



Symposium

# Traffic Safety Culture and a Roadmap for Vision Zero

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# ~~Accidents~~ Crashes



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“It is difficult to expect that people will change their behavior easily when many forces in the social environment conspire against such change.”

*[Source: Syme & Belfour, 1998]*

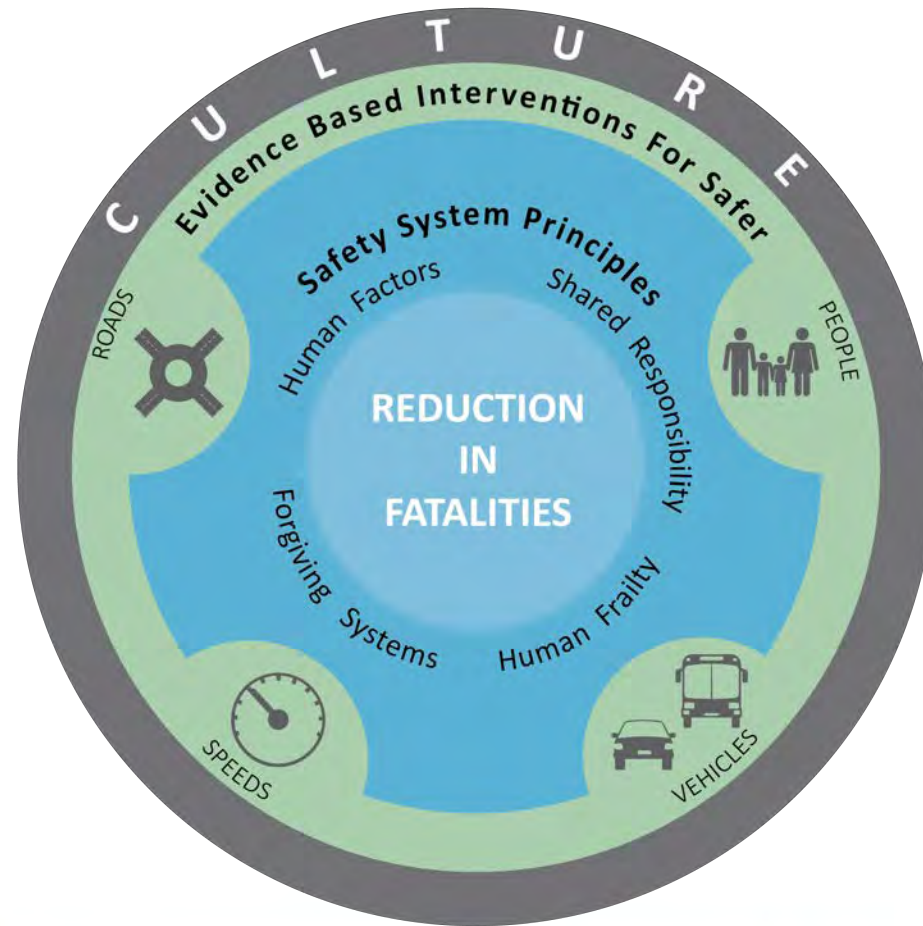


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# Safe System



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Culture

Behavior

# Social Beings



# *Identity*



[source: unsplash.com]

# Cooperation



[source: historiana.blogspot.com]



# Belonging

## Group Acceptance



## Group Rejection



[source: verywellfamily.com]

