



2021 Fall Webinar Series: Empowering the New Mobility Workforce

Improving the Road Safety Workforce: The Road Safety Champion Program

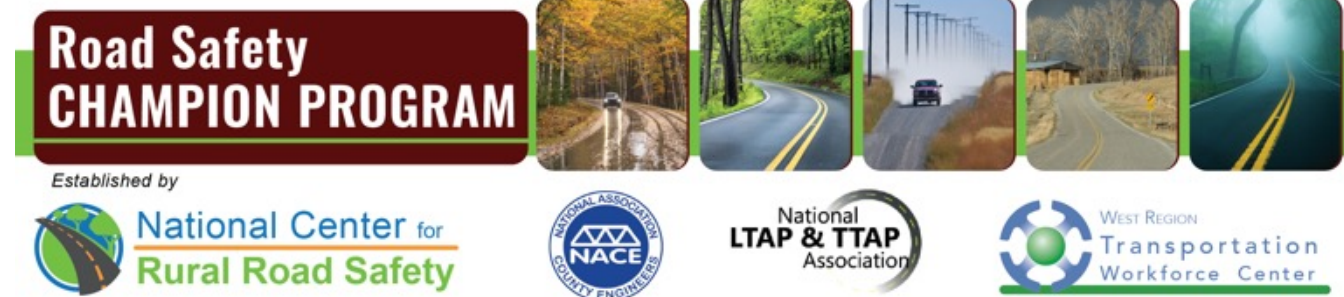
Panelists:

Susan Gallagher, West Region Transportation Workforce Center

Jaime Sullivan, National Center for Rural Road Safety

Alexis Gelozin, UVA Center for Transportation Studies

- The webinar will begin at 1pm Eastern Time
- Conference call number: (866) 749-7984
- Technical difficulties? Email: dana.may@montana.edu
- Use the chat box to introduce yourself and to submit any questions for presenters.
- Questions will be addressed at the end of the presentations.
- Presentations will be posted on the West Region Transportation Workforce Center Website <http://wrtwc.org/category/webinars/>





2021 Fall Webinar Series: Empowering the New Mobility Workforce

Links to recorded sessions:

<https://www.nntw.org/new-nntw-fall-2021-webinar-series/>

Wed. November 3rd, 1-2pm ET **Growing the Highway Workforce: A Look at the INDOT BY Roads Program**

The 11-week BY ROADS cost-free training program prepares individuals for careers in the highway and roads construction industry. This webinar explores the Indiana Department of Transportation's rollout of the program and plans for future expansion.



Wed. November 17th, 1-2pm ET **Mobility & Equity in Indian Country The Future of Tribal Technical Assistance**

Join members of the TRB Standing Committee on Native American Transportation Issues and the National Indian Justice Center to explore why engaging and developing the Tribal workforce is critical to maintaining the nation's rural transportation infrastructure and how the future of Tribal technical assistance is key to achieving that goal.



Wed. December 1st, 1-2pm ET **Teamwork & Coordination of Rapid Infrastructure Repair- A Case Study of the Hernando-Desoto Bridge**

This webinar highlights the teamwork, coordination, and contributions of the various professional agencies that worked together to repair and reopen the Hernando-Desoto Bridge in record time.



Wed. December 15th, 1-2pm ET **Improving the Road Safety Workforce: The Road Safety Champion Program**

Webinar speakers will share information about the [Road Safety Champion Program](#) (RSCP), a training curriculum and nationally recognized certificate program that can be implemented by employers and training providers to incentivize safety competency attainment.

PRESENTERS



Susan Gallagher
Director, West Region
Transportation Workforce Center



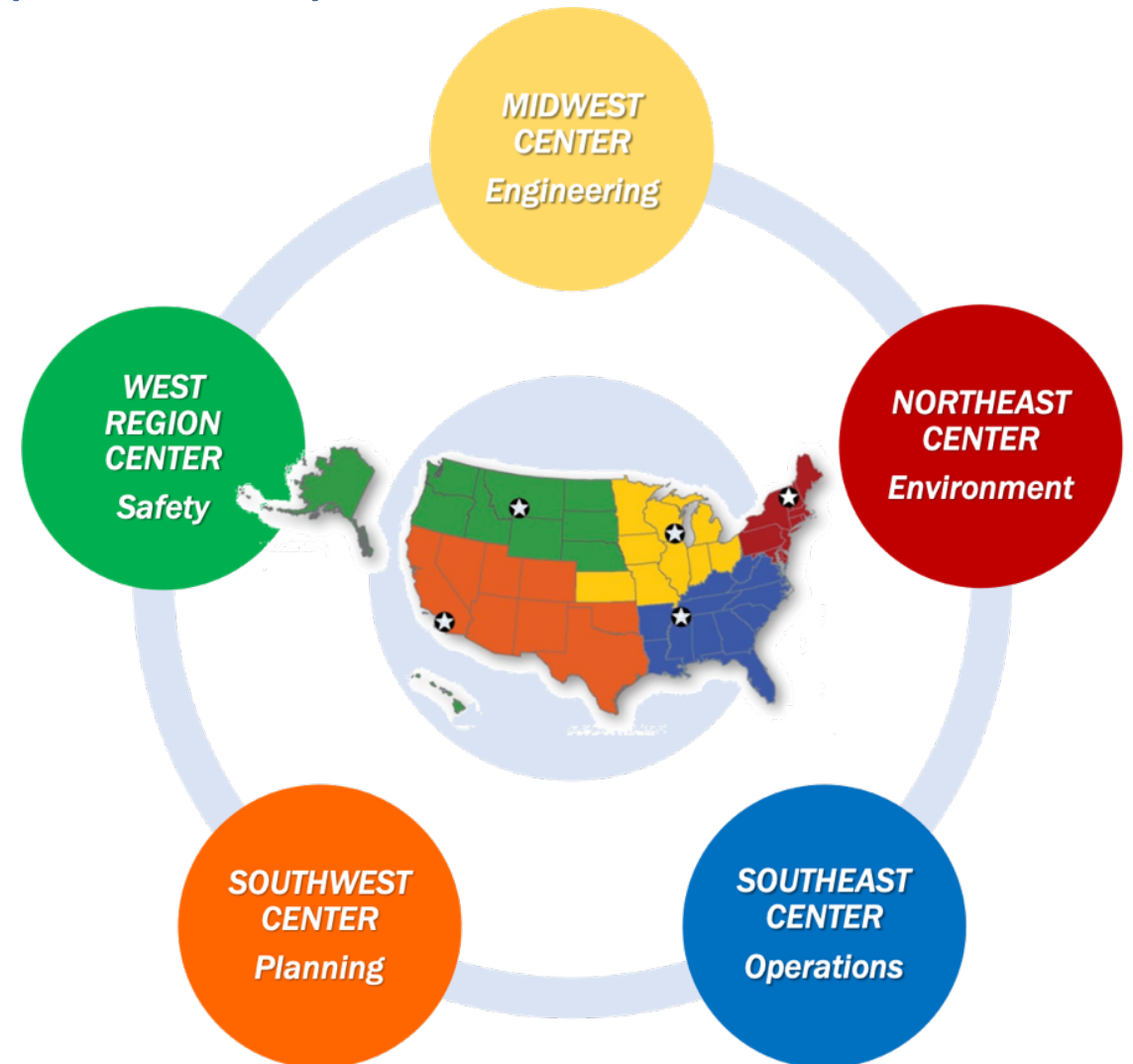
Jaime Sullivan
Director, National Center for
Rural Road Safety



