



## ABOUT THIS PROJECT

**PROJECT NAME:** [Traffic Safety Culture — Phase III](#)

**PROJECT NUMBER:** TPF-5(547)

**PROJECT FUNDING PROGRAM:**  
Traffic Safety Culture — Phase III, a 15-state collaborative research effort

**PROJECTED END DATE:** December 2029

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# RESEARCH IN PROGRESS

## Transforming traffic safety culture within families and communities

Texting while driving and aggressive driving are dangerous behaviors that affect traffic safety. To encourage more positive behaviors and promote a culture of traffic safety, a shift in values and attitudes is needed about detrimental behaviors and other road safety issues. Growing a traffic safety culture for motorized and nonmotorized road users is essential to Iowa DOT and other transportation agencies to reach the goal of zero road deaths and serious injuries.

Fifteen states continue to work together in the third phase of a pooled fund study that advocates positive traffic safety values and public acceptance of them through research projects, tools, and implementation efforts. In the first two phases of this project, research focused on driving after

cannabis use, strategies to support engaged driving, crafting messages for all audiences, evaluating culture-focused interventions and countermeasures, reducing aggressive driving, and increasing pedestrian safety.

Phase III of this project will focus on completing research to solve specific culture-based traffic safety issues, developing training and education materials to enable effective application of traffic safety culture methods, and disseminating best practices through technology to stakeholders. “If we can effectively meet these goals, we can start to see real changes in traffic safety culture,” explained Jan Laaser-Webb, safety engineer at Iowa DOT. “By researching real problems and coming up with solutions, along

with effective communication of the solutions to the public, we can improve safety on the roads and see fewer crashes and fatalities.”

The research is expected to conclude in December 2029.

*To learn more about this project and subscribe to updates, visit [Idea #4224](#).*

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