



**VISION ZERO**  
zero deaths · zero serious injuries



**MONTANA**  
STATE UNIVERSITY

Western  
Transportation  
Institute

Center for Health & Safety Culture

## WEBINAR

# Traffic Safety Culture: Review of Phase 1 Accomplishments and an Invitation to Join Phase 2 of this Pooled Fund Program

MAY 9, 2019 12:00 PM (MDT)

## SPEAKERS

Sue Sillick

*Research Programs Manager*

Montana Department of  
Transportation

Nic Ward

*Director*

Center for Health and Safety  
Culture

Jay Otto

*Principal Scientist*

Center for Health and Safety  
Culture

John Tomlinson

*Highway Safety Manager*

Idaho Transportation  
Department

Audrey Allums

*Grants Bureau Chief*

Montana Department of  
Transportation

Growing “traffic safety culture” has been identified as a core strategy by the USDOT Safety Council, FHWA’s Joint Safety Strategic Plan, the National Towards Zero Deaths (TZD) Safety Initiative, and the Road to Zero Coalition. Growing a positive traffic safety culture can support traffic safety goals by reducing risky behaviors and increasing protective behaviors; it can also increase public acceptance of other effective traffic safety programs.

In 2014, the Montana Department of Transportation (MDT) initiated a five-year transportation pooled fund program on traffic safety culture, partnering with the Center for Health and Safety Culture (CHSC) at Montana State University as the principal research entity. This program began as a cooperative effort among participating state DOTs and other (traditional and non-traditional) stakeholder organizations sharing a vested interest in the role of traffic safety culture to achieve the Toward Zero Deaths (TZD) vision.

Given the success of the current pooled fund program, the members have decided to continue another five-year cycle to begin October 1, 2019. This webinar will introduce the pooled fund program to state DOTs and other traffic safety stakeholders interested more information or wishing to participate in the new funding cycle.

**LEARN MORE** about the pooled fund at [www.pooledfund.org/Details/Solicitation/1482](http://www.pooledfund.org/Details/Solicitation/1482)

**REGISTER** for the webinar at [www.chsculture.org/outreach-events/webinars/](http://www.chsculture.org/outreach-events/webinars/)