

# Directions in Highway Safety

Special  
2022 Annual  
Meeting  
Edition

SUNDAY  
SEPTEMBER 17



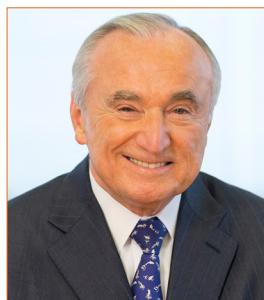
**Jonathan Adkins**  
GHSA Executive Director

## GHSA 2022 ANNUAL MEETING REDEFINING POSSIBLE: TRAFFIC SAFETY IN A CHANGING WORLD

On behalf of the GHSA Executive Board, staff and our hosts, the Kentucky Office of Highway Safety, welcome to the GHSA 2022 Annual Meeting in Derby City! Based on the interest we've received, we can tell that you're as excited as we are to be here. We've grown in attendance from last year, so expect to see some new faces and make some new friends throughout the meeting. The Annual Meeting Planning Committee has created a phenomenal agenda featuring general sessions and workshops covering highway safety topics important to you and your work, as well as special luncheon speakers.

This year's meeting theme, "**Redefining Possible: Traffic Safety in a Changing World**," speaks to our shared goal of zero traffic deaths and adapting to the many changes in both the highway safety community and the country in general. We'll kick things off by sharing the latest information on evolving vehicle technology and how to address behavioral safety issues that put drivers, passengers and other road users at risk. Other General Sessions will feature expert panel discussions on the Safe System approach, distracted driving and advancing highway safety on rural roads.

There will be plenty of opportunities to connect with your peers throughout the meeting, including Sunday evening's Exhibitor Expo and Fun Fest and Tuesday's Taste of the State reception at the Muhammad Ali Center. We know you're excited to connect in-person with fellow attendees, but don't forget social networking! Add your voice to the conversation on social media by using the hashtag #GHSA2022. Also, be sure to check out the Exhibit Hall, featuring the latest highway safety products and services. Stop by and chat with each exhibitor and have them initial your passport, making you eligible to win a variety of great prizes.



**William J. Bratton**, the only person to lead police departments in America's two largest cities, will offer his perspective on how to provide equitable, community-based law enforcement.



**Jane Pauley**, the award-winning host of "CBS Sunday Morning," will discuss her distinguished career, her personal experience and advocacy on mental health and how to reinvent yourself late in your career.

Don't forget to download the GHSA 2022 Meeting App, where you can stay up to date with all things related to the Annual Meeting. This year's app features a customizable personal agenda; speaker, exhibitor and sponsor information; as well as a new feature called "The Wall," an in-app social feed that lets attendees post pictures, make comments and "like" posts from fellow attendees on workshops, general sessions and all other Annual Meeting content.

This meeting would not be possible without the support of our 2022 Highway Safety Champions. We value their partnership and shared focus on roadway safety. We also want to extend a special thank you to this year's presenting sponsors: Amazon, General Motors, the Foundation for Advancing Alcohol Responsibility, Ford Motor Company Fund, The National Road Safety Foundation, Inc., and Uber. And a huge thank you to the Kentucky Office of Highway Safety staff for their amazing work prior to our arrival and onsite here in Louisville.

Whether you've attended multiple GHSA Annual Meetings or this is your first one, we're thrilled to have you with us this year. We know you'll have a fantastic meeting and leave energized with new ideas to improve traffic safety in your community.

### WALKABLE CITY

Louisville boasts a walkable downtown with many of the city's top attractions and urban bourbon distilleries all within several blocks.

#### Getting Around Louisville Without a Car

You don't need a car to get around Louisville. You can use conventional ride-hailing, such as [Uber](#) or [Lyft](#), hop on a shared bike or scooter, call for a cab or ride a bus.

#### The Transit Authority of River City

TARC is Louisville's public transit system. Routes and fare information are available at [www.ridetarc.org](http://www.ridetarc.org)

#### LouVelo

Anyone can rent a LouVelo bike and easily pedal around town. More information is available at [www.louvolo.com](http://www.louvolo.com)

#### zTrips, Louisville's Taxicab Company

Louisville's taxi service, zTrip, can be contacted by calling 502-777-7777, via their app (available at [ztrip.app.link/ztripdownload](http://ztrip.app.link/ztripdownload)), on the street, or their website at [www.ztrip.com/louisville/](http://www.ztrip.com/louisville/)

#### Electric Scooters

Operators in Louisville include Bird, Lime, Bolt and Spin. You can easily locate a scooter via their individual apps.

