

Traffic Safety Culture Transportation Pooled-Fund (TSC-TPF) Program
Meeting Notes
05/20/2015

11 am- 1 pm PST, noon- 2 pm MST, 1 pm- 3 pm CST, 2 pm- 4 pm EST

Project Website: <http://mdt.mt.gov/research/projects/trafficsafety.shtml>

Pooled Fund Website: <http://pooledfund.org/Details/Study/558>

Traffic Safety Culture Resource Guide: <https://trafficsafetyculture.wordpress.com/>

Attendees:

Marcee Allen/FHWA-MT

Audrey Allums/MDT

Bayliss Camp/ California DMV R&D

Dortha Cummins/ LA Center for Transportation Safety

Steve Gent/IA DOT

Kelly Green and Erica Burrell/WTI, MSU

Carole Guzzeta/ NHTSA DC

Matt Hansen/ CA DOT

Tim Harmon/ NH DOT

Jim Hollis/TX DOT

Michael Holowaty/IN DOT

Joe Horton/Caltrans

Brent Jennings/ITD

Wade Odell/TX DOT

Jay Otto/WTI, MSU

Joe Ouellette/CT DOT

Ned Parrish/ ITD

Skip Paul/LA DOTD

Jennene Ring/ WA DOT

Sue Sillick/MDT

Nic Ward/WTI, MSU

Kirk Zeringue/LA DOTD/LTRC

1. Housekeeping (10 minutes)
 - a. Welcome and Introductions- Kelly confirmed attendees
 - b. Additions to the Agenda- No additions
 - c. Approval of February Meeting Notes- There were no comments Audrey moved to approved and Steve seconded. All Board members present voted in favor, thereby approving the meeting notes.

2. TPF Update – Match, Commitments, Funding Transfers, Plans to Commit (5 minutes)
 - a. New partners
 - i. Indiana is joining as a new partner, contributing \$40,000 in FFY 2015. Michael Holowaty will be the board member for IN. The funding transfer was submitted to FHWA, initiating the process.
 - ii. Matt from Caltrans stated they have received approval for funding. The next step is to complete the actual transfer of funds to MDT. Their contributions will be \$10,000 per year for 5 years. Update Note: Funds will be transferred, at the earliest, in July, and is dependent on FHWA of their Annual Work Plan, passing of the state budget, and availability of federal funds.
 - b. NH was waiting for the HSIP match to be identified before transferring funds. This was resolved and NH will transfer funds when Congress passes a transportation funding extension, expected by the end of May 2015.

- c. Brent Jennings from ITD will be retiring so the pooled fund will have a new Board member; however, he will remain involved as an interested party. Ned Parish will identify the new Board member.

3. Related Efforts - Relevant Information and Events (15 min)

- a. TraSaCu - European research on traffic safety culture: Purpose, Travel, Match
Nic stated this project began earlier this year and involves eight different European (EU) countries. The goal of the project is to understand the role of TSC on driver behavior and crash risk, and bring together a broad range of expertise to develop a framework of traffic safety culture useful for practical work in road safety as well as for academic research. The leading organization is based in Austria and asked WTI, as one of two US entities and a recognized leader in the field, to participate. The goal of this research and technology transfer exchange is to mesh perspectives internationally to develop this framework. WTI's primary role is to host researchers from these different countries over the next three years. This is a peer exchange project embedded in a research project with the goal of learning how various countries are addressing TSC. Two researchers will be joining WTI this summer, the first will arrive from Austria in July and will stay for three months and the second will arrive from Turkey in August and will stay for two months. Additional researchers will visit WTI in 2016 and 2017. Their work will be to 1) identify research questions while these researchers are here by combining and comparing American EU data on TSC and 2) seek involvement in the Center projects. One potential opportunity for collaboration is on this pooled fund. They will be able to provide insights and possibly different approaches for growing TSC in US.

Funding is available only for European participants. Given no funding for Nic to attend two meetings per year, he requested funding from the Board, which approved this funding with five votes for and one vote against. This funding will also secure \$3,800 euros in match per year for three years.

Finally, it is proposed the TSC-TPF hold their annual meeting in September to allow discussions among the TSC-TPF and these researchers.

- b. Other?

Jennene received a call from KS DOT about TSC. They are completing a survey on TSC and had question about how the DOT in WA was dealing with TSC. She told her about the pooled fund efforts and how to get in contact. **Sue will contact KS to learn more about this survey.**

4. RFP to identify TSC researchers (15 minutes)

The Board had a meeting on March 12th to discuss how to determine who receives contracts for future TSC-TPF research. The plan is to issue a two-phased RFP to identify interested TSC researchers and their qualifications for conducting research in this area. Additional information collected will include identification of research gaps, ability to match funds, and IDC profit rates, as applicable. The second phase(s) of the RFP might include

obtaining proposals for research and/or peer review. The responses to the first phase of the RFP will be evaluated by the Board, hopefully at the next TSC-TPF meeting.

Tim asked about the survey for research needs and whether or not anyone thought more about that? Sue stated that this (identifying TSC research gaps) would be included in the first phase of the RFP, but welcomed additional suggestions. Sue also stated WTI is keeping abreast of TSC activities and will continue to bring forward research ideas.

