

Directions in Highway Safety

Special
2024 Annual
Meeting
Edition

SUNDAY
SEPTEMBER 8

GHSA 2024 ANNUAL MEETING

TRAFFIC SAFETY AT A CROSSROADS: CHARTING A COURSE FOR SUCCESS



Jonathan Adkins
GHSA Chief Executive Officer

On behalf of the GHSA Executive Board, staff and our hosts, the Indiana Criminal Justice Institute, welcome to the GHSA 2024 Annual Meeting in Indianapolis, the Crossroads of America! We know how excited you are to attend this meeting and learn, collaborate and inspire each other in our lifesaving work. With a new emphasis on partnerships, collaboration and reaching new communities, get ready to make some new connections during your time with us. The Annual Meeting Planning Committee has worked hard to create an informative and engaging agenda that features general sessions and workshops on a plethora of traffic safety topics, as well as a very special closing luncheon speaker who will have you ready to rock!

This year's meeting theme, "Traffic Safety at a Crossroads: Charting a Course for Success," speaks to the pivotal moment we in the roadway safety community find ourselves in and the fact that we can make progress by working together toward our shared goal. Our Opening General Session will feature senior leadership from government and industry discussing the need to elevate traffic safety in the national dialogue and devote more resources to preventing crashes, deaths and injuries on our nation's roads. Other general sessions will explore the Safe System approach and what the future of roadway safety holds.

Connecting with friends and partners is one of the best parts of the GHSA Annual Meeting. You'll have plenty of opportunities to see long-time friends and make new ones throughout the meeting, including at Sunday evening's Welcome Reception in the Exhibit Hall and Tuesday's Taste of the State reception at the Indiana State Museum. While we know you'll be networking with fellow attendees in person, don't forget to share updates and connect on social media! Use the hashtag #GHSA2024 to join the conversation on X or LinkedIn. Also, don't forget to check out the Exhibit Hall, featuring more than 55 exhibitors showcasing the latest traffic safety products and services offered by private companies, nonprofit organizations, government and law enforcement agencies, and many others.

Don't forget to download the GHSA 2024 Meeting App so you're able to stay up to date on all things #GHSA2024. The app includes a customizable personal agenda as well as speaker, exhibitor and sponsor information. You can also see a snapshot of current sessions and events in the "Annual Meeting Lobby." Meet someone you want to share information with? Tap the "Shake" button at the bottom to share your contact information so you can stay in touch after the meeting.

This meeting would not be possible without the support of our 2024 Roadway Safety Champions, whose commitment to traffic safety is unmatched. We'd like to extend a special thank you to this year's presenting sponsors: Abbott, Amazon, Cambridge Mobile Telematics, Ford Philanthropy, General Motors, HAAS Alert, Intoxalock, MICHELIN Mobility Intelligence, the National Road Safety Foundation, Qualcomm, Responsibility.org, Smart Start, Uber, Waymo and Zoox. The Indiana Criminal Justice Institute also deserves an enormous thank you for the work they've done to prepare for our arrival as well as their work onsite in Indianapolis.

We're so excited to have you joining us at this year's GHSA Annual Meeting. With traffic fatalities finally starting to decrease after years of rises, it's critical that we come together to build on this momentum so we can better protect everyone on the road. We're thankful you're with us in Indianapolis and confident you'll leave with the knowledge, connections and inspiration to make a positive difference in your community and the nation.



Mark Schulman – a real-life rock star-turned-motivator who has drummed for P!nk, Foreigner, Cher, Billy Idol and more – will deliver his high-energy "Unlocking the Rock Star Attitude" address about how to apply confidence as a philosophy to achieve your goals.

GETTING AROUND INDIANAPOLIS WITHOUT A CAR

You don't need a car to get around Indianapolis. The Annual Meeting hotel is just steps from a robust network of pedestrian and bicycle trails that give you access to many of the city's best features and outdoor spaces. Want more options? There are dozens of bus routes and convenient access to ride-hailing through Uber and Lyft.

Walking

Indianapolis has been named one of the most walkable downtowns in the country. The JW Marriott is centrally located on the Indianapolis Cultural Trail, which provides convenient access to both downtown and acres of green space at White River Park.

Biking

Away.com named Indianapolis one of the best cities to see from a bicycle, thanks to the city's flat landscape, innovative Indianapolis Cultural Trail and abundance of bike paths. Pick up a bicycle rental at one of the 50 Pacers Bike Share stations – which has several locations near the hotel – and enjoy the city on two wheels. Learn more and plan your bike trip at pacersbikeshare.org.

Bus

Several of IndyGo's more than 30 routes have stops close to the conference hotel, providing another way to explore the city without having to get behind the wheel. Learn more and plan your trip at www.indygo.net.

