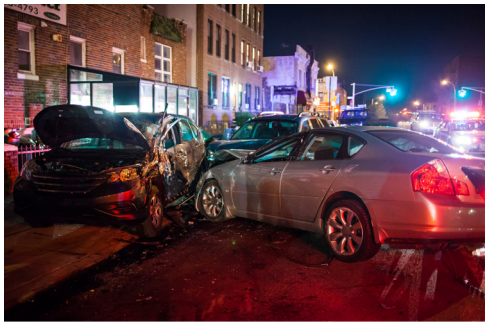
TEXAS TOGETHER
on the Road to Zero

2021 STAKEHOLDER ENGAGEMENT PLAN



TEXAS STRATEGIC HIGHWAY SAFETY PLAN

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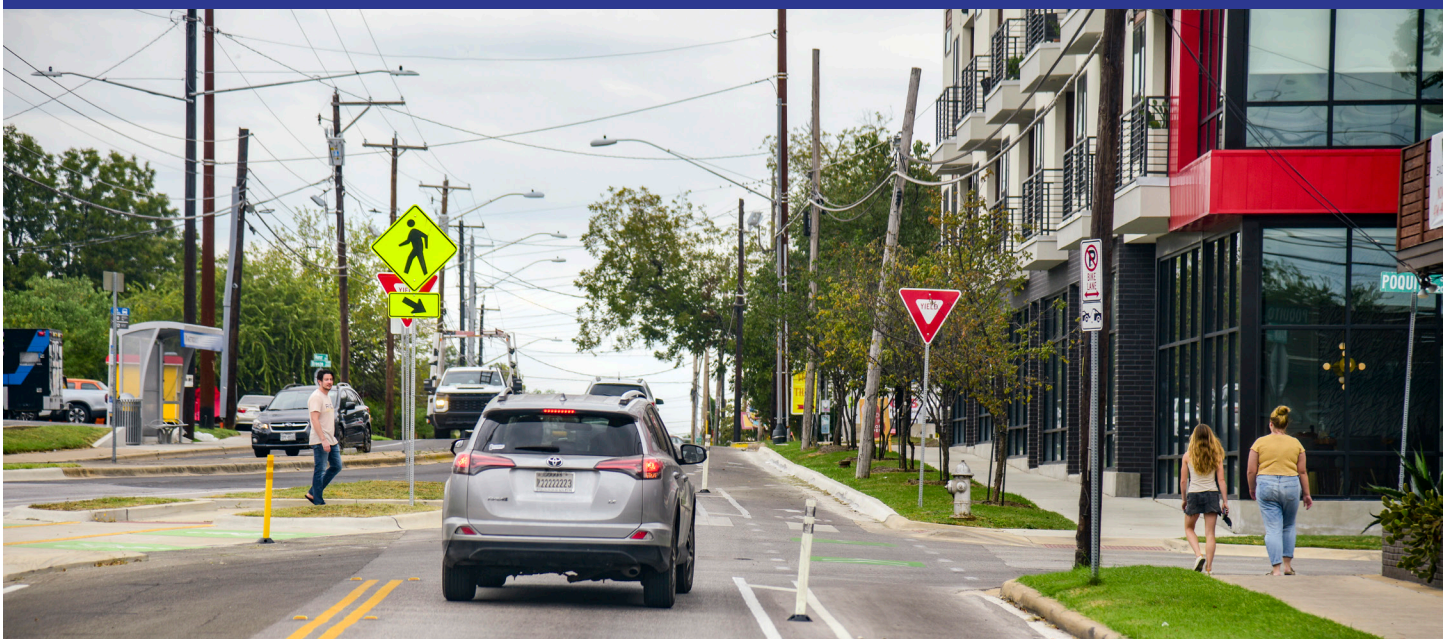

EXECUTIVE SUMMARY

The Texas Strategic Highway Safety Plan (SHSP) mission of Texans working together on the road to zero traffic fatalities and serious injuries is one that requires engagement from all Texans. This Stakeholder Engagement plan focuses on engaging internal SHSP stakeholders to equip them with the necessary tools to help get the SHSP vision and mission out to all Texans. The stakeholder engagement plan includes an analysis of other states and territories SHSPs, along with a high-level look at our current communication practices to provide recommendations for improvement.

GOAL

The Stakeholder Engagement plan aims to energize internal stakeholders by providing them with relevant and intentional information about the progress of the 2022–2027 Texas SHSP.

OBJECTIVES

- Optimize the Texas SHSP communications methods including website, social media, email, virtual meetings, etc. to better engage with key stakeholders.
- Create tailored SHSP content and messaging for each key stakeholder group.
- Produce communications deliverables that provide Texans with digestible information about the Texas SHSP in various formats.