5. Proposal Status/Kick-off Meeting for First Year Projects (60 min)

The two Center proposals were approved by Board with eight out of nine members voting for funding the proposals and no one voting against. However, there were a number of comments and questions which will be discussed today, while kicking-off these projects. Jay was asked to discuss both projects and address comments and questions from the Board.

General Question: Audrey asked about the ability to use incentives for survey research with federal funding. Sue checked with FHWA and found it is an approved expense for federal funding.

There were some questions about implementation. Sue mentioned there are some implementation products; however, if more are needed the Board can consider funding the production of these items.

a. Cannabis Culture- Please review PowerPoint for notes.

Comment: The Center will need to be cognizant of OR and D.C. and how they will be classified in this study.

Comment: The Center will consider dividing non recreational use states into two categories: those with criminal sanctions for cannabis and those with administrative sanctions. Initially, they will need to look into numbers to make sure there are enough to make three categories of states but believe that this is doable.

Jay stated the next steps are to begin a literature review and then drafting the survey for the TSC-TPF to review.

b. Engagement in Safety Culture- please review PowerPoint

Comment: Based on feedback from the Steve Gent, the proposal has been modified include "traffic safety citizenship." The idea of safety citizenship has been used in businesses to create, promote, or engage employees in pro-social behaviors supportive of safety. It will be interested to see how these concepts might be applied to addressing traffic safety.

Comment: The Center will partner with the TSC-TPF to identify which prosocial behaviors should be included in the survey. The TSC-TPF will be highly involved.

Jay stated the next steps would be to begin a literature review focusing on safety citizenship.

Question: Audrey asked how this project is different from social norms/MOST of Us® campaigns they have conducted in the past. Jay stated social norms campaigns only address normative beliefs. This project will also look at values, behavioral and control beliefs, and attitudes. While social norms campaigns do help to create a sense of community, they are often focused on individual behavior. The messages are geared toward the individual by correcting the misperception of the norm. This project may include the study of norms but will be looking at fundamentally different kinds of behaviors, attitudes, and beliefs. Safety citizenship is looking at a broader concept that involves not only the individual's active role to intervene with other people to change their behaviors, but also the organization and policy makers to support the adoption of policies that promote safety programs (e.g., red-light cameras). In previous research reviewed by the Center, we have found that norms are only one component of engagement; people also need to know how to engage and whether they should engage. Normative influence is important, but in order to effect cultural change, we will want to address other beliefs to bolster engagement.

Comment and Question: Steve likes the concept of safety citizenship and the idea that it might impact the drivers who are around him. However, he is little confused about the safety programs. How does this translate into programs? He heard Jay mentioned red light cameras and said that is a policy issue, not something that his safety efforts would include.

Jay's Response: Great comment Steve! To understand and change TSC, we need to know the shared values, beliefs, and attitudes regarding traffic safety. To address these shared attitudes, values and beliefs, the strategies will need to address multiple levels of the social ecology. Addressing and changing policy is ultimately part of that goal. The notion of safety citizenship begins by looking at if we agree safety is a part of being a good citizen. Then there are things we can do on an individual basis and there are things we can do for the collective to increase safety. Individuals may be more willing to accept a policy changes if they understand how these changes may impact overall safety. To change culture, programs will have to work across the social ecology all the way up to the level of addressing policy.

Jay also discussed a project conducted for ITD. The Center is finalizing a report for ITD on how to reduce impaired driving by encouraging bystanders to be empowered to speak up to stop impaired driving. This project was not called safety citizenship at the time but the concept is similar.

Comment: Brent stated this is fascinating idea and is excited to get a sense of attitudes, beliefs, and perceptions across the nation about traffic safety. The value is to see what is happening in other parts of the country. He looks forward to seeing those results.

Sue added the whole TSC-TPF group will be kept up to date on the progress at every TSC-TPF meeting. Quarterly progress reports are due in January, April, July, and October, which fits well with our meeting schedule in February, May, August, and November.

6. Recurring Quarterly Meeting Schedule and Next Steps – (15 minutes)
 - a. In-Person Meeting – Propose September in Bozeman, MT, 1.5 days (dependent on agenda items)
 - i. Tentative Agenda Topics
 1. TPF FFY 2015 Update; Looking forward to FFY 2016, including Management Support Proposal
 2. Visit with TraSaCu European Researcher(s)
 3. 1st Year Projects Updates, potentially including draft survey results
 4. Related Efforts Update
 5. RFP Response Evaluation
 6. New Project Ideas
 7. Revisit Management Plan
 8. Requests for travel and how the Board will deal with these requests
 - ii. Potential Dates: 9/1-9/4 (GHSA- eliminate these dates), 9/8-9/9, 9/10(?), 9/11, 9/14, 9/16, 9/17(?), 9/18, 9/21-9/22, 9/23(?), 9/24-9/25, 9/30, 10/1(?), 10/2
Prefer beginning
 1. Ned is out through 16th
 2. Tim: Good idea, not sure if I will be able to travel due to restrictions.
 3. Jeanne: Great to have the meeting in Sept. and like meeting with researchers from Europe, conflict 7th-11th
 4. AASHTO Annual Meeting is the 24th-29th
 - b. Next Scheduled Meeting: August 19th – Propose in-person meeting in lieu of this meeting
This meeting will be cancelled and a September meeting will be held instead.