

**Traffic Safety Culture Transportation Pooled-Fund (TSC-TPF) Program  
FFY 2022 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>
8882-309-14	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 3/31/21	\$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, 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.	2/13/19	9/30/20 Revised to 7/31/21	\$137,844	\$131,147

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 Revised to 9/30/21	\$151,968	\$147,904
8882-444-18	FFY 2021 Management Support	The purpose of this project is to provide FFY 2021 support by the Western Transportation Institute (WTI) for the Traffic Safety Culture Transportation Pooled Fund program and program manager, Montana Department of Transportation.	11/1/20	10/31/21	\$22,426	\$18,739
8882-444-19	A Review of Methods to Change Beliefs	Many of us - as traffic safety stakeholders - have the goal to reduce traffic fatalities and serious injuries to zero. Because road user behavior is a common factor in traffic crashes, we must explore ways to encourage safer behaviors. Traffic safety culture recognizes that intentional behavior is influenced by the values, beliefs, and attitudes shared among a group of people. Therefore, to change behavior within a group, it is necessary to change the beliefs. However, changing beliefs is difficult, and we require a better understanding of how beliefs are formed and changed so that we can develop more effective traffic safety culture strategies.	3/15/21	5/31/22	\$77,910	

8882-444-20	Resources and Tools to Reduce Multiple Risky Driving Behaviors	There is growing recognition that drivers involved in fatal crashes are often engaged in multiple risky behaviors – not wearing a seat belt, speeding, and driving impaired. Research has established associations between impulsivity and multiple risky driving behaviors. While the association between impulsivity and various risky driving behaviors is established in the literature, there is limited understanding about how to address impulsivity and the underlying beliefs and behaviors of individuals engaging in multiple risky driving behaviors. The proposed research seeks to address this gap by creating and testing an intervention designed to address traffic impulsivity to improve driver behaviors.	3/1/21	3/31/24	\$212,653	
8882-444-21	FFY 2022 Management Support	The purpose of this project is to provide FFY 2021 support by the Western Transportation Institute (WTI) for the Traffic Safety Culture Transportation Pooled Fund program and program manager, Montana Department of Transportation.	11/1/21	10/31/22	\$20,955	
8882-444-22	Resources and Tools to Improve Pedestrian Safety	This purpose of this project is to develop and validate resources to assess and grow beliefs among stakeholders to support deployment of effective strategies to improve pedestrian safety. This will include identifying existing strategies to improve pedestrian safety. The resources will include assessments for stakeholders to reveal their beliefs about pedestrian safety and their understanding, support for, and engagement in appropriate strategies. Stakeholders include traffic safety professionals, engineers, planners, law enforcement, elected officials, the general public, and others. The resources will include tools to grow supportive beliefs to foster engagement in best practices to improve pedestrian safety. Tools may include speaking points, summary sheets, presentations, guidance on next steps, as well as other resources to grow beliefs and influence behavior. The resources will be designed for stakeholders at the state and local levels. The proposed project includes pilot testing resources (including the tools) with communities and may include	TBD	TBD	\$240,000	

		testing specific behavioral strategies to improve pedestrian safety. This will require time to complete assessments (before and after the use of tools) and may require incentives to bolster participation.				
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<sup>1</sup> Does not includes MDT IDC charges or the cost of peer reviewers.