



# 2023 STRATEGIC COMMUNICATIONS FORUM



# COMMUNICATING SAFETY IN A CRISIS

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NHTSA**



# COMMUNICATING SAFETY IN A CRISIS

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Crisis Communications:  
*When You Hear Thunder,  
It's Too Late to Build an Ark*





# Are You Ready?

Urgent, call me. This thing is blowing up, AP reporter and Governor's COS calling.





# What is a “Crisis?”

**NEW HIGHWAY SAFETY  
CAMPAIGN CALLED SEXIST**





# Types of “Crisis”

Negative events and situations

Rules violations

Performance failures



# Your Goals in a Crisis

- ✓ Avoid human, environmental, financial and reputational damage
- ✓ Contain it from getting worse
- ✓ Keep it no profile/low profile
  - ✓ Make it fade away ASAP
- ✓ Keep doing business as usual





# *4 Phases* of Crisis Communications:





# Phase 1: Inoculate

What's your reputation today?

How do you know?





# Phase 2: Prepare



# Reputation Risk Map

*Potential Brand Impact*

*high*






*Likelihood*

*low*

*high*

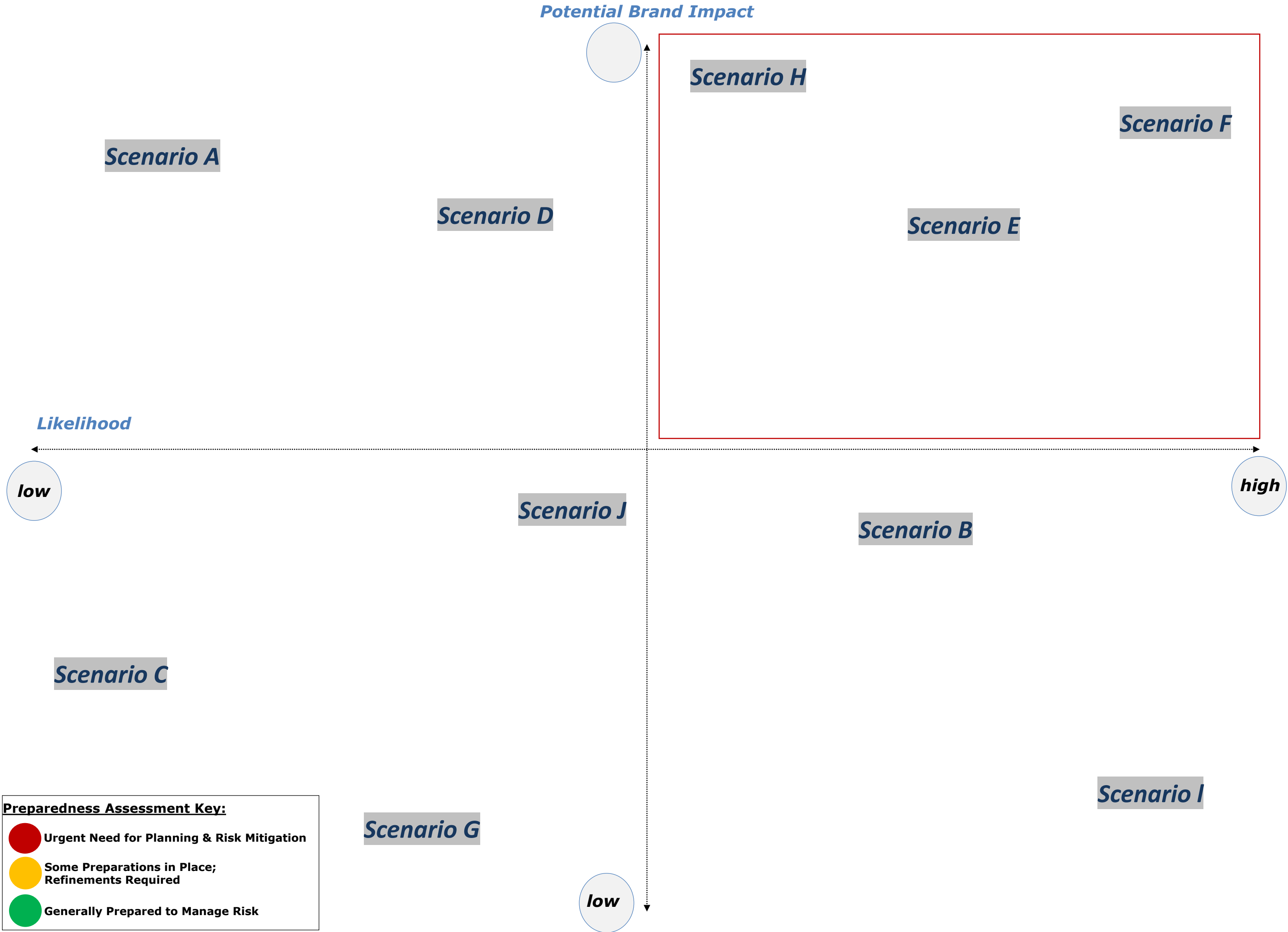
**Preparedness Assessment Key:**

-  Urgent Need for Planning & Risk Mitigation
-  Some Preparations in Place; Refinements Required
-  Generally Prepared to Manage Risk

