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Safety Service Patrol Idea Sharing Network – Session VI: Raising Awareness of SSPs



Incorporating Patrols in Earned Media Opportunities

Positive, proactive message – most popular agency service:

- Holiday traffic – mention in all releases, interviews, etc.
- Inclement weather, major storm responses
- Move Over campaigns / messaging
- Pitch ride along to new to area/new beat reporters, fun for them, great stories, builds relationship of agency with media



Traffic Incident Management Awareness Week

- Pushed event to Dec. 2
- Create news/visuals
 - patrol operator interviews
 - Use patrol vehicles as the back drop – great photo ops!
- Connect the message of Move Over to Emergency Patrols



NEWS RELEASE

FIRST RESPONDERS DEMONSTRATE WHY THE MOVE OVER LAW IS CRITICAL DURING ROADWAY INCIDENTS

Police, Fire/Rescue, MDOT, MDTA and Tow Companies Stage Incident on Dorsey Run Road In Howard County to Share Best Practices and Stress Move Over Law

(December 1, 2016) – Most motorists who travel the same roads to and from work each day are well aware of the predictably congested areas. Unfortunately, drivers have limited options to avoid nearly 50 percent of traffic congestion caused by traffic crashes, broken down vehicles, debris in the road or other incidents.

Quick response to clear incidents is critical to keeping traffic moving. On Maryland highways, it takes police or state highway personnel an average of 12 minutes to arrive at an incident and approximately 23 minutes to reopen the travel lanes. Keeping traffic moving and quickly clearing incidents is dangerous for highway personnel, police, fire and rescue and Hazmat crews. Dozens of first responders are injured on highways every year.

"The clear purpose behind Maryland's Move Over Law is to save the lives of our police officers, emergency service providers and our tow service operators while working the scene of an incident," said Captain Dan Pickett, Troop Commander for the Maryland State Police Washington Metro Troop. "If moving to another lane is not possible, the law requires drivers to slow down to a reasonable speed. This law provides an extra barrier of safety necessary for all emergency personnel to focus on assisting people at the scene."

Each year in Maryland, the Maryland Department of Transportation's (MDOT) CHART Emergency Traffic Patrols (ETP) assist more than 77,000 motorists, an average of 200 people every day. While MDOT's ETP units provide an invaluable service, it is only through partnership and teamwork of all responders that incidents are cleared quickly from Maryland's roads. From police to fire companies, to Hazmat and tow companies, each agency plays a crucial role in incident response and more importantly, the safe and timely restoration of travel lanes after an incident.

Move Over Conference



Maryland State Highway Administration was live.

about 2 months ago · 🌐

In Howard County, a mock crash involving an overturned tractor trailer

4,327 Views

👍 Like 🗨 Comment ➦ Share

👍 🤔 ❤️ 79

Top Comments ▾

24 shares



Bonnie Frederick-Collazo · 7:19 Glad to see it ! Kudos to Howard County !

Like · Reply · 🗨 1 · December 1, 2016 at 10:46am



Jeffrey W Albert · 0:00 Job well done

Like · Reply · 🗨 1 · December 1, 2016 at 10:58am



Write a comment...



Social Media

- Free option for promoting the program
- Communications staff ride along and share those experiences on social



Legislative Support

- Demonstrate benefit/cost of patrols – user benefits, saved delay time
- If driver knows VIP/or VIP writes thank you, share internally and on social. Write thank you for the thank you note.
- Regularly share positive feedback from motorists – internal and external
- Partnerships with police to keep the program top of mind
- Maintain long-standing relationships



Lessons Learned

- Remember to explain taxpayer investment, show prudent use of funds for safety – prevented secondary crashes, etc. – not just “nice service”
- Media train staff, share updated messaging
- Collateral pieces still help
- Cross-promote with 511, other safety programs



Questions

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