REDEFINING POSSIBLE: Traffic Safety in a Changing World

GHSA 2022
Louisville Marriott Downtown
Louisville, KY • Sept. 17–21
AGENDA-AT-A-GLANCE

A detailed schedule of events begins on page 4.

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**SABTURDAY**

8:00 a.m. – 6:30 p.m. Registration

8:30 a.m. – 3:30 p.m.
GHSA Executive Board Meeting
(Board Members and invited guests only)

**SUNDAY**

8:00 a.m. – 6:30 p.m. Registration

10:00 a.m. – 2:00 p.m.
Exhibits Move In/Set Up

**MONDAY**

8:00 a.m. – 6:30 p.m. Registration

9:45 a.m. – 10:45 a.m.
Regional Meetings*

11:00 a.m. – 4:30 p.m.
GHSA Business Meeting*

5:30 p.m. – 7:30 p.m.
GHSA Exhibitor Expo and Fun Fest
(Open to all attendees)

8:00 a.m. – 8:30 a.m.
Continental Breakfast

8:30 a.m. – 10:00 a.m.
Morning General Session

10:00 a.m. – 10:45 a.m.
Morning Break in Exhibit Hall

2:00 p.m. – Adjourn

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#GHSA2022

@GHSAHQ

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”

Mobile app support is provided by

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Please note:

- Attendees will be required to comply with all state, local, venue and GHSA health and safety policies in effect at the time of the meeting.
- Attending, sponsoring, speaking or exhibiting at the GHSA Annual Meeting does not imply endorsement by GHSA or its members or partners.
DOWNTOWN and the Kentucky International Convention Center.

Unless noted, all events are held at the Louisville Marriott.

7:30 a.m. – 5:00 p.m.
10:00 a.m. – 2:00 p.m.
Registration
8:00 a.m. – 6:30 p.m.
8:30 a.m. – 9:30 a.m.
State Member Orientation*
9:45 a.m. – 10:45 a.m.
Regional Meetings*

The following rooms have been set aside for regional gatherings (State members only), should they choose to meet.

REGION 1: Jockey Club
REGION 2: Show
REGION 3: Marriott Ballroom VII
REGION 4: Skybox
REGION 5: Thoroughbred
REGION 6: Win
REGION 7: Place
REGION 8: Show
REGION 9: Marriott Ballroom VII
REGION 10: Paddock

7:30 a.m. – 12:30 p.m.
Exhibits Open
11:00 a.m. – 3:30 p.m.
GHSA Exhibitor Expo and Fun Fest
Sponsored by Alliance Highway Safety

Meet and network with exhibitors during an evening of fun and games in the Exhibit Hall. Enjoy heavy appetizers and tasty hors d’oeuvres. Enjoy light refreshments and carnival games. Play carnival games, make new friends, and engage with exhibitors in the Exhibit Hall. Prizes will be awarded in various categories.

Luncheon sponsored by Michelin/DDI and HAAS Alert

SUNDAY, SEPTEMBER 18

SUNDAY , SEPTEMBER 18

*State Highway Safety Office Members only

8:00 a.m. – 6:30 p.m.
Registration
Marriott Ballroom Foyer

8:30 a.m. – 9:30 a.m.
State Member Orientation*
Marriott Ballroom IX/X

Regional Meetings*

The following rooms have been set aside for regional gatherings (State members only), should they choose to meet.

REGION 1: Jockey Club
REGION 2: Show
REGION 3: Marriott Ballroom VII
REGION 4: Skybox
REGION 5: Thoroughbred
REGION 6: Win
REGION 7: Place
REGION 8: Show
REGION 9: Marriott Ballroom VII
REGION 10: Paddock

7:30 a.m. – 2:00 p.m.
Exhibits Move In/Set Up
Marriott Ballroom I-VI

11:00 a.m. – 4:30 p.m.
GHSA Business Meeting*
Kentucky Ballroom F/G

Luncheon sponsored by LexisNexis Risk Solutions

5:30 p.m. – 7:30 p.m.
GHSA Exhibitor Expo and Fun Fest (Open to all attendees)
Marriott Ballroom I-VI

Sponsored by Intotrack

Meet and network with exhibitors during an evening of fun and games in the Exhibit Hall. Enjoy heavy appetizers and tasty desserts, as well as other festive surprises. Play some arcade and carnival games, check out the Balloon Man of Kentucky, and take in the DJ’s tunes, all while making some new friends along the way! Try your hand at balloon bust, Plinko, giant Jenga, ring toss and many more games.

