

Directions in Highway Safety

Special
2023 Annual
Meeting
Edition

SUNDAY
AUGUST 13

GHSA 2023 ANNUAL MEETING CONNECTING COMMUNITIES: PUTTING VISION ZERO INTO ACTION



Jonathan Adkins
GHSA Chief Executive Officer

On behalf of the GHSA Executive Board, staff and our hosts, the New York Governor's Traffic Safety Committee, welcome to the GHSA 2023 Annual Meeting in the Big Apple! We know how excited you are to attend this meeting and learn, collaborate and inspire each other in our lifesaving work. This is our largest Annual Meeting ever with record-breaking attendance from across the country. The Annual Meeting Planning Committee worked hard to create an outstanding agenda that features general sessions and workshops on a wide array of traffic safety topics, as well as a special closing luncheon speaker.

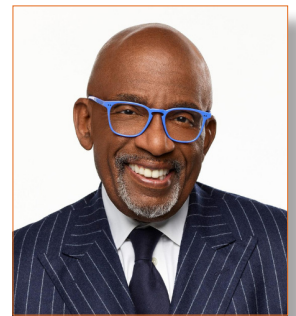
This year's meeting theme, "**Connecting Communities: Putting Vision Zero into Action,**" affirms the importance of involving communities of all sizes in implementing proven and innovative solutions for improving traffic safety. Our opening general session will feature senior leadership from government, advocacy and industry discussing the need to devote more attention and resources to preventing crashes, deaths and injuries on our nation's roads. Other general sessions will feature expert discussions on equity in traffic safety, the Safe System approach and protecting non-motorized road users.

You'll have many opportunities to connect with friends and partners, both long-time and new, throughout the meeting, including at Sunday evening's Welcome Reception in the Exhibit Hall and Tuesday's Taste of the State reception on the 9th Floor Terrace of the New York Marriott Marquis. While we know you'll be networking with fellow attendees in person, don't forget to share updates and connect on social media! Use the hashtag #GHSA2023 to join the conversation on Twitter or LinkedIn. Also, don't forget to check out the Exhibit Hall, featuring 57 exhibitors showcasing the latest traffic safety products and services offered by private companies, nonprofit organizations, government and law enforcement agencies, and many others.

Don't forget to download the GHSA 2023 Annual Meeting app so you stay up to date on all things #GHSA2023. The app includes a customizable personal agenda as well as speaker, exhibitor and sponsor information. New this year is a feature called "The Lobby," where attendees can find the latest meeting information each day including an agenda snapshot, featured speakers and the "Happening Now Banner" that highlights what general sessions and workshops are currently happening throughout the meeting.

This meeting would not be possible without the support of our 2023 Highway Safety Champions, whose commitment to traffic safety is unmatched. We'd like to extend a special thank you to this year's presenting sponsors: Abbott, Amazon, Cambridge Mobile Telematics, Ford Motor Company Fund, General Motors, Intoxalock, the National Road Safety Foundation, Qualcomm, Responsibility.org, Smart Start, Inc., Uber and Waymo. The New York Governor's Traffic Safety Committee also deserves an enormous thank you for the work they've done to prepare for our arrival as well as their work onsite in New York City.

We're so excited to have you joining us at this year's GHSA Annual Meeting. With traffic fatalities and dangerous driving at unprecedented levels, it's critical that we come together to address the ongoing roadway safety crisis. We're confident you'll leave NYC with a wealth of knowledge and new solutions to improve traffic safety in your community and across the country.



Al Roker, Weather and Feature Anchor, NBC's TODAY; Co-Host of the 3rd Hour of TODAY; New York Times best-selling author and 14-time Emmy winner, will speak about overcoming adversity, rising to meet new challenges, and how to create connections with new people and communities.

GETTING AROUND NEW YORK CITY WITHOUT A CAR

You don't need a car to get around New York City; walking is the way to go. But if you can't walk to your destination, hail one of the city's recognizable yellow cabs, use Uber or Lyft to hail a ride, hop on a shared bike or take a bus or the subway.

