

Massachusetts SHSP 2023 Action Plan

Initiative	Sub Initiatives	# of Activities
Initiative 1: Implement Speed Management to Realize Safer Speeds	1.1 Evaluate and adjust operating speeds through roadway designs that are self-enforcing consistent with the new 2022 MassDOT speed management approach	4
	1.2 Develop and execute a procedure for target speed setting in all project types (e.g., roadway reconstruction, bridge, preservation, development, new roadways)	2
	1.3 Amend Massachusetts regulations related to speed (expand the definition of a school zone, adjust speed limit setting, modify statutory speeds)	3
	1.4 Enforce state speed laws	1
Initiative 2: Address Top-Risk Locations and Populations	2.1 Identify, initiate, and prioritize systemic projects involving top-risk locations	3
	2.2 Identify, initiate, and prioritize systemic projects involving top-risk populations	2
	2.3 Biannually update and disseminate information on locations and populations of top risk	3
	2.4 Evaluate Effectiveness	1
Initiative 3: Take an Active Role to Affect Change in Vehicle Design, Features, and Use	3.1 Identify opportunities for the state to champion safe vehicle designs and features to minimize injury severity with national, state, and local partners	4
Initiative 4: Accelerate Research and Adoption of Technology	4.1 Pursue research to test new approaches and identify new technologies for improving safety – including methods to screen and curb dangerous behaviors (e.g., drug impairment levels, testing tools)	3
	4.2 Develop prospective pilots for automated enforcement for red light running, speed zones, and work zones	2
	4.3 Expand data linkages to improve our understanding of risks related to serious crashes and opportunities for intervention	3
	4.4 Evaluate and identify how roadway safety-related violation structure incentivizes or disincentivizes dangerous driving behavior and develop recommendations for changes	2
	4.5 Data Management	1
Initiative 5: Double Down on What Works	5.1 Address top crash locations	2
	5.2 Expand the use of roadway pilots	3
	5.3 Expand internal state workforce training to engage the state workforce to raise awareness about the Safe System Approach and educate/train on how to implement it in their work	3
	5.4 Expand external trainings the state provides to amplify safety, Safe System, and best practices	1
	5.5 Expand resources to municipalities	3
	5.6 Get more safety equipment into the hands of road users (e.g., bicycle lights, car seats)	1
	5.7 Expand data-driven targeted enforcement and high visibility police presence	2
	5.8 Improve accessibility and linkage of relevant safety-related data to professionals and the public	1
	5.9 Increase maintenance and operations	1
	5.10 Increase Road Safety Audits	2
	5.11 Provide a safe work environment for workers on roadways through increased training, education, awareness of incident management, and cutting-edge approaches	3
	5.12 Implement proven safety countermeasures in all roadway projects	1
	5.13 Develop, utilize, and provide guidance resources for effective selection and evaluation of improvements under both state and local jurisdictions	3
	5.14 Improve post-crash care through improving cell service coverage, implementing new trauma triage guidelines, increasing services for those involved in crashes, and increasing data linkages	6
Initiative 6: Implement New Approaches to Public Education and Awareness	6.1 Develop new approaches, test to find what works, and implement a new type of comprehensive campaign that will have an impact on social norming/behavioral change on speeding, occupant protection, impairment, distraction, and seatbelts	4
	6.2 Develop an educational opportunity when individuals interact with the Registry of Motor Vehicles (RMV) to renew or obtain a license or ID so they can learn about safety advances including roadway design, multimodal mobility, signs, and signals	2
	6.3 Improve driver education and training for those under 18 and expand driver education for parent(s)/guardian(s) of those new drivers	2
	6.4 Improve driver education for new drivers over 18 years of age and provide refreshers for drivers transferring a license from another state	2
	6.5 Establish a state plan to communicate safety – including how we want media to talk about crashes	1

Initiative 1: Implement Speed Management to Realize Safer Speeds

1.1 Adjust operating speeds to align with MassDOT's speed management approach		Lead Agencies	Current Status	Initiative Cross-Over
A. Implemented 2022 MassDOT speed management approach.	i. Develop external Safe Speed website (www.mass.gov/safe-speeds) to assist municipalities. Website developed but case studies will be continuously added.	MassDOT Highway	Ongoing	Initiative 2.1 Initiative 4.2
	ii. Utilize MassDOT's speed management approach (SMA) for traffic studies, freight studies, etc.	Various MPOs/RPAs	Ongoing	
B. Evaluate operating speeds to identify priority locations.	i. Develop a process to prioritize roadways with excessive speeding, evaluate operating speeds as part of ongoing safety studies, collect observed average speed data, and list all MassDOT-identified road segments related to speeding.	MassDOT Highway, Various MPOs/RPAs	Pending	Initiative 2.1 Initiative 4.2
C. Apply safer driver operating speeds.	i. Provide speed enforcement grants for local/state agencies to enforce speed limits in high risk speed areas.	FMCSA	Ongoing	Initiative 2.1 Initiative 4.2
D. Design roadways that are self-enforcing.	i. Provide community funding through the Shared Streets and Spaces Grant to address speed for locally owned roads.	MassDOT Highway, Various MPOs/RPAs	Ongoing	Initiative 2.1 Initiative 4.2
	ii. Consult member communities to design locally owned roads where speed limits are self-enforced.	Various MPOs/RPAs	Pending	
1.2 Develop and execute a procedure for target speed setting in all project types		Participating Agencies	Current Status	Initiative Cross-Over
A. Codify Target Speed procedures and relationship to Design Speed.	i. Develop and execute a procedure for target speed setting. Draft guidance is undergoing reviews of Chapter 3 in the new Project Development and Design Guide (PDDG).	MassDOT Highway	Complete	Initiative 4.2 Initiative 5.7
	ii. Implement active Statewide Planning and Research (SPR) project that evaluates the impacts of speed management treatments related to emergency personnel and snow and ice operations.	MassDOT Highway	Complete	
	iii. Provide information and training to municipalities on setting speed limits and speed zoning. Standards and guidance are in development.	MassDOT Highway, MassDOT Planning, Various MPOs/RPAs	Ongoing	
B. Convene Speed Management Group to advance the effort.	i. Utilize Speed Management Group to hold monthly meetings discussing issues related to Speed Management policies, practices, and concerns at both the District and Statewide levels.	MassDOT Highway	Ongoing	Initiative 4.2 Initiative 5.7 Initiative 6.1
1.3 Amend Massachusetts regulations related to speed		Participating Agencies	Current Status	Initiative Cross-Over
A. Amend regulations to account for Safe System and speed management principles.			Pending	Initiative 4.3 Initiative 6.1
B. Change definitions for school zones.	i. Update definition to include 9-12 grade	MassDOT Highway	Complete	Initiative 4.3 Initiative 6.1
C. Adjust speed limit setting process.	i. Update Procedures for Speed Zoning on State and Municipal Roadways in FY2022 and continue to update as needed.	MassDOT Highway, NSC	Ongoing	Initiative 4.3 Initiative 5.7 Initiative 6.1
1.4 Enforce state speed laws		Participating Agencies	Current Status	Initiative Cross-Over

