



## Missouri's 2016 Traffic Safety and Blueprint Conference

October 18-20, 2016  
Holiday Inn Executive Center  
Columbia, Missouri

# DRAFT AGENDA

## TUESDAY, OCTOBER 18, 2016

10:00 am – 1:00 pm

### Registration

Holiday Inn Executive Center Atrium

1:00 – 2:30 pm

### Welcome and Opening Session

Windsor Ballroom

**Welcome:** Bill Whitfield, Highway Safety Director, MoDOT Traffic and Highway Safety

**Moderator:** John Mollenkamp, MO DOR

**National Anthem:** Andrew Armstrong, MO State Hwy Patrol Troop F

#### Speakers:

Patrick McKenna, MoDOT Director

Lieutenant Sandra K. Karsten, MO State Hwy Patrol

Kevin Ward, FHWA

Susan DeCourcy, NHTSA

Chris Luebbert, FMCSA

2:30 – 3:00 pm

### Refreshment Break

Expo Center

3:00 – 4:00 pm

### Keynote: *Fooling Ourselves: Why Do We Drive Distracted?*

Windsor Ballroom

This presentation will explain the risks of distracted driving with an overview of key studies showing the dangers of distracted driving. Dr. Atchley will provide a clear walk-through of the driver's brain with compelling demonstrations to debunk the "myth of multitasking," and to help explain why distracted driving is increasing. To conclude, he will discuss current attitudes toward distracted driving and solutions to improve safety.

**Speaker:** Dr. Paul Atchley, University of Kansas

4:00 – 5:00 pm

### General Session: *Missouri's Blueprint - A Partnership Toward Zero Deaths*

Windsor Ballroom

**Speaker:** Bill Whitfield, Highway Safety Director, MoDOT Traffic and Highway Safety

**Dinner on your own**



## WEDNESDAY, OCTOBER 19, 2016

**7:00 – 8:00 am**

**Breakfast**

Expo Center

**8:00 – 9:30 am (Concurrent Workshops)**

### ***Workshop 1 – The Shocking Truth about Drowsy Driving and Sleep Deprivation***

#### **Windsor I/II**

TyREDD, which stands Tyler Raising Education for Drowsy Driving, is a 501(c)(3) non-profit organization bringing awareness about the dangers of “driving while tired” to teens, parents, and organizations around the country. The TyREDD mission is to raise awareness of and provide education about the prevention of drowsy driving and the tragedies that can follow. Together with Matthew L. Uhles, MS, R.PSGT from the Clayton Sleep Institute, they have presented hundreds of presentations locally and across the country speaking to thousands to raise awareness of the dangers of drowsy driving and the importance of sleep.

**Moderator:** Russ Burris, ThinkFirst

**Speakers:**

Kerrie Warne, TyREDD

Matt Uhles, Clayton Sleep Institute

### ***Workshop 2 – Commercial Motor Vehicle Safety***

#### **Windsor III**

The large truck and bus traffic enforcement training is intended for all law enforcement officers who have a duty and responsibility to enforce traffic laws and conduct vehicle stops. However, experience has shown most law enforcement officers assigned with traffic enforcement responsibilities often are reluctant to conduct a vehicle stop of a large truck or motorcoach. To address this concern, the Federal Motor Carrier Safety Administration developed a curriculum for traffic enforcement officers designed to provide the knowledge and skills appropriate to safely and effectively conduct CMV stops. The training objectives include how CMV traffic enforcement is vital to highway safety, considerations about where to conduct a stop, vehicle observations of relevance to highway safety, and driver interaction considerations. Research has consistently shown highly visible traffic enforcement will deter drivers from unsafe driving behaviors and toward conformance with legal and socially acceptable driving norms.

**Moderator:** Chris Luebbert, FMCSA

**Speakers:**

Earl Hardy, FMCSA

David White, PRIME

### ***Workshop 3 – Traffic Engineering: New Tools and Common Sense***

#### **Windsor IV**

The Tennessee Department of Safety and Homeland Security’s C.R.A.S.H. (Crash Reduction Analyzing Statistical History) predictive analytics program aims to deliver an improved suite of tools to use when making decisions to reduce traffic crashes and improve crash outcomes. Dr. Dollena McHenry will show that by using historical data to develop a mathematical model of targeted incidents, and then applying the model to predict how likely a particular kind of incident is to occur in a given area at a given time these crashes can be reduced. The Missouri State Highway Patrol is developing this type approach and Mark Richey will share their story. Then Jon Nelson the MoDOT Traffic Safety Engineer will discuss the value of analytics but will remind us that “just because it works on paper” doesn’t mean that it will work in the field. He will stress the value of these enlightened tools, the importance of good evaluation before full deployment and the value of our basic traffic engineering tool box.

