



Lifesavers National Conference on Highway Safety Priorities Workshop Titles and Descriptions by Track

Child Passenger Safety Track

CPSTs on the Front Line: Product Updates (1.5 CEUs)

Child safety seats are constantly changing. CPSTs are on the front line working every day to ensure that parents and caregivers know how the newest restraints work to protect their precious cargo. Learn about the latest child restraint updates directly from the manufacturers as they showcase the latest products and technology.

They Don't Make Them Like They Used To (1.5 CEUs)

Participating car seat manufacturers will each describe a feature and its benefits regarding convenience, comfort, correct use, energy management and injury reduction. A demonstration using volunteers from the audience will be conducted using the discussed model or feature. Processes will be visible to all other attendees using close-up live video to capture the tips, tricks and correct use for each product. Additional opportunities to practice are at manufacturer booths in the exhibit hall for the remainder of the conference.

Better Safety Through Science: CPS Research Updates (1.5 CEUs)

Technology and innovation are constantly moving our field forward. Explore how several prominent research scientists have added to the collective knowledge of the CPS field, how researchers are using digital photography, remote technology, in-depth surveys, and improved terminology to combat child restraint system (CRS) misuse and reduce barriers to education at inspection stations. Crash analysis testing scenarios that highlight new CRS and vehicle configurations will also be demonstrated.

Regulation, Compliance & Beyond (1.5 CEUs)

Go beyond the basics that CPSTs learn during their initial training. Take advantage of this great opportunity to witness how side-impact testing, frontal testing, labeling, registration, and other requirements are being updated, and how these new requirements will improve car seats. Take a close look at comprehensive compliance testing and how these requirements are applied. In addition, learn about additional voluntary testing that some manufacturers choose to perform as they develop new seats, features and instructions.

Heatstroke: Why It Happens & Potential Technology Solutions

Explore the various vehicle occupant reminder systems. Whether your vehicle has a door logic, ultrasonic or radar-based technology, each is designed to reduce the chance of a pediatric vehicular heatstroke fatality. Discuss NHTSA's research on Unattended Child Reminder Systems and the technologies available to detect occupants in a vehicle. (Meets Community Education requirement.)

Recognizing & Meeting the Needs of Diverse Populations

Child passenger safety education should reach everyone who travels with a child in the car. Car seat checks are a great tool to provide outreach in this regard however, they often do not influence hard to reach audiences? Learn about unique and creative approaches used to reach refugee families, child transporters, and tribal communities. Identify how to establish new partnerships, utilize virtual tools, training videos, pre and post tests, online polls, and educational materials in family's native language to assist in providing meaningful outreach. (Meets Community Education requirement.)

Less Is More: CPS with Meager Means

Looking for no-cost and low-cost impactful strategies for child passenger safety programs? Some of the most successful efforts to increase child passenger safety are small scale, grassroots and resulting from collaboration. Hear from experts about unique partnerships, utilization of virtual platforms and tapping into extramural funding to support or supplement program reach. (Meets Community Education requirement.)

Let Your Data Do the Talking! Highlight Your CPS Program Achievements. Target Outreach. Facilitate Reporting. (1 CEU)

With over 100,000 recorded seat checks and counting, the National Digital Car Seat Check Form (NDCF) is your source for Child Passenger Safety use and misuse data. All programs can benefit from its free clean-data files, customized dashboards and the interactive table tool. Explore ways in which your program can use NDCF data to improve educational outreach, reporting, grant writing and more.

CPS in the Sky, Keeping Children Safe on Airplanes (1.5 CEUs)

Thinking of traveling by plane this summer? The Federal Aviation Administration (FAA) is supporting safe travel for all aircraft passengers in collaboration with child restraint system (CRS) manufacturers, researchers, and safety advocates. Witness recent research, current regulations, approved and non-approved child restraints, CRS fitment, and best practices for restraint installation in airplane seats. Review safety features for persons who are differently abled and resources for caregivers and CPSTs.

May the (Police) Force Be with You: CPS & Law Enforcement Partnerships

Whether or not they are CPSTs or potential candidates, law enforcement officers are in an ideal position to reach and educate caregivers on CPS in a wide range of settings. How do you reach these community partners to engage them in CPS? Learn how to facilitate successful partnerships and programs and pick up tips to help you strengthen your collaborations with these community members. (Meets Community Education requirement.)