A. Develop strategies to enforce state speed laws	i. Improve compliance with speed limits on state and local roads via sustained enforcement, including that of commercial vehicles, conducted by state and local police departments during designated mobilizations and in hot-spot locations.	OGR, MSP, MSP CVES, LLE	Ongoing	Initiative 4.2 Initiative 5.7
	ii. Utilize speed data collection efforts to assist with focused enforcement, evaluate crash hot spots and implement speed and aggressive driving behavior countermeasures, and implement Speed Enforcement mobilizations for local efforts.	MSP, LLE	Ongoing	
	iii. Conduct work zone speed enforcement initiatives.	MSP, MSP CVES (for CMVs)	Ongoing	
	iv. Integrate speed enforcement measures to identify operators who are impaired and occupants who are unrestrained.	MSP, LLE	Ongoing	
	v. Deploy speed reduction equipment, speed measurement instruments, and speed feedback trailers to enhance enforcement and education.	MSP	Ongoing	

Initiative 2: Address Top-Risk Locations and Populations

2.1 Identify, initiate, and prioritize systemic projects involving top-risk locations		Lead Agencies	Current Status	Initiative Cross-Over
A. Develop risk models for 10 emphasis areas.	i. MassDOT Highway will complete the update of 10 emphasis area risk models using 2017-2021 data and post to IMPACT to perform network screening. (MassDOT Safety Analysis Tools (state.ma.us)).	MassDOT Highway	Complete	Initiative 4.1 Initiative 5.1 Initiative 5.13
	ii. Use the risk models for lane departure to develop a systemic project and provided communities with speed feedback reads and road signs to reduce lane departure crashes, starting in Western MA in 223 and moving east.	MassDOT Highway, Various MPOs/RPAs	Ongoing	
	iii. Utilize risk models to develop additional systemic projects to proactively reduce fatalities and serious injuries.	MassDOT Highway, Various MPOs/RPAs	Pending	
	iv. Developed 2024 Regional Transportation Plan Safety Chapter, Vision 2050 Regional Long Range Transportation Plan, and Adopted MassDOT Safety Performance Targets.	Various MPOs/RPAs	Complete	
	v. Conduct corridor studies on to gather data, identify key safety issues, and develop lists of short-term and long-term improvements strategies. Build collaboration and coordination between MassDOT, communities and stakeholders for pursuing future infrastructure projects.	Various MPOs/RPAs	Ongoing	
	vi. Further develop Modernization Capital Programs (encompassing Roadway Reconstruction, Intersections, Safety, Bike/Ped, Shared Use Paths, Non-interstate Pavement, Safe Routes to School, ADA) to identify, initiate, and scope safety projects.	MassDOT Highway	Ongoing	
	i. Offer combined school zone speed feedback assemblies to all communities—130 communities took advantage of the materials and assemblies. The locations have been identified and design began. Completion is anticipated for FY24.	MassDOT Highway	Ongoing	Initiative 5.1 Initiative 5.5
	ii. Initiate project to enhance bus stop crossing in highest risk areas and in areas with highest potential of walking.	MassDOT Highway, Various MPOs/RPAs	Ongoing	
	iii. Implement systemic VRU projects in member communities in collaboration with MassDOT.	Various MPOs/RPAs	Complete	
	iv. Host Bike & Pedestrian Advisory Committee meetings that include leaders and representatives from MassDOT, regional, state, advocate groups, communities, public, etc.	Various MPOs/RPAs	Ongoing	
	v. Include and collaborate with Safe Routes To School program representatives in Joint Transportation Committees (JTC), Road Safety Audits (RSA) and Corridor Studies, and meetings.	Various MPOs/RPAs	Ongoing	Initiative 5.1 Initiative 5.5
	vi. Map all regional PVTa bus stops and perform an assessment of risk based on current crash data. Study VRU and vehicle behavior at bicycle crossings. Identify prime locations for in-depth analyses to improve non-motorist safety.	Various MPOs/RPAs	Ongoing	
	vii. Conduct studies of behavior and use of bicycle/pedestrian crossings.	Various MPOs/RPAs	Ongoing	
	viii. Massachusetts Legislature passed an Act to Reduce Fatalities (Session Law - Acts of 2022 Chapter 358 (malegislature.gov)). MassDOT provided more than 4,000 signs to inform directs of the new law and 119 Communities took advantage of this program.	MassDOT Highway, Various MPOs/RPAs	Ongoing	
	ix. Support the vulnerable road user bill recently passed by the legislature.	AAA Northeast	Complete	
	x. Educate and enforce vulnerable road users (bicycles, pedestrians, skateboarders, etc.) on proper road use to minimize crashes between vehicles and VUs; conduct VU enforcement especially in vicinity of intersections where most crashes occur.	MSP	Ongoing	

B. Vulnerable Roadway Users (VRU)	xi. Increase data collection during crash investigations related to VRUs, causation and distractions.	MSP	Ongoing	Initiative 5.5 Initiative 5.14
	xii. Develop a program to identify, assess and make improvements to pedestrian rail crossings and/or the pedestrian use of highway crossings to minimize risk.	MassDOT Rail & Transit Division	Ongoing	
	xiii. Collaborate with the Baystate Trauma Center in Springfield, MA to identify high-risk VRU crash locations.	PVPC, Baystate Trauma Center	Ongoing	
	xiv. Continue identifying the top pedestrian and bicycle crash locations in order to develop and implement location-specific strategies for addressing safety issues at local and regional levels	MassDOT Highway, MassDOT Planning, various MPOs/RPAs	Ongoing	
	xv. Continue providing guidance and technical assistance to municipalities in order to implement bicycle and pedestrian strategies that touch on safety, policy, and infrastructure.	MassDOT Planning, UMTC Baystate Roads	Ongoing	
	xvi. Update Separated Bike Lane Planning and Design Guide to address new bicycle facility design, with the goals of increasing safety and encouraging expanded use of bicycle transportation.	MassDOT Highway	Ongoing	
	xvii. Utilize the Statewide Pedestrian Plan and Statewide Bicycle Plan as actionable guide to increase walking and bicycling for everyday trips, with the focus on creating high comfort connected networks of pedestrian and bicycle facilities, and decrease crashes.	MassDOT Planning	Ongoing	Initiative 5.5
	xviii. Implement design features, including traffic calming, road diets, midblock crossings, and safety countermeasures that encourage and facilitate safe pedestrian travel on all state-owned roadways.	MassDOT Planning, MassDOT Highway	Ongoing	
	xix. Bring together multiple disciplines and interest groups to address all aspects of safety via the annual Statewide Pedestrian, Bicycle, and Transit-focused Moving Together Conference and the Transportation Innovation Conference.	MassDOT Planning, MassDOT Highway	Ongoing	
	xx. Update RMV police crash report, internal RMV software, and Record Management Systems (RMS) vendors to include vulnerable user section in compliance with Chapter 358, An Act to Reduce Traffic Fatalities, Section 7. Update law enforcement trainings and develop new materials to include the new vulnerable user section.	RMV, RMS vendor, MPTC, MSP, LEL	Complete	
	xxi. Implement measures recommended in the Highway Design Handbook for Older Drivers and Pedestrians regarding visual improvements at at-grade crossings to enhance support for older drivers and alternative road users.	MBTA	Ongoing	
	i. Identify the top 10 risk/crash municipalities (combination of all risks/crashes) and work with the MPOs and communities to address systemic communitywide issues.	MassDOT Highway, Various MPOs/RPAs	Ongoing	Initiative 5.1 Initiative 5.5
	ii. Identify the top 5% (17) risk/crash Vulnerable Road User municipalities and-work with the MPOs and communities to address systemic communitywide issues.	MassDOT Highway, Various MPOs/RPAs	Ongoing	
	iii. Compile a Top 100 listing of High Crash Intersections and incorporate, when applicable the Regional Transportation Safety Interactive Map.	Various MPOs/RPAs	Ongoing	
	iv. Update the Regional Safety Compass that summarizes crash trends for all.	Various MPOs/RPAs	Ongoing	
	v. Conduct targeted enforcement and training at bars and in municipalities that have been most identified, pursuant to MGL Chapter 90 Section 24J, as having been the last place to serve alcoholic beverages to a convicted drunk driver.	OGR, ABCC	Ongoing	

