



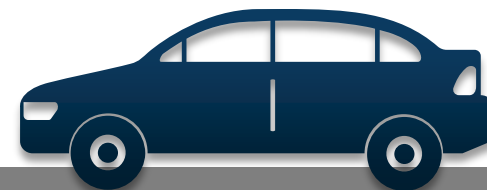
Safe Streets and Roads for All

Technical Assistance Center

The Safe System Approach and Your Action Plan Workshop:

Leadership Commitment and Goal Setting

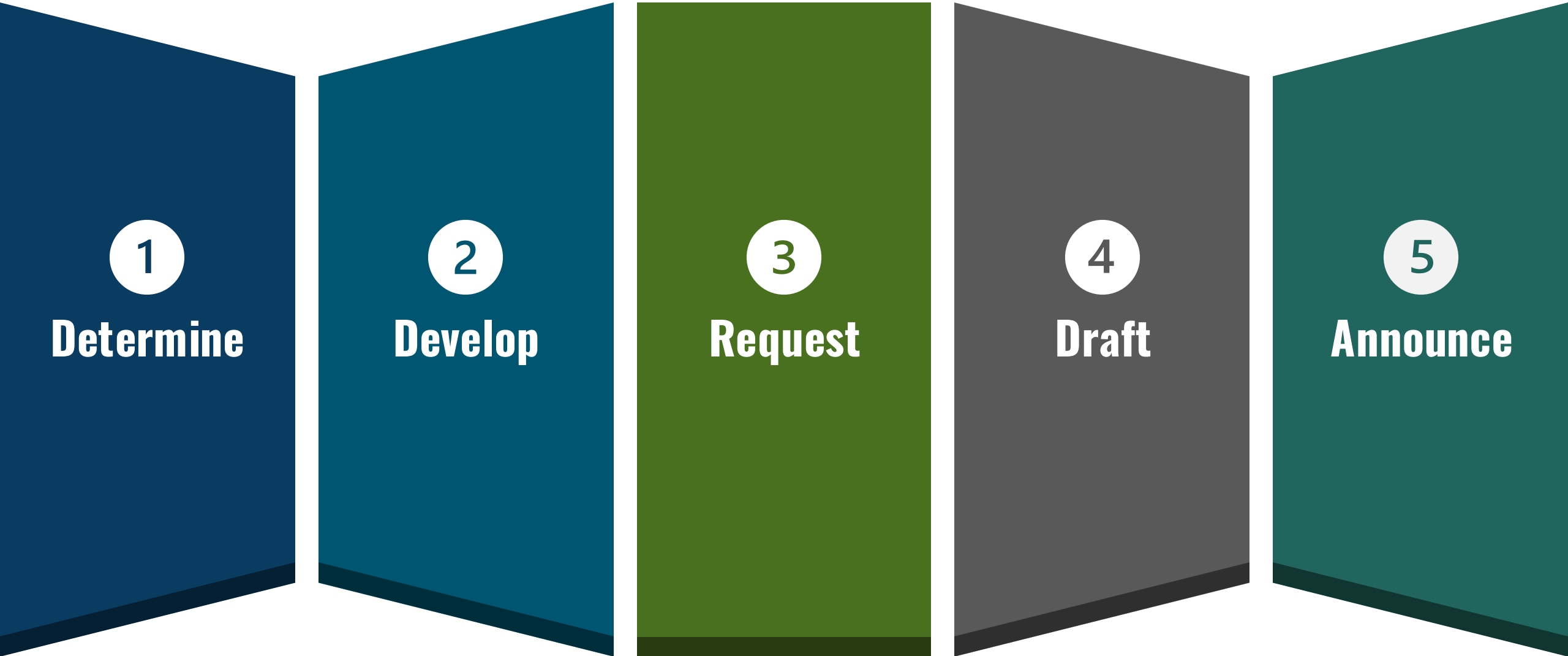
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What is: **Leadership Commitment**

- An official public commitment by a high-ranking official and/or governing body
- Commits to an eventual goal of zero roadway fatalities and serious injuries

Thought Starter Framework



1

Determine

Identify officials, community leaders, MPO (Metropolitan Planning Organization) leadership, and/or Tribal leaders who can support your Action Plan.



