

**NCHRP 17-64: Guidance for the  
Implementation of the Toward Zero  
Deaths National Strategy on Highway  
Safety**

AASHTO SCOHTS Meeting

April 29, 2016




# Project Team

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# **Project Objective**


The objective of this research is to develop a guidance document with related resources to advance the implementation of the TZD national strategy for use by the safety community. These products will support a systematic integrated implementation of the TZD approach to highway safety.





# Phase 1: March 2016-October 2017


## Data Collection: Key Areas for Investigation

- Understanding organizational and institutional considerations
  - Existing SHSP processes
  - Implementation constraints and mitigation strategies
  - Partner and stakeholder engagement in TZD strategy implementation
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# Phase 1: March 2016-October 2017

## Interviews & Focus Groups

- Agencies adopting a vision for zero fatalities
  - Partners and stakeholders
  - Private industry and organizational safety culture
  - DOT CEOs
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# Phase 1: March 2016-October 2017

## Development of Self-Assessment Tools

- Assessment of where a state is on a continuum for adopting a TZD approach
- Assessment of where a state is on a continuum of meaningful engagement and collaboration with partners and stakeholders
- Supporting strategies based on the different levels

# Phase 1: March 2016-October 2017

## Guidance for Implementing the TZD Strategic Communications Plan

- Focus on strategies for use at the state and local level to recruit potential partners
- Tailoring communications messages that motivate organizations to help implement TZD strategies



# Phase 1: March 2016-October 2017

## Develop Resources for Communicating and Engaging with Partners and Stakeholders

- Materials and training to guide organizations in gaining support for TZD implementation
- Web-based tutorials
- Train the trainer framework for LTAP and TTAP Centers that focus on implementation at the local level

## Preparation of the Guidance Document and Plans for Dissemination





# **Phase 2: November 2017-February 2019**

## Dissemination of the Guidance

- National Workshop
  - Webinar Series
  - Training Courses
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