BREAKING BARRIERS:
HOW MULTI-AGENCY COLLABORATION IMPACTS SAFETY AND OPTIMIZES CUSTOMER SERVICE

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
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.
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.
BREAKING BARRIERS
Anticipate the Struggle...

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.
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.
TENNESSEE’S FIRST
STATEWIDE DISTRACTED DRIVING ENFORCEMENT BUS TOUR
April 10 – 13, 2017

Tennessee Highway Safety Office
Website Link: https://www.youtube.com/watch?v=qSiX_E8TGBg&feature=youtu.be

Tennessee Highway Safety Office
PLANNING

Five “W’s” and One “H”...

WHAT: Statewide Distracted Driving Enforcement Bus Tour

WHO: 1. Tennessee Highway Safety Office (THSO)
      2. Tennessee Highway Patrol (THP)
      3. Local Law Enforcement partners

WHY: To reduce distracted driving crashes across Tennessee roadways

HOW: Education + Enforcement = Behavioral Change

WHEN: April is Distracted Driving Awareness Month
      (April 10 – 13, 2017)

WHERE: Memphis, Jackson, Nashville, Chattanooga, Knoxville, Fall Branch, and Cookeville (THP Districts)
ROLES & RESPONSIBILITIES

Communications...

PRESS / MEDIA: Lead - Public Information Officer (THSO)
- Write all press materials
- “Education” point-person

Secondary - Public Information Officer (THP)
- 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
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
### Statewide Distracted Driving Enforcement Bus Tour
**April 10 – 13, 2017**

#### MONDAY, APRIL 10

**MEMPHIS**
- Lead = Capt. Jimmie Johnson and Brenda Jones
- **Bus Driver** = Lt. Brad Wilbanks
- **Communications** = Sgt. Chris Richardson, Arriale Tabson, and Doug Burgess
- Press Briefing = 9 AM CT
- Start of Enforcement = 9:30 AM CT
- Media Drop-Off = 10:30 AM CT
- End of Enforcement = 11:30 AM CT
- Location = THP District 4 Headquarters, 6348 Summer Avenue, Memphis, TN 38134

**JACKSON**
- Lead = Capt. Curtis Mansfield and Brenda Jones
- **Bus Driver** = Lt. Brad Wilbanks
- **Communications** = Lt. Brad Wilbanks, Arriale Tabson, and Doug Burgess
- Press Briefing = 1:30 PM CT
- Start of Enforcement = 2 PM CT
- Media Drop-Off = 3 PM CT
- End of Enforcement = 4 PM CT
- Location = THP District 8 Headquarters, 20 Vann Drive, Jackson, TN 38305
EXECUTION
How it Went Down...

1. Scheduled Press Briefings (9 AM & 1:30 PM)
2. Load Up (Including media ride-along)
3. Roll Out & Spread Out (Logistics)
4. Spotting (Looking for distracted drivers)
5. Enforcement (Pulling over distracted drivers)
6. Results (Total citations and media coverage)
FOR IMMEDIATE RELEASE
Wednesday, April 5, 2017

MEDIA ADVISORY

Tennessee Highway Safety Office, Tennessee Highway Patrol Combat Distracted Driving
Statewide Distracted Driving Enforcement Bus Tour Kicks Off in Memphis on April 10

MEMPHIS – On Monday, April 10, the Tennessee Highway Safety Office (THSO) and the Tennessee Highway Patrol (THP) will partner with local law enforcement in Memphis to kick off Tennessee’s first statewide distracted driving enforcement bus tour to support National Distracted Driving Awareness Month. The THP will provide a large, painted bus to transport law enforcement partners as they observe Memphis motorists for traffic violations. Officers within the bus will communicate to patrol vehicles on the road for execution of enforcement action. Throughout the tour, the THSO will be using #ThumbsDownTN to promote its third annual Thumbs Down to Texting and Driving campaign.

