

**Traffic Safety Culture Transportation Pooled-Fund (TSC-TPF) Program
FFY 2020 Annual Work Plan**

Project #	Project Name	Project Description	Contract Begin Date	Contract End Date	Initial Cost¹	Final Cost¹
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 11/30/19	\$10,919	\$10,890
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	7/31/19 Revised to 12/31/19	\$45,682	\$45,662
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	7/1/18	7/31/19 Revised to 11/30/19	\$33,844	\$33,762

		behaviors. Previous research sponsored by the Traffic Safety Culture Pooled Fund to understand traffic safety citizenship 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.				
8882-309-13	FFY 2019 Management Support	The purpose of this project is to provide FFY 2019 support by the Western Transportation Institute (WTI) for the Traffic Safety Culture Transportation Pooled Fund program and program manager, Montana Department of Transportation.	11/1/2018	10/31/2019 Revised to 12/31/19	\$56,500 Revised to \$21,445 ²	\$21,445
8882-309-14	Evaluation of Traffic Safety Culture Strategies	In an effort to reduce the number of traffic crashes and resulting injuries and fatalities, traffic safety agencies are developing and implementing new intervention strategies aimed at changing road user culture. However, systematic evaluations of the operations and impacts of these new programs are not advancing as rapidly as the programs themselves. At this point, there are neither well-developed summative/outcome evaluations, nor formative/process evaluations of most existing programs. Compounding this lack of systematic evaluation is an underlying lack of consensus about or development of the sorts of evaluation designs capable of yielding results that researchers and program managers can be confident in to support future programming and resource allocation decisions.	2/13/19	9/30/20 Revised to 2/28/21	\$52,926	\$52,926
8882-309-15	Guidance on Messaging to Avoid Reactance and Address Moral Disengagement	Not wearing a seat belt and speeding are two significant contributing factors to motor vehicle-related fatalities. Significant efforts, including messaging, have sought to increase seat belt use and decrease speeding. These efforts have been largely successful as the majority of adults wear a seat belt and do not speed. However,	2/13/19	9/30/20 Revised to 4/30/21	\$137,844	

		traditional messaging may not be as effective with the small minority of individuals still engaging in these risky behaviors because of two psychological phenomena: psychological reactance and moral disengagement. This project seeks to better understand if these two phenomena are more prevalent among individuals still engaging in these risky behaviors and how messaging might be adjusted to mitigate these phenomena.				
8882-309-16	Guidance to Promote Workplace Policies and Family Rules to Reduce Cell Phone Use While Driving and Promote Engaged Driving	Distraction while driving is a significant cause of crashes resulting in fatalities and serious injuries. Distracted driving may be more prevalent among young drivers who are already at greater risk for crashes due to novice driving skills. One source of distraction is using a cell phone. Communication (both spoken and typed) is a primary function of cell phones, and such communication is distracting because it takes the driver's eyes off the road and pulls their attention from the driving task. Safe driving requires the driver to be engaged in the driving task. The family and workplace contexts offer two important opportunities to address cell phone use while driving and promote engaged driving. Families can establish rules about never using a cell phone while driving and never communicating using a phone with a family member who is driving. Workplaces can establish similar policies. Guidance to reach families and workplaces is needed for traffic safety practitioners to promote engaged driving – driving free of distractions like cell phones.	6/21/19	6/30/21	\$151,968	
8882-444-17	FFY 2020 Management Support	The purpose of this project is to provide FFY 2020 support by the Western Transportation Institute (WTI) for the Traffic Safety Culture Transportation Pooled Fund program and program manager, Montana Department of Transportation.	1/1/20	10/31/20	\$61,249 Revised to \$30,160 ²	

¹ Does not includes MDT IDC rate or the cost of peer reviewers.

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