



Traffic Safety Network Leadership Toolkit



March 2024

Welcome!

Nearly every day, families across Michigan receive the devastating news that their loved one was killed in a motor vehicle crash or suffered debilitating injuries with enough severity to reduce the quality of their life forever.

You've accepted the exciting opportunity to join the Michigan Office of Highway Safety Planning (OHSP) and AAA Michigan in making roadways safer for everyone. Your willingness to lead a regional Traffic Safety Network (TSN) where partners share ideas, learn about resources, and participate in innovative programs, is an unmatched opportunity to make a long-lasting, positive impact.

We researched best practices of high-engagement TSNs and received input from TSN leaders and members to create a toolkit of resources with customizable checklists, templates, and step-by-step guides to make administering a TSN as simple as possible.

Thank you for your hard work, energy, and dedication toward reducing deaths and injuries caused by motor vehicle crashes. Your efforts are very much valued.

WHAT IS A TRAFFIC SAFETY NETWORK?

A Traffic Safety Network (TSN) is a group of persons concerned about the safety of motorists traveling on Michigan roadways. TSNs are co-sponsored by the Michigan Office of Highway Safety Planning (OHSP) and AAA Michigan (AAA) to network, strengthen relationships, share best practices, provide educational programming, and promote traffic safety solutions.

Participation is open to anyone. Geographic location, the professional makeup of attendees, and the region's diverse needs shape the culture and focus of each network. While every TSN is unique, all have a core membership comprised of professionals from public and private agencies representing traffic safety stakeholders.

WHY DO TSN MEMBERS ATTEND MEETINGS?

- To network with other traffic safety partners and put a face with a name or voice.
- To learn about safety initiatives in the region.
- To share information with other traffic safety professionals.
- To attend educational presentations on timely and emerging traffic safety topics.
- To become aware of local traffic safety problems, get assistance analyzing data, and brainstorm with others to find solutions.
- To learn about traffic safety resources such as grant funding opportunities, promotional materials, and special programming.
- To spend quality time with others who relate to the time, energy, and challenges of working to ensure the safety of motorists.

TSN Membership Survey, 2022

TSN MEMBERSHIP

Successfully reducing motor vehicle crashes involves the work of many to change the beliefs, attitudes, behaviors, and environmental elements that contribute to deaths and injuries. The following list of potential invitees reflects the types of agencies that may be interested in joining the network.

Membership Roster

- Update roster by removing names of members who are no longer active.
- Determine who else should be invited based on the agenda. (See above list)
- Obtain contact information for new members.
 - OHSP liaisons have access to some statewide program area contact information.

WHO SHOULD BE INVOLVED?

(meeting invitees may be based on agenda topics)

ENGINEERING • Michigan Department of Transportation • District/ county/ city engineer • County Road Commissions • Road Maintenance • Snowplow operations • Municipal traffic advisory committees • Auto dealers • Traffic engineers • Vehicle design/car engineering • Auto manufacturers • Vendors • Auto repair shops • Private contractors • Cell tower/ broadband service providers • Academic research institutions

EDUCATION • Michigan Department of State • Regional Trauma Network Coordinators • K-12 Schools – principal, counselor, nurse, bus drivers/ pupil transportation, health teacher, students, parents, coaches • University and community colleges • 4-H Extension Service and Future Farmers of America • Clinics/hospitals – public relations, trauma prevention (bike helmets, car seats, seatbelts, etc.) • Public health educators – injury prevention, child passenger safety, physical activity, bike, pedestrian, seat belts, impaired driving, distracted driving, speed • Worksite – employee education and wellness committees, policy development • Driver’s education- instructors, students, and parents • Insurance companies • Concerned citizens • Social advocacy groups • Traffic safety groups • Scouting groups • Truck driving schools • National Weather Service • Mothers Against Drunk Driving • Students Against Destructive Decisions • Strive for a Safer Drive • Ford Driving Skills for Life • Safe Kids Coalitions • Snowmobile and Recreational Vehicle Clubs and Associations • Senior Citizen community resources • AARP Drive Alive instructors • Municipal Planning Organizations (regional and local) • Secretary of State branch managers • YMCA

ENFORCEMENT • School resource office • County, city, charter township, campus, and tribal police departments • Michigan State Police • Public safety departments • Motor Carrier/ Commercial Vehicle Enforcement • Schools – principal, counselor, health teacher, students, parents, coaches (enforcing behavior and policy rules) • Police Academies • Worksite-employee policy enforcement • Legislators and legislative aides.

