

AGENDA-AT-A-GLANCE

Wednesday April 8, 2009

7:00am - 9:00am	Registration, Continental Breakfast & Exhibit Viewing
9:00am - 10:30am	General Session
10:30am - 11:00am	Break & Exhibit Viewing
11:00am - 12:00pm	General Session
12:00pm - 1:30pm	Lunch & Exhibit Viewing
1:30pm - 3:00pm	Breakout Sessions
3:00pm - 3:30pm	Break & Exhibit Viewing
3:30pm - 5:00pm	Breakout Sessions
5:00pm	Participants On Their Own

Thursday April 9, 2009

7:30am - 8:30am	Registration, Continental Breakfast & Exhibit Viewing
8:30am - 10:00am	General Session
10:00am - 10:30am	Break & Exhibit Viewing
10:30am - 12:00pm	General Session
12:00pm - 1:30pm	Lunch & Exhibit Viewing
1:30pm - 3:00pm	Breakout Sessions
3:00pm - 3:30pm	Break & Exhibit Viewing
3:30pm - 5:00pm	Breakout Sessions
5:00pm	Participants On Their Own

Friday April 10, 2009

7:00am - 8:00am	Coffee & Exhibit Viewing
8:00am - 10:00am	General Session
10:00am - 11:00am	Closing & Brunch
11:00am	Summit Adjourns

BREAKOUT SESSIONS-AT-A-GLANCE

Wednesday April 8, 2009

1:30pm - 3:00pm

1A	1B	1C	1D	1E	1F
Salons 1 - 3	Salons 4 - 6	Salon 8	Salons 10 - 12	Salons 13 - 15	Nob Hill
Ask a Teen: Young Drivers Speak Up!	Pedestrian Safety: Programmatic Initiatives	Working Together to Build a Better Case	The Senior Boom	It's a Whole New World Out There: Communicating with New Audiences (Repeats 2E)	Across Roads and Curves: Dilbert Will Get You There

3:30pm - 5:00pm

2A	2B	2C	2D	2E	2F
Salons 1 - 3	Salons 4 - 6	Salon 8	Salons 10 - 12	Salons 13 - 15	Nob Hill
New License, New Car New Responsibilities	Pedestrian Safety: Tools You Can Use	Motorcycle Safety: Helmets, Licensing and Next Steps	The Importance of Traffic Collision Data and How It Affects Local Agencies	It's a Whole New World Out There: Communicating with New Audiences (Repeats 1E)	Show Me the Funds! Alternate Traffic Safety Funding Explored

Thursday April 9, 2009

1:30pm - 3:00pm

3A	3B	3C	3D	3E	3F
Salons 1 - 3	Salons 4 - 6	Salon 8	Salons 10 - 12	Salons 13 - 15	Nob Hill
Toolkits for Teen Traffic Safety	Managing the OTS Grant Process	A Tale of Three Cities	Safe Routes to School: Federal and State Programs	What to Do About All These Bicycles in Traffic	Motorcycle Safety in Your Community

3:30pm - 5:00pm

4A	4B	4C	4D	4E	4F
Salons 1 - 3	Salons 4 - 6	Salon 8	Salons 10 - 12	Salons 13 - 15	Nob Hill
Teens + Alcohol + Vehicles = Formula for Tragedy	Child Passenger Safety: Awareness, Education and Training Updates	DUI Checkpoint Issues and Updates	Tools of the Trade for Law Enforcement	Community Bicycle Programs	DUI Offenders in California: The Journey from Arrest to Relicensure



SUMMIT 2009

Toward zero deaths, every 1 counts.

San Francisco Marriott • April 8-10, 2009

AGENDA

Wednesday April 8, 2009

7:00am – 9:00am **Registration** Yerba Buena Registration Desks

7:00am – 9:00am **Continental Breakfast and Exhibit Viewing** Golden Gate Hall
Special Thanks to Allstate

9:00am – 10:30am **General Session** Salons 7 & 8

Call to Order

David Doucette, Assistant Director, Operations, California Office of Traffic Safety

Welcome and Opening Remarks

Christopher J. Murphy, Director, California Office of Traffic Safety

Joseph A. Farrow, Commissioner, California Highway Patrol

Will Kempton, Director, California Department of Transportation

George Valverde, Director, California Department of Motor Vehicles

Steve Hardy, Director, California Department of Alcoholic Beverage Control

Ronald Medford, Acting Deputy Administrator, National Highway Traffic Safety Administration

