

Traffic Topics Webinar

Traffic Safety Culture: Don't just leave it up to the professionals

Tuesday, February 16, 2:00 p.m. - 3:00 p.m.

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Presented by Katie Fleming-Vogl

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[Minnesota's Toward Zero Deaths Program](#) realized significant improvements in motor vehicle fatalities and serious injuries through a four 'E's collaboration – Emergency Medical Services and Trauma Systems, Engineering, Enforcement, and Education. Human behavior is the root cause of 94% of all motor vehicle crashes in the US (NHTSA, 2015). Rooted in a scientific approach this presentation will discuss how traffic safety professionals, communities, and individuals can promote safer road user behavior, the application safety culture strategies in Minnesota, and how we can do more.





Katie Fleming-Vogl has worked for the Minnesota Department of Transportation for eleven years; first, as a Research Analyst with the Office of Traffic Engineering, then as the Research Performance and Implementation Program Manager.

Katie holds a master's degree in Sociology and specializes in applied social science research, applied research, research, statistical methodologies, and project management. She co-edited *Traffic Safety Culture: Definition, Foundation and Application*. Katie managed MnDOT's Traffic Safety Culture Projects, served as the chair to Minnesota's Traffic Safety Culture Action Team, served as a member of the MnDOT Organizational Safety Culture Committee, and played an important role in bringing Traffic Safety Culture into The Minnesota Statewide Strategic Highway Safety Plans.

When she is not working on Traffic Safety Culture, Katie spends time with her family, camping, and training for and competing in Endurance Horseback Rides (timed 50 to 100 mile horseback rides).