Edmonton’s International Conference on
URBAN TRAFFIC SAFETY
IMPROVING URBAN TRAFFIC SAFETY
CHAMPIONING COLLABORATION FOR
SUCCESS IN OUR COMMUNITIES
April 25-29, 2010
Sutton Place Hotel | Edmonton, Alberta, Canada

On behalf of the City of Edmonton, I heartily welcome delegates from across the country and around the world to the 2nd Annual Traffic Safety Conference.

Like many burgeoning metropolitan centres, Edmonton is faced with increased traffic and corresponding challenges in law enforcement and public education. Safety on our roads and in our communities is one of our foremost priorities. Our Office of Traffic Safety has worked hard to improve public awareness about traffic safety issues. They’ve also worked directly with communities to improve traffic flow and address local concerns.

The Traffic Safety Conference represents both an exceptional learning opportunity and a chance for representatives to work together and effect change. Events like this help us to identify best practices and put forward new initiatives to make our streets safer for everyone.

Together, we are building cities where drivers, cyclists and pedestrians can all share the roads responsibly and safely. I wish you every success and again, welcome to Edmonton!

As motorists, cyclists and pedestrians, traffic safety affects us all. In 2009, there were 29 fatal collisions and 4,104 injury collisions in Edmonton. Each incident was preventable.

As a partner in traffic safety, the Edmonton Police Commission has become a strong advocate for using evidence-based research, road engineering improvements, public education and proper evaluation to improve traffic safety.

Traffic safety is a priority for the Edmonton Police Service. The data shows that strategic traffic enforcement at high-collision corridors has had an impact on making Edmonton streets safer. While traffic violation tickets have increased, the number of injury collisions has consistently decreased over the last five years.

By bringing industry leaders and experts together from around the world, we will engage in meaningful dialogue about traffic safety and ultimately make our urban roadways safer for everyone.

On behalf of the Edmonton Police Commission, welcome to Edmonton’s 2nd International Conference on Urban Traffic Safety.

Traffic safety has long been a priority for the City of Edmonton. Like many growing municipalities, we are challenged to keep the streets safe while at the same time accommodating an ever-increasing number of drivers on the road. It is critical that we share best practices and work together to find solutions to traffic safety issues that concern communities around the globe. I thank you for taking the time to attend and sharing your input with your colleagues and other key stakeholders.

On behalf of the Edmonton Police Service I would like to join others in welcoming you to the Second Annual Urban Traffic Safety Conference.

Conference organizers have brought together an impressive line-up of traffic experts from around the world that will be here to share their expertise. We know that we will all leave the conference with renewed enthusiasm in our efforts to tackle traffic safety issues in our own jurisdictions.

While you are attending the conference I encourage you to take in some of the sights and sounds of Edmonton. There is plenty of shopping and fine dining within walking distance of the conference facility at the Sutton Place Hotel.
On behalf of the Capital Region Intersection Safety Partnership (CRISP) I am pleased to extend warm greetings to everyone participating in and attending the 2nd International Conference on Urban Traffic Safety.

The theme of this conference – Improving Urban Traffic Safety: Championing Collaboration for Success in our Communities – embodies the spirit of the partnership that CRISP represents. We know that by working together with multidisciplinary traffic safety stakeholders we have the best opportunity to reduce traffic collisions and prevent injury and deaths on our roads.

With over 250 local, national and international delegates expected to attend this five day conference, it is an excellent opportunity for you to meet traffic safety experts from all over the world. It is also a great forum for networking, collaborating and sharing strategies and programs to improve traffic safety in all our communities. The CRISP partners welcome you to Edmonton and the 2nd International Urban Traffic Safety Conference. Enjoy your stay.

Welcome to everyone taking part in the 2nd International Conference on Urban Traffic Safety.

The City of St. Albert is committed to ensuring the safety of motorists and pedestrians on our roadways. As a growing mid-sized city, we recognize the need to remain current on traffic safety matters. From policing strategies to public awareness activities, all of the ideas presented, the expertise shared and the knowledge exchanged will further enhance the safety of our roadways.

Thank you to the conference organizers for bringing together experts from around the world to consider and discuss areas of common concern.

I am certain that this year’s event will lead to even safer streets throughout the Capital Region as well as the many communities represented here.

Thank you for your participation.

Welcome to Alberta’s Capital Region. We wish you great success in this forum and are confident you will enjoy your stay with us.
CONFERENCE PARTNERS

This conference is possible with the generous financial support, commitment and in-kind support from many organizations. By joining forces and resources we are better able to strengthen our programs and services.