Laura Dean-Mooney, National President, Mothers Against Drunk Driving

10:30am – 11:00am **Break and Exhibit Viewing** Golden Gate Hall

11:00am – 12:00pm **Keynote Presentation** Salons 7 & 8

Objects in Mirror Are More Complicated Than They Appear

Tom Vanderbilt, Author of the *New York Times* bestseller,

Traffic: Why We Drive the Way We Do (and What It Says About Us)

This keynote session will present findings from the *New York Times* bestselling book *Traffic: Why We Drive the Way We Do (and What It Says About Us)*, including the dynamics of traffic flow, the social interactions of drivers, the perceptual illusions and cognitive biases that humans behind the wheel are prone to, the relationship between the built environment and our behavior, and other aspects of this complex, yet overlooked, everyday activity.

12:00pm – 1:30pm **Lunch and Exhibit Viewing** Salon 9
Special Thanks to AAA Northern California

1:30pm – 3:00pm **Breakout Session 1**

1A. Ask a Teen: Young Drivers Speak Up! Salons 1 – 3

Moderator: Mark Talan, Operations Coordinator, California Office of Traffic Safety

Trent Cross, Sergeant, California Highway Patrol

Shannon Woods, President, California Association for Safety Educators

"What's that teenager behind the wheel thinking about?" Just ask them! A panel of teenagers will share their perspective and opinions on the privilege of driving, including topics such as the Graduated Driver's License program, provisional license restrictions, cell phones, texting, high risk behaviors, seat belts, and zero tolerance laws. Since "teen crashes" are the number one cause of teen deaths in the country, do these young people understand the priority of keeping themselves and their fellow community members safe on the roads? Ask them!



AGENDA

Wednesday April 8, 2009

1:30pm – 3:00pm

Breakout Session 1 (Cont.)

1B. Pedestrian Safety: Programmatic Initiatives Salons 4 – 6
Moderator: Beth Thomas, Community Planning Branch Chief, California Department of Transportation

Anne Geraghty, Executive Director, WALKSacramento

Kenneth Kochevar, Safety Engineer, Federal Highway Administration

Meghan Mitman, Senior Transportation Engineer, Fehr & Peers Transportation Consultants

How can your city or department request a free Pedestrian Safety Assessment (PSA)? What topics are addressed during a PSA? What role is California playing in the development and implementation of Pedestrian Safety Action Plans (PSAP)? Want to find out how you can apply for a PSAP workshop? What is the Strategic Highway Safety Plan (SHSP) and how does it impact pedestrian safety throughout California? Attend this interactive workshop to get these answers and more.

1C. Working Together to Build a Better Case Salon 8
Moderator: Leslie Witten-Rood, Assistant Director, Operations, California Office of Traffic Safety

Creg Davig, Program Director, California District Attorney's Association Traffic Safety Resource Prosecutor Program

Daniel Fox, Traffic Safety Resource Prosecutor, Southern/Inland Empire Region

Stewart Hicks, Traffic Safety Resource Prosecutor, Central Region

Dave Radford, Traffic Safety Resource Prosecutor, Northern Region

Rosalind Russell, Traffic Safety Resource Prosecutor, Greater Los Angeles/Ventura County Region

Stephen Wagner, Traffic Safety Resource Prosecutor, Coastal Region

This session will discuss many successful programs and collaborations occurring between prosecutors and law enforcement officers that help to build better cases. Working and training together not only improves trial and investigation teams, but also creates a sense of teamwork and reinforcement of common goals. This session will also provide a judicial perspective on DUI sentencing and the role of the court in reducing the incidence of impaired driving.

1D. The Senior Boom Salons 10 – 12
Moderator: Patty Wong, Regional Coordinator, California Office of Traffic Safety

Merry Banks, Manager of Special Projects, AAA Northern California

Janie Burkhart, Program Manager, Santa Clara County Public Health

Ike Iketani, Captain, California Highway Patrol

The U.S. Census Bureau estimates there will be 37 million Americans aged 70 and older by the year 2020, and over 50 million by 2030. The number of traffic crashes will increase proportionately unless we, as a society, take action to reduce the traffic risks facing these individuals. This workshop will explain a new training process that enables law enforcement officers to better interact with older drivers, and includes improving communication skills, understanding the aging process, options for referrals to medical and licensing agencies, and insight on law enforcement outreach in the older driver community. Programs to help older adults maintain mobility for as long as safely possible and the necessary elements involved in engaging community partners to create a comprehensive senior driving safety program will also be presented.

