

# MICHIGAN TRAFFIC SAFETY SUMMIT



KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING, MICHIGAN

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Be sure to download the official 2018 Michigan Traffic Safety Summit app in your smartphone app store.

**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, 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!

**Welcome to the 23rd Annual Michigan Traffic Safety Summit**

*For the past 23 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 #MISummit2018.*

*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 communities.*

**TUESDAY, MARCH 20, 2018**

7:30 a.m.-4:30 p.m.	Registration
7:30 a.m.-4:30 p.m.	Exhibits Open (One Day Only)
7:30-9 a.m.	Breakfast
9-9:15 a.m.	Opening Remarks
9:15-10:15 a.m.	General Session <b>Speed Kills</b>
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 <b>Re-engaging Law Enforcement</b>
1:45-2 p.m.	Break
2-3:15 p.m.	Workshops (six sessions)
3:15-3:45 p.m.	Break
3:45-5 p.m.	Workshops (six sessions)
5-7:30 p.m.	Evening Reception

**WEDNESDAY, MARCH 21, 2018**

7:30 a.m.-4:30 p.m.	Registration
8-9 a.m.	Breakfast
9-10 a.m.	General Session <b>The Future of Crashes in Michigan</b>
10-10:15 a.m.	Break
10:15-11:30 a.m.	Workshops (six sessions)
11:30 a.m.-12:15 p.m.	Lunch
12:15-1:15 p.m.	<b>Governor's Traffic Safety Advisory Commission Awards</b>
1:15-1:30 p.m.	Break
1:30-2:45 p.m.	Workshops (six sessions)
2:45-3:00 p.m.	Break
3:00-4:15 p.m.	General Session <b>Dangers of Drugged Driving</b>

**THURSDAY, MARCH 22, 2018**

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 <b>Bring Your 'A' Game to Work</b>
11-11:15 a.m.	Closing Remarks

<b>10:45 a.m.-12 p.m.</b>	<b>TUESDAY, MARCH 20, 2018</b>
Enforcement	Legal Update (Session Repeats)
Enforcement	Red Light Running
Engineering	Roundabout Innovation: Thinking Outside the Circle
Impaired	Enhancing Your Understanding of Novel Synthetic Opioids
Miscellaneous	Tips and Tactics for Engaging Millennials and Gen Z
Teens and Young Drivers	Safe and Sober School Program
<b>2-3:15 p.m.</b>	<b>TUESDAY, MARCH 20, 2018</b>
Commercial Motor Vehicle	Commercial Motor Vehicle Enforcement
Enforcement	OHSP Traffic Enforcement Grant Project Directors Meeting (Invitation Only)
Enforcement	Underage Drinking Enforcement Training and Teen Trends
Engineering	Local Agency Safety Program
Impaired	Roadside Drug Testing Pilot (Session Repeats)
Pedestrian/Bicycle	Safe Routes and Safe Schools
<b>3:45-5 p.m.</b>	<b>TUESDAY, MARCH 20, 2018</b>
Communications	Making Messages Matter
Distracted Driving	Operation Ghost Rider
Enforcement	Motor Vehicle Code Update
Impaired	Impact of Cannabis Legalization in Washington
Motorcycle	Ride Smart: Florida's Motorcycle Safety Outreach Campaign
Senior Drivers	Senior Driver Resources and Advanced Driver Assistance Systems
<b>10:15-11:30 p.m.</b>	<b>WEDNESDAY, MARCH 21, 2018</b>
Autonomous Vehicles	Autonomous Vehicles and Their Impact on the State
Data	Crash Data: the Pursuit of Quality Control
Engineering	Traffic Safety Sampler
Miscellaneous	Wrong Way Driving
Occupant Protection	Human Missile: Why Seat Belts Matter in the Back Seat
Senior Drivers	How to Develop an Older Driver Program
<b>1:30-2:45 p.m.</b>	<b>WEDNESDAY, MARCH 21, 2018</b>
Bicycle	Grand Rapids' Bicycle Safety Education Campaign
Communications	Media Roles and Communication Strategies
Enforcement	Legal Update
Engineering	Development of Pedestrian and Bicycle Risk Models for Statewide Use in Reducing Fatal and Serious Injuries
Impaired	Roadside Drug Testing Pilot
Impaired & Distracted Driving	Impact of the 3 Ds and Remembering Olivia
<b>8:30-9:45 a.m.</b>	<b>THURSDAY, MARCH 22, 2018</b>
Data	Michigan Data Integration for the Reduction of Traffic Fatalities
Distracted Driving	Reducing Youth Distracted Driving
Enforcement	Below 100 and Traffic Safety
Traffic Incident Management	Traffic Incident Management Sampler

TUESDAY, MARCH 20, 2018

## SPEED KILLS

**Nathan Doble**, *Transportation Research Analyst, National Transportation Safety Board (NTSB)*



Since joining the NTSB in 2012, Nathan Doble has conducted safety studies of gas transmission pipeline systems and speeding-related passenger vehicle crashes. He is also responsible for compiling the NTSB's annual summary of aviation accident statistics. Doble has a bachelor's degree and master's degree in aerospace engineering from the Massachusetts Institute of Technology.

