



Join the conversation  
#moving-rural-america

**Working**  
**NATIONAL ^SUMMIT ON**  
**TRANSPORTATION IN RURAL AMERICA**

# MOVING RURAL AMERICA

Advancing **SAFE** Transportation Systems to Enhance Economic Development and Quality of Life

**TOGETHER,  
WE WILL CHANGE THE  
STATISTICS**

Over 18,000 people die on RURAL roads every year (NHTSA, 2014).

**3 DAYS**  
**10 DISCUSSION TOPICS**  
**1 WHITE PAPER**  
Defining the Future for Safe rural transportation in America

Hosted by:



National Center for  
**Rural Road Safety**

## ADVANCING the change

September 7-9, 2016 | Denver, CO

**SUMMIT DETAILS:**

Schedule, Speaker Bios, Sponsors - inside

# Working NATIONAL ^SUMMIT ON TRANSPORTATION IN RURAL AMERICA



## Welcome

Welcome to the National Working Summit on Transportation in Rural America. As you are well aware, transportation moves rural America. Rural communities need safe, viable roads and multi-modal systems to move people from place to place; and to move goods and services to markets, often across long distances.



This Summit is intended to bring together key leaders and grassroots stakeholders to articulate important safety and transportation issues that impact economic prosperity and quality-of-life in rural areas, and to identify collaborative opportunities to develop and advocate for initiatives that advance the deployment of a safe, efficient, seamless, and financially sustainable rural transportation network.

Thank you for joining us and helping us to increase awareness of rural challenges. Your participation and input will assist us in developing a *white paper* for rural transportation that leads to adequate investments that will benefit all users.

### THANKS TO OUR SPONSORS:

This event would not be possible without the support of the **National Center for Rural Road Safety**. Additional Sponsors include **AASHTO**, and **Center for Advanced Infrastructure and Transportation (CAIT)**.

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# Schedule-at-a-Glance

## WEDNESDAY, 9/7

- 11:30 am **Registration** (Evergreen Foyer)
- 12:30 pm **Agency Perspectives in Rural Transportation: What role does safety play?** (Evergreen D)
- 2:00 pm **Break** (Evergreen Foyer)
- 2:15 pm **Overview of Rural Challenges: Setting the Stage** (Evergreen D)
- 3:15 pm **Break** (Evergreen Foyer)
- 3:30 pm **Overview of Rural Challenges** continued (Evergreen D)
- 4:30 pm **Adjourn**
- 5:30 pm **Reception** (Evergreen Foyer)

THE PROBLEM

## THURSDAY, 9/8

- 7:30 am **Continental Breakfast / Speaker (Mark Glaser, Author "58 Feet - The Second that Changed Our Lives"** (Evergreen C/D)

### 9:00 am CONCURRENT SILO SESSION

<b>Commerce and Freight in the Rural Environment</b> (Evergreen E)	<b>Design, Construction, Operations &amp; Maintenance</b> (Pikes Peak)	<b>Enabling Rural Emergency Responders</b> (Ponderosa)	<b>Exploring Common Obstacles to Increasing Agency Safety Culture and Best Practices to Overcome Them</b> (Evergreen F)	<b>The Effects and Impacts of Safety on Tourism</b> (Maroon Peak)
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- 10:30 am **Break** (Evergreen Foyer)
- 10:50 am **CONCURRENT SILO SESSION** continue

- 12:00 pm **Lunch / SILO Discussions** (Evergreen C/D)

THE PERSPECTIVES

### 9:00 am CONCURRENT CROSS GROUP SESSIONS

<b>Economic Development</b> (Evergreen E)	<b>Livability</b> (Ponderosa)	<b>Policy &amp; Coordination</b> (Evergreen F)	<b>Towards Zero Deaths</b> (Pikes Peak)	<b>Transportation Work Force Development</b> (Maroon Peak)
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- 3:00 pm **Break** (Evergreen Foyer)
- 3:20 pm **CONCURRENT CROSS GROUP SESSIONS** continue
- 4:30 pm **Adjourn**

## FRIDAY, 9/9

- 7:30 am **Continental Breakfast** (Evergreen C/D)
- 8:30 am **Overview of Outcomes** (Evergreen C/D)
- 9:30 am **Break** (Evergreen Foyer)
- 9:45 am **Next Steps Panel Discussion** (Evergreen C/D)
- 10:45 am **Break** (Evergreen Foyer)
- 11:00 am **Closing Keynote** (Evergreen C/D)
- 12:00 pm **Summit Adjourns**

THE ANSWERS

### SPECIAL NOTES:

**Registration Desk** – The registration desk will be open throughout the Summit. You will find it located in the Evergreen Foyer near Ballrooms C&D. If you have questions regarding a session, please feel free to stop and ask for assistance. Be sure to stop and pickup your nametag and packet BEFORE you attend any sessions.

**Assigned Breakout Sessions** – You will find both your Silo Session and Cross-Group Session assignments in your registration packet. Each facilitator will be given a list of attendees for their respective session. They are planning on your attendance so please be sure to attend the sessions indicated.

**Next Steps Panel Discussion** – Prior to the closing keynote, panelists from each of the breakout sessions will discuss lessons learned, next steps, etc. You can be part of this conversation. A question board has been placed at the Registration Desk. Write a question on a sticky note and place it on the board. Questions will be used by our Next Steps Panel Discussion moderator.



# Your resource on our journey Toward Zero Deaths.

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## HIGHWAY SAFETY MANUAL

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**Measurably reduce the frequency and severity of crashes** on American roadways with tools supported by sound science for considering safety in the project development process. Discover how to select countermeasures and prioritize projects, compare alternatives, and quantify and predict the safety performance of roadway elements considered in planning, design, construction, maintenance, and operations.