AGENDA

Wednesday April 8, 2009

1:30pm – 3:00pm **Breakout Session 1 (Cont.)**

1E. It's a Whole New World Out There:

Communicating with New Audiences (Repeats 2E) Salons 13 – 15

Moderator: Chris Cochran, Assistant Director, Marketing and Public Affairs, California Office of Traffic Safety

John Bell, Managing and Executive Creative Director, Ogilvy Public Relations

Brandon Pierce, Director of National Accounts, Facebook

Communicating your traffic safety message to today's 13 to 30 year olds – whether it is enforcement, public awareness, an event, short term/long term, or whatever – is vastly different than it was just 10 years ago. Radio, billboards, flyers, assemblies, make way for Facebook, Twitter, Street Decals, Proximity Marketing and more. What's out there? What might work for traffic safety? Marketing and Social Media professionals delve into connecting with the most vulnerable targets – new, young drivers – in the ways they communicate today.

1F. Across Roads and Curves: Dilbert Will Get You There Nob Hill

Moderator: Tony Sordello, Regional Coordinator, California Office of Traffic Safety

Robert Peterson, Branch Chief, Traffic Safety, California Department of Transportation

Thomas Schriber, Traffic Safety Investigations Branch Chief, California Department of Transportation

Whether you are trying to stay on the road or just get to the other side, come learn how the latest low-cost engineering solutions can improve traffic safety. Real examples of high collision areas that have been improved through simple engineering solutions will be explored. Workshop participants will also learn about current nationwide efforts that can assist local and state agencies in identifying locations, diagnosing and evaluating alternatives for traffic safety improvements.

3:00pm – 3:30pm **Break and Exhibit Viewing** Golden Gate Hall

3:30pm – 5:00pm **Breakout Session 2**

2A. New License, New Car...New Responsibilities. Salons 1 – 3

Moderator: Mark Talan, Operations Coordinator, California Office of Traffic Safety

Debbie Baender, Statewide Every 15 Minutes Program Coordinator, California Highway Patrol

Sheri Davis, Associate Governmental Program Analyst, California Highway Patrol

Gaylord Gee, Sergeant, California Highway Patrol

Robin Bezzerides, Associate Government Program Analyst, California Highway Patrol

Shannon Woods, President, California Association for Safety Educators

Throughout the years, driving has been viewed as a right of passage from childhood to adulthood for many young people. But is driving really a "right"? No - driving is a privilege that is earned, regulated, and given and taken away on a daily basis. With only 300 of 1,200 public high schools in California still offering driver education on their campuses, what are the other 75 percent of public high schools missing out on? What programs can be brought to their campuses to help keep our teens, roadways and communities safe? Best practices and experiences from the classroom, the high school seat belt challenge, Start Smart, and the ever popular Every 15 Minutes Program will be highlighted. These impactful programs have changed the perspective and perhaps saved the lives of thousands of teenagers throughout the state. Check out these powerful resources that can have a tremendous effect on your students and community.



AGENDA

Wednesday April 8, 2009

3:30pm – 5:00pm

Breakout Session 2 (Cont.)

2B. Pedestrian Safety: Tools You Can Use Salons 4 – 6

Moderator: Barbara Alberson, Chief, SLIC Section, California Department of Public Health
Wendy Alfsen, Executive Director, California WALKS

Anne Geraghty, Executive Director, WALKSacramento

Richard Haggstrom, Pedestrian Program Manager, California Department of Transportation

Thomas Mattson, Director, Humboldt County Department of Public Works

Kristin Mueller, Program Manager, WALKSanDiego

Patrick Tobin, Program Director, San Francisco Municipal Transportation Agency

This workshop will showcase new tools for pedestrian safety and discuss the latest changes to roadway standards effecting pedestrians. A program used right here in San Francisco and designed to improve pedestrian safety around construction zones will be highlighted, as well as information on how to use pedestrian advocacy groups as your traffic safety allies. Engineers – working with a tight budget? Come find out how a rural community increased striping capability with limited resources. Participants will also leave with tips on project coordination and cost effectiveness.

