





★ ★ ★ Safety Culture

Public Health Crisis

- The disease of mobility
- Over 40,000 traffic deaths annually
- \$230 billion socio-economic costs



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★ ★ ★ Safety Culture

Holistic Approach: Safer drivers, in safer cars, on safer roads

4 E's – Engineering  
Education  
Enforcement  
EMS

4 C's – Commitment  
Collaboration  
Communication  
Culture



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★ ★ ★ Safety Culture

Safety Culture

- Motorists
- Stakeholders
- National, regional, local, organizational, cultural



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★ ★ ★ Safety Culture



- Compendium and synthesis available
- Ignited new national dialogue on issue
- National survey of knowledge, beliefs, attitudes and behaviors



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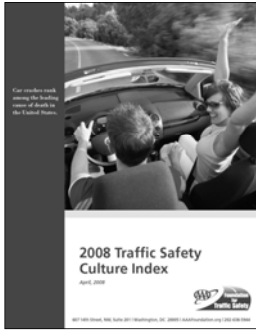
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★ ★ ★ Safety Culture



- Published April 2008
- Surveys conducted by NuStats, LLC
- Available at [AAAFoundation.org](http://AAAFoundation.org)



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★ ★ ★ Safety Culture

Key Findings

- Culture of complacency
- Prevailing attitude:  
"Do as I say, not as I do."



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\*\*\* Safety Culture

Culture of Complacency: Elected Officials

- 50% of serious crashes could be eliminated if we had the political courage to act




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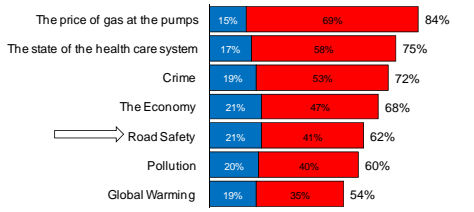
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\*\*\* Safety Culture


There is some concern about road safety...but it ranks well behind gas prices and other concerns



Issue	Blue (4)	Red (5)	Total
The price of gas at the pumps	15%	69%	84%
The state of the health care system	17%	58%	75%
Crime	19%	53%	72%
The Economy	21%	47%	68%
→ Road Safety	21%	41%	62%
Pollution	20%	40%	60%
Global Warming	19%	35%	54%

Percent of respondents concerned about various social issues. Blue = 4, Red = 5 ("Extremely Concerned").

"I'd like to ask you some questions about current issues. I'm going to read you a list of items and for each one I'd like you to tell me how concerned you are about it, using a scale of 1 to 5, where 1 means you are not at all concerned, and 5 means you are extremely concerned." (Price of gas at the pumps N=2,485 respondents, Road safety N=2,487, others based on random half-sample of 1,160 - 1,253 adults)




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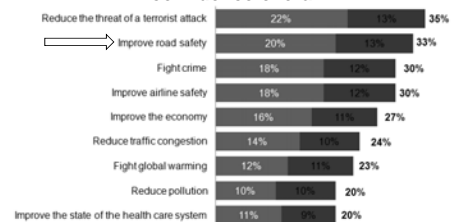
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\*\*\* Safety Culture


More confidence in govt. ability to help with road safety than other major issues, but still not much confidence overall



Issue	Blue (4)	Red (5)	Total
Reduce the threat of a terrorist attack	22%	13%	35%
→ Improve road safety	20%	13%	33%
Fight crime	18%	12%	30%
Improve airline safety	18%	12%	30%
Improve the economy	16%	11%	27%
Reduce traffic congestion	14%	10%	24%
Fight global warming	12%	11%	23%
Reduce pollution	10%	10%	20%
Improve the state of the health care system	11%	9%	20%

Percent of respondents confident in government's ability to help. Blue = 4, Red = 5 ("Extremely Confident").

"Now I want you to think about what federal, state, or local government agencies can do to help with these issues. On a scale from 1 to 5, where 1 means not at all confident, and 5 means extremely confident, how confident are you in the ability of government agencies to...?" (Improve road safety N=2,431 respondents, Road safety N=2,487, others based on random quarter-sample of N= 578 - 638).




