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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BREAKING BARRIERS

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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BREAKING BARRIERS
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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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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BREAKING BARRIERS
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!
SPREAD OUT
STAY ON MAJOR HIGHWAYS
START SPOTTING
RADIO TO PATROL
ENFORCEMENT
SAFETY FIRST
## Distracted Driving Enforcement Bus Tour Results

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Lieutenant Bill Miller | Public Information Officer
Tennessee Highway Patrol
Tennessee Department of Safety & Homeland Security
1150 Foster Avenue
Nashville, TN 37210
p. 615-251-5173  c. 615-517-9096
Bill.Miller@tn.gov
tn.gov/safety

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