2C. Motorcycle Safety: Helmets, Licensing and Next StepsSalon 8

Moderator: Ron Miller, Regional Coordinator, California Office of Traffic Safety

Edward Becker, Executive Director, Snell Memorial Foundation

Dave Radford, Traffic Safety Resource Prosecutor, Northern Region

Ryan Stonebraker, Lieutenant, California Highway Patrol

Hong Zhang, Director of Education, Snell Memorial Foundation

This workshop will address recent developments surrounding enforcement of California's helmet law, NHTSA's proposed changes to FMVSS 218 (Federal Motor Vehicle Safety Standard), the differences between DOT-certified and novelty helmets, and suggestions related to courtroom testimony and how to prosecute helmet cases in court. The workshop will also address enforcement issues related to unlicensed motorcycle riders and present the "next steps" for improving motorcycle safety in California with a review of the outcomes from the 2008 California Motorcycle Safety Summit and the California Motorcycle Safety Assessment.

2D. The Importance of Traffic Collision Data and

How It Affects Local Agencies Salons 10 – 12

Moderator: Edward Gebing, Law Enforcement Liaison, California Office of Traffic Safety

Todd Chadd, Assistant Chief, California Highway Patrol

Bev Christ, Staff Information Systems Analyst, California Highway Patrol

Patricia Valenzuela, Commander, California Highway Patrol

What is SWITRS? What can SWITRS do for you? Are you in compliance? And who cares anyway? Although traffic collisions are often seen as a nuisance by the average police officer, many officers don't realize that the information contained in those traffic collision reports is used by policy makers at the local, state, and federal levels to shape the driving environment. Traffic collision data is used to influence driver behavior, make laws, design safer vehicles, and fund important traffic safety projects like yours! Data can also justify programs within your community. This workshop will cover the fundamentals of SWITRS (Statewide Integrated Traffic Records System), what type of information is available from SWITRS, I-SWITRS, what's coming up in the future, and how SWITRS can help you get that next program funded.



SUMMIT 2009

Toward zero deaths, every 1 counts.

San Francisco Marriott • April 8-10, 2009

AGENDA

Wednesday April 8, 2009

3:30pm – 5:00pm **Breakout Session 2 (Cont.)**

2E. It's a Whole New World Out There:

Communicating with New Audiences (Repeats 1E)Salons 13 – 15

Moderator: Chris Cochran, Assistant Director, Marketing and Public Affairs, California Office of Traffic Safety

John Bell, Managing and Executive Creative Director, Ogilvy Public Relations

Brandon Pierce, Director of National Accounts, Facebook

Communicating your traffic safety message to today's 13 to 30 year olds – whether it is enforcement, public awareness, an event, short term/long term, or whatever – is vastly different than it was just 10 years ago. Radio, billboards, flyers, assemblies, make way for Facebook, Twitter, Street Decals, Proximity Marketing and more. What's out there? What might work for traffic safety? Marketing and Social Media professionals delve into connecting with the most vulnerable targets – new, young drivers – in the ways they communicate today.

2F. Show Me the Funds! Alternate Traffic Safety Funding ExploredNob Hill

Moderator: Tony Sordello, Regional Coordinator, California Office of Traffic Safety

Eric Hirata, District Administrator, California Department of Alcoholic Beverage Control

Randy Ronning, Senior Transportation Engineer, California Department of Transportation

How can you improve traffic safety in your community in these tough economic times? Want to learn about funding opportunities in addition to what OTS offers? This workshop will present information on alternate resources. Law Enforcement: Each year the Department of Alcoholic Beverage Control (ABC) offers grants to local law enforcement agencies to expand current efforts in addressing alcohol-related problems through a comprehensive program that encompasses a wide range of enforcement strategies. Cities and Counties: Are you seeking funds for roadway safety improvements? Find out how Caltrans can help with two separate funding programs: the Highway Safety Improvement Program (HSIP) and the High Risk Rural Roads (HR3) program. Each provides federal traffic safety funding for capital outlay projects on local streets and roads.