MONDAY, SEPTEMBER 19

8:30 a.m. – 10:00 a.m.
OPENING GENERAL SESSION
Kentucky Ballroom

OPENING CEREMONIES

• Presentation of the Colors – Boone County Sheriff’s Office Honor Guard
• National Anthem

WELCOME

• Barbara Rooney, GHSA Chair and Director, California Office of Traffic Safety
• Kentucky Welcome

KEYNOTE SPEAKER
Ann Carlson, Chief Counsel, National Highway Traffic Safety Administration

GUEST SPEAKER
Mauricio Pela, Chief Safety Officer, Waymo

Carlson will speak about the U.S. DOT’s National Roadway Safety Strategy and the Safe System approach, NHTSA’s ongoing traffic safety efforts, and opportunities to collaborate with states and communities to reduce highway deaths and injuries.

Pela will discuss Waymo’s efforts to develop autonomous vehicle technology and how the Waymo Driver can help address the behavioral safety issues that put vehicle occupants and other road users at risk.

10:00 a.m. – 10:45 a.m.
Morning Break in Exhibit Hall

10:45 a.m. – 12:15 p.m.
Workshop 1
Marriott Ballroom I-VI & Foyer
Convention Center M103

Training, Tools and Toxicology: The Trifecta to Improving Impaired Driving Outcomes

Efforts to improve impaired driving outcomes require a comprehensive approach and ideally a trifecta of training, tools and toxicology to manage offenders and prevent crashes. Learn about policy approaches and new tools such as oral fluid screening devices, efforts to help forensic toxicology laboratories manage drug impaired driving cases, programs to offer formal support and guidance for toxicologists, and more.

MODERATOR
Robert Duckworth, Director of Traffic Safety, Indiana Criminal Justice Institute

_PANELISTS
Christine Moore, President, 9 Delta Analytical LLC
Sabra Jones, Regional Toxicology Liaison, National Highway Traffic Safety Administration Region 5

10:45 a.m. – 12:15 p.m.
Workshop 2
Convention Center M104

Engaging Underserved Communities and Partners
State Highway Safety Offices have opportunities to implement education and awareness programs in underserved and disadvantaged communities. Engaging these communities requires equitable distribution of resources and programs. Explore programs that have been implemented in various communities and how planners identified and engaged key stakeholders to build knowledge and understanding on how best to serve the needs of these communities.

MODERATOR
Carol Gould, Highway Safety Manager, Colorado Department of Transportation

_PANELISTS
Michelle Anderson, Director of Operations, The National Road Safety Foundation, Inc.
Franklin Garcia, Modal Director, New Mexico Department of Transportation
Luther Perry, Founder and Executive Director of UNOJA, INC.

10:45 a.m. – 12:15 p.m.
Workshop 3
Marriott Ballroom VII/VIII
Convention Center M103

Traffic Safety Culture Change: Working Toward a New Norm

Changing traffic safety culture and promoting a shared responsibility for road safety are essential components of the Safe System approach. Yet the safety community struggles to identify proven strategies to advance culture change. Learn how safety culture can transform traffic safety cultural norms at both the state and local level.

MODERATOR
Karim Mongeon, Highway Safety Division Director, North Dakota Department of Transportation

_PANELISTS
Jaime Sullivan, Co-Scientific Director, Center for Injury Research and Prevention, Children’s Hospital of Philadelphia
Shaina Finkal, National President, SADD

10:45 a.m. – 12:15 p.m.
Workshop 4
Marriott Ballroom I/X

Traffic Safety Culture Change: Working Toward a New Norm

Improving traffic safety culture and promoting a shared responsibility for road safety are essential components of the Safe System approach. Yet the safety community struggles to identify proven strategies to advance culture change. Learn how safety culture can transform traffic safety cultural norms at both the state and local level.

