

21ST ANNUAL MICHIGAN TRAFFIC SAFETY **SUMMIT**



S U M M I T 2 0 1 6

MARCH 22-24, 2016 KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING

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ATTENDEES: As a courtesy to others, please observe good cell phone manners. When attending sessions or meeting in the public areas adjacent to these activities, turn off wireless communication devices or use the silent notification option. If you must take a call, please step out of the room rather than disrupt the event. As a reminder, the dress code for the Michigan Traffic Safety Summit is business casual. Thank you!

Be sure to follow OHSP on



Facebook.com/MIOHSP



Twitter.com/MIOHSP

And join the conversation

#MISummit2016

Welcome to the 21st Annual Michigan Traffic Safety Summit

For the past 21 years the state's traffic safety professionals have gathered to learn from one another and national experts in an effort to save lives and reduce injuries on Michigan's roadways. Whatever traffic safety discipline you are involved in, there is something to be learned at this year's Michigan Traffic Safety Summit.

The success of this conference relies largely on your active participation, so please be ready to ask questions, offer ideas, discuss best practices, and establish collaborations. Share your thoughts and experiences on social media using the hashtag #MISummit2016.

As a way to encourage collaboration, this event will feature Strategic Highway Safety Plan (SHSP) Town Hall Meetings. Participants can help impact the strategic direction of traffic safety planning in Michigan. Guided discussion groups, based on the emphasis areas of the SHSP, will provide input on the state's key traffic safety needs to help achieve significant reductions in traffic fatalities and injuries.

Above all, we must remember that traffic safety reaches far beyond this event. Our efforts here will ultimately save lives and reduce injuries impacting individuals, families, and entire communities.

TUESDAY, MARCH 22, 2016

7:30 a.m.-4:30 p.m.	Registration
7:30 a.m.-3:45 p.m.	Exhibits Open (One Day Only)
7:30-9 a.m.	Breakfast
7:30-9 a.m.	Traffic Safety Network Breakfast (Invitation Only)
9-10:15 a.m.	Opening and General Session My Car Does What
10:15-10:45 a.m.	Break
10:45 a.m.-12 p.m.	Workshops (Six Sessions)
12-12:45 p.m.	Lunch
12:45-1:45 p.m.	General Session Real Life Story and Consequences of Surviving a Collision with a Wrong-Way Driver
1:45-2:15 p.m.	Break
2:15-3:15 p.m.	SHSP Town Hall Meetings (Six Sessions)
3:15-3:45 p.m.	Break
3:45-5 p.m.	Workshops (Six Sessions)
5-7 p.m.	Evening Reception

WEDNESDAY, MARCH 23, 2016

7:30 a.m.-4:30 p.m.	Registration
8-9 a.m.	Breakfast
9-10 a.m.	General Session Traffic Safety and Public Policy
10-10:15 a.m.	Break
10:15-11:30 a.m.	Workshops (Six Sessions)
11:30 a.m.-12:15 p.m.	Lunch
12:15 p.m.-1 p.m.	Governor's Traffic Safety Advisory Commission Awards
1-1:15 p.m.	Break
1:15-2:30 p.m.	Workshops (Six Sessions)
2:30-2:45 p.m.	Break
2:45-4:15 p.m.	General Session Prescription Drug Addiction and Abuse

THURSDAY, MARCH 24, 2016

7:30-10 a.m.	Registration
7:30-8:30 a.m.	Breakfast
8:30-9:45 a.m.	Workshops (Four Sessions)
9:45-10 a.m.	Break
10-11 a.m.	General Session After the Crash: Lessons Learned by Survivors of Traumatic Injury
11-11:15 a.m.	Closing Remarks

10:45 A.M.-12 P.M. TUESDAY, MARCH 22, 2016

Bicycles/Pedestrians	New Research in Bicycle and Pedestrian Safety
Distracted Driving	An Automotive Perspective on Distracted Driving
Engineering	TZD Implementation
Impaired Driving	Marijuana-Impaired Drivers
Incident Management	Managing Roadways During Major Winter Weather Incidents
Teen Driving	Strategy to Engage Parents in GDL

2:15-3:15 P.M. TUESDAY, MARCH 22, 2016

SHSP Town Hall Meetings

3:45-5 P.M. TUESDAY, MARCH 22, 2016

Communications	Best Practices for Social Media Messaging
Data/Research	A Fake Town Built for Self-Driving Cars
Enforcement	Traffic Safety Legal Update (Session Repeats)
Engineering	I-94 Evaluation: Where Are We Now
Motorcycle Safety	Motorcycle Enforcement 101
Senior Mobility	Resources for Senior Drivers