Alexis Gelozin
Program Manager, Online
Training, UVA Center for
Transportation Studies

National Transportation Career Pathways Initiative (NTCPI)

- Engage Subject Matter Experts
- Identify priority occupations
- Analyze labor market data
- Identify needed competencies
- Assess education, training and experiential learning programs
- Document career pathways
- Develop implementation plans to address training/education gaps



Priority Transportation Safety Occupations

- + Civil Engineers
- + Construction Managers
- + First Line Supervisors for Construction Trades
- + Highway Maintenance Workers
- + Engineering Technicians

**Infrastructure
Construction &
Maintenance
Safety**

**Transportation
Safety Planning
Engineering,
Design &
Analysis**

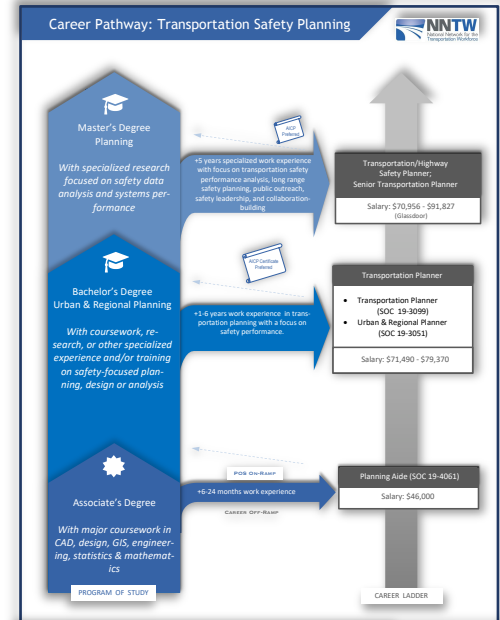
- + Civil/Transportation Engineers
- + Transportation Planners
- + Human Factors Engineers
- + Computer/Mathematical Occupations
- + Engineering Technicians

SYSTEMS APPROACH TO SAFETY
Core Safety Competencies

Safety Competencies



Pathway Documentation



Experiential & Innovative Learning: Transportation Safety Planning

Experiential Learning & Professional Development Opportunities

Student professional associations provide professional development and networking opportunities to students, bridging coursework to practice. Many associations provide experiential learning opportunities like design/build or other student competitions, professional conferences and other networking opportunities, as well as student scholarships and other support. In addition, many institutions either require or strongly encourage work-based learning experiences for their students through internships and/or co-ops. Industry and education institutions can work together to ensure that safety-focused experiences and application of safety skills are an important component of these student development experiences. Relevant transportation planning experiential and work-based learning is available through the following sources:

- American Planning Association (APA):** Attending an APA-accredited university or obtaining membership connects students to a network of professional planners and an opportunity to obtain an American Institute of Certified Planners (AICP) certification, the only national independent verification of planner qualifications. **Global Planners Network (GPN):** Student AIA members are able to connect with GPN's global network of planning associations, through APA regional conferences here in the United States.
- National Institute of Microelectronic Packaging (NMP):** NMP provides student members discounted rates to gain with an opportunity to attend their annual conference and website event.
- Association of Pedestrian and Bicycle Professionals (APBP):** APBP provides full-time student members with a session for bicycle and pedestrian transportation with an APBP member program and scholarship opportunities for professional meetings.
- The Urban Land Institute (ULI):** ULI offers workshops and research competition opportunities hosted across the country, which support the development of member understanding on current urban planning challenges and how to address current trends in industry.
- State Departments of Transportation (SDOT):** SDOT offers internships for both community college, university and graduate students. Internships or co-ops are available in a number of occupations relating to asset management, civil engineering, construction, and maintenance. Some SDOTs also employ college students to assist in the completion of work related to crash system input and analysis.
- Watershed Transportation Seminar/International (WTS-In-Terracotta):** WTS-International provides professional development, encouragement, and recognition to support women in their transportation careers. WTS-International provides student members with a scholarship program, mentor program, and various professional development opportunities.
- Double Double (Statewide Transportation Fellowship Program) (DDFP):** The DDFP awards fellowships to students pursuing master's or doctoral degrees in transportation-related disciplines, as a part of the fellowship program, each year fellows participate in the Transportation Research Board (TRB) Annual Meeting.
- Traffic Safety Scholars Program:** The Traffic Safety Scholars (TSS) Program provides awards of up to \$1,000 to undergraduate and graduate students to help defray the cost of attending the Lifesavers Conference on Highway Safety Practices. This conference provides opportunities to learn about highway safety issues from leading experts and network with the largest gathering of highway safety professionals anywhere in the country.
- National Highway Institute (NHI):** NHI provides trainings and education for highway professionals in a number of occupations related to the construction, maintenance, and safety of roads, highways, and bridges.
- Association for Public Policy Analysis & Administration (APPA):** APPA provides graduate student members with an opportunity to attend regional conferences and participate in a meeting-exchange program.
- Institute of Transportation Engineers (ITE):** ITE provides transportation professionals with the knowledge, practice, and skills needed to help shape the future of transportation. Student membership is free and grants access to ITE trainings and events as well as networking opportunities.