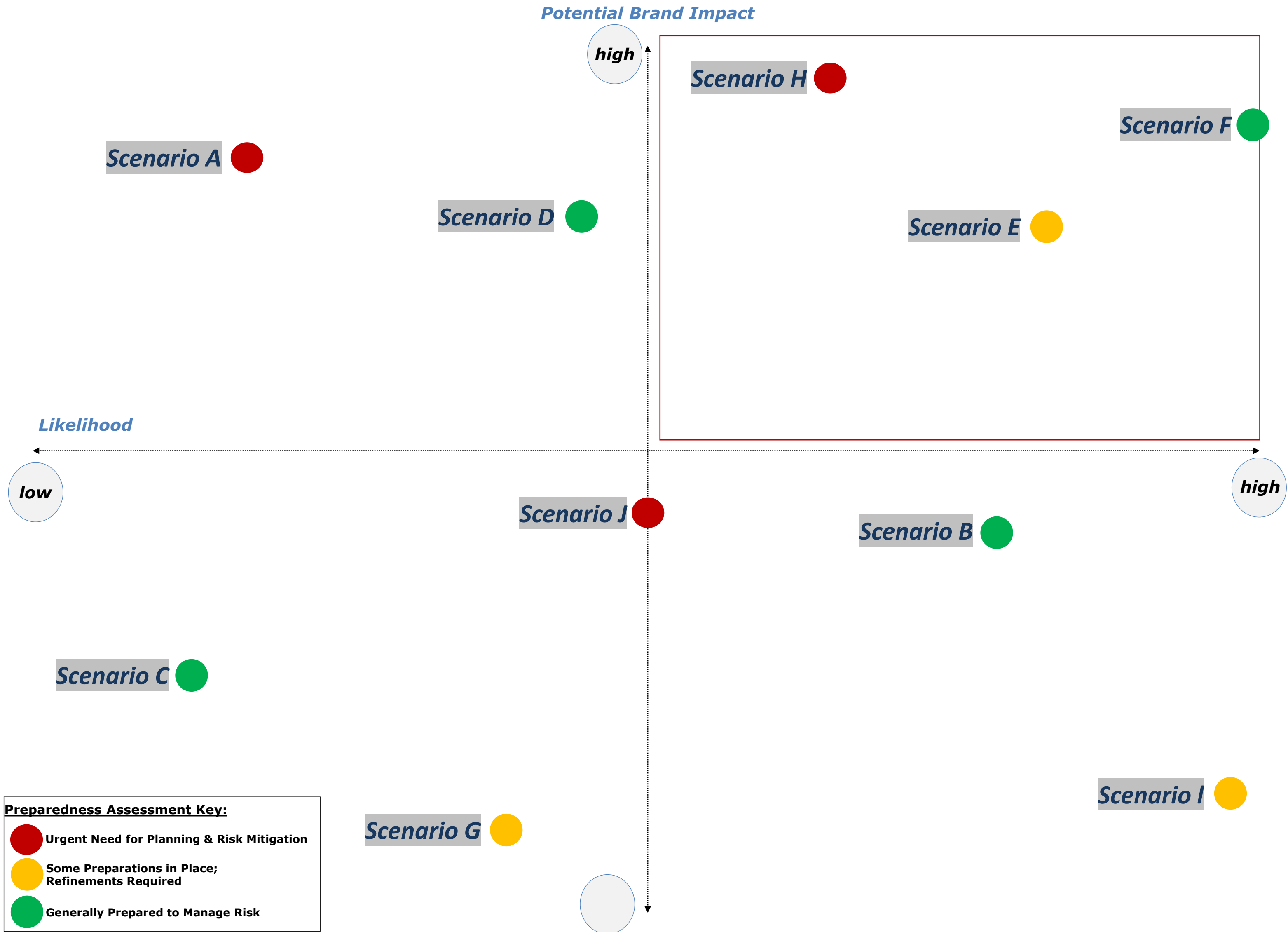
*low*



# Reputation Risk Map



# Prepare: Reputation Risk Map





# Phase 2: Prepare - Crisis Communications Plans

- ✓ Checklists, pre-drafted media statements, etc.
- ✓ Identify your crisis response team to fulfill roles/responsibilities
  - ✓ Get advanced alignment with leadership—including legal—on your general crisis communications philosophy/approach
  - ✓ Consider a tabletop exercise





# Phase 3: Respond

- ✓ Need for speed
- ✓ Lead
- ✓ Set Priorities
- ✓ Do what's right
- ✓ Comms must be at the table
- ✓ Preempt negative information
- ✓ No surprises to key stakeholders
- ✓ Monitor online/media conversation
- ✓ First reports often wrong
- ✓ Communicate, communicate, communicate





# Phase 4: Recover

- ✓ Conduct a mandatory retrospective
  - ✓ Correct any shortcomings
- ✓ Consider publicizing any changes
- ✓ Get ready for the next one!