The Back Is Where It's At: New Rear Seat Technologies & Advanced Safety Features (1.5 CEUs)

New safety advances are continually made in vehicles, including seating passenger compartment geometries, occupant restraint systems, head restraints, air bags and more. As the evolution of safety continues, children must be included in the equation to determine how the safety improvements affect child safety products and how systems must be adapted to accommodate safety advances in the back seat.

Communications Track

Law Enforcement's Use of Social Media to Promote Traffic Safety (& Recruitment!)

Law enforcement agencies are expanding their presence on social media to improve police community relations. Explore how law enforcement agencies are using social media platforms to educate citizens on traffic safety issues, before and after enforcement. Learn how to strategize which social platforms best align with specific messaging and targeted audiences regarding challenges that the community needs to address. Presenters will also offer tips on using social media for law enforcement recruitment!

They Hear You, but Do They HEAR You? Communication Innovation: What Works?

When the goal of a communications campaign is behavior change, what can we do to ensure the message is heard? Learn the importance of using data and program theory to address timely traffic safety issues including cannabis-impaired driving and distracted driving. GHSA's Cannabis and Driving report will be highlighted in addition to research on applying behavior change theory to social media messaging, and real-world examples from Idaho's award-winning social media campaign.

Let Professional & College Athletes Be Your Traffic Safety Cheerleaders!

In a world of "influencers," athletes have the ability to reach the audiences we need to educate on matters of traffic safety! Learn from highway safety professionals who have successfully implemented paid and earned media campaigns how to connect and engage with collegiate and professional athletes, athletic organizations, and sports marketing agencies. Identify how to develop a media campaign that will go the distance.

Keep It Local! Campaigns Making Big Impacts Locally

Let's localize our messaging and outreach! Too often, traffic safety outreach programs fall short from reaching rural communities or struggle with messaging that fails to address the needs of the community. Customizing campaigns focused on risky driving behaviors such as distraction and belt use and finding local champions and partnerships is critical for success. Learn from successful programs like the North Dakota Association of Counties that meet citizens where they are, partner with local agencies, and speak their language.

18 or 81, Effective Messaging Through the Years

Research demonstrates that the age groups most at risk of fatal crashes are teens and older adult drivers, however, reaching these audiences requires very different communication strategies. New and innovative campaigns and resources that address these vulnerable age groups on topics that may not be in your traffic safety education arsenal will be featured! Shred those old pamphlets and learn about tools and resources developed to reduce roadway fatalities for older adults and young drivers, including SADD's campaign on the dangers of drowsy driving, and how Oklahoma modernized teen education on work zone safety.

Tools You Can Use Today to Increase Your Impact in Communications & Marketing

Traffic safety stakeholders don't always have a curriculum designer or multimedia team to create new programs or engaging content. If you would like to hit the ground running with new programs and communication tools, this workshop is for you! Get acquainted with NHTSA's Traffic Safety Marketing website and resources for public use. Canva, a design platform that gets 5 stars for ease of use, will be demonstrated along with real Tennessee traffic safety social media campaigns designed in Canva. Operation Lifesaver will showcase a new curriculum you can use in your home state and a traffic safety professional with decades of experience will share tips and tricks for maximizing impact.

Safety Wrap: Campaigns That Bring It All Together to Save Lives

As traffic safety practitioners we are all learning more about the Safe System approach, but how are these concepts communicated to the public? Learn from the states that have launched comprehensive communications campaigns that wrap those five pillars into impactful messaging. Representatives from Washington and Maryland will discuss their own approaches to the Safe System and best practices.

Slow Down, Move Over: It's the Law!

Every state has a Slow Down, Move Over law in place yet studies have shown that many motorists are not aware that these laws exist in their state. Protecting roadside workers and others stranded on the side of the roadway needs to be a priority for all of us as these are preventable crashes. Learn about resources to educate policy makers, traffic safety advocates and the public about the importance of slowing down and moving over to allow for a safe space on the side of the road.

Criminal Justice/Law Enforcement Track

Responsible Beverage Service (RBS) Training & Enforcement: Another Effective Tool in the Toolbox to Prevent Impaired Driving

What are the public safety benefits of responsible beverage service (RBS)? RBS training, with buy in from stakeholders and proper implementation, can substantially reduce risky alcohol consumption, impaired driving arrests, and alcohol-related single-vehicle crashes. Learn about strategies to reduce alcohol harm for a successful RBS training program.