Job Description: Transportation Safety Planner

Alternative Job Titles
Highway Safety Planner, Transportation Planner, Urban or Regional Planner

Job Description
A Transportation Safety Planner is responsible for integrating safety into an agency's planning documents and processes, and for working collaboratively with other stakeholders to implement safety plans. Safety planners must have knowledge of sources of safety data, systemic safety issues, contributing crash factors, and human behaviors associated with safety risk. They apply this knowledge to incorporate safety data and analysis into transportation decision-making processes to achieve safety improvement goals. Other duties include:

- Represent transportation safety interests at a variety of cross-sector stakeholder meetings.
- Analyze, synthesize, and present safety data to stakeholders and the public in visual or other formats that facilitate data-driven safety-related investments and decision-making.
- Provide direction on the development and integration of safety goals and objectives into transportation planning processes, and implement a process for embedding safety performance measures into planning tools and investment decisions.
- Promote effective public outreach, education and involvement to build support for safety priorities.
- Participate in public meetings and conduct surveys to identify issues of public concern.
- Implement monitoring and evaluation systems to ensure continuous improvement.

Knowledge Requirements

- Analysis/Research/Report Methods
- Regulation/Legislation/Organizational/Funding
- Policies, Goals & Practices related to Safety
- Principles of Road Safety
- Safety Program Management Practices
- Safety Performance and Mitigation Measures
- Statistical Theory/Methods
- Program Evaluation and Performance Assessment Techniques
- Budgeting and grants management; federal transportation funding processes & requirements

Required Skills & Abilities

- Analyze, interpret and present data
- Public Interaction
- Public Speaking
- Written and Oral Communication
- Prepare/Advertise Budgets
- Strategic Mindset
- Management/Supervision
- Complex Problem Solving
- Leadership

Technical Skills Requirements

- GIS, CAD, or other data analysis and visualization tools
- Highway Safety Manual
- Microsoft Office Applications

Education & Work Experience

- Bachelor's degree accepted for some positions. An advanced graduate degree is preferred for most senior positions.
- Between 1-4 years of work experience commonly desired.
- A combination of education and work experience is generally acceptable.

Transportation Planner applies safety KSAs to:

- Explicitly incorporate safety and safety outcome measures into transportation planning and decision-making processes.
- Assess demographic trends and how they impact safety decision-making processes for the purposes of transportation planning.
- Use appropriate data systems to identify and target high-risk groups in order to plan effective safety programs.

Implementation Plan Vision



*Support education and training institutions in equipping students and incumbent workers with the **safety** skills, competencies, and experiences necessary to succeed and advance in transportation careers*



Safety-infused workforce pipelines & occupations

Safety is everyone's responsibility

Implementation Plan: Road Safety Recognition Program

- Develop a comprehensive training curriculum
- Build off existing efforts, leverage resources, and partner with multiple professional organizations
- Cover core safety competencies & specialized career track KSAs
- Provide mechanism for employees to gain safety competencies in structured manner
- Provide employers mechanism to incentivize & recognize safety training completion
- Provide potential path to industry-recognized credential/certification

<http://wrtwc.org/center-initiatives/safety-career-pathways-initiative/>

Career Pathways to Safer Transportation Systems

There is growing evidence of industry demand for road safety competencies. However, students, working professionals, and employers may have difficulty identifying a structured training curriculum or program of study. The career pathway solution is the implementation of a nationally replicable model for providing and incentivizing road safety training, education, and competency attainment.



The Local Road Safety Recognition Program will:

- Establish a comprehensive curriculum/training roadmap for incumbent transportation workers to obtain core road safety competencies;
- Work through existing training providers (e.g. Local Technical Assistance Programs, etc.) to offer content via in-person trainings and to adapt content to local conditions/needs;
- Identify on-line courses that meet learning objectives to offer flexibility in course delivery mode and timing;
- Develop articulation agreements with degree-granting programs;
- Provide outreach to employees and employers on available incentives for completing safety training, for example, opportunities to attain industry-recognized credentials, a degree, or career benefits such as leadership recognition or advancement.

