



## MEETING MINUTES

### Transportation Safety Division Spring Meeting

Tuesday, May 23, 2017 – 2:00 p.m. – 5:00 p.m.

Loews Coronado Bay Resort

#### 2:20PM

Welcome/Introductions - Tom DiSalvi, Chairman

Called the meeting to order and welcomed the members to Coronado Springs. Tom conducted the emergency procedures in the event of an emergency. A request was made for all in attendance to complete the sign in sheets and turn them into the Secretary before leaving.

The Chairman outlined the agenda with members and conducted introductions of the TSD Leadership Team. The Chairman recognized Past Chairman Teresa Cole her leadership during the past several months. The chairman then asked for members to introduce themselves. There were 21 members in attendance.

The Chairman shared the areas that have been discussed between the Transportation Safety Division leadership team and the National Safety Council staff over the past several months. He thanked his leadership team for their efforts and recognized Kathy Bernstein and Christy Maes for their help.

#### PRESENTATION

##### Transportation Safety Insight: Dr. Benjamin Gerson

Dr. Gerson presented a valuable session on the latest data and initiatives focused on the effects of drugs and sleep on drivers of commercial vehicle drivers.

Dr. Gerson's topics included;

- Drug and Alcohol Detection.
- The discussion of hair follicle testing as an alternative testing method.
- Hair vs. urine testing.
- Laboratory based oral fluid analysis.
- Drug effects on metabolism
- National Sleep Foundation's Medical Examiner Training Course

#### GUEST SPEAKER

**Jack Van Steenburg**, Chief Safety Officer, Federal Motor Carrier Safety Administration (FMCSA)

Jack VanSteenburg joined our division once again and like Dr. Gerson before him, provided the Transportation Safety Division with the latest research, regulatory agenda and program initiatives currently being worked on by the FMCSA.

Mr. Steenburg's topics included;

- Implementation of the Electronic Logging Device (ELD) compliance date of December 18, 2017.
- National Enforcement data.
- Drug and Alcohol Clearinghouse implementation by 2020.
- Medical Examiner's National Registry.
- Emerging Technologies and Autonomous Commercial Motor Vehicle research.
- Compliance, Safety, Accountability Program "CSA" 3.5 million roadside inspections conducted with many success stories.

Due to the length of today's meeting the Chairman moved the section meetings to the Transportation Safety Division Meeting on Wednesday May 24<sup>th</sup> meeting.

**MEETING ADJOURNED AT 4:45 PM**



## MEETING MINUTES

**Transportation Safety Division Spring Meeting**  
**Wednesday May 24, 2017 – 2:00 p.m. – 5:00 p.m.**  
Loews Coronado Bay Resort

### **2:00 PM**

Welcome/Introductions - Tom DiSalvi, Chairman

Called the meeting to order and welcomed the members to day two of the National Safety Council Spring meeting at Coronado Springs. Tom conducted the emergency procedures in the event of an emergency.

Tom reviewed the NSC luncheon and described how the Transportation Safety Division has played a role in the areas of discussion.

The Chairman then handed out a copy of the Transportation Safety Division's membership poll asking for the membership's ideas and suggestions. The Strategic Initiatives with the most interest was discussed. Along with the leadership team's conference calls with the National Safety Council Senior Management our focus turned to the following areas.

### **Transportation Safety Division Strategic Initiatives Membership survey results;**

#### BRAND AWARENESS- BE KNOWN BY 2020 AS THE MOST TRUSTED NAME IN SAFETY.

1. Generate televisions and internet awareness regarding NSC key themes – similar to seat belt use in 1970s and Drinking and Driving in 1980s.
2. Co-sponsor with the televisions stations that provide public service announcements such as NBC ("The more you know...") and CBS ("CBS cares").
3. Identify and Recommend to NSC Products staff relevant transportation topics that are likely to have a strong demand by business and industry.

#### IMPACT-EMPOWER PEOPLE TO CHANGE BEHAVIOR BY INCREASING ACTS 20-FOLD BY 2020.

1. Place safety articles in key consumer magazines about transportation safety issues. Magazines like AARP, Jack and Jill, Men's Journal, etc.
2. Follow through with plans to partner with Business and Industry (B&I) and other NSC Divisions to advise and assist on transportation related incidents facing employers.
3. Provide TSD members speaking materials suitable for speaking at high schools, civic organizations, etc.

#### ENGAGEMENT-DOUBLE THE NUMBER OF STAKEHOLDERS AND INTERACTIONS BY 2020.

1. Concentrate on factors that make membership attractive and worthwhile.
2. Offer mentorship opportunities to the YPD members and match TSD members to their members.
3. TSD Leadership Structure – Add either a 2nd Vice Chair and/or a Young Professional representative to generate additional engagement within the TSD and leadership team.

#### MISSION SPEND-INCREASE MISSION SPEND FROM THE CURRENT \$10M TO \$30M BY 2020.

1. Allocate funds to worthwhile projects TSD identifies as advancing NSC interests, including funds to travel for testifying on NSC matters, exhibiting at conferences, etc.
2. Sponsor academic studies and laboratory/test track testing to demonstrate and promote the key priorities of the NSC. Institutions could include, UMTRI, VTTI, Carnegie Mellon, Liberty Mutual, ATRI, etc.)

