

#TxSafety2022



July 27–29, 2022

Traffic Safety Conference

The 2022 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.



Texas A&M Hotel & Conference Center
177 Joe Rouff Boulevard
College Station, Texas 77840

WEDNESDAY, JULY 27		
11:00 AM – 6:00 PM	Registration Desk Open	Lobby Area
1:00 PM – 5:00 PM	Pre-Conference Workshops	
	Creating Successful Stakeholder Engagement	Hullabaloo
	Was Romain Grosjean Speeding? The Data Says ...	Ross
	Street Coaching for Pedestrian & Bicyclists: Putting Laws into Practice on University Campuses	Corps
2:00 PM – 5:00 PM	Exhibitor Set-Up	Lobby Area
2:00 PM – 5:00 PM	TxDOT BTS Showcase Set-Up	Century Ballroom
THURSDAY, JULY 28		
7:30 AM – 5:00 PM	Registration Desk Open	Lobby Area
7:30 AM – 8:30 AM	Continental Breakfast	Century Ballroom
7:30 AM – 5:00 PM	Exhibitor Showcase	Lobby Area
8:30 AM – 10:00 AM	Conference Welcome & Opening Session	Century Ballroom
10:00 AM – 10:15 AM	Break & Transition to Sessions	
10:15 AM – 11:45 AM	Concurrent Sessions	
	Driver Alcohol Detection System for Safety (DADSS): Technology in Action	Hullabaloo
	Safe System: From Principle to Implementation	Ross
	Data & Solutions for Vulnerable Road Users	Corps
	Getting Rid of Risky Road Behaviors	Reveille
11:45 AM – 1:45 PM	Conference Luncheon & Awards	Century Ballroom
1:45 PM – 2:00 PM	Break & Transition to Sessions	
2:00 PM – 3:30 PM	Concurrent Sessions	
	Three Prong Approach to Motorcycle Safety: Education, Connected Data & Infrastructure	Hullabaloo
	Diagnostic Methodology: A Closer Look	Ross
	Using TxSTORM to Efficiently Deploy Resources & Improve Traffic Safety	Corps
	Traffic Incident Management & Post-Crash Care: Challenges with Electric & Autonomous Vehicles	Reveille
	TxDOT Behavioral Traffic Safety Program Showcase	Century Ballroom
	3:30 PM – 3:45 PM	Break & Transition to Sessions
3:45 PM – 5:15 PM	Concurrent Sessions	
	A Safe System Approach: Child Safety Using Optical & V2X Digital Alerting Technology	Hullabaloo
	Post-Crash Care: Safety First for Emergency Responders	Ross
	Crash Data/Analysis and How to Obtain it	Corps
	Treatment Options & IID Technology to Improve Reductions in Impaired Driving Recidivism	Reveille
	TxDOT Behavioral Traffic Safety Program Showcase	Century Ballroom
FRIDAY, JULY 29		
7:30 AM – 10:15 AM	Registration Desk Open	Lobby Area
7:30 AM – 8:30 AM	Continental Breakfast	Century Ballroom
7:30 AM – 10:15 AM	Exhibitor Showcase	Lobby Area
8:30 AM – 10:00 AM	Concurrent Sessions	
	The Intersection of Health and Traffic Safety	Hullabaloo
	Strategies for a Safer Texas: Reversing the Deadly Trends on Texas Roads	Ross
	Roadside and Behavioral Traffic Safety Surveys	Corps
10:00 AM – 10:15 AM	Break & Transition to Closing Session	
10:15 AM – 11:45 AM	Closing General Session	Century Ballroom

WEDNESDAY, JULY 27

11:00 AM – 6:00 PM **Registration Desk Open**
Lobby Area (1st Floor)

1:00 PM – 5:00 PM **Pre-Conference Workshops**
2nd Floor Meeting Rooms

Creating Successful Stakeholder Engagement Hullabaloo

Are you looking for new ideas or new communication strategies that work? Saving lives on our Texas roads challenges us to build coalitions and broad networks that work better together. National Highway Traffic Safety Administration experts will discuss promising strategies for how we are better together. We want to hear from you, as well. Send your questions to: rebecca.walker@dot.gov and we will include them in this dialogue!

