The 2018 Traffic Safety Conference is sponsored and hosted by
the Texas A&M Transportation Institute with significant support from the
Texas Department of Transportation’s Traffic Safety Section through the National Highway
Traffic Safety Administration’s State Highway Safety Grant Programs.
Thank You, Exhibitors!

CTC
Consolidated Traffic Controls, Inc.

CT
CONTROL TECHNOLOGIES

ELTTEC
Traffic Products Warning Systems

ILLUMAGEAR

mobotrx
MOBILITY & TRAFFIC EXPERTS

PPP
TRANSPORTATION INNOVATIONS

SMART START
Setting the Standard in Alcohol Monitoring Technology

STRIPING SERVICE AND SUPPLY

TAPCO

TRAFFIC LOGIX

THM
TOTAL HIGHWAY MAINTENANCE, LLC

TST
TRAFFIC SAFETY TECHNOLOGY

Sam Houston State University

Center for Transportation Safety
Safety Research and Outreach

Texas A&M Transportation Institute
1:00 p.m. – 6:00 p.m.  
**Registration Desk Open**

1:00 p.m. – 5:00 p.m.  
**PRE-CONFERENCE WORKSHOPS**

<table>
<thead>
<tr>
<th>Safe Transportation for Every Pedestrian</th>
<th>Sugar Land Ballrooms I-IV</th>
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<tr>
<td><strong>INSTRUCTOR:</strong></td>
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<td><strong>INSTRUCTOR:</strong></td>
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<td>Mark Busbee, Program Manager, FRIDAY Program</td>
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<th>Early Adopter Success: Experiences Integrating STEP and DDACTS</th>
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<tr>
<td><strong>INSTRUCTORS:</strong></td>
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<tr>
<td>Lance Arnold, Chief, Weatherford Police Department</td>
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<tr>
<td>Anthony Boone, Asst. Chief, Longview Police Department</td>
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<tr>
<td>Darin Lair, Sergeant, Crime Analysis, Longview Police Department</td>
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<tr>
<td>Jadonna Manion, Analyst, Longview Police Department</td>
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2:00 p.m. – 5:00 p.m.  
**Exhibitor Setup**  
Sugar Land Ballroom Foyer

5:00 p.m. – 7:00 p.m.  
**Welcome Reception/Exhibitor Showcase**  
Sugar Land Ballroom Foyer

#TSC18  
Join the conversation.
THURSDAY, AUGUST 9

8:00 a.m. – 5:00 p.m.
Registration Desk Open

8:00 a.m. – 9:00 a.m.
Continental Breakfast

8:00 a.m. – 5:00 p.m.
Exhibitor Showcase

9:00 a.m. – 10:00 a.m.
OPENING/WELCOME SESSION
MODERATOR:
Robert Wunderlich, Director, Center for Transportation Safety, Texas A&M Transportation Institute
Marie Walsh, Director, Louisiana Local Technical Assistance Program, Louisiana Transportation Research Center

10:00 a.m. – 10:15 a.m.
BREAK

10:15 a.m. – 11:45 a.m.
EMPHASIS AREA PRESENTATION SESSIONS:
Learn about successful countermeasures, programs and projects. Choose one of the sessions.

Intersection Safety
MODERATOR:
Robert Wunderlich, Director, Center for Transportation Safety, Texas A&M Transportation Institute
Brian Chandler, Director of Transportation Safety, DKS Associates
John Denholm III, Senior Project Manager, Lee Engineering
Upal Barua, Program Manager and Lead Traffic Safety Engineer, Austin Transportation Department, City of Austin

Older Road Users
MODERATOR:
Susan Herbel, Safety Consultant, Texas Strategic Highway Safety Plan
Sandi Rosenbloom, Professor, The University of Texas at Austin
Michael Manser, Human Factors Team Leader, Center for Transportation Safety, Texas A&M Transportation Institute
Kara Thorp, Public Affairs Specialist, AAA Texas & New Mexico
10:15 a.m. – 11:45 a.m.