Backing Our Partners in Blue: How to Protect Traffic Law Enforcement Officers on the Road

Law enforcement agencies are facing several unprecedented challenges, including reduced agency staffing magnified by tragic loss of officers in preventable roadway-related incidents. We need to protect the valuable commodity that are our first responders and create a culture of safety and accountability. Information from the 2022 Law Enforcement Traffic Safety Summit will be shared including current law enforcement officers (LEO) challenges on our roadways and officer safety. What are the critically important steps LEOs can employ to immediately reduce crashes and traffic-related injuries, improve officer safety, and how law enforcement agencies can empower staff to remove exaggerated risks during traffic stops. Find out how motorist engagement can lead to reduced risky driving behavior. Traffic enforcement is vital to the mission to “protect and serve” facilitating positive and lasting results that generate safer spaces and higher quality of life for everyone in the community.

Breaking Free from the Revolving Door: Innovations to Reduce High-Risk Impaired Drivers from Subsequent Offenses

In 2019, over one million drivers were arrested for driving under the influence. In 2020, impaired drivers caused over 11,000 fatalities. Community justice and treatment professionals face unique challenges in assessing risk levels for these offenders while determining the most appropriate level and type of supervision, technology, and treatment needs to minimize the risk of a re-offense and a new victim. Experts in the field of DWI Courts, treatment of substance use disorders, and community supervision will provide an overview of evidence-based practices to address the issues of high-risk impaired drivers from arrest to discharge. This includes the latest research on assessment tools, characteristics of high-risk impaired drivers, community supervision strategies, technologies, the use of problem-solving courts and alcohol treatment programming to help criminal justice and treatment professionals maximize their effectiveness while reducing risk to the community.

Justice for All? The Potency of Language & Impact of Incarceration on People with Substance Use Disorders
Addict. Criminal. Dirty. Hardcore. Alcoholic. Felon. These are common words used to describe justice-involved individuals with substance use disorders that can undermine successful treatment and recovery. The use of non-stigmatizing language can improve outcomes, strengthen community partnerships, and impact funding. Substance use disorders are treatable, when treated correctly. Learn how the language we choose impacts this population and how to provide alternatives to avoid stigmatization and re-traumatization.

Act or React? Fast & Accurate Perception in a Complex World

How much should we trust what our brains are telling us? We bet our life on it every moment. Instinctively, we tend to rely on our own perceptions and beliefs more than, and to the exclusion of, the stated perceptions and beliefs of others. Law enforcement benefit from having a strong understanding of this process. So how do we form our understanding of our world? Officers will learn new information about sensation, perception, attention and memory, and heuristics and belief. At the conclusion, participants will be charged with some things to consider going forward with this information.

Traffic Law Enforcement in 2023 & Beyond

Gain insights into the International Association of Chiefs of Police (IACP) Trust Building Initiative; information on equity in crashes and proactive traffic law enforcement; and a perspective from the International Roads Policing Alliance. Learn the importance of traffic law enforcement, how equitable traffic law enforcement can and should be conducted, and gain insights into existing valuable community outreach tools and strategies that they can take back and immediately deploy. Also learn about how the IACP International Roadway Policing Alliance is approaching the traffic death and injury problem on a global scale.

Hiding in Plain Sight: Unveiling Masking, Human Trafficking & CDL

Commercial driver's license (CDL) holders have the privilege of operating 80,000 pound vehicles. With that privilege comes greater training, licensing expectations, and responsibility. Federal and state law prohibit the masking of convictions, yet misconceptions continue to persist. Identify how to analyze the rules and regulations around CDL operators, understand the broad definition of "conviction," and the definition of "masking" throughout the adjudication of a CDL offense. Learn about disqualifying offenses, and the often deadly, practical consequences of what happens when unsafe CDL drivers are allowed to operate commercial motor vehicles. What constitutes lifetime disqualification for a CDL holder? What is the federal "No Human Trafficking on Our Roads Act" (NHTRA) and the requirements it imposes on every state. Take a walk through the steps of law enforcement, prosecutors and judges, who must ensure CDL holders are appropriately suspended or disqualified.

The Sovereign Citizen: What You Really Can & Cannot Do

A "sovereign citizen" (SC) claims to only be answerable to a particular interpretation of the common law and to not be subject to any government laws. A SC driver can pose particular challenges to an officer during a traffic stop. Learn details of a new training program for law enforcement officers and implemented by the Ohio Traffic Safety Office. This program focuses on the identification of SC groups; their ideology, terminology, tactics, and schemes, and the best practices for dealing with SCs roadside. Witness mock traffic stop scenarios and identify what an officer can do during a traffic stop including an overview of possible criminal charges for noncompliance, and how to implement similar training in their jurisdiction.

