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Author

Knapp, Keith K.

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SUMMARY OF STRATEGIC AGENDA FOR DEER-VEHICLE CRASH REDUCTION: DATA COLLECTION, RESEARCH, FUNDING, PARTNERSHIPS, AND TECHNOLOGY TRANSFER

Keith K. Knapp (979-845-5686, k-knapp@tamu.edu), Associate Research Scientist, Texas
Transportation Institute, Texas A&M University, 3135 TAMU, College Station, TX 77843-3135,
Fax: 979-845-6006 USA

Abstract

More than 65 people (with varying backgrounds) involved with or interested in the reduction of deer-vehicle crashes (DVCs) attended the October 2005 "Deer-Vehicle Crash Reductions: Setting a Strategic Agenda" conference. At this meeting the attendees collaborated and brainstormed to identify strategic agenda action items for DVC reduction research and data collection, funding, partnership building, and technology transfer and education. Focus groups were created to discuss each of these subject areas. This poster summarizes the results of those discussions. Each of the focal groups was initially asked to identify the concerns/problems it thought should be resolved to help reduce DVCs within their subject area (and overall). They also provided goals/objectives that could be achieved within their subject area during the next three to five years, along with the strategic agenda action items that could help accomplish these goals/objectives. The focus of each group was different and in some cases their suggested strategic agenda action items were very specific. In other cases, however, similar suggestions were provided by more than one group. Four common themes or general categories were identified among the strategic agenda action items suggested. The first category includes action items that help facilitate and guide intra- and inter-agency coordination with respect to the DVC problem. The second category included action items that increase the general awareness of the DVC issue by effectively and efficiently providing the correct message to a wide range of audiences. The third group included action items to encourage the consistent collection of DVC-related data, and the fourth group of action items promotes the development, implementation, and evaluation of potential and existing DVC countermeasures. A strategic agenda document was created from the meeting activities and results. It should be used as a guide to those individuals and groups interested in advancing the reduction of DVCs. This poster summarizes the content of that strategic agenda document.