5:00pm **Participants On Their Own**

Thursday April 9, 2009

7:30am – 8:30am **Registration**Yerba Buena Registration Desks

7:30am – 8:30am **Continental Breakfast and Exhibit Viewing**Golden Gate Hall
Special Thanks to Allstate

8:30am – 10:00am **General Session**.Salons 7 & 8

Call to Order

Chris Cochran, Assistant Director, Marketing and Public Affairs, California Office of Traffic Safety

Current Trends in Vehicle Safety

David Zuby, Senior Vice President, Insurance Institute for Highway Safety

This presentation will describe the Insurance Institute for Highway Safety's current vehicle safety research, including recent improvements in crash protection provided by new vehicle designs as well as the potential for new crash avoidance technologies.

AGENDA

Thursday April 9, 2009

8:30am – 10:00am

General Session (Cont.)

Major Developments in California Traffic Safety: Effects of the New Hands-Free Cell Phone Law and the Rise in Young Female Drinking and Driving

Steven Bloch, Ph.D., Senior Research Associate, Automobile Club of Southern California

In July 2008, California implemented a hands-free cell phone law to much publicity and great fanfare. Although three states and the District of Columbia had passed similar laws previously, little was known about what to expect in terms of driver compliance. The Auto Club has been conducting roadside observational surveys since June 2008 to track cell phone and other electronic device use. This presentation will discuss the findings of the Club's tracking surveys and its implications. Also examined will be the recent upsurge in drinking and driving among young female drivers in California. While recent DUI arrests among high profile females in the entertainment industry has attracted a great deal of interest among the paparazzi crowd and in tabloids, Club research shows that the rising DUI problem among females is a far more generalized phenomena. Data on the trend toward increasing female drinking and driving will be examined as well as its possible causes.

10:00am – 10:30am

Break and Exhibit ViewingGolden Gate Hall

10:30am – 12:00pm

General SessionSalons 7 & 8

Data Driven Approaches to Crime and Traffic Safety Program

Michael Brown, Deputy Secretary, California Business, Transportation, and Housing Agency

This presentation provides an overview of the Data Driven Approaches to Crime and Traffic Safety (DDACTS) Program, a national initiative promoted by the National Highway Traffic Safety Administration and the US Department of Justice Bureau of Justice Assistance. DDACTS uses both crime and traffic safety data to effectively deploy traffic law enforcement resources to hit "hot spots" simultaneously to address community social harm issues and traffic safety.

Legislative Update

Avery Browne, Captain, California Highway Patrol

This session will present an overview of new legislation and newly enacted traffic safety laws from the 2007 – 2008 legislative session.

Safe Routes to School: Each Person Can Make a Difference

Deb Hubsmith, Director, Safe Routes to School National Partnership

The Safe Routes to School (SRTS) program began in California ten years ago, and is now changing habits throughout the nation. SRTS is empowering parents and students to make big differences in their communities by being leaders in traffic safety. Learn how the action of every individual, every day, makes a difference in traffic safety, and by setting examples through behavior, each person can help to make the world a safer, better place.

12:00pm – 1:30pm

Lunch and Exhibit ViewingSalon 9
Special Thanks to Clear Channel and Toyota Motor Sales, U.S.A.

AGENDA

Thursday April 9, 2009

1:30pm – 3:00pm **Breakout Session 3**

3A. Toolkits for Teen Traffic Safety Salons 1 – 3

Moderator: Mark Talan, Operations Coordinator, California Office of Traffic Safety

Lynne Goodwin, Program Specialist, California Friday Night Live Partnership

Emily Justice, County Coordinator, Contra Costa Friday Night Live

Amy Ranger, Injury Prevention Program Manager, City of Berkeley Public Health Division

"Teens teaching teens" is one of the most effective ways to affect teen perspective and behavior. Peer education has been the foundation for two California programs that change the lives of local teenagers daily. Toolkits and resources from these two programs will be highlighted. Program leaders will be sharing their latest tips and best practices on effective youth-led traffic safety campaigns from the following toolkits: Peer Education Program Toolkit, Start Your Own Traffic Safety Campaign, Targeting Social Hosts, Youth Initiative Tools & Strategies, Maximize Your Impact: Use the Media, and Youth at the Wheel of Traffic Safety.