C. Top Risk/Crash Municipalities	vi. Actively conduct state work with top risk and crash communities to develop action plans and pathway for implementation, including Federal funding strategy.	MassDOT Highway	Ongoing	Initiative 5.1 Initiative 5.5 Initiative 5.13
	vii. Implement engineering safety improvements, including roundabouts, upgraded signals, improved pedestrian/cyclist accommodations, shared use paths, improved access management, and other enhancements, at high-risk locations.	MassDOT	Ongoing	
	viii. Increase visibility of public passive rail crossings to reduce risk for older drivers at Commonwealth crossings.	MassDOT Rail & Transit Division	Ongoing	
	ix. Assess and improve rail crossings with highest levels of risk - 15 with highest Hazard Index. Evaluate opportunities for crossing elimination across the Commonwealth.	MassDOT Rail & Transit Division	Ongoing	
	x. Advance a program to incorporate railroad Right-of-Way (ROW) incursion treatments into rail crossing standards used in the Commonwealth.	MassDOT Rail & Transit Division	Ongoing	
	xi. Utilize Transportation Evaluation Criteria to perform an annual assessment of all projects considered for funding. Projects receive bonus points for elements that address safety, for being a high crash location and for addressing high-risk populations.	Various MPOs/RPAs	Ongoing	
	xii. Utilize tools developed by MassDOT to identify high risk locations and implement Master Plans, Long Range Transportation Plan, and other local efforts that are project specific.	Various MPOs/RPAs	Ongoing	
	xiii. Continue providing Complete Streets technical assistance and training . Provide information and training to municipalities on intersection safety elements and design improvements, as well as effective repair and redesign.	MassDOT Planning, UMTC Baystate Roads	Ongoing	
	xiv. Train and inform municipalities about proper use of signage and lane markings to combat lane departures.	MassDOT Traffic and Safety, MassDOT Planning, UMTC Baystate Roads	Ongoing	
	xv. Utilize proven crash prevention methods at grade crossings, including increased signage and pavement markings, changing devices from passive to active, painting fog lines, installing plastic bollards and surface reflectors, and installing 12-inch LED warning lights.	MBTA	Ongoing	
2.2 Identify, initiate, and prioritize systemic projects involving top-risk populations		Participating Agencies	Current Status	Initiative Cross-Over
A. Develop demographic information related to risk models	i. Utilize linked crash, hospital injury, and driver records in the MA Crash-Related Injury Surveillance System (MA CRISS) to identify top-risk populations in injury crashes.	MDPH ISP, Various MPOs/RPAs	Pending	Initiative 4.3
	ii. The MDPH ISP Applied Epidemiology Fellow will explore the use of MA CRISS data to improve identification of crash-related injuries to workers, such as workers in emergency services, construction, ride-hailing services, and package delivery.	MDPH ISP	Ongoing	
B. Use risk models to identify communities with top risk to offer assistance	i. The MDPH ISP Applied Epidemiology Fellow will conduct a project to identify structural, environmental, social, and cultural factors affecting communities of color disproportionately impacted by MV crash injuries.	MDPH ISP	Pending	Initiative 4.3
	ii. Develop general recommendations for policies, practices, or changes to build environment that will reduce MV crash injuries in disproportionately impacted communities.	MassDOT Highway, Various MPOs/RPAs	Pending	

training and programming	iii. Continue identifying the systemic safety issues and high crash locations (including top pedestrian crash locations) in order to develop and implement location-specific strategies for addressing safety issues at local, regional and state levels	MassDOT Highway, MassDOT Planning, various MPOs/RPAs	Ongoing	
2.3 Biannually update and disseminate information on locations and populations of top risk		Participating Agencies	Current Status	Initiative Cross-Over
A. Use results of MDPH Injury Surveillance Program trend data on MV traffic deaths and hospital stays and emergency department visits for non-fatal injuries.	i. Conduct in-depth trend analysis of fatal and nonfatal motor vehicle traffic injuries.	MDPH ISP	Complete	Initiative 4.3
B. Explore factors contributing to crash-related injuries in top risk populations.	i. Analyze linked crash, injury surveillance, and driver data in the MA Crash-Related Injury Surveillance System (MA CRISS) to explore contributing factors to crashes involving injuries to vulnerable road users, particularly those disproportionately impacted.	MDPH ISP	Ongoing	Initiative 4.3
C. MassDOT update risk models and make publicly available	i. Use new information and datasets to continue to update and improve (biannually) risk models.	MassDOT Highway	Ongoing	Initiative 4.3
2.4 Evaluate Effectiveness		Participating Agencies	Current Status	Initiative Cross-Over
A. Evaluate effectiveness of risk-based projects	i. Conduct high-level effectiveness of speed feedback readers and signage projects performed as part of the HSIP Implementation Plan.	MassDOT	Ongoing	Initiative 4.3 Initiative 5.2
	ii. Evaluate passing zones on two-lane secondary state highways in accordance with the criteria outlined in the MA Amendments to the Manual on Uniform Traffic Control Devices (MUTCD) and close passing zones that do not meet the criteria during restriping.	MassDOT Highway	Ongoing	

Initiative 3: Take an Active Role to Affect Change in Vehicle Design, Features, and Use