# Thank You







# GO SAFELY MOVEMENT

Tim Weisberg, California  
Office of Traffic Safety



# SAFE DRIVES. SAVE LIVES.



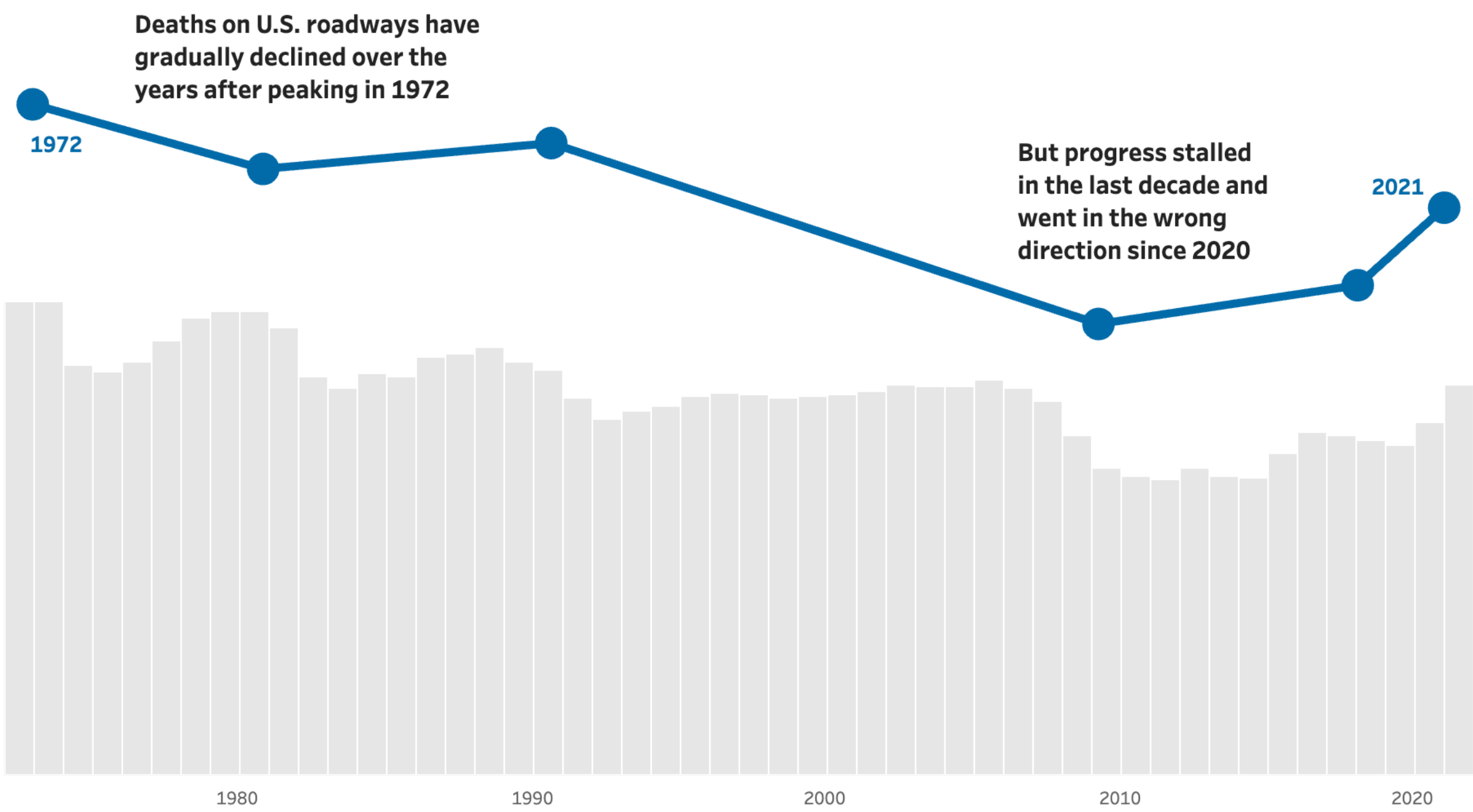
## Communicating a Road Safety Crisis

THE **GO** **SAFELY**  
MOVEMENT



# The Why:

*We are experiencing a road safety crisis!*





"At a time when it is safer to fly across the country than it is to walk across town, we must all act to address the crisis on our nation's roadways."

Pete Buttigieg,  
U.S. Secretary of Transportation





# SAFE ROAD WARRIORS WANTED

MOVIMIENTO  
**VAYA <sup>NO</sup> CUIDADO**



## Go Safely Movement Goals

1. Establish safety culture in California.

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2. Gather information from public to inform highway planning efforts.

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3. Make public aware of roadway safety crisis and become more engaged.

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4. Community involvement through "Traffic Safety Champions."



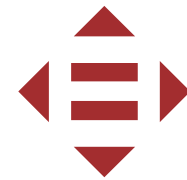
# PURPOSE



## Dedicate Resources to Communities

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Survey results will help OTS dedicate resources to communities greatly impacted by traffic safety concerns.



## Determine Effective Strategies

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Learn how the OTS can improve efforts and transform traffic safety culture to reduce fatalities and serious injuries.



## Identify Trends to Prioritize Actions

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Use data from survey results to identify trends, patterns and problem areas at a community level.





**SAFE DRIVES.  
SAVE LIVES.**

# **CALL TO ACTION COMMUNITY SURVEY**





# SAFE DRIVES. SAVE LIVES.



We need your help to address the crisis on our roadways. Join the Go Safely Movement! Click on Count Me In to fill out a short survey and share your thoughts on what actions are needed to make our roads safer.



Thousands of lives are lost every year on California roadways. You can create safer streets for all by getting involved in the "Go Safely" movement.