BE SURE TO DOWNLOAD THE GHSA 2024 MEETING APP!

- **Stay organized** – Build your schedule, navigate the Exhibit Hall and get updates on exhibitors, speakers and events.
- **Sync up** – Use Multi-Device Sync to use the app seamlessly across all your devices.
- **Connect** – Find colleagues and attendees and use the Social Media icon to join the #GHSA2024 conversation.
- **Explore** – Check out local restaurants and attractions in Indianapolis.
- **The Lobby** – Find the latest meeting information each day including an agenda spotlight, featured speakers and the sessions "Happening Now" throughout the meeting.

SEARCH: The App Store or Google Play for "GHSA Annual Meeting" or scan this QR code:



WELCOME FROM OUR HOSTS!

Welcome to Indianapolis, the Crossroads of America! The Indiana Criminal Justice Institute (ICJI) is thrilled to welcome you to the GHSA 2024 Annual Meeting in the heart of Indianapolis. While the city might be best known for its iconic motor speedway and 500-mile race, Indianapolis has a surprise waiting around every turn.

A glimmering canal walk, 250 acres of urban green space with one-of-a-kind museums, and a top 10 zoo. The original LOVE sculpture. The world's largest children's museum. The world's spiciest dish. A professional and college sports fan's dream. A safe, clean, and walkable urban center with 300+ restaurants, retailers, and cultural attractions. Ranked one of the "Best Places to Go" by multiple national travel magazines, Indianapolis is sophisticated but not pretentious. We're so welcoming there's actually a name for it – Hoosier Hospitality.

Need help with anything while attending the meeting? Don't hesitate to ask our staff! We want to help you get the most out of the meeting as well as your time in Indianapolis. To find an ICJI staff member, look for the matching with the ICJI logo.

- ROYAL BLUE on Sunday
- DARK BLUE on Monday
- GRAY on Tuesday
- LIGHT BLUE on Wednesday



We're honored to host the GHSA 2024 Annual Meeting, and we're excited for you to join us as we chart a path for traffic safety success in Indianapolis.



SPOTLIGHT ON LAW ENFORCEMENT

GHSA extends a special welcome to all law enforcement officials — both active duty and retired — attending our 2024 Annual Meeting. We've worked hard to ensure the workshops address content that's relevant to you.



MONDAY, SEPTEMBER 9

A Candid Discussion with Leaders in Law Enforcement on Equitable Service	10:30 a.m. – 12:00 p.m.	JW Grand Ballroom 3
10 Years After Cannabis Legalization: Innovative Strategies to Bolster Your State's Impaired Driving Program	10:30 a.m. – 12:00 p.m.	JW Grand Ballroom 4
Transforming Post-Crash Care: Innovations and Best Practices for Highway Safety	1:45 p.m. – 3:15 p.m.	JW Grand Ballroom 2

TUESDAY, SEPTEMBER 10

Successfully Implementing a Roadside Drug Testing Program	10:30 a.m. – 12:00 p.m.	JW Grand Ballroom 3
Diversity Drives Dialogue: Evaluating Nationwide PP&E Efforts	2:00 p.m. – 3:30 p.m.	JW Grand Ballroom 1+2
The Future of the Law Enforcement Liaison Program	2:00 p.m. – 3:30 p.m.	JW Grand Ballroom 3

WEDNESDAY, SEPTEMBER 11

Achieving Excellence in Highway Safety Criminal Justice	10:15 a.m. – 11:45 a.m.	JW Grand Ballroom 3
Proven Strategies for Reining in Speeders	10:15 a.m. – 11:45 a.m.	JW Grand Ballroom 4

GET SOCIAL WITH US!

#GHSA2024

@GHSAHQ

WELCOME RECEPTION IN THE EXHIBIT HALL

Join your friends and colleagues in the Exhibit Hall on Sunday night from 5:30 to 7:30 p.m. Enjoy heavy appetizers, tasty desserts, racing simulators and a DJ!

Sponsored by **ZOOX**

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			 CheckToProtect.org for auto recalls	
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				 www.IfYouSeeSomethingSaySomething.org
 				
				
				 CREATING SAFER COMMUNITIES
				
				
			 Experiential Awareness Initiatives	 
			<p>Get a first look at all the latest safety offerings from</p> <p>more than 55 exhibitors</p> <p>while connecting with long-time friends and making new ones.</p>	

FEATURED EXHIBITORS

Throughout the meeting, we'll be highlighting some of the companies and organizations exhibiting this year. Be sure to visit their booths during lunch on Monday to be eligible for prize drawings provided by our exhibitors. You must be present to win and will need to pick up your winning item by the end of the day.

AGENDA AT A GLANCE

8 a.m. | 9 a.m. | 10 a.m. | 11 a.m. | Noon | 1 p.m. | 2 p.m. | 3 p.m. | 4 p.m. | 5 p.m. | 6 p.m.

