





Traffic Records Strategic Planning Guide

TRCC Roundtable Presentation

Overview

- Project Overview
 - Briefing of the TR Strategic Planning Guide
 - Workshop Overview
 - Discussion
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Project Overview

- Guide to explore the strategic planning process
 - Tools for each step of the process
 - Training workshop summarizing the guide
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Guide Breakdown

- Chapter 1 - Introduction
- Chapter 2 - Traffic Records Strategic Plan Stakeholders
- Chapter 3 - Strategic Planning Process
- Chapter 4 - Strategic Plan Updates and Implementation



Guide Introduction

Chapter 1

Need for Strategic Planning

- State TRCCs support data driven decision making
- Many states have requested assistance with strategic planning
- <75% of States met the 'ideal' standard for most strategic plan-related questions

Need for Strategic Planning

Fixing America's Surface Transportation (FAST) Act requirements (2015 – 2020)

1. Describe specific, quantifiable and measurable improvements.
2. Provide a list of all assessment recommendations.
3. Identify which recommendations the State will address.
4. Explain which recommendations won't be addressed.

Key Terms

- **Need:** A challenge that the State considers in the *Traffic Record Strategic Plan*.
- **Goal:** A high level statement of what the organization hopes to achieve.
- **Objective:** A quantified improvement to achieve by a specific date.
- **Metric:** A quantifiable performance target.
- **Performance Measure:** A mechanism for tracking progress toward meeting the metric.





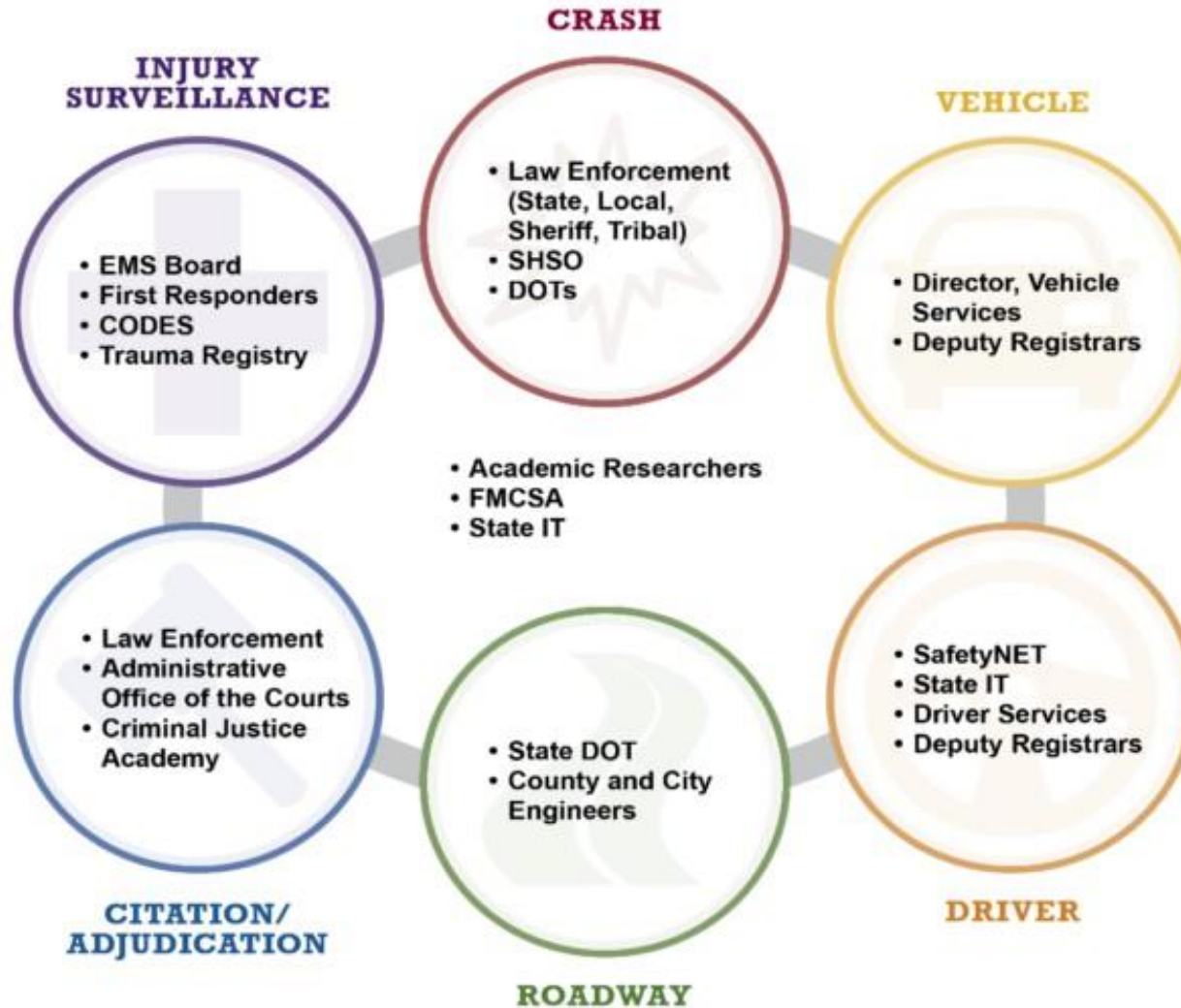
Traffic Records Strategic Plan Stakeholders

