



Traffic Safety at a Crossroads: **CHARTING A COURSE FOR SUCCESS**

GHSA 2024 Annual Meeting Program

SATURDAY, SEPTEMBER 7

8:30 a.m. – 4:00 p.m.

GHSA Executive Board Meeting with Lunch

6:00 P.M. –8:00 P.M.

Highway Safety Champion Reception with

GHSA Executive Board and Sponsors

Indianapolis Zoo

SUNDAY, SEPTEMBER 8

9:45 a.m. –10:45 a.m.

Regional Meetings

11:00 A.M. – 4:30 P.M.

GHSA Business Meeting with Lunch

5:30 P.M. – 7:30 P.M.

Welcome Reception in the Exhibit Hall

MONDAY, SEPTEMBER 9

8:30 a.m. – 10:00 a.m.

Opening General Session

Senior government officials and industry leaders will provide an update on the ongoing traffic safety crisis, innovative solutions being deployed and how the roadway safety community can better collaborate to curb the violence on our streets.

MC: Barbara Rooney, GHSA Chair

Speakers:

Sophie Shulman, Deputy Administrator, NHTSA

Devon McDonald, Executive Director, Indiana Criminal Justice Institute (video from Indiana governor)



Brian LaTouf, President and Global Chief Safety and Quality Officer, Hyundai
Karen Sisson, Senior Vice President for Public and Legislative Affairs, Intoxalock

WORKSHOPS

10:30 a.m. – 12:00 p.m.

Teen Driver Safety: Where Do We Go from Here?

We've made significant gains in teen driver safety over the past 20 years, but more remains to be done. The key findings and recommendations in GHSA's October 2023 Teen Spotlight report will be the basis for a lively conversation between a panel of experts and the audience. Discussion topics will include strengthening GDL laws, bolstering parent involvement, making driver education and training accessible to all, making peer-to-peer programs impactful, increasing understanding of vehicle technology and more.

Moderator

Jaime Pelotte, Grant Manager, Maine Bureau of Highway Safety

Speakers

Jessica Cicchino, Vice President of Research, Insurance Institute for Highway Safety
Pam Shadel Fischer, Senior Director of External Engagement, Governors Highway Safety Association
Lisa Minjares-Kyle, Program Director, Texas Transportation Institute
Joe Provenzano, Mobility and Volunteer Director, Ford Philanthropy
Brett Robinson, Executive Director, ADTSEA
Louis Pratt, Community Engagement Specialist, SADD, Inc.

Safer Cars, Safer Communities: The SHSO's Role in Promoting Vehicle Safety Technology

The Infrastructure Investment and Jobs Act gives State Highway Safety Offices (SHSOs) the option to use Section 402 funding to educate drivers about vehicle safety technology in support of the safe vehicle component of the Safe System approach. A panel of communications experts representing SHSOs, the automotive industry and research groups will discuss the current state of vehicle technology, what's on the horizon and how SHSOs can help drivers understand what their vehicle's safety features are – and aren't – capable of.

Moderator

Daniel Zimmerman, Senior Director of Government Relations and Policy, Governors Highway Safety Association

Speakers

Tara Andringa, Executive Director, Partners for Automated Vehicle Education
Jennifer Morrison, Head of Vehicle Safety, Mazda North America Operations
Russ Rader, Senior Vice President, Communications, Insurance Institute for Highway Safety
Tim Weisberg, Deputy Director, Marketing and Public Affairs, California Office of Traffic Safety

A Candid Discussion About Equitable Service with Law Enforcement Leaders

A diverse group of law enforcement leaders will have an honest and open dialogue on equity in policing in 2024. We'll explore where we've been and are headed, traditional and new approaches to community policing and what's working in the panelists' own communities to strengthen support for law enforcement. You'll take away new ideas for conducting equitable policing in your community or state and leave with new connections who can help you turn those ideas into reality.

