



Governors Highway Safety Association

ANNUAL REPORT

JULY 1, 2022 to JUNE 30, 2023



By the Numbers

Fiscal Year 2023

9,887

TV, Radio, Print and Online Media Mentions

17

States Using GHSA's Consulting Services Initiative

14

Webinars

4

New Reports

3,938,511

Total Social Media Impressions

9,267

Twitter Followers

4,537

Facebook Followers

2,862

LinkedIn Followers

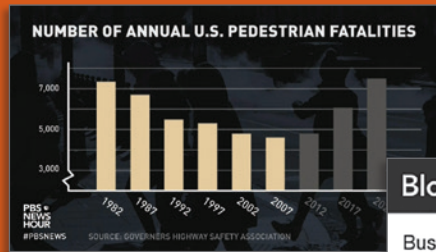
npr

America's roads are more dangerous, as police pull over fewer drivers

April 6, 2023 - 5:00 AM ET



Source: Good Morning America



Source: PBS NewsHour

Bloomberg

Business | Transportation

Road Deaths in US Climb for Seventh Straight Quarter as Driving Increases

The Washington Post

U.S. traffic deaths jumped in early 2022, hitting 20-year high

By Ian Duncan
August 17, 2022 at 2:44 p.m. EDT



Source: WJLA

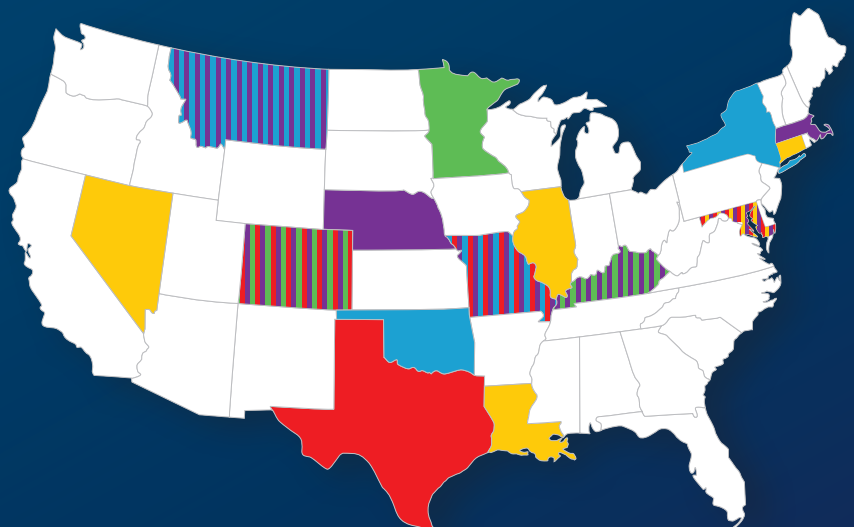
THE WALL STREET JOURNAL

Welcome to the World's Oddest Pot Party, Thrown by the Local Police

Maryland police set up Green Labs to sharpen their field sobriety skills, and show marijuana enthusiasts how much it impairs driving

Grants awarded in FY 2021 and FY 2022 were extended and completed in 2023. GHSA awarded \$589,000 to states to encourage the use of ride-hailing services rather than driving after consuming alcohol or other impairing substances, address the threat of high-risk impaired driving, combat the pervasive yet preventable problem of distracted driving, advance access to safe mobility for teens in underserved and socioeconomically disadvantaged communities, and provide safe youth mobility options like walking, biking or riding a scooter.

- 2022 Lyft/Responsibility.org
- 2022 Responsibility.org
- 2022 General Motors
- 2023 Ford Driving Skills for Life
- 2023 The National Road Safety Foundation



Chief Executive Officer's Letter



Jonathan Adkins
Chief Executive Officer

Fellow Members and Friends:

Over the past year, the Governors Highway Safety Association has led the charge to make our roads safer for all who use them. Despite the many challenges – including an unprecedented surge in dangerous driving that began in 2020 and hasn't abated – GHSA provided national leadership and advocacy to help reverse this awful trend on our roads and move toward a future where nobody dies in a traffic crash.

GHSA closely monitored the development and release of the National Highway Traffic Safety Administration's (NHTSA) Final Rule making changes to state grant programs and regulations based on the Infrastructure Investment and Jobs Act (IIJA). The association worked to ensure that the Final Rule provided clarification and flexibility to help states more effectively implement their highway safety programs. Also, to improve the quality of traffic safety data, GHSA served on a National Center for Statistics and Analysis advisory committee tasked with developing the 6th edition of the Model Minimum Uniform Crash Criteria. The association looks forward to the release of this new edition next year.

