

**TOGETHER
TOWARD**



Missouri's 2017 Highway Safety & Traffic Blueprint Conference

September 27-29, 2017 . Holiday Inn Executive Center . Columbia, Missouri

WEDNESDAY, SEPTEMBER 27

10:00 am - 1:00 pm - REGISTRATION - HOLIDAY INN EXECUTIVE CENTER ATRIUM

1:00 - 2:00 pm

WELCOME & OPENING SESSION

WINDSOR BALLROOM

Welcome: Bill Whitfield, MoDOT Highway Safety Director

Posting of Colors: Missouri State Highway Patrol Color Guard, Troop F

Pledge of Allegiance: Bill Whitfield

National Anthem: Damia Day, Jefferson City High School Student

Master of Ceremonies: Nicole Hood, MoDOT State Highway Safety & Traffic Engineer

Speakers:

- *Nicole Hood, MoDOT State Highway Safety & Traffic Engineer*
- *Susan DeCourcy, Regional Administrator with National Highway Traffic Safety Administration (NHTSA)*
- *Kevin Ward, Federal Highway Administration (FHWA)*
- *Julie Lane, Federal Motor Carrier Safety Administration (FMCSA)*

2:00 - 3:00 pm

GENERAL SESSION **WINDSOR BALLROOM**

KEYNOTE - Stronger Than Yesterday

*Speakers: Colonel Sandra Karsten, MSHP * Carey Portell, ThinkFirst Missouri*

Colonel Karsten will open the session with the importance of staying vigilant with our efforts to eliminate drunk driving crashes. Next, Carey will take you on her personal journey of her four year recovery as a survivor of a drinking and driving collision. With gut wrenching honesty, Carey will describe how she was able to overcome enormous challenges by using the support around her. Carey's story is deeply compelling, humbling and inspiring.

3:00 - 3:30 pm - REFRESHMENT BREAK - EXPO CENTER

3:30 - 4:00 pm

GENERAL SESSION **WINDSOR BALLROOM**

Blueprint Update & Vision Zero

*Speakers: Bill Whitfield, Highway Safety Director, MoDOT * Mike Matthes,*

City Manager for City of Columbia

Bill will provide an update on the implementation of *Missouri's Blueprint ~ A Partnership Toward Zero Deaths* including Missouri's fatality and serious injury reduction goals. Mike will then share Columbia's Vision Zero Action Plan. Columbia is the first city in Missouri to aggressively implement the Vision Zero goal to eliminate all traffic deaths and serious injuries in the City of Columbia by 2030.

4:00 - 5:00 pm

GENERAL SESSION **WINDSOR BALLROOM**

Together Toward Zero: Becoming Resilient Leaders in Times of Adversity, Change and Uncertainty

Motivational Speaker: Tim Crowley

DINNER ON YOUR OWN

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THURSDAY, SEPTEMBER 28

7:00 - 8:00 am - BREAKFAST - EXPO CENTER

8:00 - 9:30 am (Concurrent Workshops)

WORKSHOP 1 WINDSOR I & II

Highway Safety Manual (HSM) Implementation

*Speakers: Kim Kolody Silverman, CH2M Chicago * Ray Shank, MoDOT * Dr. Carlos Sun, University of Missouri*

Moderator: John Miller, Traffic Liaison Engineer, MoDOT

With the recent introduction of the HSM, a new tool became available to evaluate and improve safety of the highway and its intersections/interchanges. The HSM becomes stronger when calibrated to the state (locality). This panel will cover the technology and research behind the HSM, including national perspective as well as the experience and results in Missouri.

WORKSHOP 2 WINDSOR III

hOUR Program

*Speakers: Bill Whitfield, MoDOT * Mark Woodward, Missouri Employers Mutual (MEM) **

Bruce Stumpe, Association of Missouri Electric Co-ops (AMEC)

Moderator: Beth Cowgill, MEM

Bill will discuss the components of the hOUR Program and statewide efforts to encourage businesses to adopt traffic safety policies. Mark will share with the audience their efforts on outreach to their business members and how they are stressing the importance of traffic safety messaging. Bruce will address how AMEC has incorporated a strong traffic safety message to their members.

