

Strategic Highway Safety Plan for Vermont

Appendix A

Selected Examples of “Sample” Action Plans

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About this Appendix

This appendix contains an example of a sample plan for an engineering strategy and one example of a behavioral change strategy. The SHSP website (<http://highwaysafety.vermont.gov/>) will contain a compilation of sample action plans, as developed by the seven task teams, for most of the critical strategies identified.

The principal differences between a work plan and an action plan are that the action plan is more specific to an organization, it lists the specific tasks that need to take place in order to implement the strategy and it provides a timeline. Another difference is that the action plan could also be focusing on a sub-strategy emanating from a broader strategy. For one work plan, there could be more than one action plan corresponding to several sub-strategies.

The intent of the sample action plans is to help the organizations involved with the implementation of a strategy brainstorm and develop a road map to accomplish the strategy. Each of the organizations involved should develop its own specific action plan and get support from its leaders. These action plans will describe specifically how the organization will implement the assigned strategies from the working plans.

The appendix is organized in two parts. The first part is devoted to the sample action plans corresponding to a strategy under the CEA 1, Keeping Vehicles on the Roadway. For this example, the work plan selected was for strategy 6 shown on page 38 of Section 5.1.1. For this work plan, two sample action plans are presented, one for a municipality and one for VAOT. Two sample action plans for this strategy are provided because the actions needed to accomplish the strategy are different for a municipality and state government.

The second example of a sample action plan is for CEA 5, Impaired Driving. Strategy 3 on page 65 of Section 5.1.5 was selected as an illustration. For this work plan, five sample action plans were developed, one for each of the sub-strategies under the corresponding work plan.

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Part I - Sample Action Plans for an Engineering Work Plan

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CEA 1	Reducing Impaired Driving
Strategy 6	Improve clear zone by removing, relocating, shielding, or delineating roadside objects
Sub-Strategy 1	Municipal Approach
Targets	Fixed-object crashes on 50 mph 2-lane rural highways
Description	<p>Remove/relocate fixed objects from clear zone</p> <p>Relocate utility poles (install underground utilities, move utility poles to inside of curves, relocate outside clear zone)</p> <p>Install breakaway features on fixed objects that must remain in clear zone (such as mailboxes, light poles, sign posts)</p> <p>Implement local zoning rules to establish safe setbacks for fixed objects outside highway right-of-way</p> <p>Shield fixed objects (guardrail, embankments, crash attenuators)</p> <p>Delineate fixed objects (reflective bands on utility poles and trees, reflective strips on posts/roadside hardware, post-mounted object markers, delineate existing guardrail ends, repair and maintain in-guardrail reflectors)</p>
Actions	<p>Step 1: Establish a procedure to obtain crash data</p> <p>Step 2: Compile crash data and anecdotal data to identify target areas.</p> <p>Step 3: Determine the number of locations needing improvements.</p> <p>Step 4: For each location, perform site visit to determine appropriate sub-strategy for implementation</p> <ul style="list-style-type: none">- Remove/relocate from clear zone wherever feasible- Install breakaway features or shield- Delineate if removal/shielding not feasible <p>Step 5: Determine cost for each location based on improvement needed</p> <p>Step 6: Prioritize locations based on highest number of fixed object crashes and AADT.</p> <p>Step 7: Identify funding</p> <p>Step 8: Schedule work to be done with “real” completion date.</p> <ul style="list-style-type: none">- Incorporate strategy into future roadway and utility upgrade projects where timing is favorable. <p>Step 9: Do follow-up study to determine effectiveness.</p> <p>Step 10: Send study to VAOT for summarization.</p>

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Time Frame	From the time the SHSP is accepted and this sub-strategy is funded, the time frame should be: Step 1: within six months; Steps 2 & 3: within 3 months of obtaining the data. Step 4: over the next 3 to 5 months following step 3, Steps 5 & 6: within 1 month of step 4; Steps 7 & 8: tailor to needs; Step 9: for each location, once a year for 3 years; Step 10: once a year.
Output	Number of locations treated
Data Needed	Crash data to identify sections with high numbers of fixed-object crashes. AADT information. Target roadway feature identification by towns and AOT districts.
Data Collection	Highway Research; Traffic Research; and town public works staff
Funding	VAOT Highway Safety Improvement Program; High Risk Rural Roads program with local match; local funding.