GHSA has expressed concern about staffing vacancies at NHTSA in the past and continues to do so. Apart from a brief three-month period in 2022, NHTSA has been without a Senate-confirmed leader for the past six and a half years. In February, the White House nominated Ann Carlson to be NHTSA Administrator, but her nomination was withdrawn in May. As traffic fatalities remain at record-setting levels, GHSA continues to call for confirmation of a qualified individual with a strong safety background who can lead the agency at this critical time.

I'm especially proud that GHSA expanded our work to champion

equity in highway safety programs and their outcomes. In February, we announced the formation of a new Equity and Engagement Committee to address key barriers to advancing equity, promote greater outreach and engagement in underserved communities and guide GHSA efforts to prioritize equity in all association initiatives. I look forward to seeing the results of the committee's focus on advancing equitable safety outcomes for all road users.

Building on what we accomplished during our 2021 Annual Meeting in Denver, GHSA's 2022 gathering in Louisville redefined possible and was an overwhelming success. It was great to have so many partners, friends and traffic safety experts come together to discuss pressing issues affecting our roadways and strategies to address them. I can't wait to see all of you again this August in New York City for the 2023 Annual Meeting.

In April, GHSA debuted our Emerging Leaders in Highway Safety Seminar in Denver, which was a huge success. During the training, an engaged and enthusiastic group of State Highway Safety Office (SHSO) staff from across the country learned the core principles of leadership and tactics for applying them to highway safety administration and planning issues. I'd like to thank the students and faculty who participated in this important seminar.

We also continued to partner with business and nonprofit organizations to offer unrestricted grant funding to SHSOs. Grant programs announced over the past year focused on equitable mobility for teens, youth mobility in underserved areas, and impaired and distracted driving.

The association also continued to maintain our partnership with the Transportation Research Board and

NHTSA as part of the Behavioral Traffic Safety Cooperative Research Program. Over the past year, completed research projects provided states vital information on e-scooter safety, the potential safety impacts of automated driving systems, improving traffic citation and adjudication outcomes, older driver safety and child passenger safety in ride-hailing vehicles.

GHSA continued to draw attention to the safety crisis for people on foot with our annual Spotlight report projecting state-by-state pedestrian fatalities and highlighting countermeasures that can protect people walking. We also issued reports on how to effectively communicate with cannabis consumers about safe driving and the safety issues unique to rural roads and how SHSOs can address them. We continued to sound the alarm on the increase in dangerous driving behaviors that kill people on U.S. roads every day, leading to national media coverage of the state of traffic safety and ways to make our roads safer for all.

The accomplishments I've listed over the past 12 months make me proud to lead GHSA as Chief Executive Officer. While we've had much success, the data clearly indicate that we have much more to do to reach our shared goal of zero roadway deaths. I remain optimistic and energized as I look forward to helping the association achieve many new accomplishments in FY 2024 and beyond. I want to extend a special thank you to the GHSA staff, Executive Board and our consultants who have worked hard to make everything we've achieved over the past year a reality. Lastly, I want to thank each and every one of our members for your continued dedication to traffic safety. GHSA would not be where it is today without your support.

Collaborating with Congress and Federal Agencies

On February 6, NHTSA released its Final Rule governing state highway traffic safety grant programs under the IIJA. The NHTSA Final Rule provides additional flexibilities for states to help them more effectively implement highway safety programs for the next three fiscal years. GHSA was an important voice strongly urging NHTSA to include these flexibilities and clarifications during the rulemaking process.

GHSA partnered with NHTSA to offer a series of training webinars between February and April to help states prepare their first triennial Highway Safety Plans for submission on July 1. As we enter this first triennium, GHSA looks forward to continued collaboration with the agency as they develop guidance on performance measures, e-grants, equity and community engagement, and other issues.

GHSA also expressed concern with the continued lack of permanent leadership at NHTSA. The association strongly supported the nomination of Ann Carlson to be NHTSA Administrator, but her nomination was withdrawn in May. In a time of elevated traffic deaths, GHSA urged the White House and Senate to act quickly to fill this position, which has remained vacant for much of the last six and a half years.

This year, GHSA served as a member of an advisory committee to the National Center for Statistics and Analysis tasked with developing the 6th edition of the Model Minimum Uniform Crash Criteria (MMUCC). We look forward to the release of this crash reporting tool next year.

Upon the one-year anniversary of the U.S. Department of Transportation's (U.S. DOT) *National Roadway Safety Strategy* (NRSS), GHSA was honored to be listed as a First Mover in highway safety and we're excited to see so many of our partners recognized as Allies in Action.