KEY STAKEHOLDERS

- Management Team Members (MT)
- Executive Committee (EC)
- Emphasis Area (EA)
  - Emphasis Area Team Leads
  - Emphasis Area Team Members
- Internal SHSP Team

Sub Key Stakeholders

- Emergency Medical Services (EMS)/ Trauma Centers
- Police Officers
- Fire and Rescue Officials
- Engineers
- Safety Coalitions
- Safety Outreach and Engagement Practitioners

Snippets from the Texas Strategic Highway Safety Plan website.

SWOT ANALYSIS: Texas SHSP Website

STRENGTH

- User friendly website interface
- Robust resources available on website
- Quick and accessible content areas

WEAKNESSES

- Regular content updates
- General messaging that is NOT currently tailored to specific stakeholders

OPPORTUNITES

- Regular content updates and general maintenance
- Update program and projects linkage
- Technological advancements

THREATS

- Changing needs in the public

SWOT ANALYSIS: Current Texas SHSP Communication Methods

STRENGTH

- Current standalone site that belongs to Texans; not to the Texas Department of Transportation (TxDOT) DOT or the Texas A&M Transportation Institute (TTI)
- Management team stays fairly engaged
- One-on-one communication based on strong professional relationships
- Employment of virtual meetings to cut costs and allow new ways to interact (chat or video)

WEAKNESSES

- No tailored messaging to specific stakeholders
- Emphasis Area (EA) teams are not fully engaged

OPPORTUNITES

- Create tailored messaging using communication deliverables/methods that resonate with each key stakeholder group
- Create intentional communication touch points with each key stakeholder group

THREATS

- Continuing in our current format will only foster less engagement

MARKET ANALYSIS

The section below includes direct hyperlinks to the SHSP plans and websites of all 49 states (excluding Texas) and five United States territories. The research team visited each individual website and noted desirable elements and practices used by ten states in the hopes of leveraging in our own plan. These elements can found in the subsequent "Market Analysis Highlights" section.

Alabama
Link to SHSP website
72-page SHSP (2017)

Alaska
Link to SHSP website
52-page SHSP (2018-2022)

American Samoa
Link to SHSP website: N/A
73-page SHSP (2021)

Arizona
Link to SHSP website
64-page SHSP (2014)
90-page STSP (2019)

Arkansas
Link to SHSP website
94-page SHSP (2017)

California
Link to SHSP website
89-page SHSP (2020–2024)

Colorado
Link to SHSP website: N/A
134-page SHSP (2020–2023)

Connecticut
Link to SHSP website
56-page SHSP (2017–2021)

Delaware
Link to SHSP website
97-page SHSP (2021–2025)

Florida
Link to SHSP website
52-page SHSP (2021)

Georgia
Link to SHSP website
48-page SHSP (2019–2021)

Guam
Link to SHSP website: N/A
124-page SHSP (2021)

Hawaii
Link to SHSP website
36-page SHSP (2019–2024)

Idaho
Link to SHSP website: N/A
31-page SHSP (2016–2020)

Illinois
Link to SHSP website
129-page SHSP (2017)

Indiana
Link to SHSP website
38-page SHSP (2016)

Iowa
Link to SHSP website
Interactive/Digital SHSP Plan
(2019–2023)

Kansas
Link to SHSP website
83-page SHSP (2020–2024)

Kentucky
Link to SHSP website: N/A
52-page SHSP (2020-2024)

Louisiana
Link to SHSP website
81-page SHSP (2017)

Maine
Link to SHSP website
92-page SHSP (2017)

Maryland
Link to SHSP website
56-page SHSP (2020)

Massachusetts
Link to SHSP website
88-page SHSP (2018)

Michigan
Link to SHSP website
28-page SHSP (2019–2022)

Minnesota
Link to SHSP website
33 Page SHSP (2020–2024)

Mississippi
Link to SHSP website
52-page plan (2019)

Missouri
Link to SHSP website
44-page plan (2021–2025)

Montana
Link to SHSP website
113-page SHSP (2020)

Nebraska
Link to SHSP website
50-page SHSP (2017–2021)

Nevada
Link to SHSP website
70-page SHSP (2016–2020)

New Hampshire
Link to SHSP website
70-page SHSP (2017–2021)

New Jersey
Link to SHSP website
Secondary Website
87-page SHSP (2015)

New Mexico
Link to SHSP website
136-page SHSP (2016)

New York
Link to SHSP website
52-page SHSP (2017–2022)

North Carolina
Link to SHSP website
104-page SHSP (2019)

North Dakota
Link to SHSP website
150-plan SHSP (2018–2023)

Northern Mariana Islands
Link to SHSP website: N/A
83-page SHSP (2021)

Ohio
Link to SHSP website
100-page SHSP (2020)

Oklahoma
Link to SHSP website
130-page SHSP (2021)

Oregon
Link to SHSP website
186-page SHSP (2016)

Pennsylvania
Link to SHSP website
69-page SHSP (2017)

Puerto Rico
Link to SHSP website
241-page SHSP (2021)

Rhode Island
Link to SHSP website
48-page SHSP (2017–2022)