Distracted Driving Track

Uncovering New Research on Distracted Driving

An abundance of research regarding the effects of distraction on highway safety is currently available. It can be challenging to identify the proper context of these findings. New work is broadening our understanding of distraction by examining questions such as why drivers feel so compelled to engage in distracting activities behind the wheel, how the effects of distraction vary by age, and other factors. Experts will help you understand how to accurately interpret research results and explore the latest science of distracted driving.

Changing the Culture of Distracted Driving, It Takes a Village

How do we create positive culture change when it comes to distracted road users through a multifaceted approach? Tired of implementing minimally effective education and distracted driving messaging in your community? Learn how others have used diverse approaches including Positive Community Norming to work to change the culture around distracted driving. Identify how to engage audiences from elementary, tweens, high school, college, to communities around distracted driving. Witness how collaborations with HBCU/MSI Greek Life can help your community change the culture around distracted driving in K-12 schools.

One on One with the National Distracted Driving Coalition

Distracted driving affects all road users and is a multi-faceted problem requiring a broad spectrum of solutions. Partnerships across sectors allow us to share knowledge, optimize prevention strategies and reach much larger audiences to positively influence safer choices. The National Distracted Driving Coalition joins experts and advocates to identify and promote sound solutions. Review of the coalition's completed priorities from their national action plan will be discussed, highlighting the key findings in their published reports and how those findings can be used in your own communities.

It's Not a One Way Road: Parents & Teens Influence on Each Other's Driving Behaviors

Parents and teens are strong influences on each other's behaviors, including behind the wheel. Witness how strongly teens are under their parents' influence and how to engage parents to be the driver they want their kids to be. Learn how to activate students to stop their parents from driving distracted using the student-to-parent program.

Using Technology to Understand & Influence Driver Behavior

How can insurance, tech and traffic safety advocates work together to change driver behavior on distractions? Learn about the prevalence of driver distractions using telematics and observation data and how changes in law, enforcement, driver feedback and incentives influence driver behavior. Find out what's working and not, and engage in discussion on how to implement successful partnerships and interventions locally.

Driving Down Distraction: Building A Case for Support

When it comes to distraction, what is acceptable? It's complicated. Researchers have examined crash rates to determine what laws yield the intended effect. Learn about various strategies and steps to enact effective and enforceable legislation against distracted driving.

Directing Drivers' Attention to the Road: A Roadmap for Combating Distracted Driving

Distracted driving is a pervasive yet preventable traffic safety problem, but it doesn't have to be. Explore the challenges identified in a new Governors Highway Safety Association report, funded by General Motors, and recommendations for combating this deadly behavior. The audience will be invited to share their insights for changing the social norm, so nobody drives distracted and everybody on the road gets home safely.

Beyond the Big City & Bright Lights: Reaching Rural Road Users

Rural roads continue to see a disproportionate number of crashes and fatalities. Hear from representatives of rural communities regarding evidence-based programs, promising practices, resources, and outreach strategies to improve the safety of our rural communities.

Not Your Usual Suspects: Non-traditional Partners to Combat Distracted Driving

Reducing traffic crashes, injuries, and deaths takes the entire village. Join us to uncover some unlikely partners that can help your efforts with raising awareness about traffic safety campaigns, enforcement initiatives, outreach efforts, etc.

Driver Training, Assessment & Licensing Track

Automated Driver Systems 101. What They Do, What They Don't Do & YOU!

Vehicle manufacturers are increasingly adding automated driving systems (ADS), such as Adaptive Cruise Control and Lane Centering, etc., to a broad range of vehicles. While the use of these systems is intended to result in improved safety, a central challenge with their deployment is how to educate drivers on the use of ADAS and ADS technologies. This session will identify methods and best practices to educate drivers on the use of these technologies in ways that will optimize acceptance and use to promote safety. Featured speakers who are or have developed statewide and/or nationwide education modules relative to ADAS and ADS will guide an interactive discussion to identify best practices that be used by transportation safety stakeholders as they begin or continue discussions within their organizations or agencies.