# Road Users



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# Safety Stakeholders

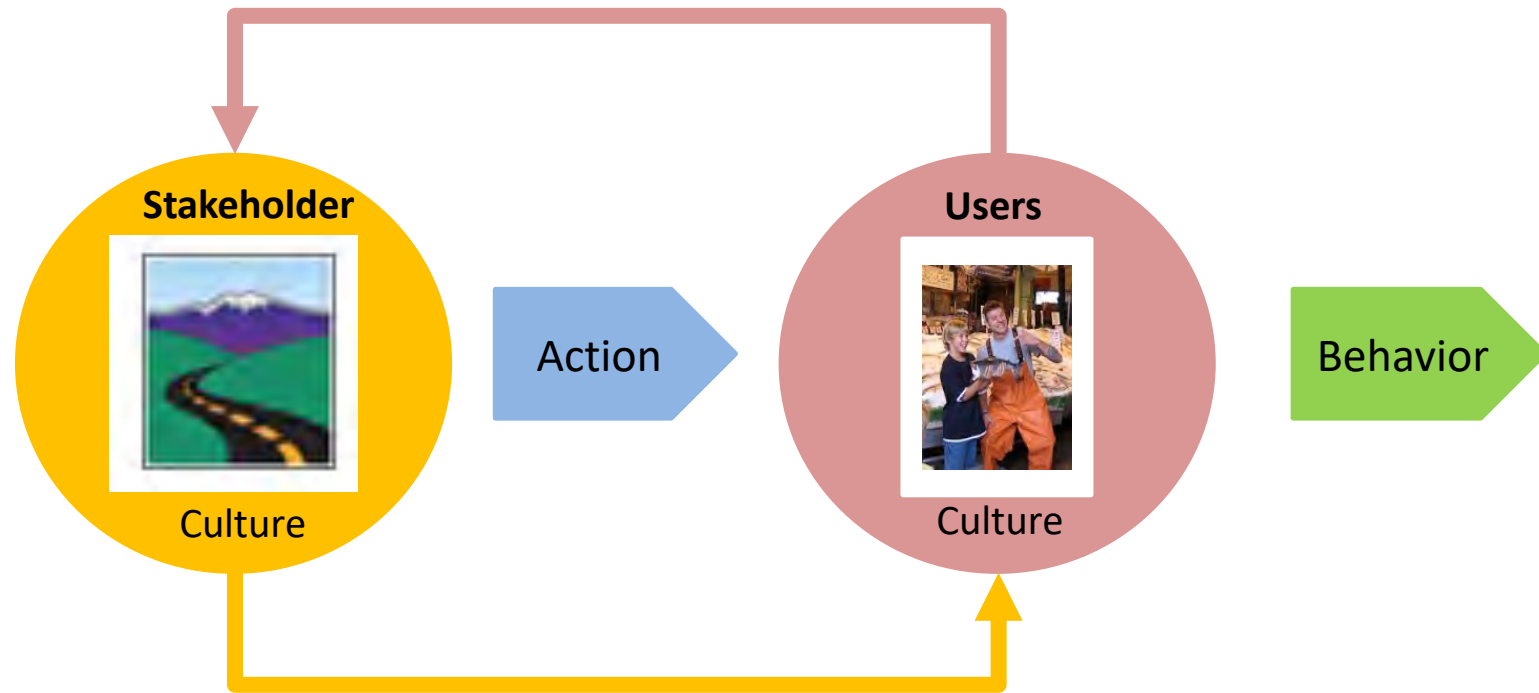


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# Transformation



# Common Language:

Key concepts and standard terminology.

## Traffic Safety Culture

"Traffic safety culture encompasses the shared values, assumptions, and beliefs that influence road user behaviors and stakeholder actions." FHWA Compass

## Safety System Approach

"The safe system approach to road safety is a holistic view which provides a framework to assess, guide and improve travel safety. At the core of this is the need for responsibility for reducing risk to be shared by road users and those [stakeholders] who design, maintain and operate all parts of the road transport system." RoadWise Program

## Vision Zero

**Vision Zero** represents the goal of eliminating all traffic fatalities and serious injuries. It is a moral declaration that "zero" is the only acceptable number of traffic fatalities and serious injuries in our society.