**Moderator:** Garrett Depue CMITE President

**Speakers:**

Dr. Dollena McHenry, Tennessee Highway Patrol

Dr. Mark Richey, Missouri State Highway Patrol

Jon Nelson, MoDOT Traffic Safety Engineer

## **Workshop 4 – Marijuana Impaired Arrests**

### **Picadilly**

This workshop will cover the multiple components and issues law enforcement officers face when dealing with marijuana, the most abused illicit drug in the United States. The workshop will cover recent case studies as well as a recent driving study with marijuana impaired drivers. Several field sobriety tests will be discussed as well as how to articulate what attendees may observe and how it is important for safe driving. The workshop will also cover up-to-date information concerning new forms of marijuana as well as the paraphernalia associated with it.

**Moderator:** Tracey Durbin, Missouri Safety Center

**Speaker:** Sergeant Mike Halford, Missouri State Highway Patrol

## **Workshop 5 – Traffic Incident Management**

### **Parliament I/II**

Traffic Incident Management continues to evolve across the country. While the concept has been around for some time, the process is still in the early stages of institutionalization. Some of the next steps in TIM will be discussed, what is going on around the country now to enhance TIM, what everyone involved in TIM can do to move this evolution forward, and how to strengthen relationships with all disciplines.

**Moderator:** Lisa Vieth, MoDOT

**Speakers:**

Mark Sommerhauser, KC Scout Traffic Management Center

Rusty James, Gannett Fleming

Gary Ogletree, Tennessee Department of Transportation

**9:30 – 10:00 am**

**Break**

**10:00 – 11:30 am (Concurrent Workshops)**

## **Workshop 1 – Five Youth Traffic Safety Programs You Should Know About**

### **Windsor I/II**

Education plays a key role in improving the safety of our young drivers. Through underage drinking and impaired driving prevention programs, along with peer-to-peer initiatives and victim impact testimonials, youth traffic crashes can be prevented. This session will feature a fast-paced review of five youth traffic safety programs available statewide, including: It Only Takes One, Partners in Prevention (SMART, CHEERS, DRIVE SAFE. DRIVE SMART, and START), Missouri Safe and Sober, ThinkFirst, and TRACTION Teens Taking Action To Prevent Traffic Crashes.

**Moderator:** Kacey Buschjost, MoDOT

**Speakers:**

Joan Masters, Missouri Partners in Prevention

Mackenzie Hernandez, Missouri Safe and Sober

Sharee Galnore, TRACTION

Penny Lorenz-Anderson, University of Missouri, ThinkFirst MO

Kacey Buschjost, MoDOT State Youth Coordinator, It Only Takes One

## **Workshop 2 – Communication Planning at NTSB - Integrating, Coordinating and Synchronizing the Safety Message**

### **Windsor III**

Chris will discuss the communication planning process at NTSB that helps integrate, coordinate and synchronize communication efforts across the agency, its partners and stakeholders. He will examine audience identification, message development, communication channel selection, synchronization of message delivery to multiple audiences, and most importantly, the need to, and process for, clearly defining communication goals before determining communication tactics.

Kelly will provide an overview of the outreach efforts of the MoDOT Traffic and Highway Safety and the Missouri Coalition for Roadway Safety in yearly paid media campaigns and other special projects. Highlights will include campaign planning, implementation, execution and overview. Focus will be on July Impaired Driving Enforcement and Drive Sober or Get Pulled Over.

**Moderator:** Marisa Ellison, MoDOT

**Speakers:**

Chris O'Neil, NTSB

Kelly Jackson, MoDOT

### **Workshop 3 – “FAST” and the Freight Focus in the Midwest**

#### **Windsor IV**

The new Federal Highway/Transportation Law passed in 2015 brings a renewed focus on freight and the need for the supporting infrastructure. Two major transportation initiatives concerning freight movements in Missouri and the Midwest, now underway, will be impacting our economy and traffic flows. Scott Smith will share with us the Heartland Initiative which links together Kansas City – Omaha – Des Moines – St. Louis so as to provide a Midwest economic focal point that can leverage our transportation assets. In addition, St. Louis has recently formed a Freight District and Mary Lamie will discuss their initiatives underway to better handle increasing freight volumes, intermodal transfers and bi-state complexities. At the request of many we have included in this session a presentation by Ron Effland from MoDOT to discuss Safe Guardrail End Treatments. Serious crashes in Missouri and other states led to a major review of the safety of guardrail end treatments and the requirements for testing and product acceptance. MoDOT was a key participant in this multi-state crash evaluation study.

**Moderator:** Charlie Nemmers, University of Missouri

**Speakers:**

Scott Smith, Kansas City

Mary Lamie, St. Louis Regional Freightway

Ronald Effland, MoDOT

### **Workshop 4 – The Complete Traffic Stop**

#### **Picadilly**

This workshop is a short introduction into the criminal interdiction element of traffic enforcement.