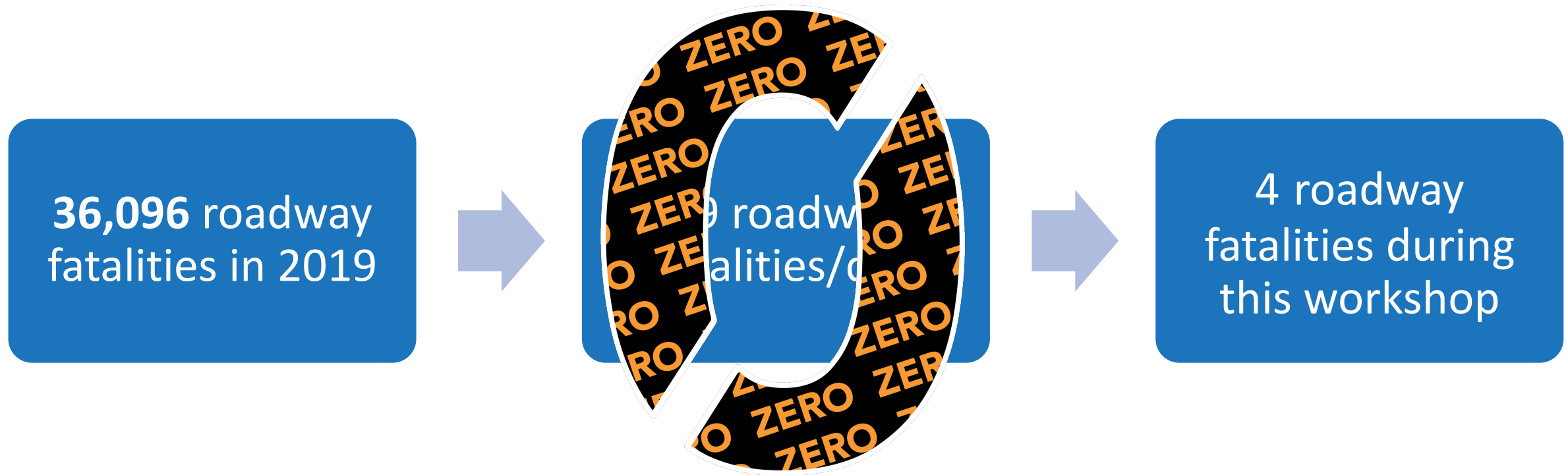
For pre-career students, MSU will additionally serve as an intermediary between road safety organizations and college and university programs to foster enhanced problem and project-based student learning opportunities to expose multidisciplinary pre-career students to road safety issues and professions.

Road SAFETY CHAMPION Program



Improving the Road Safety
Workforce:
Road Safety Champion Program

Impact of Safety



How do we Get There?

Where we are now

36,096 roadway fatalities in 2019

Where we want to be



How will we get there?



Where do we Start?

- Implementing mechanisms or practices to prioritize safety
- Training staff on road safety techniques, skills, and policies
- Motivating our workforce to implement safety improvements that reduce fatalities and serious injuries on rural and local roadways
- Fostering a safety minded workforce
- Encouraging employees to advocate for safety
- Remembering that safety is a shared responsibility, and understanding our role
- Creating road safety champions

Road Safety Champion Program

- Nationally recognized, workforce development certificate
- Long-term goal

Build a knowledgeable workforce that is motivated to implement safety improvements that reduce injuries and fatalities on rural and local roadways

Established by



National Center for
Rural Road Safety



WEST REGION
Transportation
Workforce Center

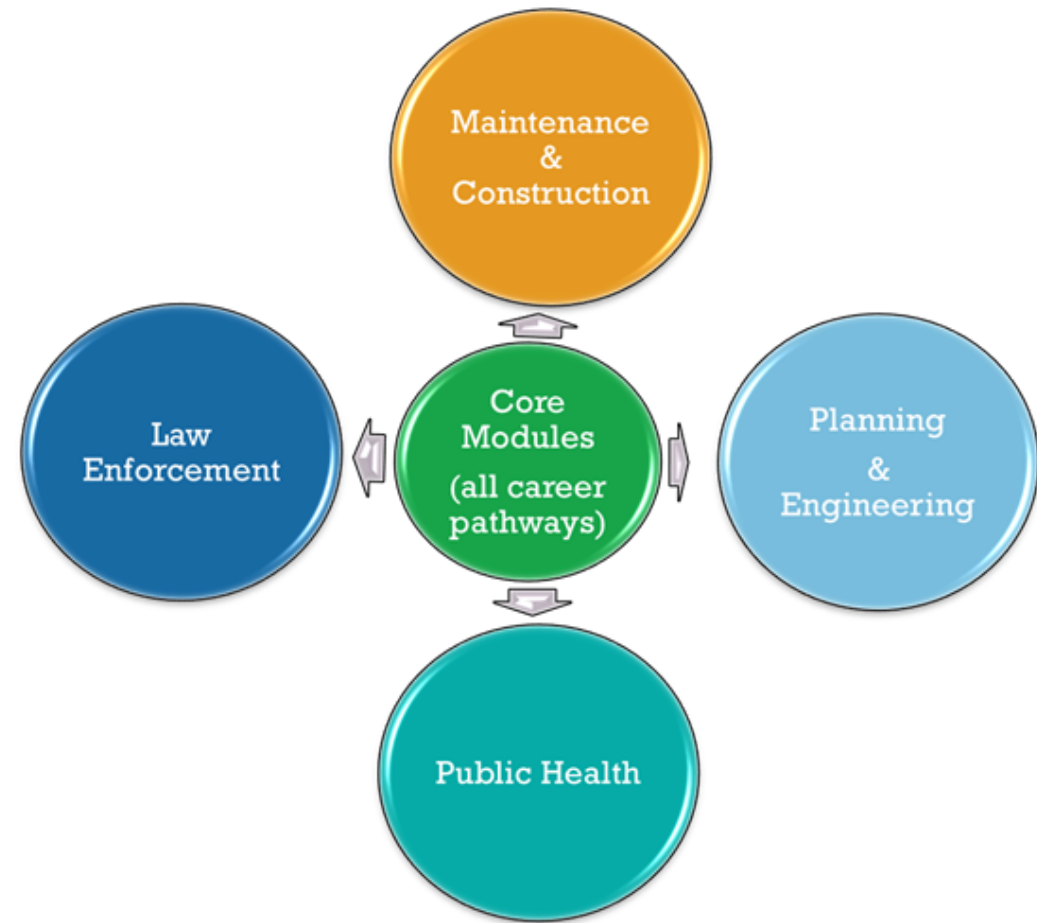
Benefits to RSCP Candidates

- Acquire new skills to advance their professional development and job satisfaction
- Gain safety knowledge and skills that can be used every day on local roads
- Learn how to be a champion for safety issues within their organization
- Receive a nationwide view that supports national initiatives