**AASHTOWare's Safety Analyst™** software product incorporates the Highway Safety Manual safety management approach into a computerized analytical tool for guiding the decision-making process for programming site-specific highway safety improvements.

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## ROADSIDE DESIGN GUIDE

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**Improve your roadside safety.** Featuring current information and operating practices, this guide focuses on safety treatments that can minimize the likelihood of serious injuries when a motorist leaves the roadway.

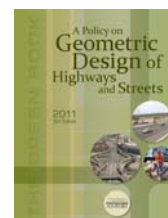
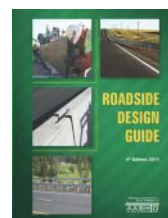
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## THE GREEN BOOK

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**Explore unique design solutions** that meet the needs of highway users while maintaining the integrity of the surrounding environment. Design guidelines are included for freeways, arterials, collectors, and local roads, in both urban and rural locations, paralleling the functional classification used in highway planning.

Visit the AASHTO Bookstore for over 250 technical titles covering transportation — from planning and design to operations and maintenance. Let AASHTO be your resource as we work **Toward Zero Deaths.**





# Agenda

WEDNESDAY, 9/7

11:30 AM

**REGISTRATION** (Evergreen Foyer)

12:30 PM

**AGENCY PERSPECTIVES IN RURAL TRANSPORTATION:  
WHAT ROLE DOES SAFETY PLAY?**

(Evergreen D)



**Welcome Remarks**

Steve Albert, National Center for Rural Road Safety/  
Western Transportation Institute



**Federal Perspective Transportation**

Mike Griffith, FHWA



**Center for Disease Control (CDC)**

David Sleet, CDC/ONDIEH/NCIPC



**State Perspective**

Shailen Bhatt, Colorado Department of Transportation  
and Chair, AASHTO Subcommittee on Transportation  
System Management and Operations



**County Perspective (NACo)**

Cindy Bobbit, Grant County, Oklahoma, Central  
Regional Representative, NACo Executive Committee

2:00 PM

**BREAK** (Evergreen Foyer)

2:15 PM

**OVERVIEW OF RURAL CHALLENGES: SETTING THE STAGE**

(Evergreen D)

**Moderator:**

Gina Espinosa-Salcedo, NHTSA

**Alternate Transportation**

David Kack, Western Transportation Institute

Linda DuPriest, LDP Strategies

**Freight**

Darrin Roth, Director of Highway Operations, American Trucking Association

**Technology/Connected Vehicle**

Blaine Leonard, Utah Department of Transportation



**DID YOU KNOW?**

80% of cities and communities  
are served exclusively by trucks  
for delivery of agricultural  
products (USDA, 2010).



## DID YOU KNOW?

5 to 7 more Native American People are dying in traffic related crashes than everyone else (WTSC).

## WEDNESDAY, 9/7 continued

**3:15 PM**

**BREAK** (Evergreen Foyer)

**3:30 PM**

**OVERVIEW OF RURAL CHALLENGES continued**  
(Evergreen D)

**Moderator:**

Gina Espinosa-Salcedo, NHTSA

**Federal Lands**

Steve Suder, US FWS

**Tribal**

Kirk Vinish, Lummi Nation

**First Responders**

Daniel Dytchkowskyj, Vice Chair, Transportation Safety Advancement Group

**4:30 PM - ADJOURN**

**5:30 PM**

**RECEPTION** (Evergreen Foyer)

Attendees are invited to join us in the Evergreen Foyer for appetizers and networking. A cash bar will also be available.

## THURSDAY, 9/8

**7:30 AM**

**CONTINENTAL BREAKFAST / SPEAKER PRESENTATION** (Evergreen C/D)

**About the Breakfast Presentation:**

Mark Glaser, Author, *58 Feet – The Second that Changed Our Lives*

In 2010, while enjoying a weekend trip thru the Colorado Rockies, Mark and his wife were suddenly detoured thru life as a result of a serious motorcycle accident. Suffering traumatic injuries and hanging on to life due to these subsequent injuries, life as the Glaser's knew it would be forever changed. Since that time, Mark has worked with the Craig Hospital to raise awareness of traumatic brain injury (TBI) or spinal cord injury (SCI).

**9:00 AM**

**CONCURRENT SILO SESSIONS**

**COMMERCE AND FREIGHT IN THE RURAL ENVIRONMENT**

(Evergreen E)

**Facilitators:** Oana Deselnicu and Tim Kirby, Colorado Department of Transportation

Freight mobility and efficiency is fundamental to both rural and national economic vitality and prosperity. Because economic growth and stability in rural areas is heavily reliant on the ability to move raw materials into, or the value-added products out of, these areas, the health and safety of the rural transportation system is of vital importance. Trucks often are the first and last link in the supply

NOTE: If you do not recall which Silo Session you signed up for, please refer to your registration packet or visit the Registration Desk (Evergreen Foyer).



chain from farm to market while supporting the tourism industry and enabling the production of energy, food and fiber. This session will quantify the challenges or barriers faced by the commerce and freight industries while creating a roadmap of solutions and actions need to move forward.

**DESIGN, CONSTRUCTION, OPERATIONS & MAINTENANCE**

(Pikes Peak)

**Facilitator:** Brian Roberts, Executive Director, National Association of County Engineers

This session will focus on the unique challenges of the safety of rural transportation facilities. The design, construction, operations and maintenance of low volume roads vary from urban and suburban systems in many ways. In addition, rural roads account for a higher percentage of roadway fatalities. The session will examine the unique characteristics that lead to this discrepancy, identify the specific challenges, and identify noteworthy practices, solutions and specific actions to address these issues.