Chapter 2

TRCC Stakeholders

- Diverse group of parties interested in traffic records
- Represent agencies receiving funding from SHSO
- May not necessarily be TRCC members

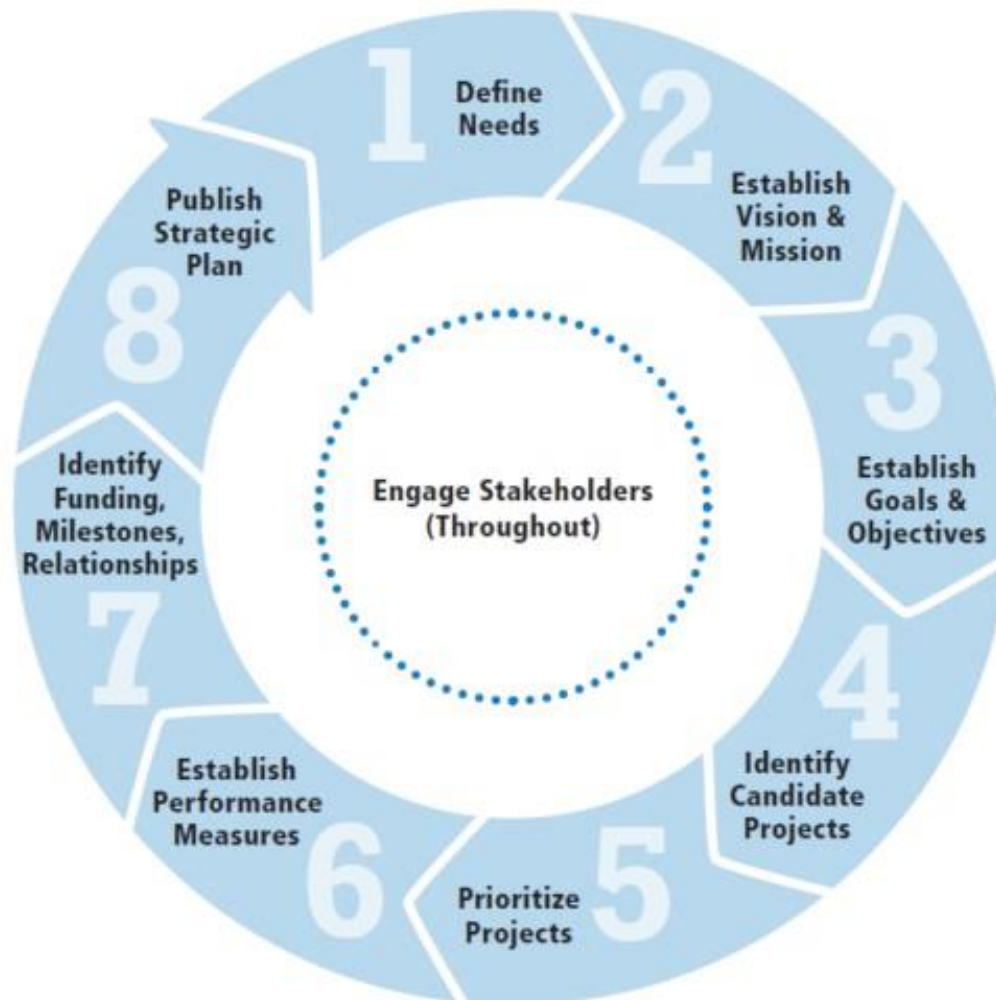
Review Plan Stakeholders





Strategic Planning Process

Chapter 3



1. Define Needs

- List of items to improve
- Needs for the six data quality attributes
- Stakeholders may list additional needs
- Priorities based on the vision and mission

