CONFERENCE INFORMATION

Program Dates
Tuesday, May 16, 2017  8:00 a.m. – 4:00 p.m.
Wednesday, May 17, 2017  7:00 a.m. – 5:00 p.m.
Thursday, May 18, 2017  7:00 a.m. – 12:15 p.m.

Location
Four Points by Sheraton
9901 Midlothian Turnpike
Richmond, Virginia

Overview
Designed for law enforcement, community partners, traffic engineers, academics, and professionals interested in the latest strategies, the Virginia Highway Safety Summit features general sessions, break-out sessions, presentations, demonstrations and exhibits.

Exhibit Hall
The exhibit hall is located at the front of the hotel, wrapping around the restaurant, and is open during the following hours:
Wednesday, May 17, 2017  7:00 a.m. – 5:00 p.m.
Thursday, May 18, 2017  7:00 a.m. – 12:00 p.m.

Conference Badges
Your conference name tag is your entry into conference sessions. Please wear your badge at all times.

Session Tracks
Crash Data and Investigation Track
Crash data is an integral piece of highway safety efforts since data can reveal problem areas, and where officials should focus resources. This track will reveal a variety of tactics to use crash data, crash investigation data and data from dashboard cameras.

Impaired Driving Track
Impaired driving now includes drugged, drowsy, drunk and distracted driving. Drugged driving trends, the Drug Recognition Expert program, drowsy driving data, distracted driving focus group results and building a DUI case are some of the topics that will be covered under this track.

Selling Highway Safety Track
If you work for a law enforcement agency, government agency or a non-profit organization, getting the word out to your audience is of utmost importance in the quest to save lives on the roads. This track will provide information on garnering positive media coverage and handling negative news, along with social media policy instruction and other outreach methods besides traditional media.

The Very First ‘E’ Track
When it comes to combining engineering, education and enforcement for effective traffic safety measures, engineering is the very first E on the list. Given that roadway users are human and aren’t perfect, transportation safety agencies must work with safety partners to first engineer and operate the facilities to protect road users.
## SCHEDULE AT-A-GLANCE

### Tuesday, May 16, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Breakfast</td>
<td>Chesapeake Room</td>
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<tr>
<td>9:00 a.m. – 4:00 p.m.</td>
<td>“High in Plain Sight” Law Enforcement Training</td>
<td>Chesapeake Room</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Lunch</td>
<td>Chesapeake Room</td>
</tr>
<tr>
<td>4:00 p.m. – 7:00 p.m.</td>
<td>Summit Registration</td>
<td>Lobby</td>
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### Wednesday, May 17, 2017

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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Breakfast</td>
<td>Ballroom Hallway</td>
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<tr>
<td>8:00 a.m. – 8:45 a.m.</td>
<td>Opening Session</td>
<td>Ballroom</td>
</tr>
<tr>
<td>8:45 a.m. – 9:30 a.m.</td>
<td>Keynote Address Bella Dinh-Zarr, National Transportation Safety Board</td>
<td>Ballroom</td>
</tr>
<tr>
<td>9:30 a.m. – 10:15 a.m.</td>
<td>General Session Legislation</td>
<td>Ballroom</td>
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<tr>
<td>10:15 a.m. – 10:30 a.m.</td>
<td>Break</td>
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<tr>
<td>10:30 a.m. – 11:30 a.m.</td>
<td>General Session Driver Alcohol Detection System for Safety</td>
<td>Ballroom</td>
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<tr>
<td>11:30 a.m. – 1:30 p.m.</td>
<td>Lunch</td>
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<tr>
<td>11:30 a.m. – 1:30 p.m.</td>
<td>Exhibits</td>
<td>Lobby Area</td>
</tr>
<tr>
<td>1:30 p.m. – 2:30 p.m.</td>
<td>Concurrent Break-Out Sessions</td>
<td>Fork &amp; Vine Room</td>
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<tr>
<td>2:30 p.m. – 2:45 p.m.</td>
<td>Break</td>
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<tr>
<td>2:45 p.m. – 3:45 p.m.</td>
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<td>General Session Occupant Protection</td>
<td>Ballroom</td>
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<tr>
<td>9:00 a.m. – 9:15 a.m.</td>
<td>Break</td>
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*Virginia Highway Safety Summit 2017* 3
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<tr>
<td>10:00 a.m. – 10:15 a.m.</td>
<td>Drowsy Driving is Impaired Driving Handling a Media Crisis Managing Incidents and Work Zones Break</td>
<td>Chesapeake Room Castlewood Room Ballroom</td>
</tr>
<tr>
<td>10:15 a.m. – 11:00 a.m.</td>
<td>Concurrent Break-Out Sessions Dashboard Camera Confidence Two Changeable Behaviors – Seat Belts and Distracted Driving Public Education, Outreach and Grassroots Efforts Autonomous and Connected Vehicles</td>
<td>Fork &amp; Vine Room Chesapeake Room Castlewood Room Ballroom</td>
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<td>General Session Strategic Highway Safety Plan</td>
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**CONFERENCE PROGRAM**