Motorcycle Fatalities: Saving Lives Using Motorcycle Training & Licensing

A critical safety topic within the motorcyclist safety community is the relative lack of training and licensure among current riders. Understand the factors that contribute to this safety critical issue, learn how to identify various issues regarding lack of motorcycle training, and identify potential solutions that can then be used to further inform and guide policy makers.

Using Modern Methods & Technology to Assist Older Drivers

As our general population continues to age, a greater proportion of our driving population falls into the category of older drivers. Mobility is a key component to independent living for many older adults, thus being able to drive safely becomes increasingly important. Learn about programs and research focused on extending safe mobility for older adult drivers. Using modern methods to assure equitable and accessible mobility for all individuals, especially older adults, is the common objective of the presentations.

Rethinking Teen Driver Safety Strategies

Teen drivers are more likely to be involved in crashes than any other age group. The reasons for this heightened crash risk include immaturity, risk-taking, and poor decision-making. However, there are programs and approaches to teen driver training and licensing that have proven to be effective at improving safety for teen drivers. Learn about effective programs that aim to improve teen driving safety through either training and/or licensing policies.

Impaired Driving Track

Keeping Our Underserved Communities Safe. A Look at Impaired Driving Strategies for Tribal Populations

Impaired driving has a disparate impact on many communities including tribal communities. Lack of safe roadways, resources, education and outreach, and the availability of post-crash care contribute to these disparities. Learn about evidence-based programs to reduce harm from impaired driving in tribal lands.

The HEAT Program: Increasing Inclusion while Reducing Recidivism

Impaired driving disproportionately impacts many communities that may be underserved by many existing impaired driving programs and resources. Learn about the Habilitation Empowerment Accountability Therapy (H.E.A.T.) program - an Afro-centric, trauma-informed cognitive behavioral therapy approach. Representatives from Missouri will discuss this program, and identify alternatives to clinical treatment and incarceration for high-risk Black males in the justice system.

Reimagining Responses to Impaired Driving

Impaired driving is one of the most complicated issues in the justice system. Complex laws, lengthy case processing, public safety implications, societal views, and unique justice-involved individuals require multiple strategies to respond to impaired driving. Unfortunately, jurisdictions often focus their energy and resources on one area of the system rather than having strategies across the justice spectrum to reduce impaired driving. Explore strategies and programming to reform the justice system's response to impaired driving.

Medical Health, Impairment & Older Drivers

Driver health is one important aspect of impaired driving. Health often intersects with drug use and driving which warrants additional strategies to remove impaired drivers from our roadways. Several presentations will also describe unique challenges for older drivers. The aging driver population not only faces increasing risk of physical and cognitive declines which may impact driving, but also may be uniquely at-risk to substance impairment from polysubstance usage of prescription medications. Learn about unique risk factors for aging drivers, medical conditions which may cause impairment, and countermeasures to address these risks.

The Word on Weed Legislation, What Works and What Doesn't

The widespread legalization and decriminalization of cannabis creates numerous policy challenges and opportunities. Join this discussion with current policy experts and researchers to review cannabis policies and learn about the known effects of both cannabis legalization and resultant policies.

Alcohol, Other Drug & Multiple Drug Use Among Drivers: NTSB's Efforts to Reduce Impaired Driving

Despite growing attention on polydrug usage, limitations with the collection and reporting of drug data create significant barriers to understanding the prevalence of non-alcohol drugs and drug combinations amongst drivers. Learn about NTSB recommendations to address alcohol and other-drug impaired driving and remove barriers to the collection and reporting of drug data. NTSB staff will discuss findings from a recently released safety study examining the prevalence of alcohol, other drug, and multiple drug use among drivers. NTSB crash investigations involving impaired driving will also be highlighted.

Tragedies on Our Roadways. A Look at Risky Driving Behaviors from the Victim's Perspective: Victim Impact Panel

There is a reason why we do not use the word accident when describing a vehicle collision. Preventable crashes on our roadways take the lives of our families and friends every day. How do we put an end to these tragedies? Hear from advocates and victims from impaired driving and other areas of traffic safety.

The DL on Drugs & DUID Arrests

Significant attention is given to alcohol-impaired driving, but practitioners are increasingly seeing polydrug use in impaired drivers. What's the deal? Why aren't we taking more proactive measures to address polydrug use and impairment? Get the down low (DL) on drugs and DUID arrests. Learn about detection of non-alcohol drugs and drug combinations and how this can be used to inform countermeasures to reduce impaired driving events in your jurisdiction.