3B. Managing the OTS Grant Process Salons 4 – 6

Moderator: Ron Johnson, Regional Coordinator, California Office of Traffic Safety

Chris Cochran, Assistant Director, Marketing and Public Affairs, California Office of Traffic Safety

William Ehart, Law Enforcement Liaison, California Office of Traffic Safety

Edward Gebing, Law Enforcement Liaison, California Office of Traffic Safety

William Kootsikas, Regional Program Manager, National Highway Traffic Safety Administration, Region 9

Want to have a better understanding of the Office of Traffic Safety (OTS) grant management process? Are you new to the OTS grant process? Are you experienced with OTS grants, but have never had a Grantee Performance Review (GPR)? What are the requirements OTS grantees must work under, and the problems you/your agency may encounter? This workshop is an overview of the OTS grant process, from where the money comes from to how you can use it to make a positive impact on your community's traffic collision problems. This session will explain what reports are required, how to prepare reports and claims, Grantee Performance Reviews (GPR), and how you can breeze through a GPR by being prepared. Fiscal, Program, and Media components of OTS grants will be discussed.

3C. A Tale of Three CitiesSalon 8

Moderator: Karen Coyle, Regional Coordinator, California Office of Traffic Safety

Derek Donswyk, Officer, Ventura Police Department

Kevin Glasgow, Sergeant, Traffic Safety Coordinator, San Fernando Police Department

Kazuwa Nagao, Sergeant, Gardena Police Department

What makes your DUI program stand out from other cities? Does a full-time OTS funded DUI Officer make a difference? Is DUI enforcement really a priority for your city? Besides enforcement, what else can be done? The Cities of Ventura, Gardena, and San Fernando have some answers and successes.



AGENDA

Thursday April 9, 2009

1:30pm – 3:00pm

Breakout Session 3 (Cont.)

3D. Safe Routes to School: Federal and State Programs Salons 10 – 12

Moderator: Lisa Dixon, Regional Coordinator, California Office of Traffic Safety

Deb Hubsmith, Director, Safe Routes to School National Partnership

Wendi Kallins, Program Director, Marin County Safe Routes to School Program

Joyce Parks, Senior Transportation Planner, California Department of Transportation

If you've always wanted to know more about the Safe Routes to School (SRTS) Program, this workshop is one you don't want to miss! Learn how to apply for SRTS funds, what makes a SRTS application competitive, how locals can help leverage additional dollars for SRTS projects through SRTS planning, and how to get projects included in complete streets, city capital improvement plans, and funding schemes like transportation sales taxes. This workshop will also explore avenues to engage law enforcement on Safe Routes to School projects.

3E. What to Do About All These Bicycles in Traffic Salons 13 – 15

Moderator: Scott Riesinger, Regional Coordinator, California Office of Traffic Safety

Jim Baross, Cycling Instructor, League of American Bicyclists

Richard Corriea, Captain, San Francisco Police Department

Bert Hill, Chairman and Instructor, San Francisco Bicycle Advisory Committee

Andy Thornley, Program Director, San Francisco Bicycle Coalition

The number of people using bicycles in traffic is increasing rapidly - about 25 percent per year. This workshop will provide information and examples on how law enforcement can work with local bicyclists to promote and develop safer use of roadways and improve traffic flow. Topics will include enforcement actions, bicyclist training program resources and how law enforcement and local bicycle coalitions can interface successfully. In addition, two successful programs that could possibly be applied in your jurisdiction will be presented.

3F. Motorcycle Safety in Your Community Nob Hill

Moderator: Julie Schilling, Operations Coordinator, California Office of Traffic Safety

Terry Cates, Sergeant, Vacaville Police Department

Denny Kobza, Owner/Founder, Bay Area Riders Forum/1Rider

Bridget Lott, Assistant Chief, California Highway Patrol

Education and enforcement – the two key components to improving motorcycle safety within California communities. Presenters for this workshop will discuss successes experienced within their communities such as: 1) A multi-faceted approach to not only enforce the laws, but work together to educate motorcycle riders on the dangers of "thrill riding" and remind motorists to "share the road;" 2) Working with allied agencies to conduct a joint public awareness event as a means to reach out to riders on topics such as training, safety equipment, and safe riding; and 3) A web-based forum intended to share motorcycling information, promote safety and training, and to connect with riders of various experience levels. This informative workshop is sure to inspire a creative approach in the pursuit of improving motorcycle safety and awareness in your community.