**Charles Farmer**, *Vice President for Research, Insurance Institute for Highway Safety*

Charles Farmer has been with the Insurance Institute for Highway Safety since 1994. He has authored studies on many aspects of traffic safety, including the effects of enhanced vehicle technology, regulation and refinement of driver behavior, and roadway design. Farmer received a master's degree from Old Dominion University and a doctorate in statistics from Iowa State University.



## RE-ENGAGING LAW ENFORCEMENT

**Darrin T. Grondel**, *Executive Director, Washington Traffic Safety Commission*

Darrin T. Grondel has more than 25 years of law enforcement and traffic safety experience serving with the Washington State Patrol and the Washington Traffic Safety Commission. He currently serves as Governor Jay Inslee's Washington representative for highway safety.



Grondel has a bachelor's degree from Brigham Young University and a master's degree in public administration from Evergreen State College. He also earned a doctor of education in transformational and organizational leadership from Brandman University, part of the Chapman University System.

**Chief Michael J. Morris (retired)**, *Law Enforcement Liaison, National Highway Traffic Safety Administration Region 2*

Michael J. Morris currently serves as the National Highway Traffic Safety Administration Region 2 Law Enforcement Liaison (LEL). He formerly served as the LEL for the New Jersey Division of Highway Traffic Safety. Prior to that, Morris spent nearly 28 years in law enforcement, retiring as the chief of police in Egg Harbor Township, New Jersey.



Morris is a nationally recognized expert in the Data Driven Approach to Crime and Traffic Safety. He has a bachelor's degree in criminal justice from Thomas Edison State College and a master's degree in administrative science from Fairleigh Dickinson University. Morris is a graduate of the 235th session of the FBI National Academy.

**Kendell Poole**, *Principal, K Poole Strategic Relations*

Kendell Poole has built a 30 year career in both the public and private sectors. He was appointed by Governor Phil Bredesen in 2006 as director of the Governor's Highway Safety Office in Tennessee. Poole continued in that capacity under the administration of Governor Bill Haslam and was the longest serving director in Tennessee history.



Poole was elected to three terms as the national chair of the Governors Highway Safety Association. He led the organization in transforming the culture on worldwide scale by capitalizing on building and repairing relationships, while leading them to new heights in traffic safety and saving lives.

He is a graduate of Trevecca Nazarene University in Nashville with degrees in communications and human relations as well as business administration.

## WEDNESDAY, MARCH 21, 2018

## THE FUTURE OF CRASHES IN MICHIGAN

**Carol Flannagan**, *Research Associate Professor, University of Michigan Transportation Research Institute (UMTRI)*

Carol Flannagan is a research associate professor at the UMTRI and director of its data group. Among other activities, her group develops and maintains the Michigan Traffic Crash Facts website and provides technical assistance to the Michigan Office of Highway Safety Planning on crash data analysis. Flannagan has more than 20 years of experience conducting data analysis and research on injury risk related to motor vehicle crashes and was responsible for the development of a model of injury outcome that allows side-by-side comparison of public health, vehicle, roadway, and post-crash interventions.



She joined the UMTRI in 1991 after completing her doctorate in mathematical and experimental psychology from the University of Michigan (U-M). Flannagan also has a master's degree in applied statistics from U-M and a bachelor's degree in psychology from St. Lawrence University.

## DANGERS OF DRUGGED DRIVING

**James Hedlund**, *Principal, Highway Safety North*

James Hedlund continues to consult on behavioral traffic safety research, policy, and management. He spent 22 years at the National Highway Traffic Safety Administration, retiring as associate administrator for traffic safety programs. Hedlund has published more than 60 research studies, conference summaries, research syntheses, and guides on a variety of behavioral traffic safety subjects, including Countermeasures That Work, Traffic Safety Performance Measures for States and Federal Agencies, Distracted Driving: What Research Shows and What States Can Do, and Evaluation of State Ignition Interlock Programs. He has a doctorate in mathematics from the University of Michigan.



## THURSDAY, MARCH 22, 2018

## BRING YOUR 'A' GAME TO WORK

**Todd E. Bradley**, *Human Resource Specialist, Michigan State University*

Todd E. Bradley has worked in either behavioral health care or human services for more than 32 years. He is employed by Michigan State University in Central Human Resources' Talent Management unit as a senior learning and organization development specialist. Bradley has also served as a milieu therapist for Borgess Medical Center and a program director for a psychiatric hospital serving adolescent patients. He was a director of outpatient and residential services for Insight Inc.