WORKSHOP 3 WINDSOR IV

Evidence Based Traffic Enforcement Strategies

*Speakers: Scott Roach, St. Louis CO PD * Jason Johnson and Tyler Gardine, Greene CO PD*

Moderator: Art Amato, Law Enforcement Liaison, MoDOT

Panelists will discuss how various strategies were used to achieve efficient and effective use of their grant funding. Data analysis, predictive analytics and creative activities have helped curb serious crashes while motivating officers to stay involved and further a results-driven program with visible differences.

9:30 - 10:00 am - BREAK - EXPO CENTER

10:00 - 11:30 am

WORKSHOP 4 WINDSOR I & II

Traffic Signal Timing

*Speakers: Jason Sommerer, Bartlett & West * Scott Laxton, CBB * Shawn Gotfredson, Overland Park, KS*

Moderator: Phil Teeple, CMITE President

One of the keys to smooth and safe flow of traffic on arterials is having efficient traffic signal timing. With higher traffic volumes this becomes more and more challenging. Complications arise when the arterial goes through several different jurisdictions and solutions require special coordination and cooperation. The panel will address both the human element and the introduction of a new set of performance measures.

WORKSHOP 5 WINDSOR III

Bike and Pedestrian Safety Program Panel

*Speakers: Richard Stone, City of Columbia * James Beattie, MoDOT * Paul Wojciechowski, Alta Consultants*

Moderator: Aaron Bartlett, Mid-America Regional Council

Bike and Pedestrian Safety: Many of the trips made in urban areas are non-motorized. How can we safely accommodate these trips? The condition of the physical infrastructure serving these trips is often part of the problem. The panel will provide a comprehensive perspective.

WORKSHOP 6 WINDSOR IV

First Impact Graduated Drivers License (GDL) Program for Parents

*Speakers: Sue Lober, St. Joseph Safety & Health Council * Sergeant Scott White, MSHP*

Moderator: Deana Dothage, ThinkFirst Missouri

First Impact is a traffic safety program that educates parents about Missouri's GDL law as well as provides them with the tools they need to monitor, coach and support their new drivers. Research confirms that GDL laws have been instrumental in reducing teen crashes by 20 to 40%. SGT Scott White and Sue Lober will showcase the First Impact 90-minute program that is being presented to parents of new drivers throughout Missouri.

11:30 am - 1:00 pm - LUNCHEON - EXPO CENTER

THURSDAY, SEPTEMBER 28 (CONT.)

1:00 - 2:30 pm (Concurrent Workshops)

WORKSHOP 7 WINDSOR I & II

Innovative Roundabouts/Intersections/Interchanges-How are they working?

*Speakers: Derek Olson, MoDOT * Dr. Yan Qi, Southern Illinois University, Edwardsville **

Dr. Praveen Edara, University of Missouri

Moderator: Eddie Watkins, MoDOT

We have seen a number of these design innovations and may ask, "How are they working?" This panel will report on several interesting issues associated with these innovative designs from three different operational perspectives.

WORKSHOP 8 WINDSOR III

The Confident Communicator - Developing Your Media Skills

*Speakers: Taylor Petras, KMIZ * Brian Hauswirth, Missouri * Mike Jenner, Columbia Missourian*

Moderator: Kelly Jackson, MoDOT

Join working reporters in print, television and radio to learn how to gain and keep media attention. Panelists will discuss tips and techniques for effective media communication, informative story ideas and successful interviews.

WORKSHOP 9 WINDSOR IV

The Prescription-Impaired Driver - Strengthening Your Case

Speaker: Lieutenant Mike Halford, MSHP

Moderator: Scott Wilson, MoDOT

Mike will identify the current prescription drug-impaired-driving problem. Common issues officers may face when building an impaired-driving case will be discussed as well as remedies for these issues. Discussion will also include what evidential tests will provide the best evidence as well as what the best practice is in obtaining the evidential sample. The workshop will also address how a Drug Recognition Expert may be able to assist you in strengthening your case.

2:30 - 3:00 pm - REFRESHMENT BREAK - EXPO CENTER

3:00 - 4:30 pm

WORKSHOP 10 WINDSOR I & II

Safe Highway Work Zones

*Speakers: Dan Smith, MoDOT * Chip Jones, Emery Sapp & Sons * Dr. Praveen Edara, University of Missouri*

Moderator: Ashley Buechter, MoDOT

Most all highway construction work to be done in the coming years will need to be done while the highway is open to traffic. This impacts the safety and convenience of the motoring public, the owner of the roadway and the contractor doing the work. Everyone needs to be on the same page and the panel will address the technical and practical solutions.

