State Farm Embedded Safety Specialist Initiative

2008 Illinois Safety Conference
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Genesis of ESSI

- State Farm Dangerous Intersections Initiative
  - 1999 and 2001
  - Top Ten Most Dangerous Intersections in Country
  - Most Dangerous Intersection in each state*
  - Grants:
    - Safety Studies
    - Improvements (at Top Ten nationally)
Dangerous Intersection Initiative

- Unique in nearly-national scope
- Very successful PR campaign
- Helped bring attention to intersection safety
- Ongoing research on DI impact
Feedback

- From public officials:
  - Negative feedback from DI communities
  - Positive feedback otherwise

- From traffic engineers:
  - How do you measure danger?
  - Limited funding
  - “Long tail”
  - Better participation through collaboration
  - ROI not measurable
The Challenge

- How to improve the DI Initiative
- Incorporate latest safety knowledge
- Tap into existing safety funding resources
- Flexible, holistic but focused
- Measurable ROI
Embedded Safety Specialist Initiative

- Instill Culture of Safety
- Reducing frequency and severity of crashes
- Integrated transportation safety program
- COLLABORATION
- COORDINATION
Roles in ESSI

- State Farm
- Opus International Consultants
- MPO
- Local agencies
Collaboration & Coordination

- Multiple agencies
- Engineering
- Planning
- Enforcements
- University
- Public transit
ESSI Pilots

WHERE

- 2007: Champaign County
- 2008: Tri-County (Peoria, Tazewell, Woodford County)

WHY

- Proximity to Bloomington, IL
- Recommendations from IDOT and FHWA
- Opus International Consultants
Pilot: Champaign County, IL

- Village of Savoy Public Works Department
- University of Illinois at Urbana-Champaign
  - Facilities and Services
  - Police Department
- City of Champaign
  - Public Works Department
  - Police Department
- City of Urbana
  - Public Works Department
  - Police Department
- Champaign County
  - Regional Planning Commission
  - Highway Department
  - Champaign County Sheriff’s Office
- C-U Mass Transit District
- Illinois Department of Transportation
- FHWA – IL Division
Pilot: Tri-County Region

- City of Pekin Public Works Department
- City of East Peoria
  - Public Works Department
  - Police Department
- City of Peoria
  - Public Works Department
  - Police Department
- Tazewell County Highway Department
- Woodford County
  - Highway Department
  - Sherriff's Office
- Peoria County
  - Highway Department
  - Sheriff’s Office
- Tri-County Regional Planning Commission
- Illinois
  - Department of Transportation
  - Illinois State Police
- FHWA – IL Division
Network Screening of Data

- Identify high crash locations
- Identify trends
- Information for agencies
- Identify locations for RSAs
Gap Analysis Interviews

- Data collection
- Current safety initiatives
- Agency safety concerns
- What has been tried
- Possible Solutions
Bi-monthly Meetings

- Updates on ESSI
- Collaboration and Coordination
Road Safety Assessments
Signalized Intersection

- Downtown & Commercial locations
- Angle, rear-end, and sideswipe collisions
- Signal timing / clearance intervals
- Pedestrians and bicycles
- Driver workload
Road Safety Assessments
Stop-controlled Intersections

- Urban & rural locations
- Angle and rear-end collisions
- High speed collisions
- Pedestrians and bicycles
- Driver workload
Road Safety Assessments
Urban Corridors

- Downtown & Commercial locations
- Assess management
- Pedestrians and bicycles
- Pavement markings
Road Safety Assessments
Rural Corridors

- Run-off road / fixed object collisions
- High speeds
- High crash severity
- Pavement markings
- Signing
Safety Workshops

- Identify top issues
  - Gap analysis interviews
  - Bi-monthly meetings
- Prioritize issues
- Develop strategies
  - 1 top and 1 middle priority issue
  - Strategy for each of 4 Es (engineering, education, enforcement, and EMS)
- Discuss strategies
Safety Plan

- Top Safety Concerns
- Solution strategies for each issue
  - Focused on the 4Es
- Implementation time table (short, medium, long)
- Evaluation of strategies for implementation
Results

- Agency buy-in for safety
- Safety Committee – Champaign County
- HSIP funding:
  - On-campus corridor:
    - ✔ pedestrian and bicycle improvements
  - Rural corridor:
    - ✔ Several fatalities identified in network screening
    - ✔ Shoulders and rumble strips
    - ✔ Signing improvements
  - Safety Strategy:
    - ✔ Identified in safety plan
    - ✔ Signal clearance review
- Crash Reduction (to be measured in the future)
Champaign County Safety Committee

- Bi-monthly meetings
  - Safety updates
  - Discuss safety concerns
  - Implement strategies in Safety Plan

- Strategies to date:
  - MCR
  - Teen Driving

- Other strategies:
  - Motorcycles
  - Bicycles
  - Truck routes
Measure of Success

- Increase in safety work
- Safety Committee
- Systematic process for safety improvements
- Grant funding
- Crash reduction (to be measured later)
Next Steps

- Continue success of ESSI
- Market success of ESSI
- Bring SF Public Affairs to the table
- Identify larger community(s) to expand and test ESSI
- Improve initiative
- Evaluating impact of strategies/recommendations
Contact

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