

RP 259 – Using the Positive Culture Framework to Reduce Distracted Driving in Idaho

- Project Description:

This project will conduct research to develop a better understanding of the attitudes and beliefs associated with distracted driving in Idaho and develop resources to change these attitudes and beliefs including media messages and workplace resources.
- Project Objectives:

The objectives of this project are to:

 1. Perform a review of literature and best practices pertaining to workplace initiatives to reduce distracted driving.
 2. Conduct a survey of a representative sample of Idahoans to gain a better understanding of existing attitudes and perception concerning distracted driving.
 2. Develop media guidance and a workplace toolkit that Idaho companies/agencies could use to help discourage distracted driving amongst employees.
 4. Perform a pilot test of the workplace messages and tools in selected companies/agencies and evaluate their impact through workplace surveys and interviews.
 5. Prepare a final report summarizing all research findings and providing recommendations to sustain and expand workplace efforts.
- Estimated Completion Date: September 30, 2018
- Budget: \$254,552
- Project Manager: John Tomlinson (208) 334-8557 john.tomlinson@itd.idaho.gov
- Principal Investigators:
 - Jay Otto (304) 924-1529 jayotto3@gmail.com
 - Annmarie McMahon (307) 272-9735 annmariemcmahill@gmail.com
- TAC Members:
 - Scott Stokes (208) 334-8027 scott.stokes@itd.idaho.gov
 - Josephine Middleton (208) 334-8112 josephine.middleton@itd.idaho.gov
 - Lisa Losness (208) 334-8103 lisa.losness@itd.idaho.gov
 - Vincent Trimboli (208) 334-8005 vincent.trimbolit@itd.idaho.gov
 - Rik Hinton (208) 334-8604 rik.hinton@itd.idaho.gov
 - Ned Parrish (208) 334-8296 ned.parrish@itd.idaho.gov
- FHWA Advisor: Lance Johnson (208) 334-9180 Ext. 124 lance.johnson@dot.gov