Leadership Commitment and Goal Setting Noteworthy Practice:

Institutionalize Support to Engage Leaders Long-Term

Formalize leadership commitments to translate early support into measurable, accountable, and ongoing engagement.

Noteworthy Practices for Institutionalizing Support:

- Communicate commitments publicly
- Set measurable, time-bound goals
- Formalize commitments through resolutions, ordinances, or official endorsements
- Engage multiple leaders across sectors early in the process
- Establish structures for ongoing reporting and coordination with leadership
- Maintain visible leadership involvement across departments, jurisdictions, and partners

The following success stories highlight how SS4A grant recipients have applied these practices in their grants.

Demonstrating Early and Visible Leadership Engagement

City of Foley
Alabama, Rural, FY22
View Foley's Action Plan to learn more

Foley established visible and sustained leadership engagement from the start by **combining visible public messaging with formal adoption**, which helped confirm early buy-in, accountability, and community-wide confidence in the plan's direction. Foley:

- Secured early and visible engagement from top elected officials through a mayoral statement framing roadway safety as a shared, data-driven responsibility.
- Adopted a formal City Council resolution establishing measurable reduction goals.
- Reinforced leadership accountability through progress reporting and ongoing communication with the public to maintain transparency and trust.

Message from Mayor Ralph Hellmich

On behalf of the Foley City Council and the other leaders of our great City, I am proud to support this effort toward making our roadways safer for all who travel them. Between 2018 and 2022, our City experienced 5,218 reported roadway crashes, of which 136 crashes led to 17 deaths and 140 seriously injured individuals. These events are tragedies for the victims, their families, and our communities. The impacts are profound and devastating.

Fatalities and serious injuries due to traffic crashes are preventable, and the City of Foley is committed to significantly reducing and ultimately eliminating these occurrences. This Comprehensive Safety Action Plan is a crucial first step toward making this commitment a reality. As a data-driven and actionable document, this Safety Action Plan lays the groundwork for projects and strategies that can make a tangible difference on our roadways.

Source: City of Foley, used with permission by Guidehouse

Mayor Ralph Hellmich shares Foley's commitment to eliminating traffic deaths and serious injuries through the City's Action Plan.

Uniting Leaders Across the Region

Cherokee County Board of Commissioners
Georgia, Urban, FY22
View Cherokee County's Action Plan to learn more

Cherokee County demonstrated how strong leadership commitment can **unite multiple jurisdictions under a shared vision, using top-down collaboration** to drive coordinated, long-term safety action. Cherokee County:

- Unified leadership across six jurisdictions, adopting shared safety goals, timelines, and accountability standards.
- Established a leadership-driven task force that institutionalized ongoing coordination, ensuring elected officials and department heads remain actively engaged.
- Linked leadership commitment to data transparency, using annual progress reports to inform leadership decisions and sustain momentum.

What Does Leadership Commitment Mean for Cherokee County and Its Partner Cities?

- ☑ *Ongoing Engagement with the SS4A Stakeholder Committee*
- ☑ *Regular Coordination across Government Departments to Align Efforts*
- ☑ *Prioritizing Funding for Projects Identified on the High Injury Network*
- ☑ *Monitoring and Reporting Progress toward Achieving the Goal*

Source: Cherokee County, used with permission by Guidehouse

Cherokee County's Action Plan defines what leadership commitment and goal setting mean for their community and partners.

> "For the first time possibly in the history of the county, the county government and the municipalities worked together to complete a transportation safety plan that didn't stop at a political boundary."