MODERATOR
Karim Mongeon, Highway Safety Division Director, North Dakota Department of Transportation

_PANELISTS
Jake Nelson, Director of Traffic Safety Advocacy and Research, AAA
Kristine Hernandez, State Toward Zero Deaths Program Coordinator and Tzd 2.0 Project Manager, Minnesota Department of Transportation
Jaime Sullivan, Director, National Center for Rural Road Safety
Shelly Baldwin, Director, Washington Traffic Safety Commission

This program is current as of August 19. For the most up-to-date information on all Annual Meeting sessions, please download the app or check our website.
2:30 p.m. – 4:00 p.m  Workshop 8  Convention Center M104  Reauthorization and NHTSA Regulations: Impacts for States and Grantees  Following the passage of the new federal infrastructure reauthorization law in 2021, NHTSA is revising the regulations governing its highway safety grant programs for states. Over the next five years, State Highway Safety Offices and their partners will have access to additional funding and new grant programs, but they will also be subject to new rules and requirements. Learn about the future of NHTSA’s grant programs and how GHSA is advocating on behalf of the states.

MODERATOR: Barbara Rooney, GHSA Chair and Director, California Office of Traffic Safety  PANELISTS: Russ Martin, Senior Director of Policy and Government Relations, Governors Highway Safety Association  Betty Mercer, President, Mercer Consulting Group LLC; and State and Federal Programs Consultant, Governors Highway Safety Association

2:30 p.m. – 4:00 p.m  Workshop 7  Marriott Ballroom VII/VIII  Driving Toward the Future: Vehicle Technology Trends  The vehicles on our nation’s roads are increasingly available with a range of sophisticated safety technologies, including dynamic displays, telematics, advanced driver assistance systems and even vehicle automation. National experts will share the latest updates, issues, trends and risks regarding vehicle technology and the progress for the future.

MODERATOR: Tom Glass, Highway Safety Section Chief, Pennsylvania Department of Transportation  PANELISTS: Jennifer Morrison, Manager, Vehicle Safety Compliance, Planning and Development (Head of Vehicle Safety), Mazda North American Operations  Mufaddal Ezzy, Senior Director of Public Affairs and State and Local Government Relations, Aurora  Tara Andringa, Executive Director, Partners for Automated Vehicle Education

TUESDAY, SEPTEMBER 20

7:30 a.m. - 12:00 p.m  Registration  Marriott Ballroom IX/X

7:30 a.m. – 8:30 a.m  Breakfast in Exhibit Hall  Sponsored by Stalker Radar

8:30 a.m. – 10:00 a.m  GENERAL SESSION: PUSHING TOWARD A SAFE SYSTEM  Kentucky Ballroom  A panel of national traffic safety leaders will explore what states and communities should focus on to ensure safe road users, safe roads, safe vehicles, safe speeds and better post-crash care under the Safe System approach, which has been adopted by the U.S. Department of Transportation.

MODERATOR: Jonathan Adkins, Executive Director, Governors Highway Safety Association  PANELISTS: David Strickland, Vice President, Global Regulatory Affairs and Transportation Technology Policy, General Motors; former Administrator, National Highway Traffic Safety Administration  Alex Otto, National President, MADD  David Harkey, President, Insurance Institute for Highway Safety/Highway Loss Data Institute

4:00 p.m. – 5:00 p.m  Afternoon Reception in Exhibit Hall  Marriott Ballroom I-VI  Sponsored by Volvo

Check out the latest traffic safety products and services in the Exhibit Hall, network with colleagues, and enjoy refreshments and special entertainment.
10:30 a.m. – 12:00 p.m.  Workshop 10  
Convention Center M112  
Meet COVID’s Evil Twin, Speed Demon  