3:00pm – 3:30pm

Break and Exhibit Viewing Golden Gate Hall

AGENDA

Thursday April 9, 2009

3:30pm – 5:00pm **Breakout Session 4**

4A. Teens + Alcohol + Vehicles = Formula for Tragedy Salons 1 – 3

Moderator: Mark Talan, Operations Coordinator, California Office of Traffic Safety

Erin Meluso, President, RADD

Bob Pack, Founder, Troy & Alana Pack Foundation

Steve Padilla, Program Manager, Solano County Office of Education

Three very powerful documentaries come to the OTS Summit screen! "Binge Drinking—the Rite of Passage" sheds light on the fact that not only do our youth battle the temptations of underage drinking, but extreme behaviors are shedding light on teenager decisions to "binge drink." Personal stories of parents, students, and professionals are shared in this documentary that focuses on the consequences of binge drinking. The nationally acclaimed reality movie "Graduation Day" follows the lives of three students as they celebrate the happiest day of their lives. Dan Rather narrates the sequence of events that, unfortunately, leads to one life being cut short. "Smashed," an HBO documentary brought to you by RADD (the Entertainment Industry's Voice for Road Safety) captures the treatment and recovery of several teens admitted into a trauma unit's care after being involved in alcohol-related crashes as a driver or passenger. The Trauma Center is filled with lots of pain, agony, grief and prayers. Teens + Alcohol + Vehicles = Always a formula for tragedy.

4B. Child Passenger Safety: Awareness, Education and Training Updates Salons 4 – 6

Moderator: Belinda Glenn, Regional Coordinator, California Office of Traffic Safety

Merry Banks, Manager of Special Projects, AAA Northern California

Kate Quirk, Project Coordinator, SafetyBeltSafe U.S.A.

Traci Rebiejo, Traffic Education Officer, Livermore Police Department

This workshop will present an overview of Child Passenger Safety (CPS) Roll Call Training and will focus on updated training, using the correct vehicle code sections, a citation reminder card, and a new AAA law enforcement roll call video. Also included will be information on a successful "Backseat Challenge" program – a contest that encourages neighboring elementary schools to compete against each other for the highest back seat compliance rate.

4C. DUI Checkpoint Issues and Updates Salon 8

Moderator: Wayne Ziese, Law Enforcement Liaison AVOID Programs, California Office of Traffic Safety

William Ehart, Law Enforcement Liaison, California Office of Traffic Safety

Will Funk, Traffic Safety Programs Coordinator, Orange County Sheriff's Department

Glenn McElderry, Lieutenant, San Rafael Police Department

Are the DUI Checkpoints in your city under attack? Have any 'not so nice' clips of you, your agency or your checkpoint operations started showing up on YouTube? Think community support for your enforcement efforts is not important? What about current case law on checkpoints? Do you know what the OTS policies are when conducting DUI/DL checkpoints using grant funds? These questions and more will be answered in this DUI checkpoint informational session. Following an overview of current DUI checkpoint case law and the OTS policies regarding checkpoints, listen in as two law enforcement agencies share what their experiences have been with and without the community support of their traffic safety efforts.



AGENDA

Thursday April 9, 2009

3:30pm – 5:00pm

Breakout Session 4 (Cont.)

4D. Tools of the Trade for Law Enforcement Salons 10 – 12

Moderator: Edward Gebing, Law Enforcement Liaison, California Office of Traffic Safety

Richard Bull, Chief, Ripon Police Department

Ken Savano, Sergeant, Petaluma Police Department

Abraham Tokier, Sergeant, Palm Springs Police Department

Are you interested in “state of the art” equipment that today’s law enforcement communities use/encounter in the field for traffic safety related enforcement operations? Ever wonder how it can impact the way law enforcement conducts business? Did you ever believe there would come a time where two electronic gadgets would be positioned against each other and become the centerpiece in a growing court battle? (Find out how a local police department was compelled to enter into what started as a simple infraction into a possibly major precedent setting and costly litigation that will undoubtedly change the way a police department conducts business in the future.) What about a device that can read hundreds of license plates while traveling at highway speeds? (Learn how a relatively small retirement community has become the Mecca of “Spring Break” activities and how the local police have managed these problems and met the challenge head on with the use of this device.) Bet you never thought a local police department would have more hi-tech devices throughout their city than a major electronics store! (Check out the latest gadgets that can streamline law enforcement’s civic responsibilities and learn how you can bring this technology to your community.)