Reflect on your current leadership.

Ask yourself...



How does my leadership's priorities, interests, goals align with roadway safety?

What is their influence or decision-making power?



What are examples of leadership?

- Mayor
- City/County Council
- Tribal Council
- MPO Board
- Public Works Official

1

Determine

Identify officials, community leaders, MPO (Metropolitan Planning Organization) leadership, and/or Tribal leaders who can support your Action Plan.



Reflect on allies that could help influence your leader.

Ask yourself...



Do I have allies with existing relationships and connections to leadership?

Do my allies have insight into my leadership's way of working?



What are examples of allies?

- Local fire and police departments
- Planning and zoning officials
- Public works department
- Public health leaders

1

Determine

Identify officials, community leaders, MPO (Metropolitan Planning Organization) leadership, and/or Tribal leaders who can support your Action Plan.



Identify the hurdles to getting a “yes”.

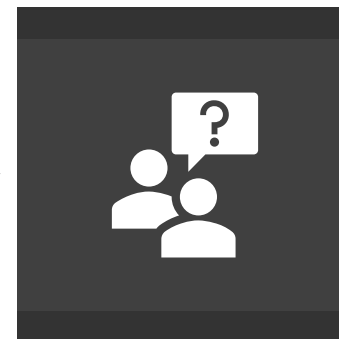
- What might stand in the way of leadership support?



Budget?



Competing priorities?



Lack of awareness?



Timing of the ask?

2

Develop

Develop a detailed ask outlining the Action Plan's objectives, benefits, expected outcomes, accountability measures, and alignment with broader local or regional goals.



Develop the ask.

Tell Your Safety Story

- Share examples and community stories.
- Show the broader impact.
- Explain why roadway safety is critical.
- Set a target date.
- Address barriers.
- Call to action.

Tailor Your Message

- What will resonate with your leadership? Data or stories?
- How does your story align with their goals and interests?
- When do you need support?
- Keep the language straightforward.

3

Request

Request a meeting or call to discuss the ask and make leaders aware of commitments and resources needed for execution.



Private Meeting



Public Meeting



Tips for successful meeting preparation:

- Tailor to the audience.
- Send the agenda in advance.
- Bring concise hand-outs.
- Practice talking points.
- Prepare for meeting logistics (in person vs. virtual).
- Communicate next steps.

3

Request

Request a meeting or call to discuss the ask and make leaders aware of commitments and resources needed for execution.



Listen carefully to feedback, questions, and concerns.

- By gathering insights into what leadership values most, you can refine the final draft of the commitment statement to align with their expectations.
- Determine next steps.

4

Draft

Draft a document that signals the leader's commitment, ensuring that it includes clear accountability for commitments made.



Draft the leadership commitment.

- Tailor the document to your community's local governance structures and ways of working.

What are some examples of commitments?

- Executive orders
- Administrative orders
- Resolutions
- Support pledges
- Funding allocations

