



# Marketing TIM Programs

April 22, 2020

# Today's Presentation



(TIM) Responder Training  
Program saves lives,  
time, and money!

**Context**



**The goal for the FHWA TIM Program is “to continuously improve the safety of responders and road users, the reliability of travel, and the efficiency of incident and emergency response through institutionalization of TIM programs.”**

## **TIM Program Roadmap**

# Challenges and Opportunities

#1

## End of SHRP 2 Funding

How do we maintain momentum and take advantage of the relationships, expert guidance, programs, and goodwill we created?

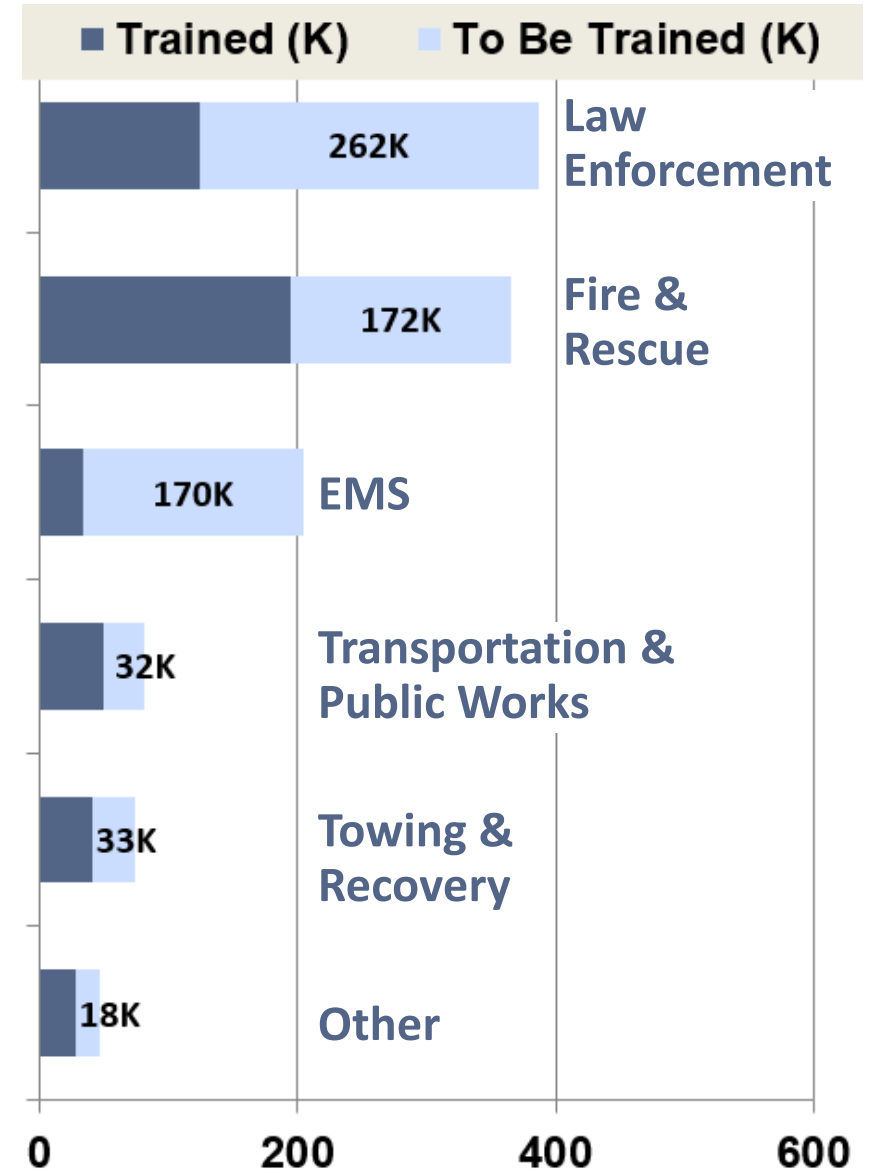
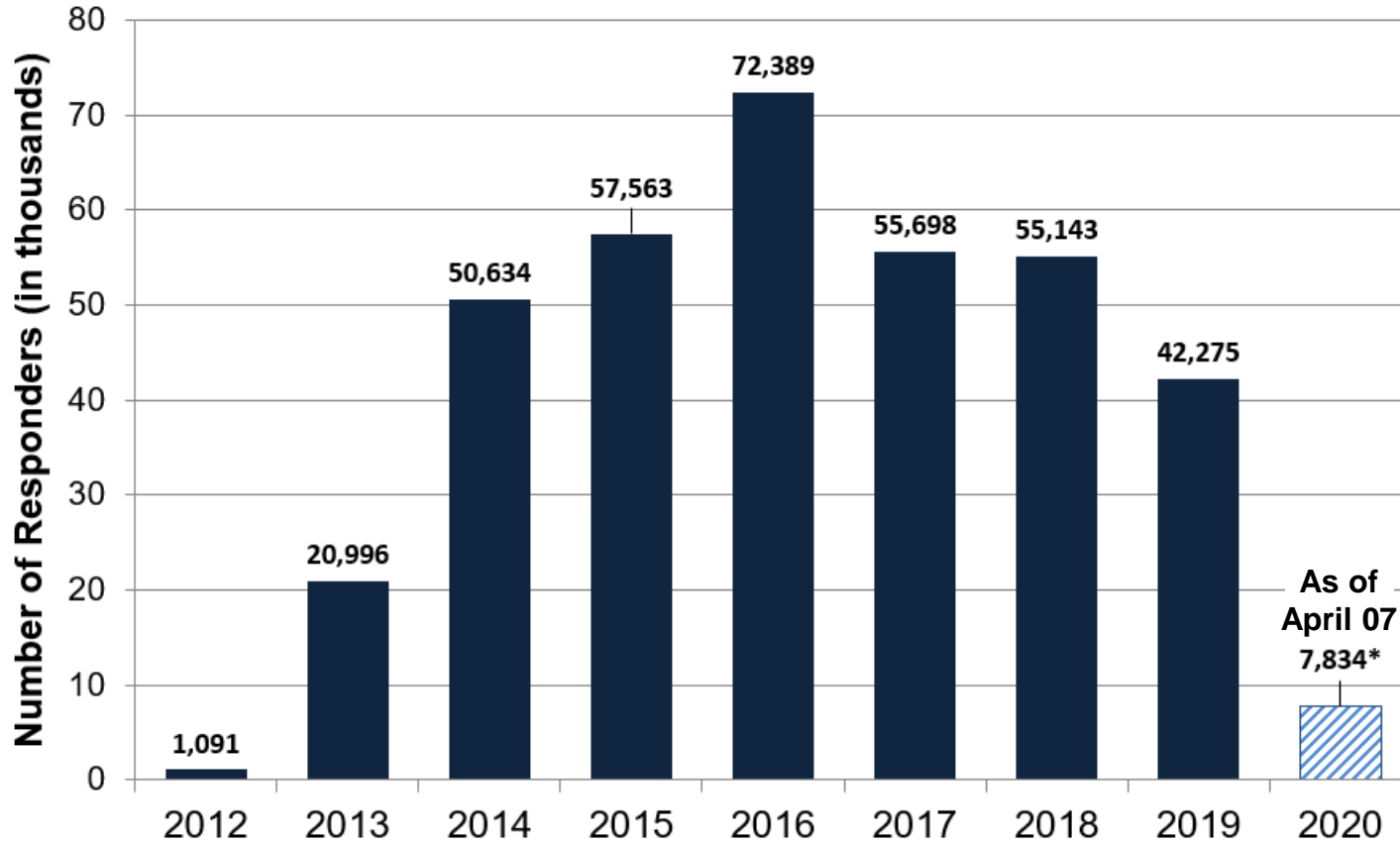
## Our Response