Governors Highway Safety Association (GHSA)

GHSA will promote behavioral highway safety within the Safe System Approach and raise awareness of critical threats to Vulnerable Road Users. GHSA formed its new Equity and Engagement Committee and remains focused on engaging new communities and advancing equity as well as diversifying the highway safety community by building capacity and developing the safety workforce. It will encourage its members to enhance data analysis to identify overrepresented populations; identify and engage non-traditional partners to deliver behavioral programs to underserved communities; and make members aware of Regional Operations' Technical Assistance efforts. GHSA has also revamped its partner grant programs to spark innovation in community engagement.

[Read GHSA's press release](#) or .

GHSA was recognized as a "First Mover" in a national U.S. DOT news release.



Transportation Secretary Pete Buttigieg

Equity, Engagement and the Safe System Approach

Equity and engagement have been GHSA priorities, especially during the last three years. In December, GHSA's Executive Board established a new [Equity and Engagement Committee](#) to reinforce the association's commitment to institutionalizing this focus in everything we do. Equity and engagement are also essential elements of the Safe System approach, a new paradigm for highway safety supported by GHSA, the U.S. DOT and many others in the traffic safety community.

One of the most important changes to state highway safety programs is a new set of federal requirements and guidelines for states to identify and engage the communities where they provide services. This includes an emphasis on outreach to disadvantaged communities and incorporating direct input from the public in highway safety planning. GHSA will continue to collaborate with the U.S. DOT to support state efforts to carry out this new engagement. The goal is to ensure that everyone has a voice in highway safety and benefits equally from safety programs.

One example of state outreach to diverse communities came in May, when the Missouri Department of Transportation and the Missouri State Highway Patrol held an innovative Equity and Engagement in Traffic Safety Summit in Jefferson City. Government and nonprofit organization officials, local pastors, college professors, law enforcement and other community leaders from across the state gathered for open dialogue about traffic safety and what should be done to make roads safer for everyone. GHSA and NHTSA were among the organizations in attendance.



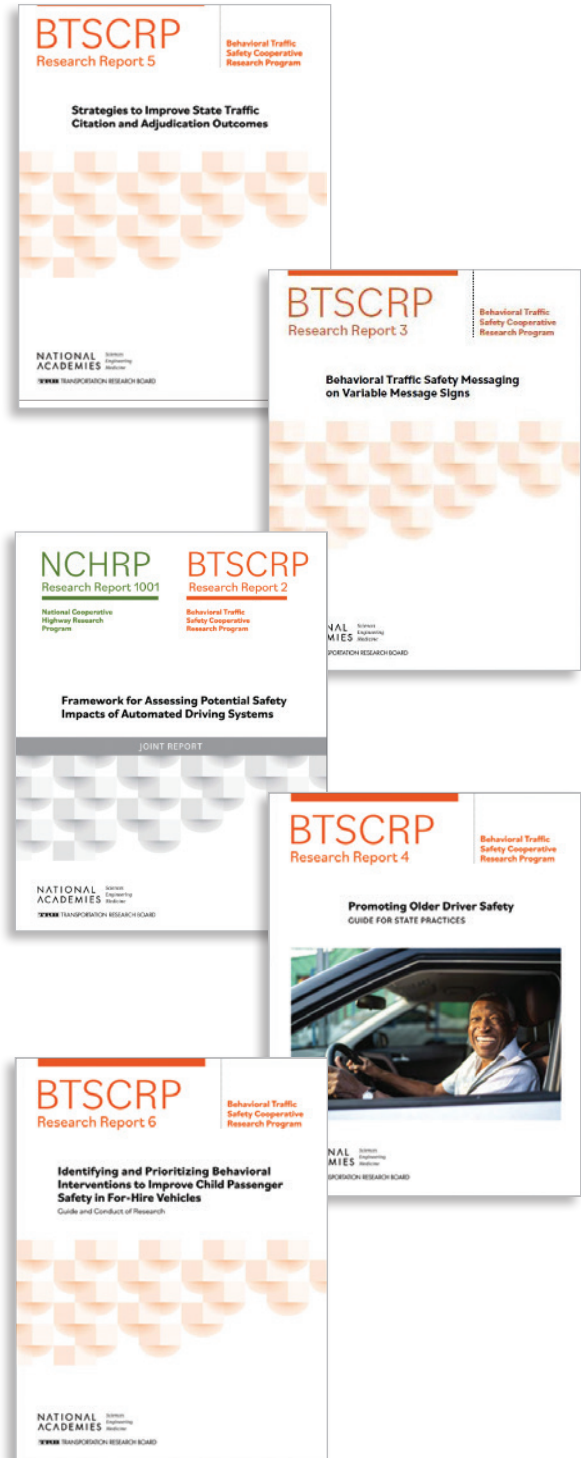
The Missouri Department of Transportation and Missouri State Highway Patrol convened the state's first [Equity and Engagement in Traffic Safety Summit](#) in Jefferson City in May. GHSA and NHTSA were among the organizations in attendance.