Innovative & Emerging Law Enforcement Approaches to Reducing Impaired Driving

Progress has stalled regarding the reduction of alcohol-impaired driving events. Additionally, the need to address drug-impaired driving is growing. Learn about novel programs from across the country to train law enforcement regarding impairment by alcohol and other drugs and how to improve the detection of impaired drivers.

Occupant Protection Track

Occupant Protection Research: The Science Behind Occupant Protection

What's new with belts? Nothing you say...join us to find out! NHTSA representatives will provide an update on current research efforts in adult occupant protection and biomechanics regarding seat belt safety.

Where to Look & What to Look For: Finding the Occupant Protection Data You Need

Are you new to the field of occupant protection or have you been around as long as "Click It Or Ticket"? New and experienced practitioners will see that not all occupant protection data is the same or should be used to inform program countermeasures. Learn how to utilize various data resources including traffic records data available at both the federal and state level to appropriately allocate resources for problem identification and evaluation efforts.

Engaging the Right Partners to Improve Occupant Protection Efforts

Who's the Goose to your Maverick? Where would Dorothy be without the Lion, the Tin Man, and the Scarecrow? Improving your Occupant Protection efforts can come down to finding the right partners. Learn how to implement best practices involving a variety of partnerships – from parents, to the court system, to community agencies – to advance your OP initiatives.

More Bang for Your Buck: Reaching More People Through Employer Outreach

How can we assess the success of employer belt use programs and determine what elements of these programs have the greatest likelihood of changing driver behavior and safety culture in the workplace? Find out today! Hear about the updates to the Behavioral Traffic Safety Cooperative Research Program (BTSCRCP) that engages employers to increase seat belt use.

Back to the Basics: Countermeasures That Work

Stuck at the same belt use rate year after year? Did your statewide belt use rate go down recently? Looking to improve your statewide belt use rate but not sure how? Look no further! Review updates to Countermeasures that Work document to provide guidance on which efforts will provide the greatest potential to improve belt use rates.

Engaging with Tribal Communities on Seat Belt Use

Tribal communities have significant challenges regarding traffic safety. Learn how to engage with tribal leaders to effect change and reduce injuries and fatalities both within and outside of tribal lands. Hear from experts how to create partnerships and strategies that resonate with tribal communities to buckle up.

Reaching the Unreachable: Belt Use in Pickup Trucks. Have We Made Any Progress?

We all know the statistics. The lowest belt use rate has historically been identified with drivers of pickup trucks. Campaigns using targeted messaging that resonate with particular populations and communities have been found to be effective. How can we provide effective messaging with countermeasures that work to increase belt use among these drivers. Learn about occupant protection programs targeted at pick up truck drivers.

Pedestrian, Bicyclist, & Micromobilist Safety Track

Safe Navigation for All Pedestrians

From home to school to work to the community safe travel for all pedestrian should be a priority. Considerations for pedestrians that require special accommodations as well as areas near schools and community access will be covered.

Pedestrian, Bicyclist & Micromobility: Current Research & Findings

Lightning-round presentations will highlight research and findings on the topics of micromobility, bicycle, and pedestrian safety. Learn from researchers and share your insights with them in addition to exploring how this research can impact your community's pedestrian, bicycle, and micromobility efforts.

Putting Vision in Focus to Protect Pedestrians, Bicyclists & Micromobilists

Learn about frontover prevention efforts, the impact of twilight, and resources to improve the safety of pedestrians, bicyclists, and micromobilists.

Pedestrian, Bicycle & Micromobility Ideas in a Box

Current infrastructure and historical roadway engineering play an outsized role regarding safety for people walking and biking. Identifying deficiencies with intersection and roadways design that influence motorist behavior and engaging community members and other partners in developing solutions can result in rapid improvements where they are most needed. Hear about innovative ideas you can take home, adapt, and implement directly into your work addressing pedestrian, bicyclist, and micromobilist safety. With a little collaboration and community-involvement, these quick wins can go a long way.

Generation Z & Millennials: What They Know About Safe Practices for Pedestrians, Bicyclists & Micromobilists

Learn and hear from youth who are implementing programs in their communities and with their peers to address pedestrian, bicycle, and micromobility safety.