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★ ★ ★ Safety Culture

Moving Forward: Overcoming the Complacency

- No silver bullet
- Requires holistic approach
- Changing drivers' behavior isn't rocket science...
- More research is needed
- National symposium planned for June 22<sup>nd</sup>
- Must get people more engaged




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★ ★ ★ Safety Culture

National Rural Summit On Traffic Safety Culture

Where: Big Sky, Montana  
 When: Monday June 22, 2009  
 Who: Western Transportation Institute, Montana State University, Montana DOT, and AAAFTS  
 Why: Discuss role of Traffic Safety Culture in our society  
<http://www.meetingsnorthwest.com/TSCsummit.html>




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★ ★ ★ ★ usRAP



**usRAP**  
 UNITED STATES ROAD ASSESSMENT PROGRAM

"Safer drivers in safer vehicles on safer roads"




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★ ★ ★ ★ usRAP

usRAP Background

- Unacceptably high socio-economic toll from traffic crashes
- Culture of complacency
- Under-investment in safety
- No national system to assess road safety exists
- Politics vs. evidence-based decisions
- Little transparency



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★ ★ ★ ★ usRAP

usRAP Objectives

- Benchmark safety of road segments
- Allocate resources based on risks
  - ✓ Infrastructure
  - ✓ Enforcement
- Inform and provide guidance to motorists



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★ ★ ★ ★ usRAP

usRAP Pilot

- Modeled After EuroRAP and AusRAP
- Initiated in 2004
- Phase I pilot report (IA & MI) released 2006
- Phase II (FL & NJ) completed 2007
- Phase III 2007-2009
  - ✓ IL, KY, NM, UT



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★★★★ usRAP

usRAP Protocols

- Risk Mapping
- Road Protection Score
- Performance Tracking



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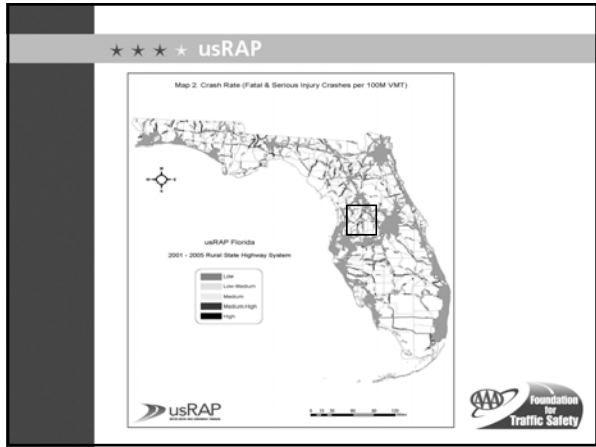
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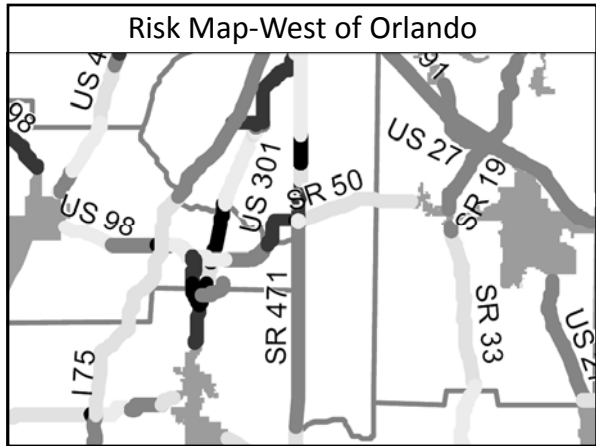
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Current Applications of usRAP

- Highway safety improvement plans
- Benchmarking “metrics”
- 5% reports
- High risk rural road grants
- Guide resource allocation
  - ✓ Infrastructure
  - ✓ Enforcement




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Questions?




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For more information, go to:  
[AAAFoundation.org](http://AAAFoundation.org)




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