10:15-11:30 A.M. WEDNESDAY, MARCH 23, 2016

Bicycles/Pedestrians	Exploring Alternative Pathways
Data/Research	UD-10: The Good, The Bad, The Ugly
Enforcement	Railroad Safety for Motorists and Pedestrians
Engineering	Changing Traffic Patterns: When Signals Become Obsolete
EMS	Crash to Care
Seat Belts	Seat Belt Enforcement Strategies

1:15-2:30 P.M. WEDNESDAY, MARCH 23, 2016

Commercial Motor Vehicles	Michigan Center for Truck Safety Truck Driver Simulator
Distracted Driving	How Parents Impact Driving Behavior
Enforcement	Traffic Safety Legal Update
Engineering	Traffic Safety Sampler
EMS/Enforcement	Vehicle Construction Hazards For Law Enforcement and First Responders
Injury Prevention	Trauma Nurses Talk Tough

8:30-9:45 A.M. THURSDAY, MARCH 24, 2016

Commercial Motor Vehicles	Hazmat Transportation in Trucks
Communications	In Their Own Words
Engineering	Innovative Work Zone Initiatives
Impaired Driving	Polydrugs and New Drug Trends

TUESDAY, MARCH 24, 2016

MY CAR DOES WHAT

Kelly A. Nantel, *Vice President, Communications and Advocacy, National Safety Council, Itasca, Ill.*



Kelly Nantel has more than 25 years of experience managing all aspects of public affairs at the state, national, and international levels.

Prior to joining the National Safety Council, Nantel served as the Director of Public Affairs at the National Transportation Safety Board (NTSB) where she raised the NTSB's profile through expanded and targeted communications programs, innovative uses of social media tools, and both strategic and tactical message development and delivery.

She has coordinated crisis communications for major accidents and investigations. Nantel streamlined NTSB's public affairs response to accidents and improved the agency's visibility and reputation by using proactive and transparent methods.

Nantel has a bachelor of science in Criminal Justice and Communications.

REAL LIFE STORY AND CONSEQUENCES OF SURVIVING A COLLISION WITH A WRONG-WAY DRIVER

Mark Bott, *Traffic and Safety Engineer, Michigan Department of Transportation*



Mark Bott has been with the Michigan Department of Transportation for more than 27 years managing the activities of the Traffic and Safety Area. These activities include overseeing the Highway Safety Improvement Program which supports the state's vision of Toward Zero Deaths by reducing fatalities and serious injuries on the state trunkline system. Bott graduated from Michigan Technological University with both a bachelor's and master's degrees in Transportation and Geotechnical Engineering.

Dave Morena, *Highway Safety Specialist, Federal Highway Administration*



David A. Morena has been at the Federal Highway Administration Division Office in Lansing since 1983. Past and current safety initiatives to which he has contributed, both in Michigan and nationwide, include rumble strips, wrong way driving countermeasures, and collaboration between the engineering and emergency medical services fields. Morena has a bachelor of science in Industrial Engineering and a master of science in Traffic Engineering from Ohio State University.

Craig Virgin, *President, Front Runner, Inc., Lebanon, Ill.*



Craig Virgin is the founder and president of Front Runner, Inc., a sports marketing consulting company specializing in running and fitness promotions. He graduated from the University of Illinois with a degree in Radio/TV and minored in Marketing/Advertising. He does freelance radio/TV work as a color analyst as well as professional public speaking. But, most people know Virgin as an athlete.

Virgin completed 23 years of competitions in the three sports available in long distance running: cross country, track, and road racing. He is a three-time Olympian (1976, 1980, 1984) on the U.S. Track & Field Team in the 10,000 meter event. Virgin is the only American man to win a World Cross Country Championship and he did it twice in both 1980 and 1981.

He retired from serious competitive running in January of 1992. Virgin has been running for over 40 years and participates in other cross training activities like elliptical, biking, swimming, and weight lifting for fitness. He still enjoys promoting both the sport and personal fitness. Virgin was inducted into the U.S. National Distance Running Hall of Fame in 2001, and the U.S. National Track & Field Hall of Fame in 2011.

WEDNESDAY, MARCH 25, 2016

TRAFFIC SAFETY AND PUBLIC POLICY

John Truscott, *President and Principal, Truscott Rossman*



John Truscott is one of the foremost experts in public relations and politics in Michigan. Having served the governor of

Michigan and worked on the Senate and House staff, he possesses a depth of knowledge and breadth of experience few can match.

In January of 2011 Truscott teamed up with Kelly Rossman-McKinney to create Truscott Rossman, a bipartisan public relations firm with offices in Lansing, Grand Rapids, and Detroit. Truscott and Rossman-McKinney have been ranked the No. 1 and No. 2 most effective public relations professionals, respectively, each of the four times MIRS/EPIC-MRA has surveyed State Capitol Insiders.