1 PERSON IS KILLED EVERY 120 MINUTES

### Why are safer streets important?

Did you know that in California...



### We are experiencing a crisis on our roads.

Roadway deaths deserve more attention than it gets. Society has become used to roadway deaths, but we shouldn't be.

We should not, as a society, accept that people are killed every day while biking, walking or driving. Nor should we accept that every 45 minutes someone in the United States dies in a crash because a driver had too much to drink.

Traffic safety deserves our undivided attention, especially for communities hurt by previous transportation decisions. The biggest toll has been on people of color and people with lower incomes. A daily activity should not be a life-or-death situation.



We know it will take urgent action to make our roads safer for everyone, but we can't do it alone. We need your help.

Let's keep our kids, families and loved ones, safe. Join the Go Safely movement and tell us what actions you believe are needed to reduce deaths and serious injuries on roads.



## Components

- Dedicated web page: [gosafelyca.org/thegosafelymovement/](https://gosafelyca.org/thegosafelymovement/)
- Resources and agency action to drive down traffic deaths and serious injuries.
- Online survey with live results dashboard.
- Statistical Survey among 1,000 respondents.

**Section 1: Introduction to Study**

Welcome! Thank you for participating in this study.

During this survey do not use the forward and back buttons on your browser - use the "Next" and "Back" buttons that appear at the bottom of your screen. When you are finished answering the questions on a page, click the "Next" button to move to the next page of questions. Only click the "Back" button if you need to change your answer to a previous question. If you need to stop while taking this survey, your answers will be saved so that you may return and resume where you left off by clicking the survey link in your invitation email. Please click "Next" to begin.

