



**2018**

August 8–10

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# Traffic Safety Conference

**Sugar Land Marriott Town Square**

16090 City Walk

Sugar Land, Texas 77479

The 2018 Traffic Safety Conference is sponsored and hosted by the Texas A&M Transportation Institute with significant support from the Texas Department of Transportation's Traffic Safety Section through the National Highway Traffic Safety Administration's State Highway Safety Grant Programs.



**#TSC18**  
*Join the conversation.*

# Thank You, Exhibitors!



1:00 p.m. – 6:00 p.m.

**Registration Desk Open**

Conference Registration

1:00 p.m. – 5:00 p.m.

**PRE-CONFERENCE WORKSHOPS**

**Safe Transportation for Every Pedestrian**

Sugar Land Ballrooms I-IV

**INSTRUCTOR:**

**Lauren Blackburn**, *Senior Project Manager, VHB*

**Focus on Reducing Impaired Driving Among Youth  
(FRIDAY Program)**

Magnolia Ballroom

**INSTRUCTOR:**

**Mark Busbee**, *Program Manager, FRIDAY Program*

**Early Adopter Success:  
Experiences Integrating STEP and DDACTS**

Cane Ballroom

**INSTRUCTORS:**

**Lance Arnold**, *Chief, Weatherford Police Department*

**Anthony Boone**, *Asst. Chief, Longview Police Department*

**Darin Lair**, *Sergeant, Crime Analysis, Longview Police Department*

**Jadonna Manion**, *Analyst, Longview Police Department*

2:00 p.m. – 5:00 p.m.

**Exhibitor Setup**

Sugar Land Ballroom Foyer

5:00 p.m. – 7:00 p.m.

**Welcome Reception/Exhibitor Showcase**

Sugar Land Ballroom Foyer

**#TSC18**  
*Join the conversation.*

## THURSDAY, AUGUST 9

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8:00 a.m. – 5:00 p.m.

### Registration Desk Open

Conference Registration

8:00 a.m. – 9:00 a.m.

### Continental Breakfast

Sugar Land Ballroom Foyer

8:00 a.m. – 5:00 p.m.

### Exhibitor Showcase

Sugar Land Ballroom Foyer

9:00 a.m. – 10:00 a.m.

### OPENING/WELCOME SESSION

Sugar Land Ballroom V

#### MODERATOR:

**Robert Wunderlich**, *Director, Center for Transportation Safety, Texas A&M Transportation Institute*

**Marie Walsh**, *Director, Louisiana Local Technical Assistance Program,  
Louisiana Transportation Research Center*

10:00 a.m. – 10:15 a.m.

### BREAK

Sugar Land Ballroom Foyer

10:15 a.m. – 11:45 a.m.

#### EMPHASIS AREA PRESENTATION SESSIONS:

*Learn about successful countermeasures, programs and projects. Choose one of the sessions.*

### Intersection Safety

Cane Ballroom

#### MODERATOR:

**Robert Wunderlich**, *Director, Center for Transportation Safety,  
Texas A&M Transportation Institute*

**Brian Chandler**, *Director of Transportation Safety, DKS Associates*

**John Denholm III**, *Senior Project Manager, Lee Engineering*

**Upal Barua**, *Program Manager and Lead Traffic Safety Engineer,  
Austin Transportation Department, City of Austin*

### Older Road Users

Magnolia Ballroom

#### MODERATOR:

**Susan Herbel**, *Safety Consultant, Texas Strategic Highway Safety Plan*

**Sandi Rosenbloom**, *Professor, The University of Texas at Austin*

**Michael Manser**, *Human Factors Team Leader, Center for Transportation Safety,  
Texas A&M Transportation Institute*

**Kara Thorp**, *Public Affairs Specialist, AAA Texas & New Mexico*

10:15 a.m. – 11:45 a.m.