- Creatively adapt outreach practices that have already been proven
- Focus on a few, high-impact efforts to maximize our impact

# Training Over the Years

(based on FHWA TIM Program data through 4/7/2020)

Total In-Person Responder Training By Year



# Challenges and Opportunities

#2

## One Priority Among Several

How can TIM remain a priority for our state and local supporters who are balancing multiple initiatives?

### Our Response

- Talk with the TIM community and reflect your feedback in a formal marketing strategy as well as our future collateral
- Share memorable stories that remind us of the importance of TIM

# Challenges and Opportunities

#3

## New Digital Technologies—and Expectations

How do we evolve our online presence to make information accessible and communicate in ways that our stakeholders prefer?

### Our Response

- Update our web pages to better feature priority content
- Expand to new digital channels and test what works best





# Our Work

# Immediate Needs

# Quarterly TIM Email Newsletter Updates



## TIM Quarterly Newsletter Saving Lives, Time, and Money

Welcome to the inaugural TIM Quarterly newsletter published by the FHWA Traffic Incident Management (TIM) Program. In this newsletter, learn about:

- Third Senior Executive Transportation and Public Safety Summit
- TIM Self-Assessment National Progress
- Responder Training Successes
- New Products and Updates
- The Alarming Trend in Line of Duty Deaths

Let us know how this newsletter can help. Please send your feedback, recommendations, newsworthy items, and questions to Paul Jodoin ([paul.jodoin@dot.gov](mailto:paul.jodoin@dot.gov)) or Jim Austrich ([james.austrich@dot.gov](mailto:james.austrich@dot.gov)).

## Key Observations

- Nearly 800 inaugural members of our email list
- High open rate and click-through rate (thanks!)
- Most clicks on: TIM Training, TIM Self-Assessment, and NHI/FHWA Course Search

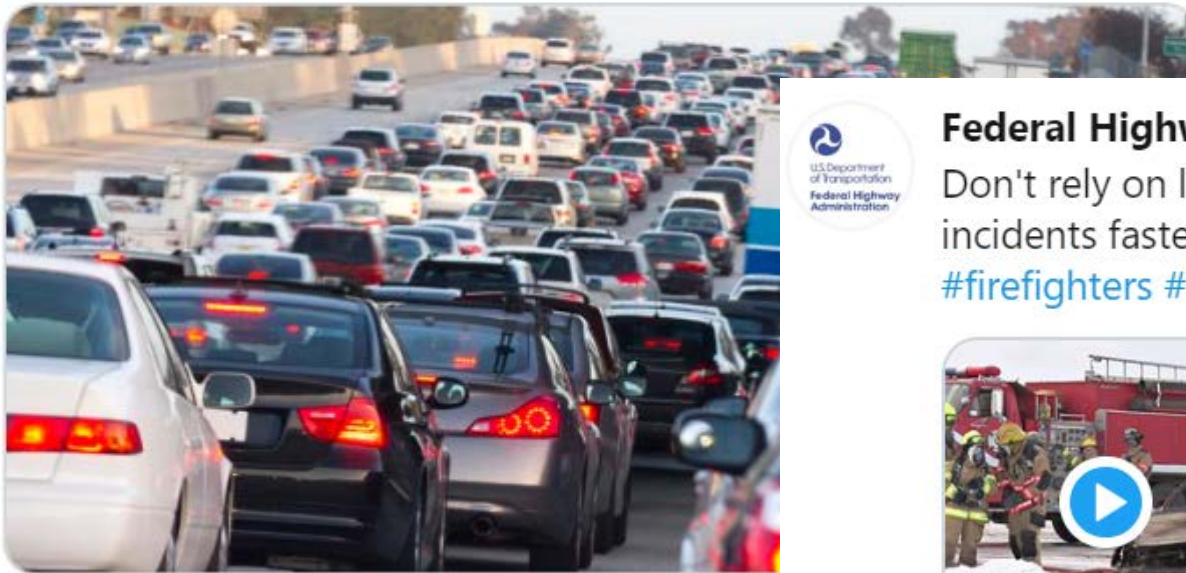
# Social Media Promotion



**Federal Highway Admn** @USDOTFHWA · Mar 18

For each minute that a traffic incident blocks a lane, delays multiply and secondary crashes become more likely. Minutes matter. Effective traffic incident management helps clear incidents faster.

[ops.fhwa.dot.gov/eto\\_tim\\_pse/ab...](https://ops.fhwa.dot.gov/eto_tim_pse/ab...)