Moderator

Cynthia Spriggs, Pedestrian/Bicycle/Speed/Aggressive Programs Manager, Maryland Department of Transportation – Motor Vehicle Administration – Maryland Highway Safety Office

Speakers

Alexander Jones, Chief of Police, City of Arlington, Texas

Catherine Cummings, Assistant Chief of Police, Indianapolis Metropolitan Police Department

Kevin Teaford, Retired Colonel, Ohio State Police

Keith Williams, Chief, Enforcement and Justice Services Division, National Highway Traffic Safety Administration

10 Years After Cannabis Legalization: Innovative Strategies to Bolster Your State's Impaired Driving Program

Impaired driving continues to be a thorny problem and some states are experimenting with new approaches to education, enforcement and adjudication. Generation Z are the first Coloradans to have grown up after recreational cannabis was legalized, so what can we learn from them as we work to prevent cannabis-impaired driving? In Minnesota, dedicated, grant-funded DWI Officers are removing impaired drivers from the road at record rates. What has made this program successful? Louisiana used a grant to fund an "on-call toxicologist" who provided expert testimony for DUID court cases in the state's remote parishes. Could a similar program be possible in your state?

Moderator

Nick White, Impaired Driving Program Coordinator, Minnesota Office of Traffic Safety

Speakers

Sam Cole, Traffic Safety Manager, Colorado Department of Transportation

Joey Jones, System Director, North Louisiana Criminalistics Laboratory

Duane Siedschlag, Impaired Driving Coordinator, Minnesota Office of Traffic Safety

12:00 p.m. – 1:30 p.m.

Lunch In the Exhibit Hall

1:45 p.m. – 3:15 p.m.
WORKSHOPS

Integrating Behavioral Programs and Traffic Records for Impactful Results

Removing the silos between behavioral traffic safety and traffic records programs is key to more effective programs in your state. This interactive session will explore how four State Highway Safety Offices use traffic records data to inform programs designed to address equity and bias in traffic safety. Panelists will identify common limitations of data integration across agencies and how to overcome them. Discover how state Traffic Records Coordinating Committees not only make interventions more effective but also improve our understanding of road safety challenges.

Moderator

Tara Casanova-Powell, CEO, ATSIP

Speakers

Andrea Bill, Traffic Safety Engineer Research Program Manager, University of Wisconsin-Madison Department of Civil and Environmental Engineering

Allison Curry, Senior Scientist and Director, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia

Tim Kerns, Director, Maryland Department of Transportation – Motor Vehicle Administration – Maryland Highway Safety Office

Juliet Little, Program Manager, Connecticut Department of Transportation Highway Safety Office

Transforming Post-Crash Care: Innovations and Best Practices for Highway Safety

As we strive for zero fatalities, post-crash care is a critical component within the framework of the Safe System approach. Equipping frontline heroes with cutting-edge tools and knowledge can significantly enhance their ability to provide effective post-crash care and save lives. Explore how SHSOs are using federal funds to implement innovative strategies for advancing post-crash care including pioneering training programs for first responders and leveraging new technologies.

Moderator

Lauren Stewart, Director, Bureau of Highway Safety, Maine Department of Public Safety

Speakers

Brock Aun, Vice President of Communications and Public Safety, HAAS Alert

Tim Bell, Director of Clinical Training, Level One Accountability, LLC

Anthony Bledsoe, Program Manager, Washington Traffic Safety Commission

Gamunu Wijetunge, Director, Office of Emergency Medical Services, National Highway Traffic Safety Administration

Communication that Saves Lives: Not a Trivial Pursuit

Do you know how to create effective messages about traffic safety in today's ever-changing world? Join us for a game of trivia that will test your knowledge and may expose your shortcomings! A panel of experts will dive into topics like multicultural communication, reaching underserved communities, grassroots outreach and leveraging local events. Get ready to learn, laugh and sharpen your traffic safety communication skills. This is one trivia session you won't want to miss!