For over a decade, Truscott served as Director of Communications and Press Secretary to Michigan Gov. John Engler. When Engler took office, Truscott was the youngest press secretary in the country and became the longest serving press secretary for any governor.

He is a Michigan State University alumnus, earning a bachelor's degree in Communication and a major in Political Science.

PRESCRIPTION DRUG ADDICTION AND ABUSE

Judge Linda Davis, *President, Families Against Narcotics*



Judge Linda Davis was appointed to the bench March 27, 2000, by Gov. John Engler. Prior to her judgeship, Judge Davis

was an Assistant Prosecutor with the Macomb County Prosecutor's office for 13 years. Davis played a crucial role in Families Against Narcotics (FAN) inception and has been instrumental in the success and growth of the organization. She has received several prestigious awards from the FBI, Care House, Girl Scouts of the USA, Macomb Community College Outstanding Alumna Award, and Center Line High School Most Distinguished Graduate. Recently she received a Humanitarian of the Year award in Macomb County. Davis is currently FAN's primary speaker and presents multiple times a week to groups across the state.

THURSDAY, MARCH 26, 2016

AFTER THE CRASH: LESSONS LEARNED BY SURVIVORS OF TRAUMATIC INJURY

Kelli Jankens, *MBA, CPST, Injury Prevention Coordinator and Director, ThinkFirst Michigan, Mid-Michigan Medical Center*



Kelli Jankens has been managing injury prevention programs since 1999 both in Michigan and Illinois.

Jankens is the state director of ThinkFirst Michigan and also leads a local chapter in Midland. She is a certified Child Passenger Safety Technician and the coalition leader of SafeKids Mid-Michigan. Jankens earned a master's degree in Business Administration from Northwood University in 2011 and a bachelor's degree in Biology from Oakland University in 1989.

Nick Cramer—paralyzed in a crash as a drunk driver.

Shannon Gray—paralyzed in a crash as an unrestrained rear-seat passenger.

Sam Howell—suffered a severe traumatic brain injury in a crash while reaching for his cell phone.

Mary Kunz—paralyzed in a crash while changing the radio station.

TUESDAY, MARCH 22, 2016

7:30 a.m.-4:30 p.m.	REGISTRATION	South Lobby
7:30 a.m.-3:45 p.m.	EXHIBITS OPEN (ONE DAY ONLY)	Centennial ABC, Big Ten C, South Lobby
7:30-8:45 a.m.	TRAFFIC SAFETY NETWORK BREAKFAST (BY INVITATION ONLY)	Red Cedar AB
7:30-9 a.m.	Breakfast	Big Ten C
OPENING AND GENERAL SESSION		
9-10:15 a.m.	My Car Does What Kelly A. Nantel , Vice President, Communications and Advocacy, National Safety Council, Itasca, Ill. <i>Hundreds of millions of cars on the roads have safety technologies—new and old—that help reduce the risk of crashes and deaths. Yet many drivers don't know what they are or how to use them. Learn how the MyCarDoesWhat.org campaign educates the public on the ever-changing world of car safety features.</i>	Big Ten AB
10:15-10:45 a.m.	Break	Centennial ABC & Big Ten C
WORKSHOPS		
10:45 a.m.-12 p.m.	BICYCLES/PEDESTRIANS—New Research in Bicycle and Pedestrian Safety Valerian Kwizile , Ph.D., Associate Director, Transportation Research Center for Livable Communities, Western Michigan University Joel MacWilliams , Senior Crash Investigator, International Center for Automotive Medicine, University of Michigan Jun-Seok Oh , Ph.D., Director, Transportation Research Center for Livable Communities, Western Michigan University Craig Shackelford , Crash Investigator, International Center for Automotive Medicine, University of Michigan Stewart Wang , M.D., Ph.D., Director, International Center for Automotive Medicine, University of Michigan <i>Pedestrians and bicyclists are incredibly vulnerable road users and often receive the most severe injuries in crashes involving motor vehicles. New research seeks to identify the root causes of these crashes as well as the behavioral characteristics of the involved pedestrians, bicyclists, and drivers to better develop effective countermeasures.</i>	105
	DISTRACTED DRIVING—An Automotive Perspective on Distracted Driving Christian Civiero , Automotive Safety Office, Ford Motor Company Scott Geisler , Staff Engineer, General Motors <i>While the focus of distracted driving prevention efforts is generally on the driver, what about the vehicle? Automotive industry leaders will share their use of independent research data as well as assessment and evaluation methods in vehicle design.</i>	103

ENGINEERING—TZD Implementation

Garrett Dawe, Operations Engineer, North Region, Michigan Department of Transportation

Capt. **Michael Krumm**, Commander, Commercial Vehicle Enforcement Division, Michigan State Police

Eric Mueller, Traffic Safety and Operations Engineer, Metro Region, Michigan Department of Transportation

Hear from partners in urban and rural areas of the state about the development and execution of Toward Zero Deaths plans and how you can get involved in the movement.