**EMPHASIS AREA PRESENTATION SESSIONS (continued)**

**Impaired Driving**
Sugar Land Ballrooms I-IV

**MODERATOR:**
Troy Walden, Director, Center for Alcohol and Drug Education Studies, Texas A&M Transportation Institute
Nicole Holt, Chief Executive Officer, Texans Standing Tall
Vickie Adams, Coalition Director, San Antonio Council on Alcohol and Drug Abuse
Mindy Carroll, Director of Education and Prevention, Texas Alcoholic Beverage Commission

**Distracted Driving**
Sugar Land Ballroom V

**MODERATOR:**
Russell Henk, Youth Transportation Safety Team Leader, Center for Transportation Safety, Texas A&M Transportation Institute
Patrick Oborski, Detective, Austin Police Department
Art Reinhardt, Assistant Director, Transportation and Capital Improvements, City of San Antonio
Lisa Robinson, Senior Program Manager, National Safety Council

11:45 a.m. – 1:30 p.m.

**CONFERENCE LUNCHEON, KEYNOTE AND NATIONAL SAFETY COUNCIL AWARDS**
Sugar Land Ballrooms VI-X

**MODERATOR:**
Robert Wunderlich, Director, Center for Transportation Safety, Texas A&M Transportation Institute

**KEYNOTE SPEAKER:**
Deborah Hersman, President and CEO, National Safety Council

**AWARDS CEREMONY:**
Lisa Robinson, Senior Program Manager, National Safety Council

1:30 p.m. – 1:45 p.m.

**BREAK**
Sugar Land Ballroom Foyer
THURSDAY, AUGUST 9

1:45 p.m. – 3:15 p.m.

**EMPHASIS AREA DISCUSSION CIRCLES:**
Join your colleagues in the discussion! Identify keys to success and ways to overcome barriers based on the information from the presentation sessions and your own experiences and knowledge. Choose one of the sessions.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Ballroom</th>
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<tbody>
<tr>
<td>Intersection Safety</td>
<td>Cane Ballroom</td>
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<tr>
<td><strong>MODERATOR:</strong> Robert Wunderlich,  Director, Center for Transportation Safety, Texas A&amp;M Transportation Institute</td>
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<tr>
<td><strong>FACILITATOR:</strong> Laura Higgins,  Associate Research Scientist, Human Factors Program, Texas A&amp;M Transportation Institute</td>
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<tr>
<td>Older Road Users</td>
<td>Magnolia Ballroom</td>
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<tr>
<td><strong>MODERATOR:</strong> Susan Herbel,  Safety Consultant, Texas Strategic Highway Safety Plan</td>
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<tr>
<td><strong>FACILITATOR:</strong> Amber Trueblood,  Assistant Research Scientist, Crash Analytics Program, Texas A&amp;M Transportation Institute</td>
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<tr>
<td>Impaired Driving</td>
<td>Sugar Land Ballrooms I-IV</td>
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<tr>
<td><strong>MODERATOR:</strong> Troy Walden,  Director, Center for Alcohol and Drug Education Studies, Texas A&amp;M Transportation Institute</td>
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<tr>
<td><strong>FACILITATOR:</strong> Jena Prescott,  Associate Transportation Researcher, Center for Alcohol and Drug Education Studies, Texas A&amp;M Transportation Institute</td>
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<tr>
<td>Distracted Driving</td>
<td>Sugar Land Ballroom V</td>
</tr>
<tr>
<td><strong>MODERATOR:</strong> Russell Henk,  Youth Transportation Safety Team Leader, Texas A&amp;M Transportation Institute</td>
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<tr>
<td><strong>FACILITATOR:</strong> Katie Womack,  Behavioral Research Team Leader, Center for Transportation Safety, Texas A&amp;M Transportation Institute</td>
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3:15 p.m. – 3:30 p.m.
**BREAK**
Sugar Land Ballroom Foyer
3:30 p.m. – 5:00 p.m.

EMPHASIS AREA PRESENTATION SESSIONS:
Learn about successful countermeasures, programs and projects. Choose one of the sessions.

**Speeding**
Sugar Land Ballrooms I-IV

**MODERATOR:**
Bill Stockton, Executive Associate Agency Director, Interdisciplinary Research Group, Texas A&M Transportation Institute
Tracy Cox, Sergeant, Traffic Division Motorcycle Unit, Missouri City Police Department
Carl Currie, Lieutenant, Texas Highway Patrol District 2A—Houston
Gary Schatz, Transportation Engineering Consultant, City of Bryan

**Roadway and Lane Departures**
Magnolia Ballroom

**MODERATOR:**
John Habermann, Research Engineer, Research and Implementation Division, Texas A&M Transportation Institute
Karen Dixon, Division Head, Traffic Operations and Roadway Safety Division, Texas A&M Transportation Institute
Darren McDaniel, Safety Engineer, Traffic Operations Division, Texas Department of Transportation
Rebecca Wells, Director of Transportation Operations, Atlanta District, Texas Department of Transportation