Research

GHSA selects and monitors projects under a highway safety research program chartered by Congress. The National Cooperative Research and Evaluation Program (NCREP) began in Federal Fiscal Year (FFY) 2014, changed its name to the Behavioral Traffic Safety Cooperative Research Program (BTSCRCP) in 2018, and received \$2.5 million annually until FFY 2024, when it increased to \$3.5 million per year under the IJA.

During FY 2023:

- The program produced final reports on:
 - Tracking state traffic citation and adjudication outcomes
 - Behavioral traffic safety messaging on variable message signs
 - Assessing the impacts of Automated Driving Systems (ADS) on the future of transportation safety
 - State practices promoting older driver safety
 - Child passenger safety in ride-hailing vehicles
- Research continued on 19 projects addressing critical safety issues such as engagement between SHSOs and Metropolitan Planning Organizations, rural roads, the effectiveness of public awareness and education efforts, drug-impaired driving, teen drivers, equity issues in bicyclist and pedestrian safety, e-scooter safety and much more.
- GHSA selected five new projects for FY 2024, exploring a range of issues including engaging underserved communities in child passenger safety and other traffic safety efforts, preventing cannabis-impaired driving among teens and young adults, parent-teen supervised driving and the safety impacts of reduced traffic enforcement.



Advancing Traffic Safety Issues

Teen Safe Mobility

Now in its 20th year, **Ford Driving Skills for Life (DSFL)** – a partnership between Ford Motor Company Fund and GHSA – has invested more than \$60 million to provide free, advanced driver education to more than 1.25 million people worldwide. The award-winning program helps teens build critical driving skills – vehicle handling, hazard recognition, and speed and space management – that can help reduce their crash risk and reinforces their responsibility to be a safe road user. The free **program** features hands-on driving events as well as a website with resources for teens and their parents. In 2022, more than 3,500 teens and their caregivers attended events in Arizona, California, Colorado, the Washington, D.C. area, Kentucky, Michigan, Missouri and Texas.

In 2023, GHSA partnered with Ford DSFL to award \$94,000 in grants to four states – Missouri, Montana, New York and Oklahoma – to develop and implement programs to create safer mobility journeys for teens in underserved and socioeconomically disadvantaged areas.



Ford Driving Skills for Life hands-on events teach critical vehicle handling skills to help novice drivers protect everyone on the road.



Non-Motorized Road User Safety

GHSA's annual Pedestrian Spotlight reports offer the first comprehensive look at state and national trends in pedestrian deaths. The **first report**, *Pedestrian Traffic Fatalities by State: 2022 Preliminary Data*, examined the first six months of state data and found that pedestrian deaths surged 18% (519 additional lives lost) between the first half of 2019 and 2022. A **follow-up report** issued in June included a full year of state-reported data for 2022 and an analysis of pedestrian fatalities for 2021 using NHTSA's Fatality Analysis Reporting System (FARS). The data revealed that the number of pedestrian deaths reached an estimated 7,508 in 2022 – the highest figure since 1981.

GHSA and the National Road Safety Foundation (NRSF) **provided** \$75,000 in funding to Colorado, Kentucky and Minnesota to work with community-based groups representing underserved populations to offer safe active mobility options for youth like walking, biking or scooting. This is the second consecutive year that GHSA and NRSF provided funding for youth transportation safety initiatives in socioeconomically disadvantaged areas with limited financial resources.



Funding from GHSA and NRSF helped the Rochester (Minn.) Police Department expand its Rochester Cops & Kids Community Bike Program.



Maryland Gov. Larry Hogan announced at the “Maryland Remembers” ceremony for victims of drunk driving that the state would use a grant from GHSA, Lyft and Responsibility.org to provide ride-hailing discounts to prevent impaired driving during the 2022 holiday season.



Law enforcement officers conduct a mock sobriety test for a participant who had consumed cannabis during a “green lab” held in Connecticut.

Impaired Driving

GHSA, in partnership with Lyft and Responsibility.org, awarded \$80,000 in funding to the Colorado, Maryland, Missouri and Texas SHSOs to support initiatives to promote ride-hailing to help prevent impaired driving during the 2022 holiday season. The program was extended into 2023 to enable the states to promote the availability of ride-hailing discounts during the Super Bowl and St. Patrick’s Day, times when impaired driving rises. A total of 8,903 safe rides were provided as a result of these states’ holiday impaired driving campaigns – meaning 8,903 fewer potentially impaired drivers were behind the wheel.