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CEA 1	Reducing Impaired Driving
Strategy 6	Improve clear zone by removing, relocating, shielding, or delineating roadside objects
Sub-Strategy 2	VAOT Approach
Targets	Fixed-object crashes on 50 mph 2-lane rural highways
Description	<p>Remove/relocate fixed objects from clear zone</p> <p>Relocate utility poles (install underground utilities, move utility poles to inside of curves, relocate outside clear zone)</p> <p>Install breakaway features on fixed objects that must remain in clear zone (such as mailboxes, light poles, sign posts)</p> <p>Implement local zoning rules to establish safe setbacks for fixed objects outside highway right-of-way</p> <p>Shield fixed objects (guardrail, embankments, crash attenuators)</p> <p>Delineate fixed objects (reflective bands on utility poles and trees, reflective strips on posts/roadside hardware, post-mounted object markers, reflective collars for moose, delineate existing guardrail ends, repair and maintain in-guardrail reflectors)</p>
Actions	<p>Step 1: Once a year, request crash data pertaining to hitting a fixed object from Highway Research for the most recent 3 years.</p> <p>Step 2: Compile crash data and anecdotal data from districts to identify target areas.</p> <p>Step 3: Determine the number of locations needing improvements.</p> <p>Step 4: For each location, perform site visit to determine appropriate sub-strategy for implementation (request towns to participate if on town roads)</p> <ul style="list-style-type: none">- Remove/relocate from clear zone wherever feasible- Install breakaway features or shield- Delineate if removal/shielding not feasible <p>Step 5: Determine cost for each location based on improvement needed</p> <p>Step 6: Prioritize locations based on highest number of fixed object crashes and AADT.</p> <p>Step 7: Identify funding (work with towns if on town roads)</p> <p>Step 8: Design solution if necessary</p> <p>Step 9: VAOT or towns schedule work to be done with “real” completion date.</p> <ul style="list-style-type: none">- Incorporate strategy into future roadway and utility upgrade projects where timing is favorable.

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Step 10: Do follow-up study to determine effectiveness.

Time Frame	From the time the SHSP is accepted and this sub-strategy is funded, the time frame should be: Step 1: within 3 months; Steps 2 & 3: within 3 months of obtaining the data. Step 4: over the next 3 to 5 months following step 3, Steps 5 & 6: within 1 month of step 4; Steps 7, 8 & 9: tailor to needs; Step 10: for each location, once a year for 3 years.
Output	Number of locations treated
Data Needed	Crash data to identify sections with high numbers of fixed-object crashes. AADT information. Target roadway feature identification by towns and AOT districts.
Data Collection	VAOT Districts; Highway Research; Traffic Research
Funding	VAOT Operations; VAOT Highway Safety Improvement Program; VAOT Projects; High Risk Rural Roads program; Local Match as needed.

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Part II- Sample Action Plans for a Behavioral Type Work Plan