The THSO and THP encourage Memphis media to attend the scheduled press briefing and ride-a-long to observe and record the initiative. Details are listed below. For more information, contact Arriale Tabson at arriale.tabson@tn.gov or Sgt. Chris Richardson at Christopher.Richardson@tn.gov.

WHO: Tennessee Highway Safety Office
Tennessee Highway Patrol – Memphis District
Memphis Police Department
Shelby County Sheriff’s Office

WHAT: Statewide Distracted Driving Enforcement Bus Tour

WHEN: Monday, April 10, 2017
9 a.m. CT

WHERE: THP District 4 Headquarters – Memphis
6348 Summer Avenue
Memphis, TN 38134

###
LOAD UP
ROLL OUT!
ROLL OUT!
SPREAD OUT
STAY ON MAJOR HIGHWAYS
RADIO TO PATROL
PULL ‘EM OVER
SAFELY
**RESULTS**

224 Citations…

*Tennessee’s First Statewide Distracted Driving Enforcement Bus Tour Yielded 224 Traffic Citations*

**TENNESSEE** – From Monday, April 10, to Thursday, April 13, the Tennessee Highway Safety Office (THSO) and the Tennessee Highway Patrol (THP) partnered with local law enforcement agencies for Tennessee’s first statewide distracted driving enforcement bus tour to promote National Distracted Driving Awareness Month. The THP provided a large, black and tan bus marked with THP logos to transport law enforcement as they observed motorists for traffic violations.

“Distracted driving is a major epidemic, not only in Tennessee but across the nation,” said Vic Donoho, Director of the THSO. “This is about changing driver behavior, not writing citations. Everyone is aware that distracted driving is wrong. They text and drive anyway, because it’s culturally acceptable. We’re here to change that cultural mindset by making a strong statement and increasing enforcement efforts.”

During the tour, officers within the THP bus communicated to patrol vehicles on the road for execution of enforcement action. Each participating district conducted approximately one to two hours of enforcement. Results are listed below. Click here for photos: [https://goo.gl/photos/oJeewydQRx6g94Y6](https://goo.gl/photos/oJeewydQRx6g94Y6). Click here for video: [https://youtu.be/qSiX_E8TGBg](https://youtu.be/qSiX_E8TGBg)

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Total Citations</th>
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<tbody>
<tr>
<td><strong>Monday, April 10</strong></td>
<td><strong>Memphis</strong></td>
<td>22 citations</td>
</tr>
<tr>
<td></td>
<td><strong>Jackson</strong></td>
<td>7 citations</td>
</tr>
<tr>
<td><strong>Tuesday, April 11</strong></td>
<td><strong>Nashville</strong></td>
<td>35 citations</td>
</tr>
<tr>
<td><strong>Wednesday, April 12</strong></td>
<td><strong>Chattanooga</strong></td>
<td>8 citations</td>
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<td></td>
<td><strong>Knoxville</strong></td>
<td>81 citations</td>
</tr>
<tr>
<td><strong>Thursday, April 13</strong></td>
<td><strong>Fall Branch</strong></td>
<td>50 citations</td>
</tr>
<tr>
<td></td>
<td><strong>Cookeville</strong></td>
<td>21 citations</td>
</tr>
</tbody>
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**Note:** The total numbers of citations include additional violations discovered during these traffic stops.

Throughout the tour, the THSO used #ThumbsDownTN to promote its third annual *Thumbs Down to Texting and Driving* campaign. To learn more about distracted driving, visit [tntrafficsafety.org/distracted-driving](http://tntrafficsafety.org/distracted-driving). For more information, contact Arriale Tabson at [arriale.tabson@tn.gov](mailto:arriale.tabson@tn.gov) or Lt. Bill Miller at [bill.miller@tn.gov](mailto:bill.miller@tn.gov).

###
RESULTS

Media Coverage...

COMMERCIAL APPEAL - MEMPHIS


WATE - KNOXVILLE

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