RSCP Structure – Shared Responsibility

- Other job duties
- Breakdown Silos
- Unique perspectives
- Specific strategies for safety



Level 1 Core Modules

LEVEL 1 CORE MODULES (CM): Required for all Career Pathways

CM#1

Introduction to
Road Safety

CM#2

Anatomy of a Crash
– Understanding
Human Factors

CM#3

Introduction to
Traffic Safety
Culture

CM#4

Overview of
the MUTCD

CM#5

Intersection of
Transportation with
Public Health and
Law Enforcement

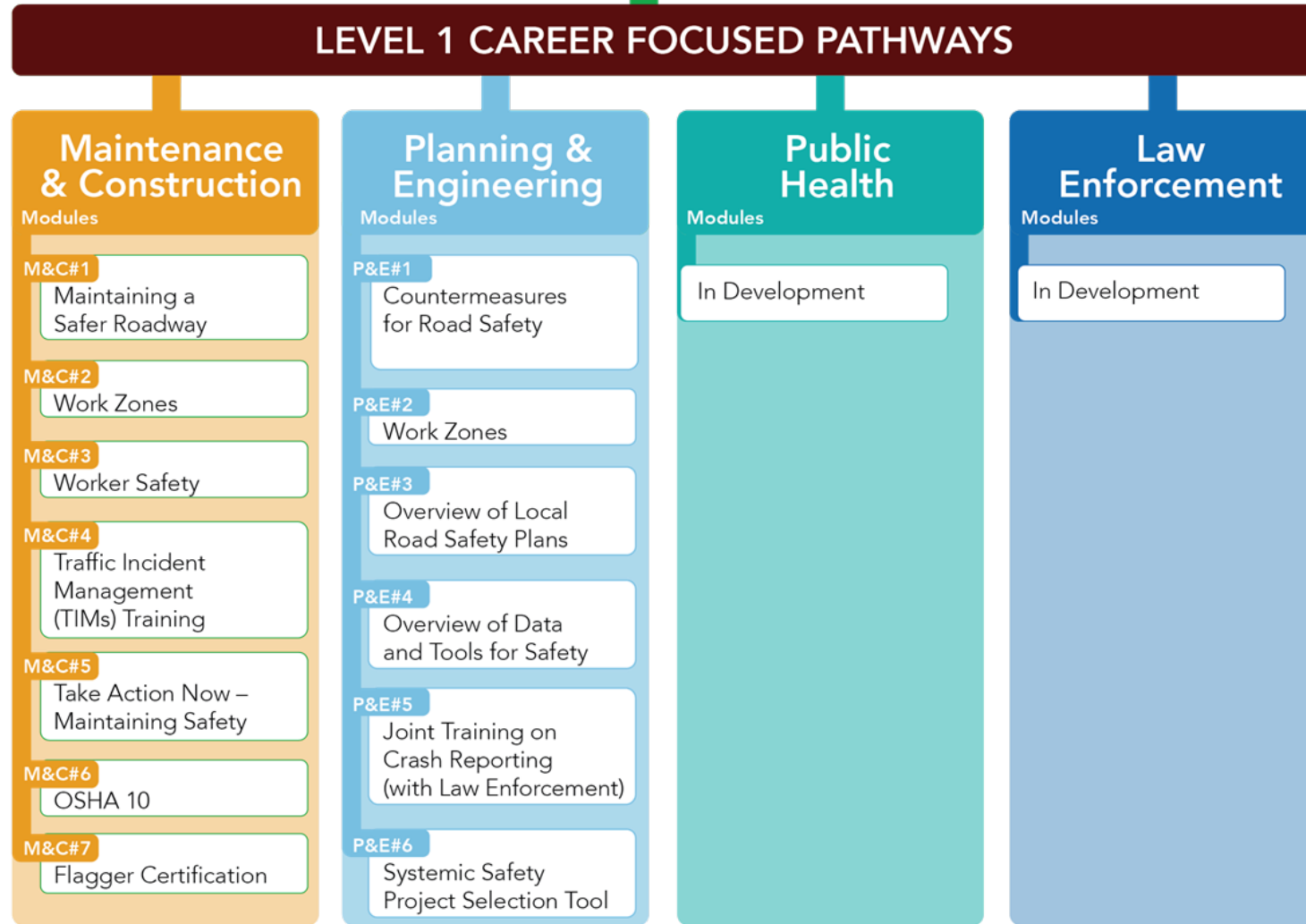
CM#6

Reading the
Roadway

CM#7

Safety
Analysis
Process

Specialized Safety Topic Modules

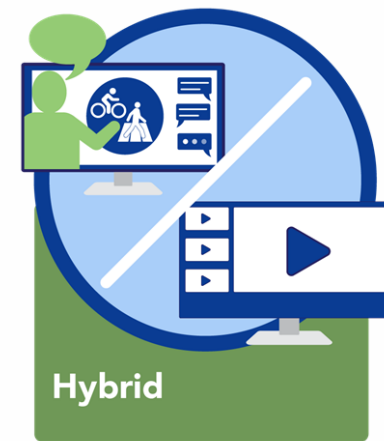


Program Administration

- Pre-packaged materials so trainers can focus their time on doing what they do best
- Flexible program that can be customized to meet your needs
- Administered by multiple organizations across the country
- LTAP Partners
 - Enhance the safety trainings you already offer
 - Built to parallel, not duplicate, the Road Scholar Program
 - Useful to all LTAPs whether you administer a Safety Circuit Rider program or not
- Materials are available for FREE!!