Following the Transportation Safety Division membership's conversation and exchange of ideas it was agreed that the membership can assist the National Safety Council leadership team in the following areas.

## **TRANSPORTATION SAFETY DIVISION STRATEGIC INITIATIVE DELIVERABLES.**

### Brand Awareness

1. Identify and Recommend to NSC Products staff relevant transportation topics that are likely to have a strong demand by business and industry.

### Impact

1. Follow through with plans to partner with Business and Industry (B&I) and other NSC Divisions to advise and assist on transportation related incidents facing employers.

### Engagement

1. Concentrate on factors that make membership attractive and worthwhile.
2. Offer mentorship opportunities to the YPD members and match TSD members to their members.

In a separate discussion, the Chairman shared the discussions that have focused on the update of the National Safety Council Motor Fleet Manual. Following the 2010 update it is time to engage transportation industry professional once again to update this nationally recognized fleet safety book. The division discussed some areas they feel the manual needed to remain as a vital tool for transportation professionals.

Rich Carl asked if the Motor Fleet Safety Manual was going to be created in electronic format or a PDF document or print only. The Chairman answered the question saying currently a print copy has been mentioned but he would bring it up during follow up conversations with the NSC leadership team.

## **Engagement, Membership, Communications and Outreach**

The chairman asked Secretary Joe Mokrisky for an update regarding efforts to enhance communications and outreach that will help the NSC enhance brand awareness.

Mr. Mokrisky provided an overview of activities that included reaching to NSC members who have were identified as members of the Transportation Safety Division member in years past but have not been active. Several emails were sent to the list. Over the past several months Mr. Mokrisky had positive conversations with Young Professionals Division member Amanda Horner who is also a Transportation Safety Division member. Following guidance from the TSD membership which was positive Amanda and Joe will move forward to establish a social media format that will enable the membership to communicate throughout the year, share documents and promote the National Safety Council's programs and Strategic initiatives.

Scott Claffey wanted the TSD to include tools to connect the NSC library within the outreach effort. This would include tools and resources that can be used by members and potential members to help them grow within their own organizations.

There was conversation where a NSC DDC Instructor for 17 years was not aware there was a TSD until she met TSD members in South Carolina. Everyone agreed that we address improving tools that would make our Division more visible to NSC volunteers, instructors and membership.

Our discussion moved to thinking outside the box and creating ways to empower the Young Professionals Division to play a more active role with the TSD. Rose McMurray discussed several groups that cross over in different ways and could benefit their own company and the TSD. Lydell Banks, Chairman of the YPD spoke of the opportunities that would benefit all divisions within the NSC.

Everyone in attendance agreed that there is a need create program to enhance communications and provide resources to all divisions. It was agreed that we address various options in this area and provide an update at the 2017 NSC Congress in Indianapolis.

Rose McMurray suggested creating a ten-page PowerPoint presentation that could be shared with other divisions and any other individual or group to enhance communications.

We discussed working collaboratively with other divisions to help them with their transportation needs. Teresa Cole volunteered to take the lead supported by Scott Claffey and Leigh Herald to reach out to the Business and Industry Division and establish a working relationship.

Jim Dougherty, Kirk Hardy, Rich Carl, Dennis Shinault and Joe Mokrisky volunteered to work on the Motor Fleet Safety Manual update. Joe Mokrisky to email contributors of the 2010 Motor Fleet Safety Manual asking for the help.

Following the discussion, the Transportation Safety Division voted unanimously to support the following moving forward in the following areas.

## **TRANSPORTATION SAFETY DIVISION STRATEGIC INITIATIVE DELIVERABLES.**

### Brand Awareness

2. Identify and Recommend to NSC Products staff relevant transportation topics that are likely to have a strong demand by business and industry.

### Impact

2. Follow through with plans to partner with Business and Industry (B&I) and other NSC Divisions to advise and assist on transportation related incidents facing employers.

### Engagement

3. Concentrate on factors that make membership attractive and worthwhile.
4. Offer mentorship opportunities to the YPD members and match TSD members to their members.

## **2017 National Safety Council Spring Meeting Action Items**

### Recruitment / Outreach / Social Media

- Amanda Horner
- Del Lisk
- Joe Mokrisky

### Retention / Recognition

- Teresa Cole

### Mentorship/Growing the Profession

- Amanda Horner
- Bobby Vincent
- Lydell Banks

### Reaching School-Aged Audiences

- Teresa Cole

### Planning the 2018 Spring Meeting

- Tom DiSalvi

## **2017 Transportation Safety Division Volunteer List**

Amanda Horner, Communication & Outreach

Del Lisk, Communication & Outreach

Lydell Banks, Mentoring

Amanda Horner, Mentoring

Bobby Vincent, Mentoring

Teresa Cole, School-Aged Audiences and Outreach to Business and Industry Division

Scott Claffey, Outreach to Business and Industry Division

Leigh Herald, Outreach to Business and Industry Division

Jim Dougherty, Motor Fleet Safety Manual

Dennis Shinualt, Motor Fleet Safety Manual

Rich Carl, Motor Fleet Safety Manual

Joe Mokrisky, Motor Fleet Safety Manual

After a very busy, active and successful Transportation Safety Division meeting the Chairman asked if there was any old or new business that the membership would like to address, hearing none the Chairman thanked the members for their volunteer commitments and ruled closed.

**MEETING ADJOURNED AT 4:10PM.**