety
- Fundamentals of Traffic Control Devices
- Basics of Traffic Signal Operations
- Importance of Permit vs. Impact to Traffic Operational & Safety
- Road Safety Audits

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■ Morning Presentations:

- Welcome to Safety Summit by Councilwoman Lisa Montelione, City of Tampa
- Federal Funding Outlook
- FHWA “pilot” testing to study & implement – Local Road Lane Departure Crashes
- State Highway Safety Program Developments
- District 7 Safety Programs and Initiatives
- Local Safety Initiatives in District 7 – Enforcement and Education

■ Afternoon Workshops:

- D7 Traffic Safety Academy
- District 7’s Local Agency (HSIP) Funding Guide Update
- HSIP Application Process – manual vs. online
- Results 2013 Safety Summit HSIP Funding

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- *To register for the Safety Summit*
- <https://www.surveymonkey.com/s/D7SafetySummit>

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On the Road of Driving Down Fatalities



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Questions? Need Assistance?

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