# Shared Understanding:

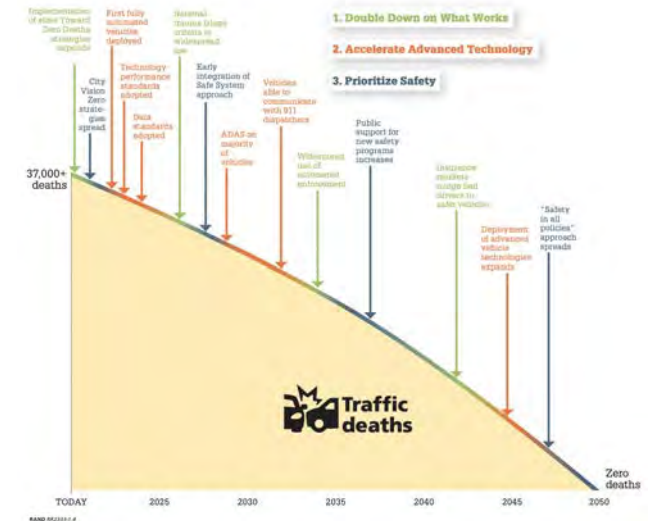
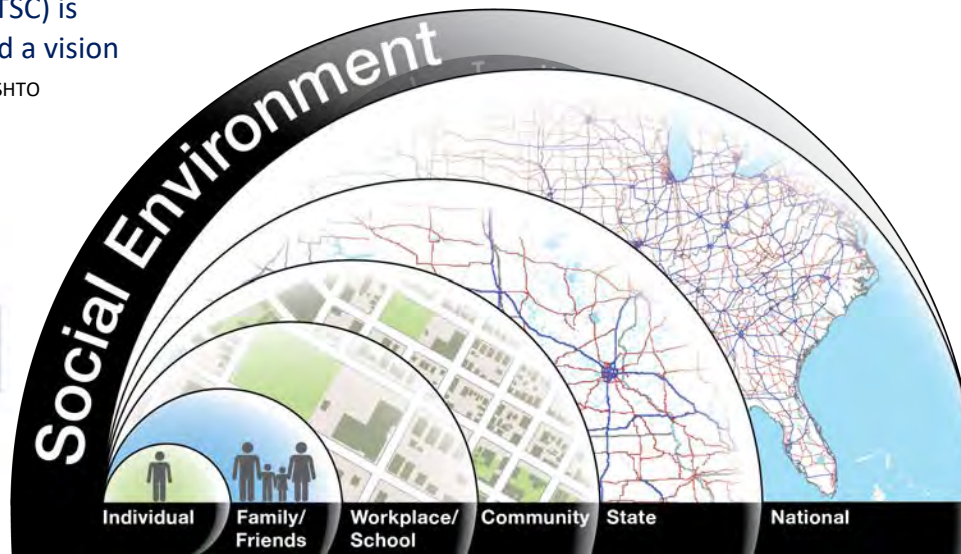
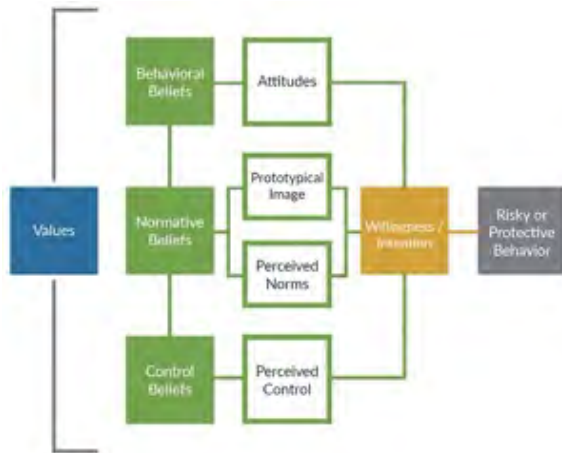
Understanding relationship amongst concepts.

**Traffic Safety Culture** is our foundation.

The **Safe System Approach** is our strategy.

**Vision Zero** is our target.

“Creating a positive traffic safety culture (TSC) is integral to helping our nation move toward a vision of a highway system with no fatalities.” AASHTO

