



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN
Communications Coordinating Council
Meeting Summary

Wednesday, August 5, 2015 at 1:00-3:30 pm, TTEC Room 179
 4099 Gourrier Avenue, Baton Rouge, LA 70808

In Attendance:

Dortha Cummins, LCTS, Dortha.cummins@la.gov
 Rudynah Capone, LCTS Rudynah.capone@la.gov.
 Autumn Goodfellow-Thompson, LADOTD autumn.goodfellow-thompson@la.gov
 Ashley Bridges, CRPC (Capital Region-Baton Rouge), abridges@brgov.com
 Cassie Parker, SCPDC (S. Central Region-Houma), cassie@scpcdc.org
 Katelynn McCartney, IMCAL (Southwest Region-Lake Charles), katelynn@imcal.org
 Melissa Newell, APC (Acadiana Region-Lafayette), mnewell@planacadiana.org
 Yuwen Hou, RAPC, (Central Region-Alexandria), yuwen@rapc.info

On the Phone:

Emilie Bahr, NORPC (New Orleans/North Shore) ebahr@norpc.org
 Tricia Keffer, NORPC (New Orleans/North Shore) tkeffer@norpc.org
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 Shelley Barrett, NLCOG (Northwest Region-Shreveport) shelley.barrett@nlcog.org

AGENDA	Action Items
<p>1:00 p.m. Welcome and Introduction</p> <p>All coordinators unanimously agreed on being the forerunners of the CCC.</p> <p>Discussion went on to identify potential members. Momentarily, starting small with all regional coordinators plus reps from LCTS, LHSC, DOTD and FHWA would be the membership profile. In future meetings, the plan is bring in PIOs from local and state law enforcement agencies (just volunteers, not all of them) to become future members of the CCC. Also, having a marketing expert (or even an advertising company rep) to the table would be valuable; in this case, LHSC's media consultant was the obvious choice.</p>	<ul style="list-style-type: none"> • Invite LSP PIOs at future meetings. • Invite media expert (contracted by LHSC).
<p>1:05 p.m. Revisit last CCC meeting notes and next steps.</p> <p>This agenda was to determine where CCC left off and whether or not to re-define the goals of the council. Everyone briefly reviewed the June 16, 2014 Meeting Minutes and addressed the following <u>underscored</u> action items:</p> <ul style="list-style-type: none"> • <u>Determine where DZD video can be shown.</u> <p>LERN shows the DZD video to hospitals. Members suggested other venues such as movies, courts and schools. A suggestion was made to have DZD video uploaded on You Tube and be hyperlinked to all the coalition's websites and social media pages.</p> <ul style="list-style-type: none"> • <u>Develop an e-newsletter.</u> The latest DZD newsletter was released in November 2014. The LCTS just launched the <i>Traffic Safety Roundup</i> which is a compilation of safety news, resources, links and tools. This could be used as a tool for information dissemination. 	<ul style="list-style-type: none"> • Autumn will check on having the DZD video uploaded to DOTD's You Tube channel. • Dynah will add a section on Traffic Safety Roundup that will feature regional coalition highlights.