EDMONTON’S

International Conference on URBAN TRAFFIC SAFETY

CHAMPIONING COLLABORATION FOR SUCCESS IN OUR COMMUNITIES

April 25-29, 2010

Sutton Place Hotel

Edmonton, Alberta, Canada

CONFERENCE COMMITTEE

• Gerry Shimko, Executive Director, Office of Traffic Safety
• Joe Rodgers, Executive Director, Edmonton Police Commission
• Nigel Stevens, Superintendent, Southwest Division, Edmonton Police Service
• Dawn Green, Capital Region Intersection Safety Partnership
• Dan Jones, Office of Traffic Safety
• Tanya Ewashko, Capital Region Intersection Safety Partnership
• Dean Schick, Capital Region Intersection Safety Partnership
• Laura Thue, Senior Research Coordinator, Office of Traffic Safety
• Chris Neuman, Traffic Safety Analyst, Office of Traffic Safety
• Asif Iqbal, Traffic Safety Engineer, Office of Traffic Safety
• Dae-Won Kwon, Traffic Safety Analyst, Office of Traffic Safety
• Barb Clover, Sergeant, Edmonton Police Service
• Laura McNabb, Communications Officer, City of Edmonton
• Sarah Doyle, Communications Officer, Edmonton Police Commission
• Lisa Lammi, Communications Officer, Edmonton Police Service, Traffic Section
• Donna Hladun, Communications Officer, Capital Region Intersection Safety Partnership
• Dorothy Morrison, Program Manager, ICDR

THEME

Improving Urban Traffic Safety: Championing Collaboration for Success in our Communities

GOAL

To strive for world-class traffic safety in our communities by engaging stakeholders through a collaborative approach supported by sound evidence.

OBJECTIVES

• Apply global expertise to regional and local traffic safety challenges.
• Promote cross-communication between traffic safety stakeholders regarding the value and processes of evidence-based decision making, effective knowledge transfer and collaborative approaches.
• Raise public, political and practitioner awareness of traffic safety issues in our communities.
• Present best practice solutions and world-class expertise to community groups facing traffic safety issues in their communities.
• Provide an opportunity for traffic safety stakeholders to network, build capacity, develop skills and forge connections with the global traffic safety community.

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Tom Vanderbilt, New York, USA


His most recent book is the New York Times bestseller Traffic: Why We Drive the Way We Do (and What It Says About Us), published by Alfred A. Knopf in the U.S. and Canada, Penguin in the U.K. and territories, and a number of other publishers in other countries. He is also the author of two previous books: Survival City: Adventures Among the Ruins of Atomic America (Princeton Architectural Press, 2002), an offbeat architectural travelogue of the nation’s secret Cold War past; and The Sneaker Book (The New Press, 1998), a cultural history of the athletic shoe (published in Italian and Swedish editions). His early writings for The Baffler have been collected in two anthologies, Commodify Your Dissent and Boob Jubilee (W.W. Norton, eds. Thomas Frank and Matthew Weiland), and he has also contributed essays to a number of books, including New York Stories: The Best of the City Section of the New York Times Press; Supercade: The Visual History of the Video Game Age (The MIT Press), Else/Where: Mapping (The University of Minnesota Press, 2006) Quonset Hut: Metal Living for a Modern Age (Princeton Architectural Press, 2005), and The World and the Wild (The University of Arizona Press).

Deputy Commissioner Ken Lay, APM Victoria Police, Australia

Deputy Commissioner Ken Lay started work with Victoria Police in 1974 and since that time has gained significant experience in a wide range of policing roles including operational, training and corporate roles as well as lengthy periods of service in both the rural and metropolitan areas. Ken has also worked as the Chief of Staff to Chief Commissioner. Prior to his most recent appointment, Ken was the Assistant Commissioner with responsibility for Victoria’s Traffic and Transit issues. He has also been the Assistant Commissioner in Charge of policing services for the north-west geographical area of Victoria, the largest Police Region in the State.

Deputy Commissioner Lay holds a Diploma in Police Studies (Monash University, 1993) and a Graduate Diploma in Public Administration (Charles Sturt University, 2000). He has successfully completed the Police Executive Leadership Program (AIPM, 2003), and the ANZSoG Executive Fellows Program (2006). He has been awarded the Australian Police Medal for distinguished service to policing.

Ken’s current role is as a deputy to the Chief Commissioner. He has strategic responsibility for road policing across the state. He also represents Victoria Police and the State at various local, national and international forums. His role is also to support the five geographic operational regions by developing strategic policy and legislative change, maintaining liaison with government and key road safety partners, and identifying best practice in road policing enforcement from across the world.

David Sleet, PhD, FAAHB | Atlanta, GA, USA

David A. Sleet, Ph.D., is a behavioral scientist and Associate Director for Science in the Division of Unintentional Injury Prevention at NCIPC where he is the senior advisor to the division on matters of science and policy. Before joining CDC, he was Professor of Public Health and at San Diego State University in California. He joined the National Highway Traffic Safety Administration as a research psychologist in the 1980s and directed the Road Accident Research Unit in Perth, Australia in the 1990s. As a Research Fellow in Finland, he conducted the first Finnish study on airbag effectiveness. He and his team received the 2003 NHTSA Administrators Award for systematic reviews of traffic injury interventions, and The President’s Award for Research from Mothers Against Drunk Driving in 2006. He is co-editor of the World Report on Road Traffic Injury Prevention (2004), and author of 3 additional books, including Injury and Violence Prevention: Behavioral Science Theories, Methods, and Applications (Jossey-Bass, 2006), and The Handbook of Injury and Violence Prevention (Springer, 2007).