IMPAIRED DRIVING—Marijuana-Impaired Drivers

Auditorium

Chuck Hayes, Drug Recognition Expert Regional Operations Coordinator, International Association of Chiefs of Police, Salem, Oreg.

Learn about the most frequently detected and observed indicators of driving impairment as identified in a recent cannabis study and gain valuable insight into how law enforcement officers can address the rising number of drug-involved crashes.

INCIDENT MANAGEMENT—Managing Roadways During Major Winter Weather Incidents

Lincoln

Capt. **John Halpin**, Commander, Michigan State Police Eighth District

Aaron Johnson, Ishpeming Transportation Service Center, Michigan Department of Transportation

Robert Lindbeck, Engineer Manager, Alger County Road Commission

Lyn L. Nelson, Director, U.P. Marquette Alger Medical Control

Sgt. **Steve Webber**, Alger County Sheriff's Office

Chief **Greg Zyburt**, Chocolay Township Police Department

When a blizzard creates zero visibility and drifting snow on an important roadway, what do first responders do? Hear best practices for responding to severe winter weather and explore how highway safety advocates partnered to create standard operating procedures for closing major roads such as M-28 along Lake Superior.

TEEN DRIVING—Strategy to Engage Parents in GDL

Richard Lichenstein, Professor of Pediatrics, University of Maryland School of Medicine, American Academy of Pediatrics, Baltimore, Md.

Bonnie Raffaele, Michigan Teen Driving Coalition

Maura Rossman, Health Officer, Howard County Health Department, Ellicott City, Md.

Lt. **Jeff Specht**, Howard County Police Department, Ellicott City, Md.

While the graduated driver licensing (GDL) program is law, obtaining parent and teen compliance remains challenging. Hear an innovative approach by the Maryland Health Department and explore new ideas for reducing the number of crashes by the most dangerous driving group: teens.

12-12:45 p.m.

Lunch

Big Ten AB

GENERAL SESSION

12:45-1:45 p.m.

Real Life Story and Consequences of Surviving a Collision with a Wrong-Way Driver

Big Ten AB

Mark Bott, Traffic and Safety Engineer, Michigan Department of Transportation

Dave Morena, Highway Safety Specialist, Federal Highway Administration

Craig Virgin, President, Front Runner Inc., Lebanon, Ill.

A former Olympic distance runner will share an emotional story of how his life was changed forever by a wrong-way driver. National and state level countermeasures based on the results of a Michigan Department of Transportation study will also be shared.

Sponsored by the
Michigan Department
of Transportation



1:45-2:15 p.m.

Break

Centennial ABC & Big Ten C

SHSP TOWN HALL MEETINGS

Let your voice be heard during guided discussions focused on the state's key traffic safety needs to help achieve significant reductions in traffic fatalities and injuries. These discussions will provide the opportunity to impact the planning and projects for 2016 and beyond. The results will be part of the 2017-2018 update of the SHSP.

2:15-3:15 p.m.

Emphasis Area: At-Risk Road Users and High-Risk Behaviors

103

Crash statistics illustrate specific groups of road users are overrepresented in traffic crashes, injuries, and fatalities. Understanding the contributing factors that lead to this overrepresentation will allow for the identification of appropriate strategies and countermeasures. This discussion will focus on the Commercial Motor Vehicle Safety, Distracted Driving, Drivers Age 24 and Younger, and Senior Mobility and Safety action teams.