Metro Transit Authority (MTA): Trains and Buses

Subway trains operate 24 hours a day, seven days a week and the cost of a single ride when using a pay-per-ride MetroCard is just \$2.75. You can also use your phone to pay subway and bus fares - learn more at <https://omny.info/>. Public buses are a scenic way to see the city and reach destinations not convenient to a subway stop. Use the [trip planner](#) for a customized route by train and/or bus.

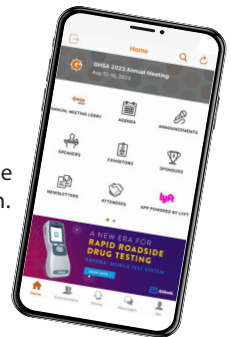
Citi Bike

Citi Bike is the nation's largest bikeshare program, with 25,000 bikes and over 1,500 stations across Manhattan, Brooklyn, Queens, the Bronx, Jersey City and Hoboken. Bikes can be unlocked from one station and returned to any other station in the system. The cost of a single ride is just \$4.49 for 30 minutes. With more than 1,500 miles of bike lanes throughout the city, Citi Bike is a great way to see NYC. More information is available at <https://citibikenyc.com/>.

BE SURE TO DOWNLOAD THE GHSA 2023 MEETING 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 #GHSA2023 conversation.
- **Explore** – Check out local restaurants and attractions in New York City.
- **The Lobby** – Find the latest meeting information each day including an agenda spotlight, featured speakers and the sessions "Happening Now" throughout the meeting.

SEARCH: The App Store or Google Play for "GHSA Annual Meeting" or scan this QR code:



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

WELCOME FROM OUR HOSTS!

Welcome to New York City! The New York Governor’s Traffic Safety Committee (GTSC) is excited to welcome you to the GHSA 2023 Annual Meeting in the heart of Manhattan: Times Square! The city’s most visited borough is filled with amazing restaurants and a variety of different entertainment options that we’re sure you’ll love no matter your interests. Whether you’ve been here many times before or this is your first time in the Big Apple, we’re so happy that you’re able to join us as we host the GHSA 2023 Annual Meeting.

While your focus will be on attending meeting sessions and networking with long-time friends while making new connections, be sure to set aside some time to tour Manhattan and see some of the best attractions the city has to offer. Check out historic locations and venues such as Broadway, Rockefeller Center and Radio City Music Hall. Looking for a place to relax after a day at the meeting? Manhattan offers a variety of green spaces including the famous 843-acre Central Park.

Need help with anything while attending the meeting? Don’t hesitate to ask our staff! We want to help you get the most out of the meeting as well as your time in New York City. To find a GTSC staff member, look for the matching shirts.

- **BLACK** on **Monday**
- **GRAY** on **Tuesday**
- **NAVY** on **Wednesday**

We’re honored to host the GHSA 2023 Annual Meeting, and we’re excited for you to join us as we connect communities of all sizes to improve traffic safety in New York City, the epicenter of the Vision Zero effort in the United States.



SPOTLIGHT ON LAW ENFORCEMENT

GHSA extends a special welcome to all law enforcement officials — both active duty and retired — attending our 2023 Annual Meeting. We’ve worked hard to ensure the workshops address content that’s relevant to you.



MONDAY, 8/14

Workshop 4	Impaired Driving: Issues and Opportunities on the Cutting Edge	11:00 a.m.	Julliard Complex (5th Floor)
Workshop 6	SLOW DOWN! for this Speed Session	2:00 p.m.	Shubert Complex (6th Floor)

TUESDAY, 8/15

Workshop 8	Serve and Protect: Innovative Practices in Traffic Enforcement Equity and Engagement	10:30 a.m.	Majestic Complex (6th Floor)
Workshop 10	Detection and Prevention: Technology and Tactics to Prevent Impaired Driving	10:30 a.m.	Empire Complex (7th Floor)
Workshop 11	Distracted Driving Breakout Rodeo	10:30 a.m.	Julliard Complex (5th Floor)
Workshop 13	Drug Recognition Experts: An Evaluation of the Future	2:00 p.m.	Shubert Complex (6th Floor)

WEDNESDAY, 8/16

Workshop 15	Achieving Excellence in Highway Safety Criminal Justice in 2023	10:15 a.m.	Majestic Complex (6th Floor)
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GET SOCIAL WITH US!