1

4

9



**Federal Highway Admn** @USDOTFHWA · Mar 10

Don't rely on luck in the line of duty. TIM trainings help responders clear incidents faster and safer. Ask your agency to request training today. #EMT #firefighters #lawenforcement #RoadSafety



National TIM Responder Training  
The National Traffic Incident Management (TIM) Responder Training program (L12) builds teams of ...  
[youtube.com](https://www.youtube.com)

2

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# Priority FHWA Website Updates

## EMERGENCY TRANSPORTATION OPERATIONS



### OFFICE OF OPERATIONS 21ST CENTURY OPERATIONS USING 21ST CENTURY TECHNOLOGIES

#### Search:

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#### Home

#### About ETO

Traffic Incident Management

[TIM Outreach Toolkit](#)

Traffic Management for Planned Special Events

[ETO for Disasters](#)

#### Peer-to-Peer Program

#### National Incident Management System

#### Command and Management

#### Preparedness

Traffic Incident Management

## Training

[Emergency Transportation Operations](#) > Training

The National Traffic Incident Management Responder Training was created for responders, by responders. This course provides first responders a shared understanding of the requirements for safe, quick clearance of traffic incident scenes; prompt, reliable, and open communication; and motorist and responder safeguards. First responders learn how to operate more efficiently and collectively.

### In-person Trainings

Whenever possible, we recommend in-person training. The unique opportunities to work with responders from multiple disciplines and strengthen relationships in your community are consistently rated as some of the strongest benefits of these classes.

Ready to take the next step? [Find a list of the most recent TIM training contacts](#) in your state.

### Online Training

If it's hard to make a class work with your schedule, we also highly recommend the [free online TIM training course offered by FHWA](#).

This 4-hour class covers the essentials, including notification and scene size-up, safe vehicle positioning, scene safety, command responsibilities, traffic management, special circumstances, and clearance and termination.

### Contact us

If you are unable to reach the appropriate contact(s) in your state, please let us know and we'll be happy to help facilitate.

#### Jim Austrich, TIM Responder Training Program Manager

(202) 366-0731

[james.austrich@dot.gov](mailto:james.austrich@dot.gov)

# New Web Presence through National Operations Center of Excellence

**NOCoE**  
National Operations Center of Excellence

Delivering resources to save time, lives, and money

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## Talking TIM Webinar Series

<a href="#">March 2019</a>	<a href="#">July 2019</a>	<a href="#">November 2019</a>
<a href="#">April 2019</a>	<a href="#">August 2019</a>	<a href="#">December 2019</a>
<a href="#">May 2019</a>	<a href="#">September 2019</a>	<a href="#">January 2020</a>
<a href="#">June 2019</a>	<a href="#">October 2019</a>	<a href="#">February 2020</a>

[Register now](#) for the upcoming Talking TIM Webinar

## February 2020

The February webinar agenda included:

- Introduction and FHWA Update - Jim Austrich (FHWA)
- FHWA TIM Instructor LED Virtual Training (ILVT) - Pat Rooney, (Maryland DOT State Highway)

Link to TIM Performance Case Studies & Guidance

Quick access to Talking TIM webinar content

TIM Performance Measures

# Strategic Collateral

Forthcoming...

## 4. Using Data to Improve TIM

TIM is changing. Data helps agencies adapt by leveraging new proactive practices:

- New technologies, sensors, UWB, crowdsourcing
- New and connected devices, distraction
- New data, real-time, data also supports

## 7. Building Public Education and Outreach Momentum

- Many mechanisms for educating the public and changing behavior to keep responders traveling public
- Opportunities for collaboration with AAMVA, AAA discussed.

### Traffic Incident Management (TIM) Program's Update on the 3rd Senior Executive Transportation and Public Safety Summit

Operations Council Annual Meeting  
Mark Kehring, Jim Ausrich, Paul Jodoin  
FHWA, Office of Operations  
January 28, 2020

### Saving Lives, Time, and Money Making the Business Case for TIM

**What is Traffic Incident Management (TIM)?**  
Traffic incidents, like crashes, roadway debris, and service disruptions, create dangerous situations for travelers and responder activities, result in significant delays, and cause a significant drain on national resources.

**Why is a streamlined and coordinated multi-agency effort that works in quickly defined, well-defined response, and mobility view traffic incidents to reduce the duration of incidents and prevent secondary crashes. TIM saves lives, time, and money.**

**TIM Saves Lives**  
Secondary crashes are the most common of all on-road events. In the United States, they are the leading cause of death and disability from traffic incidents. They often occur when emergency responders (EMS, law enforcement, etc.) are stuck by vehicles while working at or near incidents.