**ENABLING RURAL EMERGENCY RESPONDERS**

(Ponderosa)

**Facilitator:** Daniel Dytchkowskyj, Vice Chair of the Transportation Safety Advancement Group

Rural emergency responders live and breathe the dictum of the ‘Golden Hour’; however, how is this accomplished to ensure victims of traffic incidents arrive safely, at a trauma center within an hour of the incident? What preplanned coordination occurs between responders and trauma center medical staff, prior to patient arrival? The session will ask responders, trauma experts, and transportation professionals to identify techniques, technologies and partnerships to improve real-time communications with trauma centers, improve incident response times, and increase the safety of travelers on rural roads.

**EXPLORING COMMON OBSTACLES TO INCREASING AGENCY SAFETY CULTURE AND BEST PRACTICES TO OVERCOME THEM**

(Evergreen F)

**Facilitator:** William Schell, PhD and Nicolas Ward, PhD, Montana State University

Many public agencies and private organizations have begun to recognize that developing a safety culture within their institution is a critical component of fulfilling their safety goals. However, culture change is a complex process and one that agency and organizations often struggle to achieve. This session will explore the experience and lessons from a number of different institutions that have sought to increase their safety culture. Through the session we will try to identify key factors for success as well as common barriers and best practices to overcome these barriers. Overall, the session will identify common benefits to agencies from increasing their safety culture and the path to achieving those benefits beginning with the planning processes.



**DID YOU KNOW?**

It takes more than two times as long to get first responders to a crash site in rural areas (NHTSA, 2006).



### DID YOU KNOW?

One in nine US jobs (15,000, 000) depend on travel and tourism and \$2,100,000,000,000 in annual economic impact.

NOTE: Your Cross Group Session assignment can be found in your registration packet or visit the registration desk (Evergreen Foyer).

## THURSDAY, 9/8 continued

### THE EFFECTS AND IMPACTS OF SAFETY ON TOURISM

(Maroon Peak)

**Facilitator:** Linda MacIntyre, National Park Service DSC

One in nine US jobs (15,000, 000) depend on travel and tourism and \$2,100,000,000,000 in annual economic impact. This session will focus on the unique rural transportation safety challenges faced by tourism agencies and organizations and how these affect visitor experience, promotion and management, use of various modes (pedestrian, bike, public transportation, intermodal). These business and leisure travel challenges may include accessibility, congestion, intermodal connections, medical facilities and proximity, non-motorized transportation, unfamiliar conditions that a driver is used to in their home area, etc. Potential solutions and success stories will also be discussed, and how we sustain the economic engine of travel and tourism in the rural United States.

**10:30 AM**

**BREAK** (Evergreen Foyer)

**10:50 AM**

**CONCURRENT SILO SESSIONS CONTINUE**

**12:00 PM**

**LUNCH/SILO DISCUSSION BULLETS** (Evergreen C/D)

Each Silo Group will briefly present their top takeaways from the morning's discussion.

**1:30 PM**

**CONCURRENT CROSS GROUP SESSIONS**

### ECONOMIC DEVELOPMENT

(Evergreen E)

**Facilitator:** Michael Parks, Brazos Valley Council of Governments

All sectors of the economy depend on a safe, reliable transportation system to move people and goods from, through, and to, rural America. This session will bring together planners and economic developers with various business owners, public land managers, and other stakeholders to discuss advancing safe transportation while sustaining, and even growing, the rural economy.

### LIVABILITY

(Ponderosa)

**Facilitators:** Linda DuPriest, LDP Strategies and David Kack, Western Transportation Institute

This session will focus on how the six livability principles can be implemented in rural communities, and how those communities benefit from increasing their livability. The session will also focus on all of the various disciplines (planning, economic development, etc.) that have a role in increasing the livability in rural areas, with a focus on safe transportation options in creating livable rural communities.





**POLICY & COORDINATION**

(Evergreen F)

**Facilitators:** Doug Shinkle, Amanda Essex and Anne Teigen, National Conference of State Legislatures

This session will develop recommendations for policy makers at the federal, state, county and tribal levels on how increased investment in rural road safety and first responder capability will: improve family quality of life; save lives; strengthen travel, tourism and recreation, a vital sector in each state’s economy, and improve the reliability of moving freight to, from and through rural America.

**TOWARDS ZERO DEATHS**

(Pikes Peak)

**Facilitators:** Marie Walsh, Louisiana LTAP and Robert Hull, Cambridge Systematics

Toward Zero Deaths (TZD) is a vision of highway systems free of fatalities, changing the nation’s culture to the point where even one traffic-related death is unacceptable. With the completion of the TZD National Strategy on Highway Safety and the recent formation of the TZD Stakeholder Partnering Committee, this session will focus on the challenges and opportunities for implementation on local and rural roads. This will include a review of the progress to date, examples of the emphasis areas, highlight successes and develop an action plan for moving forward.

**TRANSPORTATION WORK FORCE DEVELOPMENT**

(Maroon Peak)

**Facilitator:** Steve Albert, Western Transportation Institute

Doing more with less is a common challenge for rural entities. How do first responders efficiently reach dispersed populations? How do federal lands managers handle specialized transportation challenges with limited access to transportation resources and technical expertise? How can small towns build attractive livable communities to boost economic development without dedicated planning staff? We suspect that at least one significant challenge identified in the silo group discussions on freight, infrastructure, emergency response, planning, tourism, and safety will directly relate to having a right-sized and skilled workforce capable of meeting the myriad demands faced by rural communities. This session will explore the relationship between agency culture and the utilization of workforce training and education to empower effective decision-makers, as well as strategies to increase agency readiness to prioritize workforce development as a mission-critical component of meeting agency goals, especially as they relate to improved transportation safety.