#GHSA2023

@GHSAHQ

WELCOME RECEPTION IN THE EXHIBIT HALL

Join your friends and colleagues in the Exhibit Hall on Sunday night from 5:30 to 7:30 p.m. Enjoy heavy appetizers, tasty desserts and a celebration of Broadway! Come hear the musical stylings of our featured entertainer, **Kyle Taylor Parker**, known for his starring role as Lola in the smash hit *Kinky Boots*.

Sponsored by **Qualcomm**

FEATURED EXHIBITORS

Throughout the meeting, we'll highlight some of the companies and organizations exhibiting this year. Be sure to visit their booths during lunch on Monday to be eligible for prize drawings provided by our exhibitors. You must be present to win and will need to pick up your prize by the end of lunch.

GET A FIRST LOOK AT ALL THE LATEST OFFERINGS FROM

57 exhibitors

WHILE CONNECTING WITH FRIENDS OLD AND NEW.

AGENDA AT A GLANCE

8 a.m. 9 a.m. 10 a.m. 11 a.m. Noon 1 p.m. 2 p.m. 3 p.m. 4 p.m. 5 p.m. 6 p.m.

SATURDAY

8:30 a.m. – 4:00 p.m.
GHSA Executive Board Meeting
(Board Members only)

SUNDAY

8:00 a.m. – 6:30 p.m. Registration

8:30 a.m. – 9:30 a.m.
State Member Orientation*

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

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

* State Highway Safety Office Members only

12:00 p.m. – 3:00 p.m.
Exhibits Move In/Set Up

5:30 p.m. – 7:30 p.m.
Welcome Reception in Exhibit Hall
(Open to all attendees; registered attendees can purchase additional tickets for spouses/guests)

MONDAY

7:30 a.m. – 5:00 p.m. Registration

7:30 a.m. – 5:15 p.m. Exhibits Open

7:30 a.m. – 8:30 a.m.
Continental Breakfast in Exhibit Hall

8:30 a.m. – 10:15 a.m.
Opening General Session

10:15 a.m. – 11:00 a.m.
Morning Break in Exhibit Hall

11:00 a.m. – 12:30 p.m.
Workshops

12:30 p.m. – 2:00 p.m.
Lunch in Exhibit Hall

2:00 p.m. – 3:30 p.m.
Workshops

3:30 p.m. – 4:00 p.m. Afternoon Break in Exhibit Hall

4:00 p.m. – 5:15 p.m.
Afternoon General Session

TUESDAY

7:30 a.m. – 12:00 p.m. Registration

7:30 a.m. – 11:00 a.m. Exhibits Open

7:30 a.m. – 8:30 a.m.
Continental Breakfast in Exhibit Hall

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

10:00 a.m. – 10:30 a.m.
Morning Break in Exhibit Hall

10:30 a.m. – 12:00 p.m.
Workshops

11:00 a.m. – 3:00 p.m.
Exhibit Hall Tear Down/Move Out

12:15 p.m. – 2:00 p.m.
Awards and Networking Luncheon

2:00 p.m. – 3:30 p.m.
Workshops

5:30 p.m. – 7:30 p.m.
Taste of the State Reception
(Open to all attendees; registered attendees can purchase additional tickets for spouses/guests)

WEDNESDAY

8:30 a.m. – 8:45 a.m.
Morning Coffee

8:45 a.m. – 10:00 a.m.
General Session

10:15 a.m. – 11:45 a.m.
Workshops

12:00 p.m. – 1:45 p.m.
Closing Luncheon

1:45 p.m. – Adjourn



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 app by clicking the "Rate Session" link and following the prompts.



Pedestrian Traffic Fatalities by State: 2022 Preliminary Data

GHSA's annual Spotlight report, *Pedestrian Traffic Fatalities by State: 2022 Preliminary Data*, projects that U.S. drivers struck and killed 7,508 people walking in 2022 – the highest figure since 1981. Although total pedestrian fatalities increased, more states saw a decrease (26 and Washington, D.C.) than an increase (22).

Read the report at <https://www.ghsa.org/resources/Pedestrians23>.

Advocates will share how they are implementing programs in new and underserved communities to keep non-motorized road users safe at a workshop on Tuesday, August 15, from 2 p.m. to 3:30 p.m. in the Majestic Complex (6th floor).