SATURDAY

8:30 a.m. – 4:00 p.m.
GHSA Executive Board Meeting
(Board Members only)

6:00 p.m. – 8:00 p.m.
Roadway Safety Champions Reception with the GHSA Executive Board
(Invitation Only)

SUNDAY

8:00 a.m. – 6:30 p.m. Registration

8:30 a.m. – 9:30 a.m.
State Member Orientation*

9:45 a.m. – 10:45 a.m.
Regional Meetings*

11:00 a.m. – 4:45 p.m.
GHSA Business Meeting*

11:00 a.m. – 3:00 p.m.
Exhibits Move In/Set Up

* State Highway Safety Office Members only

5:30 p.m. – 7:30 p.m.
Exhibits Open

5:30 p.m. – 7:30 p.m.
Welcome Reception in Exhibit Hall
(Open to all attendees; registered attendees can purchase additional tickets for spouses/guests)

MONDAY

7:30 a.m. – 4:15 p.m. Registration

7:30 a.m. – 4:15 p.m. Exhibits Open

7:30 a.m. – 8:30 a.m.
Continental Breakfast in Exhibit Hall

8:30 a.m. – 10:00 a.m.
Opening General Session

10:00 a.m. – 10:30 a.m.
Morning Break in Exhibit Hall

10:30 a.m. – 12:00 p.m.
Workshop Block 1

12:00 p.m. – 1:30 p.m.
Lunch in Exhibit Hall

1:45 p.m. – 3:15 p.m.
Workshop Block 2

3:15 p.m. – 4:15 p.m.
Afternoon Break in Exhibit Hall

TUESDAY

7:30 a.m. – 12:00 p.m. Registration

7:30 a.m. – 11:00 a.m. Exhibits Open

7:30 a.m. – 8:30 a.m.
Continental Breakfast in Exhibit Hall

8:30 a.m. – 10:00 a.m.
General Session
Evolving Roadway Safety Countermeasures and the Safe System

10:00 a.m. – 10:30 a.m.
Morning Break in Exhibit Hall

10:30 a.m. – 12:00 p.m.
Workshop Block 3

11:00 a.m. – 3:00 p.m.
Exhibit Hall Tear Down/Move Out

12:15 p.m. – 2:00 p.m.
Awards Luncheon

2:00 p.m. – 3:30 p.m.
Workshop Block 4

6:00 p.m. – 8:30 p.m.
Taste of the State Reception at the Indiana State Museum
(Open to all attendees; registered attendees can purchase additional tickets for spouses/guests)

WEDNESDAY

8:00 a.m. – 8:30 a.m.
Morning Coffee

8:30 a.m. – 10:00 a.m.
General Session
Future Frontiers In Roadway Safety: What's Coming Next?

10:15 a.m. – 11:45 a.m.
Workshop Block 5

12:00 p.m. – 1:45 p.m.
Closing Luncheon

1:45 p.m. – Adjourn

GHSA needs your feedback to ensure the Annual Meeting meets your expectations and needs! You'll receive an evaluation form via email after the meeting, but we also welcome – and encourage – your feedback on individual sessions and workshops. You can give us immediate feedback via the mobile app by clicking the "Rate Session" link and following the prompts.



JOIN US!

NASID
National Alliance to Stop Impaired Driving
Conference

A Coalition Established by
RESPONSIBILITY.ORG

November 18-20
Arlington, VA

It is crucial to recognize the challenges and complexities surrounding the critical issue of impaired driving.

Lives are at stake.
Safety is at stake.
Together, we must take action.

We invite you to join us for the National Alliance to Stop Impaired Driving (NASID) Conference taking place November 18-20 in Arlington, VA.

The conference will feature the nation's foremost traffic safety experts who will share insights, data, and effective prevention strategies to combat drunk and multiple substance impaired driving. Participants will leave with tangible action items that will ultimately make our roads safer and prevent lives from being lost.

Make sure you are among the ranks of these dedicated solutions-focused professionals and register today!

To learn more, scan the QR code or visit www.NASID.org/nasid-conference.



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RESEARCH CORNER

The [Research Section](#) of the GHSA website is your go-to place for the latest association research reports and projects, including:



Improving MPO and SHSO Coordination on Behavioral Traffic Safety: Guide and Toolkit – This report provides guidance for Metropolitan Planning Organizations (MPOs) and State Highway Safety Offices (SHSOs) to improve coordination on local and regional behavioral safety efforts to reduce the frequency and severity of traffic crashes. The guide and toolkit provide evidence-based information and resources to help improve coordination between SHSOs and MPOs on behavioral traffic safety.

Read it here: www.ghsa.org/Research/MPOandSHSO.