Bradley is a professional trainer, interventionist, and motivational speaker, providing workshops in such areas as workplace violence prevention, cultural sensitivity, customer service, team building, and conflict resolution. He also delivers motivational messages to students, faculty and parents on substance abuse prevention, anti-bullying, goal setting, and positive parenting.

He graduated from the University of Arkansas Pine Bluff.



<b>TUESDAY, MARCH 20, 2018</b>		
7:30 a.m.-4:30 p.m.	<b>REGISTRATION</b>	SOUTH LOBBY
7:30 a.m.-4:30 p.m.	<b>EXHIBITS</b>	BIG TEN C, CENTENNIAL ABC, AND SOUTH LOBBY
7-8:30 a.m.	<b>TRAFFIC SAFETY NETWORK BREAKFAST (INVITATION ONLY)</b>	RED CEDAR AB
7:30-9 a.m.	<b>BREAKFAST</b>	CENTENNIAL ABC AND BIG TEN C
9-9:15 a.m.	<b>WELCOME</b>	BIG TEN AB
<b>GENERAL SESSION</b>		
9:15-10:15 a.m.	<b>SPEED KILLS</b>	BIG TEN AB
<p><b>Nathan Doble</b>, Transportation Research Analyst, National Transportation Safety Board</p> <p><b>Charles Farmer</b>, Ph.D., Vice President for Research, Insurance Institute for Highway Safety</p> <p><i>For more than two decades, speeding has been involved in approximately one-third of all motor vehicle fatalities. In 2015, speeding was a contributing factor in 27 percent of all fatal crashes, and 9,557 lives were lost nationwide in speeding-related crashes.</i></p>		
10:15-10:45 a.m.	<b>BREAK</b>	BIG TEN C AND CENTENNIAL ABC
<b>WORKSHOPS</b>		
10:45 a.m.-12 p.m.	<b>ENHANCING YOUR UNDERSTANDING OF NOVEL SYNTHETIC OPIOIDS</b>	LINCOLN
<p><b>Joseph Jones</b>, Former Crime Lab Director, Ohio State Highway Patrol</p> <p><i>This workshop will cover novel synthetic opioids, including fentanyl, and fentanyl-like analogues, and discuss how these substances are affecting impaired driving enforcement.</i></p>		
<b>LEGAL UPDATE (REPEATED WEDNESDAY AT 1:30 P.M.)</b>		AUDITORIUM
<p><b>Kinga Canike</b>, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan</p> <p><b>Kenneth Stecker</b>, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan</p> <p><i>Defense attorneys try to attack impaired driving cases at each phase of the investigation. Michigan's Operating While Intoxicated (OWI) law is always changing and law enforcement officers are expected to stay up to date on it. This session will go back to basics. We will cover each detection phase of an OWI investigation, what defense challenges to expect, and how to foolproof your investigation against these defense tactics.</i></p>		
<b>RED LIGHT RUNNING</b>		104
<p><b>Charles Farmer</b>, Ph.D., Vice President for Research, Insurance Institute for Highway Safety</p> <p><i>Red light runners cause hundreds of deaths and tens of thousands of injuries in the United States each year. Red light camera enforcement programs reduce red light running behavior and prevent crashes. The camera programs are acceptable to the driving public if they are perceived as fair, effective, and focused on safety.</i></p>		



	<b>ROUNDBOUT INNOVATION: THINKING OUTSIDE THE CIRCLE</b>	106
	<p><b>Thomas Blust</b>, Director of Engineering, Oakland County Road Commission</p> <p><b>Jason Ealy</b>, Transportation Engineer, Michigan Department of Transportation</p> <p><b>Mark McCulloch</b>, Senior Project Manager, Washtenaw County Road Commission</p> <p><i>The Michigan Department of Transportation is constantly researching and improving roundabouts. Reducing entry and circulation speeds leads to fewer crashes. A roundabout simulation using attendees will lead to a discussion on design and operation methods.</i></p>	
	<b>SAFE AND SOBER SCHOOL PROGRAM</b>	103
	<p><b>Mackenzie Hernandez</b>, Director, Safe and Sober</p> <p><i>Safe and Sober Inc. provides free videos to middle/junior and high schools in Missouri to show the importance of staying safe and sober. Learn how to implement a program at schools in your community to empower young people to make safe choices.</i></p>	
	<b>TIPS AND TACTICS FOR ENGAGING MILLENNIALS AND GEN Z</b>	105
	<p><b>William Donohue</b>, Ph.D., Distinguished Professor of Communication, Michigan State University</p> <p><i>While workplaces become younger, they are also becoming more generationally diverse. These generational differences provide unique frames through which people form their values and expectations about their work life. This workshop will examine these frames and provide strategies for communicating and managing across generational boundaries.</i></p>	
12-12:45 p.m.	<b>LUNCH</b>	BIG TEN AB
	<b>GENERAL SESSION</b>	
12:45-1:45 p.m.	<b>RE-ENGAGING LAW ENFORCEMENT</b>	BIG TEN AB
	<p><b>Darrin T. Grondel</b>, Director, Washington Traffic Safety Commission</p> <p><b>Chief Michael J. Morris (retired)</b>, Law Enforcement Liaison, National Highway Traffic Safety Administration Region 2</p> <p><b>Kendell Poole</b>, Principal, K Poole Strategic Relations</p> <p><i>With high-visibility enforcement as the cornerstone of many programs and with fatalities on the rise, now is the time to address this growing problem. Law enforcement officers are asked to do more work with fewer personnel, which means traffic safety can become an afterthought. Officers and stakeholders can keep traffic safety in the forefront by focusing on high impact enforcement, effective communication efforts, and strategic partnerships.</i></p>	
1:45-2 p.m.	<b>BREAK</b>	
	<b>WORKSHOPS</b>	
2-3:15 p.m.	<b>COMMERCIAL MOTOR VEHICLE ENFORCEMENT</b>	105
	<p><b>Jason Zylstra</b>, Motor Carrier Officer, Michigan State Police</p> <p><i>This workshop will discuss Commercial Motor Vehicle (CMV) enforcement for the non-Federal Motor Carrier Safety Administration certified officer. Improving CMV awareness helps promote traffic safety and proper enforcement.</i></p>	

