



NORTHWEST CONSTRUCTION CONSUMER COUNCIL

CASE STUDY/TABLE DISCUSSIONS

HOW INCENTIVES & CHANGES DRIVE BEHAVIORS

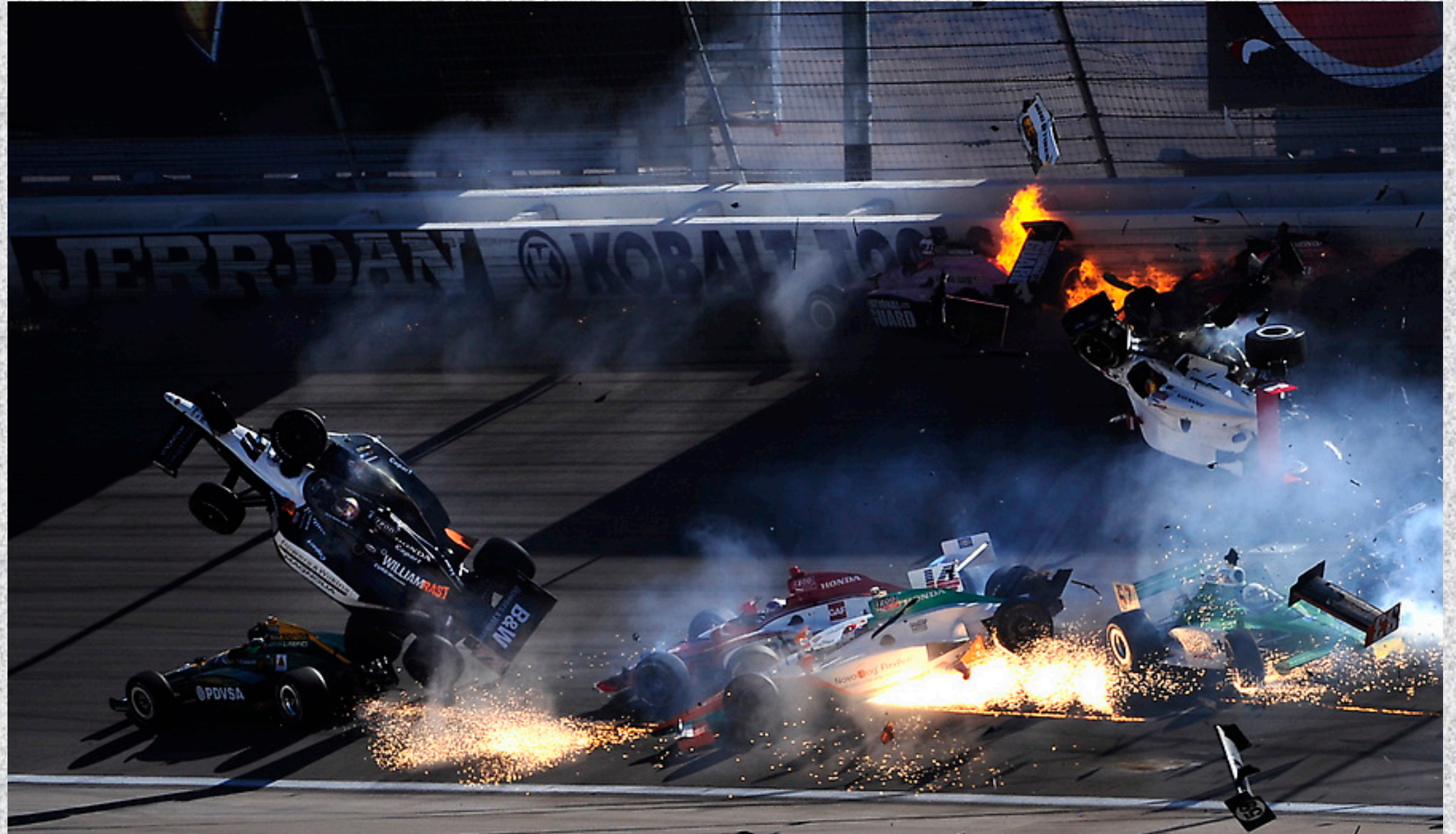
DO YOU KNOW THIS PERSON?

