



TBG Resultants<sup>SM</sup> (executives, staff and consultants who produce measurable results) have extensive qualifications in diverse fields including management, business, environmental science, social science, social marketing, communications, finance, training development and delivery, information systems and technology, software development, public policy, and law.

We apply these diverse skills to provide a full range of services to support safety programs, including:

- Program Management & Support
- Strategic Consulting & Facilitation
- Partnership Development & Support
- Survey, Marketing, Education & Outreach
- Web & Applications Development
- Software Engineering
- Systems Integration
- Instructional Design & Training
- Event, Conference & Exhibition Support

*Facilitating Behavior Changes for Transportation Safety!*

## TRANSPORTATION



TBG serves the Department of Transportation (DOT) and has worked with the Federal Motor Carrier Safety Administration (FMCSA) and Federal Highway Administration (FHWA). TBG works with client teams to recommend performance objectives and policies; to develop effective messages; to manage services and technology programs; and to monitor progress toward improving the safety of our Nation's transportation system and its end users.



# THE BALDWIN GROUP, INC.

*Delivering Inspired Results!™*

# How We Help

TBG has provided our expertise and capabilities to reduce crashes and fatalities along our roadways and make our transportation systems safer for everyone. Since 1988, TBG has successfully completed projects for Federal, state and local governments, private sector, and nonprofit organizations. Our integrated support for safety improvements is custom-tailored to meet each program's current and evolving needs. We have changed behaviors using the following six approaches and offer several examples of our successes.



*"Thank you so much for the work that you and your team have devoted to this event. Words cannot express my appreciation for YOU! Thank you!"*

-Division Chief, DOT



## Recommend Objectives

- Created evaluative logic models that described how outreach program activities measure and support broader program and agency goals to reduce crashes and fatalities around commercial motor vehicles.
- Provided recommended objectives and strategies for the national expansion of a program to reduce aggressive driving from passenger and commercial motor vehicles.



## Research Groups/Audiences

- Used geodemographic and life-stage market segmentation models to narrow potential targets into sub-segments of consumers.
- Conducted focus groups with stakeholders, analyzed feedback, and determined the promising practices that can be applied to improve program effectiveness.



## Recommend Policies

- Engaged Federal, state highway officials, trucking companies, trucking associations, and public groups to find the best approaches to save lives on national roadways through enhanced education and outreach efforts.



## Develop Messages

- Demonstrated knowledge and understanding of social marketing techniques to establish realistic campaign objectives and produce audience-tested campaign messages to increase use of safety belts.
- Developed a concept and branding platform including core messages, marketing themes, and outreach tools to reduce the behaviors of aggressive drivers on roadways.



## Manage Programs/Projects

- Conducted a process, outcome and impact evaluation of a grant-funding program for highway safety projects to recommend process improvements.
- Developed campaign and marketing collateral for states to use in their implementation of a national commercial motor vehicle safety program.
- Created a passenger carrier safety communication plan to educate motor coach companies and operators how to operate safely and in compliance with Federal regulations when providing services to the public.



## Monitor Progress

- Developed a guide for managing the process and outcome evaluation of a highway safety program to increase driver awareness, change driver behavior, and reduce crashes due to inappropriate driving actions.
- Developed a logic model to save lives and defined the performance metrics, deliverables and timelines for the outreach activities.
- Facilitated the development of productivity, quality, and client satisfaction targets and monitored progress periodically against historical benchmarks.
- Developed and implemented an outreach plan in response to a request from Congress to reduce fraud associated with the interstate transit of household goods.

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