2. Establish Vision and Mission

Tips for Creating a Vision Statement	
Identify the future ideal of the traffic records system	Example: Accurate, consistent, integrated with core TR systems.
Translate ideas into general statements of achievement	Example: Create a traffic records system that promotes timely, accurate, and complete data.
Focus on outcomes	Example: Reduce injuries, support decision-making.
Choose action verbs	Example: Build, create, assure.
Assure an attainable stretch	Make the vision ambitious but achievable.

Source: Guide to Community Energy Strategic Planning, U.S. Department of Energy, 2013

2. Establish Vision and Mission

Tips for Creating a Mission Statement

Recognize the Stakeholders and Customers

Whom do we serve?

Take Ownership

The State TRCC

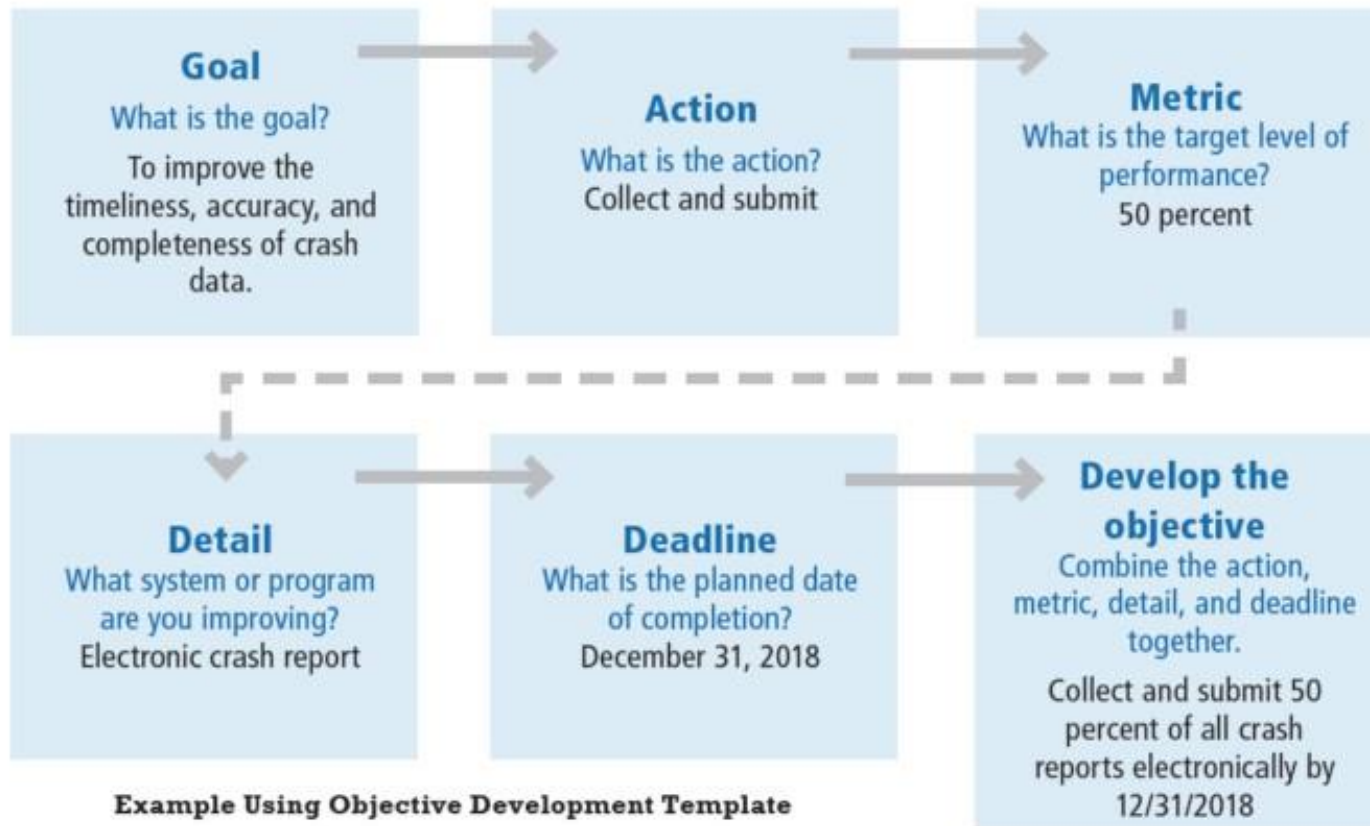
Focus on Actions

What will we do to move the State toward the vision?