**Tuesday, May 16, 2017**

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<td>9:00 a.m. – 11:30 a.m.</td>
<td>“High in Plain Sight” Officer Jermaine Galloway – The Tall Cop</td>
<td>Chesapeake Room</td>
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<td>This unique session provides over 120 visual aids to help with the recognition of everything from alcohol and drug clothing, concealment methods, paraphernalia, music groups and logos, to new technology, youth party tendencies, non-traditional alcoholic beverages, social networking sites, synthetic drugs, over-the-counter drugs, inhalants, concentrates, e-cigarettes, and popular party drugs. In addition, common stash compartments that can be used to hide weapons inside everyday clothing containers, and drugged driving’s impact on traffic safety will be covered. In today’s culture, everything is person-specific and has different meanings to different individuals. Items that gain popularity in the alcohol and drug scene are critical to understand, especially as the drug scene itself changes every day.</td>
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<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Lunch</td>
<td>Chesapeake Room</td>
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<tr>
<td>12:30 p.m. – 4:00 p.m.</td>
<td>“High in Plain Sight” (continued)</td>
<td>Chesapeake Room</td>
</tr>
<tr>
<td>4:00 p.m. – 7:00 p.m.</td>
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Wednesday, May 17, 2017

7:00 a.m. – 8:00 a.m. Breakfast Ballroom Hallway

7:00 a.m. – 8:00 a.m. Summit Registration Lobby

8:00 a.m. – 8:45 a.m. Opening Session Ballroom
George Bishop, Deputy Commissioner for Highway Safety, Virginia Department of Motor Vehicles

Presentation of the Colors
Henrico County Police Department

Virginia’s Zero-Death Localities
George Bishop, Deputy Commissioner for Highway Safety, Virginia Department of Motor Vehicles

Recognize twenty Virginia localities with zero traffic fatalities in 2016. Congratulations to Bristol City, Buena Vista City, Covington City, Craig County, Falls Church City, Fluvanna County, Galax City, Greene County, Hopewell City, Lexington City, Manassas City, Manassas Park City, Martinsville City, Nelson County, Norton City, Poquoson City, Radford City, Rappahannock County, Salem City, Westmoreland County, and Williamsburg City.

Welcome Remarks
Richard D. Holcomb, Commissioner, Virginia Department of Motor Vehicles and Governor McAuliffe’s Highway Safety Representative

8:45 a.m. – 9:30 a.m. General Session Ballroom
Toward Zero Deaths Dr. T. Bella Dinh-Zarr, Board Member, National Transportation Safety Board

On a national level, the Toward Zero Deaths strategy brings together engineering, enforcement, education and emergency medical services, with a goal to eliminate all traffic fatalities. Dr. Dinh-Zarr will advise on how states, localities and even individuals can adopt and implement the Toward Zero Deaths vision and be part of a unified commitment in the effort to transform traffic safety culture.

9:30 a.m. – 10:15 a.m. General Session Ballroom
2017 Virginia Traffic Safety Legislation
Panel Members
Dana Schrad, Executive Director, Virginia Association of Chiefs of Police
Martha Meade, Manager of Public and Government Affairs,
Each year, the Virginia General Assembly considers thousands of new bills, and many focus on traffic safety measures. Learn the details of this year’s session, and how those changes will impact safety on the roads of the Commonwealth.