**LOCAL AGENCY SAFETY PROGRAM**

103

**Pam Blazo**, Safety Engineer, Michigan Department of Transportation**Tracie Leix**, Local Agency Program Engineer, Michigan Department of Transportation

*Learn what federal funding is available for safety projects on the local roadway network and the requirements for obtaining it. Speakers in this workshop will discuss recent local safety projects that have been successful.*

**OFFICE OF HIGHWAY SAFETY PLANNING TRAFFIC ENFORCEMENT GRANT PROJECT DIRECTORS MEETING (INVITATION ONLY)**

104

**Jamie Dolan**, Northern Michigan Program Coordinator, Michigan Office of Highway Safety Planning**Pat Eliason**, Police Traffic Services Program Coordinator, Michigan Office of Highway Safety Planning**Michael L. Prince**, Director, Michigan Office of Highway Safety Planning

*A mid-year traffic enforcement grant meeting to discuss grant requirements for summer enforcement.*

**ROADSIDE DRUG TESTING PILOT (REPEATED WEDNESDAY AT 1:30 P.M.)**

AUDITORIUM

**Spl/F/Lieutenant Jim Flegel**, Traffic Safety Specialist, Michigan State Police**Deputy Brian Webb**, Drug Recognition Expert, Washtenaw County Sheriff's Office

*The Michigan State Police began a one year oral fluid roadside analysis pilot program in November 2017. The program is determining the accuracy and reliability of these roadside tests. The five counties participating in the pilot project are: Berrien, Delta, Kent, St. Clair, and Washtenaw. Law enforcement officers certified as drug recognition experts from state, county and local police departments in the selected counties are administering the tests. This session will discuss the details and progress of the pilot project and how it will assist with drug impaired driving enforcement.*

**SAFE ROUTES AND SAFE SCHOOLS**

106

**Katie Alexander**, Safe Routes to School Program Coordinator, Michigan Fitness Foundation

*This session will explore measures communities use to educate parents and students on school zone safety. Attendees will also learn about the Safe Routes to School (SRTS) program and data showing how the program helps to reduce traffic around schools to make impactful changes to students walking and biking. Attendees will take away best practices around school zone safety and lessons on how law enforcement and safety officials can get involved with or initiate SRTS programs in their communities.*