**Moderator:** John Hotz, Missouri State Highway Patrol

**Speaker:** Sergeant Matt Morice, Missouri State Highway Patrol

### **Workshop 5 – Ignition Interlocks – Truths or Myths**

#### **Parliament I/II**

An ignition interlock is a device which prevents a vehicle from starting if the driver has been drinking. The device works similar to a breathalyzer, measuring the alcohol in a person's system. There are many myths about ignition interlocks and how they function. This session will discuss the effectiveness of ignition interlocks when used as a sanctioning tool to reduce impaired driving and how the ignition interlock program operates in Missouri.

**Moderator:** Melody Riechel, Missouri Department of Revenue

**Speakers:**

Frank Harris, State Legislative Director, Mothers Against Drunk Driving

Jackie Rogers, MoDOT Traffic and Highway Safety Division

**11:30 – 1:00 pm**

**Awards Luncheon**

**Expo Center**

**Master of Ceremonies:** John Mollenkamp, MO DOR

## 1:00 – 2:30 pm (Concurrent Workshops)

### **Workshop 1 – *Innovation in Driver Rehabilitation***

#### **Windsor I/II**

Giving up the keys is an incredible challenge for older drivers with medical impairments. Led by driving research and rehabilitation experts, state-of-the-art progress in critical areas of older driver safety will be shared. Recent advances include increased precision in identification of who should no longer be driving and promising techniques for keeping older drivers safer for longer. An interactive demonstration of highly advanced, yet low-cost, driving simulation tools will conclude the session.

**Moderator:** James Stowe, Washington University School of Medicine

**Speakers:**

David Carr, Washington University

Patricia Niewoehner, VA St Louis Health Care System

James Stowe, Washington University

### **Workshop 2 – *Drugged Driving: Trends and Use***

#### **Windsor III**

We will cover improved laws, enhanced enforcement, and increased public awareness that have led to declines in drinking and driving crashes in Missouri. This workshop will also focus on other substances that impair drivers beyond alcohol including a variety of substances from new designer drugs, such as M-18, to items purchased at your local convenient store that are leading to crashes. We will discuss recognition, prevention, and treatment of the substances discussed throughout the session.

**Moderator:** Scott Jones, MoDOT

**Speaker:** Jason Martin, CoxHealth

### **Workshop 3 – *Smart Cities- Integrating Information and Communication Technologies to Better Manage and Operate Transportation Infrastructure Assets***

#### **Windsor IV**

Mr. Shawn Leight, from CBB in St. Louis and the incoming President of the International Institute of Transportation Engineers (ITE), will host this session and will present a national perspective of the Smart Cities programs impacting how we will develop our cities. This is a new chapter in Traffic Engineering. On the program is a presentation from Kansas City, the world's most connected Smart City, as it prepares for what is next in autonomous vehicles in a big data, mobile-friendly environment. Also joining in the program will be the story of how the Great Streets concepts are making Branson, Missouri, a safer and more traffic-friendly city for its many visitors.

**Moderator:** Charlie Nemmers, University of Missouri

**Speakers:**

Shawn Leight, CBB, ITE President

David Miller, City of Branson

### **Workshop 4 – *Below 100***

#### **Piccadilly**

The purpose of this course is to reduce United States law enforcement annual line of duty deaths to less than 100 by concentrating on 5 tenets. These tenets are:

1. Wear Your Seatbelt
2. Wear Your Vest
3. Watch Your Speed
4. WIN - What's important now?
5. Remember: Complacency Kills!

**Moderator:** John Hotz, Missouri State Highway Patrol

**Speakers:**

Lieutenant Steve P. Davis, Missouri State Highway Patrol  
Sergeant Jason Pace, Missouri State Highway Patrol

**2:30 – 3:00 pm**

**Break**

**3:00 – 5:00 pm (Concurrent Workshops)**

### ***Workshop 1 – Mobility Matters: Driving Alternatives and Pedestrian Safety***

#### **Windsor I/II**

Dynamic, forward-thinking initiatives are creating increased safety for Missouri's most vulnerable road users. Mobility management helps connect people to existing transportation resources in the community, including individuals with disabilities or medical impairments. Information on one of Missouri's fastest growing, and most awarded, mobility management programs will be shared. Moreover, advocates across Missouri are making advances in pedestrian safety, especially at the community level. Details on successful programs, and how to replicate their success, will be highlighted.