Bruce Corben, PhD . Melbourne, Australia

Following 20 years as a road safety practitioner in the traffic engineering, management and design fields, Bruce has been a research academic at Monash University Accident Research Centre in Australia since 1993. His main research interests include improving the safety of pedestrians, roadsides and intersections, through infrastructure design, speed management and strategy development. A strong theme of his research involves generating innovative solutions from the principles underpinning world’s best practice in road safety. Bruce’s work has found practical application at national and state levels in Australia to guide best-practice infrastructure investment and develop ambitious road safety environments for pedestrians.

David Engwicht, Bardon, Australia

David Engwicht is an artist, social inventor and street philosopher. He is inventor of the Walking School Bus and the Neighbourhood Pace Car. David is considered one of the world’s most innovative thinkers on traffic, community life and urban design.

In 1987, David was washing windows for a living when authorities decided to widen a road through his neighbourhood. David became involved in the community campaign to stop the road widening and wrote the booklet Traffic Calming which is credited with starting the traffic calming revolution in many parts of the world. He then wrote Reclaiming Our Cities and Towns (also published as Towards an Eco-City) which was used as a text in university transport and urban design courses. In 1996 he published Street Reclaiming. David now works with city planners in many countries and is a popular conference presenter.

Sharon Matthias, M.Sc., MBA. Edmonton, Alberta, Canada

Sharon’s perspectives on partnership and knowledge mobilization emerge from her experience in senior public policy development and implementation, supporting multisector and multijurisdictional collaboration for public sector innovation, and helping organizations build capacity for using evidence to inform policy, practice and management decision making. Her public service experience includes Assistant Deputy Minister, Health and Regional Social Services, Yukon as well as experience in occupational health and safety and forensic toxicology. Her work with SEARCH Canada supports the organization’s aim to ‘hardwire’ partnership between practice, academic and policy-makers.

Sharon’s work with SEARCH Canada includes projects aimed at improving services for First Nations and Aboriginal people, persons with disabilities, chronic mental illness, Canadians born elsewhere and Alberta provincial populations. Her support to a First Nation, federal and provincial health region collaboration included the foundation stage of a transcultural knowledge brokering project.

Melissa Wandall is a full-time mom who founded two organizations after her husband was killed when a driver ran a red light. The Mark Wandall Foundation, in memory of her husband, reaches out to those who have experienced challenges in life to provide support, nurture and enrollment in their lives. As president of the STOP! Red Light Running Coalition of Florida, she works with law enforcement officials and legislators for the passage of legislation in Florida that will provide statewide standards and pave the way for communities to adopt, implement and enforce red light photo enforcement programs that will save lives. As director of MG Motivational Concepts, inc. she speaks regularly to state, local and national insurance groups to empower service professionals to educate their clients on the importance of investing in life insurance. She has addressed such groups as LIMRA, LOMA, NAIFA and she was a main platform speaker for MDRT in 2008. Her story was featured by the Life Insurance Foundation for Health and Education as one of its realLIFEstories in 2006. Her hope is that her daughter will grow up to embrace her father’s memory and appreciate what Melissa vows will become Mark’s life saving legacy!
A. Intersection Safety: A Case Study
Presenter: Bruce Corben, Ph.D. Senior Research Fellow, Monash University Accident Research Centre, Australia

Motor vehicle collisions are a leading cause of injury-related death and disability in our community. In this full day workshop, Dr. Corben will present case studies from the Capital Region and lead participants through a hands-on workshop to examine comprehensive and systematic approaches to reducing intersection casualties. He will identify countermeasures, deployment characteristics to reduce costs effectively and achieve the intersection safety goal. Learn how to develop a preliminary strategic implementation or action plan and identify strategic directions and steps needed to successfully implement a plan.

B. Traffic Safety and the Built Environment: Exploring Relationships
Reid Ewing, PhD, Professor, City and Metropolitan Planning, University of Utah, USA

The built environment is characterized by D variables: density, diversity, design, destination accessibility, and distance to transit. Each of these D variables affects travel and physical activity, which in turn affect traffic safety, air quality, heat island effects, obesity, and climate change. This workshop will review published evidence on these relationships, and present case studies from the United States on places that have reduced vehicular travel, increased physical activity, and thereby improved public health. The workshop will draw on books and articles written by the workshop leader, including Best Development Practices, Transportation and Land Use Innovations, U.S. Traffic Calming Manual: Flexible Design of New Jersey’s Main Streets, and Pedestrian- and Transit-Oriented Design (in press).

C. Experiential Learning in Social Marketing Strategies to Promote Safety
Presenter: Sameer Deshpande, PhD, Associate Professor, Marketing, Faculty of Management, University of Lethbridge, Alberta

Marketing plays an increasingly important role in campaigns and programs that deal with problems such as traffic safety. Social marketing is the adaptation of commercial marketing technologies to programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of the society of which they are a part. Social marketing has been particularly successful in influencing health and social behaviours in fields such as injury prevention.

