

**Traffic Safety Culture Transportation Pooled-Fund (TSC-TPF) Program  
FFY 2018 Annual Work Plan**

<b>Project #</b>	<b>Project Name</b>	<b>Project Description</b>	<b>Contract Begin Date</b>	<b>Contract End Date</b>	<b>Initial Cost<sup>1</sup></b>	<b>Final Cost<sup>1</sup></b>
8882-309-04	TraSaCu Travel	The purpose of this project is to provide travel support for Nic Ward, CHSC, WTI to attend TraSaCu meetings.	5/27/2015	6/30/2018 revised to 9/30/19	\$20,813	\$16,511
8882-309-07	FFY 2017 Management Support	The purpose of this project is to provide FFY 2017 support by the Western Transportation Institute (WTI) for the Traffic Safety Culture Transportation Pooled Fund program and program manager, Montana Department of Transportation.	10/1/2016	10/31/2017	\$72,137	\$47,164
8882-309-08	Understanding Law Enforcement Attitudes and Beliefs about Traffic Safety	Law enforcement plays a critical role in traffic safety. However, traffic safety is one of many issues that law enforcement agencies must address. A variety of factors including budget limitations, political support, and agency culture can influence engagement in traffic safety. A decrease in law enforcement's engagement in traffic safety could make a reduction in fatalities and serious injuries less likely. Recently, some traffic safety professionals have noted a change in the prioritization of traffic safety among law enforcement. It is difficult to determine whether this perception is accurate or not and the reasons and nature of this possible change. Therefore, understanding the attitudes and beliefs of law enforcement leaders and officers regarding traffic safety is critical to growing a positive traffic safety culture and ultimately achieving a goal of zero deaths on the nation's roadways.	3/31/17	3/31/19 Revised to 6/30/19	\$168,149	\$168,149
8882-309-09	FFY 2018 Management Support	The purpose of this project is to provide FFY 2018 support by the Western Transportation Institute (WTI) for the Traffic Safety Culture Transportation Pooled Fund program	11/1/2017	10/31/2018	\$56,973 Revised to \$22,621 <sup>2</sup>	\$21,649

		and program manager, Montana Department of Transportation.				
8882-309-10	Key Information for DUIC Policy	This project is a synthesis study to capture the key information for the critical issues that affect policy decisions about DUIC. This synthesis will focus on the usability of information to garner stakeholder support to inform rational policy making.	7/1/18	1/31/19 Revised to 8/31/19	\$10,919	\$10,770
8882-309-11	Traffic Safety Culture Primer	There is growing interest in “traffic safety culture” as a key factor to manage and sustain safe roadway transportation systems, especially as more jurisdictions adopt targets of zero traffic fatalities and serious injuries. However, the theory, terminology, and methods involved in addressing traffic safety culture come from human and social science disciplines that are not typically included in traditional traffic safety, engineering, or other behavioral change agencies (e.g., departments of transportation, licensing, motor vehicles, etc.). The lack of shared language and understanding about traffic safety culture limits the ability of agencies to explore this topic and engage new stakeholders. Additionally, the variation in the interpretation and implementation of strategies to improve traffic safety has resulted in no consensus about best practices. Communication tools that develop shared language and understanding about traffic safety culture and its relationship to vision zero goals are needed.	7/1/18	7/31/2019 Revised to 10/31/19	\$45,682	
8882-309-12	Traffic Safety Citizenship Communication Tools	Growing traffic safety citizenship is a novel traffic safety approach that strategically shifts focus to the engagement of the larger majority of safe road users to influence the behaviors of the smaller group engaging in risky behaviors. Previous research sponsored by the Traffic Safety Culture Pooled Fund to understand traffic safety citizenship	7/1/18	5/31/2019 Revised to 10/31/19	\$33,844	

		revealed a variety of opportunities to bolster traffic safety citizenship behaviors to reduce traffic crashes and fatalities. However, in order for state highway safety agencies and stakeholders to embrace this strategic approach, information learned from research must be translated into practice. Communication tools that make traffic safety citizenship easier to understand and integrate into existing traffic safety efforts are needed.				
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<sup>1</sup> Does not includes MDT IDC at rate or the cost of peer reviewers.

<sup>2</sup> In-person travel was removed from the contract as an in-person meeting did not occur this year.