

2024 New York State Highway Safety Symposium

October 21-24, 2024

The Conference Center at Lake Placid, New York



Traffic Safety is Public Safety



Sponsored by the Governor's Traffic Safety Committee (GTSC), the NYS Association of Traffic Safety Boards and the STOP-DWI Association, Inc.


Welcome to the 2024 New York Highway Safety Symposium


October 21 – 24, 2024 at the Conference Center at Lake Placid, New York

Mission Statement of the New York Highway Safety Symposium


To bring together highway safety professionals from across New York State to share, promote and educate on highway safety initiatives through a combined annual symposium sponsored by the Governor’s Traffic Safety Committee, the NYS Association of Traffic Safety Boards and the NYS STOP-DWI Association, Inc.

Program Schedule

	Day 1: Monday, October 21, 2024
12:00 PM – 1:00 PM	<i>Lobby - Edelweiss</i> Planning Committee Meeting
1:00 PM – 4:00 PM	<i>Lobby - Edelweiss</i> Exhibitor Setup
2:00 PM – 5:00 PM	<i>Lobby - Edelweiss</i> Check-in & Registration
3:00 PM – 5:00 PM	<i>Lussi 2A</i> NYS STOP-DWI Association, Inc. Annual Meeting
4:30 PM – 6:30 PM	<i>Lobby - Edelweiss</i> Meet & Greet Reception
END OF DAY	Dinner on Your Own Enjoy the many dining options available in Lake Placid

	Day 2: Tuesday, October 22, 2024
7:00 AM – 9:00 AM	<i>Lobby - Edelweiss</i> Check-in & Registration
7:00 AM – 8:00 AM	<i>Main Ballroom</i> Breakfast
8:00 AM – 4:00 PM	<i>Whiteface 3D</i> ARIDE Training - Advanced Roadside Impaired Driving Enforcement (All Day)
8:00 AM – 8:15 AM	<i>Main Ballroom</i> Welcome Remarks Presentation of Our National Colors by the New York State Police
8:15 AM – 9:45 AM	<i>Main Ballroom</i> Opening Keynote Plenary Speaker “Don’t let the pain of today blind you from the promise of tomorrow” with Jason Schechterle, Retired Phoenix Police Officer, Author, and Inspirational Speaker

9:45 AM – 10:15 AM	<i>Lobby - Edelweiss</i>		
	Beverage Break with Exhibitors and Tabletop Displays		
10:15 AM – 11:10 AM	Concurrent Sessions 1		
	<i>Session 1A - Lussi 2A</i>	<i>Session 1B - Lussi 2B</i>	<i>Session 1C - Lussi 2C</i>
	Injury Patterns from Micromobility Devices	Enforcement is an Essential Countermeasure to Multiple Risky Driving Behaviors	PART 1 - Car Seat Basics for Law Enforcement
11:20 AM – 12:15 PM	Concurrent Sessions 2		
	<i>Session 2A - Lussi 2A</i>	<i>Session 2B - Lussi 2B</i>	<i>Session 2C - Lussi 2C</i>
	New York State Police's Evidential Oral Fluid Testing Program	Stay Awake! Stay Alive! Challenge: A Drowsy Driving Initiative Aimed at College Youth	PART 2 - Car Seat Basics for Law Enforcement (A continuation of the training started in Session 1)
12:15 PM – 1:15 PM	<i>Main Ballroom</i>		
	Lunch		
1:15 PM – 2:10 PM	Concurrent Sessions 3		
	<i>Session 3A - Lussi 2A</i>	<i>Session 3B - Lussi 2B</i>	<i>Session 3C - Lussi 2C</i>
	The Problems of the LATCH System	Empowering Youth to Practice Safe Driving Habits	DRE Preparation and Testimony with a DRE and ADA
2:10 PM – 2:30 PM	<i>Lobby - Edelweiss</i>		
	Beverage Break with Exhibitors		
2:30 PM – 3:25 PM	Concurrent Sessions 4		
	<i>Session 4A - Lussi 2A</i>	<i>Session 4B - Lussi 2B</i>	<i>Session 4C - Lussi 2C</i>
	Vulnerable Road User Safety Assessment	Cannabis and Driving Before and After New York's Legalization of Cannabis	Let's Not Meet by Accident: Reducing Youth Distracted Driving Through a Mock MCI
3:45 PM – 5:15 PM	<i>Lussi 2A</i>		
	New York State Association of Traffic Safety Boards Meeting		
END OF DAY	Dinner on Your Own Enjoy the many dining options available in Lake Placid		

	Day 3: Wednesday, October 23, 2024		
7:00 AM – 8:00 AM	<i>Main Ballroom</i>		
	Breakfast		
8:00 AM – 4:00 PM	<i>Whiteface 3D</i>		
	ARIDE Training - Advanced Roadside Impaired Driving Enforcement (All Day)		
8:00 AM – 8:30 AM	<i>Main Ballroom</i>		
	Opening Remarks & Awards Presentation		
8:30 AM – 10:00 AM	<i>Main Ballroom</i>		
	Keynote Plenary Presentation "The Power of Alerts: Going from Notification to Action" with Michael Roach, Marketing Strategist, Consultant, Trainer		
10:00 AM – 10:15 AM	<i>Lobby - Edelweiss</i>		
	Beverage Break with Exhibitors and Tabletop Displays		
10:15 AM – 11:10 AM	Concurrent Sessions 5		
	<i>Session 5A - Lussi 2A</i>	<i>Session 5B - Lussi 2B</i>	<i>Session 5C - Lussi 2C</i>
	The Synergistic Reaction of T-T-T-P to Enhance Enforcement Effectiveness	Tell Me a Story: Using Survivor Advocates to Educate on Mobility Safety	Unlocking Insights: Navigating the Traffic Safety Statistical Repository (TSSR)