Moderator

Bill Kotowski, Grants and Contracts Officer, Idaho Transportation Department

Speakers

Presley Connor, Vulnerable Road User Communications Manager, District of Columbia Highway Safety Office

Dustin Skilbred, Vice President of Operations, Alliance Highway Safety

Laura Sonderup, Managing Director and Senior Strategist, Heinrich Marketing, Inc.

Arriale Tabson, Public Information Officer, Tennessee Office of Highway Safety

Strategies for Making "I Don't Drive Distracted" the Norm

Making distracted driving socially unacceptable won't happen with a single strategy. Getting drivers to keep their eyes and mind on the road every trip will take a comprehensive approach that leverages multiple strategies and countermeasures. Join State Highway Safety Office technology and communications experts as they share proven and innovative approaches for reaching today and tomorrow's drivers, so they are compelled to just drive!

Moderator

Bill Bell, Executive Director, Highway Safety, Kentucky Transportation Cabinet

Speakers

Erin Iwata, COO and Digital Director, Heinrich Marketing, Inc.

Janine Koffel, Program Manager, Washington Traffic Safety Commission

Ryan McMahon, Cambridge Mobile Telematics

Jonathan Nelson, Assistant to the State Highway Safety and Traffic Engineer, Missouri Department of Transportation

3:15 p.m. – 4:15 p.m.

Afternoon Social in the Exhibit Hall

Tuesday, September 10

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

Technology, emerging needs, shifting policy and other factors are leading the highway safety community to explore and adopt many new effective countermeasures. Learn about how different safety stakeholders are both advancing the safe system approach and finding ways to break down silos and collaborate.

Moderator: Jonathan Adkins, GHSA CEO

Speakers

Laura Chace, President and CEO, ITS America

Dia Gainor, Executive Director, NASEMSO

Spencer Moore, AAMVA Chair, Commissioner, Georgia Department of Driver Services

10:30 a.m. – 12:00 p.m.

WORKSHOPS

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

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.

Moderator

Shelly Baldwin, Director, Washington Traffic Safety Commission

Speakers

Tammy Gweedo McGee, Founder, Conner Gweedo Memorial Foundation

Angela Nelson, Vice President, Public and Government Affairs, AAA Missouri

Melissa Wandall, President, National Coalition for Safer Roads

Leveraging All Our Tools: How States Can Use Tech in a Safe System Approach

Technology offers new and exciting opportunities to achieve Vision Zero, but where do you start if you're a State Highway Safety Office? Industry leaders and state officials will share practical examples of how technology can advance the key elements of the Safe System approach: safe people, vehicles, speeds and roads, and post-crash care. Gain a

deeper understanding of the progress we're making, the role you can play and how to leverage all the tools in your toolbox to make progress toward zero.

Moderator

Rick Birt, Director, District of Columbia Highway Safety Office

Speakers

David Aylor, Vice President, Active Safety, IIHS

Heather Aijan, Public Affairs Manager, Waymo

Paul Escobar, Senior Public Policy and Safety Manager, Zoox

Successfully Implementing a Roadside Drug Testing Program

Equipping law enforcement with the tools to address the increase in drug-impaired driving is essential for achieving zero deaths. Learn how Indiana, Kansas and Minnesota are successfully implementing oral fluid screening programs. Law enforcement, State Highway Safety Office and toxicology officials will share insights for advancing roadside testing and lessons learned, share metrics that demonstrate the benefits of this technology and highlight how the data obtained from this tool can inform decision-making for and enhance other important countermeasures.

Moderator

Pam Shadel Fischer, Senior Director of External Engagement, Governors Highway Safety Association

Speakers

Michael Hanson, Director, Minnesota Office of Traffic Safety

Carrie Hodges, Forensic Scientist IV – Toxicology Supervisor, Kansas Bureau of Investigation

Christopher Kirby, Law Enforcement Liaison, Indiana Criminal Justice Institute

12:15 a.m. - 2:00 p.m.