3.1 Identify opportunities for the state to champion safe vehicle designs and features		Lead Agencies	Current Status	Initiative Cross-Over
A. Research and prepare recommendations for large vehicle safety.	i. Launch study on Direct Vision and 'blind zones' in large trucks to develop specifications for vehicles to ensure vehicles purchases or leased have the best visibility of vulnerable road users.	MassDOT Highway, USDOT Volpe Center	Complete	
	ii. Make recommendations to Commercial Vehicle Manufacturers to develop blind spot sensors.	FMCSA	Ongoing	
B. Research incentives for purchasing smaller and safer vehicles equipped with important safety features.			Pending	Initiative 5.3
C. Provide communities with information related to vehicle design and safety.	i. Provide recommendations and guidance to municipalities upon completion of Direct Vision study.	MassDOT Highway, Various MPOs/RPAs	Pending	Initiative 5.3
	ii. Conduct research on Advanced Driver Assistance Systems (ADAS) and operator engagement with such systems, and release results to public and media.	AAA Northeast	Ongoing	Initiative 4.1
	iii. Provide data and technical assistance on seatbelt use.	Various MPOs/RPAs	Ongoing	Initiative 5.3
	iv. Utilize Check to Protect to provide information on safety recalls related to commercial and personal vehicles.	NSC	Ongoing	
D. Procure Commonwealth vehicles that optimize safety and support communities in the procurement of safer municipal vehicles.	i. Support new requirement that Commonwealth-owned, leased, and contracted trucks install side guards and cross-over mirrors (Acts of 2022 Chapter 358 – An Act to Reduce Fatalities).	MassDOT Highway	Ongoing	Initiative 5.3
	ii. Encourage member communities to follow MassDOT's example of installing side guards and cross-over mirrors on their trucks.	Various MPOs/RPAs	Ongoing	

Initiative 4: Accelerate Research and Adoption of Technology

4.1 Pursue research to test new approaches and identify new technologies for improving safety		Participating Agencies	Current Status	Initiative Cross-Over
A. Research and test new methods for improving safety (e.g., behavioral changes).	i. Have Cambridge Mobile Telematics partner with nonprofits and state agencies to encourage safe driving competitions using their app that gives driver feedback after each drive, offering rewards for safe driving behaviors, thus encouraging behavior change.	SRA	Ongoing	Initiative 5.5
	ii. Encourage Commercial Vehicle Manufacturers to develop sensors for blind spots.	FMCSA	Ongoing	
	iii. Conduct pilot project to improve compliance with the "Move Over" law and the safety of first responders. Install HAAS Alert software to alert civilian drivers predicted to be in the path of first responder vehicles traveling in emergency response mode.	OGR, MSP	Ongoing	
	iv. Conduct AAA Foundation research on driver behavior while using Advanced Driver Assistance Systems (ADAS) in newer vehicles.	AAA Northeast	Ongoing	
	v. Facilitate ongoing conversations with automakers about the design and distractions posed by infotainment systems.	AAA Northeast	Ongoing	
B. Research and test technologies for improving safety.	i. Research, evaluate and deploy new technologies related to speed enforcement, hands free enforcement, and Responder to Vehicle (R2V) alerting systems to enhance emergency responder response time and prevent motorists crashing into stopped emergency vehicles.	MSP	Ongoing	Initiative 3.1 Initiative 5.5
	ii. Explore technologies to enhance capabilities in managing Traffic Incident Management (TIM) related incidents.	TIM Task Force	Ongoing	
C. Deploy effective technologies	i. Continue expansion of E-Inspections in weight stations utilizing Drivewyze.	MSP CVES	Ongoing	
	ii. Utilize PRISM to identify and immobilize commercial motor carriers that are prohibited from operating due to Federal Out of Service (OOS) orders.	MSP CVES	Ongoing	
	iii. Partner with Waze and Google to add enhanced user notification when approaching railroad crossings.	MBTA	Complete	
4.2 Pilot automated enforcement strategies		Participating Agencies	Current Status	Initiative Cross-Over
A. Work with municipalities to pilot test technologies.	i. Cooperate with MassDOT to pilot test technologies in member communities that may be selected for a project.	Various MPOs/RPAs	Ongoing	Initiative 5.5 Initiative 5.7
B. Develop recommendations for legislature approval.			Pending	Initiative 5.5 Initiative 5.7
4.3 Expand data linking risk to crash outcomes		Lead Agencies	Current Status	Initiative Cross-Over
A. Strengthen and expand data linkages across databases, agencies, and organizations.	i. Utilize Cambridge Mobile Telematics to strengthen and expand data linkages.	SRA	Ongoing	Initiative 5.1 Initiative 5.8 Initiative 5.14
	ii. Utilize Section 405c funding available through Office of Grants & Research and MA Executive-level Traffic Records Coordinating Committee to support data linkage projects.	OGR, TRCC	Ongoing	
	iii. Link Trauma Registry data, MA Ambulance Trip Record Information System (MATRIS), and Vital Statistics death data with other traffic records in the MA Crash-Related Injury Surveillance System (MA CRISS).	MDPH ISP	Ongoing	
	i. Analyze newly linked Trauma Registry and/or MATRIS data in the MA Crash-Related Injury Surveillance System (MA CRISS) to explore contributing factors to crashes involving injuries to vulnerable road users, particularly those disproportionately impacted.	MDPH ISP	Ongoing	Initiative 2.3

B. Use newly linked databases to research and understand risk factors in fatal and serious injury crashes.	ii. Utilize linked data in the MA CRISS to evaluate the rate of OUI convictions or admissions among hospitalized drivers identified as being under the influence of alcohol and/or drugs at the time of the crash in hospital or crash data.	MDPH ISP	Complete	Initiative 5.1 Initiative 5.8
	iii. Utilize linked data in MA CRISS to evaluate, among injured drivers identified as speeding, the impact of being found responsible for speeding on at-fault crashes in the three years following the original injury crash.	MDPH ISP	Ongoing	
	iv. Utilize the National Digital Car Seat Check Form to collect data and prepare monthly statistical reports to assist agencies in compiling data related to child passenger safety seats.	NSC	Ongoing	
C. Use research results to identify appropriate opportunities for intervention.	i. Prioritize and select projects utilizing data-driven processes, including crash data analysis, site visits (similar to road safety audits), and surveys of crossings that may require improvements.	MBTA	Ongoing	Initiative 5.1 Initiative 5.8 Initiative 5.13
4.4 Evaluate impacts of safety related violation structure on driving behavior		Participating Agencies	Current Status	Initiative Cross-Over
A. Reevaluate the safety-related violation structure.			Pending	
B. Develop recommendations for changes to the safety-related violation structure to promote safer actions (and disincentivize dangerous driving behavior) in an equitable manner.	i. Conduct ongoing conversations with AAA National on fine structures and equity concerns related to traffic enforcement.	AAA Northeast	Ongoing	Initiative 5.4 Initiative 6.1
4.5 Data Management		Participating Agencies	Current Status	Initiative Cross-Over
A. Conduct data analysis efforts and	i. Utilize T-Force Analytics to examine CMV crash trends and plan as well as evaluate programming.	MSP CVES	Ongoing	Initiative 2.1
	ii. Continue to monitor and improve State Safety Data Quality measures including crash record completeness, VIN accuracy, fatal crash completeness, crash timeliness and accuracy as well as inspection record completeness, VIN accuracy, timeliness and accuracy.	MSP CVES	Ongoing	
	iii. Establish process to coordinate information collected from incident analysis to better understand root causes related to incidents at grade crossings.	MassDOT Rail & Trail Division	Ongoing	
	iv. Continue providing bike safety data to others so that safety countermeasures can be incorporated into work by other entities.	MassDOT Planning (GIS), MassDOT Highway	Ongoing	
	v. Collect Fundamental Data Elements for roadway segments across Massachusetts so that a data driven safety analysis can be performed for lane departures.	MassDOT Traffic and Safety	Ongoing	Initiative 2.1
	vi. Conduct statewide systemic safety analysis on MassDOT-owned roadways. Use the data to conduct analysis to investigate features that contribute to pedestrian crashes. Use the results of this action to inform project development.	MassDOT Highway, MassDOT Planning	Ongoing	
	vii. Collect information and data regarding serious crashes that stem from liquor license establishments.	ABCC	Ongoing	