**Effective TIM strategies and tactics, such as the Federal Highway Administration's [Responder Training Program](#), [What Our Users Say](#), [Safety Scorecard](#), [TIM program](#), and TIM committees consisting of stakeholders from responder agencies, can improve safety around active traffic incidents. The FHWA studies in 2010 and 2016 demonstrated that by using the Responder Training Program, and by having effectively reduced secondary and third crashes by implementing these:**

Effective TIM Benefits	TIM Saves Time
<ul style="list-style-type: none"> <li>Improved safety for responders and the traveling public by reducing secondary crashes</li> <li>Enhanced efficiency and mobility of the roadway system</li> <li>Minimized customer impacts (e.g., reduced freight delivery)</li> <li>Reduced harmful environmental impacts and societal energy use</li> </ul>	<p>According to the 2016 FHWA study, it took about 30 hours a year to clear 1000 work of hours in 2016. The total cost has increased over 200 million (FHWA, 2016). Having personnel clear thousands of hours available for law responders.</p> <p>TIM strategies, such as quick response programs, multi-agency coordination, and dynamic I-95 systems, reduce travel time and secondary crashes, resulting in</p>

### Saving Lives, Time, and Money Making the Business Case for TIM

**TIM Saves Money**  
Traffic incidents result in hundreds of billions added to the national deficit, particularly for commercial, along with freight costs associated with medical, legal, insurance, and even to damage expenses.

The American Transportation Research Institute (ATRI), estimated that traffic congestion costs the traveling industry \$74.3 billion in additional operating costs in 2016.

With a focus on reducing the cost of roadway incidents, TIM helps to reduce the economic impact of traffic incidents. TIM strategies, tactics, technology, and training result in improved safety for the traveling public, improved efficiency and mobility of the roadway system, and reduced economic and environmental impacts.

National organizations representing a typical responder agencies to analyze TIM strategies, best practices and national agencies to have adopted results to and policies supporting TIM.

The concept of TIM is quickly becoming the de facto national standard of practice for responders to roadway incidents.

**For more information, please contact:**

Paul Jodoin Traffic Incident Management Program 2024A Office of Operations	Federal Highway Administration 202-494-1400 <a href="mailto:pjodoin@dot.gov">pjodoin@dot.gov</a>
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**TIM Strategy Examples**

