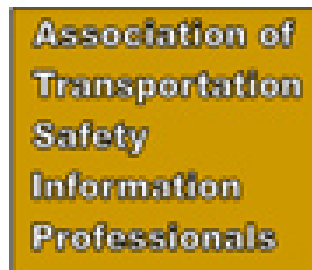


Association of Transportation Safety Information Professionals

ATSIP Strategic Plan, July 2010 to July 2015



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, consistent, complete, accessible, and integrated – and to encourage their use to select, implement and evaluate 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 information used for effective safety policy-making and program implementation.

ATSIP’s Mission

To provide a forum for communicating 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 Board
- c. Focus on state level issues and broader issues impacting traffic records improvements
- d. Advocate for effective state Traffic Records Coordinating Committees
- e. Provide opportunities to discuss new technologies
- f. Recognize and help develop best practices in transportation safety data collection, management, use and integration
- g. Offer professional certification
- h. Assist with development of technical standards, policies, and applications

The National Agenda outlined the challenges faced in 1996 by the traffic records community and, thirteen 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 collection 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 Board, ATSIP members and our partners in the transportation safety information systems arena.

Strategy 1: Strengthen and re-engage partnerships with liaisons

Strategy 2: Provide position statements as appropriate

Strategy 3: Provide peer-led advice to partners

Strategy 4: Serve as a gateway to industry experts in transportation data systems

Feb. 18, 2010

Strategy 5: Sponsor an annual Traffic Records Forum for the international community
Objective 2.

Serve as a resource to state Traffic Records Coordinating Committees (TRCC).

Strategy 1: Engage state TRCC coordinators in ATSIP activities

Strategy 2: Offer and/or support training for TRCC's and state analysts

Strategy 3: Provide technical assistance

Strategy 4: Provide technical resource documents

- a. Data Quality Handbook
- b. "Crash Facts" Guidebook

Strategy 5: Provide professional certification

Strategy 6: Serve as content providers and presenters for training, state and regional Traffic Records Forums

Objective 3.

Provide managers and users of highway safety information with the resources needed to select appropriate technology to support their information needs.

Strategy 1: Promote new advances in technology to state TRCC coordinators

Strategy 2: Provide expert panel members for Assessment teams, Go Teams, Advisory groups, etc.

Strategy 3: Serve as a clearinghouse of technology initiatives and their strengths and weaknesses

Objective 4.

To serve as an expert resource reference regarding the implementation of technical standards for characteristics of highway safety information systems that are critical to the development and management of transportation safety programs and policies

Strategy 1: Promote data and analysis quality improvement measures

Strategy 2: Pursue professional certification of the Association

Strategy 3: Promote Best Practices revealed via the annual Traffic Records Forum and other Association activities

Evaluation of Efforts

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 it is suggested that progress toward achieving the stated objectives occur at least every 12 months, or more frequently as issues arise.