	viii. Develop and/or improve processes for collecting data related to measuring and quantifying fatalities and injuries in order to better understand crashes involving roadway workers.	TIM Task Force	Ongoing	
	ix. Conduct surveillance of all deaths for individuals working on the roadway, including the review of multiple data sources.	MDPH, TIM Task Force	Ongoing	
	x. Conduct after-action reports at grade crossings that have experienced incidents. Periodically review railroad timetables and physical characteristics for errors. Install replacement emergency notification signs (ENS) at grade crossings when necessary.	MBTA	Ongoing	

Initiative 5: Double Down on What Works

5.1 Address top crash locations		Participating Agencies	Current Status	Initiative Cross-Over
A. Focus on top intersection crash locations that fall within Environmental Justice areas.			Pending	Initiative 2.1 Initiative 4.3
B. Focus on top pedestrian crash locations that fall within Environmental Justice areas.	i. Target underserved communities for outreach.	AAA Northeast	Ongoing	
	ii. Develop safety reports detailing top intersection crash locations and top pedestrian crash locations, noting ones specifically within Environmental Justice areas.	Various MPOs/RPAs	Ongoing	
5.2 Expand the use of roadway pilots		Participating Agencies	Current Status	Initiative Cross-Over
A. Identify and implement pilots to test innovations in safety treatments.	i. Support the congestion pricing pilot proposed by the Baker administration.	AAA Northeast	Ongoing	Initiative 4.1
B. Evaluate pilot treatments.			Pending	Initiative 2.4 Initiative 4.1
C. Support widespread adoption of successful pilot treatments.	i. Help provide outreach to member communities to let them know about the availability of successful pilot treatments.	Various MPOs/RPAs	Ongoing	
5.3 Include the Safe System Approach in internal state workforce training		Participating Agencies	Current Status	Initiative Cross-Over
A. Expand existing workforce training to include more extensive safety education, including facets of the Safe System Approach.	i. Continue collaborating with RMV to implement a strong driver training program for state organizations and their employees.	NSC	Ongoing	Initiative 6.1
	ii. Utilize law enforcement trainings to improve knowledge of Massachusetts speed laws, enforcement tactics, and enforcement tools as well as crash investigation for recruits and in-service law enforcement personnel.	OGR, MPTC, MSP, LLE	Ongoing	
	iii. Review the model law enforcement training curriculum to ensure the minimum requirements include training on the motor vehicle law (Chapter 90) and crash investigation.	MSP, MPTC	Ongoing	Initiative 3.1 Initiative 6.1
	iv. Expand speed management resources to local law enforcement via MPTC in-service training and other avenues. Expand existing law enforcement training to include the Safe System Approach.	MPTC	Ongoing	
	v. Enhance bicycle safety expertise, and ability to measure it, among State and local enforcement, public health professionals, transportation planners, engineers, and other traffic safety advocates.	MassDOT Planning	Ongoing	
	i. Implement a system to train new Council on Aging staff and leadership on the transportation safety resources available to older road users.	MCOA, LCOA	Ongoing	
	ii. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking, field testing sobriety and Sobriety Checkpoints, OUI detection, speed measurement, breath testing, drug recognition, traffic incident management, child safety seat technicians, and motor vehicle law.	MPTC, MSP	Ongoing	
	iii. Continue conducting work zone, first responder, and traffic incident management training for MPTC and MSP academies, Communications (operators, dispatchers), Emergency Management, EMS, Fire/Rescue, Towing and Recovery, Transportation/Public Works, hazmat contractors, and others.	TIM Task Force	Ongoing	
	iv. Expand the Drug Recognition Experts and Advanced Roadside Impaired Driving Enforcement programs.	MSP, LLE	Ongoing	

B. Continue providing workforce trainings.	v. Train and deploy police officers to offer child safety seat inspections and installations, and provide donated/grant-funded child safety seats to replace damaged, recalled or initial seats to families in financial need.	MSP	Ongoing	Initiative 6.1
	vi. Implement enhanced CMV enforcement training for patrol units.	MSP CVES	Ongoing	
	vii. Educate workers on safety practices in work zones.	TIM Task Force	Ongoing	
	viii. Distribute best-practice engineering guidance documents for school site/circulation planning and program sustainability.	MassDOT OTP - Safe Routes to School	Ongoing	
	ix. Distribute Crossing Guard training materials.	MassDOT OTP - Safe Routes to School	Ongoing	
	x. Provide annual trainings to certify car seat safety technicians in an ongoing collaboration between OGR, Baystate, and DCF.	OGR, BMC, DCF	Ongoing	Initiative 6.1
	xi. Improve knowledge of Massachusetts impaired driving laws, enforcement tactics, and enforcement tools as well as crash investigation for recruits and in-service law enforcement personnel. Special focus on better enforcement of drugged driving laws.	OGR, MPTC, MSP	Ongoing	
	xii. Train engineers and other staff in best practices for safety in intersection design.	MassDOT Planning, UMTC Baystate Roads	Ongoing	
C. Evaluate effectiveness of workforce trainings.	i. Continue evaluating and updating the protocol for work zone and other traffic incident set-up as needed.	TIM Task Force	Ongoing	Initiative 6.1
5.4 Expand external trainings the state provides to amplify safety, Safe System, and best practices		Participating Agencies	Current Status	Initiative Cross-Over
A. Continue and expand external trainings to include more extensive safety training, and demonstrate the Safe System Approach in practice.	i. Implement the AARP Driving Senior Program, providing education to drivers over 55 on the rules of the road, local, State and Federal laws, safe driving skills and strategies, and ways to maintain one's vehicle.	BMC, AARP	Ongoing	Initiative 4.4 Initiative 5.11 Initiative 5.12 Initiative 6.1
	ii. Conduct after-school classes focusing on distracted driving prevention.	BMC, SRA	Ongoing	
	iii. Offer free online training on Car Seat Basics, for both law enforcement and drivers issued a child passenger safety-related citation or warning.	NSC	Ongoing	
	iv. Provide technical assistance, resources, and trainings to law enforcement officials and prosecutors in the area of motor vehicle law.	DAA	Ongoing	
	v. Deliver the Safe Routes to School's Department of Elementary and Secondary Education-accredited student pedestrian and bicycle safety curriculum and educator professional development	MassDOT OTP - Safe Routes to School	Ongoing	
	vi. Provide the Driving Retraining Program (DRP) for chronic offenders whose license has been suspended.	NSC	Ongoing	
	vii. Moderate a conversation between AAA National office and MassDOT on the safe system approach in the commonwealth.	AAA Northeast	Complete	
5.5 Expand resources to municipalities		Participating Agencies	Current Status	Initiative Cross-Over
A. Evaluate usefulness of existing resources.	i. Conduct polling to determine successful programs and allocation of resources.	Various MPOs/RPAs	Ongoing	