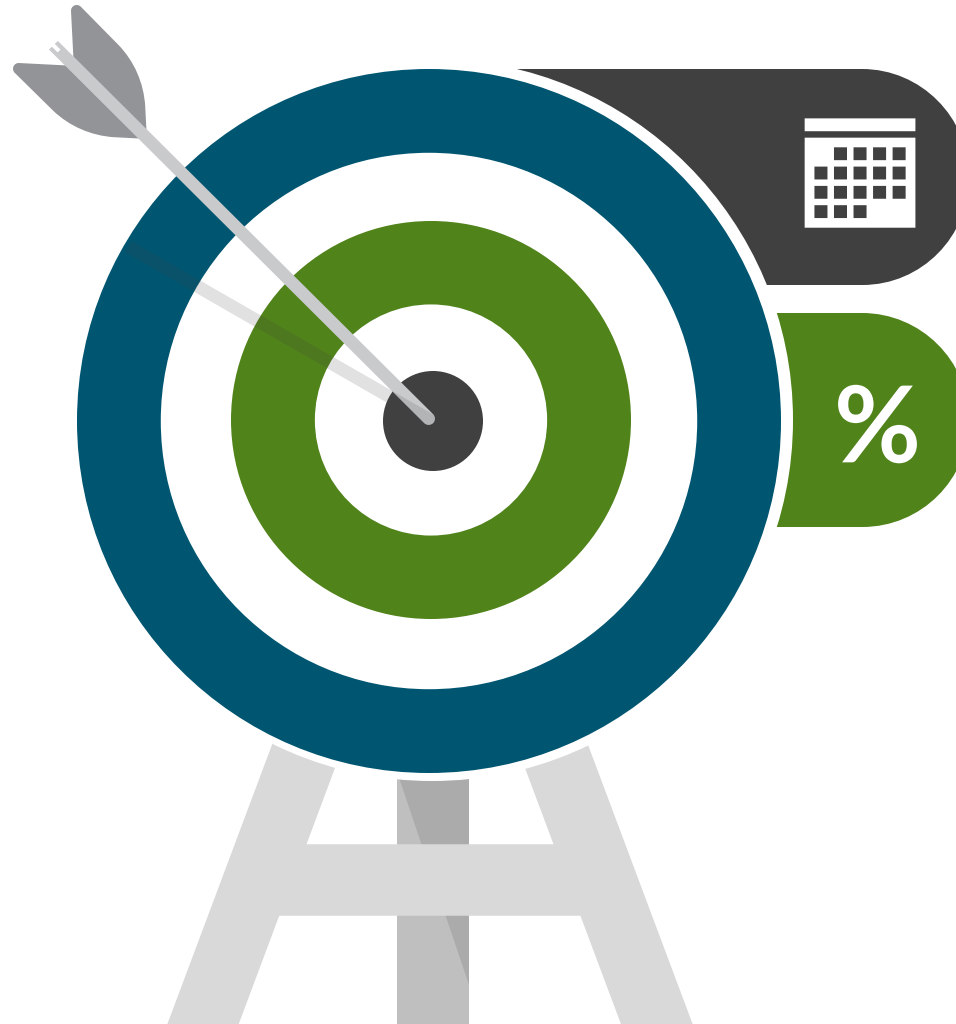
4

Draft

Draft a document that signals the leader's commitment, ensuring that it includes clear accountability for commitments made.



Your commitment should include:



The target date for achieving zero roadway fatalities and serious injuries.

- OR -

An ambitious percentage reduction of roadway fatalities and serious injuries by a specific date with an eventual goal of eliminating roadway fatalities and serious injuries.

Examples of Leadership Commitment

Jersey City, NJ

The mayor of Jersey City signed an executive order in 2019 that reinstituted a Vision Zero Task Force to advance their Action Plan.



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E.O. 2019-007

June 14, 2019

**AN EXECUTIVE ORDER OF THE MAYOR OF THE CITY OF JERSEY CITY
REINSTITUTING A VISION ZERO TASK FORCE TO ADVANCE THE ACTIONS AND
STRATEGIES SPECIFIED IN THE JERSEY CITY VISION ZERO ACTION PLAN**

Pursuant to the authority vested in the Mayor of the City of Jersey City by law, I hereby issue the following Executive Order:

WHEREAS, Jersey City adopted a Complete Streets Policy in May of 2011, which mandated that all public streets be designed to safely accommodate travel by pedestrians and bicyclists as well as motorized vehicles; and

WHEREAS, significant accomplishments have already been achieved as a result of this policy as well as through the City's collaboration with the North Jersey Transportation Planning Authority's Local Safety Program, which addresses high priority crash locations on local roadways; and

WHEREAS, despite these efforts, the City currently averages approximately twenty (20) severe injury crashes and nine (9) traffic fatalities within the City per year, inclusive of crashes on State and County roadways, with an average of three (3) traffic fatalities per year occurring on City streets; and