	Emphasis Area: At-Risk Road Users	104
	<i>Hazardous behaviors of vulnerable road users and drivers are contributing factors to increasing fatalities and injuries. This discussion will focus on the Motorcycle Safety and Pedestrian and Bicycle Safety action teams.</i>	
	Emphasis Area: Engineering Infrastructure	Lincoln
	<i>One aspect of traffic safety over which the involved stakeholders can exert direct control is the engineering infrastructure. Geometric design elements, traffic control devices, and targeted policies and programs allow for countermeasures aimed at encouraging or discouraging specific behaviors among Michigan road users. This discussion will focus on the Traffic Safety Engineering Action Team.</i>	
	Emphasis Area: High-Risk Behaviors	Auditorium
	<i>Research has shown the vast majority of crashes are due to errors by drivers. Fortunately, many of these errors are ultimately preventable with strategies to encourage the safe driving behavior. This discussion will focus on the Impaired Driving and Occupant Protection action teams.</i>	
	Emphasis Area: System Administration	105
	<i>Traffic incident management broadly refers to the planned and coordinated multi-disciplinary processes used to detect, respond to, and clear traffic incidents. These stakeholders include professionals from engineering, law enforcement, fire and rescue, towing and recovery, and hazardous materials, as well as the media. This discussion will focus on the Traffic Incident Management Action Team.</i>	
	Emphasis Area: System Administration	106
	<i>Effective system administration is critical to improving traffic safety. To identify, diagnose, and treat safety concerns in an efficient manner, a well-integrated framework is required. This discussion will focus on the Traffic Records and Information Systems Action Team.</i>	
3:15-3:45 p.m.	Break	Centennial ABC & Big Ten C
WORKSHOPS		
3:45-5 p.m.	COMMUNICATIONS—Best Practices for Social Media Messaging	104
	Kristin Allen , Digital Media Strategist, Michigan Office of Highway Safety Planning	
	Sierra Medrano , Outreach and Community Engagement Coordinator, Michigan State Police	
	<i>Social media reaches more than two billion people worldwide, but are you sending the right messages to your audience? Learn how to apply social media techniques to your traffic safety efforts using the right channel, audience, and messaging.</i>	

DATA/RESEARCH—A Fake Town Built for Self-Driving Cars

103

James Sayer, Ph.D., Research Scientist, University of Michigan
Transportation Research Institute

Move over George Jetson: the University of Michigan is making futuristic, self-driving cars a modern day reality. Learn about the progress, challenges, and possible implications for traffic safety.

ENFORCEMENT—Traffic Safety Legal Update (Session Repeats)

Lincoln

Kinga Gorzelewski, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan

Ken Stecker, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan

This comprehensive update on legal issues for law enforcement focuses on traffic safety. Topics will include, but not be limited to: recent changes to laws pertaining to medical marijuana; driving involving alcohol, controlled substances, and intoxicating substances; designer drugs; distracted driving; and underage drinking.

ENGINEERING—I-94 Evaluation: Where Are We Now

Auditorium

Mark Bott, Traffic and Safety Engineer, Michigan Department of Transportation

Steve Brink, Region Traffic Safety and Operations Engineer, Southwest Region, Michigan Department of Transportation

Tim Gates, Ph.D., Associate Professor, Michigan State University

Following a large, winter-weather crash in January 2015, the Michigan Department of Transportation initiated a comprehensive safety evaluation of I-94 from the Indiana state line to US-127 in Jackson County, spanning 143 miles. Join the evaluation team for a behind-the-scenes look at the process, surprises, findings, and recommended countermeasures.

MOTORCYCLE SAFETY—Motorcycle Enforcement 101

105

F/Lt. **Jim Flegel**, Traffic Services Section, Michigan State Police

Ofcr. **John Strom**, Grand Blanc Township Police Department

Deputy **Michael Winkler**, Oakland County Sheriff's Office

Participate in a discussion with motorcycle experts about how the law enforcement community can impact the rising number of motorcyclist fatalities with enforcement action. Signs of a potentially impaired rider, the danger of excessive speed, and unendorsed riders will also be examined.

SENIOR MOBILITY—Resources for Senior Drivers

106

Cair Dennany, Travel Trainer, The Rapid**Vanessa Hansle**, Mobility Management Coordinator, Ann Arbor Area Transportation Authority**Karen Kafantaris**, Associate State Director, American Association of Retired Persons**Lisa J. Molnar**, Associate Research Scientist, University of Michigan Transportation Research Institute

Balancing independence, mobility, and safety is a challenge facing many members of an aging population. Learn about ways to help through community-based programs, training initiatives, conversation starters, and transit travel.

EVENING RECEPTION

5-7 p.m.

Seat Belt Scramble

Big Ten ABC

Presented by General Motors and Chevrolet Marketing

WEDNESDAY, MARCH 23, 2016

7:30 a.m.-4:30 p.m.

Registration

South Lobby

8-9 a.m.

Breakfast

Centennial ABC

GENERAL SESSION

9-10 a.m.

Traffic Safety and Public Policy

Big Ten AB

John Truscott, President and Principal, Truscott Rossman

From helmets to speed limits to the .08 drunk driving law sunset provision, policymakers are impacting traffic safety in major ways, both at the state and local levels. Hear what forces are driving the changes and impacting the decision-making process.

10-10:15 a.m.

Break

Centennial ABC

WORKSHOPS

10:15-11:30 a.m.