This workshop will briefly cover basic and advanced concepts of social marketing and traffic safety. This will be followed by working in groups and applying these concepts in a real world setting. The emphasis of the workshop is on the hands-on approach of the application of tools. You are encouraged to bring campaign/issues that you have worked or intend to work in the near future. Dr. Sameer will guide you through experiential learning to share resources, discuss challenges and achieve solutions.
Monday, April 26, 2010

0730  Registration | Networking

0830  Opening Ceremony—Welcome & Introductions
   Theme: Evidence & Research

0845  Keynote: Objects in the Mirror are More Complicated Than They Appear
   Tom Vanderbilt, Author, International Speaker, New York, USA
   Tom Vanderbilt presents 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 behaviour, and other aspects of this complex, yet overlooked, everyday activity.

1000  Break | Networking

1030  Concurrent Session 1.A | Theme: Evidence & Research

1.A.1  Automated Speed Enforcement Programme in France: A Deterrent System at Work
   Laurent Carnis, Senior Researcher, French National Institute for Transport and Safety Research (INRETS), France

1.A.2  Driver Distraction and Human Factors in Design
   Alison Smiley, PhD, President, Human Factors North, Ontario, Canada

1.A.3  Speeding: Public Attitudes
   Ward Vanlaar, PhD., Vice President Research, Traffic Injury Research Foundation, Ontario, Canada

1.A.4  Prediction and Evaluation of Traffic Safety
   Bhagwant Persaud, PhD, Ryerson University, Department of Civil Engineering, Ontario, Canada

1145  Lunch

1300  Concurrent Sessions 1.B | Theme: Evidence & Research

1.B.1  Applying the Data-Driven Approach to Crime and Traffic Safety
   Capt. Howard B. Hall, Commander, Baltimore County Police, USA

1.B.2  Traffic Safety: A Public Health Perspective
   David Sleet, PhD, FAAHB, Centers for Disease Control and Prevention (CDC), National Center for Injury Prevention, Division of Unintentional Injuries, Atlanta, Georgia, USA

1.B.3  Development of a Cognitive Skills Training Product For Novice Drivers
   Thomas Triggs, PhD, Emeritus Professor, Monash University, Accident Research Centre, Melbourne, Australia

1.B.4  Effectiveness of Behavioral Highway Safety Countermeasures
   David F. Preusser, PhD, Preusser Research Group, Inc. Connecticut, USA

1415  Break | Networking

1445  Keynote: Police Enforcement Strategy: Safer Drivers, Safer Roads and Safer Vehicles
   Deputy Commissioner Ken Lay, APM, Victoria Police, Australia
   There is a common understanding of our road safety partners that is critical in reducing levels of trauma, the expected benefits of road and vehicle engineering. Deputy Commissioner Lay will discuss how they collaborate with engineers, researchers, law enforcement, and public health practitioners to effectively increase and improve all elements of the traffic safety systems.

1600-1615 End of Day

Tuesday, April 27, 2010

0730  Registration | Networking

0830  Welcome & Introductions
   Theme: Knowledge Transfer

0845  Keynote: Knowledge Transfer: Integrating Disciplines
   David Sleet, PhD, FAAHB, Centers for Disease Control and Prevention (CDC), NCIPC, Division of Injury Prevention, Georgia, USA
   We are aware of the importance of a people-orientated infrastructure to improve traffic safety. Various organizations contribute their knowledge relating to traffic safety. How do we communicate to share knowledge between universities, business, community and law enforcement to enable innovative new products and services to be developed? David Sleet will present a systematic approach to capture, collect and share tactic knowledge in order for transfer to become explicit knowledge. This approach allows for individuals and organizations to access and utilize essential information which may be known to a few.

1000  Break | Networking

1030  Concurrent Session 2.A | Theme: Knowledge Transfer

2.A.1  Justice System on Impaired Driving & Recidivism
   Robyn Robertson, President and CEO, Traffic Injury Research Foundation, Ontario, Canada

2.A.2  Mobility in an Aging World: The Sustainable Business Model
   Katherine Freund, Founder, ITNAmerica, Maine, USA

2.A.3  Positive Norms Messaging: The Positive Community Norms Approach to Prevention
   Jeff Linkenbach, Ed.D., Senior Research Scientist, Director National MOST Of Us Institute for Social Norms- Western Transportation Institute, Montana State University, USA

2.A.4  Traffic Safety Performance Measures
   Dan Gieseman, Systems Developer, Institute for Transportation (InTrans), Iowa State University, USA

1145  Lunch
Tuesday, April 27, 2010

1300 Concurrent Sessions 2.B | Theme: Knowledge Transfer

2.B.1 Involving & Engaging Communities
David Engwicht, Author, International Speaker, Bardon, Australia