In partnership with Responsibility.org, GHSA provided \$130,000 for projects in five states – Connecticut, Illinois, Louisiana, Maryland and Nevada – to implement strategies to combat alcohol- and drug-impaired driving and train law enforcement officers to detect drug-impaired drivers. Now in its eighth year, the GHSA and Responsibility.org grant program has provided nearly \$1 million to states to address alcohol- and drug-impaired driving.

As use and societal acceptance of cannabis grows, GHSA, Responsibility.org and the National Alliance to Stop Impaired Driving (NASID) released a report providing guidance on how SHSOs can better communicate with cannabis consumers about safe driving. The report offers recommendations about the types of messages that do and don’t work and highlights lessons learned from outreach efforts in Colorado and Washington, the first states to legalize cannabis, as well as more recent efforts in Connecticut and Wyoming.



Speeding

Speeding remains one of the nation’s most pervasive and persistent traffic safety problems. GHSA Chair Barbara Rooney joined with NHTSA in July to launch a new national public outreach campaign addressing speeding, an issue the association has been sounding the alarm on for years. GHSA was honored to stand with NHTSA and other safety partners in announcing this important new campaign to shine a much-needed spotlight on how speeding wrecks lives.



GHSA Chair and California Office of Traffic Safety Director Barbara Rooney speaks in Los Angeles at a press conference to launch a national anti-speeding campaign.

Distracted Driving

GHSA, in collaboration with General Motors (GM), provided a total of \$210,000 to SHSOs in Colorado, Kentucky, Maryland, Massachusetts, Missouri, Montana and Nebraska to implement distracted driving activities outlined in a [comprehensive report](#) released by GHSA and GM.

To highlight Distracted Driving Awareness Month, GHSA and GM teamed up for a social media campaign to urge drivers to stow their phone every time they got behind the wheel in April. Recognizing that people can develop lifelong habits by doing something repeatedly over a period of time, the campaign's intent was to help drivers form a new safety habit that will protect them, their passengers and everyone they share the road with.

ThinkFast Interactive visited Westlake High School in Waldorf, Md., thanks to a grant from GHSA and GM. Students faced off in a fast-paced game show to learn about the dangers of distracted driving.

TAKE A BREAK FROM YOUR PHONE

This April, for Distracted Driving Awareness Month, commit to forming a lifelong safety habit.

Stow your phone and focus on driving to help keep everyone on the road safe.

Share your progress using #NoDistractions



APRIL 2023						
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23	24	25	26	27	28	29
30						



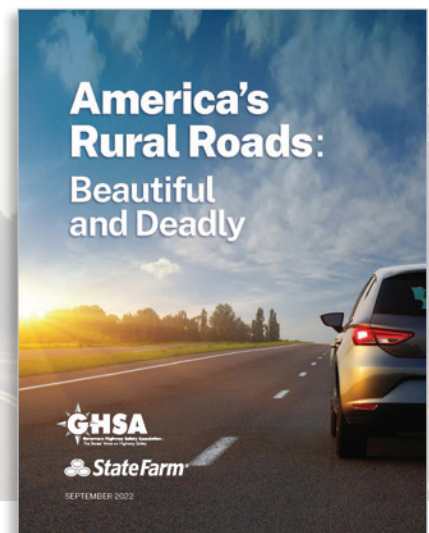
GHSA's Jonathan Adkins and Russ Martin rode in a fully automated Waymo One car in the spring of 2023.

Automated Vehicle Technology

Through funding provided by Waymo, GHSA is partnering with the Emergency Responder Safety Institute to develop, pilot and evaluate an introductory autonomous vehicle (AV) training program for first responders. The training will help prepare law enforcement officials, emergency medical technicians, firefighters, tow truck operators and crash reconstructionists for the rapidly changing safety protocols associated with AV technology.

Rural Road Safety

Rural roads are beautiful, but they're hiding a deadly secret – nearly half of all fatal crashes occur on them, even though only 19% of the U.S. population lives in rural areas. A report from GHSA, funded by State Farm®, explores the extent of the rural road safety problem and dives into the data to determine who dies in these crashes and what risky driving behaviors are key contributors. [America's Rural Roads: Beautiful and Deadly](#) also offers nearly three dozen recommendations for SHSOs and their partners to help make rural roads safer.



Expanding and Delivering Member Services

Consulting Services Initiative (CSI)

GHSA's CSI continued to provide technical assistance to SHSOs on a variety of projects. Consultants have been working with 13 states to update policy and procedure and FARS manuals, conduct staffing and Pre-Management Reviews, analyze high visibility and traffic safety enforcement programs and grant-making processes, provide technical support for a statewide traffic safety council, help advance an e-citation and data integration plan, and develop or conduct a peer review of the Triennial Highway Safety Plan and Annual Grant Application. CSI consultants also developed a speed review checklist to help SHSOs inventory their current speed management efforts and build and/or enhance a multidisciplinary program to address this persistent problem.



