

Traffic Safety Culture Transportation Pooled-Fund (TSC-TPF) Program
Meeting Notes
11/10/14

Notes by Kelly Green

Attendees:

Steve Albert/WTI, MSU	Brent Jennings/ITD
Chris Albrecht/ISU	Janet Kenny/MT DOT
Audrey Allums/ MT DOT	Chimai Ngo/FHWA-DC
Marcee Allen/FHWA-MT	Wade Odell/TX DOT
Andi Bill/UW - Madison	Jay Otto/WTI, MSU
Dortha Cummins/LTRC	Joseph Ouellette/CT DOT
David Garrison/IN Criminal Justice Institute	Ned Parrish/ITD
Steve Gent/IA DOT	Skip Paul/LTRC
Carole Guzzeta/ NHTSA DC	Kristy Rigby/ UT DOT
Kelly Green/WTI, MSU	Sue Sillick/MT DOT
Tim Harmon/ NH DOT	Stuart Thompson/FHWA - DC
Jim Hollis/TX DOT	Nic Ward/WTI, MSU
Michael Holowaty/IN DOT	Lynn Zanto/MT DOT
Robert Hull/ UT DOT	Kirk Zeringue/LA DOT

1. Introductions (5 minutes)
 - a. Sue gave basic logistics for the meeting
 - b. Reviewed attendance list
 - c. Welcomed everyone
 - d. Reviewed agenda
 - e. Asked for changes or additions to the agenda
 - i. Sue noted she will switch agenda items 6 & 7.
2. TPF Funding Status (TPF-5(309)) – Commitments, Funding Transfers, Plans to Commit, and Board Members (10 minutes)

Organization	Board Member	Commitment						Obligation				
		2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018
CT DOT	Joe Ouellette		\$15,000	\$15,000	\$15,000							
ITD	Brent Jennings		\$10,000	\$10,000	\$10,000	\$10,000						
IA DOT	Steve Gent		\$40,000	\$40,000	\$40,000	\$40,000	\$40,000					
LTRC	Kirk Zerigue	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000						
MT DOT		\$80,000						\$80,000				
NH DOT	Tim Harmon		\$10,000	\$10,000	\$10,000	\$10,000	\$10,000					
TX DOT			\$50,000	\$50,000	\$50,000	\$50,000	\$50,000					
UT DOT	Robert Hull		\$50,000	\$50,000	\$50,000	\$50,000	\$50,000					
Totals		\$90,000	\$185,000	\$185,000	\$185,000	\$170,000	\$150,000	\$80,000	\$0	\$0	\$0	\$0
Grand Total							\$965,000					

- a. Sue shared a excel file with commitments and confirmed Board members; the shaded fields require information or confirmation.

- i. States committing funds: CT, IA, ID, LA, MT, NH, TX, and UT
 - ii. Utah- Currently not listed on website, but will contribute \$50,000 each year 2015-2019 for a total commitment of \$250,000
 - iii. Total commitments: On website = \$715,000, With UT = \$965,000
 - iv. Confirmed Board members: Joe Ouellette (CT), Brent Jennings (ID), Steve Gent(IA), Kirk Zeringue (LTRC), Audrey Allums (MDT), Tim Harmon (NH), Jim Hollis (TX DOT), and Robert Hall (UT)
 - v. LTRC will shift commitments out by a year, committing \$10,000 per year for the five year project (2015-2019).
 - vi. Sue noted MT obligated \$80,000 in FFY 2014 to get the ball rolling; she stated she will send a partially completed funding transfer form to board members to complete the FFY 2015 funding transfers.
 - vii. NH will obligate all \$50,000 in FFY 2015.
 - viii. \$275,000 should be available in FFY 2015.
 - ix. Sue also asked if others were interested in financially participating in this pooled fund. There were no takers.
3. Management Plan - Revised (15 minutes)
- a. Updated in minor ways to address edits and comments from August meeting and follow-up emails. An updated version was sent to participants prior to call.
 - b. Funding levels discussion- Sue believes we cannot make the decision to determine a minimum funding level and if we should have more than one funding level at this time. She feels we first need to gain some experience and mature as a pooled fund. In the interim, all funders will name a board member and can participate at the same level. Also, all interested parties are welcome to participate, but will not be able to vote.
 - i. Lynn- agreed with this plan.
4. TSC-TPF Support Proposal (15 minutes) - \$61,480.10
- a. Sue reviewed the proposal.
 - i. Task 1- Meeting support- both online and face to face meetings
 1. Have you addressed the issues with the number of people on the calls?
 - a. Yes, we are now using GotoWebinar
 - ii. Task 2- Report Writing
 1. Quarterly reports are required for pooled fund studies.
 2. Since we went live in FFY 2014, but we didn't formally kick-off the pooled fund until FFY 2015, Sue completed the first report for the last quarter of FFY 2014; it is posted on the TPF website (<http://www.pooledfund.org/Details/Study/558>).
 3. This task will cover quarterly progress reports for FFY 2015.
 - iii. Task 3- Support for the website (<http://www.mdt.mt.gov/research/projects/trafficsafety.shtml>)
 - iv. Task 4- Outreach and awareness
 1. This task will allow WTI to reach out to share information on the pooled fund and to seek additional partners.
 2. Need to clarify in the last sentence: Pre-approval will occur through MDT from the board via a meeting or email voting.