**Pedestrian Safety**
Cane Ballroom

**MODERATOR:**
Michael Manser, Human Factors Team Leader, Center for Transportation Safety, Texas A&M Transportation Institute
Joel Meyer, Pedestrian Coordinator, Austin Transportation Department
Lauren Blackburn, Senior Project Manager, VHB
Neal Johnson, Assistant Transportation Researcher, Center for Transportation Safety, Texas A&M Transportation Institute
Joan Hudson, Research Engineer, Planning and Engagement Program, Texas A&M Transportation Institute
FRIDAY, AUGUST 10

8:00 a.m. – 10:30 a.m.
Registration Desk Open
Conference Registration

8:00 a.m. – 9:00 a.m.
Continental Breakfast
Sugar Land Ballroom Foyer

8:00 a.m. – 10:45 a.m.
Exhibitor Showcase
Sugar Land Ballroom Foyer

9:00 a.m. – 10:30 a.m.
EMPHASIS AREA DISCUSSION CIRCLES:
Join your colleagues in the discussion! Identify keys to success and ways to overcome barriers based on the information from the presentation sessions and your own experiences and knowledge. Choose one of the sessions.

### Speeding
Sugar Land Ballrooms I–IV

**MODERATOR:** Bill Stockton, *Executive Associate Agency Director, Interdisciplinary Research Group, Texas A&M Transportation Institute*

**FACILITATOR:** Lisa Minjares-Kyle, *Associate Transportation Researcher, Youth Transportation Safety Program, Texas A&M Transportation Institute*

### Roadway and Lane Departures
Magnolia Ballroom

**MODERATOR:** John Habermann, *Research Engineer, Research and Implementation Division, Texas A&M Transportation Institute*

**FACILITATOR:** Cody Stewart, *Assistant Transportation Researcher, Center for Alcohol and Drug Education Studies, Texas A&M Transportation Institute*

### Pedestrian Safety
Cane Ballroom

**MODERATOR:** Michael Manser, *Human Factors Team Leader, Center for Transportation Safety, Texas A&M Transportation Institute*

**FACILITATOR:** Ben Ettelman, *Assistant Research Scientist, Planning and Engagement Program, Texas A&M Transportation Institute*
FRIDAY, AUGUST 10

10:30 a.m. – 11:00 a.m.
BREAK

Sugar Land Ballroom Foyer

11:00 a.m. – 12:15 p.m.
CLOSING GENERAL SESSION

MODERATOR:
Robert Wunderlich, Director, Center for Transportation Safety, Texas A&M Transportation Institute

Sugar Land Ballroom V

Join us next year for the
2019 Traffic Safety Conference

Wyndham San Antonio ★ May 28–31, 2019
### WEDNESDAY, AUGUST 8

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
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<td>1:00 p.m. – 5:00 p.m.</td>
<td><strong>PRE-CONFERENCE WORKSHOP</strong></td>
<td><strong>Safe Transportation for Every Pedestrian</strong> Sugar Land Ballrooms I-IV</td>
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<td>Continental Breakfast</td>
<td>Sugar Land Ballroom Foyer</td>
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<td>9:00 a.m. – 10:00 a.m.</td>
<td>OPENING WELCOME SESSION</td>
<td>Sugar Land Ballroom V</td>
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<tr>
<td>10:00 a.m. – 10:15 a.m.</td>
<td>BREAK</td>
<td>Sugar Land Ballroom Foyer</td>
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<tr>
<td>10:15 a.m. – 11:45 a.m.</td>
<td>Emphasis Area Presentation Sessions</td>
<td>Intersection Safety Cane Ballroom</td>
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<td>11:45 a.m. – 1:30 p.m.</td>
<td>CONFERENCE LUNCHEON, KEYNOTE AND NATIONAL SAFETY COUNCIL AWARDS</td>
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<td>BREAK</td>
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<td>Emphasis Area Discussion Circles</td>
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<td>Speeding Sugar Land Ballrooms I-IV</td>
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### FRIDAY, AUGUST 10

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<td>Sugar Land Ballrooms I-IV</td>
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<td>11:00 a.m. – 12:15 p.m.</td>
<td>Closing General Session</td>
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