Highway Safety Awards Luncheon

Join us as we honor the 2024 recipients of the James J. Howard Highway Safety Trailblazer Award, the Kathryn J.R. Swanson Public Service Award and the Peter K. O'Rourke Special Achievement Awards. Network with old colleagues and make new friends while enjoying a delicious lunch.

MC: Amy Davey

Speakers:

Leslie Kimball, Responsibility.org

Michelle Anderson, NRSF

2:00 p.m. – 3:30 p.m.
WORKSHOPS

Diversity Drives Dialogue: Evaluating Nationwide PP&E Efforts

State Highway Safety Offices (SHSOs) are now required to develop and implement public participation and engagement (PP&E) efforts to reach communities that are underserved and overrepresented in traffic fatalities. But determining how to start can be challenging. This participatory workshop will feature roundtable discussion groups led by SHSO practitioners who will jump start the conversation by sharing their own PP&E efforts and then invite you to identify what is and isn't working in your own state, brainstorm solutions and begin building a framework to help your SHSO move forward. Space is limited! Arrive early to guarantee a seat.

Moderator

Debra Hollis, Highway Safety Manager, Arkansas State Police Highway Safety Office

Speakers

Sharon Bryson, Director, Delaware Office of Highway Safety

Maura Fitzgerald, Behavioral Safety Coordinator, Kansas Bureau of Transportation Safety

Tristan Traylor, Program Manager, Pedestrian and Bike, Arkansas State Police Highway Safety Office

Tim Weisberg, Deputy Director, Marketing and Public Affairs, California Office of Traffic Safety

Sara Wood, Community Education Coordinator/Target Zero Manager Region 8 WTSC, Kent Police Department

The Future of the Law Enforcement Liaison Program

Law Enforcement Liaisons (LELs) are key to your State Highway Safety Office building and maintaining effective working relationships with the law enforcement agencies in your state. What does the future hold for the LEL program? How can we best train and equip LELs to more effectively engage with law enforcement in addressing risky driving behaviors including speeding, impaired driving and seat belt use? LELs will weigh-in on a five-year research program, led by Johns Hopkins University, tasked with identifying and piloting new approaches to traffic enforcement and elevating today's LEL program.

Moderator

Carrie Krupp, Program Manager, TSEP/Joining Forces Program, Nevada Office of Traffic Safety

Speakers

Katie Alexander, Law Enforcement Liaison, Texas Municipal Police Association

Todd Hartline, Law Enforcement Liaison, Nevada Office of Traffic Safety

Janice Martinez, Law Enforcement Liaison, Florida Department of Transportation

Jeff Michael, Distinguished Scholar, Johns Hopkins University

Innovations in Data Analysis: How Three SHSOs are Using New Data to Advance Traffic Safety

Accurate and timely traffic safety data are essential as states work to address dangerous driving behaviors and protect everyone on the road. GHSA and MICHELIN Mobility Intelligence awarded data grants to three states – California, Minnesota and Washington – to access new data not captured in crash reports and by legacy data systems. Learn more about this collaboration and how these states are leveraging these data gain valuable insights for combating dangerous driving behaviors.

Moderator

Rick Birt, Director, District of Columbia Highway Safety Office

Speakers

Chris Armstrong, Assistant Chief, California Highway Patrol

Staci Hoff, Research Director, Washington Traffic Safety Commission

Brandon Walters, Program Director, Minnesota Department of Public Safety

5:30 p.m. – 7:30 p.m.

Taste of the State Reception

Indiana State Museum

Wednesday, September 11

8:30 a.m. – 10:00 a.m.

GENERAL SESSION

Future Frontiers in Highway Safety: What's Coming Next?

As we look to the remainder of 2024 and beyond, the safety community will be facing many new opportunities and challenges. Join a panel of national experts to learn about the major forces that will be shaping roadway safety, such as new technologies, investments in equity and community engagement, and new partnership opportunities.