AGENDA	Action Items
<ul style="list-style-type: none"> • <u>Develop a CCC letterhead.</u> <i>This would not be necessary, as per agreed. The DZD letterhead would be the same letterhead to be used by CCC.</i> • <u>Flesh out marketing plan with strategies and action steps.</u> <u>Develop marketing strategies for upcoming holiday.</u> <i>These would be addressed along the process of drafting the plan.</i> • Everyone agreed on a new simplified goal of the CCC: "To communicate, collaborate and coordinate consistent safety messaging across the state." 	<ul style="list-style-type: none"> • Update everyone especially the Statewide SHSP Implementation Team about the new CCC goal.
<p>1:40 p.m. Discuss the Development of Strategic Communication and Marketing Plan</p> <p>Everyone was provided a Draft Version 1 copy of the Strategic Communication and Marketing Plan which the LCTS initially put together. Dynah explained the DRAFT is formatted based on the national TZD framework coupled with NHTSA campaign pieces and tools, and her additional ideas from prior marketing and outreach experience.</p> <p>This plan would be one of CCC's envisioned outputs. Everybody agreed to allot some time to review and provide input on the plan, section by section.</p> <p>Meanwhile, a few questions were raised as follows:</p> <ol style="list-style-type: none"> 1. Can DOTD can fund the development of regional coalition website? 2. Can DZD add "Regional Coalitions" section on its website? 3. Can DOTD do a DZD website overhaul? <p>There's a brief discussion on DZD website. This group recommended for a DZD website overhaul.</p>	<ul style="list-style-type: none"> • CCC members will provide input on Sections 1 and 2 of the DRAFT Communication plan at the next CCC meeting. <p>Autumn will check on (1) DZD website overhaul, (2) regional coalition website development funding, and (3) the "Regional Coalition" link being added to the DZD website.</p>
<p>2:15 p.m. Talking Points for SHSP "Elevator Speech"</p> <p>All coordinators shared their respective elevator speeches to the group.</p> <p>The coordinators had varying speech tactics but all of which were found to be creative, out-of-the box, interactive, data-integrated and straightforward. Ultimately, the coordinators did a great job in encapsulating the whole nature of zero deaths as a vision, 4E's (Education, Engineering, Enforcement and EMS) as a collaborative and data-driven approach, and the concept about why local stakeholders' involvement is vital.</p> <p>All members reviewed the old DZD Brochure from 2011 and made some suggestions as follows:</p> <ol style="list-style-type: none"> 1. Less Text, more visual. 2. Photos must reflect all road users, including bicyclists and pedestrians. 3. Have DZD logo be more visible, and bigger in size. 4. Update the data. 5. Add a section that explains the 4E approach. 6. Add a section where Regional Coalitions are listed. 	<ul style="list-style-type: none"> • All coordinators will share their elevator speeches to all and learn ideas from each other. • Autumn will work with DOTD or Cambridge to make changes on the DZD brochure. A webinar is scheduled on Sept. 24 to solicit additional comments. • Elevator speeches may be included as Appendices in the Communication Plan.

AGENDA

Action Items

To give you an idea of how the coordinators did their “elevator speeches”, here’s a preview of some of their tactics:

- Four Numbers.
Hand out numbers written on sheets of papers and ask them if they know what each of the numbers means. More than likely, they’d say “no”, so you’d tell them that the number represents the number of crashes or number of fatalities. *And continues with the rest of the pitch.*
- Meeting Invitational
In a form of a formal letter, you invite a stakeholder to meet with you and discuss their involvement for a certain safety campaign, for instance, Drive Safely Work Week. Establish that connection by offering to provide information on a safety campaign and how they can be part of it.
- “Save Lives” Pitch
In a form of a casual conversation, ask the potential partner if they’ve heard of DZD and if not, inform them it’s a way for them to have an opportunity to “save lives”. Then, go on and offer them the regional coalition as a way for them to get involved.
- Straightforward Approach
You simply tell them that “The coalition is one of nine across the state made of a multidisciplinary group of safes transportation stakeholders throughout the region include 4E whose goal is to reduce crashes among all road users, especially those resulting in fatalities and injuries.
- Question and Answer
Start the conversation by asking them “If you had an opportunity to save a person’s life, would you? Then go on by if you didn’t have to do it alone, would that be better?” and then ask they’ve heard of your coalition, and then pitch in the bullet points—saving lives, 4 E approach, multidiscipline, DZD, etc.

- Follow up if these speeches are working in getting the buy-in of potential safety partners.

3:10 p.m. Labor Day Weekend Drive Sober Campaign

Dynah provided a sample of the Labor Day Drive Sober Press Release and gave a few pointers on how the article could be localized or regionalized.

Meanwhile, the members discussed briefly on Lifesavers Conference 2016. The team is contemplating on possibly sending a DZD Poster entry.

Dortha shared that there are a number of social media marketing tools on trafficsafetymarketing.gov that the coordinators can make use of.

- Coordinators will start using the Press Release material from NHTSA/LHSC and customize accordingly.
- Coordinators will work with LSP PIO’s in their tri-media efforts.
- Brainstorm on DZD Poster for Lifesavers Conference 2016.

Meeting Dates

Tentative date is on September 2, 2015 after the Young Drivers EA Meeting.

- Decide on next meeting date.

Thank you all for your commitment in helping Louisiana reach Destination Zero Deaths. For questions, contact Rudynah Capone at 225-767-9718 or Rudynah.capone@la.gov.