EMS, TRAUMA, PUBLIC HEALTH, FIRE/ RESCUE, DISPATCHERS • Fire/ crash rescue departments • Paramedics • Emergency medical technicians • Hospital emergency department staff • Surgeons/trauma nurses • Air ambulance services • Public safety dispatchers • Medical directors • Substance abuse treatment • Rehabilitation • Occupational Therapy • Regional Trauma Network Coordinators • Wrecker service providers

JUDICIARY • Traffic safety resource prosecutor • Judges • City attorney • Prosecuting attorney • Magistrates • District court • Circuit Court • Probation and parole staff • Sobriety Court • Traffic Safety Diversion Program • Victim advocates.

PRIVATE INDUSTRY/ BUSINESS • Employer wellness committees • Manufacturing companies • Taxi/ rideshare • Bus companies • Fleet vehicles • Home health • Construction companies • Logging • Farming • Tourism associations/ visitor bureau/ Chamber of Commerce • AAA branch managers

COMMUNICATIONS • State communications- MDOT, DNR, MSP/OHSP, MDHHS, MDOS • Media partners- print, TV, advertisements • Public promotion agencies

THINGS TO KEEP IN MIND WHEN PLANNING MEETING AGENDAS AND LOCATIONS

RELEVANCY

- What's in it for me to be here today? Am I going to learn something new or essential to my job?
- What's on the agenda? I may not be interested in these topics, but hopefully, the facilitator will make them relevant.

COMFORT

- Is the meeting easy to get to and scheduled so I have time to get there?
- Will it start and end on time?
- Is the meeting facilitated to run smoothly?
- Are there delays that feel like my time is being wasted? How can keep delays be kept to a minimum?
- Can speakers and audio-visual presentations be seen and heard clearly from all locations in the venue?
- Are attendees greeted upon arrival? Is an effort made to connect them with others?

SCHEDULING

Coordinator Communication

Work with your TSN's OHSP and AAA Michigan representatives when scheduling a meeting.

Set your dates

Before the beginning of the state fiscal year (Oct 1), determine the number of times your TSN membership wants to meet over the next 12 months.

Check for conflicts

- Planned events (out-of-town conferences, meetings)
- Local standing meetings
- Holidays (state or cultural)
- Local schedules Avoid Mondays and Fridays for better attendance at regular meetings. (For legislator meetings, see Legislative Meeting file for relevant tips.)

Consider meeting dates around a subject matter theme.

Check the OHSP and NHTSA Traffic Safety Campaigns calendar for ideas.

Example:

April is Distracted Driving Awareness Month
(Consider meeting in mid-March for relevancy)

TSN LEADERSHIP GENERAL GUIDELINES

MEETING LOGISTICS

When: Meetings are typically held quarterly throughout the year, with summers off.

Where: Locations are the choice of TSN leadership and members. Some networks choose to move them around a region while others remain in one place. TSN leadership is encouraged to seek donated meeting space and AV equipment where possible. OHSP and AAA pre-approval is required if there is a fee for these costs.

What: The content of a meeting can include presentations, roundtable discussions, demonstrations and a lunch or breakfast.

FUNDING FOR MEALS

A total of four (4) meals per TSN may be funded per fiscal year (October 1 through September 30.)

- AAA will sponsor one lunch or breakfast and one legislative breakfast or lunch.
- OHSP will sponsor two (2) lunches.