**Section 2: Screening Questions**

SC1 To begin, please select the category that captures your age.

Age Category	Action
1 Under 18	Terminate with note explaining they must be at least 18 to participate in the survey.
2 18-24	Continue
3 25-34	Continue
4 35-44	Continue
5 45-54	Continue
6 55-64	Continue
7 65 or older	Continue

SC2 What is the ZIP code where you live? Enter 5 digit ZIP code in text box below.

Allowable Range: 90001-96162 (California Only)

99 Prefer not to answer Terminate

**Section 3: Traffic Safety Perceptions**

Q1 Thinking about traffic safety, please indicate how safe you feel when doing the following activities.

Activity	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Not sure/Not applicable	Prefer not to answer
A Driving on highways and freeways in your area	1	2	3	4	98	99
B Driving on major streets in your area	1	2	3	4	98	99
C Bicycling in your area	1	2	3	4	98	99
D Crossing the street as a pedestrian in your area	1	2	3	4	98	99



# top 3 biggest traffic safety issues



1

## **SPEEDING**

*Top ranked countermeasures: designing roads to reduce vehicle speeds; more high-visibility traffic enforcement; using vehicle technology to limit speeds and alert drivers when they are driving too fast.*



2

## **DISTRACTED DRIVING**

*Top ranked countermeasures: using technology that makes text, email, and social media features inactive on a driver's phone when the vehicle is moving; reducing the functionality of in-vehicle touch screen displays when the vehicle is moving to discourage their use; more high-visibility traffic enforcement.*



3

## **DRIVING UNDER THE INFLUENCE OF ALCOHOL**

*Top ranked countermeasures: increasing the availability of alternative transportation options including transit, taxis, and ride sharing services; more high-visibility traffic enforcement including DUI checkpoints and patrols in bar and restaurant districts; and strengthening criminal penalties for alcohol-impaired driving including revoking and suspending licenses.*



# Plan in Action



## Media Plan

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- Social media
- Digital media (website banners)
- Out-of-home (billboard, transit shelter, partner assets)
- Radio (pre-recorded, live reads, streaming)
- News articles/ Editorials
- Partner toolkit

## Media Toolkit

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- [gosafelyca.org/the-gsm-media-kit/](https://gosafelyca.org/the-gsm-media-kit/)
- Materials are free to download, share and customize.

## ...and Beyond

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Connect people who want to help as traffic safety champions in their communities to drive local action and create safety culture necessary to solve roadway crisis.

The background of the bottom section is a photograph of a road with a white crosswalk. A person's shadow is cast across the road, and the overall image is in a muted, dark color palette.

# SAFE ROAD WARRIORS WANTED

Help improve traffic safety. Take the survey.



**SAFE DRIVES.  
SAVE LIVES.**

## Partner Toolkit

- Logos (English and Spanish)
- Social media graphics and captions
- Virtual backgrounds
- PSA video scripts
- Website banners