10:15 a.m. – 10:30 a.m.  Break

10:30 a.m. – 11:30 a.m.  **General Session**  
*Driver Alcohol Detection System for Safety*  
Beth Baker, Regional Administrator, National Highway Traffic Safety Administration  
Bud Zaouk, President, KEA Technologies, Inc.

This first-of-its-kind technology, offered as a safety option in new vehicles in the coming decade, will automatically detect when a driver is intoxicated and prevent the vehicle from moving.

11:30 a.m. – 1:30 p.m.  Lunch  
Ballroom Hallway

11:30 a.m. – 1:30 p.m.  **Exhibits**  
Lobby Area

1:30 p.m. – 2:30 p.m.  **Concurrent Break-Out Sessions**  
*Crash Data and Investigation Track*  
Fork & Vine Room  
*TREDS – Present and Future*  
Ajay Kadyan, Business Analyst, Virginia Department of Motor Vehicles Highway Safety Office

High crash location maps, jurisdiction maps and department maps are used for identification of problem areas across the state to address highway safety concerns down to the street level. This data enables partnering organizations to implement solutions such as targeted highway safety enforcement activities, education awareness and roadway improvement projects. The interactive crash data report gives the public user the ability to query the latest statistical crash data. This data can be broken down by multiple categories such as alcohol-related, speed-related, unrestrained, pedestrian and motorcycle.
Impaired Driving Track  
Chesapeake Room

Drugged Driving Trends/Marijuana Impairment Research
Jermaine Galloway, The Tall Cop
Jake Nelson, Director of Traffic Safety Advocacy and Research, AAA National

What are the challenges with drugged driving across the nation? Learn about trends, where the momentum is building and hurdles with changing laws. And, learn about the impact of Washington State’s legalization of marijuana on fatal crashes, and why legal limits for marijuana and driving are meaningless. AAA’s national research results and policy recommendations on how to measure impairment will also be presented.

Selling Highway Safety Track  
Castlewood Room

Building Relationships with the Media
Panel Members
Corinne Geller, Public Relations Manager, Virginia State Police
Lara McDuffie, Assignment Manager, WWBT NBC 12
Rich Jacobs, Public Relations Manager, DRIVE SMART Virginia
Moderator
Brandy Brubaker, Public Relations and Media Liaison, Virginia Department of Motor Vehicles

If you work for a law enforcement agency or a non-profit organization, obtaining positive media coverage may be a challenge. Handling negative publicity, discovering what types of stories are desired, and the importance of social media in making your agency or organization the go-to “brand” on a given subject, are some of the session’s topics.

The Very First ‘E’ Track  
Ballroom

The Strategic Highway Safety Plan (SHSP)
Stephen Brich, P.E., Senior Project Manager, Kimley-Horn and Associates
Nicole J. Waldheim, Transportation Analyst, Cambridge Systematics
Pamela M. Beer, Senior Associate, Cambridge Systematics
Anne Booker, Salem District Traffic Engineer, Virginia Department of Transportation
Michael B. Sawyer, Professional Transportation Engineer, Richmond City
The SHSP is the crossroads where behavioral and infrastructure safety comes together. The purpose of safety performance and how to use the SHSP to support local and regional planning will be explained.

2:30 p.m. – 2:45 p.m. **Break**

2:45 p.m. – 3:45 p.m. **Concurrent Break-Out Sessions**

**Crash Data and Investigation Track** Fork & Vine Room

**Making Interactive Traffic Data Meaningful**

Joseph Newman, Project Associate, Center for Geospatial Information Technology at Virginia Tech

Geo-locating vehicle crashes using the latest technology will show attendees interactive analysis and communication strategies.

**Impaired Driving Track** Chesapeake Room

**Drug Recognition Expert Program Overview**

Tom Woodward, Retired Lieutenant, Maryland State Police

Officers who are also drug recognition experts and evaluators, called DREs, are especially important in today’s world since they’re trained to recognize impairment in drivers under the influence of drugs other than, or in addition to, alcohol. DRE program updates in response to changing times will be discussed, along with a detailed assessment of the current program.

**Selling Highway Safety Track** Castlewood Room

**Social Media Training for Law Enforcement**

Susan Rowland, Public Information Specialist, Virginia State Police

Whether it’s to get more tips, to spread community awareness or both, law enforcement agencies can benefit from creating a social media policy and thinking through what they hope to accomplish before creating a presence. The basics of each social media platform, and what type of people frequent them, will be revealed, along with strategies to be a relevant voice.

