



May 9, 2011

Dear Mr. Blair:

On behalf of the Federal Highway Administration (FHWA), the Red Flash Group is pleased to invite you to participate in a Stakeholder Meeting for State Transportation Safety & Emergency Medical Services (EMS) representatives, which will be held on **June 23-24, 2011** at the US Department of Transportation in Washington, DC. The Red Flash Group has been contracted by FHWA, in partnership with ITSA (Intelligent Transportation Society of America), to facilitate the meeting.

The purpose of the meeting is to gather professionals in the EMS and transportation safety communities to discuss the development and implementation of marketing materials and strategies to enhance EMS participation in the Strategic Highway Safety Plan (SHSP) process. This meeting is being conducted in collaboration with the National Highway Traffic Safety Administration (NHTSA), the National Association of State EMS Officials (NASEMSO), the American Association of State Highway and Transportation Officials (AASHTO) and the Governor's Highway Safety Association (GHSA).

We are seeking your participation because of your role and EMS expertise, and the insights you can provide to more effectively integrate EMS into transportation safety planning and implementation processes. Your knowledge in this area will provide a very valuable perspective.

A SHSP is a Federal requirement of SAFETEA-LU, 23 U.S.C. § 148, and is a major part of the core Highway Safety Improvement Program (HSIP). A SHSP is a data-driven, four to five year comprehensive plan that integrates the 4Es of highway safety: engineering, education, enforcement and emergency medical services. Transportation safety professionals have long utilized engineering, education, and enforcement approaches. But the 4th E – EMS - is less familiar and less often engaged in the SHSP process. The meeting will explore how to better engage EMS in the SHSP process. Topics addressed will include how to: bridge knowledge gaps in the EMS community regarding the SHSP process; heighten the importance of EMS in the transportation safety community; better define the role EMS should play in the SHSP process; and marketing and outreach to the EMS and transportation safety community.

Please see the enclosure with location and travel details. You will be reimbursed for all travel costs, including air (if applicable), hotel, per diem and ground transportation.

We sincerely hope you will participate in this gathering of stakeholders and share your EMS or transportation safety expertise. Please let us know as soon as possible if you will be able to attend.

Thank you,

Laurie Reiss  
The RedFlash Group

**EMS and Highway Safety Stakeholder  
MEETING LOGISTICS**

**Thursday, June 23, 2011 9:00 am – 5:00 pm**

**Friday, June 24, 2011 8:30 am – 12:30 pm**

**Location:**

US DOT  
1200 New Jersey Ave. SE  
Washington, DC 20059  
Meeting Room: DOT Conference Center, Conference Room 4

**Building Security:** Please arrive 30 minutes in advance (no later than 8:30 am) to accommodate the DOT's security procedures. The names of participants will be provided to the security officers and a DOT representative will greet participants once they are through security.

**Hotel:** We've set aside a block of rooms at the Marriott Courtyard, which is within walking distance of the US DOT headquarters. The hotel is an easy metro or cab ride from the Washington, DC Reagan Airport.

Marriott Courtyard – Capital Hill/Navy Yard

40 L Street SE  
Washington, DC 20003  
202 479 0027  
Group Name: FHWA Stakeholders

[Website](#)

[Walking Directions to US DOT Headquarters](#)

Please let us know if you need an alternate hotel recommendation for any reason, or if we can answer any other questions you may have.

**Contacts:**

Federal Highway Administration

Keith Williams  
(202) 366-9212  
[Keith.williams@dot.gov](mailto:Keith.williams@dot.gov)

RedFlash Group

Laurie Reiss  
(760) 822-7935  
[lreiss@redflashgroup.com](mailto:lreiss@redflashgroup.com)

ITS America (Logistics Info)

Adam Hopps  
(202) 680-0091  
[ahopps@itsa.org](mailto:ahopps@itsa.org)