WORKSHOP 11 WINDSOR III

CPS: From the Infant Seat to the Driver's Seat

Speakers: Daphne Greenlee & Kathy Zents, Mercy Hospital

Moderator: Kassie Campbell, University of Missouri Hospital, Trauma Center

Child passenger safety is more than helping a family install a car seat. It involves one-on-one education so parents know the proper selection, direction and installation of seats for each stage a child goes through, as well as prepare them to be behind the wheel. Whether it's installing an infant seat for an expectant family or helping a teen know the basics of driving, the Mercy Injury Prevention Center focuses on the entire process to help build safe travel foundations.

WORKSHOP 12 WINDSOR IV

The Shocking Truth About Fatigued Law Enforcement Officers

Speakers: Kerrie Warne & Matt Uhles, TyREDD

Moderator: Sergeant Brian Leer, Boone County Sheriff Department

Are you a law enforcement officer that battles fatigue? TyREDD, Tyler Raising Education for Drowsy Driving, will equip you with the knowledge and tools to combat being a drowsy-driving officer. TyREDD brings awareness about the dangers of "driving while tired." Kerrie and Matt have conducted hundreds of presentations locally and across the country speaking to thousands to raise awareness of the dangers of drowsy driving and the importance of sleep.

DINNER ON YOUR OWN

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FRIDAY, SEPTEMBER 29

7:00 - 8:00 am - **BREAKFAST - EXPO CENTER**

8:00 - 9:30 am

GENERAL SESSION WINDSOR BALLROOM

Tomorrow is Today - Autonomous Vehicles/Connected Vehicles/Infrastructure

*Speakers: Brian Chandler, LEIDOS, Inc. - Seattle, WA * John Corbin, FHWA - Washington DC*

Moderator: Charlie Nemmers, University of Missouri

In many ways the "future is now." Nearly a year ago, an autonomous truck made the 120-mile journey with no driver through central Colorado. Another new technology cropping up in various states is truck platoons or connected vehicles. Two experts in the field who have national perspectives will share with us the next era of driving and all it has to offer.

9:30 - 10:00 am - **BREAK - EXPO CENTER**

10:00 - 11:00 am

GENERAL SESSION WINDSOR BALLROOM

Marijuana's Impact Relating to Highway Safety & Law Enforcement

Speaker: Ed Moses, retired MSHP

Moderator: Michelle Gibler, ThinkFirst Missouri

11:00 - 11:45 am

GENERAL SESSION WINDSOR BALLROOM

KEYNOTE - Servant Leadership and Team Building - Keys for Safe, Secure Success

Speaker: Mike Alden, Former Athletic Director University of Missouri

Moderator: Michelle Gibler, ThinkFirst Missouri

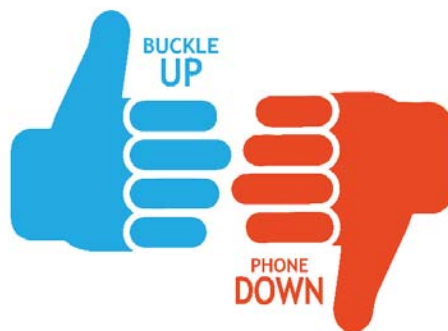
11:45 am

CLOSING

WINDSOR BALLROOM

Bill Whitfield, MoDOT

* * *



#BuckleUpPhoneDown
#TogetherTowardZero
#SaveMOLives
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A special thank you to the following agencies for their contribution to the Conference:

University of Missouri
Missouri State Highway Patrol
Missouri Department of Transportation