BICYCLES/PEDESTRIANS—Exploring Alternative Pathways

104

Dave McCaw, P.E., Traverse City Transportation Service Center, Michigan Department of Transportation**Emily Meyerson**, Northern Lower Peninsula Trail Coordinator, Michigan Department of Natural Resources

Walking and biking are increasingly popular forms of exercise and green transportation but leave vulnerable road users at enhanced risk for motor vehicle-related injury. Learn how improving trails can offer bicyclists and pedestrians an alternative to the flow of traffic and stay safe.

DATA/RESEARCH—UD-10: The Good, The Bad, The Ugly

Sgt. **Scott Carlson**, Traffic Crash Reporting Unit, Michigan State Police

Amanda Heinze, Traffic Crash Reporting Unit, Michigan State Police

Sydney Smith, Manager, Traffic Crash Reporting Unit, Michigan State Police

Hear about the launch of the new UD-10 crash report form directly from members of the project team. Progress of the new Crash Location Improvement Project will also be shared.

EMS—Crash to Care

106

William Fales, M.D., State Medical Director, Michigan Department of Health & Human Services, Bureau of EMS, Trauma, and Preparedness

Damon Obiden, Director of Operations, Kent County Emergency Medical Services

Emergency medical response plays a crucial role in reducing crash-related fatalities. Learn how patients are tracked from the crash site to the hospital as well as the impact of first responders and emergency medical services on health outcomes.

ENFORCEMENT—Railroad Safety for Motorists and Pedestrians

105

Sam Crowl, State Coordinator, Operation Lifesaver

Det. **Brian Poyton**, Amtrak Police Department

Curtis Stewart, Assistant State Coordinator, Operation Lifesaver

Crashes involving trains can be some of the most dramatic and deadly. Learn about methods to prevent crashes at the 4,800 public railroad crossings in Michigan as well as the troubling rise in pedestrian incidents along railroad tracks and the steps being taken to address the issue.

ENGINEERING—Changing Traffic Patterns: When Signals Become Obsolete

103

Joseph E. Hummer, Chair, Department of Civil and Environmental Engineering, Wayne State University

Michael H. Schrader, P.E., City Traffic Engineer, Charleston, W.Va.

Traditionally, changes in traffic patterns are addressed by adding or adjusting traffic signals. But what about removing them all together? Learn how changing from signals to signs could improve traffic flow and present opportunities for cost savings.

	<p>SEAT BELTS—Seat Belt Enforcement Strategies</p> <p>Sgt. David Archer, Washtenaw County Sheriff's Office Sgt. Brad Clegg, Chippewa County Sheriff's Office Tim Gates, Ph.D., Associate Professor, Michigan State University F/Lt. Christine Grabowski, Michigan State Police, Iron Mountain Post Sgt. Michael Sura, Michigan State Police, Brighton Post</p> <p><i>Seat belts may be designed to work for every vehicle occupant, but there isn't a one-size-fits-all approach to seat belt enforcement. Learn about cutting-edge practices for addressing seat belt use on the freeways and rural areas as well as how you can adapt these techniques for your community.</i></p>	Lincoln
11:30 a.m.-12:15 p.m.	Lunch	Big Ten ABC
12:15 p.m.-1 p.m.	Governor's Traffic Safety Advisory Commission Awards	Big Ten ABC
1-1:15 p.m.	Break	Big Ten ABC
	WORKSHOPS	
1:15-2:30 p.m.	<p>COMMERCIAL MOTOR VEHICLES—Michigan Center for Truck Safety Truck Driver Simulator</p> <p>Alfred F. Newell, Jr., Project Director, Michigan Center for Truck Safety Chuck Simmons, Safety Management Specialist, Michigan Center for Truck Safety</p> <p><i>Michigan boasts a one-of-a-kind center in the United States for commercial motor vehicle education. Learn what is offered for truck drivers and trucking companies as well as law enforcement agencies. Plus test your driving skills in the hands-on simulator.</i></p>	103
	<p>DISTRACTED DRIVING—How Parents Impact Driving Behavior</p> <p>C. Raymond Bingham, Ph.D., Research Professor, University of Michigan Transportation Research Institute Beth Costello, Pediatric Trauma Program Manager, C.S. Mott Children's Hospital Jennifer S. Zakrajsek, Senior Research Associate, University of Michigan Transportation Research Institute</p> <p><i>Evidence-based research shows parents provide important models of driving behavior for their children, including distracted driving. Explore how teens are influenced by the attitudes and behavior of parents and what can be done to help parents positively influence their teens' safe driving behavior.</i></p>	105

ENFORCEMENT—Traffic Safety Legal Update

Kinga Gorzelewski, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan

Ken Stecker, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan

This comprehensive update on legal issues for law enforcement focuses on traffic safety. Topics will include, but not be limited to: recent changes to laws pertaining to medical marijuana; driving involving alcohol, controlled substances, and intoxicating substances; designer drugs; distracted driving; and underage drinking.

