



Transforming Traffic Safety Culture Towards Zero Fatalities



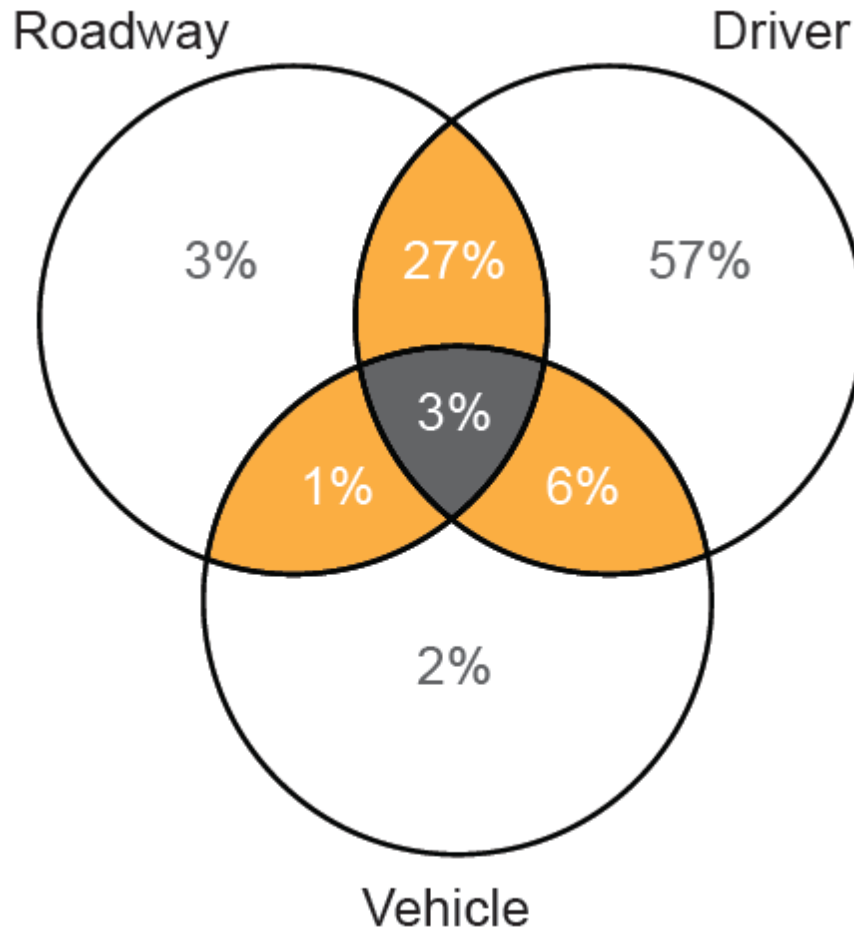
**Paper Session 4A: Building
a Traffic Safety Culture
June 3, 2014
Raheem Dilgir, P.Eng., MBA**

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Outline

- Overview of Transportation Research Board Activities on Roadway Safety Culture
- Highlights of a public survey on road safety in a BC Municipality