**EMPHASIS AREA PRESENTATION SESSIONS (continued)**

**Impaired Driving**

Sugar Land Ballrooms I-IV

**MODERATOR:**

**Troy Walden**, *Director, Center for Alcohol and Drug Education Studies,  
Texas A&M Transportation Institute*

**Nicole Holt**, *Chief Executive Officer, Texans Standing Tall*

**Vickie Adams**, *Coalition Director, San Antonio Council on Alcohol and Drug Abuse*

**Mindy Carroll**, *Director of Education and Prevention, Texas Alcoholic Beverage Commission*

**Distracted Driving**

Sugar Land Ballroom V

**MODERATOR:**

**Russell Henk**, *Youth Transportation Safety Team Leader, Center for Transportation Safety,  
Texas A&M Transportation Institute*

**Patrick Oborski**, *Detective, Austin Police Department*

**Art Reinhardt**, *Assistant Director, Transportation and Capital Improvements, City of San Antonio*

**Lisa Robinson**, *Senior Program Manager, National Safety Council*

11:45 a.m. – 1:30 p.m.

**CONFERENCE LUNCHEON, KEYNOTE AND  
NATIONAL SAFETY COUNCIL AWARDS**

Sugar Land Ballrooms VI-X

**MODERATOR:**

**Robert Wunderlich**, *Director, Center for Transportation Safety, Texas A&M Transportation Institute*

**KEYNOTE SPEAKER:**

**Deborah Hersman**, *President and CEO, National Safety Council*

**AWARDS CEREMONY:**

**Lisa Robinson**, *Senior Program Manager, National Safety Council*

1:30 p.m. – 1:45 p.m.

**BREAK**

Sugar Land Ballroom Foyer

## THURSDAY, AUGUST 9

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1:45 p.m. – 3:15 p.m.

### EMPHASIS AREA DISCUSSION CIRCLES:

*Join your colleagues in the discussion! Identify keys to success and ways to overcome barriers based on the information from the presentation sessions and your own experiences and knowledge. Choose one of the sessions.*

#### Intersection Safety

Cane Ballroom

**MODERATOR: Robert Wunderlich**, *Director, Center for Transportation Safety, Texas A&M Transportation Institute*

**FACILITATOR: Laura Higgins**, *Associate Research Scientist, Human Factors Program, Texas A&M Transportation Institute*

#### Older Road Users

Magnolia Ballroom

**MODERATOR: Susan Herbel**, *Safety Consultant, Texas Strategic Highway Safety Plan*

**FACILITATOR: Amber Trueblood**, *Assistant Research Scientist, Crash Analytics Program, Texas A&M Transportation Institute*

#### Impaired Driving

Sugar Land Ballrooms I-IV

**MODERATOR: Troy Walden**, *Director, Center for Alcohol and Drug Education Studies, Texas A&M Transportation Institute*

**FACILITATOR: Jena Prescott**, *Associate Transportation Researcher, Center for Alcohol and Drug Education Studies, Texas A&M Transportation Institute*

#### Distracted Driving

Sugar Land Ballroom V

**MODERATOR: Russell Henk**, *Youth Transportation Safety Team Leader, Texas A&M Transportation Institute*

**FACILITATOR: Katie Womack**, *Behavioral Research Team Leader, Center for Transportation Safety, Texas A&M Transportation Institute*

3:15 p.m. – 3:30 p.m.

**BREAK**

Sugar Land Ballroom Foyer

3:30 p.m. – 5:00 p.m.

**EMPHASIS AREA PRESENTATION SESSIONS:**

*Learn about successful countermeasures, programs and projects. Choose one of the sessions.*

**Speeding**

Sugar Land Ballrooms I-IV

**MODERATOR:**

**Bill Stockton**, *Executive Associate Agency Director, Interdisciplinary Research Group, Texas A&M Transportation Institute*

**Tracy Cox**, *Sergeant, Traffic Division Motorcycle Unit, Missouri City Police Department*

**Carl Currie**, *Lieutenant, Texas Highway Patrol District 2A–Houston*

**Gary Schatz**, *Transportation Engineering Consultant, City of Bryan*

**Roadway and Lane Departures**

Magnolia Ballroom

**MODERATOR:**

**John Habermann**, *Research Engineer, Research and Implementation Division, Texas A&M Transportation Institute*

**Karen Dixon**, *Division Head, Traffic Operations and Roadway Safety Division, Texas A&M Transportation Institute*

**Darren McDaniel**, *Safety Engineer, Traffic Operations Division, Texas Department of Transportation*

**Rebecca Wells**, *Director of Transportation Operations, Atlanta District, Texas Department of Transportation*

**Pedestrian Safety**

Cane Ballroom

**MODERATOR:**

**Michael Manser**, *Human Factors Team Leader, Center for Transportation Safety, Texas A&M Transportation Institute*

**Joel Meyer**, *Pedestrian Coordinator, Austin Transportation Department*

**Lauren Blackburn**, *Senior Project Manager, VHB*

**Neal Johnson**, *Assistant Transportation Researcher, Center for Transportation Safety, Texas A&M Transportation Institute*