### NAVIGATE THE EVENT LIKE A PRO WITH THE GHSA 2022 ANNUAL MEETING MOBILE 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 **#GHSA2022** conversation.
- **Explore** – Check out local restaurants, attractions and outings in Louisville.

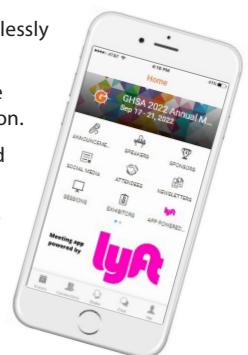
**SEARCH:** The App Store or Google Play for "**GHSA Annual Meeting**" or scan one of these QR codes:



The App Store



Google Play



Thank you to Lyft for their support of the mobile app.

## Welcome from KY SHSO!

Welcome to Louisville! The Kentucky Office of Highway Safety invites you to enjoy the "Gateway to the South," a hub for the region with wonderful restaurants and a vibrant arts and culture scene. Whether you call it River City, Derby City, Loo-ville or Looey-ville, we're glad you're here and thrilled to be your host for the GHSA 2022 Annual Meeting.

As you enjoy the sessions and talk with friends old and new, be sure to tour our city and see why Louisville punches above its weight. At the Taste of the State, you'll see why the Muhammad Ali Center is not just an award-winning museum and beautiful outdoor space – it is a "journey into the heart of a champion." Be sure to visit the Louisville Slugger Museum, where you can knock it out of the park, and tour Churchill Downs, the world's most legendary racetrack.



## SPOTLIGHT ON LAW ENFORCEMENT

GHSA extends a special welcome to all law enforcement officials — both active duty and retired — attending our 2022 Annual Meeting. We've worked hard to ensure the general sessions and workshops address content that's relevant to you.



### MONDAY, 9/19

Workshop 1	Training, Tools and Toxicology: The Trifecta to Improving Impaired Driving Outcomes	10:45 a.m.	Convention Center M103
Welcome Luncheon	Speaker: William J. Bratton	12:30 p.m.	Kentucky Ballroom
Workshop 5	Leadership and Engagement in Traffic Enforcement	2:30 p.m.	Convention Center M103
Workshop 8	A 360° Approach to Protecting Bicyclists and Preventing Crashes Through Awareness, Technology, Enforcement and Advocacy	2:30 p.m.	Marriott Ballroom IX/X

### TUESDAY, 9/20

Morning General Session	Pushing Toward a Safe System	8:30 a.m.	Kentucky Ballroom
Workshop 10	Meet COVID's Evil Twin, Speed Demon	10:30 a.m.	Convention Center M112
Workshop 11	Transforming Transportation: Why You Should Care About Micromobility	10:30 a.m.	Marriott Ballroom VII/VIII
Workshop 12	Effective Traffic Safety Communications Today, Tomorrow and Beyond	10:30 a.m.	Marriott Ballroom IX/X
Workshop 13	Protecting Roadside Workers and Emergency Responders	10:30 a.m.	Marriott Bluegrass I/II
Workshop 15	Walking the Walk: Strategies to Improve Pedestrian Safety	1:45 p.m.	Marriott Ballroom VII/VIII
Workshop 16	Partnerships of All Shapes and Sizes	1:45 p.m.	Marriott Ballroom IX/X
Afternoon General Session	A Roadmap for Combating Distracted Driving	3:30 p.m.	Kentucky Ballroom

### WEDNESDAY, 9/21

Morning General Session	Rural Roads, Beautiful and Deadly	8:30 a.m.	Marriott Ballroom I-VI
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**Get SOCIAL with us!**



## GHSA EXHIBITOR EXPO AND FUN FEST

Join your friends and colleagues in the Exhibit Hall in the Marriott Ballroom on Sunday night from 5:30 to 7:30 p.m. Enjoy an evening of fun and games with heavy appetizers and tasty desserts, as well as other festive surprises.

Sponsored by **Intoxalock®**  
IGNITION INTERLOCK

### FEATURED EXHIBITORS AND EXHIBIT HALL PASSPORT

Throughout the meeting, we'll be highlighting some of the amazing companies and organizations exhibiting this year.