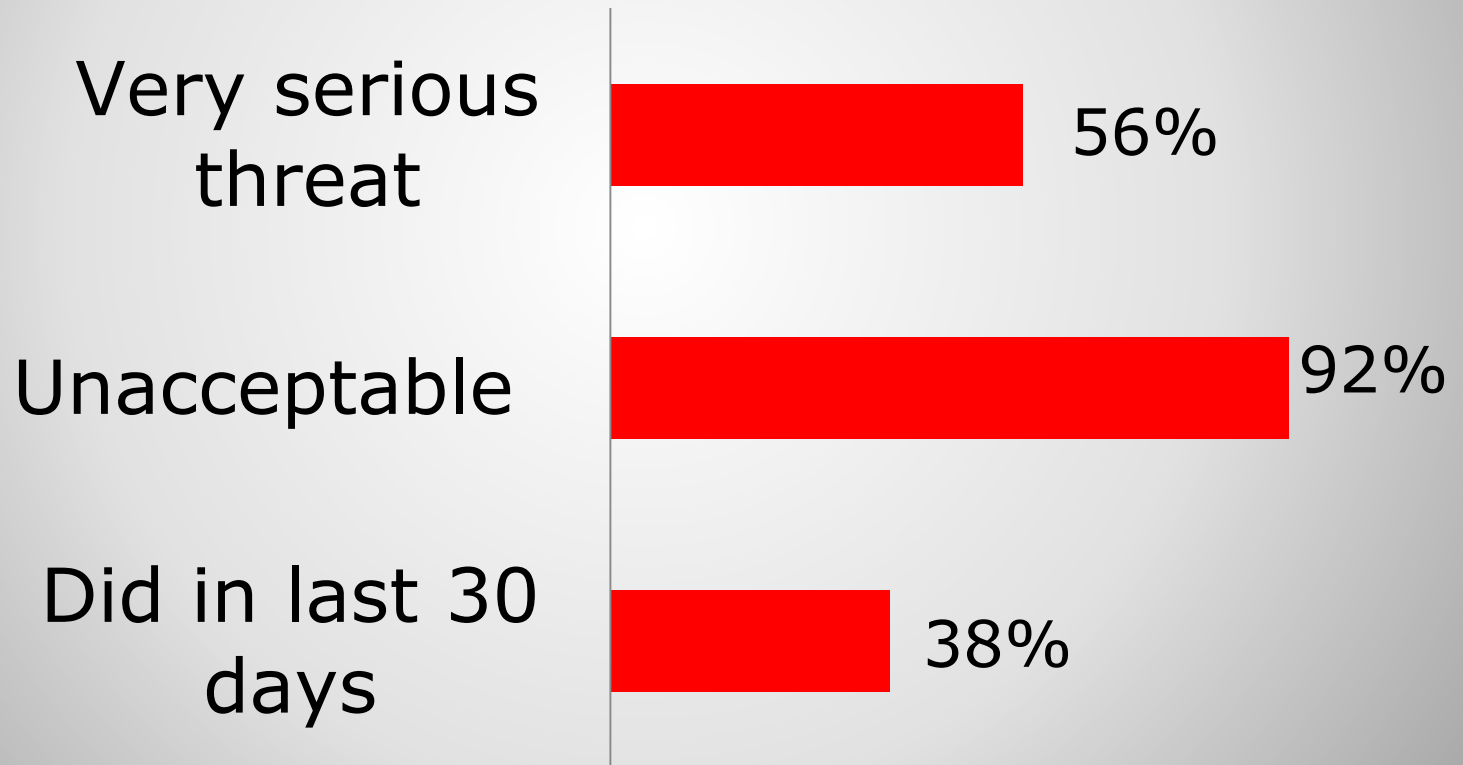
Crash Contributing Factors



Crash Contributory Factors (Rumar, 1985).

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Red Light Running



TRB Activities on Roadway Safety Culture

TRB Committee on Roadway Safety Culture

- Subcommittee formed in 2011, first meeting in January 2012
- First bi-ennial summit in August 2013
- Chapter 4 of U.S.'s National Strategy on Highway Safety (Toward Zero Vision)
<http://www.towardzerodeaths.org/home.php>
includes transformational model for TSC
- Current development of national strategic plan on traffic safety culture

First Biennial Summit

- August 20-21 in Washington DC
- Brought together thought leaders from across the country (DOT managers, health, engineers, policy people)
- About 90 delegates
- Main purpose: to present limited U.S. research to date, identify necessary actions, and identify research needs

First Bi-ennial Summit (cont'd)

- Highlight was a powerful speech from Dr. Jay Winsten, Associate Dean of Harvard's School of Public Health, who helped make the term "designated driver" relevant by working with Hollywood to include mention of the expression, among other safety messages, in a number of television shows in the late 1980s