	<b>UNDERAGE DRINKING ENFORCEMENT TRAINING AND TEEN TRENDS</b>	LINCOLN
	<p><b>Sgt. David Archer (retired)</b>, Washtenaw County Sheriff's Office</p> <p><b>Lt. Pride Henry</b>, Downtown Services Division Supervisor, Detroit Police Department</p> <p><b>Dianne Perukel</b>, Underage Drinking Program Coordinator, Michigan Office of Highway Safety Planning</p> <p><i>This workshop provides an overview of the Office of Highway Safety Planning's underage drinking enforcement training program, including compliance checks, controlled dispersal, and other enforcement techniques used to curb underage drinking.</i></p>	
3:15-3:45 p.m.	<b>BREAK</b>	BIG TEN C AND CENTENNIAL ABC
	<b>WORKSHOPS</b>	
3:45-5 p.m.	<b>IMPACT OF CANNABIS LEGALIZATION IN WASHINGTON</b>	AUDITORIUM
	<p><b>Darrin T. Grondel</b>, Director, Washington Traffic Safety Commission</p> <p><i>Washington was one of the first states to legalize recreational marijuana in 2012. This session discusses the legalization process, type of products sold, and impacts of legalization in the state. It will also cover ways that Michigan can prepare for legalization.</i></p>	
	<b>MAKING MESSAGES MATTER</b>	103
	<p><b>Garrett Dawe</b>, North Region Operations Engineer, Michigan Department of Transportation</p> <p><b>Robert Gwizdz</b>, Departmental Analyst, Michigan Department of State</p> <p><b>James Lake</b>, Communications Specialist, Michigan Department of Transportation</p> <p><i>Both the Michigan Department of State and the Michigan Department of Transportation share challenges in addressing the full understanding of transportation system users. Whether it is the Motor Vehicle Network, addressing the media on roundabouts, or weather in different regions of the state, communication is paramount in the drive Toward Zero Deaths. The way those messages are communicated determines their success in reaching the public.</i></p>	
	<b>MOTOR VEHICLE CODE UPDATE</b>	LINCOLN
	<p><b>Sgt. Matt Williams</b>, Legislative Liaison, Michigan State Police</p> <p><i>The Michigan Vehicle Code provides a standard for traffic laws designed to facilitate traffic flow and reduce crashes. This workshop will review legislative changes to the code that have occurred in the past year and will preview pending legislation proposing to amend it.</i></p>	
	<b>OPERATION GHOST RIDER</b>	104
	<p><b>Jim Santilli</b>, Chief Executive Officer, Transportation Improvement Association</p> <p><b>Capt. Monica Yesh</b>, Commander, Michigan State Police</p> <p><i>Operation Ghost Rider is a distracted driving enforcement effort designed to change driver behavior so people can return home to their loved ones each day. Learn how this initiative garnered an abundance of national news stories and helped keep Michigan roads safe.</i></p>	

**RIDE SMART: FLORIDA'S MOTORCYCLE SAFETY OUTREACH CAMPAIGN**

105

**Chanyoung Lee**, Ph.D., Motorcycle Injury Prevention Program Director, Center for Urban Transportation Research, University of South Florida

**Edith (Edie) Peters**, Motorcycle Safety Coordinator, Florida Department of Transportation

*Ride Smart Florida is a motorcycle outreach campaign that focuses on education on the combination of risk factors by motorcyclists and motorists. It utilizes a user-friendly web-page and social media to provide data and information on the effects of alcohol, being visible, riding in control and more.*

**SENIOR DRIVER RESOURCES AND ADVANCED DRIVER ASSISTANCE SYSTEMS**

106

**Sheriff Kim Cole**, Mason County Sheriff's Office

**Kyle Rakow**, Vice President and National Director, AARP Driver Safety

**Carol Reagan**, Traffic Services Manager, Michigan Department of State

*Safe Drivers Smart Options provides resources for older drivers and drivers who may be considering limiting their time behind the wheel by finding other transportation choices. Helping maintain lifelong safe mobility is everyone's responsibility, including aging adults, families, friends, and professionals who interact with aging drivers.*

5-7:30 p.m.

**EVENING RECEPTION**

R.E. OLDS MUSEUM, LANSING MI

*Shuttle buses generously provided by Dean Trailways.*

*Pickup at the Kellogg Center Main Entrance: **5:15 p.m., 5:30 p.m., 5:45 p.m.***

*Return to the Kellogg Center: **7 p.m., 7:30 p.m., 8 p.m.***



WEDNESDAY, MARCH 21, 2018		
7:30 a.m.-4:15 p.m.	<b>REGISTRATION</b>	SOUTH LOBBY
7-8:30 a.m.	<b>SECONDARY ROAD PATROL BREAKFAST (INVITATION ONLY)</b>	CORNICHE/2ND FLOOR
8-9 a.m.	<b>BREAKFAST</b>	CENTENNIAL ABC
	<b>GENERAL SESSION</b>	
9-10 a.m.	<b>THE FUTURE OF CRASHES IN MICHIGAN</b> <b>Carol Flannagan</b> , Ph.D., Research Associate Professor, University of Michigan Transportation Research Institute  <i>The recent increase in fatalities in Michigan and across the U.S. is of concern to everyone in the safety community, and technological advances and Road to Zero practices hold great promise. This workshop covers research that offers predictions regarding general patterns in crashes and fatalities and the potential benefits of technology.</i>	BIG TEN AB
10-10:15 a.m.	<b>BREAK</b>	CENTENNIAL ABC
	<b>WORKSHOPS</b>	
10:15-11:30 a.m.	<b>AUTONOMOUS VEHICLES AND THEIR IMPACT ON THE STATE</b> <b>Lt. Col. Richard Arnold</b> , Deputy Director, Michigan State Police <b>Collin Castle</b> , Intelligent Transportation Systems Program Manager, Michigan Department of Transportation <b>James Fackler</b> , Assistant Administrator, Michigan Department of State <b>James Hedlund</b> , Principal, Highway Safety North  <i>This workshop will explore autonomous vehicle implementation in Michigan and around the nation. Highlights include implications for highway traffic safety and crash reduction as well as challenges that need to be addressed from the perspective of law enforcement officers, transportation officials, and regulatory agencies.</i>	LINCOLN
	<b>CRASH DATA: THE PURSUIT OF QUALITY CONTROL</b>	103
	<b>Sgt. Scott Carlson</b> , UD-10 Traffic Crash Trainer, Criminal Justice Information Center, Michigan State Police <b>Amanda Heinze</b> , Crash Analyst, Criminal Justice Information Center, Michigan State Police <b>Brian Sine</b> , Information Technology Programmer/Analyst, Michigan Department of Management and Budget  <i>Michigan's process for quality control is one of the most comprehensive in the nation. Learn about the Traffic Crash Reporting System (TCRS) and how it is used to improve crash data. See examples of specific reports used to monitor the six pack of performance measures. Watch a live demonstration of the TCRS system and how it is used to perform quality control.</i>	

