Leadership ite

Transportation Safety Campaign Database

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Our Pitch:

"Only You" can prevent forest fires – *that was a message of personal responsibility to address a very specific, significant safety challenge.*

But when we are discussing the unique conditions of transportation safety: *with our transportation network with children, young drivers, senior community member, people with limited mobility, and many other vulnerable roadway users who are at risk…* *the problem feels too big for "only you".*

When searching for safety campaign information, safety advocates will experience the following challenges: *1) campaign information is disaggregated, 2) readily available information is incomplete, and 3) there is very little sharing of lessons learned/outcomes.*

So let's make it a we… *ONLY WE, as ITE, are best suited to equip advocates and professional with information, resources, and tools to make this BIG problem smaller and more manageable*

We propose that ITE should invest in the development and curation of a comprehensive safety campaign database. This database will help safety advocates really understand what other programs are out there, illuminate what has been successful and impactful, and build a community and conversation around safety culture, connecting people, points of contact, budgets…

Ultimately, this database will help people learn from other programs to more easily launch their own or to identify strategies to make their own programs more effective

Go-To Database:

Organized, Accessible, Intuitive

With an organized, accessible, and intuitively designed database, we can ask the right questions, make it easy to provide consistent answers, and get the most effective information into the hand of professionals and community members.

Organized - No more random google searching or rifling through old folders in search of new ideas. In our initial research, we had a hard time finding campaign information and, even then, we found that a lot of critical information wasn't available: how much the campaign cost, how successful it was, what lessons were learned. We couldn't parse between what was new versus what was old, and what was ambitious versus what was successful. There is a need for organization and consistency.

Accessible - We think about this database as being knowledge that you can carry around with you, accessible through a mobile-responsive website, both for data entry and for database searches. Information not held by one person, but instead shared with all.

Intuitive - We think about the database as being intuitively designed, with easy-to-understand graphical user interfaces - allowing folks to search and filter by the safety issues or context that is relevant to them – and then to easily share what they find and learn with colleagues

Curated, Convenient, Trusted

With ITE at the helm, this convenient database will be the trusted resource that keeps people coming back, not just for the next idea, but also to make their own contributions.

Curated - Let's stop piecing together various ingredients to come up with what we think is a good campaign to address our issues… let's instead curate using a prepackaged, quality-checked, convenient successful strategies to launch campaigns with proven results.

Convenient - With simple database filters and data spotlights, we can make it convenient and streamlined for people to get from the issue they have to the solutions they need.

Trusted - ITE professionals can curate and assess the contributions of their peers, ensuring the information is useful to other folks who might be looking to improve their draft campaigns – in a process that could mimic the contributions and curation of Trip Generation or the ITE Traffic wiki.

Connecting People to Data & Information:

This database will help safety advocates see what other programs are out there, review focus areas and materials, compare data/effectiveness, identify points of contact, and more… and ultimately learn from other programs to make their own more effective.

Just imagine that you are a parent who is concerned about the safety of your children and you're able to look and find campaigns in the database that were launched by other parents like you - to make positive changes in their communities, and now you understand that safety is within you reach

Just imagine that you are a transportation professional who has been tasked with addressing the safety crises on your local streets, and with the database, you have found the PERFECT campaign that's just want your community needs and now you have access to people to call, the budgets they used, and the strategies that they used to assess performance.

Just imagine that you are the ITE Safety Council or a member of the IBOD and the next time the US Department of Transportation issues a call for action with respect to transportation safety, you can say that we have crowd-source and curated the most comprehensive safety campaign database that has been inspiring our members to build a safety culture and conversation beyond jurisdictional boundaries.

At the click of a button, this database can help to connect people to the transportation safety campaign data and information they want and need.

Leading Through Partnerships:

This transportation safety database is all about changing the leadership model from one commanding voice to a community of voices, all sharing their individual contributions. Everyone has a piece to the puzzle and we all need to work together to complete the picture of transportation safety.

Relationships & Partnerships

Leading the development and curation of this database will create opportunities for ITE to make connections, grow relationships, and build partnerships with others who care about transportation safety:

- o Partnerships between ITE members, current and future transportation safety campaign leaders/supporters, national/federal organizations (FHWA, DOT, NHTSA, GHSA, etc.), public health professionals, public education professionals, and the broader transportation profession

- o Partnerships between ITE and the public (This has the added benefits of helping to make our profession more visible in our communities, humanize members of our profession, and overcome potential negative stereotypes like *'traffic engineers don't care about our safety/our communities, they only care about making the cars go faster'.)*

Public Commitment

By creating this database, ITE will also be making a public commitment to help encourage safe traveler behaviors. This database provides value that we can give back to the community and help these programs be more successful and effective. This is just another role we can play and area we can influence in the Safe Systems approach.

Continued Positioning of Expertise

Finally, the ownership of this database will continue to position ITE as an expert in effective transportation-related behavioral interventions. It will build upon our deep expertise in human factors for transportation design/operations and expand it into more transportation-planning related behavioral work. Providing this useful tool for our members will help to grow their expertise in this area.

What Work has the BRITE LITE Team Done?

What started as imagination for us, quickly became reality. The BRITE LITE Project Team has effectively laid the groundwork for the development of the proposed transportation safety campaign database.