Visit at least **33** of the exhibits and turn your passport in at the registration desk by **5:00 p.m. on Tuesday, September 20** and be registered to win one of three Visa gift cards (\$100, \$75, \$50).



**GET A FIRST LOOK AT ALL THE LATEST OFFERINGS FROM MORE THAN 40 exhibitors**

**WHILE CONNECTING WITH FRIENDS OLD AND NEW.**




**1 in 5 vehicles has an open recall. Don't leave safety to chance.**

**CHECK TO PROTECT** 

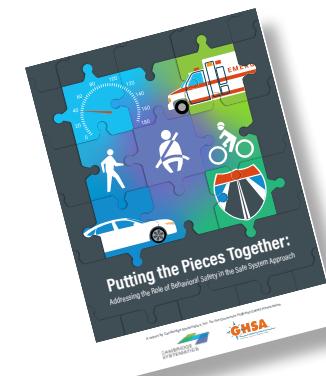
CheckToProtect.org for auto recalls

**Will you help us spread the word?  
Repairs are free for vehicle owners.**

**nsc**  
National Safety Council



## GHSA® FEATURED PUBLICATIONS:



### Putting the Pieces Together: Addressing the Role of Behavioral Safety in the Safe System Approach

At the end of 2021, GHSA released *Putting the Pieces Together: Addressing the Role of Behavioral Safety in the Safe System Approach* that makes the case for the integral role of behavioral safety and road user responsibility in the new National Roadway Safety Strategy. The report includes actionable recommendations illustrating how organizations and advocates can work together to prevent roadway deaths.

*Join with leaders from General Motors, MADD and IIHS on Tuesday at 8:30 a.m. in the Kentucky Ballroom for a discussion addressing how we can work together to advance the Safe System approach.*



### Directing Drivers' Attention: A State Highway Safety Office Roadmap for Combating Distracted Driving

GHSA's report, *Directing Drivers' Attention: A State Highway Safety Office Roadmap for Combating Distracted Driving*, funded by GM, offers one of the most comprehensive looks at this pervasive yet preventable traffic safety problem and calls for a culture shift to make this deadly behavior socially unacceptable.

*Explore the challenges identified in the report and engage with an expert panel on strategies to address this significantly underreported crash contributor at the general session on Tuesday at 3:30 p.m. in the Kentucky Ballroom.*

## Meet Nuro

Our third-generation autonomous vehicle.

Nuro is proud to support the 2022 GHSA Annual Meeting.

**nuro**

#### Innovative safety.

We turned safety inside-out. An industry-first external airbag and collapsible front end are designed to reduce injuries in the event of collision.

#### People-centered design.

Our new vehicle is designed to have a smaller footprint than a compact car, which gives bicyclists and pedestrians more room to maneuver alongside the bot.

#### Robust sensor suite.

Cameras, radar, lidar, and thermal cameras provide our robots with a detailed, multilayered 360° view of the world.

#### Zero emissions.

Our all-electric vehicle provides a more sustainable and convenient alternative to driving to the store, and is powered by 100% renewable electricity from wind farms in Texas.



**60%**

Lower risk of a fatality or injury for every mile replaced by a zero-occupant vehicle, according to research by VTTI.

Learn more at [nuro.ai/vehicle](https://nuro.ai/vehicle)

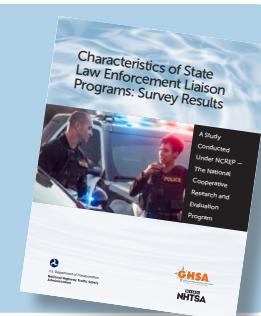
# RESEARCH CORNER

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



**Development of Research Problem Statements That Utilize Naturalistic Driving Data to Improve Teen Driving Safety** – This report aims to determine if and how the Strategic Highway Safety Program's Naturalistic Driving Study can be exploited to support an agenda for teen driver countermeasure development and evaluation.

Read it here: [www.ghsa.org/node/13336](http://www.ghsa.org/node/13336)



## **Characteristics of State Law Enforcement Liaison**

**Programs: Survey Results** – This study serves to increase understanding of state Law Enforcement Liaison (LEL) programs across the U.S. by providing information about the characteristics of an effective program including duties, responsibilities and activities.