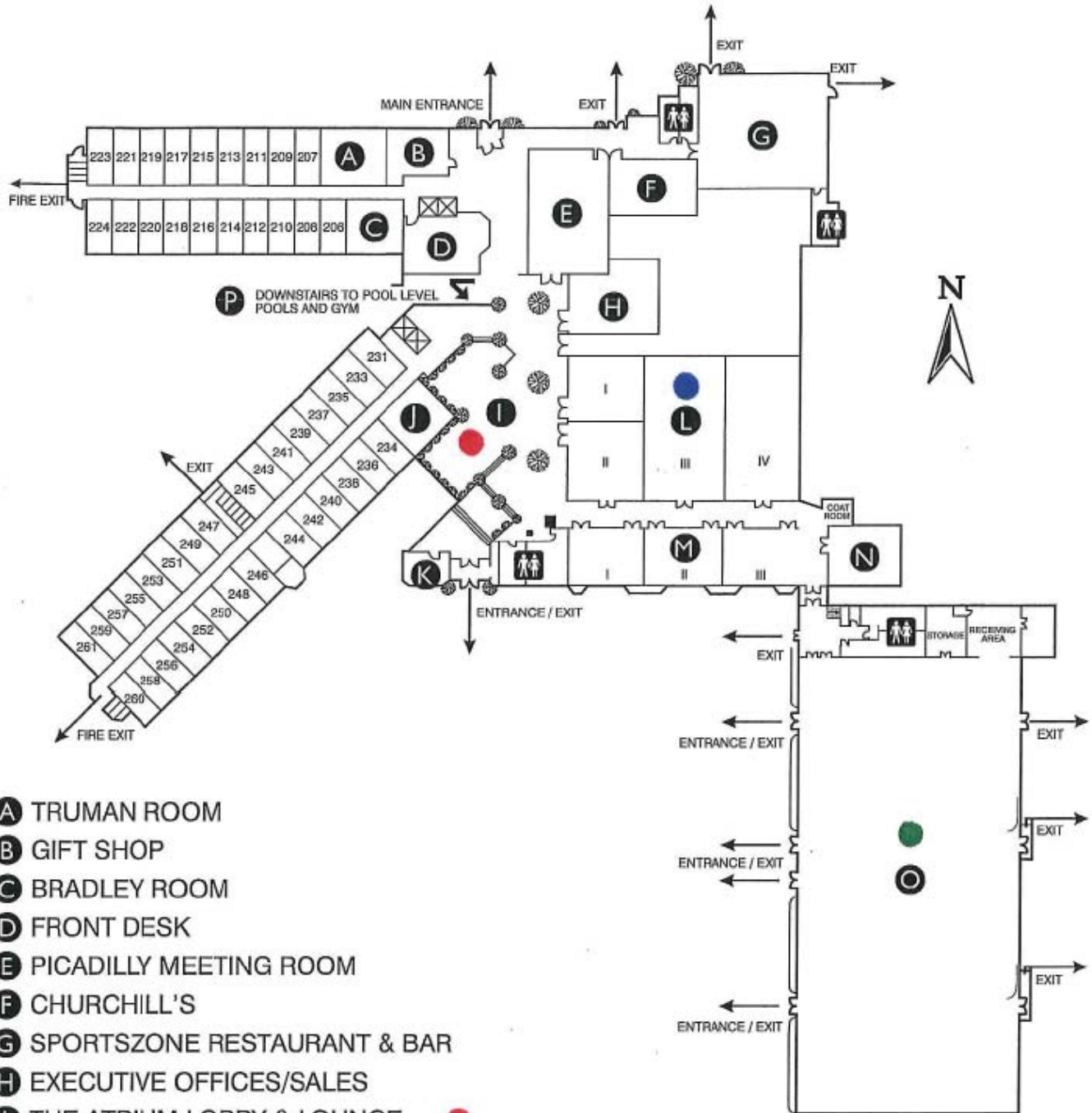
Thank you to the following individuals for their time planning the Conference:

Michelle Gibler, ThinkFirst Missouri
Kacey Buschjost, MoDOT Highway Safety & Traffic
Dawn Haslag, MoDOT Highway Safety & Traffic
Bill Whitfield, Highway Safety Director, MoDOT
John Miller, MoDOT Highway Safety & Traffic
Angela Freemyer, University of Missouri
Charlie Nemmers, University of Missouri

A special thank you to our exhibitors:

Alcohol Detection Systems
EFK Moen LLC
First Impact Missouri
George Butler Associates
Horner and Shifrin
Laser Technology, Inc.
Mid American Signal
Missouri Employers Mutual
Missouri LTAP
Missouri Partners in Prevention
Mobo Trex, Inc.
Pexco, Davidson Traffic Control Products
Shur-Tite Products
Sky Bracket
ThinkFirst Missouri
TRACTION