DAN WHELDON

- 2X INDY 500 WINNER (2005,2011)
- 2005 INDYCAR SERIES CHAMPION



OCTOBER 16, 2011



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THOSE LEFT BEHIND....



TWO OF AMERICA'S LARGEST AUTO RACING LEAGUES



INDYCAR'S NEW CEO



RANDY BERNARD

CEO BEGINNING MARCH 1, 2010

GOALS FROM THE OUTSET:

- **INCREASING THE SPORT'S VISIBILITY AMONG GENERAL AUDIENCES**
- **EXPANDING THE SCHEDULE TO MARKETS THAT ARE IMPORTANT TO ADVERTISERS**
- **MAKE OPEN-WHEEL RACING JUST AS POPULAR BECAUSE OF WHAT HAPPENS ON THE TRACK**

2011 SEASON ENDING INDYCAR SERIES RACE



1-1/2 MILE OVAL-SHAPED TRACK

**DESIGNED FOR NASCAR STOCK CAR
RACING**

**20° BANKING ALLOWS CARS TO RUN
“FULL OUT” AROUND CORNERS**

TRACK RECORD SPEED OF 227 MPH

2011 SEASON ENDING RACE

AT STAKE:

- SEASON CHAMPIONSHIP
- \$5 MILLION BONUS FOR “NON ROUTINE DRIVER” TO WIN

IN THE RACE:

- 34 CARS INSTEAD OF NORMAL 20
- 200 LAPS
- FULL OUT NEAR 225 MPH

FACTS:

- 110 YARDS IN ONE SECOND
- ONE CAR EVERY 0.7 SECONDS

THE CRASH:

- LAP 11 OF 200
- TWO CARS TOUCHED WHEELS NEAR THE FRONT OF A PACK
- 15 OF THE 34 CARS WRECKED
- 1 FATALITY
- 2 OTHERS HOSPITALIZED

DRIVER QUOTES....

