

Traffic Engineering Division

NDOT 2021 Strategic Communications Plan



Mission: We provide the best possible statewide transportation system for the movement of people and goods.

2020 HIGHLIGHTS

The Traffic Engineering Division endeavored in 2020 to complete several key goals.

- SPaT (Single Phasing and Timing) Challenge – Vehicle to Infrastructure project with traffic signals to give early warning when traffic signals change. This challenge will be continued through 2021.
- Developed new crash report form and accompanying database with Lexis Nexis.
- Publishing the Nebraska Transportation Information Portal – Portal allows public to search crashes by user selected filters and displays crash locations on a GIS map.
- Launched Buckle Up Phone Down campaign. Engaging new organizations in public safety to bring more engagement and awareness to the community.
- Updated public online crash reporting portal, created short url to reporting website, and developed a business card size handout for officers to give to driver involved in a crash.
- Transitioned law enforcement agencies from old Electronic Accident Form to Nebraska State Patrol's electronic crash form.
- Contracted with Lexis Nexis to develop new electronic investigator crash reporting (ICR) portal for Omaha Police Department.
- Launched Speed Limit GIS map internally at NDOT. Continue to work on making this available to the general public in 2021.

2021 GOALS

Complete Traffic Engineering Division tasks to support letting 85% of projects on time

Tactics:

- Turn 95% of traffic control plans in on-time with design final plans.
- Process 100% of HSO grant applications within 45 days receipt.
- Complete 100% of crash data entry w/GIS within 60 days from receipt of crash report.

Engage External Agencies and the Public

Tactics:

- HSO hold quarterly meetings with traffic records coordination committee and at least three with highway safety advocates meeting per year.
- Actively engage with the AGC Traffic Control Committee by membership on the committee and attending committee conference calls and joint AGC/NDOT meetings.
- Increase seat belt usage 2% in 2021, from 2020 rate of 80.6%.

Maximize the return on investments

Tactics:

- Seek to maintain an average B/C rate for projects approved by the Safety Committee to 5:1 or higher.
- HSO will seek additional safety funds for Nebraska projects (behavioral).
- Achieve a 90% level of Investigator's crash reports submitted electronically, not including Omaha Police Department.

100% of new hires are trained per the Traffic Engineering 6+6 plan

Tactics:

- Identify a training program list for each job classification within the Division. Ensure all new hires complete required training within first six months of hire with quarterly reviews. Complete Onboarding process.
- Invite division staff to meetings to encourage Department process education, cross-training and development of relationships.
- Seek opportunities for professional development hours required for staff to maintain licenses.

2021 PRIORITIES

This section identifies priorities that need additional emphasis in order to complete the division's goals. The following is the approach the Traffic Engineering Division is taking to support project letting timeliness, engage external agencies and the public, maximize return on investments, and train all new hires in the 6+6 plan.

Priorities for 2021 include:

- Seek opportunities for professional development hours required for staff to maintain licenses.
- Develop a project communication plan to identify key messages to promote as labels are added to Omaha area ramps to improve safety and emergency response time specific to the Omaha metro area. This will include projects already done and projects moving forward to keep our Metro customers engaged.
- Seek development of GIS work zone planning maps for the Transportation System Management team meetings.
- Continue promoting safe driving campaigns (e.g. You drink. You drive. You Lose., Click It or Ticket, etc.) on variety of channels (road signs, social media, etc.)
- Incorporate NDOT logo with taglines to minimize confusion about NDOT involvement.
- Increase communication about how NDOT supports STEP, how to be proactive about concerns in advance of the school year, etc. (Informational packets promoting walking and bicycling to school.)
- Present at appropriate association meetings/conferences.
- Coordinate stakeholder outreach and update document format and branding for State Strategic Highway Safety Plan update.
- Promote use of electronic driver's reporting website.
- Increase education outreach for new public NTIP and support development of NTIP (a GIS Crash Mapping Software) use tracking.
- Update NDOT Crash Data website to integrate new Open Gov crash data dashboards.
- Notify public and law enforcement agencies of crash reporting changes due to Legislative Bill 174.

KEY PROJECTS

Bringing on a Law Enforcement Liaison (LEL) contract position within the HSO. The LEL will help promote and enhance state and national highway safety programs, initiatives and campaigns and perform functions such as, planning, organizing, networking, promoting, recruiting, implementing, reporting and evaluating law enforcement's role in traffic safety projects, activities and achievements.

NDOT will be updating the State Strategic Highway Safety Plan this year. The update of this public document occurs every 5 years and includes a crash data update, stakeholder outreach, document format updates, and plan publication.

New public facing crash data dashboards are being developing using the new MMUCC5 crash data. The current NDOT Crash Data website will need to be adjusted to align with the new crash data publication format.

OPPORTUNITIES FOR INTERNAL COLLABORATION

This section includes internal opportunities for divisions and districts to collaborate and work together to accomplish their goals.

Communications – Distribution of news releases, updating pamphlets, one pagers and other documents, create distribution plans, continue promoting safe driving campaigns, increase communication around important safety topics.

HR – Coordinating proper training for staff.

BTSD – Implement AASHTOWare Safety software for NDOT staff. Develop public facing crash data dashboards. GIS mapping.

Local Assistance – Discuss local project opportunities to increase communication about how NDOT supports Safe Routes to Schools.