Don’t miss this in-depth look at the speed epidemic that was born out of a public health pandemic. As we’re all too aware, speeding is out of control on our roads, but what can we do about it? Explore what research indicates have driven speeding-related fatalities to near unprecedented levels along with potential solutions that may help bring sanity back to our roads.  
MODERATOR  
Michael Hanson, GHSA Treasurer and Director, Minnesota Office of Traffic Safety  

PANELISTS  
Jessica Cicchino, Vice President of Research, Insurance Institute for Highway Safety  
Julie Valles, Associate Administrator for Communications and Consumer Information, National Highway Traffic Safety Administration  
Lisa Fontana-Tiernan, Traffic Engineering Senior Director, Institute of Transportation Engineers  
Major Joseph Dwyer, Minnesota State Patrol

10:30 a.m. – 12:00 p.m.  Workshop 11  
Marriott Ballroom VII/VIII  
Transforming Transportation: Why You Should Care About Micromobility  
The pandemic has been a boon rather than a death knell for shared and personally owned e-bikes and e-scooters, with micromobility use hitting record highs in 2021. Micromobility providers are reporting huge jumps in first-time ridership to the devices’ affordability and convenience, as well as increased rides in low-income locations as systems expand in many metropolitan areas. Join a panel of experts for a lively and engaging discussion about the role State Highway Safety Offices and their partners can and should play in addressing the safety issues associated with this mode, along with data sharing and crash reporting, e-scooter training, enforcing local ordinances and more.  
MODERATOR  
Pam Shadel Fischer, Senior Director of External Engagement, Governors Highway Safety Association  

PANELISTS  
Joe Provenzano, Mobility Director, Ford Motor Company Fund  
Chris Wilson, Senior Manager, Law Enforcement and Incident Response, Lime  
Katie Harmon, Research Associate, University of North Carolina Highway Safety Research Center  
Emma Harrington, Director, Injury Prevention and Education, Shepherd Center  
Michael King, Director, Office of Advanced Planning and Sustainability, City of Louisville

10:30 a.m. – 12:00 p.m.  Workshop 12  
Marriott Ballroom IX/X  
Effective Traffic Safety Communications Today, Tomorrow and Beyond  
With traffic related deaths continuing to increase across the nation, and more states legalizing cannabis and cocktails to-go, how do we engage and educate the traveling public about making safe choices? Dig into the recently released GHSA report that discusses how to effectively message about cannabis and driving, explore how one state is leveraging positive social norming to influence driver behavior, learn how another state leveraged digital media to encourage college football fans to get a safe ride home, and hear from a long-time GHSA partner about how they use their communications channels and outreach programs to promote making responsible choices about alcohol consumption.  
MODERATOR  
Jaime Pelotte, Senior Contract Grant Specialist, Maine Bureau of Highway Safety  

PANELISTS  
Karen Sprattler, Principal, The Sprattler Group  
Sam Cole, Traffic Safety Communications Manager, Colorado Department of Transportation  
Leticia von Rossum, Director, Texas Behavioral Traffic Safety Section, Texas Department of Transportation  
Brandy Nannini, Senior Vice President, Responsibility Initiatives, Foundation for Advancing Alcohol Responsibility

1:45 p.m. – 3:15 p.m.  Workshop 13  
Marriott Bluegrass I/II  
Protecting Roadside Workers and Emergency Responders  
The roadside is a dangerous place, with drivers frequently striking workers and first responders, resulting in deaths and injuries. Despite all 50 states adopting Move-Over laws, most Americans are unaware of or misunderstand them. Explore how the safety community can keep police, fire, EMS, tow truck and road maintenance crews safe at the roadside.  
MODERATOR  
Jeff Larason, Director of Highway Safety, Massachusetts Executive Office of Public Safety and Security, Office of Grants and Research  

PANELISTS  
Jake Nelson, Director, Traffic Safety Advocacy and Research, AAA  
Keith Williams, Chief, Enforcement and Justice Services Division, National Highway Traffic Safety Administration  
Nate Smith, Vice President of Engagement, American Traffic Safety Services Association  
Lieutenant Hunter L. Martin, Kentucky State Police