B. Identify additional needs.	i. Advocate for additional resources for municipalities to assist in ensuring roads and bridges are in good repair and proper safety precautions are accessible to communities.	MMA	Ongoing	
	ii. Explore new opportunities for collaboration between MCOA, LCOAs, RTAs, Planning Commissions, and MBTA to share responsibility in coordinating effective transportation services for older adults. Continue collaborating with MassDOT and RMV.	MCOA, LCOA	Ongoing	
C. Expand resources to include additional materials to address deaths and serious injuries.	i. Assist in distributing materials to communities to address crashes resulting in deaths and serious injuries.	Various MPOs/RPAs	Ongoing	
	ii. Utilize Safe Streets and Roads for All (SS4A) grants to develop Regional Safety Action Plans for MPOs/RPAs.	Various MPOs/RPAs	Ongoing	
	iii. Support the MA Association of School Committees-MA Safe Routes to School-partnered School Committee policies regarding active transportation and school transportation safety and mitigation.	MassDOT OTP - Safe Routes to School	Ongoing	
	iv. Complete statewide roll-out of and enhancements to Motor Vehicle Automated Citation and Crash System (MACCS) to remaining communities in need to improve safety and efficiency of traffic enforcement and crash investigations.	OGR	Complete	
	v. Expand resources and training for local law enforcement to include additional materials to address deaths and serious injuries via the MPTC in-service training and other communications.	MPTC	Ongoing	
5.6 Get more safety equipment into the hands of road users (e.g., bicycle lights, car seats)		Participating Agencies	Current Status	Initiative Cross-Over
A. Identify safety equipment needs and specific population needs, and procure and distribute safety equipment.	i. Partner with local organizations to distribute safety equipment such as car seats, bike helmets, reflective armbands and lights to underserved communities, and schools.	Various MPOs/RPAs, OGR, LEL, LFD, EMS, hospitals, AAA Northeast, MassDOT OTP - Safe Routes to School, NSC	Ongoing	
	ii. Conduct car seat installation service for trauma patients.	Participating Agencies: BMC, BCH, LFD, NSC	Ongoing	
5.7 Expand data-driven targeted enforcement and high visibility police presence		Participating Agencies	Current Status	Initiative Cross-Over
	i. Continue to conduct the data-driven Sale to Intoxicated Persons (SIP) enforcement, which targets specific licensees identified as the last establishment to serve alcohol to a convicted drunk driver.	ABCC	Ongoing	
	ii. Conduct data-driven targeted enforcement during mobilizations focused on impaired and distracted driving, occupant restraint usage, speed, and vulnerable road user safety.	OGR, MSP, LLE	Ongoing	
	iii. Increase intersection enforcement for pedestrian safety, including complete stops, no turn on reds, and no parking near intersections.	MSP, LLE	Ongoing	
	iv. Target high-crash intersection locations during enforcement patrols (MSP), including those with new intersection structures, high rates of right turns on red without stopping, high rates of texting at intersections, blocking of crosswalks, and blocking intersection.	MSP, LLE	Ongoing	
	v. Deploy oral fluid drug testing instruments as a field sobriety test to determine if impaired operators indicate positively for drug use alone or in addition with alcohol use.	MSP	Ongoing	

A. Engage in effective, targeted, high visibility enforcement.	vi. Develop commercial motor vehicle high crash location maps to assist the MSP CVES to target enforcement to high crash locations. Conduct extensive CMV crash data analysis.	UMassSafe, MSP CVES	Ongoing	Initiative 1.2 Initiative 1.3 Initiative 1.4 Initiative 4.2
	vii. Conduct expanded enforcement efforts related to work zone safety, human trafficking, and human smuggling eradication efforts, drug interdiction, Federal OOS orders during roadside activities.	MSP CVES	Ongoing	
	viii. Conduct CMV carrier investigations including compliance, safety and accountability (CSA) on and off-site reviews.	MSP CVES	Ongoing	
	ix. Conduct New Entrant Safety Audits.	MSP CVES	Ongoing	
	x. Continue high visibility enforcement efforts, sustained enforcement initiatives, and enforcing laws against behavior-related safety challenges. Include motorcycle enforcement in these efforts.	MSP, LLE, OGR	Ongoing	
	xi. Address high-risk motorcycle behavior, including impairment, erratic and aggressive driving, speeding, etc.	MSP, LLE	Ongoing	
	xii. Utilize crash corridor and clusters maps to conduct high visibility CMV traffic enforcement and inspections at high crash locations, HazMat corridors, and Equivalent Property Damage Only barracks. Continue construction zone enforcement and safety activities .	MSP CVES	Ongoing	
B. Implement enforcement strategies incorporating community engagement best practices.	i. Engage in high-visibility enforcement for special events, effective for broader bar/drinking establishment enforcement and tailgating parties.	ABCC	Ongoing	Initiative 1.4 Initiative 4.2
	ii. Support data-driven traffic safety enforcement methods through the Community Traffic Safety Awards that rewards police departments that use community engagement as a core component of traffic enforcement.	AAA Northeast	Ongoing	
	iii. Continue the Underage Alcohol Enforcement Program.	ABCC, MSP, LLE	Ongoing	
5.8 Improve accessibility and linkage of relevant safety-related data to professionals and the public		Participating Agencies	Current Status	Initiative Cross-Over
A. Expand visibility and accessibility of safety data sources.	i. Amplify relevant safety-related data developed by others with its members and the public.	MMS, NSC	Ongoing	Initiative 4.3
	ii. Coordinate with member communities to provide data from the MassDOT IMPACT portal to respond to community data requests and for use on all ongoing transportation planning studies.	Various MPOs/RPAs	Ongoing	
	iii. Complete and make publicly available the MassDOT/Merit Rating Board Citation Data Portal for better program planning, education, enforcement, and evaluation efforts. Eventually merge citation and crash data.	OGR, RMV - Merit Rating Board	Ongoing	
	iv. Complete statewide roll-out of Vulnerable Users (VU) Data Reporting to RMV Project to ensure improved gathering of VU data for better program planning, education, enforcement, and evaluation efforts. Merge VU data from RMV with that from MDPH.	OGR	Complete	
	v. Consult with traffic safety partners on priority topics for linked data in the MA CRISS. Disseminate analyses results to traffic safety professionals. Explore and/or develop mechanisms MDPH programs can use MA CRISS.	MDPH ISP	Ongoing	
	vi. Evaluate crash data reporting, improve reporting, and adopt best practices.	RMV, MSP, LLE, TRCC	Ongoing	
	vii. Analyze data from secondary fields in crash reconstruction reports, including opinions on contributing crash factors.	MSP	Ongoing	
5.9 Increase maintenance and operations		Participating Agencies	Current Status	Initiative Cross-Over