**HOW TO DEVELOP AN OLDER DRIVER PROGRAM**

106

**Kassie Campbell**, RN, BSN, Trauma Outreach/Injury Prevention Coordinator,  
University of Missouri Hospital

*This session reviews the University of Missouri's Keep Your Keys Program and discusses how to implement a similar program in your community and evaluate it's success.*

**HUMAN MISSILE: WHY SEAT BELTS MATTER IN THE BACK SEAT**

105

**Patrick Bowman**, Biostatistician, University of Michigan Transportation Research  
Institute

**Rebecca Weast**, Ph.D., Research Scientist, Insurance Institute for Highway Safety

*A recent survey by the Insurance Institute for Highway Safety found that four out of five adults do not always wear a seat belt when seated in the back seat. The back seat is perceived to be safer than the front seat, but this shows a clear misunderstanding about why belts are important, no matter where a person sits in a vehicle.*

**TRAFFIC SAFETY SAMPLER**

AUDITORIUM

**Chuck Bergman**, Work Zone Technical Specialist, Michigan Department of  
Transportation

**Ben Feldhausen**, Traffic and Safety Engineer, Michigan Department of  
Transportation

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

**Stephanie Palmer**, Traffic Safety and Operations Engineer, Michigan Department  
of Transportation

**Steve Shaughnessy**, Traffic and Safety Engineer, Michigan Department of  
Transportation

**Heidi Spangler**, Statewide Safety Programs Engineer, Michigan Department of  
Transportation

*This interactive workshop will benefit the technical and non-technical audience alike. It will feature short presentations on several safety initiatives including: access management, signals, Toward Zero Deaths, US-23 Flex Route, and work zones.*

**WRONG WAY DRIVING**

**Joshua Carey**, Metro Region Traffic Safety Engineer, Michigan Department of Transportation

**Sarah Gill**, Operations Engineer, Southeast Michigan Traffic Operations Center

**Lt. Mike Shaw**, Special Enforcement Section Commander, Michigan State Police

*When a driver travels in the wrong direction on a freeway, the results can be catastrophic. Michigan Department of Transportation (MDOT) engineers in the Metro Region are focusing on reducing the frequency of wrong-way driving incidents on the state's freeways in southeast Michigan and to bring attention to the issue through public outreach. With assistance from the Michigan State Police (MSP) and the Southeast Michigan Transportation Operations Center, MDOT's program consists of messaging for motorists during an incident, sharing of video and information with MSP, and tracking points of entry for further infrastructure improvements.*

11:30 a.m.-12:15 p.m. **LUNCH** BIG TEN ABC

12:15-1:15 p.m. **GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION AWARDS PRESENTATION** BIG TEN ABC

1:15-1:30 p.m. **BREAK**

**WORKSHOPS**

1:30-2:45 p.m. **DEVELOPMENT OF PEDESTRIAN AND BICYCLE RISK MODELS FOR STATEWIDE USE IN REDUCING FATAL AND SERIOUS INJURIES** AUDITORIUM

**Alex Cao**, Geographic Information System Consultant, Center for Statistical Consulting and Research, University of Michigan

**Robert Hampshire**, Assistant Research Professor, Human Factors, University of Michigan Transportation Safety Institute

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

*A Michigan Department of Transportation research project developed Geographic Information System based risk scores across Michigan for pedestrians and bicyclists and looked at developing a more robust way to analyze and treat areas of concern. University of Michigan Transportation Research Institute researchers developed an exposure model using census data, MI Counts data, travel demand forecasting, etc. as one layer of this model. This data was compiled to identify Pedestrian Analysis Zones (PAZ). These PAZs are all mapped and color coded to help practitioners focus on areas that could realize the greatest benefits with countermeasure installations.*

