

Traffic Incident Management – Why Should the DMV Care?

Traffic Incident Management Public Outreach Toolkit

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Traffic Incident Management

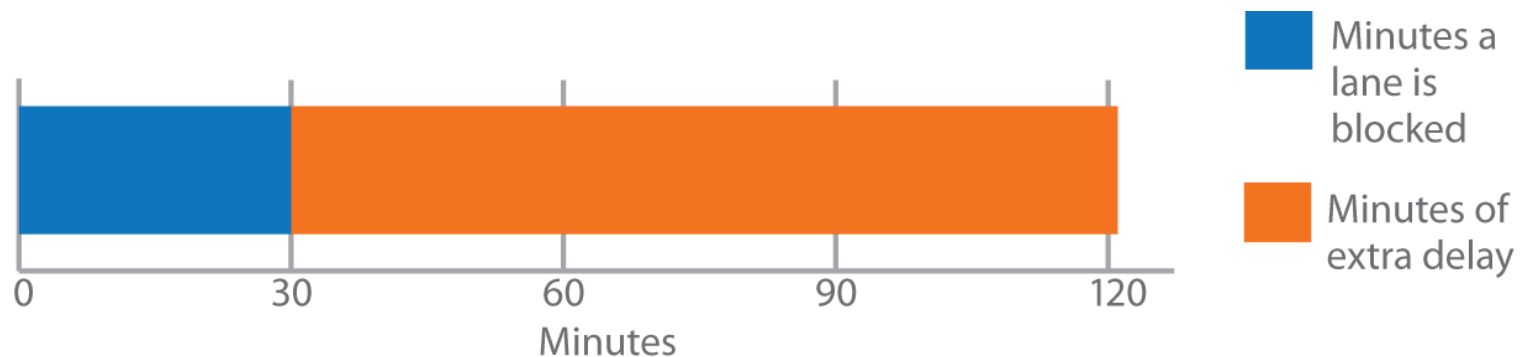
safe
reliable
travel smooth
fast response
timely
cost-saving
efficient

Traffic Incidents



Traffic incidents are just about anything that happens on or near a roadway that affects traffic.

- › They create unsafe situations and put lives at risk, and cause delays.
- › They compromise our safety, and cost us time and money everyday.





What You Need to Know

- 1** **Move your car to a safe place** – out of the travel lanes – if you are involved in an incident, and there are no injuries.
- 2** When you see flashing lights ahead of you, you need to **slow down and/or move over.** You can be ticketed for failing to do this!
- 3** **Help keep your loved ones safe and avoid a ticket.** Tell your friends and family about these laws.

Traffic Incident Managers Can't Do It Alone!



Pop Quiz!



Match the numbers on the following slide to these facts!

Do you know?

Number of law enforcement officers killed being struck by a vehicle since 2000

Gallons of fuel wasted by Americans idling in incident-related traffic

Number of minutes added to traffic delay for every minute a lane is blocked due to a traffic incident

Number of hours the average American commuter spends idling in traffic every year

Percent jump in costs associated with traffic incidents over past 4 years.

Number of responders in harm's way at an incident scene on any given day

Average number of responders (police, fire, EMS, tow truck drivers, and transportation/maintenance workers) injured every year responding to a traffic incident



20,000

4

38,000

24

160+

2.8B

Answer Key



Fact	Answers
160+	Number of law enforcement officers killed being struck by a vehicle since 2000
2.8B	Gallons of fuel wasted annually by Americans idling in incident-related traffic
4+	Number of minutes added to traffic delay for every minute a lane is blocked due to a traffic indent
36	Number of hours the average American commuter spends idling in traffic every year
85	Percent jump in costs associated with traffic incidents over past 4 years.
38,000	Number of responders in harm's way at an incident scene in a 24-hour period
20,000	Average number of responders (police, fire, EMS, tow truck drivers, and transportation/maintenance workers) injured every year responding to a traffic incident

So what is a “traffic incident” anyway?

Who Responds to Traffic Incidents?

Traffic Incident Management Helps Everyone



- **Traffic Incident Management**
Responders work together as a team to respond safely and quickly.
 - › Firefighters
 - › Law enforcement officers
 - › EMS responders
 - › Transportation / Safety Service Patrols
 - › Maintenance crews
 - › Towing and recovery
 - › 911/Dispatch



Pop Quiz!



- What's a traffic incident?
- What should you do with your vehicle—if you safely can—if you are in a traffic incident?
- What should you do when you see flashing lights on a roadway?
- What should you do when you leave this room today?

TIM Public Outreach: Brainstorming



You can help spread the word in your community using the TIM Public Outreach Toolkit Products. They are freely available and customizable:

http://www.ops.fhwa.dot.gov/eto_tim_pse/timtoolbox/

The collage features several key products from the TIM Public Outreach Toolkit:

- Memorandum:** A document titled "Free Tools For Boosting Traffic Safety in Your Community" from Mark Scales, Federal Highway Office of Transportation Operations Officer Director. It discusses the value of TIM and provides instructions on how to use the talking points.
- Introductory Pyramid:** A diagram titled "INTRODUCING THE TIM TALKING POINTS" showing a three-layer pyramid. The top layer is "Top Line" (main message), the middle is "Proof Points" (supporting facts), and the bottom is "Bottom Line" (conclusion). It explains how to use this structure to introduce and explain the value of TIM.
- Traffic Incident Management Brochure:** A large blue brochure with the headline "Traffic Incident Management Because Time Matters". It features the slogan "safe reliable travel smooth fast response timely cost-saving" and lists key statistics: "Americans burn more than 2.8 billion gallons every year stuck in incident-related traffic" and "Computers lose nearly a full workweek (36 hours) sitting in traffic congestion each year. Every minute a traffic lane is blocked creates 4 extra minutes of delay".
- Traffic Incident Management Card:** A smaller version of the brochure, highlighting the same key statistics and slogan.
- Traffic Incident Management Card:** Another smaller version, focusing on the slogan and the "Know your role" section.
- Traffic Incident Management Card:** A card titled "Traffic Incidents... jeopardize the safety of motorists and responders" with a bar chart showing that "Every minute a lane is blocked, creates 4 extra minutes of delay. Every minute your stuck in traffic increases your risk of being rear-ended".
- Traffic Incident Management Card:** A card titled "Traffic incidents are the #1 cause of death of EMS responders" with an image of an ambulance.
- Traffic Incident Management Card:** A card titled "Traffic incidents create unsafe situations, put lives at risk, and cause delays. Know your role:" with three numbered points: 1. Move your car to a safe place - out of the travel lanes. 2. When you see flashing lights ahead of you, you need to slow down and/or move over. 3. Help keep your loved ones safe and avoid a ticket.
- Traffic Incident Management Card:** A card titled "Traffic incidents create unsafe situations, put lives at risk, and cause delays. You can help:" with three numbered points: 1. Move your car to a safe place - out of the travel lanes. 2. When you see flashing lights ahead of you, you need to slow down and/or move over. 3. Help keep your loved ones safe and avoid a ticket.
- Traffic Incident Management Card:** A card titled "Traffic incidents create unsafe situations, put lives at risk, and cause delays. You can help:" with three numbered points: 1. Move your car to a safe place - out of the travel lanes. 2. When you see flashing lights ahead of you, you need to slow down and/or move over. 3. Help keep your loved ones safe and avoid a ticket.

Questions?

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Thank you.