Exhibit Hall at the GHSA 2022 Annual Meeting.

2022 Annual Meeting

More than 700 highway safety professionals joined GHSA in Louisville, Ky., for the 2022 GHSA Annual Meeting. The theme, "Redefining Possible: Traffic Safety in a Changing World," spoke to the critical need to adjust to the changes caused by the COVID-19 pandemic and the associated rise in dangerous driving behaviors. The conference was a hit with attendees with sessions on the Safe System approach, distracted driving, rural roads, pedestrian safety and much more.



Winners of the 2022 GHSA Highway Safety Awards. (L to R: former MADD National President Alex Otte; Families for Safe Streets Co-Founder Amy Cohen; former National Transportation Safety Board Chair Debbie Hersman; Impact Teen Drivers Executive Director Kelly Browning; and former Governor's Representative and Administrator of the Oregon Department of Transportation's Safety Division Troy Costales.)



GHSA CEO Jonathan Adkins and Jane Pauley at the GHSA 2022 Annual Meeting.

Executive Seminar and Leadership Development Training Program

GHSA held its first Emerging Leaders in Highway Safety Seminar in April in Denver. GHSA and SHSO faculty members engaged with 21 dynamic students from across the country for two and half days of learning, sharing and networking. The program is designed for non-director level SHSO staff who exhibit a strong desire to pursue a career in highway safety.

The 2022 GHSA Executive Seminar for Program Management was held in Portland, Maine, and featured a slate of new faculty members. The 2023 Executive Seminar will be held in Grand Rapids, Mich., October 1-4, and will feature an extensive discussion of many of the new NHTSA regulatory requirements for state highway safety programs.



Participants and faculty for the 2023 GHSA Emerging Leaders in Highway Safety Seminar.



Participants and faculty for the 2022 GHSA Executive Seminar on Program Management.

Directions in Highway Safety

GHSA's digital newsletter got a new look and feel this year, providing readers a simple way to quickly catch up on the latest traffic safety information with links to more information for those who want to do a deeper dive. *Directions* is now distributed to more than 3,500 SHSOs, Associate Members and others who have signed up for GHSA updates.

Webinars

To promote research reports, grant opportunities, the GHSA 2022 Annual Meeting and to share breaking news, GHSA hosted 14 discussion-focused webinars with more than 1,200 attendees. SHSO-specific webinars provided guidance on federal and state policy, tips for grant applications, examples of successful grant-funded programs, and discussions about equity, older drivers, impaired driving detection technology, recommendations on equitable traffic enforcement, counterfeit auto parts and other pressing traffic safety issues.

Website

The GHSA [website](#) continues to be a valuable traffic safety resource for SHSO and Associate Members, others in the traffic safety community, the general public and the media. The site features our latest [reports](#) that dive deep into a range of safety issues, [upcoming events](#) and other learning opportunities, a database of federally funded [research projects](#), current traffic safety [career opportunities](#), recent [media coverage](#) and much more. New pages on the GHSA website highlight the importance of [equity in traffic safety](#) and the [Safe System approach](#).

The GHSA [Members Only website](#) includes additional information and resources exclusive to State and Associate Members. This includes a directory of SHSO leadership and staff, timely updates highlighting relevant traffic safety issues and member activities, and a first look at GHSA requests for proposal.