**3:00 PM**

**BREAK** (Evergreen Foyer)

**3:20 PM**

**CROSS GROUP SESSIONS CONTINUE**

**4:30 PM - ADJOURN FOR THE DAY**



**DID YOU KNOW?**

54% of all fatal crashes occurred on rural roads, but less than 20% of Americans live in rural America (NHTSA, 2014).



## FRIDAY, 9/9

**7:30 AM**

**CONTINENTAL BREAKFAST** (Evergreen C/D)

**8:30 AM**

**OVERVIEW OF OUTCOMES** (Evergreen C/D)

Report on Cross Group discussions.

**9:30 AM**

**BREAK** (Evergreen Foyer)

**9:45 AM**

**NEXT STEPS PANEL DISCUSSION**

(Evergreen C/D)

**Moderator:** Hillary Isebrands, FHWA Resource Center

Attendees, facilitators and speakers have spent considerable time and effort identifying challenges and success stories throughout this Summit. This session will feature a representative from each session in a panel discussion. Come and hear panelists' thoughts on transforming our organizations to address safety; reaching our Towards Zero Deaths goal; raising rural needs to appropriate funding and policy levels; and ways to encourage economic development and

# RUTGERS

Center for Advanced Infrastructure  
and Transportation

*A National University Transportation Center*

### Research

Finding solutions that increase durability, improve resilience, and maximize service life of transportation infrastructure

### Education

Engaging students in applied research and training 7,000 working professionals annually

### Tech Transfer

Developing and deploying tools and technologies for condition monitoring, life-cycle extension, data-driven decisions, and asset management and preservation



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livability throughout our rural communities. If time allows questions will also be taken from audience members.

**10:45 AM**

**BREAK** (Evergreen Foyer)

**11:00 AM**

**CLOSING KEYNOTE**

(Evergreen C/D)

**Speaker:** Jill Ryan, Eagle County Commissioner, Colorado

Jill Hunsaker Ryan, MPH, is an Eagle County Commissioner with a background in public health. As a public health practitioner, Ms. Ryan specialized in health planning and programming, including the prevention of motor vehicle crashes resulting in injury or death. As a county commissioner, Ms. Ryan has been referred to as the “transportation commissioner” by the other members of her board. She is the Vice Chair of the I-70 Coalition, and Vice Chair of the Intermountain Transportation Planning Region.

**NOON - SUMMIT ADJOURNS**



### **SPECIAL THANKS:**

Many individuals and organizations have worked together to help make this event a success. In addition to our speakers and facilitators, we want to extend a special thank you to ITS America and Meetings Northwest as well as to our Steering Committee:

**Steve Albert**, National Center for Rural Road Safety/Western Transportation Institute ([www.ruralsafetycenter.org](http://www.ruralsafetycenter.org))

**Scott Davis**, National Association of County Engineers ([www.countyengineers.org](http://www.countyengineers.org))

**Susan DeCourcy**, National Highway Traffic Safety Administration ([www.nhtsa.gov](http://www.nhtsa.gov))

**Daniel Dytchkowskyj**, Transportation Safety Advancement Group ([www.tsag-its.org](http://www.tsag-its.org))

**Dia Gainor**, Transportation Safety Advancement Group

**Patrick Hasson**, FHWA Resource Center ([www.fhwa.dot.gov/resourcecenter](http://www.fhwa.dot.gov/resourcecenter))

**John Horsley**, National Association of Counties ([www.naco.org](http://www.naco.org))

**Hillary Isebrands**, FHWA Resource Center

**Carrie Kissel**, National Association of Development Organizations ([www.nado.org](http://www.nado.org))

**Keith Knapp**, Iowa State University ([www.iastate.edu](http://www.iastate.edu))

**Jack Morgan**, National Association of Development Organizations

**TJ Nedrow**, Transportation Safety Advancement Group

**Kathy Nothstine**, National Association of Development Organizations

**Brian Roberts**, National Association of County Engineers

**Jaime Sullivan**, National Center for Rural Road Safety/Western Transportation Institute

# Speaker Bios

## Albert, Steve

Director, National Center for Rural Road Safety/Western Transportation Institute

**Speaker:** Opening Session

Steve Albert is the Executive Director of the Western Transportation Institute at Montana State University, Director for both the National Center for Rural Road Safety and the West Region Transportation Workforce Center, and is currently serving in his third term of the USDOT JPO ITS Program Advisory Board. He has been addressing transportation challenges for over 30 years in both the largest metropolitan centers and our nation's most rural settings. Steve has been recognized by the USDOT, US Congress, ITS America, and ITE. In 2010, ITE honored him with a lifetime achievement award. He is also recognized as a pioneer in the field of National park and Federal land transportation.

## Bhatt, Shailen

Executive Director, Colorado Department of Transportation and Chair, AASHTO Subcommittee on Transportation System Management and Operations (STMSMO)

**Speaker:** Opening Session

Shailen P. Bhatt serves as the Executive Director for the Colorado Department of Transportation (CDOT), where he is charged with leading the department in planning for and addressing Colorado's transportation needs. Bhatt oversees 3,300 employees statewide and an annual budget of approximately \$1.4 billion, guiding an organization committed to becoming the best DOT in the country for all our customers. During his tenure, CDOT has launched the Road X program which is focused on deploying innovative technology solutions such as connected vehicles, and teaming with the private sector to shape our transportation future. Prior to this appointment, he served as the Cabinet Secretary for the Delaware Department of Transportation. He also served as an Associate Administrator at the Federal Highway Administration (FHWA).

