

2<sup>ND</sup>  
NATIONAL SUMMIT  
ROAD



ON RURAL  
SAFETY  
bridging THE gap

Marketing Safety: How to Tell Your Story  
and Develop an Elevator Speech



National  
Center  
for  
Rural  
Road  
Safety

[ruralsafetycenter.org](http://ruralsafetycenter.org)

Hi, I'm Kevin.



# Goals for this Session

To give you:

- Quick tips for marketing safety, with examples
- Another way to think about your elevator speech
- A handy communication tool



# Safety Marketing Tips

- Start with Why
- Visualize
- Use Analogies
- Ask Questions
- Let's Get Emotional



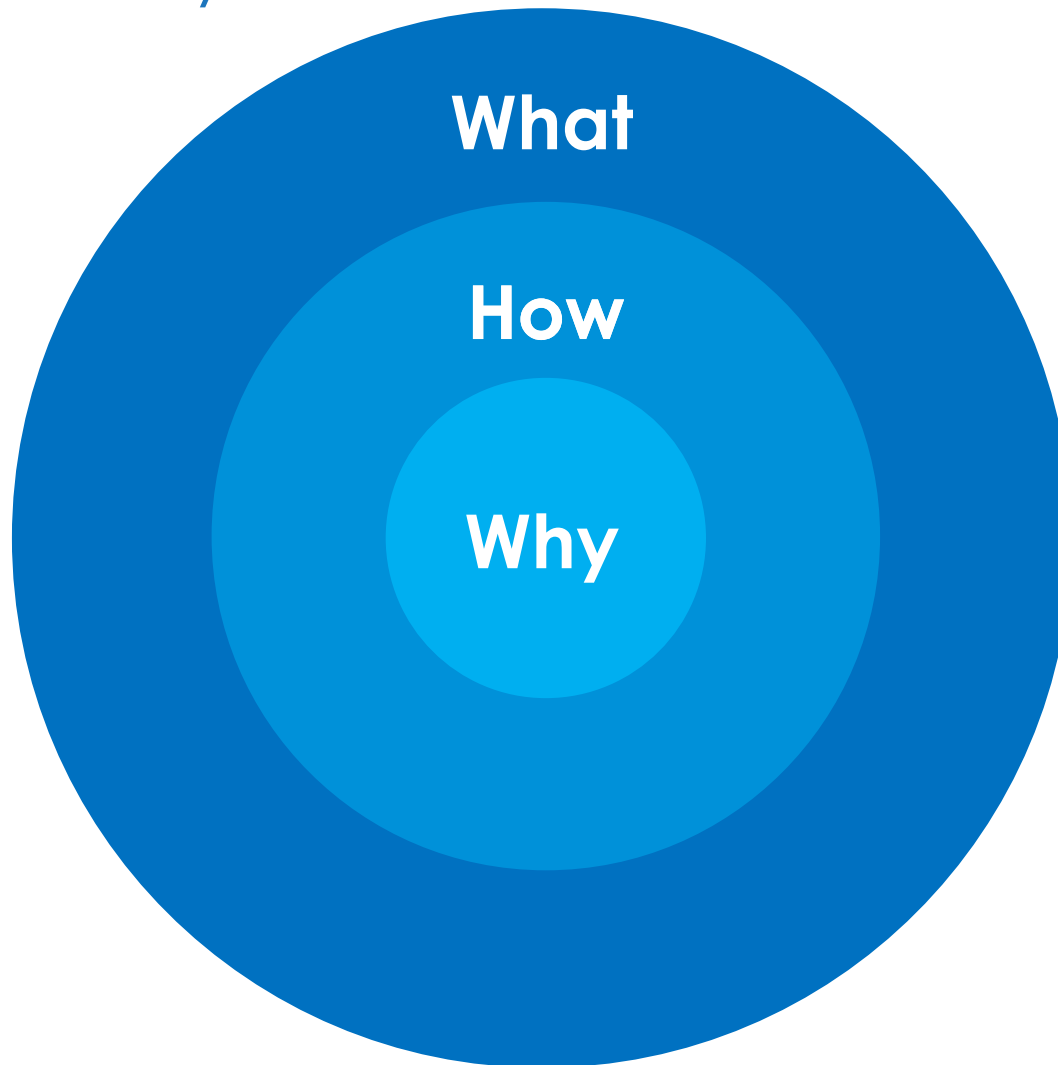


# Start with Why



# Start with Why

Simon Sinek



# Visualize





# Use Analogies





# Rx How Healthy is Your Road System?

Find out with systemic analysis

**Systemic analysis** is like a health screening for your road system. Just as your doctor identifies risk factors for illness, systemic analysis identifies locations that are at highest risk for severe crashes. Practitioners can then prioritize projects based on risk and apply low-cost safety treatments to reduce severe crashes across the whole at-risk system.

CURVE COUNTY - X RAY RESULTS

## Symptoms

Severe roadway departure crashes on curves.

### Possible Risk Factors:

- 🚗 Avg. Daily Traffic > 1,000 vehicles
- ⤵️ Curve Radius < 1,000 feet
- ⊕ Intersection within Curve
- ⚠️ Visual Trap within Curve
- 🔥 Severe Crash within Curve

## Diagnosis

11% of all curves have 3 or more risk factors.

### Lab Results:

- Curve A 🚗
- Curve B 🚗 ⤵️ ⊕ ⚠️ 🔥
- Curve C 🚗 ⊕
- Curve D ⚠️
- Curve E ⤵️ ⚠️ 🔥

## Treatment

Prioritize highest risk sites and treat with low-cost countermeasures such as chevron signs or rumble strips.