1. Meal limit is based on the State of Michigan group meeting meal per diem of \$12.75 per person or \$14.75 per person for select cities (see www.michigan.gov/dtmb/services/travel). Be sure to check the website prior to ordering meals to confirm the current rate based on the meeting date.
2. Delivery fees are allowable if they are included on the vendor's invoice. Delivery fees cannot be paid to individuals or businesses separate from the vendor providing the meal, such as Door Dash, Uber Eats, etc.
3. Things to remember when planning for a TSN meeting meal are:
 - A. Determine who will be paying for the meal (OHSP or AAA)
 - If AAA, advise AAA Representative of upcoming need for credit card payment.
 - If OHSP, the selected vendor must be willing to provide an invoice at the time of the meal delivery. Subsequent payment will be made through the State of Michigan SIGMA system. Vendor registration in the SIGMA system must be completed to receive payment. Please contact your OHSP representative when using this method of payment.
 - B. Choose vendor (caterer, restaurant, or grocery store).
 - C. Ensure vendor can stay within the above SOM per person meal per diem limit. Provide tax exempt certificate or number from OHSP liaison.
 - D. Obtain deadline for final vendor meal count (if applicable).
 - E. Request separate lunch RSVPs in meeting invitation.
 - F. Provide vendor with final count (based on the number of RSVPs), venue address, and delivery time.
 - G. Set up tables at venue for food delivery.
 - H. Obtain itemized receipt with date, name of vendor, total charges. **Ensure that no sales tax is charged.**
 - I. Return items to vendor if applicable (hot cases, serving utensils, coffee decanters)
 - J. Provide completed attendee sign-in sheet and meeting agenda to AAA and OHSP Liaison (scan or photograph via e-mail).

AAA AND OHSP SPONSORSHIP SUPPORT

AAA and OHSP liaisons attend meetings, pay for meals, and provide high-level oversight of the TSNs. They can also provide technical assistance, such as:

- Presentation and agenda ideas
- Facilitating discussions
- Networking
- Assisting with Teams during hybrid meetings.
- Coalition-building ideas
- Meeting and/or lunch venue procurement
- Identifying traffic safety resources

Each TSN has two liaisons:

- AAA: Gary Bubar oversees all networks on behalf of AAA Michigan.
Contact information is: GTBubar@acg.aaa.com, 734-751-1606
- OHSP: OHSP staff and their assigned networks are listed on the TSN map above.

BUILDING AN AGENDA

- Current local/state topics
- Problem identification based on traffic crash data
- Current or upcoming campaigns
- Roundtable sharing of attendees' traffic safety activities or issues

Once the meeting details are determined, the agenda is to be disseminated to all TSN members. It will include the following information:

- Meeting date/time
- Meeting location
- Agenda topic(s) – provide as much information as possible about the presentation
- Speaker's name, agency represented, and title
- Other information you wish to share with the TSN Network regarding the meeting

TSN meetings should feature a guest speaker. The speaker should be able to present on a relevant, timely, and regionally appropriate area of traffic safety. Other acceptable speakers include motivational or professional development presenters.

A reminder call or email should be made to the guest speaker(s) before the meeting to confirm their presentation or to find a replacement if the speaker is no longer available.

Tips for Effective Meetings

Running an effective meeting

- Set a firm agenda and be sure all network members receive a copy.
- Make the meetings enticing. Be sure to schedule a variety of interesting speakers, tours, and activities to make attending the meetings beneficial to members. A robust agenda will help members receive approval from their supervisors to attend.
- Make the meeting interactive by including everyone that attends – include time for a roundtable discussion so everyone can provide an update on their organization's latest news.
- Start and end the meetings on time.
- Be local, be accurate, and be proactive.
- Make sure the roundtable updates are discussions, not just a distribution of facts.
- Encourage meeting attendees to participate in discussions.

Group questions

It is suggested that these questions be asked of the group, either at the beginning of the year or over the course of several meetings.

- If you could add one person to this network, who would it be and why?
- What are the roadblocks to getting that person on board?
- What would you say are the three greatest strengths or assets of this network? How can we maximize them?
- Where would you like to see this network be in a year? What do you see us doing?

Roundtable Discussion Format

- Name:
 - Agency:
 - Tell us about a traffic safety project or activity being implemented by you or your agency.
- OR-
- One traffic safety issue that seems to be a problem in our network area is....