**GRAND RAPIDS' BICYCLE SAFETY EDUCATION CAMPAIGN**

106

**Chris Zull, P.E.,** Traffic Safety Manager, City of Grand Rapids

*From 2008 to 2012, the city of Grand Rapids had the second highest ratio of fatal bicycle crashes among Michigan large cities, and three times the state average. In 2013, the Grand Rapids Bicycle Safety Education project launched a campaign with billboards, bus advertising, TV and radio ads, gas station TV, social media, and news coverage. Pre- and post-campaign survey data has shown significant increases in awareness of rules of the road, improved traffic law compliance, and a significant decrease in number of fatal and serious injury crashes.*

**IMPACT OF THE 3 Ds AND REMEMBERING OLIVIA**

LINCOLN

**Ofcr. John Cleveland,** Drug Recognition Expert, Ferndale Police Department

*Ofcr. John Cleveland lost his daughter, Olivia, in an impaired driving crash. Since this tragedy, the Ferndale Police Department officer has been presenting at high schools and Mothers Against Drunk Driving impact panels. Officer Cleveland would like to make a difference with his fellow officers by sharing the impact that distracted/impaired driving has had on his family.*

**LEGAL UPDATE (REPEAT)**

105

**Kinga Canike,** Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan**Kenneth Stecker,** Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan

*Defense attorneys try to attack impaired driving cases at each phase of the investigation. Michigan's Operating While Intoxicated (OWI) law is always changing and law enforcement officers are expected to stay up to date on it. This session will go back to basics. We will cover each detection phase of an OWI investigation, what defense challenges to expect, and how to foolproof your investigation against these defense tactics.*

**MEDIA ROLES AND COMMUNICATION STRATEGIES**

104

**Elizabeth Battiste,** Account Executive, Martin Waymire**Natalie Kozma,** Account Executive, Martin Waymire

*Is your outreach strategy up to date? Learn how earned and social media can help you reach and engage your community on traffic and public safety issues. Discover the best practices for establishing relationships with the press, getting media coverage, and how to leverage social media to achieve your goals.*



	<b>ROADSIDE DRUG TESTING PILOT (REPEAT)</b>	103
	<b>Spl/F/Lieutenant Jim Flegel</b> , Traffic Safety Specialist, Michigan State Police <b>Deputy Brian Webb</b> , Drug Recognition Expert, Washtenaw County Sheriff's Office <i>The Michigan State Police began a one year oral fluid roadside analysis pilot program in November 2017. The program is determining the accuracy and reliability of these roadside tests. The five counties participating in the pilot project are: Berrien, Delta, Kent, St. Clair, and Washtenaw. Law enforcement officers certified as drug recognition experts from state, county and local police departments in the selected counties are administering the tests. This session will discuss the details and progress of the pilot project and how it will assist with drug impaired driving enforcement.</i>	
2:45-3 p.m.	<b>BREAK</b>	CENTENNIAL ABC
3-4:15 p.m.	<b>DANGERS OF DRUGGED DRIVING</b> <b>James Hedlund</b> , Principal, Highway Safety North <i>Dealing with drugged driving is much more complex than dealing with alcohol and driving. Increased training for law enforcement officers to identify and arrest drugged drivers is needed and more data needs to be collected and studied. Sharing that data will put states in a better position to prevent drugged driving.</i>	BIG TEN AB
<b>THURSDAY, MARCH 22, 2018</b>		
7:30-10 a.m.	<b>REGISTRATION</b>	SOUTH LOBBY
7:30-8:30 a.m.	<b>BREAKFAST</b>	BIG TEN AB
	<b>WORKSHOPS</b>	
8:30-9:45 a.m.	<b>BELOW 100 AND TRAFFIC SAFETY</b> <b>Capt. John E. Halpin</b> , Commander, Eighth District, Michigan State Police <i>The Below 100 program aims to reduce law enforcement officer line of duty deaths with a relevant message about the importance of wearing seat belts and protective vests, obeying the speed limit, and remembering that complacency kills. Learning how to create a culture of safety within an agency and then a community can eventually lead to the behavioral changes that reduce deaths and serious injuries.</i>	LINCOLN
	<b>MICHIGAN DATA INTEGRATION FOR THE REDUCTION OF TRAFFIC FATALITIES</b> <b>Deepinder Uppal</b> , Assistant Division Director, Criminal Justice Information Center, Michigan State Police <i>This is an exciting time for traffic safety data with law enforcement officials, state departments, and other invested partners pursuing the common goal of an integrated data solution for traffic safety planning. This project brings departments together to customize visualization dashboards, data reporting, predictive modeling, and individualized data sets to meet their specific needs.</i>	103

