Marketing Safety: How to Tell Your Story and Develop an Elevator Speech
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
LOCAL ROAD SAFETY PLANS: Your Map to Safer Roadways

No matter what your resources, a Local Road Safety Plan will guide you to data-driven solutions and safer roads.

https://safety.fhwa.dot.gov/provencountermeasures/local_road/

Choose Proven Solutions
- Chevrons
- Roundabouts
- Targeted Enforcement
- Crosswalks

Use Safety Data
- Crashes
- Maintenance Logs
- Safety Audits
- Traffic Violations

Implement Solutions
- Education & Enforcement
- Capital Projects
- Maintenance Work

Identify Stakeholders
- Law Enforcement
- Public Health
- EMS
- Elected Officials

START HERE!

Chevron signs reduce nighttime crashes by 25%

In 2017, over 50% of fatalities occurred on rural roads, but just 19% of Americans live in rural areas.

More than 75% of all roads are maintained by local agencies.

Help Get People Home Safely

U.S. Department of Transportation
Federal Highway Administration
FHWA-SA-18-019
Use Analogies
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.

**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
**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
Carmine 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

- Awareness
- Interest
- Desire
- Action
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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