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CEA 5	Reducing Impaired Driving
Strategy 3	Convince the public that DUI apprehension is likely
Sub-Strategy 1	Greater publicizing of existing enforcement programs
Targets	The general public and high risk segments such as male drivers.
Description	Create a communication policy to handle DUI arrests. Have law enforcement agencies work more closely with media groups publicizing DUI enforcement, apprehension and the adjudication process of offenders. Include names of individuals involved as well as their past history. Complete follow-up press releases for major incidents.
Actions	<p>Step 1: Establish sub-committees in four different parts of the State; include somebody from the media in addition to law enforcement in each sub-committee.</p> <p>Step 2: Have one or two meetings at the sub-committee level and send the results to other sub-committees.</p> <p>Step 3: Hold one meeting with the chairs of the sub-committees to firm up a policy</p> <p>Step 4: Send the draft policy to the sub-committees for review.</p> <p>Step 5: Implement the policy.</p> <p>Step 6: Gauge the process and refine the policy as needed.</p>
Time Frame	<p>From the time the SHSP is accepted and this sub-strategy is funded, the time frame should be:</p> <p>Step 1: within one month, Step 2: within two months, Step 3: within three months, Step 4: within four months, Step 5: within four months, Step 6: within twelve months</p>
Output	A policy and process to handle DUI cases with the media
Data Needed	Number of arrests; number of DUI related crashes (by severity) and highest number of incidents by town and roadways.
Data Collection	Not all enforcement agencies work under the same computer system, therefore each department should be responsible for collecting data to ensure accurate numbers.
Funding	402 funds

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CEA 5	Reducing Impaired Driving
Strategy 3	Convince the public that DUI apprehension is likely
Sub-Strategy 2	Print and television/radio media campaigns
Targets	The principal target market of this strategy is the general public, and high risk segments such as male drivers.
Description	Targeted periodical print and television/radio media campaigns.
Actions	<p>Step 1: Establish an advisory committee. The committee will be responsible for all decision-making with regards to the campaign</p> <p>Step 2: Prepare and send a RFP to hire a marketing firm</p> <p>Step 3: Select firm and execute contract</p> <p>Step 4: Collect information to determine what type of message is needed and what level of intensity is required.</p> <p>Step 5: Develop a message that conveys the notion that arrest after drinking and driving is highly probable, develop a print literature campaign to raise awareness of this issue and distribute to DMV offices, police stations, high schools, senior centers, hospitals, and anywhere they are likely to be read.</p> <p>Step 6: Develop public service announcement(s) and paid media campaigns to raise awareness of the likelihood of arrest and distribute them to radio stations throughout the state and bordering states' radio stations as well as local television stations.</p> <p>Step 7: Work in collaboration with Strategy 1 to generate major news outlet interest in the increase in DUI arrests.</p> <p>Step 8: Conduct a follow up telephone survey to evaluate the change in the public belief of being arrested (use BRFSS if possible).</p>
Time Frame	<p>From the time the SHSP is accepted and this sub-strategy is funded, the time frame should be:</p> <p>Step 1: within three months; Step 2: within five months; Step 3: within eight months; Step 4: within nine months; Step 5: within eleven months; Step 6: within twelve months; Step 7: within twelve months; Step 8: two months after the initiation of PSAs and news outlet stories</p>
Output	Print messages published, PSAs developed and played and news stories generated.
Data Needed	Information to determine what type of message is need and pre-, post, and annual telephone survey results to evaluate public belief
Data Collection	Try to use Behavioral Risk Factor Surveillance System; if not possible, conduct annual surveys
Funding	402 funds

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CEA 5	Reducing Impaired Driving
Strategy 3	Convince the public that DUI apprehension is likely
Sub-Strategy 3	Conduct High-visibility checkpoints & phantom checkpoints
Targets	Drivers that may be at risk to drink and drive. Upon seeing the phantom checkpoint being assembled, these drivers will (hopefully) decide not to drink, use a designated driver or use other transportation choices other than driving themselves.
Description	Phantom checkpoints create the illusion that more checkpoints are being conducted than actually are conducted. A small cadre of people, not necessarily law enforcement personnel, can go to a location with checkpoint equipment (signs, cones and lights) and begin setting up the equipment in an area adjacent to a well traveled road where DUI crashes or arrests are frequent. Without ever putting checkpoint equipment in or on the roadway, the cadre can disassemble the equipment and move to another location and repeat the process.
Actions	<p>Step 1: Establish a phantom checkpoint committee.</p> <p>Step 2: Prepare, circulate and adopt a statewide phantom checkpoint policy and procedure.</p> <p>Step 3: Identify sources of phantom checkpoint equipment.</p> <p>Step 4: Promote the use of phantom checkpoints to community groups interested in deterring drinking and driving.</p> <p>Step 5: Phantom checkpoints pilot program to be performed every weekend during the summer months in one selected county.</p> <p>Step 6: Maintain a phantom checkpoint advisory group to collect phantom checkpoint activity reports, address problems encountered, lessons learned and continue promotion of the activities.</p>
Time Frame	<p>From the time the SHSP is accepted and this sub-strategy is funded, the time frame should be:</p> <p>Step 1: within two months; Step 2: within six months; Step 3: within six months; Step 4: within nine months; Step 5: within 9 months; Step 6: within twelve months</p>
Output	The number of phantom checkpoints conducted
Data Needed	The number of phantom checkpoints conducted, by area, date, time and duration
Data Collection	The entities involved in the program
Funding	402 funds