## Follow-Up

Track and evaluate safety improvements. Further remediation can be implemented as needed.

## Systemic vs. Systemwide

Systemic does not mean treating all locations. It allows agencies to treat the highest-risk sites within limited budgets.

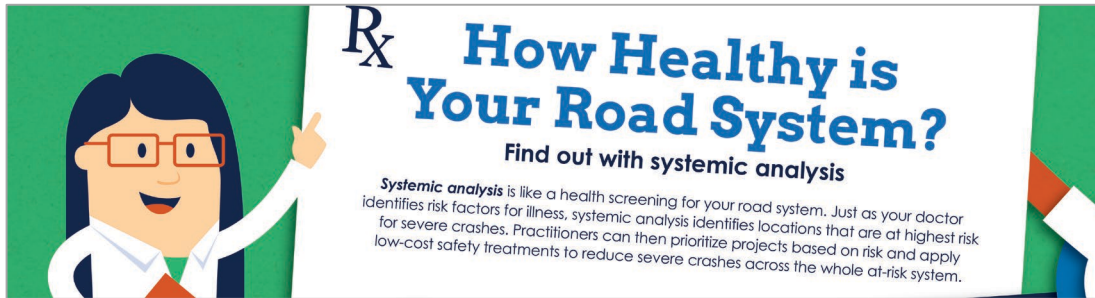


# Ask Questions





# DDSA Questions



**Webinar: Applying DDSA in Alternatives Analysis**  
**December 20, 2018 1:00-2:30 ET**  
Join us for this “how-to” webinar!

How safe are your designs?

Data-Driven Safety Analysis (DDSA) can be used to predict the number and severity of crashes for multiple design options, allowing for the safety performance of various alternatives to be considered alongside other project goals.





# Talk Like TED

Carmin Gallo

## Let's Get Emotional



<https://www.youtube.com/watch?v=GEQ1u1nKjWA>



# Bonus Tips

- Be helpful, not snarky.
- Marketing is an ongoing conversation.
- There is no “one thing.”

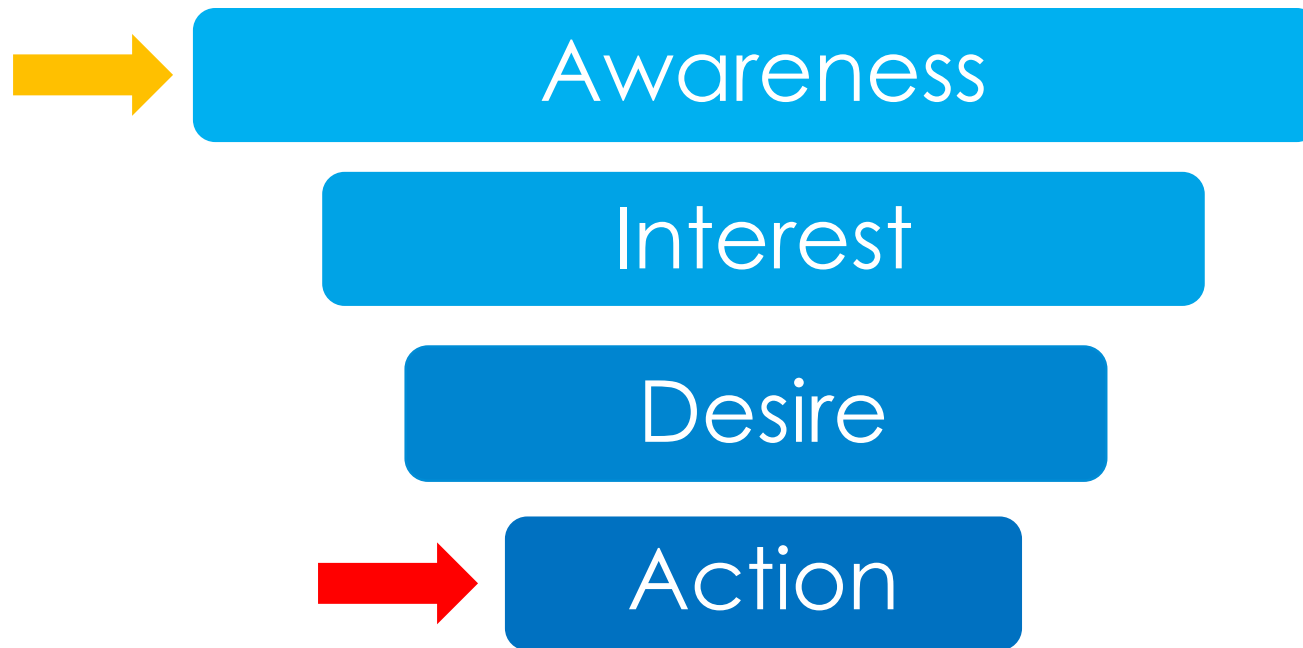


Oh, you tease!



# Good in a Room

Stephanie Palmer



# Types of Teasers

- Startling Statistics
- Purposely non-specific phrases
- Long-term benefits



# Kevin's Teasers

“About 80 people will die on the roads today.  
My job is to help it be fewer tomorrow.”

“I'm a transportation translator.”

“I use communication to help you get  
home safely at the end of the day.”



# Types of Teasers

- Startling Statistics
- Purposely non-specific phrases
- Long-term benefits

What's yours?





# What is a Communications Brief?



# Thank you!

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