ÚNASE AL MOVIMIENTO  
**VAYA <sup>NO</sup> CUIDADO**

JOIN THE  
**GO SAFELY  
MOVEMENT**



**GO SAFELY  
MOVEMENT**





## PARTNER COMMITMENTS



CALIFORNIA  
HIGHWAY PATROL



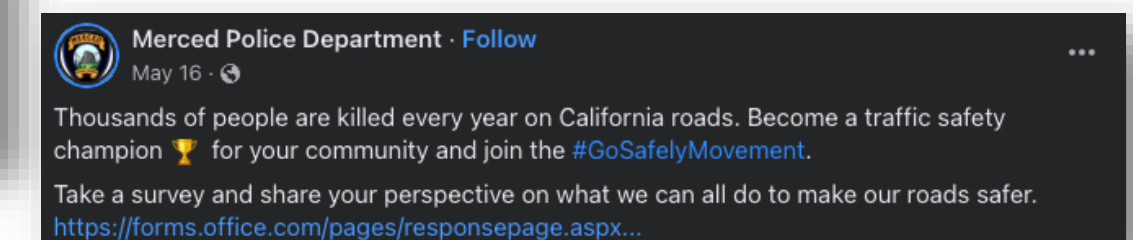
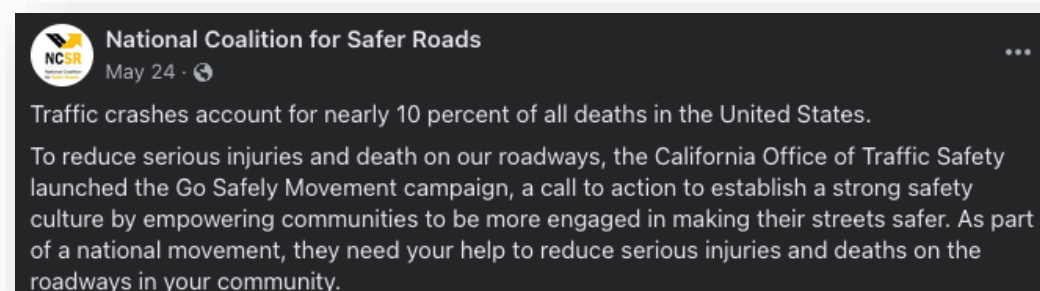
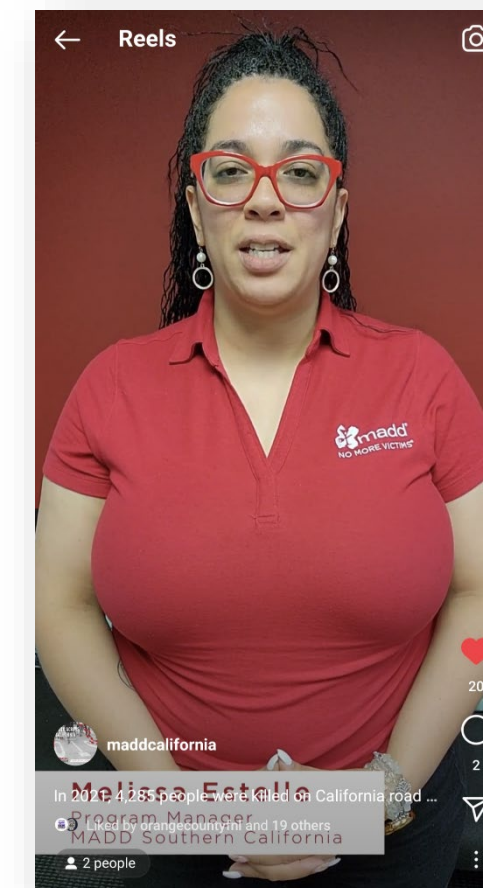
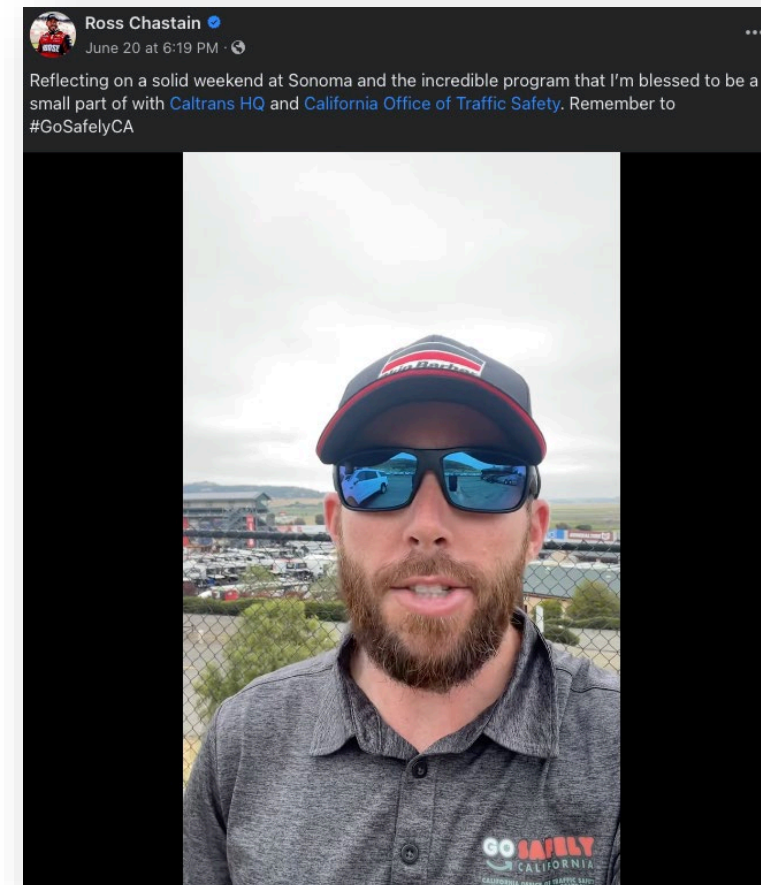
## AND MANY MORE!