HOTEL BANQUET AND MEETING FACILITIES MAP



- A** TRUMAN ROOM
- B** GIFT SHOP
- C** BRADLEY ROOM
- D** FRONT DESK
- E** PICADILLY MEETING ROOM
- F** CHURCHILL'S
- G** SPORTSZONE RESTAURANT & BAR
- H** EXECUTIVE OFFICES/SALES
- I** THE ATRIUM LOBBY & LOUNGE ●
- J** EXECUTIVE BOARD ROOM
- K** HAIR SALON
- L** WINDSOR BALLROOM ●
- M** PARLIAMENT BALLROOM
- N** THE POLO ROOM
- O** COLUMBIA EXPO CENTER ●
- P** POOLS & GYM
-  RESTROOMS



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2200 I-70 Dr. SW • Columbia, MO 65203

(573) 445-8531 • Fax (573) 446-1159

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SEPTEMBER 27-29, 2017 . HOLIDAY INN EXECUTIVE CENTER
COLUMBIA, MISSOURI

MINI-AGENDA AT-A-GLANCE

WEDNESDAY, SEPTEMBER 27

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|--------------------|---------------------------------------|------------------|
| 10:00 AM - 1:00 PM | REGISTRATION | HOTEL ATRIUM |
| 1:00 - 2:00 PM | WELCOME/OPENING SESSION | WINDSOR BALLROOM |
| 2:00 - 3:00 PM | KEYNOTE SPEAKER, GENERAL SESSION | WINDSOR BALLROOM |
| 3:00 - 3:30 PM | REFRESHMENT BREAK | EXPO CENTER |
| 3:30 - 4:00 PM | GENERAL SESSION | WINDSOR BALLROOM |
| 4:00 - 5:00 PM | MOTIVATIONAL SPEAKER, GENERAL SESSION | WINDSOR BALLROOM |

THURSDAY, SEPTEMBER 28

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|--------------------|-------------------------------------------|----------------|
| 7:00 - 8:00 AM | BREAKFAST | EXPO CENTER |
| 8:00 - 9:30 AM | CONCURRENT WORKSHOPS | |
| | WORKSHOP 1 - HSM IMPLEMENTATION | WINDSOR I & II |
| | WORKSHOP 2 - hOUR PROGRAM | WINDSOR III |
| | WORKSHOP 3 - EVIDENCE BASED STRATEGIES | WINDSOR IV |
| 9:30 - 10:00 AM | BREAK | EXPO CENTER |
| 10:00 - 11:30 AM | CONCURRENT WORKSHOPS | |
| | WORKSHOP 4 - TRAFFIC SIGNAL TIMING | WINDSOR I & II |
| | WORKSHOP 5 - BIKE & PEDESTRIAN SAFETY | WINDSOR III |
| | WORKSHOP 6 - FIRST IMPACT GDL FOR PARENTS | WINDSOR IV |
| 11:30 AM - 1:00 PM | LUNCHEON | EXPO CENTER |
| 1:00 - 2:30 PM | CONCURRENT WORKSHOPS | |
| | WORKSHOP 7 - ROUNDABOUTS/INTERSECTIONS | WINDSOR I & II |
| | WORKSHOP 8 - CONFIDENT COMMUNICATOR | WINDSOR III |
| | WORKSHOP 9 - RX IMPAIRED DRIVER | WINDSOR IV |
| 2:30 - 3:00 PM | REFRESHMENT BREAK | EXPO CENTER |
| 3:00 - 4:30 PM | CONCURRENT WORKSHOPS | |
| | WORKSHOP 10 - SAFE HIGHWAY WORK ZONES | WINDSOR I & II |
| | WORKSHOP 11 - CPS - INFANT TO DRIVER | WINDSOR III |
| | WORKSHOP 12 - FATIGUED LE OFFICERS | WINDSOR IV |

FRIDAY, SEPTEMBER 29

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|------------------|--------------------------------------|------------------|
| 7:00 - 8:00 AM | BREAKFAST | EXPO CENTER |
| 8:00 - 9:30 AM | GENERAL SESSION - TOMORROW IS TODAY | WINDSOR BALLROOM |
| 9:30 - 10:00 AM | BREAK | EXPO CENTER |
| 10:00 - 11:00 AM | GENERAL SESSION - MARIJUANA'S IMPACT | WINDSOR BALLROOM |
| 11:00 - 11:45 AM | KEYNOTE SPEAKER, GENERAL SESSION | WINDSOR BALLROOM |
| 11:45 AM | CLOSING COMMENTS | WINDSOR BALLROOM |