

2010-2015 Strategic Plan

(as amended 5/13/2010)

Strategic Direction 1. Identify, develop and maintain community partnerships with emphasis on OLI target audiences (driver education, first responders, school bus driver, professional truck driver, and law enforcement), coordinating with railroads, law enforcement, and transportation/highway safety agencies at local, state and federal levels.

Objective 1.1. Confirm and maintain support of community partners in Louisiana.

Action Plan 1.1.1. Create and maintain database of community partners, including key contacts for target audiences, supporters and friends.

Responsibility: LA OL Executive Director with LA OL Board of Directors input.

Timeline: Create database by June 2010 and maintain regularly.

Action Plan 1.1.2. Communicate regularly with community partners via email newsletter or other communication tool.

Responsibility: LA OL Executive Director.

Timeline: Initiate July 2010 and continue with quarterly communication tool (October, January, April, July).

Action Plan 1.1.3. Work with community partners to identify opportunities to increase the number of presentations to target audiences (e.g., attend, speak, or host booth at community partner's safety meeting/annual conference).

Responsibility: LA OL Executive Director

Timeline: Initiate June 2010 and follow-up with annual communication/meeting with key contacts for target audiences.

Action Plan 1.1.4. Communicate with Louisiana Railroad Association regarding state and federal legislation that impacts LA OL. Post laws on LA OL website and update enforcement brochure.

Responsibility: LA OL Executive Director

Timeline: Contact LRA annually before (March) and after (July) legislative session.

Action Plan 1.1.5. Attend and participate in statewide traffic safety committees and safe communities programs to identify opportunities to promote LA OL.

Responsibility: LA OL Executive Director

Timeline: Recurring meetings are held monthly or bimonthly statewide.

Objective 1.2. Coordinate LA OL programs and activities with railroads, law enforcement, and transportation/highway safety agencies at local, state and federal levels.

Action Plan 1.2.1. Identify opportunities to increase involvement and inclusion of LA OL in public safety programs and activities of the Louisiana railroads. Review annual schedule of railroad public safety events to promote OL and to include in LA OL master calendar.

Responsibility: LA OL Executive Director, LA OL Board of Directors railroad representatives

Timeline: Louisiana railroad representatives to provide input at quarterly board meetings.

Action Plan 1.2.2. Identify opportunities to increase involvement and inclusion of LA OL in public safety programs and activities of the Louisiana State Police and local law enforcement agencies. Review annual schedule of LSP public safety expos to arrange exhibit booth or OL event and to include in LA OL master calendar.

Responsibility: LA OL Executive Director, LA OL Board of Directors LSP representative, LSP PIOs

Timeline: LSP representative to provide input at quarterly board meetings.

Action Plan 1.2.3. Work with railroads and law enforcement on positive enforcement/educational programs at specified crossings/corridors, as well as ‘Officer on a Train’ events, to include in LA OL master calendar, procure materials, and report events on OLI database.

Responsibility: LA OL Executive Director, LA OL Board of Directors railroad representatives, LA OL Board of Directors LSP representative, LA OL Presenters

Timeline: Louisiana railroad and law enforcement representatives to provide input at quarterly board meetings.

Action Plan 1.2.4. Work with OLI coordinator on Grade Crossing Collision Investigation and Rail Safety for Emergency Responders instruction to maintain roster of instructors, include class schedules in LA OL master calendar, procure materials and report courses on OLI database.

Responsibility: LA OL Executive Director, OLI GCCI/RSER Coordinator

Timeline: GCCI and RSER instructors to provide input.

Action Plan 1.2.5. Communicate citizen inquiries regarding engineering issues at crossings and corridors to LA DOTD and railroads.

Responsibility: LA OL Executive Director, LA DOTD Highway-Rail Safety Office

Timeline: As requested with follow-up communication from LA DOTD.

Objective 1.3. Coordinate LA OL activities with governmental agencies in target parishes to increase number of presentations and/or special events.

Action Plan 1.3.1. Identify target parishes by reviewing 5-year crash and demographic data from FRA and LSU Highway Safety Research Group.