ENGINEERING—Traffic Safety Sampler

Auditorium

Mary Bramble, P.E., Pavement Marking and Delineation Engineer, Michigan Department of Transportation

Chris Brookes, Work Zone Delivery Engineer, Michigan Department of Transportation

Paula Corlett, Traffic Signals Supervising Engineer, Michigan Department of Transportation

F/Lt. **Jim Flegel**, Traffic Services Section, Michigan State Police

Tim Gates, Ph.D., Associate Professor, Michigan State University

Kim Lariviere, Senior Mobility Engineering Specialist, Michigan Department of Transportation

Carissa McQuiston, Non-Motorized Engineering Specialist, Michigan Department of Transportation

Margret Szajner, Traffic and Safety Engineer, Michigan Department of Transportation

This interactive session will benefit the technical and non-technical audience alike. It will feature short presentations on different safety initiatives including: pedestrians, aging drivers, surfaces, signals, delineation, and work zones.

EMS/ENFORCEMENT—Vehicle Construction Hazards For Law Enforcement and First Responders

Lincoln

Lt. **Carl Hein**, Ann Arbor Fire Department

Explore common automotive construction characteristics that pose significant risks to first responders including alternative fuels, pneumatic struts, automatic restraint systems, high-strength steels, proximity ignition systems, and rollover protection. Techniques for maintaining responder and victim safety will also be shared.

	INJURY PREVENTION—Trauma Nurses Talk Tough	106
	Cathy Bowles , Trauma Prevention/Community Education/Education Outreach Coordinator, Legacy Emanuel Medical Center, Portland, Oreg. <i>Learn about a national program established to teach the public how and why it is important to take responsibility for personal safety through injury prevention education. Topics such as bicycle helmets, seat belts, and parent engagement will be explored.</i>	
2:30-2:45 p.m.	Break	Big Ten AB
	GENERAL SESSION	
2:45-4:15 p.m.	Prescription Drug Addiction and Abuse Judge Linda Davis , President, Families Against Narcotics <i>Learn about a community approach to dealing with the prescription drug addiction problem. The effort focuses on educating community leaders, schools, doctors, dentists, police officers, and treatment providers about addiction and how our present system fails at treating addiction comprehensively.</i>	Big Ten AB
THURSDAY, MARCH 24, 2016		
7:30-10 a.m.	Registration	South Lobby
7:30-8:30 a.m.	Breakfast	Big Ten AB
	WORKSHOPS	
8:30-9:45 a.m.	COMMERCIAL MOTOR VEHICLES—Hazmat Transportation in Trucks MCO Jeff Boller , Commercial Vehicle Enforcement Division, Michigan State Police Sgt. Kevin Hogan , Commercial Vehicle Enforcement Division, Michigan State Police <i>With 120,256 miles of paved roadway and three international crossings, commercial motor vehicles transport hazardous materials across Michigan roads on a daily basis. Experts will discuss what the state does to regulate these shipments and what first responders can do when a commercial motor vehicle is involved in a crash.</i>	103
	COMMUNICATIONS—In Their Own Words Dave Galens , Creative Director, Daniel Brian Advertising Sue Gorcowski , Associate Administrator, Communications and Consumer Information, National Highway Traffic Safety Administration, D.C. <i>Young men are the least likely to buckle up and most likely to drive impaired. But why? Hear insights into what influences their behavior and decision-making process based on focus groups. Learn how traffic safety efforts seek to impact behavior change.</i>	Lincoln

ENGINEERING—Innovative Work Zone Initiatives

Pam Blazo, Traffic and Safety Engineer, Michigan Department of Transportation

Chris Brookes, Work Zone Delivery Engineer, Michigan Department of Transportation

While necessary to complete construction, work zones cause a number of issues with traffic patterns. Hear about new initiatives, the zipper merge, how to handle merge points, and driveway assistance signals for when there is a driveway within a work zone.

IMPAIRED DRIVING—Polydrugs and New Drug Trends

Auditorium

Kimberle Glowacki, Advanced Chemist, Drug Recognition Expert Program, Wisconsin State Laboratory of Hygiene, Madison, Wis.

Polydrugs and other new drug trends are constantly changing and cause unexpected types of impairment. Hear about the unique challenge this poses for law enforcement and explore recent case examples.

9:45-10 a.m.

Break

Big Ten AB

GENERAL SESSION

10-11 a.m.