4E. Community Bicycle Programs Salons 13 – 15

Moderator: Scott Riesinger, Regional Coordinator, California Office of Traffic Safety

Ken McGuire, Bicycle Program Manager, California Department of Transportation

Rafael Rivero, Community Outreach Specialist, Santa Rosa Police Department

Peter Robinson, Deputy, Santa Clara County Sheriff

Bicycle programs that benefit an entire community provide a win-win solution to preventing fatalities, reducing injuries and promoting ridership. This workshop will present information on a state funding program that provides infrastructure for safe bicycling. Two successful local programs will also be showcased—one program is a multi-jurisdiction juvenile diversion effort that shares instructors, curriculum and guest speakers to improve bicyclist and pedestrian safety, and the other program highlights how to conduct a bicycle safety skills rodeo to successfully market your educational and safety program.

AGENDA

Thursday April 9, 2009

3:30pm – 5:00pm **Breakout Session 4 (Cont.)**

4F. DUI Offenders in California:

The Journey from Arrest to RelicensureNob Hill

Moderator: Dave DeYoung, Chief, Research & Development Branch, California Department of Motor Vehicles

Erin Griffin, Research Program Specialist, California Department of Motor Vehicles

Sladjana Oulad Daoud, Research Program Specialist, California Department of Motor Vehicles

Patrice Rogers, Research Program Specialist, California Department of Motor Vehicles

The Research & Development Branch at the Department of Motor Vehicles has a long history of conducting demonstration programs, evaluations and traffic safety studies. This workshop will focus on three such projects: 1) the Annual DUI Management Information System (DUI-MIS) Report has a wealth of information on DUI arrests, convictions and sanctions/treatments, both for the state as a whole and by county/court. One particularly valuable aspect of this report is that it shows trends in DUI over time and evaluates the relative effectiveness of DUI sanctions/treatments; 2) the results and recommendations from a recently completed study that investigated the vehicles that suspended/revoked (S/R) drivers drive, how they access them and what implications this has for vehicle impoundment and other vehicle-based countermeasures; and 3) highlights of preliminary findings from a study currently underway that examines the degree to which S/R drivers reinstate their driver licenses following a DUI suspension or revocation, the barriers that prevent them from reinstating, and the consequences this has for integrating them into the driver control system in California.

5:00pm **Participants On Their Own**

Friday April 10, 2009

7:00am – 8:00am **Coffee and Exhibit Viewing**Golden Gate Hall

8:00am – 10:00am **General Session**Salons 7 & 8

Call to Order

Leslie Witten-Rood, Assistant Director, Operations, California Office of Traffic Safety

Keynote Presentation

Drowsy Driving: Challenges and Solutions to Improve Traffic Safety

Mark Rosekind, Ph.D., President and Chief Scientist, Alertness Solutions

Most of us agree that fatigue creates significant traffic safety risks such as reducing alertness, reducing performance and increasing collisions. This presentation will quantify the risks of drowsy driving, identify underlying mechanisms and offer strategies for individuals and organizations to enhance traffic safety.



SUMMIT 2009

Toward zero deaths, every 1 counts.

San Francisco Marriott • April 8-10, 2009

AGENDA

Friday April 10, 2009

8:00am – 10:00am **General Session (Cont.)**Salons 7 & 8

Providing Maximum Public Safety Impact by Taking DUI Court Principles to Scale and Using Prevention Programs

Honorable Richard Vlavianos, Superior Court of California, County of San Joaquin

This presentation will showcase proven, effective principles that redesign the DUI Court model to cover all high risk, multiple offenders. Also highlighted will be the effective use of staggered sentencing concepts for accountability and the use of Court Compliance Officers to assist offenders in completing their mandated obligations including ignition interlock device requirements, DMV mandated programs and any alcohol treatment mandated program. Early numbers show this type of program has documented a 50 percent increase in compliance rates among repeat offenders and an 80-90 percent reduction in recidivism among this high risk group. The use of DUI prevention programs in schools, including having a real DUI sentencing inside of a school with an education program attached to it, will also be discussed.

10:00am – 11:00am **Closing Remarks and Brunch**Salons 7 & 8

Special Thanks to AAA Northern California

David Manning, Ph.D., Region 9 Administrator, National Highway Traffic Safety Administration

Christopher J. Murphy, Director, California Office of Traffic Safety

11:00am **Summit Adjourns**

April 8 - 10, 2009 • San Francisco Marriott