**Joan Hudson**, *Research Engineer, Planning and Engagement Program, Texas A&M Transportation Institute*

## FRIDAY, AUGUST 10

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8:00 a.m. – 10:30 a.m.

**Registration Desk Open**

Conference Registration

8:00 a.m. – 9:00 a.m.

**Continental Breakfast**

Sugar Land Ballroom Foyer

8:00 a.m. – 10:45 a.m.

**Exhibitor Showcase**

Sugar Land Ballroom Foyer

9:00 a.m. – 10:30 a.m.

### **EMPHASIS AREA DISCUSSION CIRCLES:**

*Join your colleagues in the discussion! Identify keys to success and ways to overcome barriers based on the information from the presentation sessions and your own experiences and knowledge. Choose one of the sessions.*

#### **Speeding**

Sugar Land Ballrooms I-IV

**MODERATOR: Bill Stockton**, Executive Associate Agency Director, Interdisciplinary Research Group, Texas A&M Transportation Institute

**FACILITATOR: Lisa Minjares-Kyle**, Associate Transportation Researcher, Youth Transportation Safety Program, Texas A&M Transportation Institute

#### **Roadway and Lane Departures**

Magnolia Ballroom

**MODERATOR: John Habermann**, Research Engineer, Research and Implementation Division, Texas A&M Transportation Institute

**FACILITATOR: Cody Stewart**, Assistant Transportation Researcher, Center for Alcohol and Drug Education Studies, Texas A&M Transportation Institute

#### **Pedestrian Safety**

Cane Ballroom

**MODERATOR: Michael Manser**, Human Factors Team Leader, Center for Transportation Safety, Texas A&M Transportation Institute

**FACILITATOR: Ben Ettelman**, Assistant Research Scientist, Planning and Engagement Program, Texas A&M Transportation Institute



10:30 a.m. – 11:00 a.m.

**BREAK**

Sugar Land Ballroom Foyer

11:00 a.m. – 12:15 p.m.

**CLOSING GENERAL SESSION** Sugar Land Ballroom V

**MODERATOR:**

**Robert Wunderlich**, *Director, Center for Transportation Safety, Texas A&M Transportation Institute*



*Join us next year for the  
2019 Traffic Safety Conference*

**Wyndham San Antonio ★ May 28-31, 2019**





| <b>WEDNESDAY, AUGUST 8</b> |  |                                  |
|----------------------------|--|----------------------------------|
| 1:00 p.m. – 6:00 p.m.      | <b>Registration Desk Open</b>  | <i>Conference Registration</i>   |
| 1:00 p.m. – 5:00 p.m.      | <b>PRE-CONFERENCE WORKSHOP</b>   |                                  |
|                            | <b>Safe Transportation for Every Pedestrian</b><br><i>Sugar Land Ballrooms I-IV</i>                |                                  |
|                            | <b>PRE-CONFERENCE WORKSHOP</b>   |                                  |
|                            | <b>Focus on Reducing Impaired Driving Among Youth (FRIDAY Program)</b><br><i>Magnolia Ballroom</i> |                                  |
|                            | <b>PRE-CONFERENCE WORKSHOP</b>   |                                  |
|                            | <b>Early Adopter Success: Experiences Integrating STEP and DDACTS</b><br><i>Cane Ballroom</i>      |                                  |
| 2:00 p.m. – 5:00 p.m.      | <b>Exhibitor Setup</b>   | <i>Sugar Land Ballroom Foyer</i> |
| 5:00 p.m. – 7:00 p.m.      | <b>Welcome Reception/Exhibitor Showcase</b>  | <i>Sugar Land Ballroom Foyer</i> |

