



National
Center
for
Rural
Road
Safety

Est. Dec. 2014



Commerce and Freight in the Rural Environment

Facilitated by: Oana Deselnicu and Tim Kirby, Colorado Department of Transportation



Communication of Rural Needs

- Non-adversary mindset
- Communicate the importance of rural needs and how they benefit urban areas as well
- Funding rural projects improves global competitiveness for our country as a whole, lowers the price of food and servers urban communities
- Articulate the consequences of no action as a negative impact on everyone, not just rural communities



Funding

- Creative funding may depend on coalition building
- Combine BLM interests, freight interests, tourism interests to fund projects of interest to all parties
- Create private-public partnerships to supplement public dollars
- Educate public on the benefits of tax increases as they relate specifically to them – people agree to tax increases if they understand the consequences



Staffing at the Rural level

- Unify the voice of local and state agencies
- Get stakeholders such as the Farm Bureau, or Mining Organizations, to talk to each other and have a unified voice and strategy
- Set up partnerships with NACO, Federal Lands, etc, to create a unified voice for rural interests



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Design, Construction, Operations & Maintenance

Facilitated by: Brian Roberts, Executive Director, National Association of County Engineers



DCOM – Silo Participants

State

- LA/IA/CO/NE
- CO/OR
- WA/CO/UT
- NJ/CA
- TX/CO
- CO/UT
- IA/MO/CA/CO/WA
- AK
- NM
- ND
- CO
- CO

Organization

- LTAP
- Public Works
- Consultant
- University
- FHWA
- DOT
- County
- Tribes
- COG
- Association of Counties
- National Assoc. of State Legislators
- Fish & Wildlife Service



DCOM - Challenges

- Lack of resources/funding
- Data, data, data
- Changing behavior
- Political/public will
- Interagency coordination
- Federal regulations



DCOM – Solutions: Implementation Issues

- Encourage States to swap
- Fiscal management improvement
- Change regulations
- Direct guidance from Feds
- Stakeholder partnering



DCOM – Solutions: Legislative Issues

- Strengthen penalties for violations
- Coalition building
- Utilize professional associations
- Judicial outreach and education
- Local education/information/messaging



DCOM – Solutions: Data

- Sources
- LTAPs, Universities
- DOTs



DCOM - Solutions

- Population-based v. fatality-based model
- Systemic approach
- Use a true multi-disciplinary approach
- Engage in SHSP & HSIP processes
- Local Road Safety Plans



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Enabling Rural Emergency Responders

Facilitated by: Daniel Dytchkowskyj, Transportation Safety
Advancement Group



Enabling Rural Emergency Responders

- Regional Coordination
 - TIMS and interagency communication
- Technology
- Prevention through road improvements
- Communications infrastructure
- Good usable, workable data



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Exploring Common Obstacles to Increasing Agency Safety Culture and Best Practices to Overcome Them

Facilitated by: William Schell, PhD and Nicolas Ward, PhD,
Montana State University



Safety Culture

- Hearing
- Talking
- Doing
- Being
- Stories
- Policy
- Planning
- Training
- Priorities
- Measurement
- Clarity
- Entrenched
- Checklist
- Accountability
- Identification
- Personal



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The Effects and Impacts of Safety on Tourism

Facilitated by: Linda MacIntyre, National Park Service DSC



The Effects and Impacts of Safety on Tourism

- Tourism in general needs to be included in discussions – states depend on tourism
- In rural areas, jurisdictions are very interconnected (Fed, state, county, local, public)
- Make sure all partners/stakeholders are at the table (road owners, land owners, public health, law enforcement, EMS)
- Quality of road may not be consistent along entire route due to multiple jurisdictions
- Quality, availability, consistency and aggregation of data is imperative. Need more/better data to communicate a story without assumptions
- Need to balance safety, access, character of the road/area, and economic development



The Effects and Impacts of Safety on Tourism

- Unfamiliarity is a challenge (area, access, wayfinding, local conditions, vehicle, language)
- Mix of users can be a challenge (RV, motorcycles, bicycles)
- Social media can help with marketing a tourism destination, as well as, identification of safety challenges
- Look at similar/parallel plans (health, transportation, tourism, economic development community) to identify gaps and overlaps for goal of safety
- Tourism agencies and local businesses have data that on visitor experience that can be mined and lead to identification of safety issues