**The Very First ‘E’ Track** Ballroom

**Spotlight on the Highway Safety Improvement Program**

Dr. In-Kyu Lim, HSIP Data and Analysis Program Manager, Virginia Department of Transportation

Chris Daily, Richmond Transportation Team Leader, VHB

Elissa Goughnour, Transportation Safety Project Manager, VHB
The Highway Safety Improvement Program takes a strategic, data-driven approach to identify infrastructure projects in which to invest limited dollars to improve critical locations for all roadway users. This session will explain using network screening data for project development; the new systemic focus for low cost treatments and how the selection of systemic treatments is determined through a new approach to road/corridor safety assessments.

3:45 p.m. – 4:00 p.m.  
Break

4:00 p.m. – 5:00 p.m.  
Concurrent Break-Out Sessions

**Crash Data and Investigation Track**  
Fork & Vine Room

**Tying Seat Belt Data to Changing Virginia Communities**  
Dr. Bryan Porter, Professor, Old Dominion University

Combining crash data with additional demographic, economic, educational and crime data may help communities better understand local seat-belt use and means to increase it to reduce traffic injuries and fatalities. This presentation discusses examples and gives suggestions for communities to take advantage of these data relationships.

**Impaired Driving Track**  
Chesapeake Room

**Building an Impaired Driving Case from the Stop**  
Sgt. Rob Netherland, Henrico Division of Police  
Cathy Black, Commonwealth’s Attorney  
Dr. James Hutchings, Virginia Department of Forensic Science

Proficiency and attention to detail are imperative to winning DUI cases. Experts in standard field sobriety testing, toxicology and prosecution will discuss what’s needed to get a conviction.

**Selling Highway Safety Track**  
Castlewood Room

**Using Data to Target a Specific Audience**  
Kenna Swift-Williams, Vice President, Sherry Matthews Advocacy Marketing

When targeting an audience, data and other contributing factors must be used creatively and robustly to reach road users through a variety of messaging and channels.
The Very First ‘E’ Track

Infrastructure That Works
Kim Eccles, Safety Practice Leader, VHB
Elissa Goughnour, Transportation Safety Project Manager, VHB

This session will summarize best practices for safety treatment selection to identify effective treatments proven to reduce crashes. The session will focus on Virginia’s planning efforts and execution of infrastructure improvements designed to prevent future crashes at interchanges and intersections, roadway departure crashes, and crashes involving non-motorized users such as pedestrians and bicyclists.

Thursday, May 18, 2017

7:00 a.m. – 8:00 a.m. Breakfast
Ballroom Hallway

8:00 a.m. – 9:00 a.m. General Session
Occupant Protection – Enforcement, Use, and Public Awareness

Panel Members
Chief Howard Hall, Roanoke County Police Department
Meg Miller, Regional Program Manager, National Highway Traffic Safety Administration
Mark Alonge, Project Coordinator, Buckle Up Pennsylvania

Moderator
Dr. Lori Rice, Virginia Department of Motor Vehicles
Highway Safety Office

New efforts to enforce occupant protection laws in Virginia will be revealed, along with the cultural change and creative public awareness campaigns needed to increase belt use. Virginia can benefit from other state’s successes, such Pennsylvania’s BUPA program that combines increased enforcement, public awareness and education, but with a new partnership twist comprising municipal police departments, the state police, the US and state departments of transportation, and community groups and organizations.
9:00 a.m. – 9:15 a.m.  
**Break**

9:15 a.m. – 10:00 a.m.  
**Concurrent Break-Out Sessions**

**Crash Data and Investigation Track**  
Fork & Vine Room

**Crash Investigation and Reconstruction**  
Trooper Steven Kean, Virginia State Police

The knowledge and skills required for detailed crash investigation will be touched on, with discussion on some of the field’s most important topics such as the coefficient of friction, computing speeds from yaw marks and skid marks, vehicle and occupant kinematics, indicators of safety belt use, and identifying and documenting evidence.

**Impaired Driving Track**  
Chesapeake Room

**Drowsy Driving is the New Impaired Driving**  
Brian Tefft, Senior Researcher, AAA Foundation for Traffic Safety

How data underestimates the scope of the widespread drowsy driving issue will be discussed, and research linking sleep deprivation to on-road crash risk will be explained.

