



safe
reliable
travel smooth
fast response
timely
cost-saving
efficient

Traffic Incident Management

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

Pop Quiz!



87.2B

36

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 incident
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



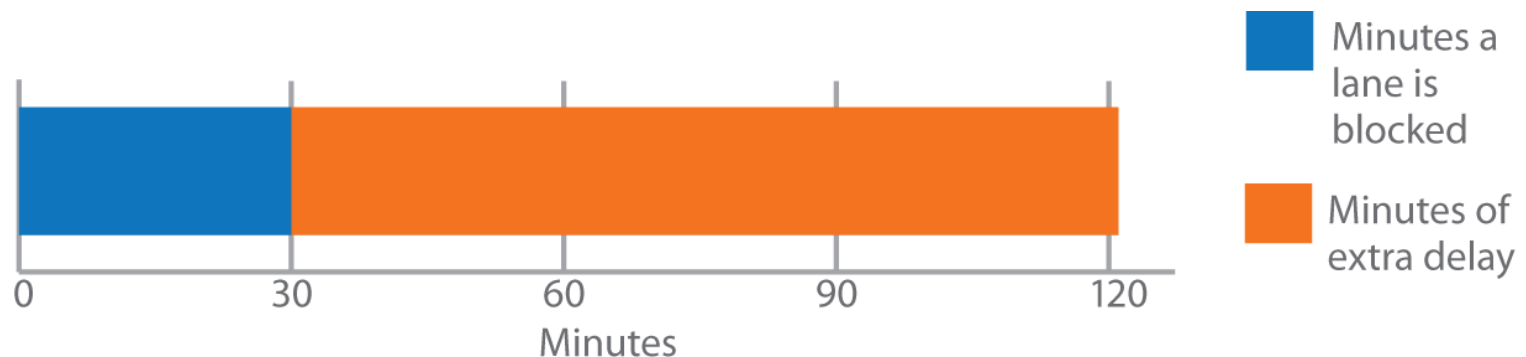
So what is a “traffic incident” anyway?

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.





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



Photo: Shutterstock

Traffic Incident Managers Can't Do It Alone!



Photo: iStockphoto



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.



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?

How Can I Help?



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

T Traffic
I Incident
M Management

Working together, we can save lives and keep traffic moving on our roadways.

For more information, [provide website and contact information].
State / local supporter logos, possibly a summary of state highway safety laws depending on who is printing the brochure.

Traffic Incident Management

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Traffic Incident Management Because Time Matters

Traffic Incidents...

...are a leading cause of unexpected highway congestion

...are costly

- Americans burn more than **2.8 billion gallons** every year stuck in incident-related traffic.
- Commuters lose nearly a **full workweek (36 hours)** sitting in traffic congestion each year.
- Costs associated with traffic incidents due to medical bills and lost wages have jumped **85% in only four years**.

Traffic incidents are the #1 cause of death of first responders.

Traffic incidents create unsafe situations, put lives at risk, and cause delays.

Know your role:

- 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!
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Traffic Incident Management

Traffic Incident Management responders work together to clear incidents safely and quickly.

But these heroes of the highway can't do it alone. They need our help. Please do your part to help keep everyone safe and moving on our roadways.

Memorandum

Subject: Five Tools For Boosting Traffic Safety in Your Community

From: Mark Kubik, Federal Highway Office of Transportation Operations Officer Director

To: Our Community Partners

More than ever, our citizens expect public agencies to find new ways to create more value from every tax dollar. As we all work hard to build back our nation's economy, and spend countless time with family and friends, how many more than ever it seems. What if told you that working together, we could protect and save lives, while also saving time, and money?

We can. Traffic Incident Management, or "TIM" gives us the tools to manage incidents on our roadways and communication across the country. EMM is a national, award-winning, transportation public responder use well-rehearsed procedures to get the "green" times, and move the affected traffic lanes anything that affects the flow of traffic on our roadways.

Time spent in traffic jams due to traffic incidents cost many commuters time the equivalent of nearly one full workweek in incident-related traffic every year.

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Traffic Incident Management

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Traffic incidents create unsafe situations, put lives at risk, and cause delays.

You can help:

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U.S. Department of Transportation
Federal Highway Administration

Buckle up! Wearing seat belts saves lives.

Traffic Incident Management

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INTRODUCING THE TIM TALKING POINTS

Talking points capture the most important messages of a concept in a single simple structure, so every audience can easily understand them. These messages will be communicated through a variety of means and people. Agency spokespersons may use the talking points as a foundation for presentations or speeches, developing news releases, or providing interviews with the media using the "Crisis" associations and advisors may distribute brochures, or include links to websites that carry these messages. Representatives from public agencies may use their own words to express these ideas when speaking with media contacts and community, and marketing products will make these messages memorable by using emotional appeal, metaphors, and images to convey these messages. No matter which way the communicating, everyone can start from these.

One way to construct talking points is with a three-layer pyramid, in which we state a core message ("Top Line" message), explain why it is true (supporting "Proof Points"), and then show why it matters (the "Bottom Line").

Using this pyramid can help stakeholders introduce and explain the value of TIM to their community, and provide a clear and concise overview.

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www.fhwa.gov

OPTIONAL HANDOUT: POP QUIZ!

Match the numbers in the left column to the fact in the right column



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160+		Gallons of fuel wasted annually by Americans idling in incident-related traffic
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4+		Average number of responders (police, fire, EMS, tow truck drivers, and transportation/maintenance workers) injured every year responding to a traffic incident



Questions?

<National statistics are used in this presentation. Presenters are encouraged to complement these with regional or more localized information if possible.>

Thank you!