Read it here: [www.rosap.ntl.bts.gov/view/dot/60967](http://www.rosap.ntl.bts.gov/view/dot/60967)



## **Behavioral Traffic Safety Messaging on Variable**

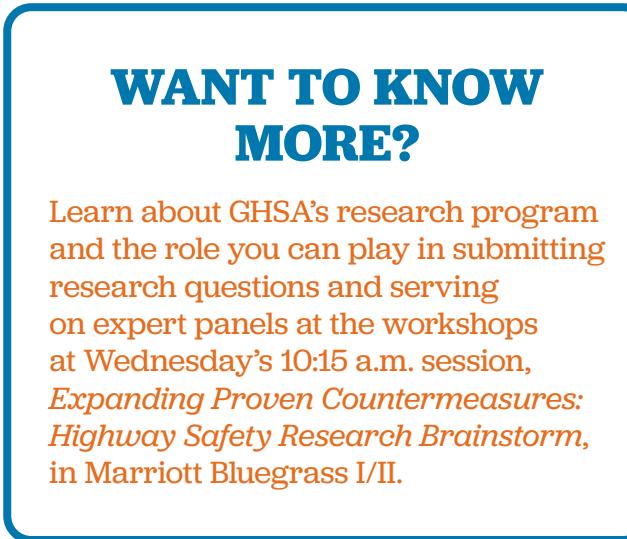
**Message Signs** – This report provides an evidence-based approach to help guide behavioral traffic safety message design and display on highway variable message signs.

Read it here: [www.trb.org/main/blurbs/182780.aspx](http://www.trb.org/main/blurbs/182780.aspx)



**Influence of Infrastructure Design on Distracted Driving** — This report provides an opportunity to develop a better understanding of the interaction between the built environment and driver distraction.

Read it here: [www.ghsa.org/node/1334](http://www.ghsa.org/node/1334)



# WANT TO KNOW MORE?

Learn about GHSA's research program and the role you can play in submitting research questions and serving on expert panels at the workshops at Wednesday's 10:15 a.m. session, *Expanding Proven Countermeasures: Highway Safety Research Brainstorm*, in Marriott Bluegrass I/II.



# WE WANT YOUR FEEDBACK

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 conference app by clicking the **"Rate Now"** link and following the prompts.

A horizontal row of five colored circles representing a feedback rating scale. From left to right, the colors are red, orange, yellow, green, and light green. Each circle contains a black line-art face: the first three faces are frowning or neutral, while the last two are smiling.



## LEARN MORE ABOUT THE 2022 O'ROURKE AWARD WINNERS AT WORKSHOPS

Winners of the 2022 Peter K. O'Rourke Special Achievement Awards will be honored at the Highway Safety Awards Luncheon on Tuesday. Check out the following workshops to learn more about these programs and their applicability in your state or community:



### Workshop 3 Engaging Novice Drivers

Monday, September 19  
10:45 a.m. – 12:15 p.m.  
Marriott Ballroom VII/VIII

Kelly Browning, Executive Director of Impact Teen Drivers, will discuss this evidence-based program during a workshop that covers recent research into teen driver education and the importance of engagement aimed at reducing teen crashes.

### Workshop 15 Walking the Walk: Strategies to Improve Pedestrian Safety

Tuesday, September 20  
1:45 p.m. – 3:15 p.m.  
Marriott Ballroom VII/VIII

Amy Cohen, Co-Founder of Families for Safe Streets, will join other national experts to discuss the pedestrian safety crisis and the underlying causes, and the wide range of promising countermeasures available to protect non-motorized road users via the Safe System approach.



### Workshop 18 Utilizing Impaired Driving Tasks Forces for Drunk Driving Prevention

Wednesday, September 21,  
10:15 a.m. – 11:45 a.m.  
Marriott Ballroom VII/VIII

Stephanie Manning, MADD's Chief Government Affairs Officer, will discuss the critical role of partnerships in highway safety and how the MADD War Room created a national advocacy movement to advance impaired driving detection technology.

## JOIN GHSA & SAVE!

Join more than 170 organizations and individuals dedicated to saving lives on our roadways.

GHSA Associate Members save \$160 off the cost of Annual Meeting registration, receive a \$150 exhibitor discount, association updates on policy and programmatic issues and have access to exclusive content, including our online State Highway Safety Office and Associate Member directories.



**LEARN MORE AT [HTTPS://WWW.GHSA.ORG/ABOUT/JION](https://www.ghsa.org/about/join)  
OR TALK TO ANY MEMBER OF THE GHSA TEAM.**