With guidance from our mentors, our team conducted initial research into some of the current campaigns that have been deployed at the statewide level. We then created a Microsoft Form survey for our data entry and curated the many variables and questions. Then the form was used to create a functional prototype of a safety campaign dashboard using Microsoft Power BI.

- Microsoft Form survey has 44 data entry fields (questions), curated by the team.
- Data for over 125 campaigns have been have been entered into the database (representing 37 states and two campaigns from Canada).

Functional Prototype

This functional dashboard protype has already proven very useful, at the click of a button we can filter all campaigns to understand campaign trends and gaps.

For example, just with this initial prototype, we found that:

- A large number of campaigns focus on drunk/impaired driving, distracted driving, and seat belts
- The most common campaign media type used were website, social media, and TV
- The primary campaign audience when targeted to a specific age group is people 18 and under

And this is only scratching the surface. We know that so much great local and regional knowledge is out there that a cursory google search will not allow us to access.

Screenshot of the Protype Power-BI Dashboard
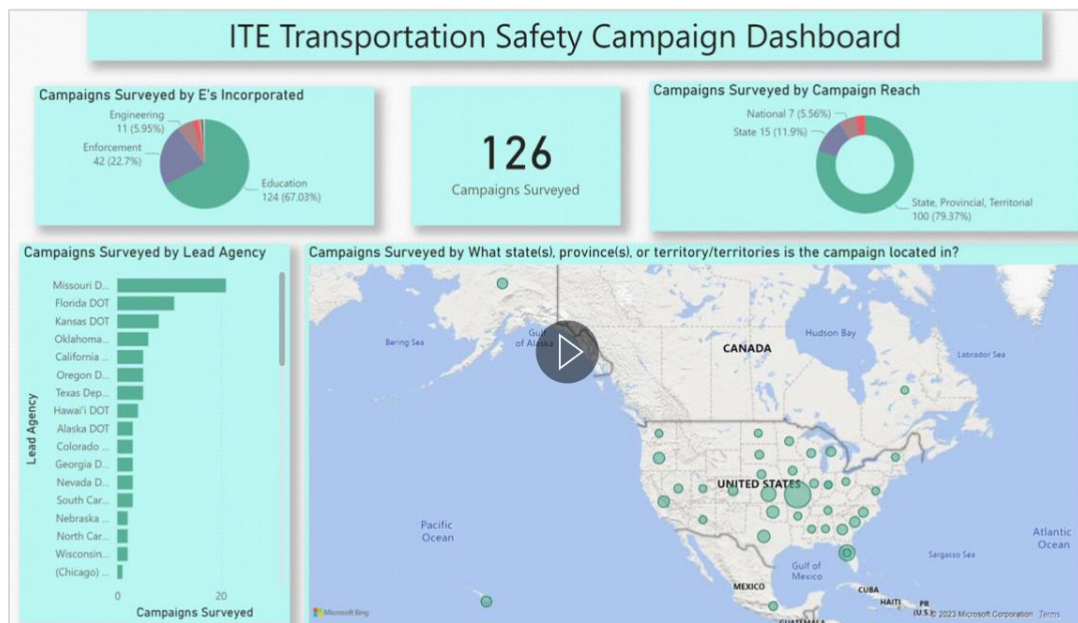
Next Steps for ITE:

We believe that with your support and with ITEs' existing communication and crowdsourcing tools, we can provide campaign data and run database analytics that will be useful and accessible to our members and that will allow ITE to take a leading role and support the development of future campaigns.

While the development and curation of the proposed database will require dedicated time and effort from ITE staff and volunteers, ITE can leverage familiar processes to carry this effort forward.

Potential Process:

1. Secure Commitment from IBOD and the Technical Committee Leadership (Safety Council?)

2. Identify the ITE Staff support/liaison(s) for this effort

3. Technical Committee Activities:
    o   Review BRITE LITE Materials
    o   Meet with BRITE LITE Team to Discuss Materials/Vision
    o   Solicit ITE Volunteers to Support
    o   Map Out a Development Plan *(finalization of data entry variables, validation of the prototype data, outline database creation and ongoing support needs, identify key partnering conversations with external organizations, map-out the piloting steps and marketing approaches, determine how to leverage the D/S/C groups in this effort, etc.)*
    o   Develop the Database
    o   Solicit Submissions & Curate the Database
    o   Ongoing Maintenance, Marketing, and Engagement Related to the Database

Future Possibilities:

This transportation safety campaign database could be just the beginning for ITE efforts in this arena. Taking a leadership role in the development and curation of the database positions ITE to leverage the database for future value-added activities such as:

-   Technical Content from Lessons-Learned & Findings (webinars, white-papers, sessions, etc.)
-   Public Outreach Events & Volunteer Opportunities (supporting local campaigns)
-   Evaluation of Critical Focus Areas for Safety Campaign (gaps/needs)
-   Development of ITE's Own International Safety Campaign
-   Creation of a Rating System for Campaign Effectiveness (similar to star system in CMF Clearinghouse)
-   Potential Submission of Crash Modification Factor(s) to the CMF Clearinghouse
-   *… and more*

We hope that you also see the exciting potential that this transportation safety campaign database effort holds for ITE, as an organization!