## Bobbit, Cindy

Commissioner, Grant County, Oklahoma, NACo Central Region Representative

**Speaker:** Opening Session

Cindy Bobbitt is serving her third four-year term on the Grant County Board of Commissioners, currently as Vice Chair. An active member of the National Association of Counties (NACo) for the past eight years, she currently serves on NACo's Executive Committee, Transportation Steering Committee, Rural Action Caucus, and Technical Advisory Committee. She also serves on the USDA National Drought Resiliency Partnership and has served on the Technical Oversight Working Group with the FHA Office of Safety. County infrastructure is Commissioner Bobbitt's top priority in Grant County, which has the most bridges and fifth highest road miles in the State of Oklahoma. County funding is ranked 62nd out of 77 counties, leading to Bobbitt's advocacy for state and federal investments. Bobbitt and her husband, Mike, continue with their family agriculture heritage by raising wheat, feed grains and alfalfa, in addition to a cow/calf operation.

## Deselnicu, Oana

Division of Transportation Development/CDOT

**Facilitator:** Commerce and Freight in the Rural Environment

Oana Deselnicu is an Economist and recent hire at the Colorado Department of Transportation. She works on economic-related Freight Program issues and generally assists CDOT with economic analyses, benefit-cost analyses, research and data analysis.

Oana has a Masters of Science in Applied Economics from Marquette

University and a Ph.D. in Agriculture and Resource Economics from Colorado State University. Before joining CDOT, she worked in the private sector doing market research for a Fortune 500 technology company. Outside of work, she enjoys real estate and stock market investing, thinking about personal finance, and spending a lot of time in the Colorado outdoors.

## DuPriest, Linda

LDP Strategies

**Speaker:** Overview of Rural Challenges

**Facilitator:** Livability

Linda DuPriest, AICP has over 25 years experience in multimodal transportation planning, policy, implementation, and consulting. Through her firm LDP Strategies, as well as experiences with larger, national firms, Linda has helped cities and states all over the U.S. build more balanced and equitable transportation systems focusing on livability, safety and accessibility for all. As the Bicycle and Pedestrian Coordinator for the City of Austin, Texas, she played a large role in the development of Austin as one of America's top bicycling cities. Linda came to the public policy and infrastructure arena after pioneering government relations and advocacy efforts for the bicycle industry, for which she was recognized through induction into the Mountain Bike Hall of Fame in 2000. Linda is a certified bicycling instructor through the League of American Bicyclists and former local chair of Girls in STEM programs through Women in Transportation, WTS.

## Dytchkowskyj, Daniel

Vice Chair, Transportation Safety Advancement Group

**Speaker:** Overview of Rural Challenges

**Facilitator:** Enabling Rural Emergency Responders

Daniel Dytchkowskyj is Vice Chair of the Transportation Safety Advancement Group, in addition to his duties as stakeholder representative for the National Sheriff's Association. His full-time job is a patrol sergeant with a sheriff's office in upstate New York, where he has served since 2003. Prior to the sheriff's office, he served as the Operations Manager at the University at Buffalo's, Office of Environment, Health and Safety; he worked for a health and safety consulting firm, in Buffalo, NY; he served as the State-wide Emergency Communications and Poison Control Center Manager for the State of Idaho's Bureau of Emergency Medical Services; Administrator of the Department of Emergency Medicine, within the University at Buffalo's School of Medicine and Biomedical Sciences; Trauma Outreach Coordinator at Temple University Hospital, in Philadelphia. He received a BS in Emergency Health Services from the University of Maryland-Baltimore County; a MPA (Master of Public Administration) from Hilbert College; and, is currently a doctoral student at Niagara University's Leadership and Policy PhD program. In his spare time, he serves on the board of managers of The Buffalo & Erie County Historical Society and Museum. He resides in beautiful historic East Aurora, NY, with his saintly wife and mangy cat.

## Espinosa-Salcedo, Gina

National Highway Traffic Safety Administration, Region 8

**Moderator:** Overview of Rural Challenges

Bio not available at time of printing.

## Essex, Amanda

National Conference of State Legislatures

**Facilitator:** Policy and Coordination

Amanda Essex is an Attorney and Policy Associate in the Transportation Program at the National Conference of State Legislatures. She has worked for NCSL since May 2013, joining the Transportation Program in December 2014. She conducts research, writes, and presents on a range of topics, including traffic safety, 9-1-1, unmanned aircraft systems and aviation.

**Glaser, Mark**

Author, *58 Feet – the Second that Changed Our Lives*

**Speaker:** Tuesday Breakfast

Mark Glaser and his wife grew up in the small ranching town of Calhan, Colorado surrounded by values rich in tradition, hard working families, perseverance, athletics and business. While a student at the University of Northern Colorado, Mark began working for Contemporary Services Corporation (CSC). Now in his 28th year of employment currently serves as the Senior V.P. of Operations.

In 2010, Mark and his wife were suddenly detoured through life as a result of a serious motorcycle accident. Suffering traumatic injuries and hanging on to life, the Glaser's knew their lives would be forever changed. The Glaser's endeavor to support the Craig Rehabilitation Hospital for persons who have suffered a Traumatic Brain Injury or Spinal Cord Injury. Ranked by US News and World Report as a top 20 rehabilitation facility, Craig is a not for profit facility that relies upon Insurance Subsidies, patient and donor support, and research grants. For more information, visit: [craighospital.org](http://craighospital.org).