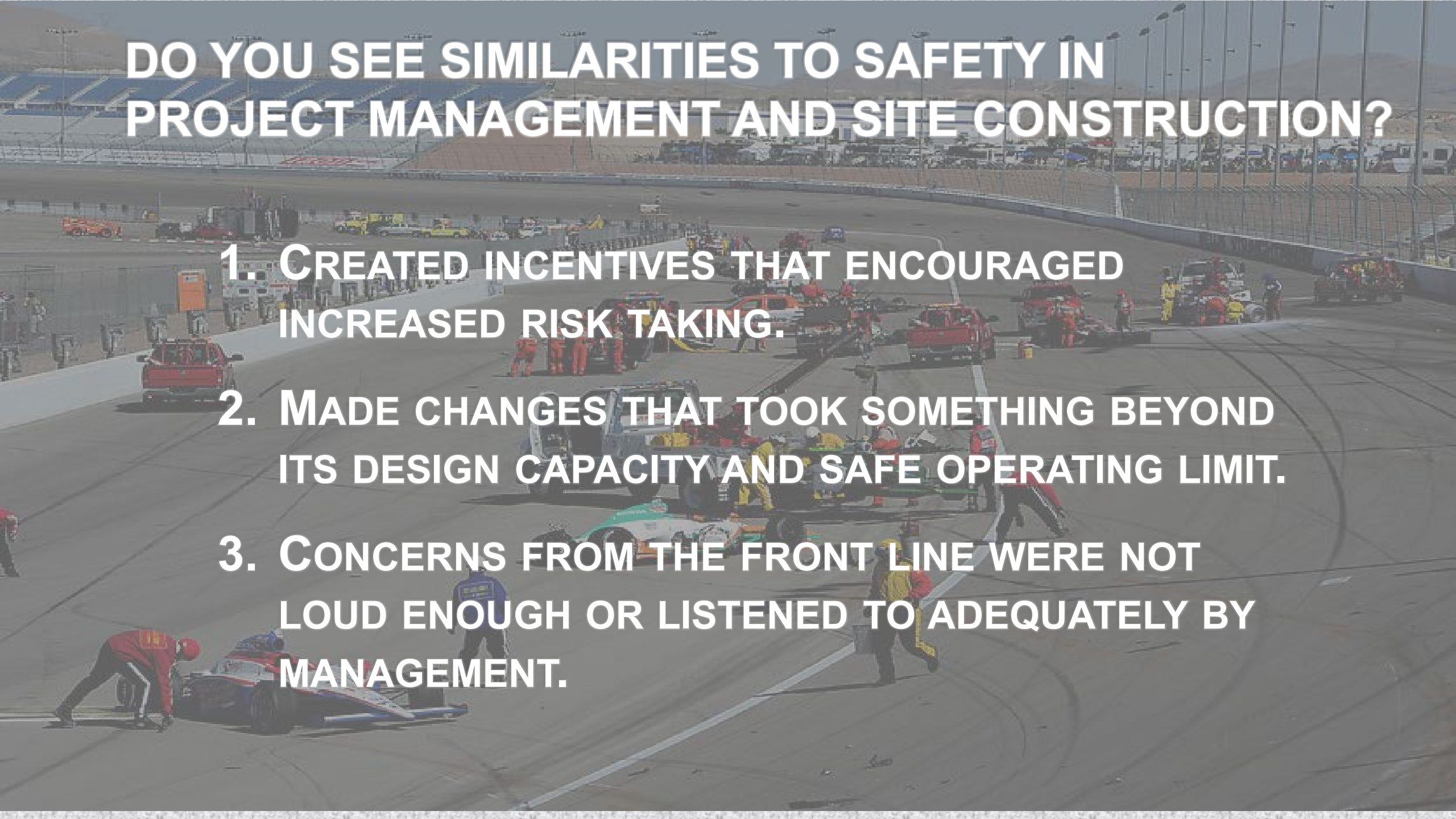
"WE ALL HAD A BAD FEELING ABOUT THIS PLACE IN PARTICULAR JUST BECAUSE OF THE HIGH BANKING AND HOW EASY IT WAS TO GO FLAT."

"WE KNEW IT COULD HAPPEN, BUT IT'S JUST REALLY SAD."

"IT'S GOING TO BE A PACK RACE, AND YOU NEVER KNOW HOW THAT'S GOING TO TURN OUT."

DO YOU SEE SIMILARITIES TO SAFETY IN PROJECT MANAGEMENT AND SITE CONSTRUCTION?

1. CREATED INCENTIVES THAT ENCOURAGED INCREASED RISK TAKING.
2. MADE CHANGES THAT TOOK SOMETHING BEYOND ITS DESIGN CAPACITY AND SAFE OPERATING LIMIT.
3. CONCERNS FROM THE FRONT LINE WERE NOT LOUD ENOUGH OR LISTENED TO ADEQUATELY BY MANAGEMENT.





AT YOUR TABLES, DISCUSS YOUR EXPERIENCES – BOTH GOOD AND BAD – IN THESE AREAS. SHARE WHAT YOU’VE SEEN WORK, AND WHAT HASN’T WORKED.

- 1. CREATED INCENTIVES THAT ENCOURAGED INCREASED RISK TAKING.**
- 2. MADE CHANGES THAT TOOK SOMETHING BEYOND ITS DESIGN CAPACITY AND SAFE OPERATING LIMIT.**
- 3. CONCERNS FROM THE FRONT LINE WERE NOT LOUD ENOUGH OR LISTENED TO ADEQUATELY BY MANAGEMENT.**

DAN WHELDON 1978-2011

**THERE ARE MANY SAFETY
LESSONS IN HIGH RISK
ACTIVITIES.**

LEARN THEM AND SHARE THEM.