**Moderator:** Ronald Effland, MoDOT

**Speakers:**

Deana Dothage, MORIDES

Mark Bechtel, FTA

### ***Workshop 2 – Programs for Parents***

#### **Windsor III**

Parental involvement is key to the health and safety of our teens. When it comes to preparing new drivers and preventing underage drinking, parental modeling and monitoring can make the difference between life and death or serious injury. In this session, two parent-focused, research-based teen safety initiatives will be explored. The session will begin with an overview of the components of the First Impact Graduated Driver Licensing (GDL) program for parents of new drivers. Second, details of the MADD-sponsored Power of Parents program will be discussed. Information regarding how to secure these programs in each region will also be provided.

**Moderator:** Allyn Workman, Missouri Driver Safety Education Association

**Speakers:**

Katrina Rowland, First Impact, MU

Emily Schell, Power of Parents, MADD

### ***Workshop 3 – Missouri's National Leadership in Innovative Interchanges and Intersections***

#### **Windsor IV**

Off-set left turns, J-turns, roundabouts (mini, painted, etc.), diverging diamonds, urban-interchanges and similar innovations are now deployed across Missouri. Do they work? What is the safety record? Does the public accept these innovations? Our panel will respond. The panel includes: Jeff Shaw from FHWA's technology center in Chicago with a national perspective; John Miller, MoDOT's Traffic Liaison Engineer sharing what has been done in Missouri; Praveen Edara, Associate Professor from the University of Missouri on the path from the initial simulations to the operational evaluations; and Jim Twomey from Michael Baker, Inc. in Philadelphia with his perspective as a consultant on how these designs are changing the traffic engineering landscape.

**Moderator:** Charlie Nemmers, University of Missouri

**Speakers:**

Jeff Shaw, FHWA

John Miller, Traffic Liaison Engineer, MoDOT

Dr. Praveen Edara, University of Missouri

Jim Twomey, Michael Baker, Inc.

## **Workshop 4 – Below 100 (Continued)**

Piccadilly

**Moderator:** John Hotz, Missouri State Highway Patrol

**Speakers:**

Lieutenant Steve P. Davis, Missouri State Highway Patrol

Sergeant Jason Pace, Missouri State Highway Patrol

## **Dinner on your own**

★ ★ ★

### **THURSDAY, OCTOBER 20, 2016**

**7:00 – 8:00 am**

**Breakfast**

Expo Center

**8:00 – 10:00 am**

**General Session**

***Safety First: The Evolution of Autonomous Driving***

**Windsor Ballroom**

Consider the evolution of safety since the advent of motor vehicles invented by Gottlieb Daimler and Carl Benz. Could a chance meeting between the first two road vehicles in the world have set off safety research in the automotive domain? In October 1952 in Stuttgart, Germany, the foundations for passive safety were laid by way of a rigid passenger cell coupled to energy absorbing front and rear crumple zones. Since then increasing passive safety features like the air bag and seat belts have helped the car body to become sophisticated safety cell to withstand different types of impacts. Beginning in the 1970s, a new realm of active safety mechanisms like ABS and ESP (Electronic Stability Program) emerged. Yet, all these systems are purely reactive. The development of proactive safety features has advanced significantly since 1998, with the use of electromagnetic sensors like radar, sophisticated cameras, and LIDAR. The dramatic pace of development of computing hardware, object detection algorithms, and situational analysis software has led to an increasing number of active and passive safety features and also to new levels of advanced driver assistance systems which could ultimately lead to fully autonomous driving. With these new possibilities, new challenges in the regulatory, legal, and societal world will be encountered. Could the first crash between two autonomously driven cars have the same historical significance as the hypothetical Daimler and Benz car crash 130 years ago?

**Moderator:** Dr. Praveen Edara, University of Missouri

**Speaker:** Dr. Bharat Balasubramanian, University of Alabama College of Engineering

***Crash Dynamics/Occupant Protection***

This presentation will be about how seat belts help to reduce injuries in the three phases of a traffic crash by examining real crashes that occurred in the state of Missouri.

**Moderator:** Dr. Praveen Edara, University of Missouri

**Speaker:** Captain John Hotz, Missouri State Highway Patrol

**10:00 – 10:30 am**

**Break**

Expo Center

**10:30 – 11:45 am**

## **General Session: *Take Charge***

**Windsor Ballroom**

**Moderator:** Bill Whitfield, MoDOT Traffic and Highway Safety

**Speaker:** Tyler Lueckenhoff, Benedictine College

**11:45 am - 12:00 pm**

## **Closing Comments**

**Windsor Ballroom**

**Speaker:** Bill Whitfield, MoDOT Traffic and Highway Safety



## **A special thank you to our exhibitors:**

CBB

EFK Moen

First Impact

George Butler Associates Inc. GBA

Missouri LTAP

Missouri Safety Center, UCM

Mobo Trex, Inc.

PSS

Qwick Curb, Inc.

Shur-Tite Products

Sky Bracket

The Horn Law Firm

Think First Missouri

Traffic Control Corporation