2.B.2 Mobilize! Taking Knowledge to Action
Peter Levesque, PhD, Director, Knowledge Mobilization, Ontario, Canada

2.B.3 Promoting Positive Public Health Messages: Persuasive Strategies
Richard Tay, PhD., University of Calgary, AMA Road Safety Research Chair, Alberta, Canada

2.B.4 A Health Care Cost Perspective to Motor Vehicle Collisions
Mike Connors, EIT, SNC Lavalin Inc. Nova Scotia, Canada

1415 Break | Networking

1445 Keynote: Red Light Running...
Melissa and Madison Grace Wandall, Motivate Life, Florida, USA

Very near and dear to Melissa and Madison Grace is the reality and danger of red light running. It’s an issue that goes a bit unnoticed in today’s world. Melissa’s keynote will teach you how real red light running is and how red light running can cast tragedy on innocent people and their families. In this story, they reach out to educate participants and communities, to share the many resources that have become available to curb the increase of red light running and the damage that red light running can cause.

Wednesday, April 28, 2010

1000 Break | Networking

1030 Concurrent Sessions 3.A | Theme: Local Applications

3.A.1 Law Enforcement Reducing Injuries and Saving Lives
Chief Superintendent Bill Grodzinski, Ontario Provincial Police, Canada

3.A.2 Smart Driving: Evaluating Mobility Management
Todd Littman, Executive Director, Victoria Transport Policy Institute, British Columbia, Canada

3.A.3 Social Marketing Strategies to Promote Safety
Sameer Deshpande, PhD, Associate Professor, Marketing, Faculty of Management, University of Lethbridge, Alberta, Canada

3.A.4 Automated Safety Analysis Using Computer Techniques
Tarek Sayed, Ph.D., P.Eng, Civil Engineering, University of British Columbia, Canada

1145 Lunch

1300 Concurrent Sessions 3.B | Theme: Local Applications

3.B.1 Evaluation Policing & Traffic Safety in Alberta: Pilot Project
Curtis Clarke, PhD, Director, Staff College, and Rachel Melnychuk, M.A., Acting Director, Policy, Planning and Divisional Support, Alberta Solicitor General and Public Security, Canada

Reid Ewing, PhD, Professor, City and Metropolitan Planning, University of Utah, USA

3.B.3 Road Safety: Evaluating the Cost of Collisions
Paul de Leur, Ph.D., de Leur Road Safety Consulting Ltd. British Columbia, Canada

3.B.4 Leadership: Volvo Traffic Accident Research Centre
Hans Nyth, Director, Volvo Cars Safety Centre, Sweden

1415 Break | Networking

1445 Closing Keynote:
Championing Collaboration For Success In Our Communities
Sharon Matthias, M.Sc., MBA. Matthias Inc: Designing the Future, Alberta, Canada

There is a need to carefully consider how research-based evidence and other types of evidence are actually integrated into practice in multi-disciplines. There is also a need to carefully consider how the knowledge gained in the course of conceptual design, prototyping and piloting of an innovation can be shared and integrated into practice in other contexts. In this session Sharon Matthias focuses on important interrelations providing valuable insights into championing collaboration for success in our communities.
1. A.1  
Automated Speed Enforcement Programme in France: A Deterrent System at Work  
Laurent Carnis, Senior Researcher, French National Institute for Transport and Safety Research (INRETS), France  
In November 2003, the first automated radar devices were implemented in France. This automated speed enforcement system (AC) permitted to strengthen the intensity of detection and to punish effectively speed offenders. In 2009 more than 2,500 speed radar devices are operating on the French road network.

The objectives of CA are in to change road users’ driving choices by combining general deterrence and specific deterrence actions, and to build a consistent grid of detection on the whole territory for enforcing speed limits. Another objective was to reduce significantly the road fatalities and injuries.

This session will present some elements of understanding: a brief presentation of the CA system, its organization and its working. It will focus also on the impact of CA in terms of deterrence, by analyzing the evolution of speed ratios, the effects on the mean speed and the evolution of the traffic safety figures.

1. B.1  
Applying the Data-Driven Approach to Crime and Traffic Safety  
Capt. Howard B. Hall, Commander, Baltimore County Police, USA

This session will provide an overview of a progressive law enforcement operational model that places a renewed focus on traffic law enforcement as an effective tool in reducing crime, crashes and traffic violations. Captain Hall will present the methodology to applying the Data-Driven Approach to Crime and Traffic Safety. Learn the analysis, site selection, action plans, developing partners, evaluating and communications essential to this successful strategy.

