



Collaborative Sciences Center for
ROAD SAFETY

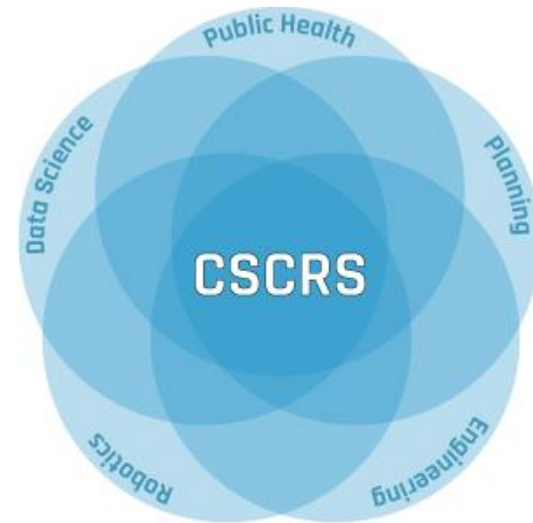


www.hsrc.unc.edu

It's time for a fresh approach.

The **Collaborative Sciences Center for Road Safety** will accelerate progress in reducing transport injuries and fatalities by utilizing a systems approach to bring perspectives from planning, engineering, public health, data science, and robotics to the road safety field.

- Multidisciplinary
- Collaborative
- Systems approach



Our team

Led by University of North Carolina at Chapel Hill:

- Highway Safety Research Center
- Department of City & Regional Planning
- School of Public Health



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Collaborators:

- Duke University
- Florida Atlantic University
- University of California, Berkeley
- University of Tennessee, Knoxville

Duke
UNIVERSITY

FAU
FLORIDA ATLANTIC
UNIVERSITY

Berkeley
UNIVERSITY OF CALIFORNIA


THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

Work to date

- Launched website, www.roadsafety.unc.edu
- Live on Facebook & Twitter, [@CSCRSinfo](https://twitter.com/CSCRSinfo)

The screenshot shows the website for the Collaborative Sciences Center for Road Safety. At the top left is the logo, which consists of a stylized 'C' and 'S' in blue and orange, followed by the text 'Collaborative Sciences Center for ROAD SAFETY'. To the right of the logo are social media icons for Twitter and Facebook, and a search bar with the text 'News | Search'. Below the logo and search bar is a navigation menu with the items 'Research | Education | Professional Development | About'. The main content area features a large blue banner with the headline 'It's time for a fresh approach.' and a sub-headline: 'The Collaborative Sciences Center for Road Safety will accelerate progress in reducing transport injuries and fatalities by utilizing a systems approach to bring perspectives from planning, engineering, public health, data science and robotics to the road safety field.' Below the banner are three vertical columns, each with a heading and a paragraph of text. The first column is titled 'RESEARCH' and describes the center's goal of reducing injuries and saving lives. The second column is titled 'EDUCATION' and describes the goal of improving road safety through a multidisciplinary approach. The third column is titled 'PROFESSIONAL DEVELOPMENT' and describes how researchers translate knowledge into practical interventions. At the bottom left of the screenshot is an aerial view of a multi-lane highway. To the right of the highway image is a news article titled 'UNC's National University Transportation Center selects first round of research projects' with a sub-headline 'CSCRS announced eight research grant awards for 2017.' and a link 'Read more >'. At the bottom left of the entire image is the logo for 'THE UNIVERSITY OF NORTH CAROLINA HIGHWAY SAFETY RESEARCH CENTER'. At the bottom right is the logo for the 'Collaborative Sciences Center for ROAD SAFETY'.

Collaborative Sciences Center for ROAD SAFETY

News | Search

Research | Education | Professional Development | About

It's time for a fresh approach.

The Collaborative Sciences Center for Road Safety will accelerate progress in reducing transport injuries and fatalities by utilizing a systems approach to bring perspectives from planning, engineering, public health, data science and robotics to the road safety field.

RESEARCH CSCRS is an integrated national safety center focused on the goal of reducing injuries and saving lives on our roadway system. Moving forward to meet ambitious safety targets requires a rigorous, conceptually driven and focused research agenda.

EDUCATION Our goal to improve road safety in the U.S. depends on a successful, multidisciplinary approach to education and outreach. CSCRS will connect students and faculty across campuses with traditional and non-traditional partners alike.

PROFESSIONAL DEVELOPMENT CSCRS researchers consistently translate research knowledge into practical interventions and programs that are applied at the local, state, national and international levels.

UNC's National University Transportation Center selects first round of research projects
CSCRS announced eight research grant awards for 2017.
[Read more >](#)

THE UNIVERSITY OF NORTH CAROLINA
HIGHWAY SAFETY
RESEARCH CENTER

Collaborative Sciences Center for
ROAD SAFETY

Work to date

Year one research projects selected, underway

- Structures of Stakeholder Relationships in Making Road Safety Decisions
- An Enhanced Systemic Approach to Safety
- **Safe Systems Synthesis and Summit**
- Completing the Picture of Traffic Injuries: Understanding Data Needs and Opportunities for Road Safety
- Identifying the Safety Information Needs of Major Cities in the U.S.
- Advanced Analytics for Vulnerable Road User Scenarios
- Development and Evaluation of Vehicle to Pedestrian (V2P) Safety Interventions
- **A Comprehensive System to Support Parents of New Teen Drivers**

Work to date

Selecting education & professional development activities now

- Enhance existing courses to integrate safe systems approaches
- New course materials to incorporate CSCRS research
- Mentorship and internship opportunities for students to engage in critical thinking about road safety issues
- Fellowships and scholarships

- **Comprehensive safety portal (for NC)**
- Continuing education courses
- Webinars, seminars, local and regional workshops
- Interactive lectures
- Newsletters
- Research assistance and trainings

Advisory Board

- **Linda Bailey** – Executive Director, National Association of City Transportation Officials
- **Ann Dellinger** – Branch Chief, Home, Recreation, and Transportation Branch, Centers for Disease Control and Prevention's National Center for Injury Prevention and Control
- **Dia Gainor** – Executive Director, National Association of State EMS Officials
- **Chuck Gulash** – Director, Toyota's Collaborative Safety Research Center
- **Jeff Paniati** – CEO and Executive Director, Institute of Transportation Engineers
- **Heather Rothenberg** – Lead, Trust and Safety Research, Uber
- **Leah Shahum** – Director, Vision Zero Network
- **Bryant Walker Smith** – Assistant Professor, School of Law, University of South Carolina
- **David Yang** – Executive Director, AAA Foundation for Traffic Safety

NC (ECHS) future opportunities

- Research utilizing the NC Turnpike Authority proving ground
- Increased outreach to national partners for collaboration
- Stakeholders group participation
 - Determine research and professional development needs
 - Interact with road safety professionals across the nation



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