

Effectively Communicating Safety with Elected Officials Workshop

Rural road safety practitioners often have close relationships with elected officials. They see these individuals at the grocery store or a local soccer match. While it may not always be appropriate to talk about transportation safety in informal situations, there are other ways to interact with elected officials at events where transportation policies, procedures and decisions are discussed.

The National Center for Rural Road Safety recently developed a new workshop, Effectively Communicating Safety with Elected Officials, to help local road engineers, planners and public works practitioners, and others who work in rural road safety utilize opportunities where they interact with elected officials. This includes hearings, community information sessions, town hall meetings, and one-on-one meetings to explain and educate on transportation safety issues and solutions. These events are a good opportunity for local road engineers, planners and public works practitioners to explain transportation safety issues and potential solutions to individuals who often make the final decision on transportation safety priorities and funding.

Because transportation safety issues can be contentious, it is important that elected officials understand the importance and safety benefits of a proposed improvement or change. That information comes from the road safety practitioner who must be prepared to meet the challenge of communicating often technical information to a non-technical audience.

NDLTAP will be offering the workshop “Effectively Communicating Safety with Elected Officials” upon request basis. Contact NDLTAP to schedule this workshop 701-328-9855 or ndltap@ugpti.org



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