**Selling Highway Safety Track**  
Castlewood Room

**Handling a Media Crisis**  
Jonathan Bandy, Manager of Public Affairs, North Carolina Department of Transportation

Even one mile over the speed limit could land you a ticket, since there’s no buffer zone in North Carolina. In today’s viral world, terms such as “buffer zone” can go from innocuous to very, very bad before you can say 6 o’clock news, especially when politics are involved.

**The Very First ‘E’ Track**  
Ballroom

**Managing Incidents and Work Zones**  
Frank Cheatham, Virginia Department of Health  
Robert Rabe, State Safety Service Patrol and Strategic Initiatives Program Coordinator, Virginia Department of Transportation  
Rick Via, State Traffic Operations Manager, Virginia Department of Transportation

Details will be discussed on how the Statewide Traffic Incident Management Plan, or STIM, has evolved from the past and is moving to the future.
10:00 a.m. – 10:15 a.m.  Break

10:15 a.m. – 11:00 a.m.  Concurrent Break-Out Sessions

Crash Data and Investigation Track  Fork & Vine Room

Having Dashboard Camera Confidence
Sgt. Chris Andreacola, Tucson Police Department

Dashboard cameras are an everyday part of all traffic cops’ lives, and knowing the best ways to capture the most usable evidence is key.

Impaired Driving Track  Chesapeake Room

Two Changeable Behaviors – Seat Belts and Distracted Driving
Dr. Kelli England Will, Professor, Eastern Virginia Medical School
Paul Sleeper, Law Enforcement Liaison, Virginia Department of Motor Vehicles Highway Safety Office

While almost all crashes are preventable, changing two specific driver behaviors could potentially save many lives – increasing seat belt use and decreasing distracted driving of all types, not only mobile phone use. Spotlighting ways to improve these two areas could significantly reduce traffic fatalities.

Selling Highway Safety Track  Castlewood Room

Public Education, Outreach and Grassroots Efforts
Panel Members
Chris Konschak, Program Director, Mothers Against Drunk Driving Virginia Office
Debbie Spiliotopoulos, Senior Environmental Planner, Northern Virginia Regional Commission
Capt. David Shield, Gloucester County Sheriff’s Office
Moderator
Dr. Georjeane Blumling, AAA Tidewater

Reaching the public through creative campaigns and events including bike helmet training, volunteer walks and partnering with local businesses for messaging are ways to round out a strong traffic safety program. Panel members will reveal a variety of ideas and channels to effect change.

The Very First ‘E’ Track  Ballroom

Traffic Safety’s Role in Autonomous and Connected Vehicles
Dr. Noah Goodall, Research Scientist, Virginia Transportation Research Council
Patrick Harrison, Director of Motor Carrier Services,
Virginia Department of Motor Vehicles
Dr. Tammy Trimble, Senior Research Associate, Virginia Tech Transportation Institute
Virginia Lingham, P.E., Connected and Automated Vehicle Program Manager, Virginia Department of Transportation

Learn about recent advancements and how self-driving and connected vehicles will become a reality in the future. Practitioners in highway safety and operations need to be prepared to respond to these drastic changes in the transportation industry. Federal and state officials are offering guidance and policies, and the auto industry and VDOT are moving forward with the new technology.

11:00 a.m. – 11:15 a.m. **Break**

11:15 a.m. – 12:15 p.m. **General Session** Ballroom
*Combining Engineering, Education and Enforcement* Signing of Virginia’s Strategic Highway Safety Plan (SHSP)

*Panel Members*
Richard D. Holcomb, Commissioner, Virginia Department of Motor Vehicles and Governor McAuliffe’s Highway Safety Representative
Charles Kilpatrick, Commissioner, Virginia Department of Transportation
Col. Steven Flaherty, Superintendent, Virginia State Police
*Moderator*
Mark Cole, Professional Engineer, Virginia Department of Transportation

The SHSP is always in the forefront, setting milestones for officials to reach through numerous efforts in road improvements, educational campaigns and enforcement strategies. Continuing to strive to lower traffic fatalities, injuries and crashes by collectively deciding on future goals and actions is a proven method to save lives over the long run.