- v. Task 5- Support work plan and project development
 - 1. Task 5.1: Remain apprised of the activities, interests, and needs, for traffic safety culture research and report results in TSC-TPF meetings.
 - a. This will be a part of WTI's partnering contribution.
 - 2. Task 5.2: Summarize proposed projects in a standard one-page format.
 - 3. Task 5.3: Create detailed scopes of work prior to proposal development, contracting, and addition to the annual work plan.
- vi. Task 6- Travel reimbursements
 - 1. Board members, two people from WTI, and program manager will receive reimbursement for travel to the annual in-person meeting.
 - 2. As a lead state, we have to follow our per diem guidelines, which means meal reimbursements will be at the Montana state rate not federal rates (see figure immediately below).

TRAVEL Information:			<i>Call OSP at X2381 for any questions</i>
Lodging Allowances & Meal Per Diems:			
<i>Current Federal Rates - See webpage below</i>			
Lodging:	In-State	Out-of-State (10-1-10)	Foreign
Meals:	Breakfast (12:01 am - 10:00 am)	\$5.00	\$7.00
	Lunch (10:01 am - 3:00 pm)	\$6.00	\$11.00
	Dinner (3:01 pm - 12:00 am)	\$12.00	\$23.00
	Total meals/day:	\$23.00	\$41.00
Mileage Rates:			
Car: \$.56, \$.53 after 1,000 mi./month, & 0.27/mi. w/o use justification; Personal Aircraft: \$1.13/mi. (as of 1/1/14)			
Lodging Exceptions: Lodging without receipt = \$12.00 per day			
Actual costs allowed for lodging in high-cost cities and foreign travel rates are available on the web at: http://aoprls.state.gov/content.asp?content_id=184&menu_id=78			

- vii. Any other questions or comments on Task 1-6
 - 1. How long will the face to face meetings last? 1 or 2 day commitment?
 - a. Sue- This decision has not yet been made; we can discuss this further when we discuss meeting schedule.
 - 2. Ned- If all proposed costs are not realized, will the full amount of the contract be paid? No, the contract will be written as cost reimbursement. Only those costs realized, within each task, will be paid, up to the proposed amount, with 25% IDC.
 - 3. Joe- What if we discover there is something missing in the scope of work?
 - a. Sue- We would work with WTI to amend the proposal, with board approval.
 - b. This document will be emailed to board members with a voting ballot to provide comments and approve or reject.
- 5. First Year Project and Project Schedule (45 minutes)
 - a. Sue - At our last meeting, three projects were presented to us. The plan was to discuss these and any other project ideas within each of your agencies. Sue noted, that depending on project funding, we may be able to start two projects or, at least, won't have to wait a whole year to begin a second project. Sue opened this topic up for discussion.
 - b. Audrey - Considering the latest change in legislative issues- legalized marijuana issue is an area that should be addressed. It certainly a hot topic.