A. Expand visibility and accessibility of safety data sources.			Pending	
5.10 Increase Road Safety Audits		Participating Agencies	Current Status	Initiative Cross-Over
A. Promote and expand the Road Safety Audit program, particularly in areas with equity concerns.	i. Conduct RSAs and Corridor Studies through LTAP. Develop long and short term safety improvement recommendations for enhancing traffic safety. Provide Heavy Vehicle Exclusion Studies and other special studies at communities' request.	Various MPOs/RPAs	Ongoing	
B. Use results of the Road Safety Audit program to improve high-risk locations.	i. Use results of Road Safety Audits to inform regional planning work.	Various MPOs/RPAs	Ongoing	
5.11 Provide a safe work environment for workers on roadways		Lead Agencies	Current Status	Initiative Cross-Over
A. Increase training and education of incident management.	i. Broaden and sustain Traffic Incident Management (TIM) training initiatives throughout the entire state. This effort is aimed at ensuring that all first responders involved in handling incidents on roadways receive comprehensive training, contributing to a more adept and prepared response across various scenarios. Increase training and education of incident management, including temporary traffic control in work zones, mobile operations, and incident scenes in work zone and TIM training.	TIM Task Force	Ongoing	Initiative 5.4 Initiative 6.1
	ii. Develop a state website to provide an instructor's portal, training materials, and other information as needed.	TIM Task Force	Ongoing	
	iii. Utilize TIM Responder Training booths at various safety conferences to provide education regarding worker safety.	TIM Task Force	Ongoing	
B. Evaluate effectiveness of training and education.			Pending	Initiative 5.4 Initiative 6.1
C. Identify new and effective approaches to improving worker safety.	i. Continue developing and implementing practices, policies, and procedures to improve work zone and traffic incident set-ups to maximize safety. Continue interagency collaboration via the TIM Task Force.	TIM Task Force	Ongoing	Initiative 5.4
	ii. Expand the use of crash attenuators in work zones to protect the workers inside the construction or maintenance area.	TIM Task Force	Ongoing	
	iii. Engage with legislators, advocating for expansion of Slow Down Move Over bill in MA legislature and engaging on related road safety bills.	TIM Task Force	Complete	
5.12 Implement proven safety countermeasures in all roadway projects		Participating Agencies	Current Status	Initiative Cross-Over
A. Develop communication and education materials to promote proven safety countermeasures.	i. Improve project development process to better identify and incorporate safety into all project types and throughout project development lifecycle.	MassDOT Highway	Ongoing	Initiative 5.4
	ii. Develop annual, multi-language driver education materials covering a variety of topics, including School Zone Driving, being a Bike-Friendly Driver, Railroad Safety, and how to be a Bus-Friendly Driver.	MassDOT OTP - Safe Routes to School	Ongoing	
	iii. Improve visibility of train dynamic envelope at crossings based on previous studies to identify the most beneficial way to make them more visible in a manner that will reduce the number of incursion crashes.	MassDOT Rail & Trail Division	Ongoing	
	iv. Provide Automated Enforcement Checklist and other resources to support efforts to implement automated road safety camera systems, particularly at schools and red lights.	NSC	Ongoing	

	v. Continue collaborating with entities responsible for at-grade crossing safety to improve communication and collaboration.	MBTA	Ongoing	
5.13 Expand use of safety analysis tools		Participating Agencies	Current Status	Initiative Cross-Over
A. Monitor use of safety analysis tools.			Pending	
B. Identify common challenges and misapplications of safety analysis tools.			Pending	
C. Develop and distribute guidance and use cases to help overcome common challenges.	i. Facilitate an annual meeting to discuss grade crossing safety.	MassDOT Rail & Trail Division	Ongoing	
5.14 Improve post-crash care through improved cell services and data linkages		Participating Agencies	Current Status	Initiative Cross-Over
A. Promote Screening, Brief Intervention, and Referral to Treatment (SBIRT) for drivers treated for crash-related injuries in MA acute care hospital emergency departments.	i. Identify partners needed to promote Screening, Brief Intervention and Referral to Treatment (SBIRT) in emergency departments to determine whether a driver is incapable of safely operating a motor vehicle due to cognitive or physical impairments.	MDPH IPCP/ISP	Ongoing	
C. Track implementation of the American College of Surgeons' Committee on Trauma's triage guidelines.			Pending	
D. Track implementation of the Screening, Brief Intervention, and Referral to Treatment (SBIRT) in emergency departments.			Pending	
E. Promote Medical Fitness Reporting to the RMV by health care providers when they determine that a driver does not have the capacity to operate a motor vehicle safely due to cognitive or physical impairment, including substance use.	i. Identify partners needed to promote Screening, Brief Intervention and Referral to Treatment (SBIRT) in emergency departments to determine whether a driver is incapable of safely operating a motor vehicle due to cognitive or physical impairments.	MDPH IPCP/ISP	Ongoing	
F. Improve funding mechanisms to sustain the MA Crash-Related Injury Surveillance System (MA CRISS) for ongoing use to increase understanding of risks related to serious crashes, identify opportunities for intervention, and evaluate traffic safety strategies.	i. Work with internal and external partners to identify opportunities for sustainable funding for MA CRISS.	MDPH IPCP/ISP	Ongoing	Initiative 4.3

