

## Summary

# Traffic safe Municipality as a measure to develop a municipal traffic safety culture

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*This study examines the consequences of being approved as a Traffic Safe Municipality for municipal traffic safety culture, based on surveys (n=2255) and interviews (n=17) in 24 municipalities. The respondents in the survey state positive consequences for the traffic safety culture in their own workplace: The focus on traffic safety has increased among immediate managers (67% agree) and among colleagues (62% agree), and it has become easier to address issues related to traffic safety in one's own workplace (58 % agree). In multivariate statistical analyses, we see that these changes are also linked to the respondents stating that they think more about traffic safety in their everyday work and that they behave safer in traffic during working hours. The study has also mapped factors that promote and impede successful implementation of Traffic Safe Municipality. Lack of resources in the municipality, time pressure, high workload and replacement of personnel can hamper implementation, while top managers' involvement throughout the implementation period is one of the most important prerequisites for successful implementation. We have also developed a theoretical model for municipal traffic safety culture, and tested this against the data from the survey. We conclude that the Traffic Safe Municipality and the work with traffic safety plans can be interpreted as a measure to establish a traffic safety culture through the implementation of a safety management system in the municipality. Such systems are required as a measure to introduce a safety culture in a number of different sectors (aviation, nuclear power, oil and gas). Our study is unique, since we apply this perspective in the municipal sector.*