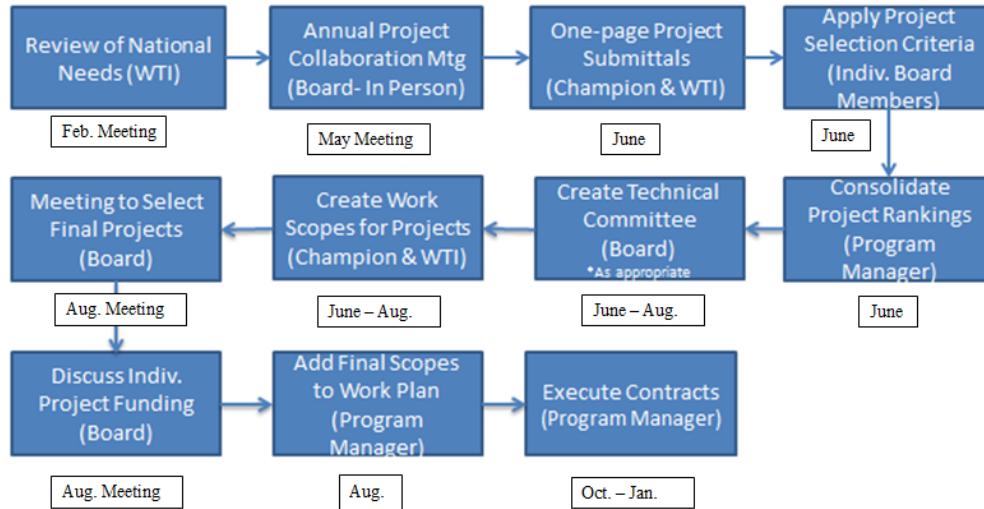
- c. Chris - There has been discussion of looking at the effectiveness of the messaging efforts. How is messaging actually changing behavior and attitudes? Some use humor, some are more serious. We need to look at these messaging tactics to determine what is working. We would need to define this type of project through psychological approach. There is a lot of internal discussion about when, where, and what the messages should be, but where is the data on what is most effective and the best use of them to change attitudes and behaviors.
- d. Brent - We are currently working on a research project that investigates the effectiveness of highway safety messages as posted on Dynamic Messages Signs. The targeted changes in driver behavior centers around speed. This is accomplished by collecting field data in a controlled messaging environment. Control messages are posted and then experimental message are posted and field measurements are made. We are working with the University of California San Diego on this project and believe this complements the work on highway safety culture in communities.
- e. Audrey - There is value to understanding the effectiveness of social media. This is being discussed more in regards to SHSP.
- f. Nic - In order to do this, we would need the pre and post data to make conclusive statements about the effectiveness. We also have to be careful about identifying evaluation outcomes after a project has already started, retrospectively. We would need to be proactive and set-up a project which includes evaluation and use a control site. In addition, not all social media outlets serve the same purpose; we would need to be careful with experimental design.
 - i. Brent - I concur 100%.
- g. Jay conducted brief review of survey results from August
 - i. Teen Driver Culture - In the survey, over 90% expressed interest in this project and about 35% indicated respondents were funding similar projects.
 - ii. Cannabis Culture – About 70 % expressed interest in this project via the survey, with about 20% of the responding entities conducting similar research.
 - iii. Engagement in Traffic Safety - The survey respondents indicated over 90% interest in this project, with about 20% conducting similar research.
- h. Sue- What was the duration for the projects- Were you assuming a 12 month findings? Yes (Note: Actually, the response should have been, not necessarily. It will depend on the scope of the project.)
- i. Cannabis Project – Project 2
 - i. Robert from Utah- Are we being too narrowly focused? We also have the impacts of prescription drug use and other drug use on traffic safety that is prevalent and legal now. We seem to be ignoring that fact and looking at the hot topic. Can we expand to include other drugs? In addition, we have two uses of cannabis – medical and recreational.
 - 1. Nic- It is quite common to find cannabis with other drug use, especially alcohol. It makes sense to look at some types of drug use and driving.
 - ii. Brent- If the research can look at other drugs, great, but I would want to make sure we can also separate the cannabis culture out. It will allow an opportunity to discuss the issue of cannabis on its own.