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CEA 5	Reducing Impaired Driving
Strategy 3	Convince the public that DUI apprehension is likely
Sub-Strategy 4	Awareness of DUI Hot-Lines
Targets	The general public
Description	Create awareness of the DUI hotline and discuss the suitability of the current number (The DUI hotline is 888-GET-ADWI (888-438-2394) and not 800-GET-ADWI. The person who owns the roofing materials company who has the phone number 800-GET-ADWI (800-438-2394) gets about 2 to 3 calls a month from people wanting to report a drunk driver.)
Actions	<p>Step 1: Form a committee to discuss the understanding of the current 888-GET-ADWI hotline</p> <p>Step 2: Consider revising the number</p> <p>Step 3: Develop a policy to have the number shown on all press releases</p> <p>Step 4: Work with the media to have the number mentioned whenever a DUI article is published in a newspaper</p> <p>Step 5: Develop a print media campaign to promote the number (Specific ads to appear at a minimum of three times during the year to correspond with high DUI-prone months)</p>
Time Frame	<p>From the time the SHSP is accepted and this sub-strategy is funded, the time frame should be:</p> <p>Step 1: within two month; Step 2: within two months; Step 3: within two months; Step 4: within two months; Step 4: within six months.</p>
Output	Print media messages published
Data Needed	Public perception and use of current hot-line number, phone numbers available
Data Collection	From Dispatch centers and discussions with different law enforcement agencies
Funding	402 funds

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CEA 5	Reducing Impaired Driving
Strategy 3	Convince the public that DUI apprehension is likely
Sub-Strategy 5	Related evaluation of CEA 5/Strategy 3
Targets	The general population and the subset of those who drink
Description	Conduct before and after telephone survey to gauge the belief of being arrested after drinking and driving in support of the combination of the sub-strategies for CEA 5/Strategy 3. Use BRFSS if possible.
Actions	<p>Step 1: Ask the Health Department if prior BRFSS data exist to get a basis for comparison; if not, conduct a telephone survey by hiring a marketing firm.</p> <p>Step 2a: Yearly, prepare the proposal to have a question related to drinking and driving and the likelihood of being arrested in the annual BRFSS</p> <p>Step 2b: If proposal is not accepted, then conduct a telephone survey by hiring a marketing firm.</p> <p>Step 3: Analyze the data</p> <p>Step 4: Repeat steps 1 to 3 until the program is completed.</p>
Time Frame	<p>From the time the SHSP is accepted and this sub-strategy is funded, the time frame should be:</p> <p>Step 1: within one month (conduct of a separate survey would be within 6 months); Step 2a: follow the process established by VDOH; Step 2b: if necessary, follow the timeframe proposed by VDOH for the BRFSS; Step 3: within three months following the conduct of the survey.</p>
Output	Before and after surveys conducted
Data Needed	Pre-, post, and annual telephone survey results to evaluate public belief
Data Collection	Ideally, use the BRFSS to gauge changes in the belief of being arrested. Ensure that the question related to the likelihood of being arrested is part of the BRFSS each year until 2010.
Funding	402 funds and HSIP funding