# PARTNER MESSAGES



- California State Transportation Agency
- California Department of Transportation
- California Transportation Commission
- Governors Highway Safety Association
- California Department of Industrial Relations
- California Alcoholic Beverage Control
- California High Speed Rail Authority







## Next Steps: Drive Safety Culture

### TRAFFIC SAFETY CHAMPIONS (TSC)

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- Create Traffic Safety Champion (TSC) Program:
  - *Social Media Influencer*
  - *Community Volunteer*
  - *Community Advocate*
  - *Community Organizer*
- Establish TSC training program focusing on engagement and education to bolster local traffic safety efforts.
- Manage potential TSC projects in communities.

### NATIONAL MOVEMENT

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- Leverage opportunities with Governors Highway Safety Association to drive safety culture at a national level.
  - GHSA Board Chair
  - GHSA Annual Meetings
- Participate at local, state, and national community engagement events to promote Go Safely Movement.

### ...AND BEYOND

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- Continue to foster and promote TSCs as ambassadors that drive safety culture in their communities.
  - *New future creative safety campaigns leveraging TSCs*
- Establish grant objective that supports Go Safely Movement.
- Promote at OTS and partner events



**SAFE DRIVES.  
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**VAYA <sup>NO</sup> CUIDADO**

# Traffic Safety Champion Program

## Goals

Connect with TSCs and map out actions they can take to establish a road safety culture in their community.

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Develop a toolkit of resources and define roles to contribute to traffic safety.

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Establish training program that focuses on education and engagement strategies to bolster local traffic safety efforts.

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Manage potential “Traffic Safety Champion” projects in communities.

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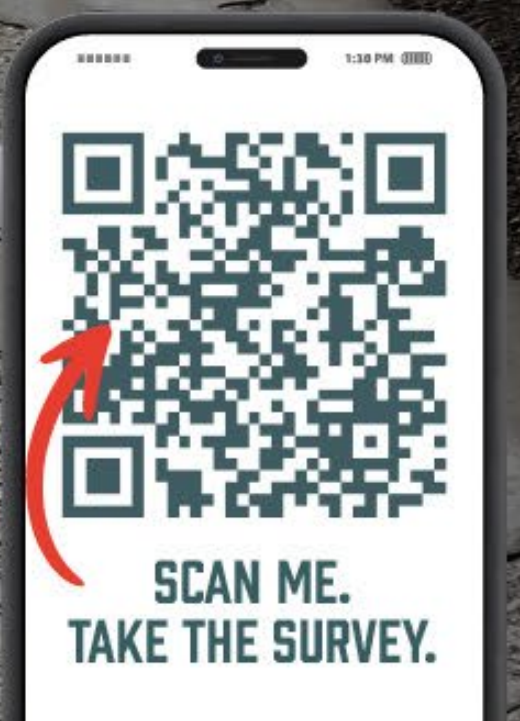
Provide resources and support for TSCs to be an extension of the OTS.

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**SAFE DRIVES.  
SAVE LIVES.**

**Thank You!** 





Questions ?





"A Metrobus travels about 8,260 miles between breakdowns. Didn't know that, did you?"

"Can't we just talk about shoes?"

We get it. You're probably not talking about our increased bus reliability. Why would you? But thanks to an enhanced inspection program, battery upgrades, and cooling fan conversions, our buses just keep going and going and going. So even if you're not talking about bus maintenance, at least now you know about it.

Learn about all the improvements we're making at [wmata.com](http://wmata.com).

**M forward**



**Sexist Metro ad asks “Can’t we just talk about shoes?”**

**Lady Wants To Talk About  
Shoes, Not Bus Reliability,  
Implies Sexist Metro Ad**

Metro 'shoes' ad  
called one of the  
worst of the year



A WMATA spokesperson told DCist that “The point of the ad is to get people talking about Metro’s massive rebuilding effort by juxtaposing technical facts with a variety of light responses in conversations with friends.”