

1 Background

The Safe Streets and Roads for All (SS4A) Community of Practice (CoP) was developed to facilitate the exchange of insights, experiences, and noteworthy practices among SS4A grant recipients and enhance their safety-related outcomes.

CoP Peer Exchanges provide a small group forum for SS4A grant recipients to learn from and share solutions with each other. The SS4A team hosts regular peer exchange meetings as an opportunity for grant recipients to share challenges and insights, identify opportunities for collaboration, and request feedback from one another.

The August 28, 2024, Peer Exchange meeting focused on “Comprehensive Safety Action Plans and Your Safety Story.” The following is a summary of key takeaways from the meeting.

2 Summary from Comprehensive Safety Action Plan Presentation

Lydia McIntyre from the Greensboro Urban Area Metropolitan Planning Organization (MPO) presented on lessons learned during the development of their Comprehensive Safety Action Plan (Action Plan).

First, she outlined the [Action Plan components](#) and the relevant lessons that Greensboro MPO has learned, including:

- **Leadership commitment** is important to find someone who cares about safety and who can connect with champions and the community.
- Have a manageable size for your **planning structure** and holding meetings in a timely manner to get them engaged, while keeping vocal critics and a mixture of skills at the table.
- Gathering data for **safety analysis** is important, and data contributors should make sure they're checking their data for quality and information gaps.
- **Engagement and collaboration** are easier when you can piggyback on other major events to build relationships and get feedback.
- **Equity considerations** means making community connections and building trust.
- **Policy and process change** requires understanding the policy, when the policy was updated last, and understanding the stakeholders who are involved in policy change.
- For **strategy and project selection**, identify locations for potential improvements using the Safe System Approach and by talking to other peer groups.
- **Progress and transparency** are important to help gain community buy-in.

Then, she shared the [Guide to Developing a Vision Zero Plan](#) and provided key takeaways, such as the importance of robust public participation; analyzing current conditions and trends; developing a vision, goals, and objectives; and measuring implementation and action steps.

Finally, she shared challenges and opportunities from the Greensboro MPO's process. One of these challenges was that Greensboro MPO had limited staff capacity, which required more time to develop an Action Plan and to organize events to obtain appropriate community feedback. To help expand their capacity, they connected with the right people in other organizations to find complementary data and skills.

Emphasizing the importance of traffic safety to help shift the paradigm toward zero deaths became an unexpected opportunity for the MPO to gain community buy-in. Additionally, they worked to understand the main concerns of the community to get to the root of what is unsafe and to understand the community's needs. Lydia also highlighted the importance of creating an Action Plan that is a living document, where strategies can be updated and implemented, including continuing to use your planning structure after the plan is published. Lastly, she reminded the audience to celebrate their accomplishments, as even small accomplishments become large over time.

Watch: [Recording of Lydia's presentation](#) with the passcode **VM@wAB3?**

3 Main Takeaways from Breakout Rooms

Topic	Response
Safety Analysis	• To prioritize different safety issues, customize what is right for you based on the available data. Be strategic with your data and get creative with your data sources. You can expand the scope of data by using non-traditional data. • Utilize tools that can help you gather data, like the Crash Data Summary Template and the Crash Tree Diagram Tool. • When there is not reliable crash data, you can still build a safety action by utilizing community outreach. • Communicating data to your community is also important, as sharing data can create a safety culture. • As you draft your Action Plan, include a wide range of stakeholders who can help build support and provide nuance.
Leadership Commitment	• Obtaining leadership commitment can present challenges, such as politics or hesitancy to commit to a stretch goal. Try to emphasize that reaching zero deaths is possible and use examples of where that goal has been attained. Use details that will be meaningful to your leadership to help them understand the goal. • Utilize early data analysis and/or community input to help provide context to your leadership. • Consider hosting a walking audit with your leaders to connect them to the community and demonstrate how you can achieve goals along the walk.

4 Resources

Action Plan Resources

- Collaborative Sciences Center for Road Safety, [Guide to Developing a Vision Zero Plan](#)

Safety Analysis Resources

- NCHRP, [Estimating Effectiveness of Safety Treatments in the Absence of Crash Data: A Guide](#)
- FHWA, [Crash Data Summary Template](#)
- FHWA, [Crash Tree Diagram Tool](#)

Planning Structure Resources

- FHWA, [Transportation Safety Planning](#)

- FHWA, [Local Road Safety Plans, Potential Stakeholders](#)
- FHWA, [Vision Zero Toolkit, Section 1](#)