

..... MONTANA 2025

Development of Emphasis Area Workplans: Objectives and Goals and Strategies

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Development of Emphasis Area Workplans: Goals

- Clearly define who, what, when and how for actions to implement the strategies



Development of Emphasis Area Workplans: Objectives

- Provide a road map to give stakeholders and partners direction.
- Provide specifics such as performance measures, funding sources, project-level detail, and evaluation criteria for assessing outcomes.
- Workplans turn CHSP concepts and ideas into a reality that saves lives and prevents injuries.
- Workplans describe how the identified strategies will be implemented.
- Workplans include data needs, resources (staff, equipment, materials, and training), a timeline, whether legislative action is required, what agency or organization is responsible, a budget, performance and process measures, and an evaluation plan.



Development of Emphasis Area Workplans: Strategies

- After enduring the CHSP development process, some stakeholders experience strategic planning fatigue. Developing workplans may seem detailed and tedious, but the step cannot be ignored.
- The hard work and effort put forth during CHSP development becomes meaningless without the organizational and institutional framework of the workplan that cultivates and enhances the collaboration and cooperation essential to success.
- Workplans eliminate guesswork, prevent shot gun approaches, and focus resources where they are most needed.



Development of Emphasis Area Workplans: FHWA Example

Emphasis Area		<i>Updated</i> _____		Reporting Period: _____		
Lead Agency						
OBJECTIVE #1						
OBJECTIVE #2						
Strategy #1						
Strategy Agency						
Action Steps	Action Step Measure	Action Step Agency	Resources	Partners	Budget	Timeline



Development of Emphasis Area Workplans: Action Planning Guide

Action Planning Guide

Establish an Action Planning Framework and Evaluation Approach

- Define the goals for the SHSP – the reasons for the plan.
- Define the measurable objectives – what the plan will accomplish.
- Determine the performance measures that will be used to evaluate the plan.
- Determine the measurement method for each performance measure.



Development of Emphasis Area Workplans: Action Planning Guide

Develop the Action Plan

- Determine the strategies for achieving each of the objectives.
 - Determine the action steps for accomplishing each strategy.
 - Determine the process measure or performance indicator for measuring progress.
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Development of Emphasis Area Workplans: Action Planning Guide

Identify Resource Requirements

- Agencies whose cooperation and coordination is required.
- Funding and personnel.
- Data and information.
- Equipment, materials, and training.
- Schedule.
- Steps that require legislative approval.

Develop a Detailed Budget

(many States include this step as part of the specific plan/program processes described in Chapter 5)

- Provide detailed budget information by task.
- Separate information by funding source and agency/office.



Development of Emphasis Area Workplans: Action Planning Guide

Key Emphasis Area Action Plan Strategies:

- Develop detailed action plans for each strategy in your SHSP.
- Identify a facilitator to assist emphasis area teams in achieving consensus on action plan elements.
- Identify performance measures as a basis for monitoring and evaluation and assign responsibilities to support accountability.
- Assign responsibilities to support accountability.
- Review and amend action plans as you proceed with implementation.
- Provide emphasis area team members with a copy of the IPM.



SMART Strategies and Roles & Responsibilities of Emphasis Area Teams



SMART Strategies

CREATING
S.M.A.R.T.
OBJECTIVES

Specific
Measurable
Action-oriented
Reasonable
Time bound



SMART Strategies

- Specific: Not general; it identifies exactly what the State wants to happen.
- Measurable: Quantifiable and can detect changes over time.
- Action-oriented: Can be counted or observed.
- Reasonable – Realistic and reachable, versus what is simply desired.
- Time bound: Establishes a deadline.



Roles & Responsibilities of Emphasis Area Teams

- The CHSP is a map to saving lives on Montana's roads. Reaching Vision Zero calls for active engagement of safety partners at all levels, from agency leaders to their staff, citizens at the grassroots level, and all users of the state's roadways.
- Three-tiered implementation approach
 - Multidisciplinary Emphasis Area Teams
 - Meets regularly to put this plan into action.
 - Advisory Committee
 - Provides oversight and guidance.
 - Executive Leadership Team (ELT)
 - Maintains coordinated efforts and common goals in plans and programs across agencies.



Roles & Responsibilities of Emphasis Area Teams

- Emphasis Area Teams
 - Emphasis Area Team Lead
 - Action Leads
 - Team Members



Roles & Responsibilities of Emphasis Area Teams

- Team Lead responsibilities include:
 - Attend coordination meetings in person or via webinar/conference call.
 - Schedule quarterly meetings with the full Emphasis Area Team to ensure CHSP actions are progressing and tracked.
 - Ensure Subject Matter Experts actively participate on your team on strategies.
 - Communicate any issues with implementation of actions to the CHSP Coordinator.



Roles & Responsibilities of Emphasis Area Teams

- Team Lead responsibilities (continued):
 - Report progress on activities to CHSP Coordinator.
 - Oversee actions in support of completion of the actions as specified in the Implementation Plan.
 - Ensure all CHSP tracking updates are provided in a timely manner and with accurate detail.
 - Maintain the Emphasis Area Team contact list.
 - Respect and consider the opinions of all participants in the Emphasis Area Team.



Roles & Responsibilities of Emphasis Area Teams (Continued)

- Action Lead responsibilities include:
 - Coordinate and collaborate with partners in the effort to progress the action.
 - Support and monitor the progress and completion of the actions as specified in the Implementation Plan under the direction of the Emphasis Area Area Team Co-Lead(s).
 - Attend Emphasis Area Team meetings.
 - Report on action progress to Emphasis Area Team Co-Lead(s) quarterly.
 - Identify, invite, and promote other Emphasis Area Team Members to assist with actions when appropriate.
 - Respect the opinions of all participants on the Emphasis Area Team.



Roles & Responsibilities of Emphasis Area Teams

- Multidisciplinary Emphasis Area Team members are crucial support for the team. Team members are expected to help coordinate and implement actions as defined in the CHSP Implementation Plan.
 - Emphasis Area Team member responsibilities include:
 - Actively participate in Emphasis Area Team meetings.
 - Respect the opinions of all participants in the Emphasis Area Team.
 - Assist in the development of strategies and actions that help eliminate fatalities and serious injuries on all public roads.



Emphasis Area Strategy Break-Out Sessions



Emphasis Area Break Out Sessions

- **Safe Road Users**

- Room: Siena
- Facilitator: Nic Ward

- **Safe Roads**

- Room: Rice
- Facilitator: Jacob Farnsworth

- **Safe Speeds / Safe Vehicles**

- Room: Ross
- Facilitator: Tim Burrows

- **Emergency Response – Post-Crash Care**

- Room: Avila/DeSmet
- Facilitator: Mike Colety



CHSP Next Steps

- Draft – Mid September
 - Emphasis Area workplans included for Advisory Committee review
 - Reporting and Evaluation Template
- Final – Late October





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