CUTTING EDGE DISTRacted DRIVING ENFORCEMENT

IMPACTS SAFETY AND OPTIMIZES CUSTOMER SERVICE

In partnership with the Tennessee Highway Safety Office
BREAKING BARRIERS
Best Practices, Tips, and Recommendations...

KEY INGREDIENTS

1. Lead Agency & Strong Foundation
2. Dependable Partners & Clear Expectations
3. Mutual Understandings of Limitations
4. Clearly Defined Roles & Responsibilities
5. Communication, Communication, Communication

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Set the Foundation…

LEAD AGENCY

• Determine the lead agency. Set the foundation.

• Formulate a “draft” plan. Who are your potential partners? Discuss internally and seek advisement.

• Get approval from the top down. Set protocols, roles, and responsibilities of lead agency first. Get your ducks in a row.

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Get Partners on Board...

PARTNERS

• Select your partners. Be choosey and strategic. Collaborations have the potential to strengthen or weaken your relationships.

• Bring partners to the table. Set up conference call or group meeting. Who’s in? Who’s out? Confirm commitments early.

• Set expectations early. Communicate. Never assume.

• Clearly define your needs. Know what you want before you ask.

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Anticipate the Struggle...

LIMITATIONS

• Identify boundaries and limitations of the collaboration.

• Be realistic. Determine what can and cannot be done.

• What resources are available? What are your options?

• Keep it simple. Don’t reinvent the wheel.

• Address potential problems at the forefront. Don’t procrastinate. Be proactive and assertive.

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Build your Team...

ROLES & RESPONSIBILITIES

• Define roles and responsibilities of those involved. Make sure everyone understands their roles.

• Designate leaders. Choose organized “go-getters.” Who will manage each group and delegate tasks? Who will serve as the “boots on the ground?”

• Assign responsibilities and deadlines. Follow up. Emphasize accountability. If something isn’t working, switch it up!

• Communication is key. Remember, no relationship can succeed without productive, consistent communication. Miscommunication can lead to the downfall of your collaboration.

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THP FIRST UTILIZED SEMI IN DISTRACTED DRIVING ENFORCEMENT

March 17, 2013

https://www.youtube.com/watch?v=ggJFX9_ojkc

STATEWIDE DISTRACTED DRIVING ENFORCEMENT BUS TOUR

April 10 – 13, 2017

https://www.youtube.com/watch?v=qSiX_E8TGBg

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PLANNING

Five “W’s” and One “H”…

WHAT: Statewide Distracted Driving Enforcement Bus Tour

WHO: 1. Tennessee Highway Patrol (THP)
       2. Tennessee Highway Safety Office (THSO)
       3. Local Law Enforcement partners

WHY: To reduce distracted driving crashes across Tennessee roadways

HOW: Education + Enforcement = Behavioral Change

WHEN: TBD

WHERE: TBD

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ROLES & RESPONSIBILITIES

Communications...

PRESS / MEDIA:  Lead - Public Information Officer (THP/THSO)
• Write all press materials
• “Education” point-person

Secondary - Public Information Officer (THP/THSO)
• Assist in distribution of press materials and coordination
• Serve as “enforcement” point-person

SOCIAL MEDIA:  Social Media Person
• Facebook Live during press briefings
• Record and post mobile photos and videos in “real-time”

PHOTO / VIDEO:  Photographer / Videographer
• Record press briefings
• Record clips of bus tour and take high resolution photos

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ROLES & RESPONSIBILITIES

Logistics...

TENNESSEE HIGHWAY PATROL

- Bus = painted with THP logos (two required)
- Bus Driver = Trooper with CDL + P-Endorsement (required)
- Bus Routes = THP District Captains
- Bus Leader = THP PIO
- Spotters / Patrolmen = Troopers (marked and unmarked)

TENNESSEE HIGHWAY SAFETY OFFICE

- Event Leaders = THSO PIO + Regional Law Enforcement Liaison
- Spotters / Patrolmen
  - City police department
  - County sheriff’s office
  - Available motorcycle unit

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EXECUTION

How it Went Down...

1. Scheduled Press Briefings (Provide time to media)
2. Load Up (Including media ride-along)
3. Roll Out & Spread Out (Logistics, have planned route)
4. Spotting (Look for distracted drivers)
5. Enforcement (Pulling over distracted drivers)
6. Results (Total citations and media coverage)

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PRESS BRIEFINGS
LOAD UP
ROLL OUT!
ROLL OUT!
SPREAD OUT
STAY ON MAJOR HIGHWAYS
START SPOTTING
RADIO TO PATROL
ENFORCEMENT
SAFETY FIRST
## Distracted Driving Enforcement Bus Tour Results

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