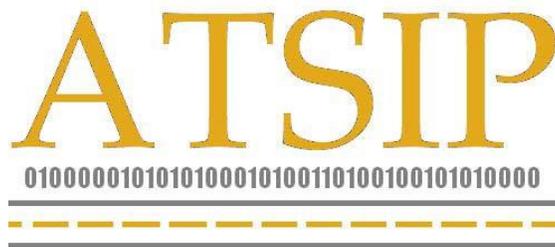# Association of Transportation Safety Information Professionals

ATSIP Strategic Plan, July 2015 to July 2020

ATSIP

Executive Summary

The Association of Transportation Safety Information Professionals (ATSIP) is the leading advocate for improving the quality and use of transportation safety information often called 'traffic records'.

Traffic records are information about the transportation system – environment, vehicles and people – and the results of system failures – collisions, injuries, and deaths.

ATSIP's Goal is to improve the quality of traffic records – to make them timely, accurate, uniform, complete, accessible, and integrated – and to encourage their use to select, implement and evaluate effective safety programs and policies throughout the world.

ATSIP's Organization consists of an Executive Board and professional members. Its activities are supported by governments, academic and professional associations, and private sector partners. ATSIP has been a leading advocate for improvements in the quality and use of traffic records systems since the early 1970's.

The ATSIP Executive Board is responsible for vision and for planning and implementing efforts that support its mission. Its members are a geographically and professionally diverse group of traffic records volunteers who typically serve three-year terms.

ATSIP's membership consists of professionals from local, state and federal government agencies, including Departments of Transportation, Public Safety, and Highway Safety Offices, as well as law enforcement agencies, private sector professionals, and partners from academia and university research centers.

ATSIP's Vision
> *ATSIP aspires to be the International Traffic Records Coordinating Committee – promoting sound policies, models, practices and technology to produce widely available high-quality traffic records data and analysis used for effective safety policy-making and program implementation.*

ATSIP's Mission
> To provide support for innovation, implementation and exchange of information regarding *traffic records improvement strategies among all interested disciplines, organizations, and governments and to use its combined expertise to recommend strategies, standards, policies and programs.*

The Association of Transportation Safety Information Professionals major functions include:

   a. Create opportunities for the exchange of information about traffic records issues impacting Association members

   b. Facilitate communication among its partners and the Executive Board

   c. Focus on state and local level issues and broader issues impacting traffic records improvements

   d. Advocate for effective Traffic Records Coordinating Committees

e. Provide opportunities to discuss new technologies, methods, and techniques

f. Recognize and help develop best practices in transportation safety data collection, management, use, and integration

The National Agenda for the Improvement of Highway Safety Information Systems outlined the challenges faced in 1996 by the traffic records community and, twenty years later these challenges are the guiding factors behind the development of this strategic plan. Simply stated,

> Funding for highway safety information systems is decreasing due to the competition for resources; police department and other agencies responsible for the collection of much of this information are similarly faced with competing resource demands; and many state and local organizations for whom this information is directly relevant continue to experience difficulty in using these information resources to their fullest extent.

This document presents a series of objectives and strategies for ATSIP to maintain and expand its services.

Objectives and Supporting Strategies

In an effort to further improve the ability of ATSIP to provide these critical services to their partners and to expand these services where necessary, the Board has outlined the following opportunities.

Objective 1.
Promote the exchange of information about traffic safety data issues (new research, technological advances and techniques, etc) to the Executive Board, ATSIP members and our partners in the transportation safety information systems arena, primarily at the Annual Traffic Records Forum.

Strategy 1: Strengthen and re-engage partnerships with liaisons
> Measured by level of participation of liaisons in monthly Executive Board meetings.

Strategy 2: Sponsor an annual Traffic Records Forum for the international community
> Measured by completion of an annual Forum and numbers of attendees and sponsors.

Objective 2.
Serve as a resource to Traffic Records Coordinating Committees (TRCC) by increasing membership in ATSIP and participation of Board members.

Strategy 1: Engage state TRCC participation in ATSIP activities
> Measured by number of TRCC coordinators and other members that become members of ATSIP.

Strategy 2: Offer and/or support training for TRCC's and state analysts at the Traffic Records Forum
> Measured by number of TRCC coordinators that attend the Forum.

Strategy 3: Provide valuable technical assistance at the Traffic Records Forum
> Measured by the number of workshops and sessions provided at the Forum along with audience numbers.

Strategy 4: Serve as content providers and presenters for training, state and regional Traffic Records Forums and meetings.

           Measured by number of state and regional Forum/meetings that involve ATSIP members.

Strategy 5: Reach out to the international community to facilitate wider participation and exchange of ideas.

           Measured by the number of international ATSIP members.

<u>Evaluation of Efforts</u>

With the development and implementation of any strategic plan, the inclusion of a plan for evaluation of efforts is critical to long term success. Evaluation of this plan and ATSIP's progress annually in achieving the stated objectives will ensure that the Association maintains its intended course.

The above objectives, strategies and activities have outlined timeframes and metrics, and it is suggested that progress toward achieving the stated objectives occur at least every 12 months, or more frequently as issues arise.