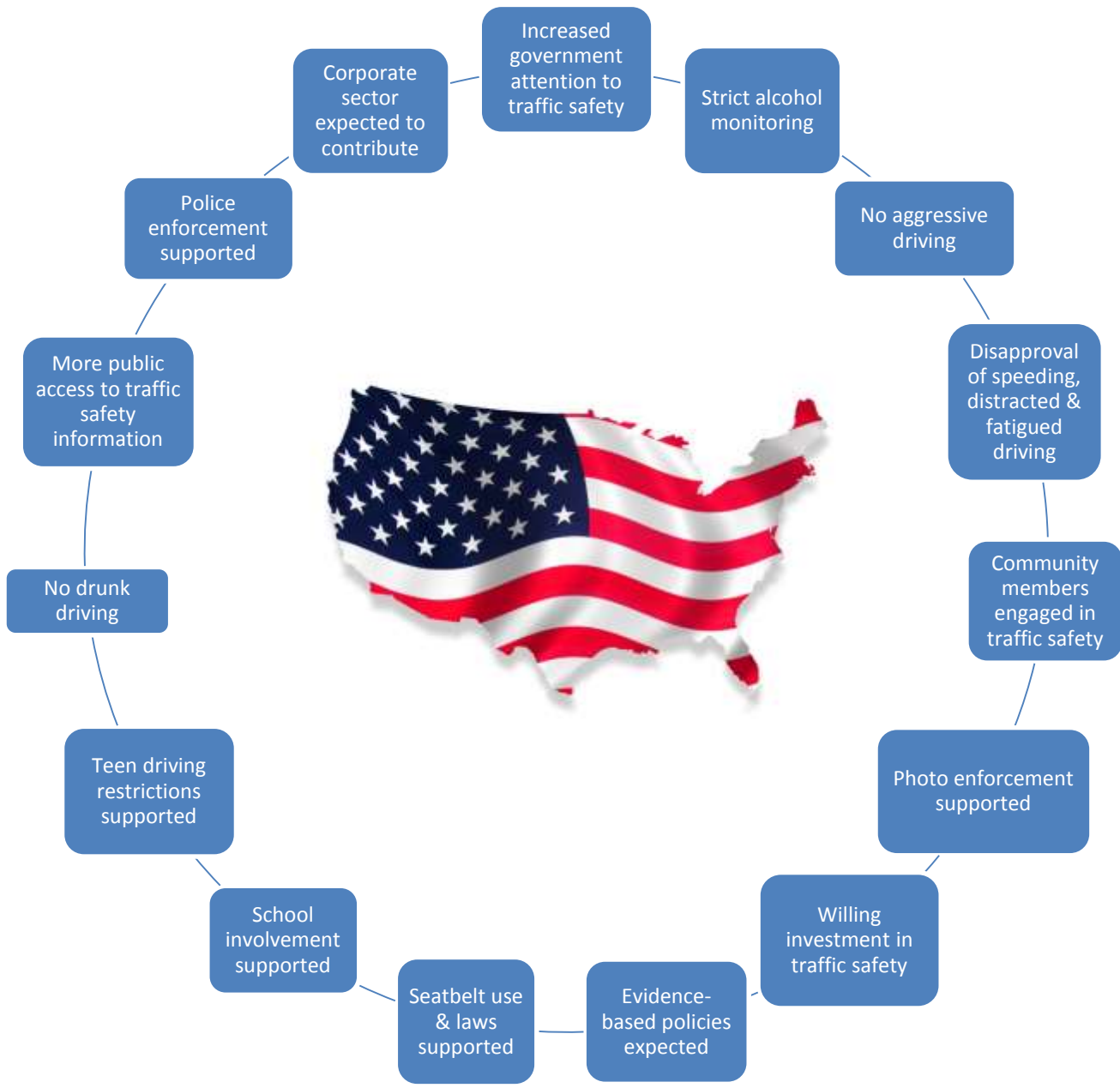
Summit Themes

- Organizational Culture
- Public Culture
- Professional Development
- Leadership

Theme: Public Safety Culture

VISION:

- Citizens understand the risks associated with transportation and choose to make safe choices
- Members of the community are likely to wear their seat belts voluntarily, obey posted speed limits, limit distractions and inattention, and refrain from drinking and driving



Public Safety Culture: Actions and Research Needs

- Synthesize best practices
- Identify population subgroups
- How to leverage public support
- Identify changes in behaviour due to technology

Theme: Organizational Safety Culture

VISION:

Safety is highly valued and rigorously pursued by an organization:

- employees who are safety conscious both in their daily routines and in the work they perform
- They have safety in mind when planning, scoping, designing, and constructing a roadway
- regularly communicate the importance of safety with colleagues, customers, and contractors

Organizational Safety Culture: Actions and Research Needs

- Synthesize best practices, from both within and outside of the transportation industry
- Develop metrics for assessing organizational culture

NCHRP 17-69: A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries

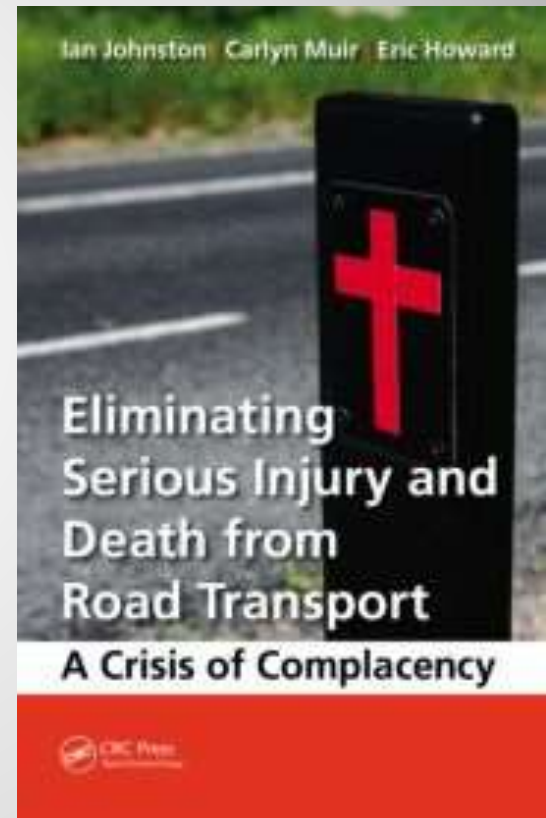
- **Objective:** to develop a strategic approach that state DOTs and their traditional and non-traditional traffic safety partner organizations can use to transform public and organizational traffic safety culture to enable sustainable improvements in traffic safety for all road users, including non-motorized users