RSCP Flexibility

- Do your locals prefer a certain delivery method?
- Looking to deliver training as a half day or full day course?
- Not sure if the entire program is useful to your local providers?



What is Included for Individual Modules?

- Module Description
- PowerPoint file with instructor's notes
- Instructor's Guide various instructor types
- Participant Workbook
- Written Assessment
- Event Evaluation
- Module Certificate
- Case Study Exercise Workbook and materials (if applicable)

CERTIFICATE OF COMPLETION

This certifies that

Jaime Sullivan

Director, Rural Safety Center



Completed the

Road Safety Champion Program Level 1

With specialization in

Planning & Engineering

July 2021

Date

National Center for
Rural Road Safety

Administering Organization

Road SAFETY
CHAMPION Program

National Center for
Rural Road Safety



National
LTAP & TTAP
Association

West Region
Transportation
Workforce Center

Established by

RSCP Password Protected Webpage

- Module Package (*described earlier*)
- Marketing Materials
- Nationally Recognized RSCP Level 1 Certificates
- RSCP Graphics
- Suggested list of course options for the six pre-existing modules

Release Schedule – Core Modules

LEVEL 1 CORE MODULES (CM): Required for all Career Pathways

CM#1

Introduction to
Road Safety

Released by
Dec 2021

CM#2

Anatomy of a Crash
– Understanding
Human Factors

Released by
Dec 2021

CM#3

Introduction to
Traffic Safety
Culture

Released by
Dec 2021

CM#4

Overview of
the MUTCD

Available
Now

CM#5

Intersection of
Transportation with
Public Health and
Law Enforcement

Released by
Dec 2021

CM#6

Reading the
Roadway

Available
Now

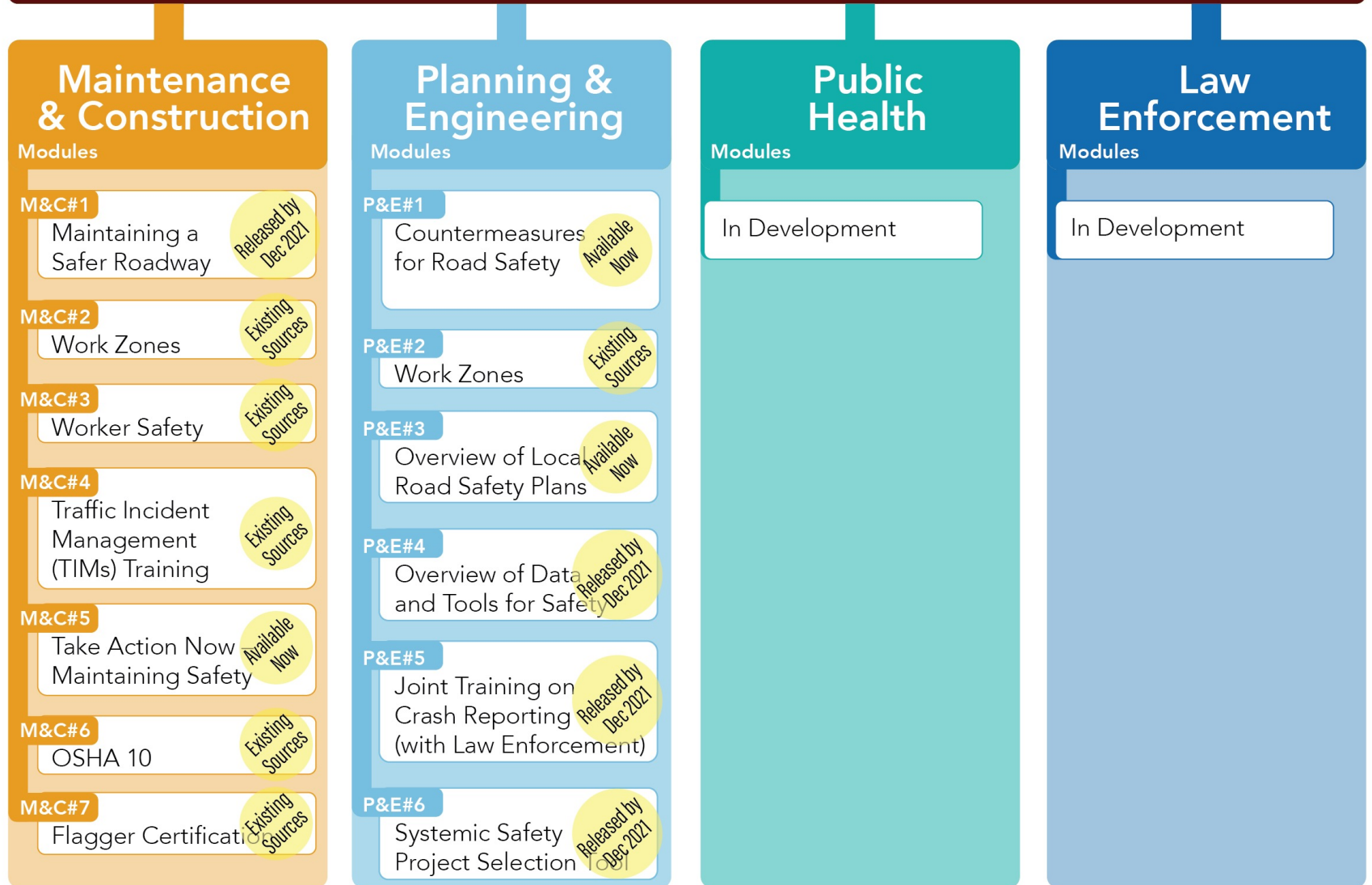
CM#7

Safety
Analysis
Process

Available
Now

Release Schedule for Pathways

LEVEL 1 CAREER FOCUSED PATHWAYS



How do I Get Started?