E-Scooter Safety: Issues and Solutions – This research project identified emerging behavioral safety issues arising from the expanding use of e-scooters, both rental and privately owned, and developed comprehensive guidance to help affected agencies plan for and mitigate related safety problems. The project includes tools, policy alternatives, educational materials, institutional requirements and other relevant techniques to mitigate identified risks.

Read it here: www.ghsa.org/research/BTSCRP-EScooter-2023.



Communicating Safe Behavior Practices to Vulnerable Road Users – This toolkit helps traffic safety practitioners communicate safe behavior practices to vulnerable road users (VRUs). Pedestrians, cyclists, scooter riders and motorcyclists all lack the basic safety protections provided to vehicle occupants by automobiles, and their fatality rates remain unacceptably high.

Read it here: www.ghsa.org/Communicating-Safe.



Combined High-Visibility Enforcement (HVE): Determining the Effectiveness – This research project provides a scalable evaluation framework and methodologies to determine the effectiveness of a combination of law enforcement and public engagement in reducing crashes and their severity. Researchers explored behavioral safety issues such as impaired driving, lack of seat belt use, distracted driving and speeding.

Read it here: www.ghsa.org/research/HVE.



Improving Moped and Seated Motor Scooter (50 cc or less) Rider Safety – The researchers investigated safety issues unique to moped and seated motor scooter riding, and connected those findings with practical policy recommendations and educational programs. This resulted in a report and web-based tool that allows SHSOs and their safety partners to create social media graphics, posters and other visual content related to moped/motor scooter safety.

Read it here: www.ghsa.org/research/Moped.

Annual Meeting Planning Committee

Thank you to the members of the Annual Meeting Committee for volunteering their time and expertise to help us put together such a fantastic agenda for this year's conference. Special thanks to Committee Co-Chairs Carol Gould (Colorado) and Edica Esqueda (Washington) for their leadership!

Annual Meeting Planning Committee Members

- | | | |
|--|-----------------------------------|--|
| Carol Gould
(CO-CHAIR)
Colorado | Sharon Bryson
Delaware | Jaime Pelotte
Maine |
| Edica Esqueda
(CO-CHAIR)
Washington | Jennifer Hogan
New York | Cynthia Spriggs
Maryland |
| Bill Bell
Kentucky | Debra Hollis
Arkansas | Nick White
Minnesota |
| Whitney Brazier
California | Bill Kotowski
Idaho | Shandi Smith
Alliance Highway Safety |
| | Carrie Krupp
Nevada | |

Volunteer Moderators

- | | |
|--|---|
| Shelly Baldwin
Washington | Tara Casanova Powell
Association of Transportation
Safety Information
Professionals |
| Rick Birt
District of Columbia | Lauren Stewart
Maine |
| Pam Shadel Fischer
GHSA | Daniel Zimmerman
GHSA |

A Very Special **THANK YOU**
to the GHSA 2024 Annual Meeting Roadway Safety Champions

PRESENTING



HAAS ALERT



RESPONSIBILITY.ORG



DIAMOND



PLATINUM



GOLD



SILVER



BRONZE



Learn More About the 2024 O'Rourke Award Winners at a Special Workshop

Winners of the 2024 Peter K. O'Rourke Special Achievement Awards will be honored at the Awards Luncheon on Tuesday. Just before that, they'll share their insights and experiences at a workshop.

Turning Advocacy into Action: Roadway Safety Legislative Victories in the States

Tuesday, September 10
10:30 a.m. – 12:00 p.m.
JW Grand Ballroom 4

State laws are one of the most powerful tools in our fight against dangerous driving and traffic deaths. Three safety advocates will share their experiences working with state legislators to successfully pass roadway safety bills, the real-world obstacles they faced and lessons learned along the way in their fight for safer streets. They'll also discuss the important role State Highway Safety Offices and their partners can play to help support and expand advocacy efforts.

WANT TO GET INVOLVED?

Join a research panel and share your expertise and/or represent the State Highway Safety Offices. Scan this QR code for more information.



JOIN GHSA & SAVE!

Join the nearly 200 companies, organizations and individuals dedicated to saving lives on our roadways.

GHSA Associate Members can save up to \$150 off the cost of Annual Meeting registration and a \$250 off exhibitor fees, receive association updates on key policy and programmatic issues, and have access to exclusive content, including our online State Highway Safety Office member directory.

Learn more at
<https://www.ghsa.org/about/join>
or talk to any member of the GHSA team.

SAVE THE DATES!

Future GHSA Annual Meetings

<p>2025</p> <p>Pittsburgh, PA August 23–27</p>	<p>2026</p> <p>Minneapolis, MN August 29–September 2</p>	<p>2027</p> <p>Anaheim, CA August 28–September 1</p>
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