Mark currently lives in Denver with his wife and two kids. Together, Mark and his wife wrote "58 Feet - The Second that Changed Our Lives" as an overview of their experience, available at Amazon, with all profits being donated to the Craig Hospital Foundation.

**Griffith, Mike**

Director, Office of Safety Technologies Federal Highway Administration  
Office of Safety

**Speaker:** Opening Session

Michael Griffith has worked for the United States Department of Transportation for 27 years leading various highway safety programs. He currently serves as the Director for Federal Highway Administration's (FHWA) Office of Safety Technologies. He leads the agency's Every Day Counts safety innovations and serves as the Department's chair of the Traffic Records Coordinating Committee. His previous positions include Director for the Federal Motor Carrier Safety Administration's Office of Analysis, Research, and Technology and Technical Director for FHWA's Office of Safety Research and Development. Michael led the recent completion of the World Road Association's Road Safety Manual as the Task Force Chair. He has been actively involved with the Transportation Research Board, serving on multiple committees from 2000 to present. His contributions and published internationally. Michael holds a Master's degree in Transportation Engineering from the University of Maryland, a Master's degree in Statistics from State University of New York at Buffalo, and a Bachelor's degree in Business Management from Ithaca College.

**Hull, Robert**

Cambridge Systematics

**Facilitator:** Toward Zero Deaths

Robert Hull, P.E. is a Senior Transportation Safety Engineer and Planning Manager with Cambridge Systematics. Mr. Hull joined CS after serving over 25 years with the Utah Department of Transportation (UDOT). As a CS project manager, he leads projects at the Federal and state levels to improve roadway safety management processes. He has served in leadership roles with the American Association of State Highway and Transportation Officials (AASHTO), National Cooperative Highway Research Program (NCHRP), and the Transportation Research Board (TRB). With over 13 years as the UDOT Director for Traffic and Safety he was responsible for developing statewide direction, policies, and engineering standards for all traffic and safety engineering programs. He founded and directed Utah's Zero Fatalities program that led to a culture of safety, innovation, and to "Zero Fatalities" being a UDOT strategic goal.

**Kack, David**

Western Transportation Institute

**Speaker:** Overview of Rural Challenges

**Facilitator:** Livability

David is Director of the Small Urban and Rural Livability Center at the Western Transportation Institute (WTI), and has sixteen years of experience in public transportation coordination, management, and planning. He has worked on numerous projects to develop and improve rural passenger transportation systems, including creating the Montana Coordinated Transportation Handbook© and conducting intercity bus service studies in both Montana and Wyoming. Mr. Kack has helped three communities in Montana start public transportation systems, and has an on-going management role with two of those systems. David has extensive experience working with the public, and cultivating multi-agency institutional relationships to support transportation development.

**Kirby, Tim**

Colorado Department of Transportation

**Facilitator:** Commerce and Freight in the Rural Environment

Tim Kirby serves as the manager of the MPO & Regionally Planning Section at the Colorado Department of Transportation, responsible for the coordination and oversight of planning activities across Colorado five MPOs and 15 TPRs. In addition to his core job function, Mr. Kirby also manages a number of special projects for the CDOT Executive Management Team. Most recently, he was named the project manager for the Colorado Road Usage Charge Pilot Program, a co-leader of the CDOT Tech Savvy Team and the ascent leader for CDOT's Technology Peak.

Before coming to CDOT, Tim worked at the Colorado General Assembly and in the office of Senator Michael Bennet. Mr. Kirby has an undergraduate degree in Education from Chadron State College and a Masters of Public Administration from the University of Colorado at Denver. Tim lives in Centennial, Colorado with his wife, Courtney, and his two daughters, Scarlet, and Genevieve (3). In his spare time he enjoys coaching Scarlet's soccer team, building Lego castles with Genevieve, and reading anything about politics and economics.

**Leonard, Blaine**

Utah Department of Transportation

**Speaker:** Overview of Rural Challenges

Blaine Leonard is employed by the Utah Department of Transportation (UDOT) in Salt Lake City, where he is the Program Manager for Intelligent Transportation Systems (ITS). In this role, he is responsible for planning and building ITS elements around the state. He also leads the planning for connected and automated vehicles. He chairs the American Association of State Highway and Transportation Officials (AASHTO) Connected and Automated Vehicles Working Group and is a member of the Executive Committee of the Vehicle to Infrastructure Deployment Coalition (V2I DC). Prior to joining the Department, Blaine spent 20 years in the consulting engineering business.

Mr. Leonard served as the President of the American Society of Civil Engineers in 2010. He is a licensed engineer in six western states and is the Vice Chair of the Utah Professional Engineers and Professional Land Surveyors Licensing Board.

**SPEAKER BIOS  
CONTINUED ON NEXT PAGE**

### MacIntyre, Linda

National Park Service

**Facilitator:** The Effects and Impacts of Safety on Tourism

Linda has over 25 years of planning and related experience in city, state and Federal government. Her areas of focus include transportation planning, regional planning, strategic planning, and project and program management. She leads the National Park Service's Congestion Management program along with transportation plans and related compliance, public engagement, workshops, facilitation, grant writing, and transit pro formas. She is keenly interested in new transportation and communication technologies that may influence visitor experience and use patterns.