- Fill out a request form
 - Contact Information
 - LTAP/TTAP Specific Questions
 - How you anticipate using the program modules
 - Delivery method you anticipate using
 - Timeline for deployment
 - Agreement to report usage numbers
 - Agreement to provide feedback for program and module improvement
 - Assistance needed for rollout

More Information

Road Safety Champion Program

<https://ruralsafetycenter.org/training-education/road-safety-champion-program/>

Contact Jaime Sullivan

- 406-994-7364
- Jaime.sullivan2@montana.edu



National Center for
Rural Road Safety



VA LTAP
SAFETY CIRCUIT RIDER PROGRAM
UVA Center for Transportation Studies

University of Virginia to Pilot ROAD SAFETY CHAMPION PROGRAM



National Center for
Rural Road Safety

RSCP

Road Safety
Champion Program



VA LTAP
SAFETY CIRCUIT RIDER PROGRAM
UVA Center for Transportation Studies

START TODAY. BE A CHAMPION.

Thanks to the National Center for Rural Road Safety, we are able to provide our students access to the following quality trainings :

- 14 Half-Day Trainings at No Charge
- 2 Full Day Trainings at No Charge
- 2 Full Day Trainings at a Reduced Fee

Our delivery of this program includes a combination of in-person and both instructor led and independent online training.

RSCP

Road Safety
Champion Program



VA LTAP
SAFETY CIRCUIT RIDER PROGRAM
UVA Center for Transportation Studies

KEY PLAYERS

Walt Catlett

Program Manager, VA LTAP Safety Circuit Rider Program
Instructional Design Consultant, VA LTAP

Alexis Gelozin

Project Manager, Road Safety Champion Program
Program Manager, Online Training

Robin Carpenter

Program Manager, VA LTAP

Matthew Bradley

Program Director, VA LTAP

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SAFETY CIRCUIT RIDER PROGRAM
UVA Center for Transportation Studies

What is the Role of the Design Consultant?

Ensures uniformity of curriculum

Reviews course material

Consults with instructors about content

Crafts content into half-day classes



RSCP

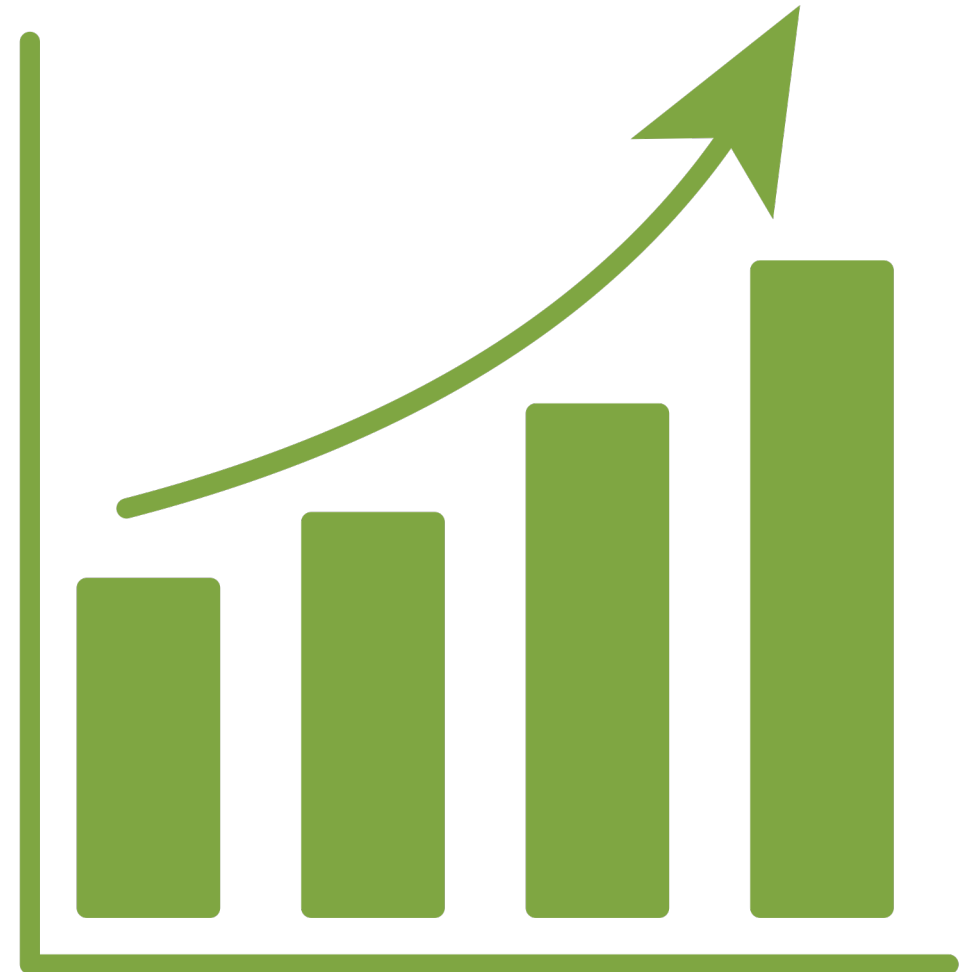
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Champion Program



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SAFETY CIRCUIT RIDER PROGRAM
UVA Center for Transportation Studies

WHAT HAVE WE DONE?