1. B.2  
Traffic Safety: A Public Health Perspective  
David Sleet, PhD, FAAHB, Centers for Disease Control and Prevention (CDC), National Center for Injury Prevention, Division of Unintentional Injuries, Atlanta, Georgia, USA

Motor vehicle injuries represent a significant public health burden, both in the United States and in Canada. Approaching traffic injury prevention from the perspective of public health helps link traffic safety and public health professionals in a common goal and with common tools to improve prevention. Framing motor vehicle injury as both predictable and preventable will allow a “systems” approach to prevention—involving changes in personal behavior, the road environment, and the vehicle (the source of energy exchange that produces injury). Public health has a long history in health safeguards that can be extended to building safer roads and vehicles. In this session David Sleet discusses how the promotion of lifestyle and environmental changes in public health can have the same appeal for changing the safety behaviors of drivers, pedestrians and cyclists. He demonstrates that stimulating a “culture of safety” means providing safe and accessible transportation for all as a means to improve our overall quality of life.

1. B.2  
Driver Distraction and Human Factors in Design  
Alison Smiley, PhD. President, Human Factors North, Ontario Canada

Distractions are not always related to activities such as talking on a cell-phone or inserting a CD into the player, or to environmental influences like visual distractions outside or inside the vehicle. Loss of focus and inattentiveness may result from thinking about things far removed from the driving task.

The session is intended to present the latest research into safety engineering, and driver abilities and limitations that need to be considered in road design and traffic engineering. Driver capabilities in vision, attention span, information processing and perception-reaction time are examined to aid in future design choices.

1. A.3  
Speeding: Public Attitudes  
Ward Vanlaar, PhD., Vice President Research, Traffic Injury Research Foundation, Ontario, Canada

The public’s perspective about traffic safety is an important consideration with regards to program and policy development and public awareness initiatives. A survey that provides information on the public’s attitudes, opinions and behaviours can help improve traffic safety. Also, such a survey allows the public to indirectly influence strategies to improve traffic safety and the process sends a message that suggests stakeholders are concerned about public safety and working towards solutions. The objective of this session is to describe a survey instrument about excessive speeding and interpret the results with the goal of providing useful information pertinent to this issue. Ward Vanlaar will outline the methods of selecting a sample, developing a survey instrument, administering the survey, analyzing the resulting data and disseminating the findings.

1. A.4  
Prediction and Evaluation of Traffic Safety  
Bhagwant Persaud, PhD, Ryerson University, Department of Civil Engineering, Ontario, Canada

This session is designed for both researchers and engineers to provide an understanding of the methodology and applications in the prediction and evaluation of traffic safety. Participants will be engaged in discussions on research of statistical methods to measure applications and enhance communication of evaluation results.
2.A.1 Justice System on Impaired Driving & Recidivism
Robyn Robertson, President and CEO, Traffic Injury Research Foundation, Ontario, Canada

Alcohol impaired driving is the leading criminal cause of death in Canada and other countries. Considerable progress has been made in recent decades in countries throughout the industrialized world in reducing this problem. Well known and effective approaches to impaired driving involve enforcement and deterrence to keep drinkers from driving and remove these drivers from the road. More recently, progress in the fight has slowed. In response to this, another set of promising strategies to reduce the problem have emerged that emphasize reducing alcohol consumption and separating drinking from driving. This session provides a review of the research evidence supporting some of the leading measures to monitor and control alcohol consumption among drunk drivers, including alcohol interlocks, continuous alcohol monitoring, special courts for impaired drivers and treatment interventions. The impact of these interventions on traffic safety will be discussed in conjunction with future directions in the field.

2.A.2 Mobility in an Aging World: The Sustainable Business Model
Katherine Freund, Founder, ITNAmerica, Maine, USA

This session presents issues related to mobility in an aging world. The discussions progress from demographics and social factors to health status, aging and motor vehicle operating risk, determinants of mobility, and onto recommendations for safe mobility. Katherine Freund will present the Sustainable Business Model, addressing the relationship between elderly population and motor vehicle operation because time can lessen human capabilities like good vision, mental agility, and physical dexterity -- all needed for safety.

2.A.3 Positive Norms Messaging: The Positive Community Norms Approach to Prevention
Jeff Linkenbach, Ed.D., Senior Research Scientist, Director National MOST Of Us Institute for Social Norms- Western Transportation Institute, Montana State University, USA

There are many areas in which people's behaviours, attitudes or opinions could be shifted by using strategic marketing to realign their perceptions with reality. Informing people that the majority of their peers are acting safely or are supportive of attitudes and policies can create an environment in which people actively strive to emulate what they believe is typical of their peers.

In this session Jeff Linkenbach will demonstrate how positive norms messaging is based on applying techniques of the science of the positive framework and discuss how this innovative health promotion technique has only begun to be understood and used to its full potential.

Dan Gieseman, Systems Developer, Institute for Transportation (InTrans), Iowa State University, USA

Accurately determining the map coordinates of crashes is a critical data capture function essential to modern highway safety systems. Providing point-and-click mapping tools for use by data collection personnel remains a best-practice for such tasks. Given such an objective, designing the integration of GIS and GPS functionality within a dedicated and easy to use graphical environment becomes the engineering challenge.