State Members

Alabama Department of Economic and Community Affairs

Alaska Highway Safety Office

American Samoa Department of Public Safety

Arizona Governor's Office of Highway Safety

Arkansas Highway Safety Office

California Office of Traffic Safety

Colorado Office of Transportation Safety

Connecticut Department of Transportation

Delaware Office of Highway Safety

District of Columbia Highway Safety Office

Florida State Safety Office

Georgia Governor's Office of Highway Safety

Guam Office of Highway Safety

Hawaii Department of Transportation

Idaho Office of Highway Safety

Illinois Department of Transportation

Indiana Criminal Justice Institute

Iowa Governor's Traffic Safety Bureau

Kansas Bureau of Transportation Safety

Kentucky Office of Highway Safety

Louisiana Highway Safety Commission

Maine Bureau of Highway Safety

Maryland Highway Safety Office

Massachusetts Office of Grants and Research, Highway Safety Division

Michigan Office of Highway Safety Planning

Minnesota Office of Traffic Safety

Mississippi Office of Highway Safety

Missouri Highway Safety and Traffic Division

Montana State Highway Traffic Safety Office

Nebraska Department of Transportation Highway Safety Office

Nevada Office of Traffic Safety

New Hampshire Office of Highway Safety

New Jersey Division of Highway Traffic Safety

New Mexico Traffic Safety Bureau

New York Governor's Traffic Safety Committee

North Carolina Governor's Highway Safety Program

North Dakota Department of Transportation Highway Safety Division

Northern Mariana Islands Highway Safety Program

Ohio Traffic Safety Office

Oklahoma Highway Safety Office

Oregon Transportation Safety Office

Pennsylvania Department of Transportation

Puerto Rico Traffic Safety Commission

Rhode Island Office of Highway Safety

South Carolina Office of Highway Safety and Justice Programs

South Dakota Office of Highway Safety

Tennessee Highway Safety Office

Texas Traffic Safety Section

Utah Highway Safety Office

Vermont State Highway Safety Office

Virgin Islands Office of Highway Safety

Virginia DMV Highway Safety Office

Washington Traffic Safety Commission

West Virginia Governor's Highway Safety Program

Wisconsin Bureau of Transportation Safety

Wyoming Highway Safety Program

Associate Members

GHSA appreciates the contributions of these nearly 180 individuals and organizations that support the association's mission.

AAA

Acusensus Inc.

Adult Driver Services/Driver Safety Consultants, Inc.

Agate Software, Inc.

Alabama Transportation Institute

Alliance Highway Safety

Allstate

Amazon

American Association of Motor Vehicle Administrators

American Honda Motor Company

American Property Casualty Insurance Association

American Traffic Safety Services Association

Anheuser-Busch

Atlee Hall

Audi of America

Aurora

Auto Glass Safety Council

Automotive Coalition for Traffic Safety

B.R.A.K.E.S.

Beer Institute

Begum & Cowen Injury & Accident Lawyers

Belt & Bruner, P.C.

Bisnar Chase Personal Injury Attorneys, LLP

Blue Line Solutions, LLC

Brown-Forman

Buckfire & Buckfire, P.C.

Cambridge Mobile Telematics

Cambridge Systematics, Inc.

Casanova Powell Consulting

Catch You Later Foundation

Cavnue

Chesapeake Region Safety Council

Chris Cochran Communications

Clemson University Institute for Global Road Safety & Security

Coalition of Ignition Interlock Manufacturers

Cognivue, Inc.

Commercial Vehicle Safety Alliance

Connecting Clients Consulting LLC

Cruise Automation Inc.

David Ennis

Davis Injury Lawyers, PLLC
 DCCCA
 Defensive Driving by IMPROV
 Diagnostic Driving, Inc.
 Dolman Law Group
 Dräger Safety Diagnostics, Inc.
 DRIVE SMART Virginia
 Driving in the Real World
 Driving-Tests.org
 Ehline Law Firm Personal Injury Attorneys, APLC
 Emergency Safety Solutions
 EndDD.org
 Erie Insurance
 Family, Career and Community Leaders of America
 FIA Foundation
 Ford Motor Company Fund/Ford Driving Skills for Life
 Foundation for Advancing Alcohol Responsibility
 General Motors (GM)
 Globosocks, LLC
 Glotzer & Leib, LLP
 HAAS Alert
 Hayden AI
 Hecht, Kleeger & Damashek, P.C.
 Heinrich Marketing, Inc.
 Hensley Legal Group
 Heritage Environmental Services, LLC
 Hero Digital Network
 Highway Safety North
 Hound Labs
 Iliago, LLC
 Impact Teen Drivers
 Institute for Traffic Safety Management & Research
 Institute of Police Technology & Management
 Insurance Institute for Highway Safety (IIHS)
 Intoxalock by Consumer Safety Technology
 Intoximeters, Inc.
 Jennings Consulting, LLC
 John A. Webber
 Kara Macek Consulting LLC
 Kemmy Law Firm
 Kentucky Distillers' Association
 Kimley-Horn
 Kirk Kerkorian School of Medicine at UNLV
 Kisling, Nestico & Redick
 KLS Engineering, LLC

KPoole Strategic Relations
 Kustom Signals, Inc.
 Laser Tech
 Leanna Depue
 LexisNexis Risk Solutions
 Lorrie Laing
 Lyft
 Marketing Solutions
 Maus Law Firm
 Mazda North American Operations
 Mercer Consulting Group LLC
 Michelin Mobility Intelligence
 Michigan Auto Law
 Minnesota Network of Employers for Traffic Safety
 Missouri Safety Center
 Mothers Against Drunk Driving
 Motorcycle Safety Foundation
 NASCAR
 National Association of State Motorcycle Safety Administrators
 National Association of Mutual Insurance Companies
 National Association of Women Highway Safety Leaders
 National Coalition for Safer Roads
 National Safety Council (NSC)
 National Sheriffs' Association
 Nationwide Insurance
 Network of Employers for Traffic Safety
 NORC at the University of Chicago
 North Dakota State University
 Nuro Inc.
 Oronoz & Ericsson Injury Lawyers
 Pacific Institute for Research & Evaluation
 Patterson Law Group
 PluggdIn
 Plus AI
 PursuitAlert Digital Siren
 RADD
 Randall & Stump, PLLC
 Reflection Band, LLC
 Rekor Systems
 Robert F. Dallas, Esq. - Attorney
 Transportation Policy & Law
 Rookie Rides
 Rosenfeld Injury Lawyers
 Ryan Klitzsch
 SADD, Inc.
 Safe Kids Worldwide