The discussion will continue Wednesday, August 16, from 8:45 a.m. to 10 a.m. with a general session town hall, A Right to the Road. Don't miss this important discussion that will take place in the Broadway Ballroom (6th floor).

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RESEARCH CORNER

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



Framework for Assessing Potential Safety Impacts of Automated Driving Systems – This research project reviewed and documented existing and anticipated future changes to the vehicle fleet. With this information, researchers developed an outline of how these changes will likely affect safety performance over time and what potential changes to design and operational criteria could be developed to maximize the potential benefits.

The research was used to develop a framework and strategic approach for the safety profession to consider in developing and implementing new design criteria and operational approaches that consider these technological advances.

Read it here: <https://www.ghsa.org/research/BTS-07>



Strategies to Improve State Traffic Citation and Adjudication Outcomes – The ability of state agencies to track citation, adjudication and disposition data accurately and effectively is essential for the identification and appropriate adjudication of problem drivers and habitual offenders. Efficient data tracking can provide

benefits at all steps of the citation-adjudication process, from providing real-time information and safer roadside stops for law enforcement officers to reducing errors and improving transmission speed during the adjudication stage. The report includes a methodology that enables and facilitates tracking of traffic court cases from citation or arrest to final disposition.

Read it here: <https://www.ghsa.org/research/BTS-04>



State Practices Promoting Older Driver Safety – As state agencies charged with providing information and programs on behavioral traffic safety, State Highway Safety Offices are a logical place for either developing and managing a more extensive older-driver safety program or providing funding and leadership for other agencies that conduct these programs. The report provides guidance to help State Highway Safety Offices do just that.

Read it here: <https://www.ghsa.org/research/BTS-12>



Identifying and Prioritizing Behavioral Interventions to Improve Child Passenger Safety in For-Hire Vehicles – This report provides a review of requirements for children in ride-hailing vehicles and taxis, guidelines for improving child passenger safety in these vehicles, steps to ensure child restraint system requirements are complete and consistent, strategies for communicating with for-hire companies and suggestions for legislative provisions.

Read it here: <https://www.ghsa.org/research/BTS-11>



Want to Get Involved?

Join a research panel and share your expertise and/or represent the State Highway Safety Offices. Scan this QR code for more information.

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to the GHSA 2023 Annual Meeting Highway Safety Champions

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BRONZE

LEARN MORE ABOUT THE 2023 O'ROURKE AWARD WINNERS AT THESE WORKSHOPS

Winners of the 2023 Peter K. O'Rourke Special Achievement Awards will be honored at the Awards and Networking Luncheon on Tuesday. Check out the following workshops to learn more about their programs and their applicability in your state or community.

Workshop 12 Staying Safe Outside the Vehicle

Tuesday, August 15
2:00 p.m. – 3:30 p.m.
Majestic Complex (6th Floor)

Cindy Iodice, founder of Flagman Inc., will discuss her advocacy to raise public awareness of Slow Down, Move Over laws and roadside responder safety during a workshop on how to protect people outside of vehicles – the most vulnerable people on the road.



Workshop 14 Culture Shock: Evidence-Based Strategies to Reverse the Nation's Lagging Traffic Safety Culture

Tuesday, August 15
2:00 p.m. – 3:30 p.m.
Empire Complex (7th Floor)

Ellen Walston, Injury Prevention Program Coordinator at the Eastern Carolina Injury Prevention Program at ECU Health Medical Center, will speak about local efforts in Greenville, N.C., to improve traffic safety at a workshop on evidence-based campaigns that can change driver behavior.



Workshop 16 Traffic Safety Communications: New Challenges and New Solutions

Wednesday, August 16
10:15 a.m. – 11:45 a.m.
Shubert Complex (6th Floor)

Richard Klepner, Deputy Director of the Delaware Office of Highway Safety, will discuss the successful "Arrive Alive DE" safety campaign including what communications strategies State Highway Safety Offices and their partners can use to reduce fatalities and serious injuries.



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/JOIN](https://www.ghsa.org/about/join)
OR TALK TO ANY MEMBER OF THE GHSA TEAM.



Future GHSA Annual Meetings

SAVE THE DATES!