Responsibility: LA OL Executive Director with FRA input

Timeline: Completed for 2003-2007. Review data every two years. Compile again for 2005-2009, 2007-2011, 2009-2013, 2011-2015, etc.

Action Plan 1.3.2. Communicate annually with government officials in target parishes regarding crash and demographic data and identify opportunities for LA OL programs and activities. Coordinate communication with Louisiana Municipal Association, Police Jury Association of Louisiana, local railroads, and DOTD rail section representatives.

Responsibility: LA OL Executive Director

Timeline: Communicate annually with parish officials.

Action Plan 1.3.3. Develop plan to increase number of presentations and/or special events in target parishes.

Responsibility: LA OL Executive Director, LA OL Presenters

Timeline: Monitor contacts made annually through presenter reports to OLI database.

Strategic Direction 2. Identify and pursue financial support opportunities that provide optimum sustained resources.

Objective 2.1. Evaluate funding resources from railroads, DOTD and LHSC, including OLI grants.

Action Plan 2.1.1. Establish annual budget based on strategic plan direction.

Responsibility: LA OL Executive Director with Board of Directors input and approval.

Timeline: Review and finalize at February board meeting for LHSC proposal application and DOTD proposal.

Action Plan 2.1.2. Establish annual railroad assessment with LA OL Board of Directors input and approval.

Responsibility: LA OL Executive Director with LA OL Board of Directors input.

Timeline: Review at February board meeting.

Action Plan 2.1.3. Coordinate proposals for reimbursement contracts and quarterly claims/invoices with LA DOTD and LHSC.

Responsibility: LA OL Executive Director

Timeline: LHSC proposal due in March. Prepare DOTD proposal in March. Submit claims/invoices in January, April, July and October for prior fiscal year.

Objective 2.2. Identify new sources of revenue for LA OL.

Action Plan 2.2.1. Monitor Louisiana Railroad Fund dedicated revenue from citations, and determine procedure for utilization of funds by LA OL.

Responsibility: LA OL Executive Director

Timeline: Review annually.

Action Plan 2.2.2. Pursue contributions from individuals/companies that depend on railroads, providing donor mechanism on website and in email communications.

Responsibility: LA OL Executive Director

Timeline: Include donor mechanism in quarterly email newsletter.

Objective 2.3. Ensure fiscal responsibility in LA OL expenditures.

Action Plan 2.3.1. Utilize accounting service to maintain financial account, oversee tax reports, and provide quarterly financial reporting.

Responsibility: LA OL Executive Director, Accounting Service

Timeline: Provide quarterly report to Board of Directors.

Strategic Direction 3. Recruit, certify and retain a sufficient number of high-quality, active presenter/volunteers.

Objective 3.1. Increase the number of high-quality, active certified presenter/volunteers.

Action Plan 3.1.1. Encourage certification of presenter/volunteers who are active within target audience areas (e.g., public/private driver education instructors, AARP driving safety instructors, professional truck drivers, school bus drivers, first responders, and law enforcement).

Responsibility: LA OL Executive Director, LA OL Presenter Trainers, LA OL Regional Mentors

Timeline: Ongoing.

Action Plan 3.1.2. Encourage certification of presenter/volunteers who are residents of target parishes.

Responsibility: LA OL Executive Director, LA OL Presenter Trainers, LA OL Regional Mentors

Timeline: Ongoing.

Action Plan 3.1.3. Continue Regional Mentor program to provide local assistance with certification process for new presenters.

Responsibility: LA OL Executive Director, LA OL Regional Mentor

Timeline: Ongoing.

Objective 3.2. Provide certification classes on a regular basis statewide.

Action Plan 3.2.1. Maintain a training schedule of presenter certification classes based on requests for certification statewide.

Responsibility: LA OL Executive Director, LA OL Presenter Trainers

Timeline: Establish calendar year class schedule.

Objective 3.3. Maintain regular communication with and support to presenter/volunteers.

Action Plan 3.3.1. Provide presenter/volunteers with educational resources and promotional materials using fiscal responsibility. Encourage utilization of resources from LA OL and OLI websites.

Responsibility: LA OL Executive Director

Timeline: As requested.

Action Plan 3.3.2. Provide presenter/volunteers with opportunities to give presentations by forwarding requests to LA OL presenter/volunteers within the area of request.