	<b>REDUCING YOUTH DISTRACTED DRIVING</b>	104
	<p><b>Jessica Bammer</b>, Injury Prevention Coordinator, Henry Ford Allegiance Health</p> <p><b>Barbie Loreto</b>, RN, Beaumont Trenton Hospital, Downriver Distracted Driver Awareness Program</p> <p><i>Distracted driving is dangerous. According to the National Highway Traffic Safety Administration, 3,450 people were killed nationwide in motor vehicle crashes involving distracted driving in 2016. The risk of a crash or near-crash among teen drivers increases with texting and dialing cell phones. Collaborative programs aimed at reducing injuries caused by distracted driving among teens are focusing on alternate forms of education.</i></p>	
	<b>TRAFFIC INCIDENT MANAGEMENT SAMPLER</b>	AUDITORIUM
	<p><b>Spl/Sgt. Jim Campbell</b>, Traffic Crash Reconstructionist, Michigan State Police</p> <p><b>Angie Kremer</b>, Traffic Incident Management Engineer, Michigan Department of Transportation</p> <p><b>Sgt. Jennifer Miles</b>, Traffic and Alcohol Enforcement Unit, Oakland County Sheriff's Office</p> <p><b>Sgt. Dave Miller</b>, Directed Patrol Unit Supervisor, Auburn Hills Police Department</p> <p><b>Suzette Peplinski</b>, Traffic Safety and Operations Engineer, Michigan Department of Transportation</p> <p><b>Ron Tennant</b>, Deputy Chief, Grand Rapids Fire Department</p> <p><i>This interactive session will feature short presentations on different Traffic Incident Management initiatives including: predetermined emergency signing locations, enforcement of the Move Over Law, Mi-TIME updates, and go bags for crash reconstruction with multi-vehicle crashes.</i></p>	
9:45-10 a.m.	<b>BREAK</b>	BIG TEN AB
	<b>GENERAL SESSION</b>	
10-11 a.m.	<b>BRING YOUR 'A' GAME TO WORK</b>	BIG TEN AB
	<p><b>Todd E. Bradley</b>, Senior Learning and Organization Development Specialist, Michigan State University Human Resources</p> <p><i>Positive thinking influences high performing internal and external customer service. Participants will be inspired to achieve maximum performance both individually and in a team setting.</i></p>	
11-11:15 a.m.	<b>CLOSING REMARKS</b>	BIG TEN AB

# Exhibitors

**Carrier & Gable, Inc.**  
John Carrier  
24110 Research Drive  
Farmington Hills, Michigan 48335  
johnncarrier@carriergable.com  
248-477-8700

**Give 'Em a Brake Safety**  
Sean Mooney  
2610 Sanford Avenue  
Grandville, Michigan 49418  
smooney@gebsaftey  
616-366-7369

**MPH Industries**  
Dennis Millinoff  
316 East 9th Street  
Owensboro, Kentucky 42303  
dmmillinoff@mphindustries.com  
270-929-5814

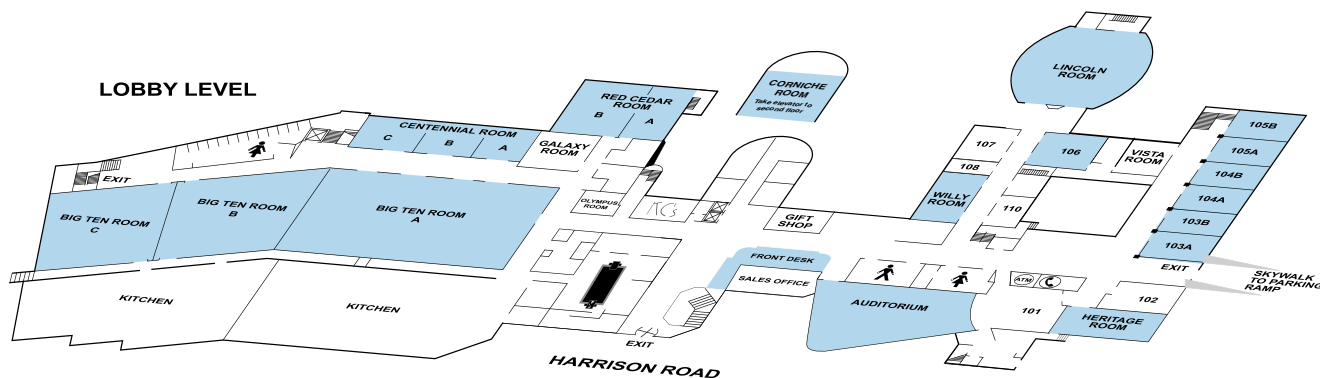
**U-Haul International**  
Michael Doran  
2727 North Central Avenue  
Phoenix, Arizona 85004  
michael\_doran@uhaul.com  
602-236-6629

# Organizational Exhibitors

**Michigan Center for Truck Safety**  
  
**Michigan Department of Corrections**  
  
**Michigan Department of State**  
  
**Michigan Department of Transportation**

**Michigan Operation Lifesaver**  
  
**Michigan State Police Commercial Motor Vehicle Enforcement Division**  
  
**Michigan State Police Incident Section**  
  
**Office of Highway Safety Planning**

**Transportation Improvement Association**  
  
**University of Michigan Transportation Research Institute**



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