

National Rural Summit on
TRAFFIC SAFETY CULTURE 2009

June 22, 2009



SAVE THE DATE!

National Rural Summit on

TRAFFIC SAFETY CULTURE

BUILD

on

the SUCCESS

**Come to the Summit at the Summit!
Big Sky, Montana**

We have tentatively reserved the following dates for future Summits:

2010: July 11-13

2011: July 10-12

On behalf of the Western Transportation Institute (WTI) at Montana State University, welcome to Big Sky, Montana and the first annual **National Rural Summit on Traffic Safety Culture**. We recognize that to address safety on our nation's rural roads, we must look to the challenges and the solutions with an integrated approach that involves the driver, vehicle, environment and the CULTURE. At WTI we take an integrated approach to our research. Instead of looking at a specific challenge from a narrow perspective, we look at the broader context that leads to more comprehensive solutions. We hope that this perspective is reflected in the content and the partnerships present at the Summit. WTI wishes to thank the United States Department of Transportation's Federal Highway Administration, Montana Department of Transportation, and AAA Foundation for Traffic Safety for their support.

Stephen Albert
Director, Western Transportation Institute

Special Thanks. Many individuals have come together to help make this event a success. In addition to the individuals speaking and moderating, Nic Ward, Western Transportation Institute and Peter Kissinger, AAA Foundation for Traffic Safety put in many long hours as summit organizers and committee chairs. Thank you.

Feedback. Help us improve this event. Look for the Evaluation Form in your registration packets. Please fill it out and return it to the registration desk prior to leaving the Summit. Your input is important to help us plan next year's Summit. We hope to have this as a regular annual event and need your input to decide on the content, format and deliverables for future meetings.

Proceedings. The event hosts are planning to both video and audio record each session of the Summit. These recordings will be made available in a web-based proceedings directly after the conference at <http://www.westerntransportationinstitute.org/ProfessionalDevelopment/TCSummit.aspx>. A follow-up compendium, *Traffic Safety Culture: Strategy Forward*, will be prepared to address three important questions: (1) What are the knowledge gaps, or key questions, remaining in traffic safety culture? (2) What is the vision for using culture to affect change in traffic safety? and (3) What are the critical steps to move forward with this vision? Upon completion, the compendium will be made available, free of charge, to Summit participants.

Assistance. If you have questions, or need assistance during the Summit, please check with staff at the registration desk. We can also be reached by phone (toll-free) at 1-866-633-8110.





National Rural Summit on TRAFFIC SAFETY CULTURE 2009 AGENDA



Format

The Summit will comprise a number of presentations by leading national and international experts and advocates from different disciplines. These presentations will cover specific issues related to the definition, quantification, analysis, evolution and modification of culture. With the exception of the keynotes, each presentation will be followed by a focused discussion between a panel of experts and the presenter in a public forum. Each session will end with an open discussion between the audience and the panel and/or presenter.

| | Session Chair | Presenter(s) | Panel |
|---------------------|--|---|--|
| 7:00 - 8:00 am | Continental Breakfast | Plan on joining us for breakfast. Fresh fruit and berries, yogurt, muffins, toast, bagels, cream cheese and jams as well as hot and cold cereal will be available. | |
| 8:00 - 9:00 am | Introduction/Welcome | <p>Welcome - Steve Albert, Director, Western Transportation Institute</p> <p><i>Automobiles, Highways and Attitudes</i> - Joseph Toole, Associate Administrator for Safety, Federal Highway Administration</p> <p><i>Traffic Safety Petition</i> - Peter Kissinger, AAA Foundation for Traffic Safety</p> <p><i>Traffic Safety Culture Introduction</i> - Nicholas Ward, Western Transportation Institute</p> | |
| 9:00 - 10:30 am | Peter Kissinger, AAA <i>What is culture?</i> Presentations on the definition and component factors of culture broadly and in the context of traffic safety. | <p><i>Traffic Safety Culture</i> - Deborah Girasek, University of the Health Sciences</p> <p><i>Exploring Differences between Rural and Urban Traffic Safety Culture</i> - Mick Rakauskas, University of Minnesota and Nicholas Ward, Western Transportation Institute</p> <p><i>Rural Traffic Safety Culture</i> - Peter Kissinger, AAA Foundation for Traffic Safety</p> | <p>Rob Foss, Center for the Study of Young Drivers, Univ. of North Carolina</p> <p>John Lee, Human Factors Research, University of Iowa</p> <p>Lawrence Lonero, Northport Associates</p> |
| 10:30 - 10:45 am | Break | | |
| 10:45 am - 12:15 pm | Nic Ward, WTI <i>How does culture influence behavior?</i> Presentations on models and evidence of how culture affects behavior broadly and in the context of traffic safety. | <p><i>Culture Perceptions and Social Norms</i> - Jeff Linkenbach, MOST of Us</p> <p><i>State Political Culture, Public Policy, and Traffic Safety</i> - Lilliard Richardson, Truman School of Public Affairs</p> <p><i>Improving Safety Culture with Behavior-Based Safety</i> - Dr. Michael Cantor, Quality Safety Edge</p> | <p>Capt. Glenn Hansen, Howard County Police Department</p> <p>Col. Mike Tooley, Montana Highway Patrol</p> <p>Rob Foss, Center for the Study of Young Drivers, Univ. of North Carolina</p> |
| 12:15 - 2:00 pm | Future Casting Keynotes <i>Lunch provided</i> Keynote speakers identify new perspectives on modifying driver behavior by changing culture. | <p><i>Expectationism: Key to a More Safety Oriented Culture</i> - Professor Emeritus Gerald Wilde, Queen's University (retired)</p> <p><i>Pay-As-You-Drive-and-You-Save Insurance</i> - Allen Greenberg, FHWA</p> <p><i>The Future of Integrating Agency Traffic Safety Cultures: Lessons from Minnesota's "Toward Zero Death" Program</i> - Bernie Arseneau, Minnesota Department of Transportation</p> | |
| 2:00 - 2:10 pm | Break | | |
| 2:10 - 3:40 pm | Duane Williams, MDT <i>How can culture be used to improve traffic safety?</i> Presentations of case studies where culture has been used or changed to promote safer driver behavior and improve traffic safety. | <p><i>Safety Culture in Europe: Characteristics of Successful Programs</i> - Divera Twisk, SWOV Institute for Road Safety Research, The Netherlands</p> <p><i>The Path to a Safer Traffic Safety Culture</i> - Brent Bair, Road Commission for Oakland</p> <p><i>Changing Traffic Safety Culture</i> - Mike Todd, Fort Peck's Center for Native Health Partnerships</p> | <p>Robert Hull, Utah Department of Transportation</p> <p>Bernie Arseneau, Minnesota Department of Transportation</p> <p>Wes Lum, California Department of Transportation</p> |
| 3:40 - 3:50 pm | Break | | |
| 3:50 - 4:30 pm | Closing Remarks <i>Montana Overview</i> | <p>Jim Lynch, Director, Montana Department of Transportation</p> <p>Steve Albert, Director, Western Transportation Institute</p> | <p>Attendees released for <i>Driving Assessment Conference</i> reception at 4:30 pm. Individuals must have signed up previously.</p> |