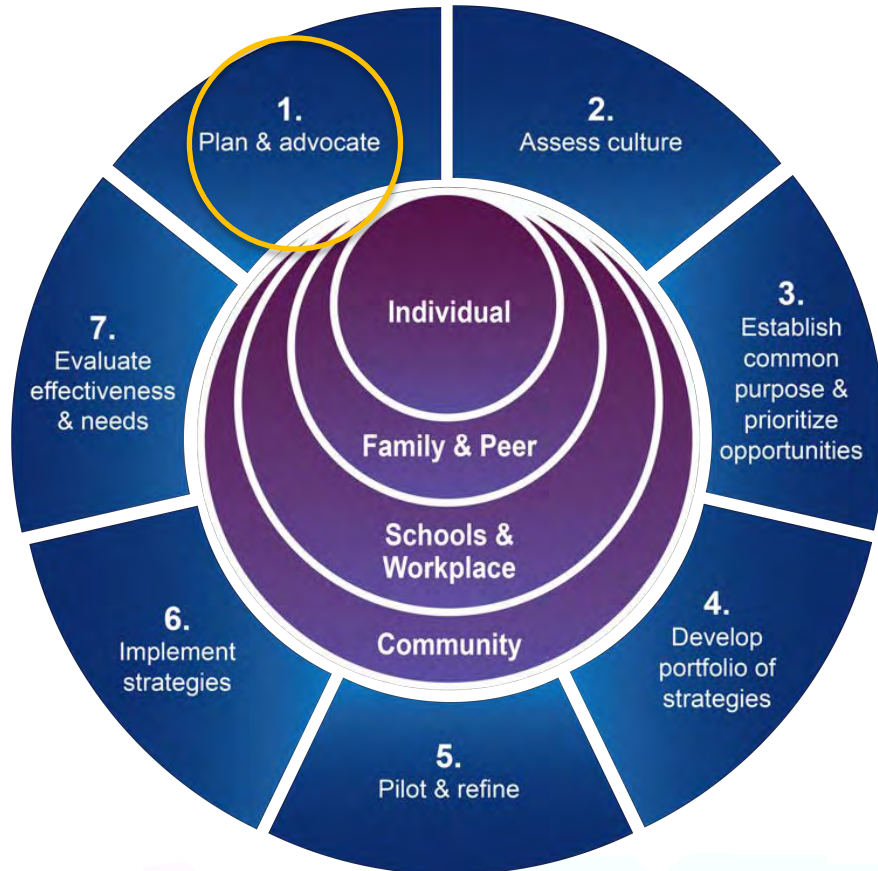


RTZ Coalition

# Process (Positive Culture Framework)



# Research Roadmap



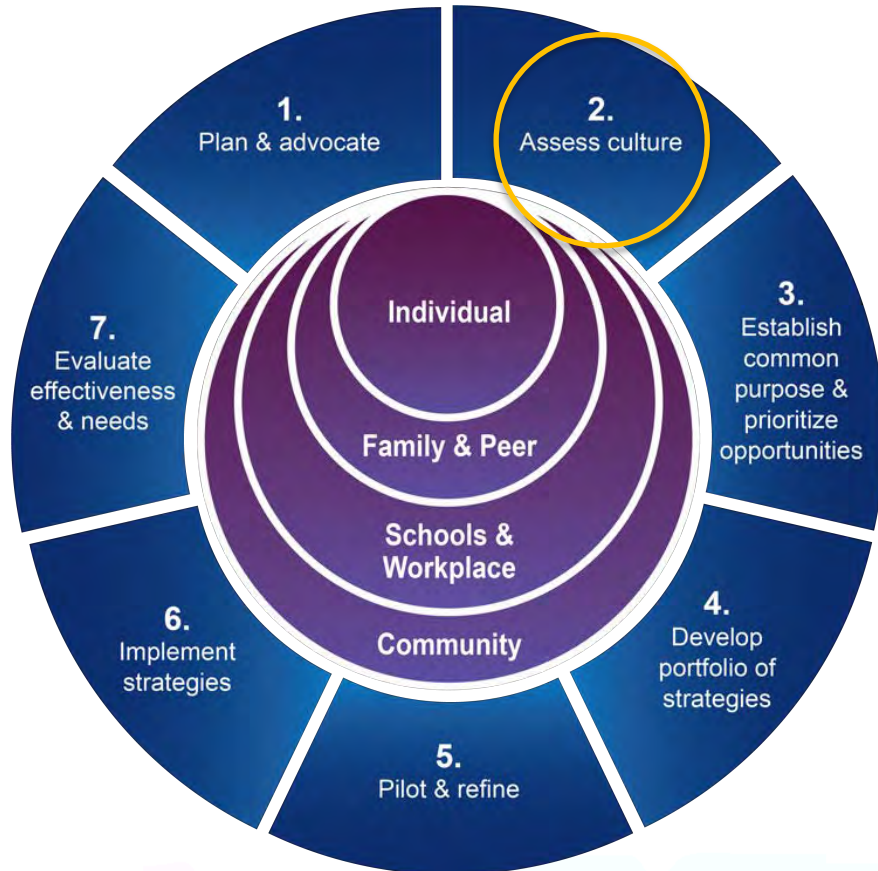
## Step 1.