PRESENTERS:

- Becky Walker, *National Highway Traffic Safety Administration*
- Jill McAninch, *Schatz Strategy Group*

Was Romain Grosjean Speeding? The Data Says... Ross

Does “speeding” cause crashes? This session will discuss speeding and what role law enforcement should play in helping deliver the “safer speeds” the Safe System Approach needs to help reduce crash-related injuries and deaths. Other presentations will feature the Texas Department of Public Safety’s Highway Safety Operations Center (DPS-HSOC) and the Texas Drug Recognition Expert (DRE) program and Texas’ Selective Traffic Enforcement Program (STEP).

PRESENTERS:

- Larry Krantz, *Texas Department of Transportation*
- Carlos Champion, *Texas Drug Recognition Expert (DRE) Program*
- James Taylor, *Texas Department of Public Safety Highway Safety Operations Center*
- Andrew Thornton, *Texas Department of Public Safety Highway Safety Operations Center*

WEDNESDAY, JULY 27

1:00 PM – 5:00 PM **Pre-Conference Workshops (continued)**
2nd Floor Meeting Rooms

Street Coaching for Pedestrian & Bicyclists: Putting Laws into Practice on University Campuses *Corps*

University campuses provide a unique and dangerous environment for motor vehicle drivers, pedestrians, and bicycle riders especially, when each road system user competes for shared space. This workshop will provide you with information about applying Texas laws concerning pedestrian and bicycle safety and right-of-way at crosswalks on or near a College/University campus. Data and scenarios from actual crashes will be shared with you.

PRESENTERS:

Troy Walden, *Texas A&M Transportation Institute*
Crystal O'Rear, *Texas A&M Transportation Institute*

2:00 PM – 5:00 PM **Exhibitor Set-Up**
Lobby Area (1st Floor)

2:00 PM – 5:00 PM **TxDOT Behavioral Traffic Safety Program
Showcase Set-Up**
Century Ballroom

THURSDAY, JULY 28

7:30 AM – 5:00 PM **Registration Desk Open**
Lobby Area (1st Floor)

7:30 AM – 8:30 AM **Continental Breakfast**
Century Ballroom

7:30 AM – 5:00 PM **Exhibitor Showcase**
Lobby Area (1st Floor)

8:30 AM – 10:00 AM **Welcome & Opening Session:
Texas Roadways: Creating a Safe System**
Century Ballroom

10:00 AM – 10:15 AM **Break & Transition to Sessions**

10:15 AM – 11:45 AM **Concurrent Sessions**
2nd Floor Meeting Rooms

Driver Alcohol Detection System for Safety (DADSS): Technology in Action *Hullabaloo*

The Driver Alcohol Detection System for Safety (DADSS) holds real promise in the effort to reduce – and even eliminate – drunk driving on our roads. What is DADSS, how does it work, where is it being used, and what does the future hold for this game-changing technology? The Automotive Coalition for Traffic Safety (ACTS) will present a description and development update on DADSS, as well as answer your questions. In addition, a vehicle equipped with the technology will be on display at the conference for demonstrations.

PRESENTERS:

Troy Walden, *Texas A&M Transportation Institute (Moderator)*
George Bishop, *Automotive Coalition for Traffic Safety (ACTS)*

THURSDAY, JULY 28

10:15 AM – 11:45 AM

Concurrent Sessions (continued)

2nd Floor Meeting Rooms

Safe System: From Principle to Implementation

Ross

This session will discuss Safe System principles, elements, and implementation strategies, and how the Texas SHSP can be used to achieve a safety system. The National Roadway Safety Strategy recognizes Safe System as encompassing all roadway safety interventions including infrastructure, human behavior, responsible oversight, and emergency response. It is inclusive of all road users in all communities, including those who use roads and streets for purposes beyond driving a motor vehicle.

PRESENTERS:

Susan Herbel, *SBH Consult (Moderator)*

Stephen Ratke, *Federal Highway Administration*

Robert Wunderlich, *Texas A&M Transportation Institute*

Nicole Waldheim, *Burgess & Niple*

Data & Solutions for Vulnerable Road Users

Corps

This session will feature presentations about data and solutions for pedestrians and bicyclists followed by a Q&A with the panel. Data sources include crash data, survey results, and exposure measures. Solutions include educational initiatives, engineering solutions, and enforcement.