A Great Debate: Bicyclist Safety Laws

Bicycling is safe, efficient, low-cost, low-impact, and improves physical health. At the same time, bicycling is dangerous, expensive, elitist, and exclusionary. Can we improve traffic safety and public health by getting more people to bike, even if that means more people on e-bikes or riding without helmets? Are helmets a necessity for cyclist safety or a barrier to a world where cycling is safe and normal? In the absence of functional, connected bike networks, states have turned to traffic laws and their enforcement to improve the safety of people who bike, but many advocates question their impact even as they advocate for them. Learn and discuss the benefits and impacts of bicyclist safety laws hotly debated among politicians, roadway users, and safety advocates.

But You Said “Don’t Drive Drunk”: Walking While Impaired Town Hall

Impaired walkers are nearly 2.5 times more involved in a pedestrian fatal crash than impaired drivers. A study supports the theory that impaired pedestrians were likely former impaired drivers. Laws prohibiting drunk driving and supporting enforcement have helped to reduce alcohol-impaired driving-related motor vehicle fatalities. So, should we prohibit impaired walking? What can federal, state, and local governments and policymakers do to help? This town hall will explore social and systemic constructs that challenge the ability to keep people who choose to drink and not drive but choose to walk safe and foster ideas for change.

Walking Tour of Seattle

Want to end the first day of the conference with some scenic exercise? Explore Seattle on foot as tour leaders point out development projects and innovative transportation infrastructure that make Seattle one of the most vibrant and walkable cities in the U.S. Participants will meet tour leaders at 3:30 p.m. at the Seattle Convention Center Arch Building outside entrance on the street level, 7th and Pike (across from the Sheraton). From there, three groups will head in different directions and tour several sites including a new waterfront promenade, Pike Place Market, and people-oriented streets that are closed to through traffic. The tour will last approximately 45 minutes and will run rain or shine, so dress appropriately! Participant cap: 75. Prior sign-up, participant confirmation, and completed waiver required.

Safe System Track

Shaping Public Policy with Safe System Principles

While much of the discussion about the Safe System approach has focused on roadway design, vehicle technology offers another important safety opportunity. Vehicle-based solutions for the persistent problems of impaired driving, speeding, seat belt use, and driver distraction can be an important part of a Safe System approach. Learn how vehicle design and policy could be part of a Safe System approach.

A Safe System Approach: The West Coast Perspective

Want to adopt the Safe System approach in your state or community, but have no idea where to start? Join a dynamic group of Western state panelists who will share what they are doing to advance a Safe System Approach. Learn from real world examples and about road safety investments that have been prioritized in their states and communities, and how you can take their experience and use it.

Infrastructure: A Design for the Future

We must set new goals to ensure safe and accessible roads for all users across our nation. Equitable safety investments, lessons learned from the past, improvements to meet the needs of diverse communities and road users, the role of public transportation, and an eye toward resiliency and sustainability are the foundations of this workshop. An expert panel will discuss these issues and how a Safe System approach can help steer the U.S.— rural, urban, suburban and tribal areas—to safer, more equitable, user-friendly and environmentally-sound outcomes.

Safe Vehicles: Is Automated Driving Part of a Safe System Approach?

An element of the Safe System approach is safe vehicles which includes advancing vehicle safety technology and vehicle standards to prevent crashes and mitigate forces when they cannot be avoided to ensure the safety of both those inside and outside the vehicle. Explore the landscape of available vehicle technology including automated driving systems, what is happening now on our roads and the potential future of mixed fleets including autonomous vehicles.

What's Needed to Ensure Equitable Safety Investments for All Road Users?

The principles underpinning the Safe System approach are that death and serious injury are unacceptable, humans make mistakes, the human body has a limited physical ability to tolerate crash forces, responsibility is shared, and all parts of the system must be strengthened so that if one part fails, all road users are still protected. From vehicle and road design to public policy and traffic laws, safety equity must be at the forefront. An expert panel will discuss the actions necessary to ensure safe roads for all.

National Roadway Safety Strategy Implementation: 1-year Later

In 2021, the U.S. Congress passed a major five-year transportation bill, and in 2022, the U.S. DOT adopted a Safe System approach and released its National Roadway Safety Strategy to curb the rising crash toll on our roads. One year later, join representatives from the U.S. DOT and its agencies to learn what they are doing to fulfill the directives in the transportation law and help the U.S. adopt and advance the Safe System approach.

Data, Data, Data! How Do We Know What We Don't Know?

The Safe System approach relies on data-driven solutions to effect change. Do we have the data we need? What is data linkage? How do we use it to identify the safety issues and realize equitable investments in safety in the communities that need it the most? This expert panel will explore these questions and others and provide real world examples of a data-driven approach.