### Parks, Michael

Brazos Valley Council of Governments

**Facilitator:** Economic Development

Michael Parks currently is the Assistant Executive Director of the Brazos Valley Council of Governments (BVCOG). He was previously the Director of the Bryan/College Station MPO for nearly 6 years and staff transportation planner for 9 years for Las Cruces, NM. He received his Bachelors of Planning and Masters of Public Administration from New Mexico State University. He is also a Certified Planner of the American Planning Association. Michael's accomplishments include Vice-Chair of RPO America, Co-Chair of the National Association of Regional Council's Transportation Committee, former Chairman of the Professional Advisory Committee for the Masters of Urban Planning program at Texas A&M, past Chairman of the local chapter of the Institute of Transportation Engineers, along with serving as state and city representative and committee member to numerous national transportation and planning committees. His best accomplishments are being a Sunday School teacher, Little League board president/coach and Assistant Scoutmaster. Married 27 years to Fanette, they have two children.

### Roberts, Brian

National Association of County Engineers

**Facilitator:** Design, Construction, Operations & Maintenance

Brian is the Executive Director of the National Association of County Engineers in Washington, DC. Brian has previously held leadership positions in local and federal government, consulting, non-profit, industry and education sectors. He was previously Director of the Water Resources Learning Center, Executive Director of a national trade association, an employ of FHWA and he began his career with Fairfax County Public Works in VA. He has a BS and MS from VA Tech in Civil Engineering and is a licensed professional engineer in VA.

### Roth, Darrin

Director of Highway Operations, American Trucking Association

**Speaker:** Overview of Rural Challenges

Darrin Roth is Vice President of Highway Policy with the American Trucking Associations. He has served in in various capacities with ATA since 1996. He serves as the primary staff liaison to ATA's Highway Policy Committee. Darrin's areas of responsibility include transportation funding, infrastructure condition and performance, truck size and weight regulation and preservation of an accessible national truck network. Darrin held several positions in the fields of public policy and public relations prior to joining ATA. He has a B.A. in Political Science from The American University and did postgraduate studies in Public Administration at George Washington University.

### Ryan, Jill

Eagle County Commissioner, Colorado

**Speaker:** Closing Session

Jill Hunsaker Ryan, MPH, is an Eagle County Commissioner with a background in public health. As a public health practitioner with 21 years in the field, Ms. Ryan specializes in health planning and programming, including the prevention of motor vehicle crashes resulting in injury or death. As county commissioner, Ms. Ryan has been delegated the role of "transportation commissioner" by the other members of her board. She is the Vice Chair of the I-70 Coalition, and Vice Chair of the Intermountain Transportation Planning Region. She is also the Past President of the Colorado Board of Health as a governor appointed member. Commissioner Ryan lives in Edwards, Colorado with her husband, a traffic engineer, and young son.

### Schell, William

Montana State University

**Facilitator:** Exploring Common Obstacles to Increasing Agency Safety Culture and Best Practices to Overcome Them

Dr. William Schell (PE, PEM) earned his Ph.D. in Industrial and Systems Engineering – Engineering Management from the University of Alabama in Huntsville. He is currently an Assistant Professor of Mechanical and Industrial Engineering at Montana State University. Schell's research is focused on organizational development, specifically models of leadership development and the role of leadership in change management processes. His recent work in this area won the 2014 Eschenbach Prize from the American Society of Engineering Management. Throughout his fourteen-year industry career – American Express (Director – Global Business Transformation), Wells Fargo (VP – Operations Engineering) and PrintingforLess.com (VP – Strategy and Development) – he was responsible for designing and implementing large scale change initiatives to improve business performance. This work included development of organizational development tools needed to support the creation and management of many programs to transform organization culture and drive higher organizational performance.

### Shinkle, Doug

National Conference of State Legislatures

**Facilitator:** Policy and Coordination

Douglas Shinkle is the Transportation Program Director in the Environment, Energy and Transportation Program at the National Conference of State Legislatures (NCSL). Mr. Shinkle has worked for NCSL for eleven years on transportation, traffic safety, shared mobility, healthy communities, natural resources and land-use issues. Prior to joining NCSL, Mr. Shinkle worked for a number of elected officials in a variety of capacities. He worked for a Congressman in California, conducting constituent and media outreach. In addition, he has worked for state legislators in the California and Colorado state legislatures on policy and constituent research.

### Sleet, David

CDC/ONDIEH/NCIPC

**Speaker:** Opening Session

David Sleet, Ph.D., is the Associate Director for Science for the Division of Unintentional Injury Prevention at the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia and the senior advisor to the Division on matters of science and policy, including research on motor vehicle injuries. Before joining the CDC, Dr. Sleet taught and conducted research in public health at San Diego State University, Directed the Road Accident Research Unit at University of Western Australia, and was a visiting scientist at NHTSA in the US Department of Transportation.

He has published more than 175 articles and co-edited the World Report on Road Traffic Injury Prevention and the Handbook of Injury and Violence Prevention. Some of his most important work has been on a series of systematic reviews documenting evidence-based strategies to prevent traffic injuries, including research that led to the .05 blood alcohol standard in Australia and the .08 BAC standard in the US.

**Suder, Steve**

US FWS

**Speaker:** Overview of Rural Challenges

Steve Suder, the US Fish and Wildlife Service's Transportation Program Manager, has nearly 30 years of transportation and environmental planning experience covering a range of local, regional, state and Federal government positions. As Program Manager, Steve oversees the Service's planning and programming of transportation improvements to and within National Wildlife Refuges and National Fish Hatcheries across the U.S. Prior to joining the Service, he was Transportation Planning Team Leader with the Federal Highway Administration's Eastern Federal Lands, working with the National Park Service, U. S. Forest Service, and FWS within the eastern US.

Earlier, he was Executive Director of the Centre Regional Planning Commission in the State College, PA area, and Senior Transportation Engineer with the Virginia Department of Transportation. He holds a B.S. degree in Geosciences from the Pennsylvania State University and a Masters in Urban & Environmental Planning from the University of Virginia.