PRESENTERS:

Neal A. Johnson, *Texas A&M Transportation Institute (Moderator)*

Joan G. Hudson, *Texas A&M Transportation Institute*

Phil Lasley, *Texas A&M Transportation Institute*

Srinivas Geedipally, *Texas A&M Transportation Institute*

Kay Fitzpatrick, *Texas A&M Transportation Institute*

Bahar Dadashova, *Texas A&M Transportation Institute*

THURSDAY, JULY 28

10:15 AM – 11:45 AM

Concurrent Sessions (continued)

2nd Floor Meeting Rooms

Getting Rid of Risky Road Behaviors

Reveille

Join us to problem-solve how we can reduce risky road behaviors by incorporating behavioral change theory into our programs and messaging. Participants will leave this interactive session with knowledge about what behavioral change theories are and why they are important and will have a variety of concrete ideas that can be implemented in their local programs, organizations, and communities.

PRESENTERS:

Christine Adams, *Texas A&M Transportation Institute (Moderator)*

Emily Martin, *Texas A&M Transportation Institute*

Eva Shipp, *Texas A&M Transportation Institute*

Michelle Canton, *Texas A&M Transportation Institute*

11:45 AM – 1:45 PM

Conference Luncheon & Awards
Century Ballroom

KEYNOTE SPEAKER:

Board Member Thomas Chapman,
National Transportation Safety Board

National Safety Council Awards Presentation

2022 KEYNOTE SPEAKER



Thomas B. Chapman took the oath of office as the 46th Member of the National Transportation Safety Board on January 6, 2020. Member Chapman has spoken extensively on alcohol and drug impairment, rail worker and highway-rail grade crossing safety, and the Safe System Approach to highway traffic safety.

Prior to joining the Board, Member Chapman served six years as minority counsel to the Senate Subcommittee on Aviation & Space. He engaged in a broad range of issues, including the bipartisan effort to pass comprehensive legislation reauthorizing

the Federal Aviation Administration, the Transportation Security Administration, and the NTSB. In total, Member Chapman has four decades of experience in government, legislative, and regulatory affairs in the transportation industry.

Member Chapman is a graduate of the American University Washington College of Law in Washington, D.C. He earned a Bachelor of Fine Arts in music from C.W. Post College in Greenvale, N.Y.

1:45 PM – 2:00 PM

Break & Transition to Sessions

2:00 PM – 3:30 PM

Concurrent Sessions
2nd Floor Meeting Rooms

Three Prong Approach to Motorcycle Safety: Education, Connected Data & Infrastructure

Hullabaloo

This session will include three perspectives on motorcycle safety. In keeping with the theme of creating a Safe System for roadway users, the panelists will address education and engineering. FHWA will speak about their approach to motorcycle safety including a summary of the Motorcycle Advisory Council (MAC). The remaining part of the session will focus on safety roadway engineering countermeasures and infrastructure-based technologies to support motorcycle safety.

PRESENTERS:

- Michelle Canton,** *Texas A&M Transportation Institute (Moderator)*
- Richard (Dick) B. Albin,** *Federal Highway Administration*
- Georgene M. Geary,** *GGfGA Engineering, LLC*
- Margaret Fowler,** *Texas A&M Transportation Institute*

2:00 PM – 3:30 PM

Concurrent Sessions (continued)
2nd Floor Meeting Rooms

Diagnostic Methodology: A Closer Look

Ross

Diagnostic methods in the context of the Highway Safety Manual (HSM) aim to identify some abnormality or pattern in crash occurrence which may provide an important clue to an effective remedy. These methods are used to assess the nature of the safety problem and on its basis select a countermeasure for which there is a known crash modification factor. Two analytical approaches will be presented to perform diagnostic examination in road safety: Test of Proportions and crash type-specific Safety Performance Functions (SPF). Test of Proportions uses empirical proportions (diagnostic norms) of crash types and crash attributes within congestion strata to compute cumulative probability of observed outcomes. Using practical examples and Texas data this presentation will explain how to use diagnostic tools to fill a critical gap between making predictions and making decisions.

