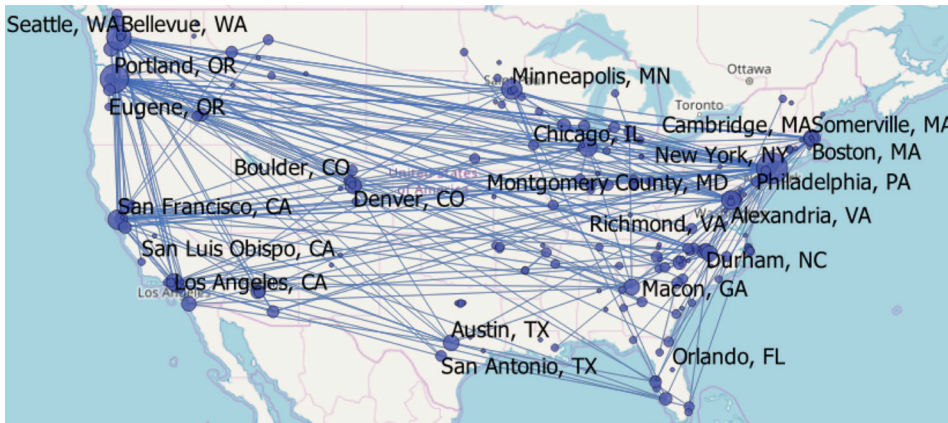


Structures of Stakeholder Relationships in Making Road Safety Decisions



A social network of U.S. road safety professionals. Larger circles show cities that have high degrees of social influence in traffic safety. Cities which are labeled operate Vision Zero programs.

Traffic injuries and fatalities on U.S. roadways have risen in recent years. This project used tools and methods to help safety professionals more rapidly implement effective road safety practices.

Researchers surveyed nearly 200 U.S. road safety professionals in engineering, EMS, law enforcement, planning and public health fields to describe the diffusion of Vision Zero among road safety professionals through their awareness of the concept; to identify influential professionals, organizations and cities, toward accelerating other places'

adoption of Vision Zero programs; and to explore the structure of cross-sectoral relationships in cities' Vision Zero coalitions.

The study identified several opinion-leading and boundary-spanning U.S. cities (denoted on the map above with larger circles), all of which operate Vision Zero programs. It also explained the structure and function of two of the opinion-leading cities' Vision Zero coalitions. Findings from this project provide direction for future research and road safety intervention work.

PROJECT-PRODUCED RESEARCH

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PRINCIPAL INVESTIGATOR

Seth LaJeunesse

UNIVERSITY OF NORTH CAROLINA AT
CHAPEL HILL

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