| <b>THURSDAY, AUGUST 9</b>   |  |                                  |
|---|--|----------------------------------|
| 8:00 a.m. – 5:00 p.m.   | <b>Registration Desk Open</b>  | <i>Conference Registration</i>   |
| 8:00 a.m. – 9:00 a.m.   | <b>Continental Breakfast</b>   | <i>Sugar Land Ballroom Foyer</i> |
| 8:00 a.m. – 5:00 p.m.   | <b>Exhibitor Showcase</b>  | <i>Sugar Land Ballroom Foyer</i> |
| 9:00 a.m. – 10:00 a.m.  | <b>OPENING WELCOME SESSION</b>   | <i>Sugar Land Ballroom V</i>     |
| 10:00 a.m. – 10:15 a.m.   | <b>BREAK</b>   | <i>Sugar Land Ballroom Foyer</i> |
| 10:15 a.m. – 11:45 a.m.<br><i>Emphasis Area<br/>Presentation Sessions</i> | <b>Intersection Safety</b>   | <i>Cane Ballroom</i>             |
|   | <b>Older Road Users</b>  | <i>Magnolia Ballroom</i>         |
|   | <b>Impaired Driving</b>  | <i>Sugar Land Ballrooms I-IV</i> |
|   | <b>Distracted Driving</b>  | <i>Sugar Land Ballroom V</i>     |
| 11:45 a.m. – 1:30 p.m.  | <b>CONFERENCE LUNCHEON, KEYNOTE AND NATIONAL SAFETY COUNCIL AWARDS</b> | <i>Sugar Land Ballrooms VI-X</i> |
| 1:30 p.m. – 1:45 p.m.   | <b>BREAK</b>   | <i>Sugar Land Ballroom Foyer</i> |
| 1:45 p.m. – 3:15 p.m.<br><i>Emphasis Area<br/>Discussion Circles</i>      | <b>Intersection Safety</b>   | <i>Cane Ballroom</i>             |
|   | <b>Older Road Users</b>  | <i>Magnolia Ballroom</i>         |
|   | <b>Impaired Driving</b>  | <i>Sugar Land Ballrooms I-IV</i> |
|   | <b>Distracted Driving</b>  | <i>Sugar Land Ballroom V</i>     |
| 3:15 p.m. – 3:30 p.m.   | <b>BREAK</b>   | <i>Sugar Land Ballroom Foyer</i> |
| 3:30 p.m. – 5:00 p.m.<br><i>Emphasis Area<br/>Presentation Sessions</i>   | <b>Speeding</b>  | <i>Sugar Land Ballrooms I-IV</i> |
|   | <b>Roadway and Lane Departures</b>                                     | <i>Magnolia Ballroom</i>         |
|   | <b>Pedestrian Safety</b>   | <i>Cane Ballroom</i>             |

| <b>FRIDAY, AUGUST 10</b>  |                                    |                                  |
|---|------------------------------------|----------------------------------|
| 8:00 a.m. – 10:30 a.m.  | <b>Registration Desk Open</b>      | <i>Conference Registration</i>   |
| 8:00 a.m. – 9:00 a.m.   | <b>Continental Breakfast</b>       | <i>Sugar Land Ballroom Foyer</i> |
| 8:00 a.m. – 10:45 a.m.  | <b>Exhibitor Showcase</b>          | <i>Sugar Land Ballroom Foyer</i> |
| 9:00 a.m. – 10:30 a.m.<br><i>Emphasis Area<br/>Discussion Circles</i> | <b>Speeding</b>                    | <i>Sugar Land Ballrooms I-IV</i> |
|   | <b>Roadway and Lane Departures</b> | <i>Magnolia Ballroom</i>         |
|   | <b>Pedestrian Safety</b>           | <i>Cane Ballroom</i>             |
| 10:30 a.m. – 11:00 a.m.   | <b>BREAK</b>                       | <i>Sugar Land Ballroom Foyer</i> |
| 11:00 a.m. – 12:15 p.m.   | <b>Closing General Session</b>     | <i>Sugar Land Ballroom V</i>     |