



P486-1463  
Center for Transportation Research and Education  
Iowa State University  
ISU Research Park  
2901 South Loop Drive, Suite 3100  
Ames, IA 50010-8632

**RETURN SERVICE REQUESTED**



# HIGHWAY SAFETY PEER EXCHANGE

ENGINEERING • ENFORCEMENT • EDUCATION • EMERGENCY RESPONSE

*a multidisciplinary networking event for highway safety professionals*



HOLIDAY INN AT AMERISTAR  
COUNCIL BLUFFS, IOWA

(FIVE MINUTES BY SHUTTLE FROM EPPLEY AIR FIELD, OMAHA, NEBRASKA)

OCTOBER 31–NOVEMBER 1, 2000

NO FEE



**Interested in networking  
with your peers about  
multidisciplinary highway  
safety programs?**


***Come share your successes or obstacles  
and learn how others have approached  
similar highway safety issues!***

The Highway Safety Peer Exchange will focus on integrating highway safety disciplines involved in planning, implementing, and managing multidisciplinary highway safety programs. The two-day event will include presentations and open discussions related to traffic safety on the national, regional, state, and local levels.



### The Highway Safety Peer Exchange

**is a unique opportunity to**

- network with other highway safety professionals
  - hear how others have developed and implemented their highway safety plans
  - learn how others have overcome obstacles or have approached difficult issues
  - share successful highway safety practices and innovations with peers
  - exchange effective methods for measuring and monitoring safety strategies
  - discuss successful ways to build support for safety programs
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# Agenda

Engineering • Enforcement • Education • Emergency Response

TUESDAY, OCTOBER 31

8:00 A.M. REGISTRATION / 8:30 A.M. CONVENE

**NATIONAL AND REGIONAL PERSPECTIVES AND ACTION/ FHWA** Rudy Umbs, chief, Safety Design Division, Office of Highway Safety • **NHTSA** Don McNamara, Region V regional administrator / Romell Cooks, Region VII regional administrator • **NAGHSR** Barbara Harsha, executive director

**ASSOCIATION AND COMMITTEE REPORTS/ AASHTO—Implementing the Safety Management System Model Plan** Peter Rusch, Region III representative, Standing Committee on Highway Traffic Safety • **TRB—Transportation Safety Management Committee Report** Leanna Depue, chair • **Roadway Safety Foundation—Partnering for Roadway Safety** Kathleen Hoffman, executive director

12:00 P.M. LUNCH

**STATE EXPERIENCES: HOW MULTIDISCIPLINARY HIGHWAY SAFETY PROGRAMS OBTAIN MANAGEMENT BUY-IN, AND IMPLEMENT, MEASURE, MONITOR, AND FUND INITIATIVES/ Pennsylvania—Benchmarking Plans** Tom Bryer, director, Bureau of Highway Safety and Traffic Engineering, Pennsylvania DOT • **Oregon—Traffic Safety Systems and Alliance for Community Traffic Safety (ACTS)** Troy Costales, manager, Transportation Safety Division, Oregon DOT • **Iowa—Safety Management System Implementation** Tom Welch, state safety engineer, Iowa DOT; and chair, Iowa Safety Management System Coordination Committee • **Wisconsin—Integrating Disciplines in Statewide Highway Safety** Martha Florey, Office of Highway Safety, Wisconsin DOT

5:00 P.M. NETWORKING RECEPTION

WEDNESDAY, NOVEMBER 1

8:30 A.M. CONVENE

**MORE STATE EXPERIENCES/ Florida—SMS and Statewide Community Traffic Safety Teams Coalition** Walter Wobig, coalition chair and member, Florida's Safety Management System Steering Committee • **North Carolina—SMS** Tony Wyatt, traffic safety systems engineer, Traffic Safety Systems Management Unit, North Carolina DOT • **Washington—Implementing the Local Agency Safety Management System** Dan Sunde, director, Washington State Technology Transfer Center, Washington DOT

12:00 P.M. CLOSING REMARKS

**Federal Highway Administration**

**Iowa Department of Transportation**

**Iowa Governor's Traffic Safety Bureau**

**Iowa Safety Management System**

For information about the event, contact Mary Stahlhut, Office of Traffic Engineering and Safety, Iowa Department of Transportation, 515-239-1169, [safety@max.state.ia.us](mailto:safety@max.state.ia.us).

For registration information, contact Sharon Prochnow, Center for Transportation Research and Education, Iowa State University, [prochnow@iastate.edu](mailto:prochnow@iastate.edu), 515-294-8103.

## Registration

Please either e-mail registration information to [prochnow@iastate.edu](mailto:prochnow@iastate.edu) or fax/send this registration form to Sharon Prochnow  
Center for Transportation Research and Education  
Iowa State University  
ISU Research Park  
2901 South Loop Drive, Suite 3100  
Ames, IA 50010-8632  
**Fax: 515-294-0467**  
**Phone: 515-294-3781**

**No fee—**  
event sponsors  
will cover the expenses!

• **Registration deadline**  
is October 24.

• **Dress is business casual.**

## Highway Safety Peer Exchange October 31–November 1, 2000

Name \_\_\_\_\_

Title, organization \_\_\_\_\_

Street address \_\_\_\_\_

City, state, zip code \_\_\_\_\_

Daytime phone \_\_\_\_\_ Daytime fax \_\_\_\_\_ E-mail address \_\_\_\_\_

**Reserve your hotel room by October 2.**  
**Holiday Inn at Ameristar**  
**712-322-5050**  
Ask for the Highway Safety Peer Exchange  
\$69/night

Directions: I-80 Exit 52  
2200 River Road, Council Bluffs, Iowa