After the Crash: Lessons Learned by Survivors of Traumatic Injury

Big Ten AB

Nick Cramer, ThinkFirst VIP Speaker

Shannon Gray, ThinkFirst VIP Speaker

Sam Howell, ThinkFirst VIP Speaker, accompanied by parents, Maureen and Jim Howell

Kelli Jankens, ThinkFirst State Director, Michigan

Mary Kunz, ThinkFirst VIP Speaker and Chapter Director

Do you know what it really means to live with an incapacitating injury? This panel of speakers will share their personal stories of survival after traffic-crash-related brain and spinal cord injuries, including how their injury could have been prevented. Get ready for an open and frank dialog about life after a crash with our guest VIP speakers who are "Voices for Injury Prevention."

11-11:15 A.M.

CLOSING REMARKS

Big Ten AB

Save the Date

22nd Annual Michigan Traffic Safety Summit

March 21-23, 2017

Kellogg Hotel and Conference Center

MICHIGAN TRAFFIC SAFETY**SUMMIT**

Exhibitors

Carrier & Gable, Inc.

Brad Case
24110 Research Drive
Farmington Hills, Michigan 48335
bradcase@carriergable.com
248-477-8700

Luciol Systems

Nicolas Skrzypczak
3080 Dixie Highway
Waterford, Michigan 48328
nskrzypczak@luciolsystems.com
248-890-9454

MDI Worldwide

Eydie Case
38271 W. Twelve Mile Road
Farmington Hills, Michigan 48335
ecase@mdiworldwide.com
248-488-5762

MPH Industries

Jeff Wheeler
316 East 9th Street
Owensboro, Kentucky 42303
jswheeler@mphindustries.com
270-685-6509

Plastic Safety Systems

Kenneth Kolberg
2444 Baldwin Road
Cleveland, Ohio 44104
kakolberg@plasticsafety.com
216-280-5566

Stalker Radar

Jan Achilles
2609 Technology Drive
Plano, Texas 75074
sales@stalkerradar.com
972-398-3780

TAPCO

Aaron Guilbault
5100 W. Brown Deer Road
Brown Deer, Wisconsin 53223
events@tapconet.com
262-649-5244

Organizational Exhibitors

Center for Technology and Training

The KDR Challenge

Michigan Center for Truck Safety

Michigan Department of State

Michigan Department of Transportation

Michigan Office of Highway Safety Planning

Michigan Operation Lifesaver

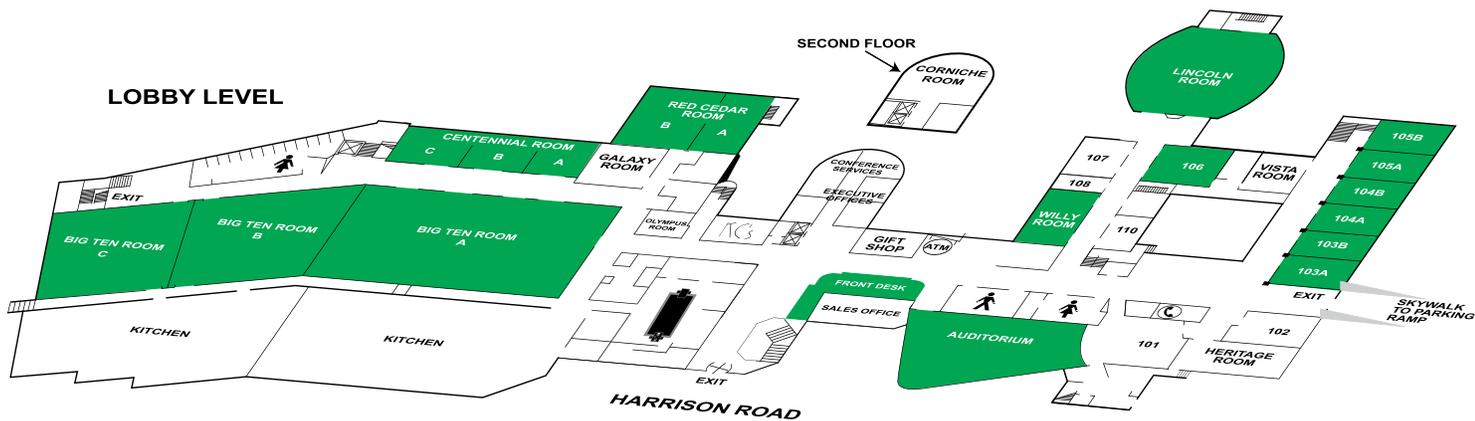
Michigan State Industries

Michigan State Police, Criminal Justice Information Center

Traffic Improvement Association of Michigan

Traffic Safety Association of Macomb

University of Michigan Transportation Research Institute



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