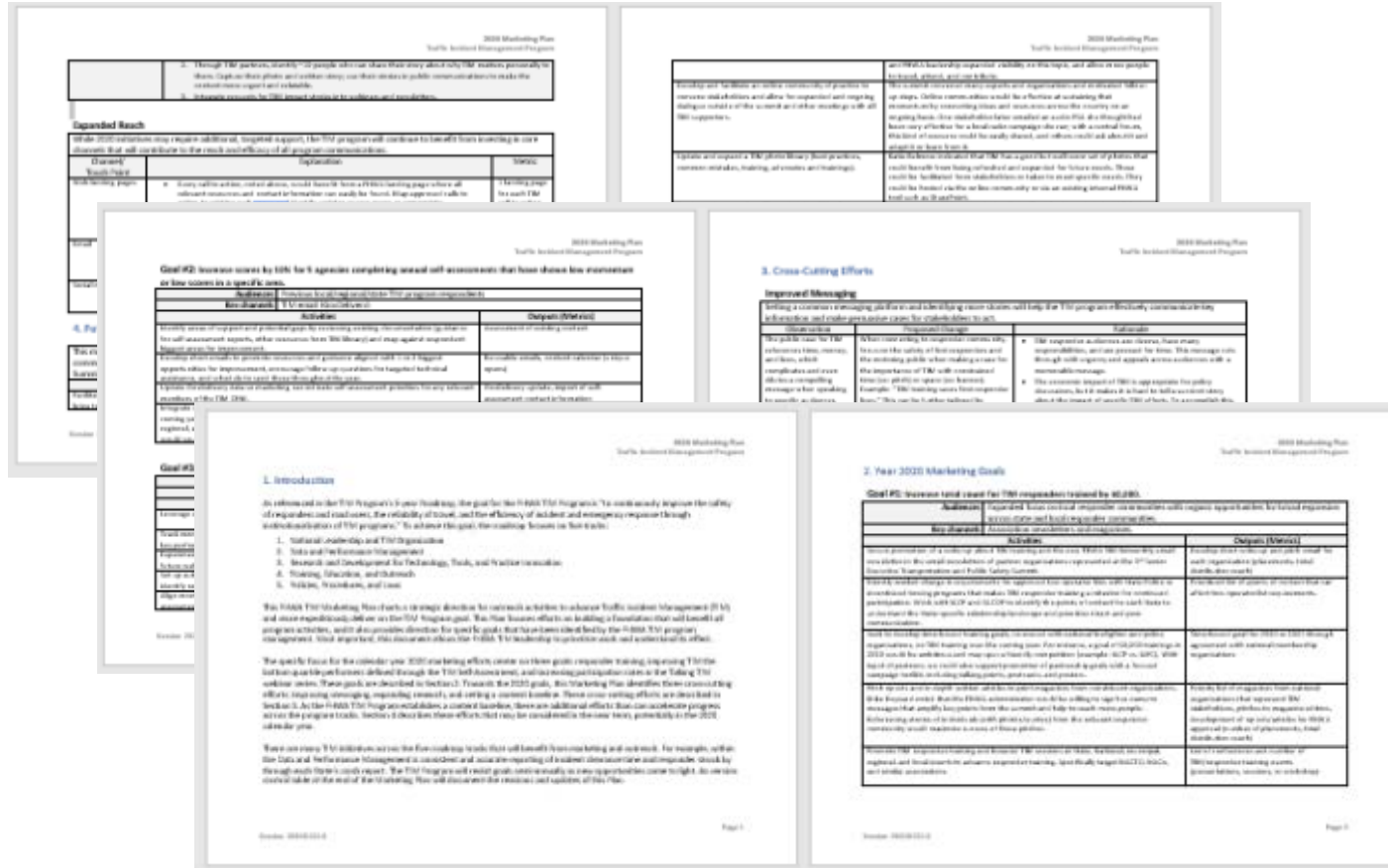
- Multiple agency TIM responder training
- Response and clearance vehicle and procedures
- Continued joint operations for incident investigations
- Vehicle detection technologies
- Priority, reduce traveler information systems
- Advanced law enforcement
- Toll-free service center
- Emergency training
- Clear training and resources
- Collaborative with news media



# Strategy Development



# Strategy Development



## Special thanks to:

- *Towing and Recovery Association of America, Inc.*
- *National Volunteer Fire Council*
- *International Association Chiefs of Police*
- *American Public Works Association*
- *National Highway Traffic Safety Administration*

# Upcoming Efforts

Increase total count  
for TIM responders  
trained.

## Sample Activities

- Get write-ups about TIM training and the email newsletter in partner email newsletters
- Pitch op-eds and in-depth written articles to print magazines from constituent organizations
- Directly market change in requirements for approved tow operator lists with State Police or incentivized towing programs that makes TIM responder training a criterion for continued participation

Increase scores for agencies completing annual self-assessments that have shown low momentum or low scores in a specific area.

## Sample Activities

- Identify areas of support and potential gaps
- Develop short emails to promote resources and guidance aligned with 1 or 2 biggest opportunities for improvement
- Integrate question in self-assessment about areas of ownership for improvement for the coming year to tailor future supports

Improve monthly  
Talking TIM  
webinar attendance  
and value.

## Sample Activities

- Track monthly attendance and engagement for trends based on webinar content, and assess key performance drivers
- Set up automated post-webinar engagement surveys to collect feedback and identify requests for future content/presentations



# How You Can Help

# Shape Our Work

We want to collaborate with you

## Help us by sharing feedback:

1. How can we support you?
2. How can we improve our existing efforts?

## Help others by sending:

1. Compelling stories
2. Photos we can use
3. Best practices that we should highlight

# Support TIM Outreach

We need your help to reach these goals

## Amplify TIM

- Offer us a recurring spot in your e-newsletter
- Add a leadership announcement from FHWA in your magazine

## Share TIM

- Forward our newsletter to others
- Retweet us

## Join TIM

- Join our newsletter
- Follow us on social media



# Thanks! Reach out anytime.

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