NCHRP 17-69: A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries

- Road users need to make safety-driven decisions related to how they drive, walk, cycle, and ride
- From an organizational perspective, a positive change in safety culture would result in safety having an appropriate weight in decisions that impact the transportation network and its operation
- A successful program focused on changing traffic safety culture should achieve lasting change as opposed to changes in short-term behavior

Other Activities of TRB

- National webinar regarding safety culture on July 8 including discussion of organizational versus public safety culture
- Montana DOT pooled fund initiative regarding safety culture
- Primer on organizational safety culture (NCHRP 20-24(96))



Acknowledgements

- Peter Kissinger, AAA Foundation for Traffic Safety, Washington, DC
- Nicholas Ward, Western Transportation Institute, Montana
- Deborah Girasek, University of Health Sciences, Bethesda Maryland

Survey of Public Opinions on Road Safety in a BC Municipality

Background

- Public perception was that ICBC, not the municipality, was responsible for managing road safety
- Municipality recognized limitations of crashes as a source of data
- Municipality had a desire to engage the public to gain support prior to increasing their investment in road safety
- Part 1 focused on general opinions

Survey Target Group and Method

- On-line survey
- 15 questions
- Targeted to various road user groups and demographic groups
- Paper surveys made available to senior citizen's groups
- **583** responses

Survey Topics

- Importance of road safety
- Beliefs regarding risk factors (by mode)
- Behaviours
- Concerns
- Suggestions

Importance

1. How important is road safety important to you?

- a) Yes (92%)
- b) Somewhat (6%)
- c) No (0.3%)
- d) Never thought about it (1.6%)

Importance

2. Why is road safety important to you?

- a) I want to avoid being in a crash (87%)
- b) I want to feel safe on the road (72%)
- c) I want to avoid putting others at risk (50%)
- d) Being safe is the right thing to do (49%)
- e) I'm worried about my family's safety (49%)

Mode Choice

3. How often do you drive/cycle/walk?

- a) 88% drive most days
- b) 16% cycle once a month
- c) 75% walk once a week

Risk Factors

4. What factors are most likely to result in a crash while DRIVING? (up to 5)

- a) Talking or texting on a phone (87%)
- b) Being impaired by alcohol/drugs (80%)
- c) Running/ignoring stop signs or red lights (64%)

Risk Factors

5. What factors are most likely to result in a crash while CYCLING? (up to 5)

- a) Not being visible to drivers (89%)
- b) Running/ignoring stop signs or red lights (72%)
- c) Not signalling when turning or changing lanes (62%)
- d) More driver respect for cyclists (49%)

Risk Factors

6. What factors they feel are the most likely to result in a crash while WALKING (up to 5)?

- a) Not being visible to drivers (75%)
- b) Jaywalking/not using designated crossing locations (72%)
- c) Not looking both ways before crossing the road (63%)

Behaviours

7. Which of the following have you done in the past month?

- a) Driving above the speed limit (73%)
- b) Jaywalking/not using designated crossing locations (38%)
- c) Being distracted by listening to music, adjusting the radio, eating, etc. (35%)
- d) Talking on the phone or texting while driving (34%)

Suggestions

8. What factors most strongly contribute to a safe road environment for DRIVING?

- a) Dedicated left-turn lanes (65%)
- b) Advance left-turn signals (59%)
- c) Speed limits that “make sense” for the road (55%)

Suggestions

9. What factors most strongly contribute to a safe road environment for CYCLING?

- a) Bike paths separated from vehicle traffic (73%)
- b) Dedicated on-street bike lanes (55%)
- c) Better maintained pavement surface (54%)

Suggestions

10. What factors most strongly contribute to a safe road environment for WALKING ?

- a) Sidewalks (83%)
- b) Marked/signalized pedestrian crossings (73%)
- c) More street lighting (70%)

General concerns

11. What concerns do you have regarding traffic safety? (open ended)

- a) Lack of driver education and testing
- b) Lack of police enforcement
- c) Lack of sidewalks/crosswalks; jaywalking
- d) Speeding/speed limits/aggressive driving

Thank you!



Together
we can save
millions
of lives.

www.decadeofaction.org

raheem@transafe.ca

604-653-7633

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