1:45 p.m. – 3:15 p.m.  Workshop 14  
Convention Center M112  
The Value of Preventative Countermeasures in Highway Safety Criminal Justice  
As Benjamin Franklin said, “An ounce of prevention is worth a pound of cure.” This paradigm of prevention continues to ring true, especially in the criminal justice arena. Join the discussion as we examine how field enforcement, prosecution and post-conversion education and remediation provide opportunities to proactively and equitably prevent future crashes.  
MODERATOR  
Lisa Freeman, Executive Director and Governor’s Representative, Louisiana Highway Safety Commission  

PANELISTS  
Darrin Grondel, Vice President of Traffic Safety and Government Relations, Foundation for Advancing Alcohol Responsibility  
Kenneth Bragg, Senior Investigator, National Transportation Safety Board  
Keith Williams, Chief, Enforcement and Justice Services Division, National Highway Traffic Safety Administration

12:00 p.m. – 1:30 p.m.  Presentation & Luncheon  
Sponsored by the Foundation for Advancing Alcohol Responsibility and The National Road Safety Foundation, Inc.  

EMCEE  
Amy Davve, Administrator, Nevada Office of Traffic Safety  

SPONSOR REMARKS  
Brandi Nannini, Senior Vice President, Responsibility Initiatives, Foundation for Advancing Alcohol Responsibility  
Michelle Anderson, Director of Operations, The National Road Safety Foundation, Inc.
Distracted driving is one of our nation’s most pervasive yet preventable traffic safety problems. A new report from GHSA and General Motors urges a broad cultural shift to make this deadly behavior socially unacceptable and offers more than two dozen recommendations for State Highway Safety Offices and their partners that address policy, enforcement, education, infrastructure and more. A panel of national experts will share what their organizations are doing to combat driver distraction and then engage in a moderated discussion with the audience that explores the challenges, proven countermeasures and promising practices discussed in the report.

**MODERATOR**

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

**PANELISTS**

- Nanda Srinivasan, Associate Administrator, Research and Program Development, National Highway Traffic Safety Administration
- John Capp, Director, Global Vehicle Safety Technology, Strategy and Regulations, General Motors
- Jennifer Smith, CEO/President, StopDistractions.org
- Arriale Tabson, Public Information Officer, Tennessee Highway Safety Office
- Shaina Finkel, National President, Students Against Destructive Decisions
- Luis Calva, Senior Consultant, Personal Lines Product Marketing, Nationwide

**PANELISTS**

- Amy Cohen, Co-Founder, Families for Safe Streets
- Shaina Finkel, National President, Students Against Destructive Decisions
- John Capp, Director, Global Vehicle Safety Technology, Strategy and Regulations, General Motors
- Jennifer Smith, CEO/President, StopDistractions.org
- Arriale Tabson, Public Information Officer, Tennessee Highway Safety Office
- Shaina Finkel, National President, Students Against Destructive Decisions
- Luis Calva, Senior Consultant, Personal Lines Product Marketing, Nationwide
Almost half of U.S. motor vehicle fatalities occur on rural roads, but only 19% of the nation’s population lives in rural areas. A new GHSA and State Farm report found that risky driving behaviors contributed significantly to the problem. The report’s author will share the findings of an analysis of five years of Fatality Analysis Reporting System data and highlight the unique challenges posed by rural roads. A panel of rural road experts will discuss how to address these challenges along with proven and promising countermeasures for improving safety on these beautiful and deadly roads.

**MODERATOR**
- Lauren Stewart, GHSA Secretary and Director, Maine Bureau of Highway Safety

**PANELISTS**
- Nanda Srinivasan, Associate Administrator, Research and Program Development, National Highway Traffic Safety Administration
- Jaime Sullivan, Director, National Center for Rural Road Safety
- Paula Raymond, Senior Research Scientist, Texas A&M Transportation Institute
- Pete Abrams, Law Enforcement Liaison, Wyoming Department of Transportation Highway Safety Office
- Camryn Maddox, Vice President of Parliamentary Law, Oklahoma Family, Career and Community Leaders of America Executive Council

**Workshop 18**
**Marriott Ballroom VII/VIII**

**Utilizing Impaired Driving Task Forces for Drunk Driving Prevention**
Partnerships are a key element of highway safety programs. State and local impaired driving task forces can be a tool to bring a diverse range of stakeholders together to advance impaired driving initiatives. Safety leaders will discuss how to establish and sustain an impaired driving task force and how a national advocacy effort successfully advanced impaired driving detection technology.