This presentation will provide a detailed overview of two generations of location capture systems designed, implemented, and deployed by the presenter. Topics covered will include the architecture, functionality, and data supporting such systems. Second-generation evolutionary changes stemming from experience gained deploying earlier systems will be emphasized. The presentation will conclude with open discussion of the future of these systems, accompanied by a conceptual overview of a planned Web-Based location capture tool.
3.A.1 Law Enforcement: Reducing Injuries and Saving Lives
Chief Superintendent Bill Grodzinski, Ontario Provincial Police, Canada

The Ontario Provincial Police (OPP) is recognized throughout North America as a leader in traffic safety. The ability to analyze successes in traffic issues provides an opportunity for the organization to rise above the culture of status quo. The OPP will continue to demonstrate true leadership by embracing and incorporating the principles of the Provincial Traffic Safety Program into the core functions of every OPP member saving more lives. Chief Superintendent Bill Grodzinski presents the Provincial Traffic Safety Program, it’s proactive, sustainable approach to high risk and save behaviours. Learn about how the OPP Provincial Traffic Safety Program reduces injuries and save lives.

3.A.2 Smart Driving: Evaluating Mobility Management
Todd Litman, Executive Director, Victoria Transport Policy Institute, British Columbia, Canada

This session investigates whether transportation policies should include targets to reduce vehicle travel and encourage use of alternative modes, called mobility management objectives. Such objectives are justified on several grounds: they help ensure that individual short-term decisions support strategic goals, they provide numerous benefits, and they help prepare for future travel demands. Many mobility management strategies are market and planning reforms that increase transport system efficiency and equity. Todd Litman shares comprehensive analysis for mobility management and how appropriate applications can reduce vehicle travel in ways that minimize costs and maximize benefits to consumers and society.

3.A.3 Social Marketing Strategies to Promote Safety
Sameer Deshpande, PhD, Associate Professor, Marketing, Faculty of Management, University of Lethbridge, Alberta, Canada

Marketing plays an increasingly important role in campaigns and programs that deal with problems such as traffic safety. Social marketing is the adaptation of commercial marketing technologies to programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of the society of which they are a part. Social marketing has been particularly successful in influencing health and social behaviors in fields such as injury prevention.

Through the use of text, cases, and discussions, this session will enable you to consider the nature of social marketing and the theory it is based upon; to encourage you to analyze how marketing theory can be applied to social issues, and to allow you to critically evaluate the use of social marketing in the fields of public health, social development and traffic safety.

3.A.4 Automated Safety Analysis Using Computer Techniques
Tarek Sayed, Ph.D., P.Eng, Civil Engineering, The University of British Columbia, Canada

Traffic safety analysis has often been undertaken using historical collision data. However, there are well-recognized availability and quality problems associated with collision data. In addition, the use of collision records for safety analysis is reactive: a significant number of collisions have to be recorded before action is taken. Therefore, the observation of traffic conflicts has been advocated as a complementary approach to analyze traffic safety. However, incomplete conceptualization and the cost of training observers and collecting conflict data have been factors inhibiting extensive application of the technique. Therefore, the successful automation of extracting conflicts from video sensors data using computer vision techniques can have practical benefits for traffic safety analysis. This paper describes a comprehensive system for automated road safety analysis using video sensors. The system automatically detects traffic conflicts in video data and calculates several conflict indicators. The paper describes several applications of the automated safety analysis system including detecting pedestrian/vehicle conflicts, before and after safety evaluation of a right-turn treatment, and a diagnostic safety study of an accident prone location.

3.B.1 Evaluation Policing & Traffic Safety in Alberta: Pilot Project
Curtis Clarke, PhD, Director, Staff, College, and Rachel Melnychuk, M.A., Acting Director, Policy, Planning and Divisional Support, Alberta Solicitor General and Public Security, Canada

As programs become more complex cutting across different departments, levels of governments and jurisdictions, evaluation design must respond by taking a more systemic approach that includes an understanding of the context as well as simply looking at what is happening. In this session Dr. Clarke provides practical advice on developing an evaluation design, data collection and analysis methods, as well as looking at the implications of the project management. He will use research developed for the pilot project in traffic safety and policing in Alberta. Discussions will address the impact of policy on program delivery, emphasis on evidence-based practice and the diversity of multi-site programing.

3.B.2 The Built Environment and Public Health
Reid Ewing, PhD, Professor, City and Metropolitan Planning, University of Utah, USA

This session reviews evidence on how two elements of the built environment, development patterns and roadway designs, impact traffic safety. The evidence supports two conclusions counter to accepted transportation engineering theory. First, the traffic environments of dense urban areas appear to be safer than the lower-volume environments of the suburbs. The reason is that many fewer miles are driven on a per capita basis, and the driving that is done is at lower speeds that are less likely to produce fatal crashes. Second, at least in dense urban areas, less “forgiving” design treatments—such as narrow lanes, traffic calming measures, and street trees close to the roadway—appear to enhance a roadway’s safety performance when compared to more conventional roadway designs. The reason for this apparent anomaly may be that less forgiving design provides drivers with clear information on safe and appropriate operating speeds.