Be Specific

Describe what we will do, by when.

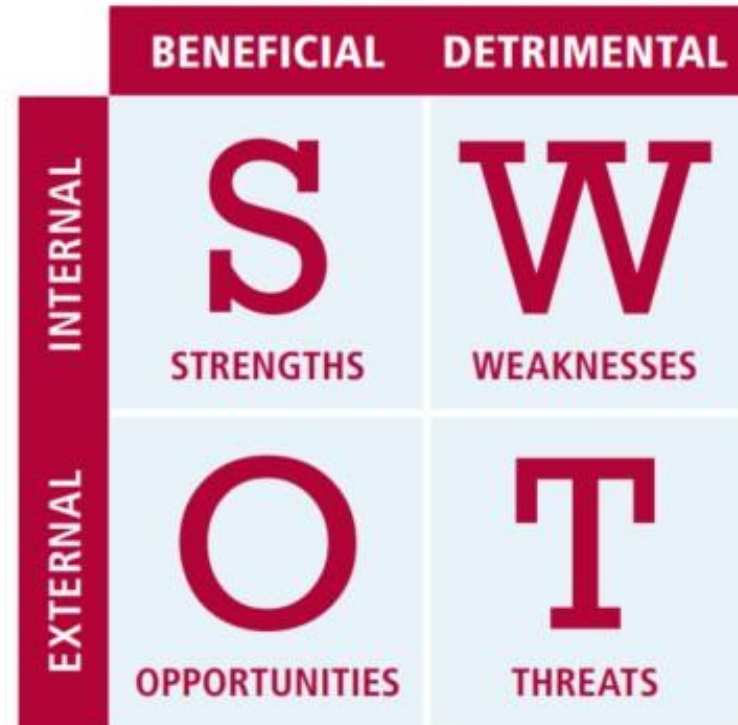
3. Strategic Planning Objectives



“To reduce fatalities and serious injuries by half by 2030.”¹

3. Establish Goals and Objectives

- Environmental scan
 - Discovers factors that help or hinder success
 - List factors using a SWOT analysis