- All 19 RSCP classes offered
- 445 attendees
- 2,424 training hours delivered
- 36 RSCP committed candidates
- 4 certified Road Safety Champions
- Since assigning a Project Manager, the number of confirmed RSCP candidates has increased by 60%



RSCP

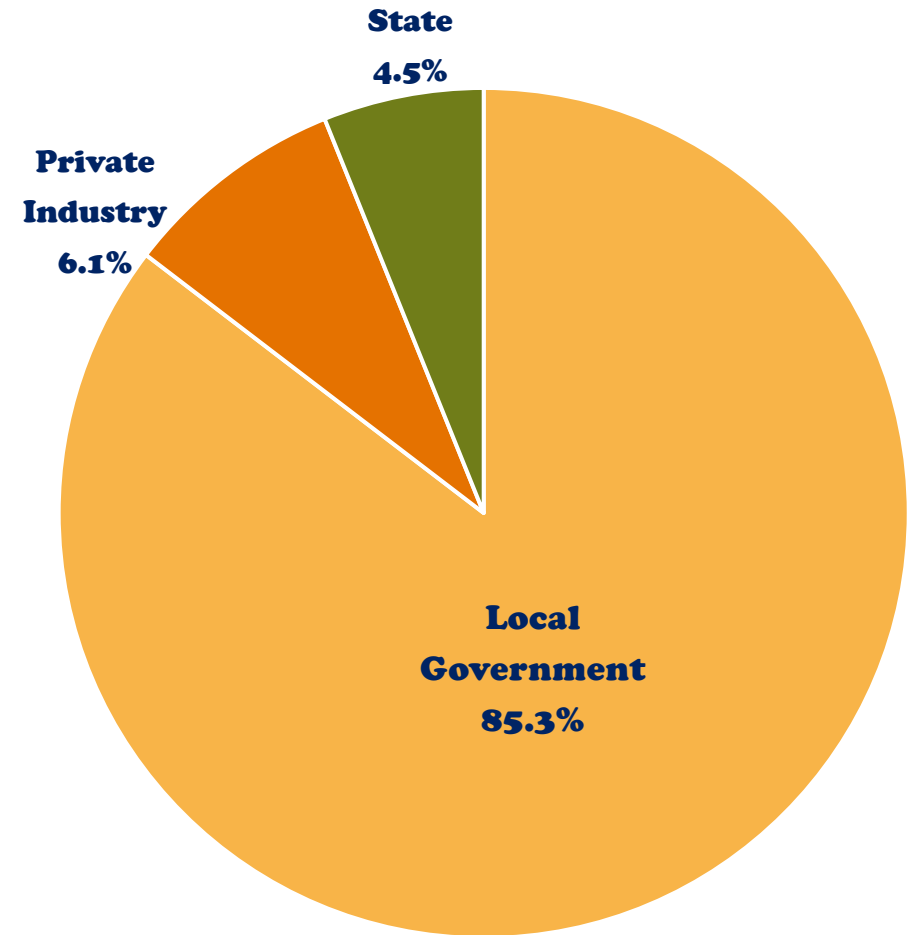
Road Safety
Champion Program



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WHO HAVE WE REACHED?

LOCAL GOVERNMENT vs.
STATE vs.
PRIVATE INDUSTRY





ROAD SAFETY CHAMPION PROGRAM
**SYSTEMIC SAFETY PROJECT
SELECTION TOOL**

HALF-DAY ONLINE CLASS

September 27, 2021

12:45pm - 5:00pm EST

[Click Here to Register!](#)

Attendance Fees:

RSCP Candidates: \$0

Local: \$15

State/Federal: \$15

Private Industry: \$15

Tribes: No Charge

MARKETING
TO OUR
RSCP
AUDIENCE



ROAD SAFETY CHAMPION PROGRAM
READING THE ROADWAY
HALF-DAY ONLINE CLASS

Attendance Fees:

- RSCP Candidates: \$0
- Local: \$15
- State/Federal: \$15
- Private Industry: \$15
- Tribes: No Charge

July 19, 2021
12:45pm - 5:00pm EST

[Click Here to Register!](#)



VA LTAP
SAFETY CIRCUIT RIDER PROGRAM
UVA Center for Transportation Studies



ROAD SAFETY CHAMPION PROGRAM

OSHA 10 HOUR CONSTRUCTION COURSE

June 16-17, 2021

Virginia Beach, VA

RSCP Candidates: \$50
Local: \$115
State/Federal: \$150
Private Industry: \$150
Tribes: FREE



ROAD SAFETY CHAMPION PROGRAM

WORKER SAFETY

1 DAY ONLINE CLASS

September 2, 2021

7:45am - 4:00pm EST

[Click Here to Register!](#)

Reduced Fees:

RSCP Candidates: \$0

Local: \$30

State/Federal: \$30

Private Industry: \$30

Tribes: No Charge



ROAD SAFETY CHAMPION PROGRAM
**INTRODUCTION TO
ROAD SAFETY**

HALF-DAY ONLINE CLASS

October 25, 2021
12:45pm - 5:00pm EST

[Click Here to Register!](#)

Attendance Fees:

RSCP Candidates: \$0
Local: \$15
State/Federal: \$15
Private Industry: \$15
Tribes: No Charge

"I ENJOYED THE CLASS
AND LIKED THE FACT
THAT I
RECOGNIZED MOST OF
THE ROADWAYS.
GOOD JOB, THANKS!"

- RSCP Student



PERSONALIZED
TRAINING.

"[MOST BENEFICIAL WAS] THE KNOWLEDGE OF INSTRUCTOR AND THE VIDEOS
DEFINITELY HELPED WITH MY LEARNING EXPERIENCE. "

- Road Safety Champion Program Student

RSCP

Road Safety
Champion Program



VA LTAP
SAFETY CIRCUIT RIDER PROGRAM

UVA Center for Transportation Studies

WHAT HAVE WE LEARNED?

- Assigning a Project Manager allows us to make **personal connections** with local governments.
- Personal connections are an important factor when **marketing** our training.
- Offering trainings at "**No Charge**" for RSCP candidates is a valuable resource.



RSCP

Road Safety
Champion Program



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SAFETY CIRCUIT RIDER PROGRAM
UVA Center for Transportation Studies

CONTACT US!

ALEXIS GELOZIN

scr@virginia.edu





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Questions and Discussion

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