PRESENTERS:

- Srinivas Geedipally,** *Texas A&M Transportation Institute (Moderator)*
- Jake Kononov,** *DiExSys Road Safety Analytics*
- Rich Sarchet,** *DiExSys Road Safety Analytics*

Using TxSTORM to Efficiently Deploy Resources & Improve Traffic Safety

Corps

Join this session to learn about TxSTORM (Texas State Trend Over-Representation Model), an online, multi-agency product of the Texas Traffic Records Coordinating Committee. TxSTORM is an online tool designed to facilitate the efficient deployment of resources for crash and injury prevention by identifying crash trends. Participants will gain an understanding of how to use the TxSTORM online tool and its strengths and limitations. During this “hands-on” session, participants are encouraged to bring laptops and practice using TxSTORM to screen counties, TxDOT districts, and other jurisdictions for top traffic safety issues of greatest interest to them or their agency.

PRESENTERS:

- Eva Shipp,** *Texas A&M Transportation Institute (Moderator)*
- Marcie Perez,** *Texas A&M Transportation Institute*
- Larry Krantz,** *Texas Department of Transportation, Behavioral Traffic Safety*

THURSDAY, JULY 28

2:00 PM – 3:30 PM

Concurrent Sessions (continued)
2nd Floor Meeting Rooms

Traffic Incident Management & Post-Crash Care: Challenges with Electric & Autonomous Vehicles

Reveille

This session will highlight many of the challenges first responders encounter when responding to a traffic incident involving electric & autonomous vehicles.

PRESENTERS:

Crystal O'Rear, *Texas A&M Transportation Institute (Moderator)*
Ron Moore, *RESQUE-1, LLC*

TxDOT Behavioral Traffic Safety Program Showcase

Century Ballroom

The 2022 Texas Traffic Safety Conference will feature the Texas Department of Transportation's (TxDOT) Behavioral Traffic Safety (BTS) Section in a showcase format. Session attendees will have the opportunity to visit with BTS staff during the three breakout sessions on Thursday, July 28th. Staff will answer your questions about the function of the session and services provided. Topics will include Occupant Protection, Motorcycle Safety, Impaired Driving, Pedestrian & Bicycle Safety, Police Traffic Services, Driver Education, Distracted Driving, eGrants/Planning/Policies & Procedures, CarFit, Coalitions, and CRIS (Crash Records Information System). Join us for this interactive and engaging session!

3:30 PM – 3:45 PM

Break & Transition to Sessions

THURSDAY, JULY 28

3:45 PM – 5:15 PM

Concurrent Sessions
2nd Floor Meeting Rooms

A Safe System Approach: Child Safety Using Optical & V2X Digital Alerting Technology

Hullabaloo

Technology may be a part of the problem, but it is also part of the solution. NTSB and NHTSA both recognize the value of V2V and V2X. This presentation will provide insight into a Safe Systems approach for improving roadway safety by utilizing proven mobility technologies. Attendees will learn about road safety solutions that are already in deployment in communities nationwide, becoming standard in public safety fleets, and are being tested for use by the military. Conference attendees will:

- Gain vital knowledge of new and emerging technology that mitigates risk while benefiting DOTs, rural and urban communities, municipalities, and roadway users by the advent of connected vehicles and advanced mobility technologies, and
- Understand the benefit and efficacy of advanced warning systems and digital alerting to improve roadway safety, prevent collisions, protect vulnerable road users, and improve Move Over compliance.

PRESENTERS:

Emily Martin, *Texas A&M Transportation Institute (Moderator)*
Cory Hohns, *HAAS Alert*
Lisa Robinson, *HAAS Alert*

Post-Crash Care: Safety First for Emergency Responders

Ross

Emergency Response to traffic crashes and other incidents is a dangerous job. This panel will provide an overview of the many disciplines and actions involved in responder safety, options to protect their safety, and a case study of system failure together with a potential solution. The session will discuss:

- Responder Safety is a Shared Responsibility
- Saving Lives through Quick Clearance
- A Case Study in Safety

PRESENTERS:

Susan Herbel, *SBH Consult (Moderator)*
Nicole Tyler, *Texas Department of Transportation*
David McDonald, *Texas Department of Transportation*
Brady Robinette, *Lubbock EMS*

THURSDAY, JULY 28

3:45 PM – 5:15 PM

Concurrent Sessions (continued) *2nd Floor Meeting Rooms*

Crash Data/Analysis and How to Obtain it

Corps

This session will cover 2021 crash data including emphasis areas and the myriad of products the Texas Department of Transportation Traffic Safety Division's Crash Data Analysis Branch produces (dashboards, annual reports, Traffic Safety Page, CRIS Query, Data Extracts, etc.).