- 1. Nic- we have done something similarly in that the survey tools, we can look at behavior of drug use and pull out the individual data.
 - iii. Audrey- we could stretch this into too many. With cannabis at least from our numbers, it is high in crashes. The RX drugs that are affecting the older population - My concern is are we getting too broad trying to investigate other things?
 - 1. Jay- From a cultural perspective it can get difficult, our challenges is we are looking at survey based instruments, the more we add the longer the survey gets which reduces cost and rate of return, I think we can definitely look at the combination of marijuana and alcohol.
 - iv. Audrey – We'd also need to be able to separate medical and recreational use.
 - v. Sue - We'd also need to look at whether the cannabis use is legal or not.
 - vi. Robert- I am more interested in the connectivity between uses of the drug to perception of being able to drive. I am not necessarily interested in the drug per se; I want to understand impaired driving, the use of a drug and perception of being able to drive.
 - 1. Audrey- Maybe it needs to be written up in its own proposal?
 - 2. Robert- Yes, maybe. Our laws allow people to get drugs that really can impair their driving.
 - vii. Nic- Another way is to recognize in the cannabis project we have to look at two sub-cultures- recreational and medicinal uses. For the latter, we would have to look at attitudes, thought processes, and beliefs in driving after using a substance for medical purposes.
 - 1. Robert - I like this. Audrey -I do to.
 - viii. Sue- Sounds like there is definite interest in the cannabis project. Nic, what are your thoughts about combining with other drugs?
 - 1. Nic - I think the combination between cannabis and alcohol is a natural. I think to start off the process we should look at these two together.
 - ix. Audrey - What do you think about splitting it up between the medicinal and recreational?
 - 1. Nic- our priority would be to look at differences between recreational and medicinal use first. I think we need to look at these as two different sub-cultures. It would be nice to see how those two user groups are linked to alcohol. Priority is focus on two sub-groups; a secondary focus would be to explore the feasibility of adding alcohol to the study.
 - x. Sue- Medicinal or recreational, still have to determine if it is legal?
 - 1. Nic- Yes, we can look at the state law or county laws.
- j. Questions about sample size
- i. Ned- I have a sample about sample sizes listed in the three projects. Is this for each state?
 - 1. Jay- No, these are estimates for national samples, not each participating state. However, we have provided an option to add on a state and those associated costs.

- ii. Ned- I wonder if focusing on NW region where there are different policy in place. It might be a good place to consider.
 - 1. Sue- In our consideration, we have to be aware that there are a number of participating states out of that region.
- k. Cannabis Project with sub categories
 - i. Sue- I was wondering, what kind of sample size we will need for the sub-culture project?
 - ii. Jay- We will need a larger sample if you want to breakdown into those sub-groups. My sense is a higher degree with recreational rather than medicinal use and to get understanding and depth around medicinal use, it will take the larger samples size.
 - iii. Nic- As part of our next step, we could right up a more complete methodology of the study and have the Pooled Fund vote on priority of the sub-questions. If we agree on Cannabis culture, then we could develop this additional information.
 - iv. Jay- Yes, we would need to develop a mechanism to ascertain medicinal or recreational. I think Nic's approach is good, because we would have more specifics.
 - a. Develop research questions around this issue
 - i. Alcohol and cannabis
 - ii. Medicinal vs. recreational
 - iii. Legal vs. illegal
 - iv. Poly drug use
 - v. Other illegal drugs
 - vi. Other legal drugs
- l. Sue- Anyone who doesn't want to move forward with Cannabis project? I think it is best to better understand the costs of the first project better before we decide.
- m. Engagement in Traffic Safety (project 3)
 - i. Tim- We would like to see this project move forward as a second project in the first year. If we had some research to guide what we are doing that would be helpful.
 - ii. Steve from Iowa- We have a significant interest in this project. If we start with 2 that is fine, but we would like to keep the brainstorming going and continue to discuss projects.
 - 1. Sue- Yes, we plan to be flexible this first year.
 - iii. Kirk - Number 3 is our top choice; we are not opposed to number two, but would like to move forward with project 3 as well.
- n. Sue- We should have a vote of the board members and move forward with the will of the majority. We just need to better understand costs.
 - i. Audrey – Can we add a number 4 to address Robert's concerns regarding prescription drug use and driving?
 - ii. Sue- Yes, we can do that.
- o. Other questions
 - i. Ned - Both item 2 and 3 seem to involve surveys as primary instrument- Can we combine them?