- What level is most effective (e.g., national, local)
- How to identify and recruit critical stakeholders
- How to create a “generative” vision of goal (success)





# Research Roadmap

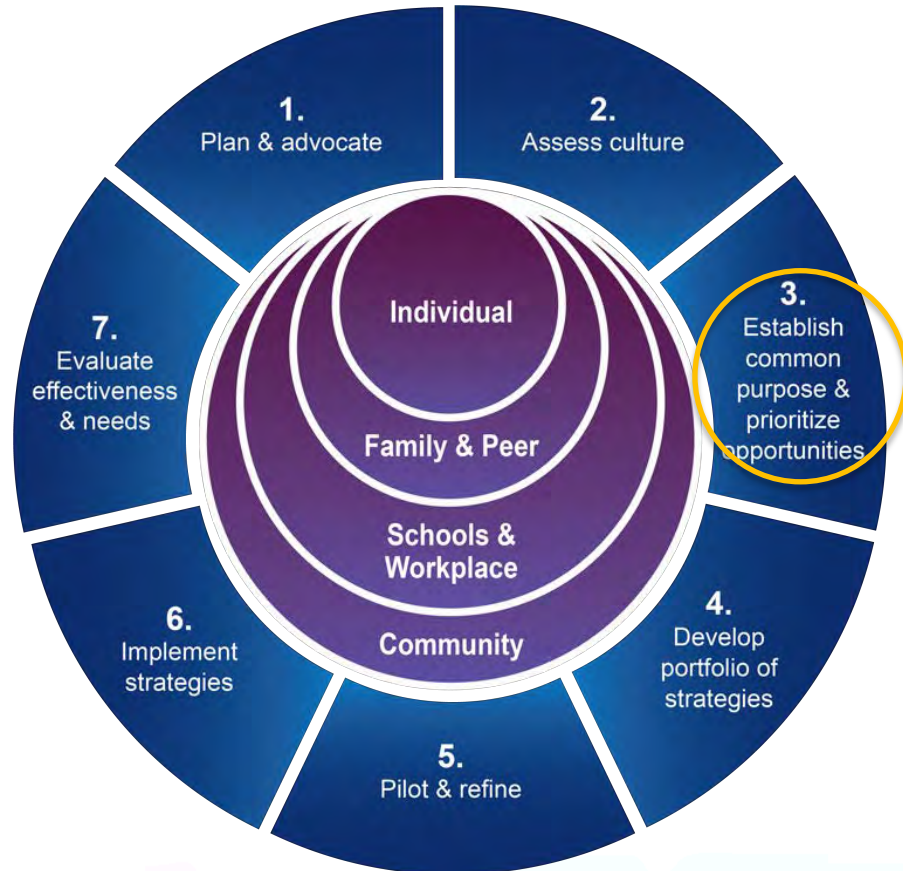


## Step 2.

- What is a standard measure traffic safety culture
- How to measure parts of culture that matters (beliefs, values).
- How to define and represent “shared”