3.B.3 Road Safety: Evaluating the Cost of Collisions
Paul de Leur, Ph.D., de Leur Road Safety Consulting Ltd., British Columbia, Canada

An important factor in determining the success of any road safety initiative is to have a clear understanding of the benefits that are realized from the initiative. In road safety, the benefits are most often expressed in terms of a reduction in the frequency and/or severity of collisions after the safety initiative has been implemented. However, another important consideration for decision makers is the magnitude of the safety benefits in relation to the costs necessary to deploy and implement the safety initiative. As such, it is often necessary to convert the safety benefits (i.e., the reduction in collisions) into a dollar value, such that it can be compared to the cost of the initiative. To do this, it is necessary to develop an average cost associated with the various levels of collisions, including fatal collisions, injury collisions and property damage only collisions. This session presents results of a study undertaken for Alberta’s Capital Region Intersection Safety Partnership (CRISP), which examines and evaluates the elements associated with the cost of collisions for the Capital Region.

3.B.4 Leadership: Volvo Traffic Accident Research Centre
Hans Nyth, Director, Volvo Cars Safety Centre, Sweden

The Volvo Cars Traffic Accident Research Team has investigated traffic accidents since 1970. Volvo’s accident database contains information about more than 40,000 accidents. Learn how Volvo uses knowledge from real traffic situations in the research, to design cars that offer a very high level of safety in collisions. The company regards this as a very important base of knowledge when identifying high-tech solutions that can help to entirely avoid or mitigate accidents. In order to take this a step further the Traffic Accident Research Team not only studies crashed cars, it also investigates driving scenarios including driver behaviour in order to learn more about what can lead to hazardous traffic situations. This session includes discussions on advanced technology aiding in the design of cars to help drivers avoid accidents and exposure to dangerous situations.
The Community Forum is an evening of thought provoking presentations and discussion on community traffic safety issues. Come hear Melissa and Madison Grace Wandall talk about how a traffic crash in Florida changed their lives completely. Listen to Tom Vanderbilt discuss his best-selling book 'Traffic: Why We Drive the Way We Do (and What it Says About Us)'. Australia's David Engwicht, considered to be one of the world's most innovative thinkers about traffic will pitch his practical ideas for taming traffic. Visit booths that will showcase innovative community based traffic safety programs and projects.

EVENING PROGRAM AT A GLANCE

6:00  Registration & Community Traffic Safety Showcase
7:00  Welcome & Introductions
     Presentations by:
     Melissa & Madison Grace Wandall, Florida & Tom Vanderbilt, New York
8:15  Community Traffic Safety Showcase & Refreshments
8:30  Presentation by David Engwicht, Australia
9:00  Closing Remarks
The conference organizers are pleased to host an exhibit program. Please join us to welcome exhibitors and learn more about their programs and services.

Exhibit Schedule
- Monday April 26, 2010 7:30am – 4:30pm
- Tuesday, April 27, 2010 7:30am-4:30pm and 6:00pm to 9:30pm
- Wednesday, April 28, 2010 7:30am – 4:30pm

Exhibitors
By joining forces and resources we are better able to strengthen our programs and services and collectively work towards improving traffic safety, achieving success in our communities. Exhibitors profile products, services and expertise, which demonstrates their commitment to servicing this community and build vital links with professionals and representatives working towards safer roads and communities.
Go Green Theme
In organizing Edmonton’s International Conference on Urban Traffic Safety, the committee carefully considered the environmental impacts of an event of this scale — from the decisions on how many printed materials to produce before and during the conference, to the encouragement of selecting environmentally appropriate conference handouts. We encourage you to join our committee to protect our environment locally and internationally. Become more informed about the City of Edmonton’s environmental policies to keep our city green by visiting the website www.edmonton.ca/environmental

Session Materials & Biographies
Session presentations have been made available on the USB flash drive as part of your registration package. Presentation materials and speaker biographies will be made available after the conference on the website at www.TrafficSafetyConference.com.

Contacts
Conference Committee and volunteers will be available to assist you throughout the conference at the registration/information desk.

Registration
Full conference registration fees include all keynote presentations, concurrent sessions, continental breakfast, refreshments, lunches, community forum, sessions and conference kit. Please visit the registration desk for information.

Session Selections
You have indicated your concurrent session selection at the time of registration, we ask you remain in these sessions to allow for registered seating.

Name Tags
Your name tag is required at all times to gain access to the conference program, meals, the community forum, etc.

Agenda Changes
Any changes to the conference agenda will be posted daily on the message at the registration desk.

Cellular
For the respect of the guests and presenters, please turn off your cell phones, blackberries, iphones, etc.

Privacy & Waiver Policies
For complete registration policies, waiver and protection of privacy, please visit the conference website at www.TrafficSafetyConference.com

Special Requests
Your registration may have indicated special menu and/or special services. Every effort has been made to accommodate your request. Due to the increasing sensitivity to environmental changes and allergies and for the comfort for all of our guests, we ask you to kindly refrain from the use of powerful lotions and perfumes.