South Carolina
Link to SHSP website: N/A
327-page SHSP (2021)

South Dakota
Link to SHSP website
181-page SHSP (2019)

Tennessee
Link to SHSP website
78-page SHSP (2020–2024)

Utah
Link to SHSP website
39-page SHSP (2016–2021)

Vermont
Link to SHSP website
42-page SHSP (2017-2021)

Virgin Islands
Link to SHSP website: N/A
92-page SHSP (2020)

Virginia
Link to SHSP website
124-page SHSP (2017–2021)

Washington
Link to SHSP website
296-page report (2019)

Washington D.C.
Link to SHSP website: N/A
120-page SHSP (2017)

West Virginia
Link to SHSP website: N/A
62-page SHSP (2017–2021)

Wisconsin
Link to SHSP website
66-page SHSP report (2017–2020)

Wyoming
Link to SHSP website: N/A
35-page SHSP (2017)

MARKET ANALYSIS HIGHLIGHTS

Complied below are ten states that are currently using enhanced communication methods.

CALIFORNIA

California has built out various communication documents housed on their website.

- Data Fact Sheet
- Crash Data Dashboard
- Get Involved
- SHSP newsletter
- Best practices document for Native American Tribes
- Strategy Fact Sheet
- Outreach Posters

CONNECTICUT

Connecticut has a quarterly newsletter that covers safety news and research from a personal perspective of not only safety advocates, but everyday people.

- SHSP Newsletter

FLORIDA

Florida has created a one-pager that covers high-level information about their SHSP.

- SHSP One-pager

IOWA

Iowa has created a digital SHSP document that is different from the traditional PDF version currently used by all states and territories.

- 2019–2023 Iowa SHSP

MISSOURI

Missouri has created an animated video which they placed on YouTube to outline their SHSP. Current runtime is 2:12.

- SHSP video (YouTube)

NORTH CAROLINA

North Carolina's SHSP includes 11 focus areas, powered by digital crash data where the user can toggle and filter information that is relevant to his/her/their needs.

- Example here

OHIO

Ohio's website includes a homepage where visitors can submit an idea for a safety message to be displayed on their roadways.

- Submit a safety message

UTAH

Utah's website is interactive and asks visitors to share their stories of crashes, near misses, stories of loss, or any other message they feel can help "save a life."

- "Save a Life" submission

VIRGINIA

Virginia's website includes a condensed area where the focus points of the SHSP are listed and easily accessible (like a one-pager).

- "Arrive Alive"

WASHINGTON

Washington's SHSP links to "Target Zero," where they've created templated emails for law enforcement, department of licensing, health, transportation, policy outreach, and DOT officials.

- Sample emails

RECOMMENDATIONS

After conducting an in-depth review and analysis of 54 SHSP's across the country, we recommend several technical, and communications-based changes be considered in hopes of improving the SHSP's general accessibility and reach in the state of Texas.

Technical Recommendations

- **Update the website's content to include the following:**
  - A complete overhaul and review of the 256 programs and projects
    - Update outdated and missing information
    - Add relevant programs and projects not currently hosted on the site
  - Update-to-date EA statistics
  - Sources and citations
  - Annual crash data
    - Include interactive graphs that can toggle/filter (e.g., North Carolina)
- **Have TTI's OR TxDOT's web content accessibility guidelines expert audit the site.**

Communications Recommendations

The communications recommendations listed below will be tested and adjusted in iterations. As the 2022 Texas SHSP is finalized, we will revisit and adapt this plan to align with the updated plan's focus areas.

- **Standardize the meeting structure for all SHSP meetings.**
  - Ex: Standing meetings scheduled in advance with EC and EA teams
  - Ex: Agendas are *always* sent x number of days before the meeting.
  - Ex: Document the meeting agenda approval process and provide it to EA team leads as a suggestion for gathering agenda content.
  - Ex: Create a feedback loop after each meeting to gauge each meeting's effectiveness and determine next steps.
- **Introduce a quarterly newsletter that every Texan can subscribe to.**
  - This newsletter would give internal stakeholders (MT, EA, etc.) a chance to write about their projects, share events with the community, and stay engaged in other safety work around the state.
- **Add a comprehensive bi-yearly newsletter.**
  - A newsletter created by our internal team to highlight achievements during that half of the fiscal year along with calls to action for events/projects, conference speakers, etc.
- **Social media posts on TTI channels**
  - Call to action: Submit an event
  - Call to action: Submit a project
- **Community Workshops with Safety Advocates**
- **Create a video explaining the new SHSP.**
  - Include details on each EA
  - Prompt people to "get involved"
- **Create individual graphics breaking down the SHSP.**
  - One-page summary of SHSP
  - One-page summary for each EA that includes data, a few countermeasures, and calls-to-action to get "involved."
- **Create fact sheets for each element of the SHSP and provide sample emails to be used by stakeholders to inform target constituencies.**