# Research Roadmap

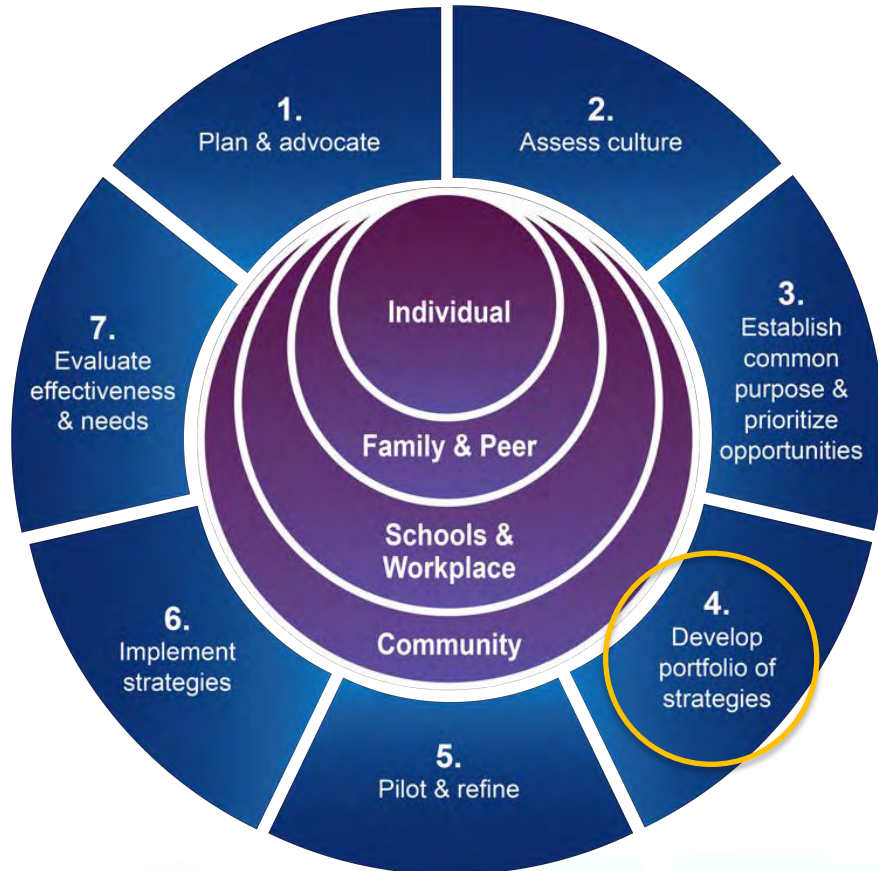


## Step 3.

- How to measure influence of culture
- How to analyze relationships across social ecology
- How to identify and prioritize opportunities for growth



# Research Roadmap



## Step 4.

- How to document and catalogue strategies across ecology
- How to align current efforts and identify gaps
- How to develop strategies (belief change) that are scalable