Initiative 6: Implement New Approaches to Public Education and Awareness

6.1 Impact social norming/behavioral changes through comprehensive campaigns		Lead Agencies	Current Status	Initiative Cross-Over
A. Develop public awareness campaigns to address driver and road user behavior.	i. Develop and conduct PSA campaign in Chicopee addressing pedestrian safety.	BMC	Ongoing	Initiative 1.2 Initiative 1.3 Initiative 2.3
	ii. Launch annual Safe Streets Smart Trips High School Video Contest and Yard Sign Design Contest, with topics including Understanding Roadway Signage and Pavement Markings, Sharing the Road, Distracted Driving, Speed, etc.	MassDOT OTP - Safe Routes to School	Ongoing	
	iii. Develop and implement plan to more fully promote the Slow Down Move Over Law. Consider additional static signs strategically placed on the roadway.	MSP	Ongoing	
	iv. Expand and promote diversion and driver re-training programs from the courts such as the National Safety Council's State Courts Against Road Rage (SCARR) and Alive@25 curriculum.	MSP	Ongoing	
	v. Develop a campaign to educate the public and increase awareness about safety precautions needed at railroad crossings.	MBTA	Ongoing	
B. Test public awareness campaigns to address driver and road user behavior.			Pending	Initiative 1.3 Initiative 2.3 Initiative 4.4
C. Implement public awareness campaigns to address driver and road user behavior.	i. Share enforcement data and documented drinking establishments associated with impairment incidences with the public/media.	ABCC	Ongoing	Initiative 1.3 Initiative 2.3
	ii. Utilize Traffic Safety Team to continue social media content creation and other PSAs on driver behavior. Distribute safety materials to municipalities and enforcement to share. Collaborate with Boston University AdLab to develop a 35-year-old-and-under distracted driving campaign.	MassDOT	Ongoing	
	iii. Conduct Kids Speaking Up for Road Safety, Crash Prevention Community Visits, and Crash Prevention 101 for children, parent drivers, new drivers and older drivers; distribute related materials via RMV; utilize OGR grants to present these programs to low-income communities with highest risks (based on IMPACT crash data).	ICFF, RMV, OGR, SRA	Ongoing	
	iv. Conduct campaigns, media interviews, and webinars on teen driver safety (100 Deadliest Days), the Slow Down Move Over law, Shifting Gears: the Blunt Truth about Cannabis and Driving, drowsy driving, pedestrian safety, impaired driving, speeding, work zone safety awareness. Distribute press releases using data from IMPACT on speeding-related crashes.	Participating Agencies: AAA Northeast	Ongoing	Initiative 5.11
	v. Provide trainings, resources and print materials on effective ways for adult children to talk to their parents, and doctors to talk to their patients, about when it's time to give up their driver's license, what transportation alternatives are available within the municipality, and the benefits of those transportation alternatives.	MCOA, LCOA, EOEa	Ongoing	Initiative 1.3 Initiative 2.3 Initiative 5.11
C. Implement public awareness campaigns to address driver and road user behavior.	vi. Conduct community education focused on promoting safety, best practices, and compliance with traffic laws, with activities including car seat checks, bicycle rodeos, and presentations to school students.	OGR, MSP, LLE, NSC	Ongoing	Initiative 1.3 Initiative 2.3 Initiative 5.11
	vii. Participate in the fall and spring national Click It or Ticket seatbelt/safety restraint campaign. Incorporate issues related to speed/aggressive driving in social media promotion. Utilize press releases on high visibility speed enforcement efforts.	MSP, LLE, OGR	Ongoing	
	viii. Continue educational programming and outreach to younger drivers, as well as parents of novice drivers, on the dangers of distracted driving, impaired driving, and other safety concerns.	SRA, MSP, ICFF, NSC	Ongoing	
	ix. Utilize digital message boards to promote the Slow Down Move Over Law, Work Zone Safety, and Safety for Traffic Incident Management personnel.	MSP	Ongoing	
	x. Deploy Breath Alcohol Testing (BAT) buses to strategic visible locations for public education and awareness of enforcement efforts as well as community events and other public demonstrations.	MSP	Ongoing	
	xi. Conduct Massachusetts Work Zone Safety Awareness (WZSA) campaign in conjunction with National WZSA Week. Educate drivers on work zone safety issues in order to improve compliance with work-zone traffic controls.	TIM Task Force, MassDOT Highway	Ongoing	
	xii. Conduct Public Education and Awareness Activities and use Variable Message Boards (VMB) to provide messages to CMV drivers and those with CDLs regarding high crash zones and work zones, as well as educational messages regarding driver distraction, etc.	MSP CVES	Ongoing	

	xiii. Conduct Grade Crossing Safety Education.	MassDOT Rail & Transit Division	Ongoing	
	xiv. Conduct outreach, events and members groups offering opportunities to connect MMA membership to relevant information supporting SHSP goals.	MMA	Ongoing	
	xv. Regularly conduct outreach on bike safety, pedestrian safety and helmet safety through in-person and virtual presentations.	AAA Northeast	Ongoing	
	xvi. Continue implementing Operation Lifesaver. Expand outreach to areas surrounding new or modified commuter rail services. Implement Rail Safety Week activities each year.	MBTA	Ongoing	
D. Track and evaluate public awareness campaigns to address driver and road user behavior.			Pending	Initiative 1.3 Initiative 2.3 Initiative 5.11
6.2 Educate drivers through the Registry of Motor Vehicles (RMV)		Participating Agencies	Current Status	Initiative Cross-Over
A. Develop and distribute information to RMV locations for educating drivers while obtaining or renewing license.	i. Continue distributing information to teens' parents and families. RMV and Safe Roads Alliance partner to improve distribution of this resource, along with free app to track supervised driving hours.	SRA, RMV, AAA Northeast, NSC	Ongoing	Initiative 5.5
B. Develop and distribute educational material for non-driving residents.	i. Provide online Driver Manuals in several languages, using Work and Family Mobility Act (WFMA) initiatives.	RMV	Ongoing	Initiative 5.5
6.3 Improve driver education and training for those under 18		Participating Agencies	Current Status	Initiative Cross-Over
A. Revise existing driver education to reflect current safety issues, countermeasures, and other necessary information.	i. Provide Alive at 25, State Courts Against Road Rage (SCARR), and DriveitHOME programs for the Driver Attitudinal Retraining program for Junior Operators.	NSC	Ongoing	Initiative 5.5
	ii. Update Module 12 of the state driver education curriculum and incorporated a Cannabis and Driving module.	RMV, AAA Northeast	Pending	
	iii. Apply for funding to review and develop recommendations for the MA Driver's Education program, including expert review of Program Administration/ Education and Training/ Instructor Qualifications/ Driver Licensing Coordination / Parent and Guardian Involvement.	RMV	Ongoing	
B. Expand parent/guardian training to reflect current safety issues, countermeasures, and other necessary information.	i. Provide data/information to parents regarding alcohol use and its effects on brain development, drunk driving fatalities and sexual assaults related to persons under the age of 21.	ABCC	Ongoing	Initiative 5.5
6.4 Provide refreshers for drivers transferring a license from another state		Participating Agencies	Current Status	Initiative Cross-Over
A. Research effective driver education practices.	i. Utilize data requests on citations and violations for 18-21 year olds who did and did not attend driver's education programs to assess correlation between driving violations, attending driver's education, and income. Submit proposal to subsidize Drivers Ed for low income families based on this information.	RMV	Ongoing	

B. Develop driver education for new drivers over 18 years of age and those from other states/countries.	i. Apply for grant funding to receive Association of National Stakeholders in Traffic Safety Education (ANSTSE) State Assessment in FY24; utilize findings from State Assessment to implement safety education initiatives for new drivers over 18 years of age and those from other states/countries.	RMV	Ongoing	
6.5 Establish a state plan to communicate safety – including how we want media to talk about crashes		Participating Agencies	Current Status	Initiative Cross-Over
A. Develop and implement a communication plan on safety data reporting.	i. Encourage linking cause of crash <i>and</i> contributing factors public awareness campaigns, media coverage, press releases, driver's education curriculums, etc.	SRA	Ongoing	
	ii. Communicate to media outlets the importance of having reporters use the term crash, not accident.	All	Ongoing	