Building a Foundation for a Safe System Approach within Your Agency

In aiming for our goal of zero fatalities and serious injuries, not only do we need to apply the Safe System approach framework, but transportation and related agencies need a strong foundation of positive traffic safety culture. This expert panel will provide guidance for building a robust internal structure for positive traffic safety culture and the Safe System approach.

A Novel Support Hub for Safe System Planning & Implementation

Implementing a Safe System approach requires authentic collaboration and cooperation across diverse partners (e.g., engineering, planning, enforcement, public health). However, sustainable collaboration across agencies and organizations is challenging given competing demands and organization-specific priorities. Tools and effective supporting infrastructure are needed to help sustain and strengthen these collaborations to realize Safe System goals. Learn about a novel support and technical assistance hub in North Carolina designed to assist Safe System- and Vision Zero-adopting communities across the state, and the hub's support model and publicly available tools.

Motorcycles & the Safe System Approach

Rider safety has traditionally been the responsibility of the riders themselves and related traffic safety laws including requirements for motorcycle helmet use. Learn how, through a holistic Safe System approach, we can reimagine the future of motorcycle safety as a shared responsibility. Traffic safety laws bolstered by technology, infrastructure improvements and planning can help reverse the upward trend of motorcycle fatalities.

Vehicle Technology/Automated Driving Track

How the History & Affordability of Vehicle Design Informs Future Vehicle Safety

Hear from researchers and practitioners as they offer lessons from the past to help create a safer future. Learn about how regulation, design, and adoption come together to create safe vehicles for all roadway users. Additionally, we need to ensure access to vehicle safety features for all users, not just those who can afford it! What evidence is there to support broader deployment? We will hear perspectives from research, advocacy, and transportation equity professionals.

NHTSA's Latest Data on L2 ADAS System-related Crashes & Lessons Learned

In an effort to better understand real-world performance of Level 2 ADAS and Levels 3+ ADS, NHTSA issued a Standing General Order (SGO) in 2021 requiring automakers to report incidents involving those systems to the Agency within 1 day of occurrence. Learn about the results from the first batch of data released in June 2022 including information on the SGO and what the data can and cannot tell us.

Are We Really Connected? Vehicle Technology & Infrastructure Needs: The Time Is Now

For the past decade (if not longer), we've been preparing for a connected vehicle future, where vehicles communicate with each other, the infrastructure, and other road users – all under the guise of making travel safer and more efficient for all road users. However, and despite the increased penetration of connected and other advanced vehicle technologies, we've yet to move beyond piloting connected vehicles in smaller than previously imagined environments. Learn about the current status of connected vehicles, and approaches and considerations in this regard including opportunities for state DOTs and other safety partners to help propel the technology forward and to maximize the available 30 MHz.

Incorporating Non-occupant Protection in Vehicle Design

With the alarming trend of increasing pedestrian fatalities, how are vehicle designs protecting the most vulnerable? Beyond seatbelts and airbags, learn about the innovations in vehicle technologies that promise to protect all roadway users, not just those inside the vehicle. Hear from experts on what technologies may make the biggest impact for those walking, biking, and rolling.

Advanced Impaired Driving Technologies: An All of the Above Approach

Advanced technologies show significant promise in preventing impaired driving. Witness the Past, Present, and Future of advanced impaired driving prevention technologies, from traditional alcohol interlocks for convicted offenders, to the DADSS breath-based and touch-based drunk driving prevention systems, to future technologies like Driver Monitoring Systems that may be capable of detecting alcohol and/or drug impairment and bringing the vehicle to a safe stop.

How Safe Is Safe Enough (Part 1)? Conveying the ADS Safety Case From A Manufacturer's Perspective

Absent a regulatory framework, AV deployment hinges upon defining how safe is safe enough. What percentage of crash scenarios should an AV driver be able to avoid? What about edge cases? NHTSA's exemption process requires "equivalent safety," but what does "equivalent safety" look like for non-traditional Automated Vehicles? Learn from the entities who are working to develop standards that can inform future regulation.

How Safe Is Safe Enough (Part 2)? Conveying the ADS Safety Case From the Communicators' Perspective
Statistics don't tell the whole story. The perception of all road users will be important for broader deployment and to realize benefits to micromobility as well. Join us to discuss how do we communicate safety to the general public, to those who will be using vehicles with ADS technologies?