WHEREAS, in an effort to address traffic safety in the City, Executive Order 2018-007 was signed to formally adopt a Vision Zero Initiative tailored for Jersey City and to create a Vision Zero Task Force to draft an Action Plan; and

WHEREAS, the Jersey City Vision Zero Task Plan was formally adopted by the Municipal Council on February 14, 2019 outlining specific actions and strategies the City must take to achieve its goal of zero traffic fatalities and severe injuries on City roadways by the year 2026; and

WHEREAS, the Vision Zero Task Force expired after one year following the issuance of Executive Order 2018-007

NOW THEREFORE, pursuant to the authority vested in me by law as Mayor of the City of Jersey City, I hereby issue the following Executive Order formally reinstating a Vision Zero Task Force to advance the actions and strategies outlined in the Jersey City Action Plan.

A. Creation of a Vision Zero Task Force

There is hereby created a Vision Zero Task Force which shall advance the Actions and Strategies outlined in the Jersey City Vision Zero Action Plan.

Examples of Leadership Commitment

Chemung County, NY

Resolution NO. 21-239
approves the Chemung County local road safety plan (LSRP) and solidifies funding to reduce fatalities and serious injuries on rural roads.

RESOLUTION NO. 21-239

RESOLUTION APPROVING THE CHEMUNG COUNTY LOCAL ROAD SAFETY PLAN AND AUTHORIZING ACCEPTANCE OF NEW YORK STATE DEPARTMENT OF TRANSPORTATION HIGHWAY SAFETY IMPROVEMENT PROJECT FUNDING

By: Strange

Seconded by: McCarthy

WHEREAS, the Commissioner of the Chemung County Public Works Department (the "Commissioner") has submitted the Chemung County Local Road Safety Plan ("LSRP") for review and approval by the Chemung County Legislature; and

WHEREAS, the LSRP is a comprehensive plan that uses targeted countermeasures to reduce fatalities and serious injuries resulting from crashes that occur along the roadway system in the County; and

WHEREAS, Chemung County developed the LRSP as a comprehensive effort to determine the priority locations for investing the County's safety project resources; and

WHEREAS, the LSRP will enhance and guide the future of transportation safety efforts in Chemung County, reducing roadway fatalities and injuries; and

WHEREAS, the LSRP identifies \$5 million in safety improvements on various County and local roads; and

WHEREAS, the Commissioner has requested authorization to apply for and to accept \$3.75 million in Phase I funding (100% State share) for the Chemung County LSRP Project from the New York State Department of Transportation ("NYSDOT"); and

WHEREAS, the County Executive and the Highway Committee have recommended that the Chemung County Legislature approve the LSRP and authorize the application and acceptance of the NYSDOT Phase I funding; now, therefore, be it

RESOLVED, that the Chemung County Legislature does hereby approve the LSRP, and, be it further

RESOLVED, that the County Executive is hereby authorized and directed to make application for the aforementioned funding from NYSDOT in the amount of \$3,750,000 in Phase I funding (100% State share) for the Chemung County LSRP Project ; and, be it further

RESOLVED, that the County Executive is hereby authorized and directed to sign such necessary documents as may be required relative to said application in accordance with the statutes and laws applicable thereto, which application and documents shall be in such form and contain such terms and conditions as approved by the County Attorney; and, be it further

5

Announce

Publicly announce leadership's commitment to the project.



Communicate your leadership's commitment to inspire action.

Communicate Externally

- Make public announcements:
 - Social media campaigns
 - Public events
 - Press releases
 - Publish online
- Reach out to community partners and key stakeholders to brief them on the commitment.

Communicate Internally

- Integrate messaging into existing work processes.
- Develop new processes to reinforce your commitment.
- Align your staff roles and responsibilities and processes to connect with safety goals.

5

Announce

Publicly announce leadership's commitment to the project.



Engage leadership after the commitment is signed.



**Celebrate
milestones
and
acheivements**



**Provide
updates on
your progress**