3. Establish Goals and Objectives

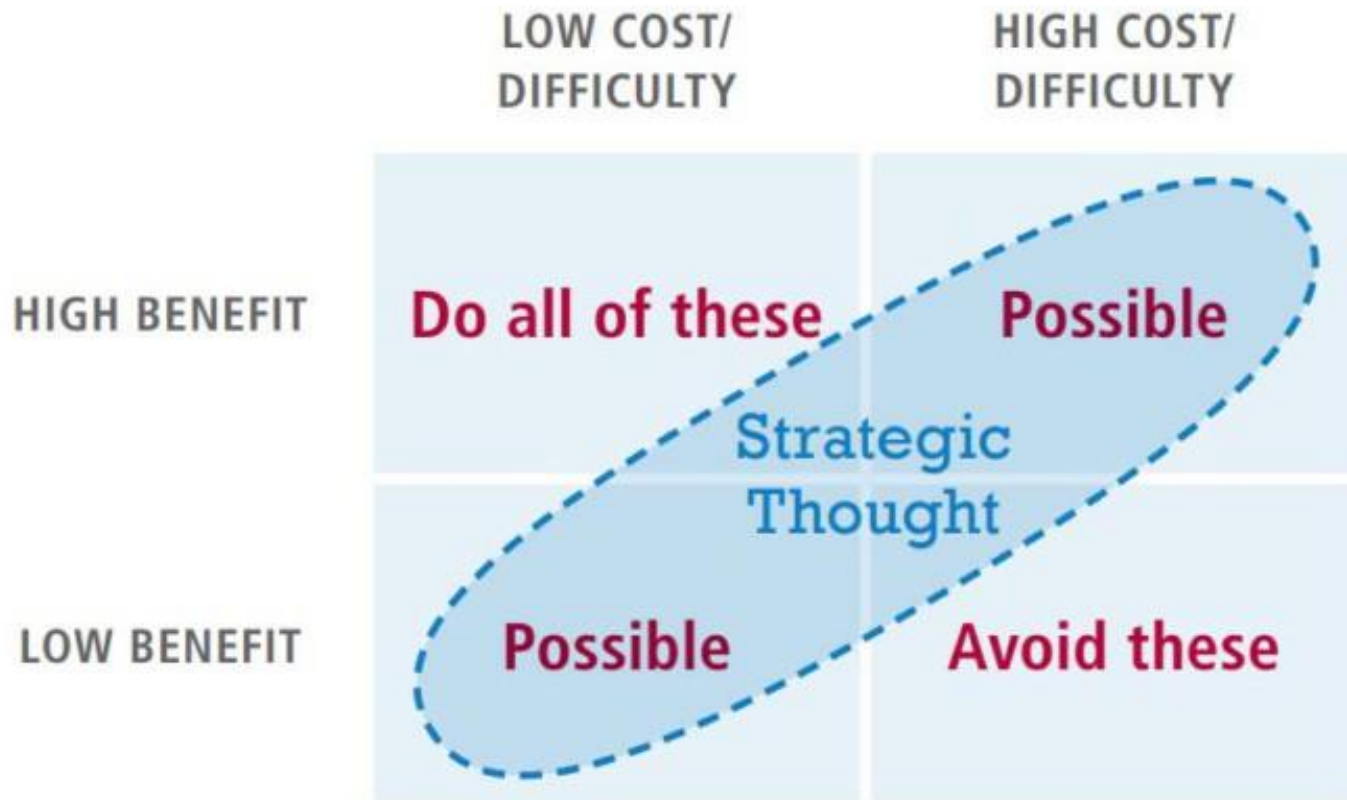
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">» Expert staff» Multiple years of data» Statewide GIS and spatial location tools» Effective automation in some systems» Strong upper management support» Strong support from key users	<ul style="list-style-type: none">» Low data quality in some systems» Very little capacity for integration» Informal data quality management» Insufficient access to IT resources» Poor coordination among business units» Too few agencies seeking grant funding» High cost of some system upgrades
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">» Growing Federal technical assistance» Increased grant funding available» Useful standards and guidelines exist» Strong division office and regional support	<ul style="list-style-type: none">» Onerous grant requirements» Mandates pull funding from priority efforts» Annual start/stop of funding flow

4. Identify Projects

Projects:

- Address a goal and are tied to an objective
- Should not be limited to §405(c) grant funding
- Are described in a standard format

5. Prioritizing Projects



6. Performance Measures

- Items in the plan must be quantitatively measured
- Every objective and project must include at least one data quality performance measure
- Determine which data quality performance areas are most relevant
- Align project impacts and statewide targets

6. Performance Measures

Goals	Objectives	Performance Measures	Metric	Data Quality	Data System	Year 1	Year 2	Year 3	Year 4	Year 5
Promote uniformity of traffic records data	Improve the uniformity of the Roadway Data System in the next five years.	Number of MIRE data elements in the state's road inventory file	200	Uniformity	Roadway	37	80	120	160	200
	Improve the uniformity of the Citation/Adjudication Data System in the next five years.	Percent of jurisdictions using the latest State uniform citation form	95%	Uniformity	Citation/Adjudication	50%	60%	70%	80%	95%

7. Funding and Milestones

- Funding Considerations
 - Identify funding for priority projects
 - Discuss funding options
 - Be creative

7. Funding and Milestones

- Milestones
 - Set dates of delivery for key products in a project
 - Track milestones to evaluate project implementation
 - Use an action plan to support milestone tracking

8. Publish and Promote the Plan

- Obtain plan endorsement
- Get executive sign off
- Publish the approved plan
- Set dates for updates and general maintenance



Strategic Plan Implementation & Updates

Chapter 4

Implementing the Strategic Plan

- Uses a formal process
- Promotes stronger relationships among agencies
- Addresses the annual update requirement Code of Federal Regulations (CFR) 23 §1200.22

Define Roles and Responsibilities

- Establish a group of to monitor plan implementation
- Charge the group with specific tasks
- Coordinate through the Chair and TR coordinator

Evaluate and Update

- Evaluation checks the performance of the projects
- Example: Crash System Deployment
 - Funding mechanisms are in place
 - Sufficient and qualified staff assigned to project tasks
 - Preceding tasks are on time
- Make adjustments to the plan as necessary



State Strategic Planning Workshop

General Discussion

- What area(s) of strategic planning does your need assistance with?
- How could your TRCC put all (or part of) the guide into your strategic planning process?

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