# Research Roadmap

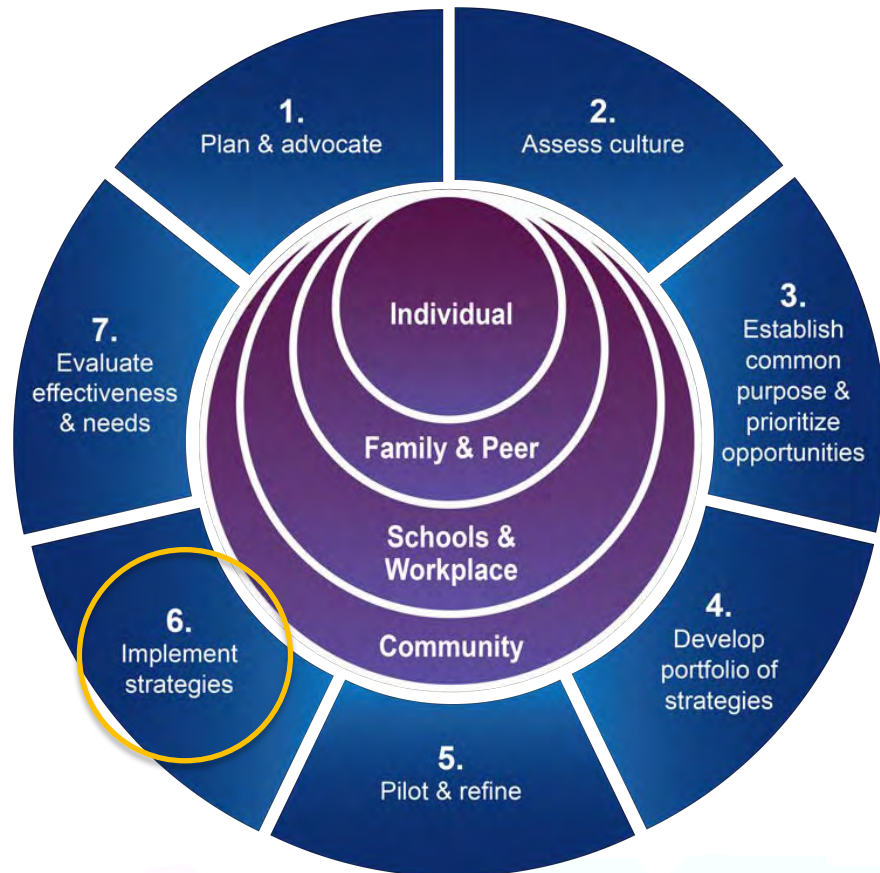


## Step 5.

- What are best practices for pilot testing (rapid prototyping)
- How to measure process of belief change
- How to measure possible psychological reactance



# Research Roadmap

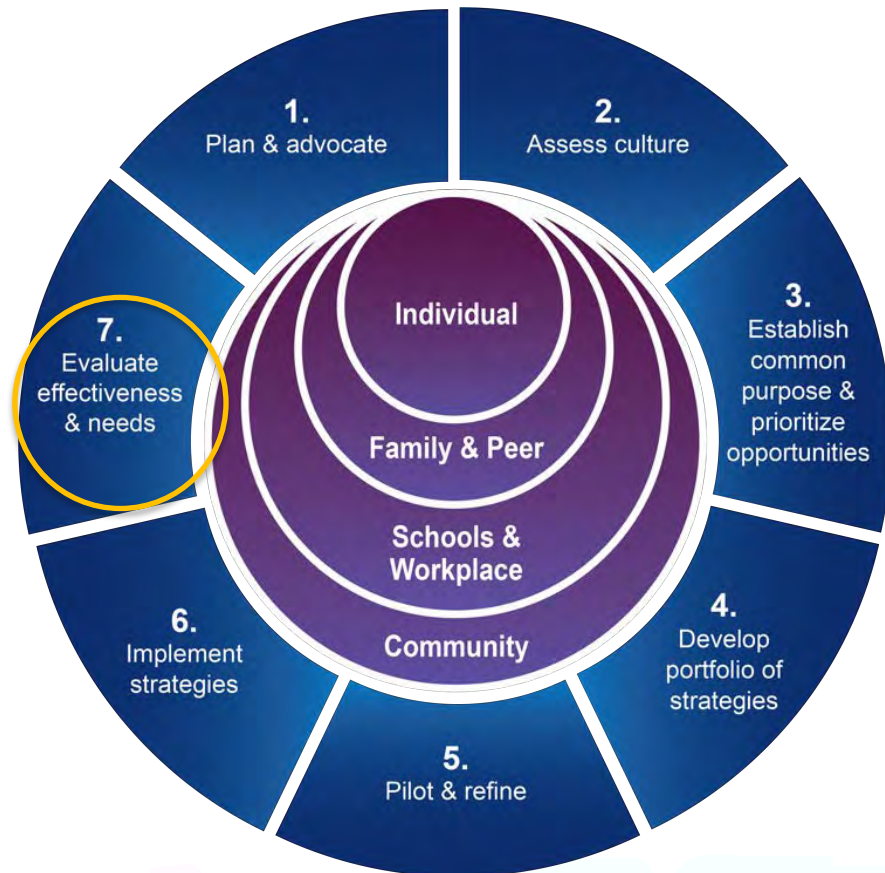


## Step 6.

- How to build capacity for implementation (sustainability)
- What are best practices for implementation
- How to document process to support technical transfer



# Research Roadmap



## Step 7.

- How to evaluate complex strategies deployed on a large scale where true “experimental designs” are not possible
- How to create a stakeholder culture that supports “evaluative thinking”
- How to measure and maintain process with coalitions

“Evaluative thinking is a cognitive process in the context of evaluation, motivated by an attitude of inquisitiveness and a belief in the value of evidence, that involves skills such as identifying assumptions, posing thoughtful questions, pursuing deeper understanding through reflection and perspective taking and making informed decisions in preparation for action”

(Archibald, 2013).



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# All of us!



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Thank you!

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