**Teigen, Anne**

National Conference of State Legislatures

**Facilitator:** Policy and Coordination

Anne Teigen is an Attorney and Program Principal in the Transportation and Criminal Justice Program at the National Conference of State Legislatures (NCSL). Teigen manages a cooperative agreement project with the National Highway Traffic Safety Administration on traffic safety. Her work involves research and assistance to state legislatures on a variety of traffic safety issues including; drunken and drugged driving, distracted driving, aggressive driving, child occupant protection laws, and autonomous vehicles.

**Vinish, Kirk**

Lummi Nation

**Speaker:** Overview of Rural Challenges

Kirk Vinish, AICP serves as the Planning Director for the Lummi Nation located in Washington State. He is presently updating the safety element to the Nation's Transportation Plan. He has served as the President of the Tribal Transportation Planning Association and was appointed by the Secretary of Transportation to the Indian Reservation Road Program Coordinating Committee. Prior to working for the Lummi Nation Mr. Vinish provided consulting services to public and private agencies in the Seattle region. Most recently he worked with King County, Washington to assist in developing commute trip reduction programs for high-rise offices in Seattle's downtown. He has also worked for several municipalities in the Puget Sound region as a transportation planner. Mr. Vinish has a degree in Urban and Regional Planning and has been certified by the American Institute of Certified Planners.

**Walsh, Marie**

Louisiana LTAP

**Facilitator:** Towards Zero Deaths

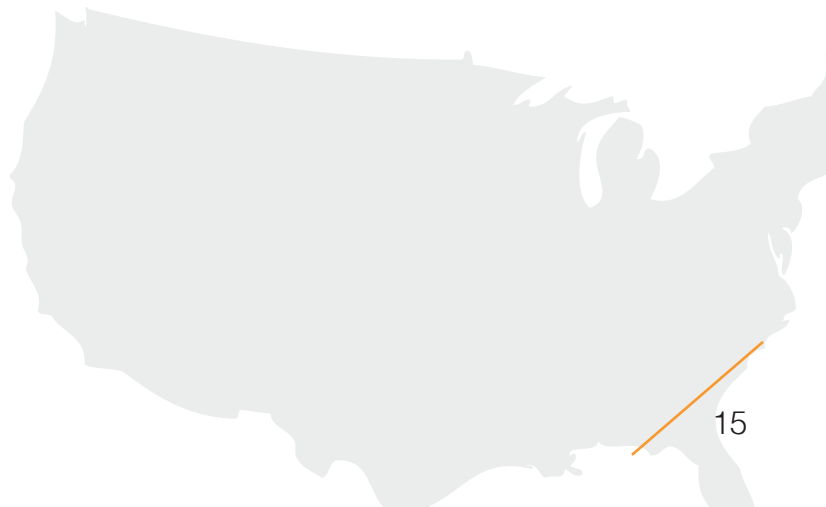
Marie Walsh is currently Director of the Louisiana Local Technical Assistance Program (LTAP). In partnership with the LADOTD, she helped found and now coordinates the LA Local Road Safety Program (LRSP). Marie serves on the Louisiana Strategic Highway Safety Plan Implementation Team and is a member of the Executive Committee of the Louisiana Traffic Records Coordinating Committee, ITE Steering Committee for Vision Zero, and TZD Steering Committee. Marie is active in national road safety efforts and is a third-term member of the TRB Transportation Safety Management Committee, chair of the Towards Zero Deaths Subcommittee, panel member overseeing NCHRP 17-65 Guidance on Implementing the TZD National Strategy and NCHRP 17-69 A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injury. She received her M.S. Degree in Environmental Engineering from LSU in 1985, and PhD in Human Resource Education and Workforce Development in 2003.

**Ward, Nicholas**

Montana State University

**Facilitator:** Exploring Common Obstacles to Increasing Agency Safety Culture and Best Practices to Overcome Them

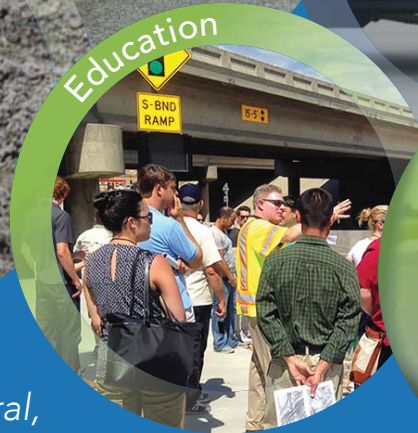
Professor Nicholas Ward (F. Erg. S) obtained his Ph.D. in Psychology (Human Factors) from Queen's University, Canada. He is currently a Professor of Mechanical and Industrial Engineering at Montana State University. His more than 20 years leading international research applied to traffic safety has been based on a systems perspective focused on the driver, the vehicle, and the infrastructure. Over this time period, Professor Ward has secured over \$15 million in research grants from government, commercial and non-profit organizations. Currently, Professor Ward is the Director of the Center for Health and Safety Culture (CHSC) in the Western Transportation Institute at Montana State University. Nicholas is a founding member of the National Summit for Roadway Safety Culture and the Transportation Research Board Subcommittee on Roadway Safety Culture and international leader in advancement of traffic safety culture paradigm. This includes his current participation as the US representative to the multi-national European project on traffic safety culture (<http://www.trasacu.eu/>), his authorship of the FHWA white paper on traffic safety culture, his leadership in developing the traffic safety culture chapter to support the National Toward Zero Death strategy, the authorship of the recently published "A Primer for Traffic Safety Culture", and his participation as the subject matter expert in the recently completed NCHRP domestic scan 14-03.





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