

**Traffic Safety Culture Transportation Pooled-Fund (TSC-TPF) Program
FFY 2015 Annual Work Plan**

Project #	Project Name	Project Description	Contract Begin Date	Contract End Date	Initial Cost¹	Final Cost¹
8882-309-01	FFY 2015 Management Support	The purpose of this project is to provide FFY 2015 support by the Western Transportation Institute (WTI) for the Traffic Safety Culture Transportation Pooled Fund program and program manager, Montana Department of Transportation.	11/1/2014	10/31/2015	\$64,605 Revised to \$61,949	\$40,536
8882-309-02	An Assessment of Traffic Safety Culture Related to Driving After Cannabis Use	An important risk factor in traffic safety is use of drugs that impair driver perception, decision-making and skill. Cannabis has been shown to impair driver ability, and its use is on the increase. Several states have legalized recreational cannabis use, and more are considering legalization. Increased use of cannabis among drivers may pose a barrier to achieving a zero deaths strategy. Therefore, understanding the cultural factors that influence driving under the influence of cannabis is critical to address this problem. The objectives of this research are to determine how traffic safety culture (1) compares between users and non-users of cannabis, (2) affect the decision to drive under the influence of cannabis, and (3) compares between states with and without legalized recreational use laws.	5/26/2015	7/31/2016 Revised to 12/31/16	\$142,241	\$141,916
8882-309-03	An Assessment of Traffic Safety Culture: Exploring Traffic Safety Citizenship	Engagement in traffic safety (safety citizenship) by road users is an important component of a comprehensive TZD strategy. The focus of safety citizenship is growing prosocial, traffic safety related behaviors by everyone is a strategic shift from focusing on directly impacting the behavior of an often small group engaging in risky behaviors. The strategy is to foster more active engagement by the larger majority of safe road users to influence the behaviors of the smaller risk group. The objectives of this project are to (1) Select and clearly define the prosocial, traffic safety behaviors (across levels of society) that would reduce traffic fatalities and serious injuries. These behaviors will include (a) intervening	5/26/2015	7/31/2016 Revised to 12/31/16	\$149,830	\$149,830

		in the safety of others and (b) enabling effective traffic safety strategies; (2) Measure the prevalence of the identified prosocial, traffic safety behaviors among US adults (aged over 18 years); (3) Identify aspects of traffic safety culture (values, attitudes and beliefs) and safety citizenship that are predictive of these behaviors; and (4) Propose methods of increasing traffic safety citizenship based the identified cultural factors.				
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

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