**MODERATOR**
- Glenn Davis, Highway Safety Manager, Colorado Department of Transportation, Office of Transportation Safety

**PANELISTS**
- Edica Esqueda, Program Manager, Washington Traffic Safety Commission
- Tuesday Block, Program Manager, MADDO Colorado
- Michael Sawyer, Transportation Engineer, City of Richmond
- Stephanie Manning, Chief Government Affairs Officer, MADDO

**Workshop 19**
**Marriott Bluegrass I/II**

**Expanding Proven Countermeasures: Highway Safety Research Brainstorm**
The Behavioral Traffic Safety Cooperative Research Program (BTSCRP) is the only federally funded transportation research program focused exclusively on validating behavioral highway safety programs. Learn how you can get involved in BTSCRP and participate in a brainstorming session to identify key topics highway safety researchers should focus on next.

**MODERATOR**
- Mark Ezzell, Director and Governor’s Representative, North Carolina Governor’s Highway Safety Program

**PANELISTS**
- Essie Wagner, Director, Office of Behavioral Safety Research, National Highway Traffic Safety Administration
- Chrissy Burtz, Transportation Safety Assistant Bureau Chief, Kansas Department of Transportation
- Richard Retting, Senior Program Officer, Transportation Research Board
GHSA 2022 HIGHWAY SAFETY CHAMPIONS

The members and staff of GHSA wish to thank our 2022 Highway Safety Champions. Without their generosity, the Annual Meeting would not be possible.

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LOUISVILLE MARRIOTT DOWNTOWN & CONVENTION CENTER FLOORPLAN

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**2022 EXHIBITION SCHEDULE**

**SUNDAY SEPTEMBER 18**
- 10:00 a.m. – 2:00 p.m. (Move In/Set Up)
- 5:30 p.m. – 7:30 p.m.

**MONDAY SEPTEMBER 19**
- 7:30 a.m. – 11:00 a.m.
- 11:00 a.m. – 4:00 p.m. (Tear Down/Move Out)
- 2:00 p.m. – 5:00 p.m.

**TUESDAY SEPTEMBER 20**
- 7:30 a.m. – 11:00 a.m.
- 2:00 p.m. – 5:00 p.m.
ACKNOWLEDGMENTS

GhSA would like to thank the Kentucky Office of Highway Safety staff for their incredible efforts in support of the 2022 Annual Meeting.

SPECIAL THANKS
TO THE MEMBERS OF THE GHSA 2022 ANNUAL MEETING PLANNING COMMITTEE:

**CHAIR**
Carol Gould
Colorado

Chris Bortz
Kansas

Robert Duckworth
Indiana

Lisa Freeman
Louisiana

Karson James
Wyoming

Karin Mongeon
North Dakota

Amy Davey
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Mark Ezzell
North Carolina

Tom Glass
Pennsylvania

Jeff Larason
Massachusetts

Jaime Pelotte
Maine

Need help? Just ask!
Kentucky Office of Highway Safety staff and volunteers will be circulating throughout the meeting to answer your questions or help you find a session or event. Just look for the women and men wearing matching shirts.

SAVE THE DATES!

**FUTURE GHSA ANNUAL MEETINGS**

- **2023**
  - New York, NY
  - August 12–16

- **2024**
  - Indianapolis, IN
  - September 7–11

- **2025**
  - Pittsburgh, PA
  - August 23–27

Kentucky Office of Highway Safety

- **Green** on Sunday
- **Black** on Monday
- **Gray** on Tuesday
- **Navy** on Wednesday
Program printing sponsored by Nationwide