1. Nic- Better to make a dedicated survey for each different research question.
- ii. Audrey - What is the survey medium you will use?
 1. Jay- We have moved away from phone surveys due to the decrease in home phones. We have gone back to mail and Internet-based surveys/samples to target specific groups. Still have issues with response rates in internet sample. We look at multiple methods.
 2. Nic - We can use different methods to make sure we are contacting the right people
- p. To do item from Sue - Nic and Jay- Please develop the research questions for Cannabis and Engagement projects and send to me for distribution to the group.
6. Recurring Quarterly Meeting Schedule – All (10 minutes)
 - a. Sue compiled the availability responses, then eliminated Mondays and Fridays. Finally, sue eliminated dates with holidays.
 - b. Sue also suggested the quarterly meetings be in Feb., May, Aug., and Nov. as these months are off-cycle from when quarterly meetings are typically scheduled and it might be good to meet in Feb., after the TRB Annual Meetings.
 - c. Sue also suggested meeting times should be between 10 & 3 mountain in consideration of the east and west coasts.
 - d. The days with the least conflicts are the 3rd Wednesday and the 4th/last Tuesday.
 - i. 3rd Wednesday dates are Feb. 18th, May 20th, Aug. 19th, and Nov. 18th
 1. Times for consideration are 11- 1 pm, noon- 2 pm, 1- 3; all are mountain times.
 - ii. 4th/last Tuesday dates are Feb. 24th, May 26th, Aug. 25th, and Nov. 24th
 1. Times for consideration are 10- noon, 11- 1 pm; all times are mountain.
 - e. Sue noted that unfortunately at least one time zone will have to be scheduled over lunch. There were no comments against either of these two selections and no preferences were noted. Sue indicated she was leaning towards the first option – 3rd Wednesdays. Please let Sue by email if you have any issues.

7. Process and Timeline



- a. Sue indicated her work plan is due in August, so she started with that activity in the process and worked backwards from there. Sue also suggested it might be good to get updates on related activities in February after the TRB Annual Meeting.
 - b. Flexible on the in person meeting, currently have it placed in May
 - c. Thoughts?
 - i. Audrey- I think it looks good.
 - ii. Brent- I think it is fine. We have the opportunity to make corrections.
 - iii. Any thoughts on the in person meeting? Events we would want to combine with?
 - 1. Steve Albert- Collect by email which conferences people attend
 - iv. It was asked if it would be too soon to have an impromptu meeting at TRB.
 - 1. Sue indicated she would check to see if it is still possible for associated groups to acquire space.
 - 2. Nic- We could have a phone there for people to call in for TRB.
 - 3. There are new facilities and new A/V; some technology maybe freely available.
8. Updates on Related Activities (15 minutes)
- a. NCHRP 17-69, Work Plan- Sue shared the work plan, but noted she didn't plan a discussion unless someone had any questions. The work on this project has begun and we won't be getting detailed updates due to NCHRP requirements.
 - b. Other activities? Coordinating State and Regional Transportation Safety Planning through the SHSP Process – LA Peer Exchange; Zero Fatalities Peer Exchange - IA
9. Next Steps – All (5 minutes)
- a. Sue will send out a partially completed funding transfer forms to states who have committed funds.
 - b. Sue will send out support proposal to the board for voting.
 - c. Sue will send calendar notices for the quarterly meetings.
 - d. WTI will further develop project ideas #2 and 3.
 - e. WTI will finish meeting minutes and send to Sue for review, revision, and distribution.
 - f. Everyone will send suggestions to Sue for meetings to combine with in-person pooled fund meeting.