Responsibility: LA OL Executive Director

Timeline: As requested by external sources.

Action Plan 3.3.3. Provide continuing education (update) classes for presenter/volunteers.

Responsibility: LA OL Executive Director, LA OL Presenter Trainers

Timeline: Annually following Symposium in even-numbered years and State Coordinator Summit in odd-numbered years.

Action Plan 3.3.4. Monitor presenter and presentation data in Excel spreadsheet.

Responsibility: LA OL Executive Director

Timeline: Update as notified by OLI reports. Compile data for OLI annual report.

Action Plan 3.3.5. Recognize active presenter/volunteers with incentives as criteria are met and re-evaluate incentive awards and award criteria annually.

Responsibility: LA OL Executive Director

Timeline: Review annually.

Strategic Direction 4. Develop and implement a comprehensive marketing plan.

Objective 4.1. Identify and utilize effective methods of communication (print, broadcast, online, special events, etc.).

Action Plan 4.1.1. Update and maintain LA OL website, including master calendar of railroad and public safety activities.

Responsibility: LA OL Executive Director

Timeline: Complete revisions by June 2010 and update quarterly with current news, photos, calendar.

Action Plan 4.1.2. Produce and distribute email newsletter to community partners.

Responsibility: LA OL Executive Director

Timeline: Distribute quarterly newsletter (October, January, April, July)

Action Plan 4.1.3. Create and maintain statewide media distribution database.

Responsibility: LA OL Executive Director, LSP PIOs

Timeline: Review and update database prior to use.

Action Plan 4.1.4. Conduct interviews (print, broadcast, online) and provide news releases/op-ed letters for news media outlets.

Responsibility: LA OL Executive Director

Timeline: Distribute quarterly press release (October, January, April, July)

Action Plan 4.1.5. Obtain grants for OLI TV/radio PSAs to air on statewide media outlets and provide PSAs to community partners (e.g., DMV, post office, schools) for broadcast.

Responsibility: LA OL Executive Director

Timeline: Grants as available from OLI.

Action Plan 4.1.6. Participate in safety fairs and local festivals with OL booth/trailer.

Responsibility: LA OL Executive Director, LA OL Presenters

Timeline: Annual calendar of events.

Action Plan 4.1.7. Evaluate utilization of Internet technologies (Facebook, Twitter, etc.)

Responsibility: LA OL Executive Director

Timeline: Determine effectiveness by 2011 after consultation with other state coordinators.



LA OL Marketing/Media Plan

October-December
January-March
April-June
July-September

Quarterly Themes

Holiday focus/ commercial driver, law enforcement
FRA prior-yr stats
outdoor trespass focus (OLI ATV PSA)
school bus, driver education

Free:

Quarterly Website update (October, January, April, July)
Quarterly email newsletter to community partners (October, January, April, July)
Quarterly press release to print/broadcast media and LA OL website (October, January, April, July)
Quarterly on-air (radio/TV) interview
Link LA OL website to community partner website
Booths at festivals/safety fairs
Local press for enforcement activity (Officer on Train, community safety blitz)
General OL train (UP Heritage Train, KCS Christmas Train)

Grants:

Cable TV PSA
Radio PSA
Internet ads

Media Opportunities:

LA OL Website

About LA OL, Louisiana Statistics, Federal and State Laws, Safety Partners, Education Resources, News/Events/Photos (Newsletter, Calendar)

Print Media (newspapers, magazines, weeklies/monthlies, safety-related publications)

Press release, Letter to editor, Editorial, Print PSA

Radio

Radio PSA, On-air interview

TV (Network/Cable)

Video PSA, On-air interview (morning shows), Weather segment PSA

Online

Email (quarterly newsletter, flyer/brochure, fact sheet)
Internet ads
Message/link on community partner websites

Special Event

Media advisory, Press Release, Press Conference
Sponsorship
Exhibit Booth
Enforcement activity (Community Safety Blitz, Office on Train, Positive Enforcement Program)
General OL Train

Press Conference

Media Advisory, Press kit (Fact Sheet, Press release, Governor's proclamation)

Speaker Bureau

Signage

Billboard
Banner