MC

Pam Shadel Fischer

Panel

Erik Dietz, President and COO, Michelin Mobility Intelligence

Stacey Stewart, CEO, MADD

Lisa Freeman, Director, Louisiana Highway Safety Commission

Andrew Rogers, Partner, EpicWorks Advisors

10:15 a.m. – 11:45 a.m.
WORKSHOPS

Safe Streets for All: Engaging and Protecting Young Walkers and Rollers

Young people without a driver's license often take advantage of active transportation modes like walking, bicycling and scooting. However, this can be more dangerous for underserved and marginalized youth, as data show that individuals in low-income areas are overrepresented in fatal crashes. It is critical for State Highway Safety Offices to engage with, listen to and prioritize the needs of young road users who are most at risk. Panelists will share their experiences engaging with underserved and marginalized youth and lessons learned that SHSOs and others can use to support safer roadways for active modes of transportation.

Moderator

Jennifer Hogan, Section Chief, Injury Prevention Programs, New York State Department of Health

Speakers

Melody Gibson, Education Director, Civic Design Center

Louis Pratt, Community Engagement Specialist, SADD Inc.

Megan Ramey, Safe Routes to School Manager, Hood River County School District

William Van Alstyne, Program Director, Albany County DPW Traffic Safety Education Programs

Ellen Walston, Injury Prevention Program Coordinator, East Carolina University Health Medical Center

Achieving Excellence in Highway Safety Criminal Justice

Law enforcement, prosecutors and judges are all working to maximize the effectiveness of the highway safety criminal justice system. Learn why aligning these components of the criminal justice system is so critical and how to identify and address challenges that could derail the successful prosecution of traffic safety cases. Explore how training offered through the Traffic Safety Resource Prosecutor program can assist both law enforcement and prosecutors.

Moderator

Whitney Braziel, Branch Chief, California Office of Traffic Safety

Speakers

Judge Robert Anchondo, Region 6 Judicial Outreach Liaison

Chris Daniels, Senior Traffic Safety Resource Prosecutor, Indiana Prosecuting Attorneys Council

Tara Kelly-Baker, Chief, Impaired Driving Division, NPD-110, National Highway Traffic Safety Administration

Buddy Lewis, Director, Tennessee Highway Safety Office

Proven Strategies for Reining in Speeders

Speed is a factor in nearly one-third of deaths on our nation's roadways. We'll review current speed data and trends and examine several innovative strategies states and automakers are using to get drivers to slow down. You'll also learn about in-vehicle technology designed to assist with maintaining safer speeds, technical implementation and policy guidance for automated enforcement programs, and how one state is conducting traditional speed enforcement in an innovative way.

Moderator

Sharon Bryson, Director, Delaware Office of Highway Safety

Speakers

Jessica Cicchino, Vice President for Research, Insurance Institute for Highway Safety

Garrett Eucalitto, Commissioner, Connecticut Department of Transportation

Keith Williams, Division Chief, National Highway Traffic Safety Administration

Melissa Zebley, Colonel, Delaware State Police

12:00 p.m. - 1:45 p.m.

Closing Luncheon

Unlocking The Rockstar Attitude

Mark Schulman, a real-life rock star turned-motivator, will close out the conference with his high-energy "Unlocking the Rockstar Attitude" address about how to apply confidence as a philosophy to achieve your goals. Mark has performed for sold-out audiences all over the world as the drummer for P!nk, Foreigner, Cher, Billy Idol and more. Don't miss this chance to learn about how to express your own rhythms, fortify individual strengths, and enhance emotional connections with colleagues and partners.

Keynote

Mark Schulman, Rockstar Drummer

MC

Tom Glass

Sponsor Speakers

Joe Provenzano, Mobility Director, Ford Philanthropy

Kyle Fortson, Director, External Affairs, Amazon