Creating Successful Stakeholder Engagement

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 …

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
- Lt. James Taylor, Texas Department of Public Safety Highway Safety Operations Center
- Andrew Thornton, Texas Department of Public Safety Highway Safety Operations Center

Street Coaching for Pedestrian & Bicyclists:
Putting Laws into Practice in 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)
TxDOT BTS Showcase Set-Up  Century Ballroom
Thursday, July 28, 2022

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  Century Ballroom

**Texas Roadways: Creating a Safe System**

10:00 AM – 10:15 AM  Break & Transition to Sessions
10:15 AM – 11:45 AM  Concurrent Sessions  2nd Floor Meeting Rooms

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

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.

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

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**The 2022-2027 Texas Strategic Highway Safety Plan Update: Innovative Strategies**

Texas is required by Federal regulation to update the SHSP every five years. The most recent transportation reauthorization bill – the BIL or Bipartisan Infrastructure Law, requires states to consider Safe System concepts in updating the SHSPs. This session will discuss the SHSP and provide some direction on how to further progress toward the effective Safe System approach including:

- Strategic Highway Safety Plans: Purpose and Process
- A Better Path? A Brief Overview of Safe System
- From Research to Practice: Integrating Safe System into the Strategic Highway Safety Plan

**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

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

Getting Rid of Risky Road Behaviors

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:
- Dennis Perkinson, 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

TxDOT Behavioral Traffic Safety Program Showcase

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, CRIS (Crash Records Information System). Join us for this interactive and engaging session!

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

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

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 MC safety including a summary of the Motorcycle Advisory Council (MAC). The remaining part of the session will focus on MS safety roadway engineering countermeasures and infrastructure-based technologies to support MC 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

Diagnostic Methodology a Closer Look

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

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

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

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**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 to Bring School Buses & Students on the Vehicle Grid for Collision Prevention

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 Hohs**, HAAS Alert
- **Lisa Robinson**, HAAS Alert

Post-Crash Care: Safety First for Emergency Responders

Revised on July 7, 2022
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

**Crash Data/Analysis and How to Obtain it**

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.).

**Presenter:**

- Emily Martin, Texas A&M Transportation Institute (Moderator)
- Larbi Hanni, Texas Department of Transportation, Crash Data Analysis

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

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)
- Cinthya Roberto, Texas A&M Transportation Institute
- Dottie McDonald, Smart Start
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Friday, July 29, 2022

7:30 AM – 10:30 AM  Registration Desk Open  Lobby Area (1st Floor)
7:30 AM – 8:30 AM  Continental Breakfast  Century Ballroom
7:30 AM – 10:45 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

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: 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:
- Troy Walden, Texas A&M Transportation Institute (Moderator)
- Maggi Gunnels, National Highway Traffic Safety Administration
- Letty von Rossum, Texas Department of Transportation – Behavioral Traffic Safety

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:
- Alicia Nelson, Texas A&M Transportation Institute (Moderator)
- Katie Womack, 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