PRESENTERS:

Christine Yager, *Texas A&M Transportation Institute (Moderator)*

Larbi Hanni, *Texas Department of Transportation*

Treatment Options & IID Technology to Improve Reductions in Impaired Driving Recidivism

Reveille

Impaired driving abatement encompasses a multi-faceted approach. Despite all consequences, individuals who continue engaging in risky behavior offenses commit the most crashes. Research has shown that subsequent Driving While Intoxicated (DWI) offenders have a considerable rate of substance abuse and mental health needs. These statistics highlight the importance of considering DWI offenders' behavioral health needs to reduce recidivism rates. This presentation will review the treatment options and Ignition Interlock Device technology as solutions to improve impaired driving recidivism rates.

PRESENTERS:

Cody Stewart, *Texas A&M Transportation Institute (Moderator)*

Cintha Roberto, *Texas A&M Transportation Institute*

Dottie McDonald, *Smart Start*

TxDOT Behavioral Traffic Safety Program Showcase

Century Ballroom

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FRIDAY, JULY 29

7:30 AM – 10:15 AM

Registration Desk Open *Lobby Area (1st Floor)*

7:30 AM – 8:30 AM

Continental Breakfast *Century Ballroom*

7:30 AM – 10:15 AM

Exhibitor Showcase *Lobby Area (1st Floor)*

8:30 AM – 10:00 AM

Concurrent Sessions *2nd Floor Meeting Rooms*

The Intersection of Health and Traffic Safety: Utilizing Prevention Frameworks & Mobile Phone App Technology to Address Distracted Driving

Hullabaloo

This session will explore the use of a public health approach known as Shared Risk and Protective Factors on distracted driving. The main goal of the presentation is to educate attendees on this approach, provide resources, information, and a summary of findings based on a pilot project. In addition, elements of the presentation will also explore traffic safety culture and share recommendations on ways organizations can incorporate these approaches into their outreach. Lastly, this session will provide results and updates on the You in the Driver Seat App, which is a valuable app to track "safe trip" driving miles.

PRESENTERS:

Christine Adams, *Texas A&M Transportation Institute (Moderator)*

Lisa Minjares-Kyle, *Texas A&M Transportation Institute*

Christine Yager, *Texas A&M Transportation Institute*

Strategies for a Safer Texas:

Ross

Reversing the Deadly Trends on Texas Roads

As Texans, we are facing more speeding drivers, more alcohol- and drug-impaired drivers and fewer people bucked up on our roads now. This panel discussion with transportation safety leaders will spotlight key actions to reverse the direction of these disturbing trends on Texas roads.

PRESENTERS:

Carol Campa, *Texas Department of Transportation (Moderator)*

Maggi Gunnels, *National Highway Traffic Safety Administration*

Letty von Rossum, *Texas Department of Transportation*

FRIDAY, JULY 29

8:30 AM – 10:00 AM

Concurrent Sessions (continued)

2nd Floor Meeting Rooms

Roadside and Behavioral Traffic Safety Surveys

Corps

Roadside and Behavioral Traffic Safety Surveys are a vital part of Texas' evaluation of roadway user behavior. Each year TTI conducts multiple surveys on behalf of TxDOT to assess multiple performance metrics, including, but not limited to the surveys related to safety belt usage, attitude and awareness, child restraint, and tapping surveys. This session will provide participants with an overview of the survey types/purpose, data collection mechanics, and how the results can be utilized in planning/executing traffic safety countermeasures in an effective manner.

PRESENTERS:

Katie Womack, *Texas A&M Transportation Institute (Moderator)*

Rick Lloyd, *Texas A&M Transportation Institute*

Neal Johnson, *Texas A&M Transportation Institute*

Rod Cavness, *Texas A&M Transportation Institute*

10:00 AM – 10:15 AM

Break & Transition to Closing Session

10:15 AM – 11:45 AM

Closing General Session

Century Ballroom

Texas Transportation Safety:

Where do we go from here?

Panel Discussion with representatives from Federal, State and Local Transportation Agencies along with Research & Industry

NOTES

Thank You, Exhibitors!