Safer New Mexico Now
 SaferStreet Solutions
 SKIDCAR SYSTEM, INC.
 Smart Start, Inc.
 SmartSimple
 Sprattler Group
 Stalker Radar/Stalker Street Dynamics
 State Farm
 Staver Accident Injury Lawyers, P.C.
 Stellantis
 Steven M. Sweat Personal Injury Lawyers APC
 Stratacomm
 Sutliff & Stout, Injury & Accident Law Firm
 Tactis
 TEAM Coalition
 Terry A. Pence Consulting
 Texas A&M Transportation Institute
 The Champion Firm, P.C.
 The Keri Anne DeMott Foundation
 The Law Office of Richard M. Kenny
 The Magic of Life Foundation
 The National Road Safety Foundation, Inc. (NRSF)
 The Platta Law Firm
 ThinkFirst National Injury Prevention Foundation
 Thomas Gianni
 toXcel LLC
 Toyota Motor Sales U.S.A., Inc.
 Traffic Injury Research Foundation
 Traffic Safety Partners, LLC
 Transportation Improvement Association
 Travelers Marketing
 Troy Costales
 TrypScore by Medidas
 U.S. Tire Manufacturers Association
 Uber
 U-Haul International, Inc.
 Verra Mobility
 Virginia Tech Transportation Institute (VTTI)
 Volvo Car USA, LLC
 Washington Regional Alcohol Program (WRAP)
 Waymo
 Westat
 Zoon

Our Team

Executive Board Officers



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Barbara L. Rooney
 Director, California Office
 of Traffic Safety



VICE CHAIR
Lauren Stewart
 Director, Maine Bureau
 of Highway Safety



TREASURER
Michael Hanson
 Director, Minnesota Office
 of Traffic Safety



SECRETARY
Amy Davey
 Administrator, Nevada Office
 of Traffic Safety

Regional Representatives

Region	Designate	Alternate
1	Lauren Stewart, Maine	Vacant
2	Joe Cristalli, Connecticut	Daphne O'Neal, U.S. Virgin Islands
3	John Saunders, Virginia	Mark Ezzell, North Carolina
4	Lora Hollingsworth, Florida	Jason Ivey, Tennessee
5	Craig Flynn, Minnesota	Emily Davidson, Ohio
6	Lisa Freeman, Louisiana	Vacant
7	Jonathan Nelson, Missouri	Bill Kovarik, Nebraska
8	Carrie Silcox, Utah	Karson James, Wyoming
9	Barbara Rooney, California	Kari Benes, Hawaii
10	Janet Kenny, Montana	Shelly Baldwin, Washington

Committee Chairs

ANNUAL MEETING COMMITTEE

Carol Gould, Colorado
Edica Esqueda, Washington

EQUITY AND ENGAGEMENT COMMITTEE

Shelly Baldwin, Washington
Licet Gaveau, New York

FEDERAL RELATIONS COMMITTEE

Lauren Stewart, Maine

FINANCE, OPERATIONS AND AUDIT COMMITTEE

Mike Hanson, Minnesota

MEMBER SERVICES AND DEVELOPMENT COMMITTEE

Amy Davey, Nevada
Mike Schwendau, Wisconsin

RESEARCH COMMITTEE

Mark Ezzell, North Carolina

GOVERNANCE COMMITTEE

Tom Glass, Pennsylvania

GHSA Team



Jonathan Adkins
Chief Executive Officer



Pam Shadel Fischer
Senior Director
of External Engagement



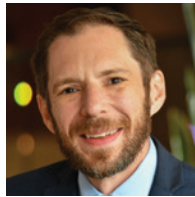
Russ Martin
Senior Director of Policy and
Government Relations



Lisa Wagner
Chief Financial Officer



Kerry Chausmer
Director of Programs and
Member Services



Adam Snider
Director of Communications



Adrian Nicholas
Communications Coordinator



Nana Pinkrah
Senior Staff Accountant



Olivia Greer
Programs Coordinator



Amadie Hart
Communications and Events
Consultant



Kara Macek
Program Consultant



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