**Summary Report for Tribal Traffic Safety Advisory Board**

**September 27, 2018   
Washington Traffic Safety Commission**

**Participants:** Darrin Grondel, WTSC; Scott Waller, WTSC; Mandie Dell, WTSC; Dez Hayes, Muckleshoot Indian Tribe; Steven Haggerty, Muckleshoot Indian Tribe; Robert Thompson, Muckleshoot Indian Tribe; Nicole Ahlem, Colville Reservation; Angelena Campobasso; Colville Tribes; Margo Hill, EWU; Adam Larsen, FHWA; Richard Rolland, Rolland Associates; HollyAnna Littlebull, Yakama Nation; Al Pinkham, Yakama Nation; Portia Shields, Yakama Nation; Kwis Logan, Colville Tribes; Al Pinkham,

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| 1. **Welcome and Introductions**   Meeting called to order at 10:05 a.m. Darrin Grondel welcomed everyone and introductions around the room and on the phone were made. |
| 1. **Change of Board Chair**   Darrin thanked outgoing chair Celine Cloquet who is leaving to take on new responsibilities. The group wishes her all the best and thanks her for her great work over the years. Dez Hayes has been nominated to fill the vacant chair position, but the Board needs to confirm.   * Steven Haggarty made a motion to nominate Dez Hayes as new TTSAB Chair. * Nicole Ahlem seconded the motion. * The group voted and motion carried.  1. **Summary Report from June 2018 Meeting**   The group has not met since June 2018, as we took July and August off. Summary report was reviewed and accepted with no changes.   1. **Tidbits**   Summer has been a very active meeting season including ATNI, National Transportation in Indian Country Conference, TTPO, and Target Zero Update Project Team. Members reported on the meetings they attended.  The Target Zero Update is on the agenda for the next TTPO meeting to get feedback from folks about the content of the plan. There will be an opportunity to weigh in on the current chapter. They will be collecting information from stakeholders to make this update.   1. **Target Zero Update/WTSC Director Report**  * Target Zero Plan Update – the tribal chapter was one of the best chapters in the last Target Zero plan. The update should be just as good or better. * Currently for 2018 we have had 11 fewer fatalities than the same time last year. We are tracking in similar pattern to last year and we are now past the 100 deadliest days of summer. * Darrin has been appointed the new chair of the Governor’s Highway Safety Association (GHSA), which is a group that coordinates with all of the states, territories and tribes. Darrin wants to look into ways to engage tribes better.  1. **Centennial Accord Meeting Presentation**   Dez Hayes reported to government and all tribal leaders at the Centennial Accord that took place on Tuesday, September 25, 2018. She shared data and maps of what is actually happening with traffic safety in tribal areas and it opened a lot of people’s eyes including Governor Inslee who asked how he could help. He acknowledged that tribal traffic deaths are often overlooked.  Since the meeting, 6 people have reached out and shown interest in joining TTSAB.  Scott gave a shout out to Charlene Nelson who helped us get on the Centennial Accord agenda to present issues, which has been hard to do in the past.   1. **Positive Community Norms/Science of the Positive – new technologies for communicating traffic safety messages**   Scott shared a slideshow with an overview of Positive Community Norms.  There will be upcoming Positive Community Norms Institute (PCNI) training December 12-14, 2018 in Olympia and then monthly learning community meetings January-September 2019 with one in-person follow-up session in June 2019.  There is also telephone and email assistance available.  The goal is to get participants to try to use the PCN approach in communications and report back to the group to provide feedback.  In July, Kwis, Nicole, Steven, Robert, and Hollyanna attended the PCN training in Montana. Some takeaways they reported:   * Steven – core principles, ways to engage and inspire * Nicole – cycle of transformation (spirit, science, action, return), and the book that is a step-by-step guide. She like that the training was data-driven. * HollyAnna – core principles – similar to steps we live by (not laws) about how to value things. A new way to apply this to health and safety. Adapt to apply to messages we want to send. Tie between language and core principles (spirit, science, action, and return). * Robert – science of positive transformational leaderships has a real impact to leaders. Presentation on the human brain and the ability to re-route pathways to reach positive results and repair itself. * Kwis – Framework maps off to six sigma. Process with feedback loop. Rhetoric – appeal to logic & emotional. Framework marries the two.   Scott asked the attendees a few questions:  *What can you use in your tribe/how can you roll this out?*   * Nicole – Tribal health and suicide prevention group partnership survey & work together to create positive messaging. Rolled into traffic safety committee meetings. * HollyAnna – Working on signage in our language for traffic safety committee approval to use in the community. Working on a comic of shorter stories in all aspects of traffic safety. * Robert – texting and driving – marketing campaign the focuses on good statistics.   *What are potential challenges with this approach?*   * Steven – gathering data & altering from negative to positive. Community involvement (incentives). * Robert – Keeping tribal community members accountable to pledges for safe driving. Us not reverting back to negative messaging. * Nicole – Going overboard with the “happy” without focusing on what is really going on. A lot of people still believe fear-based messaging. Reality – getting rid of misconceptions that traffic fatalities are a normal thing. * Margo – Problem with 18 money. We should look into the Hoh tribe and how they have a graduated disbursement of funds.   *What are your ideas for possible campaigns?*   * Use info from focus groups in campaigns. * Distracted driving – use PCN. Student and adult surveys.  1. **Tribal Traffic Safety Advisory Board – discussions re: proposed changes**   Dez presented some options for changes to future meetings. The group discussed meeting less often for longer periods. There were some concerns over making the meetings too long. It was proposed:   * Meet every other month, and skip July, August, and December   + Jan, Mar, May, June, Sept, and November * Meet for 3 hours instead of 2   + Try to make it shorter whenever possible by sending presentations in advance. * Future meeting locations   + Some at Muckleshoot, some at EWU   Steven Haggarty made a motion to change the meeting schedule starting in 2019 as noted above. Robert Thompson seconded the motion.  The group voted and the motion carried.   1. **Member Updates**  * Margo noted that the next TTPO meeting will be October 2nd.  1. **Agenda Items for Upcoming TTSAB Meeting**   Possible topics recommended:   * Share a copy of the Warm Springs and Hoh Tribe resolutions on 18 money disbursements. Angelena will contact Wendy Largent to see if we can obtain a copy. * WA State Military data on transport time – if numbers are ready. * Tribal maps – share at least a sample or visual representation to show the group what they will look like.  1. **Adjourn**   Dez Hayes adjourned the meeting at 11:38 a.m. |