Day 1 - Thursday, November 5, 2015

8:00 AM  Registration & Breakfast (provided with Registration)

9:00 AM  Welcome & Introductions
Joe Toole, Chair, TRB Safety Culture Subcommittee
Peter Kissinger, President and CEO of the American Automobile Association (AAA)
Foundation for Traffic Safety

AAA Foundation has been conducting annual studies of roadway safety culture in America
that highlight a number of the challenges we face in trying to impact those trends. AAA
Foundation is also a generous co-sponsor of this Summit.

9:30 AM  Roadway Safety Culture – Setting the Stage for Where Are We Today?

Nicholas Ward, Professor, Mechanical and Industrial Engineering Department and Director,
Center for Health and Safety Culture, Montana State University

Since the First National Roadway Safety Culture was held two years ago, a great deal of
progress has been made in both our understanding of safety culture as well as ways to
assess it within existing organizations. Nic has been engaged in many of those efforts, and
will provide an overview of where we are today in advancing these concepts. There will be
time for comments and questions after this part of the program.

10:30 AM  The Importance Safety Culture Across All Transportation Modes

Chris Hart, Chairman, National Transportation Safety Board (NTSB)

The NTSB is recognized around the world for their thorough and impartial investigation of transportation related incidents, as well as their leadership in identifying actions that can be taken to reduce future risks and improve safety across the modes. Issues relating to safety culture have been cited in a number of their investigation and have given rise to greater national attention to the issue.

11:00 AM  Plenary Discussion: Understanding Organizational Culture

William Schell, Assistant Professor, Mechanical and Industrial Engineering Department, Montana State University

In this part of the session, we will stand back and look at what we can learn from others who have looked at how organizational culture is formed and shaped, and what factors influence the cultures within transportation organizations.

12:30 PM  Lunch (provided with Registration)

1:30 PM  Transforming Organizational Safety Culture in Moving Towards Zero Deaths: A Conversation Circle

Facilitator: Gina Bass, Associate Director of Engagement and Education, Center for Transportation Studies, University of Minnesota

This will be an open session that encourages all participants to take part in a facilitated discussion and express their observations, comments and ideas regarding the focus of the Summit. Some of the trigger questions:

- Who are the key players that need to be involved in organizational culture change implementation? What are the incentives or motivations needed to get them engaged?
- What seems to be working and how are we judging success?
- What national training and outreach activities or resources would support organizational change at all levels of government?
- In the next 12-24 months, what policy, structural or programmatic steps could state and local agencies take to advance traffic safety culture within their organizations?
- What are short- and long-term research needs that will support organizational transformation in traffic safety culture?

This conversation will lay a foundation for the small group discussions on Friday where participants will be able to get into much more depth about these issues.
2:45 PM  **Break**

3:00 PM  **Panel Discussion: Case Examples: Towards Zero Deaths (TZD), Vision Zero and the Transformation of Safety Culture**

Facilitator: Andy Kaplan, Andy Kaplan, Safety Program Manager, Rutgers Center for Advanced Infrastructure and Transportation

Marie Walsh, Director, Louisiana Local Technical Assistant Program (LTAP). Representative of the National LTAP Association (NLTAPA) on the TZD Executive Committee; Chair, TRB TZD Subcommittee

Michelle L. Kaucic, Director of Strategic Communications. New York City Department of Transportation (NYCDOT)

Jonathan M. Rogers, Policy Analyst, Office of Policy and Governmental Affairs Office of the Director, District Department of Transportation

*This Panel will provide a look at organizations that are changing both their own internal cultures, as well as the public view of safety. Under the banner of TZD and Vision Zero, they have garnered official and public support for some exciting new initiatives. The Panel will be asked to talk about the catalyst for those changes and the extent with which leadership and communications played a role.*

4:30 PM  **Closing Comments: Reflections from Day 1 and Directions for Day 2**

5:00 PM  **Evening Networking Reception (provided with Registration)**
Day 2 - Friday, August 7, 2015

8:30 AM  Breakfast (provided with Registration)

9:00 AM  Opening Session:
Transforming Safety Culture; Different Organizations...Different Approaches

Anne S. Ferro, President & CEO
American Association of Motor Vehicle Administrators (AAMVA)

Jeff Paniati, Executive Director and Chief Executive Officer, Institute of Transportation
Engineers (ITE)

Although the collective understanding of safety cultures is still emerging, the recognition of
its importance to the transportation community has grown tremendously. Hardly any
discussion of safety issues can take place without some reference to the “safety culture”
within the responsible organizations. Anne and Jeff will be commenting on why this is an
important issue to those that work and lead transportation organizations, and their own
thoughts on the key elements that are needed to make that transformation. There will be
opportunity for questions and comments after this presentation.

10:00 AM  Setting the Stage for Small Group Discussions – Moderator: Joe Toole

Break and proceed to Small Group Discussions

10:15 AM  Small Group Discussions: Key Factors in Organizational Transformation
Summit participants will be invited to join one of three break-out groups focusing on:
  o  Leadership – The role leadership plays in creating and sustaining changes in
     organizational safety culture.
  o  Communications – Effective ways to foster and use all forms of communication to
     support organizational transformation.
  o  Sustaining Cultural Change – The way in which organizations can make changes in
     their business processes, policies, and programs to sustain and reinforce cultural
     changes.

These break-out sessions will really be “working sessions” where participants will share
their own thoughts and experiences, and reflect on the presentations and comments by
others. There will not be a structured agenda for these break-out groups but the
discussions will be moderated and recorded. Each break-out group will have the same
objectives for their area of focus:
  • Identification of key practices that State DOTs and other transportation safety
    agencies can implement to bring about the organizational changes needed to fully
embrace and advance a TZD vision.

- Examples where these practices have been used successfully;
- Suggested areas for further study and research.

11:15 PM  **Break and Return to Plenary Room**

11:30 AM  **Short Report Out from Each Break-out Group**
Each group will be asked to provide a 5 minute summary by the facilitator or another volunteer; 15 minutes for discussion and comments.

12:00PM  **Closing Remarks**

12:30 PM  **Adjourn**