11:20 AM – 12:15 PM	Concurrent Sessions 6		
	<i>Session 6A - Lussi 2A</i>	<i>Session 6B - Lussi 2B</i>	<i>Session 6C - Lussi 2C</i>
	Impact People with Storytelling for Community-Based Organizations	Pre-Crash Planning and On-Scene Investigation Basics	Reaching Multilingual Populations with Traffic Safety & Child Passenger Safety Education
12:15 PM – 1:15 PM	<i>Main Ballroom</i>		
	Lunch		
1:15 PM – 2:10 PM	Concurrent Sessions 7		
	<i>Session 7A - Lussi 2A</i>	<i>Session 7B - Lussi 2B</i>	<i>Session 7C - Lussi 2C</i>
	Micro-Mobility: The Challenges to Communities	STOP-DWI is Still Community Focused, Saving Lives!	Glad to be SADD: Fostering Youth Leadership in Traffic Safety
2:10 PM – 2:30 PM	<i>Lobby - Edelweiss</i>		
	Beverage Break with Exhibitors		
2:30 PM – 3:25 PM	<i>Main Ballroom</i>		
	Plenary Workshop Public Participation and Engagement: Centering People in Your Traffic Safety Program with the National Highway Traffic Safety Administration (NHSTA) and the New York State Governor's Traffic Safety Committee (GTSC)		
END OF DAY	Dinner on Your Own Enjoy the many dining options available in Lake Placid		

	Day 4: Thursday, October 24, 2024
7:00 AM – 8:00 AM	<i>Main Ballroom</i> Breakfast
8:00 AM – 8:15 AM	<i>Main Ballroom</i> Opening Remarks
8:15 AM – 9:45 AM	<i>Main Ballroom</i> Keynote Plenary Presentation "Turn Any Idea into an Unstoppable Message" with Erica Breuer, Thought Leadership Strategist
9:45 AM – 10:00 AM	<i>Main Ballroom</i> Beverage Break with Exhibitors
10:00 AM – 11:20 AM	<i>Main Ballroom</i> Closing Plenary Presentation "Unenforceable As Written" Legislation Updates - Drugged Driving: What You Need to Know with Maureen McCormick, Vehicular Crimes Prosecutor
11:20 AM – 11:30 AM	<i>Main Ballroom</i> Closing Remarks
END OF SYMPOSIUM	Thank You for Attending! See you at the Lake Ontario Event & Conference Center in Oswego, New York from October 14 to October 17, 2025

Thank You to Our Exhibitors!

The Exhibit Hall in the Edelweiss Room outside of the Main Ballroom will be open during the Monday Evening Reception, Breakfasts, and Beverage Breaks. It is closed during lunch.

To win some great prizes, you must:

- Visit the Exhibitor and get your Exhibitor Passport stamped (located in your name tag)
- Drop your completed Exhibitor Passport in the Prize Entry Box upon entrance to Thursday morning's first Plenary Session
- Prize Giveaways will be held live during Thursday's 9:45 AM Beverage Break.
- **You must be there to win!**



Presentation Descriptions and Presenter Bios

Order of Presentation Schedule

TUESDAY

Plenary Keynote Presentation



Don't Let the Pain of Today Blind You from the Promise of Tomorrow

Presenter: Jason Schechterle, Retired Phoenix Police Officer, Author, and Inspirational Speaker

Moderator: Rachel Lugo, Division Director, EAC Network

Time: Tuesday, October 22 from 8:15 - 9:45 AM **Location:** Main Ballroom

Description: Jason's journey chronicles his fight for life, his triumph over tragedy and the inspiration that enables him to continue to overcome unimaginable adversity. This uniquely personal narrative creates an eye-opening experience for audiences, powerfully illustrating that the power of the human spirit can never be underestimated or extinguished. His story, along with practical takeaways, will both inspire and captivate attendees.

Presenter Biography:



Growing up, Jason had one dream - to serve as a Phoenix Police Officer. Inspired by his brother and the tragic loss of a local law enforcement hero, Jason worked persistently towards his dream. After serving four years in the Air Force, at the age 26, Jason achieved his goal to work on the streets of Phoenix as a rookie police officer. Then, only 14 months into what was supposed to be a life-long career, Jason's life took an unexpected, dramatic and, at the time, tragic turn.

On the night of March 26th, 2001, a taxi cab crashed into the rear of Jason's patrol car. Upon impact, Jason's car burst into flames, trapping him inside with temperatures reaching over 700 degrees. Through a series of miraculous and fateful circumstances, Jason survived the crash and ensuing physical and emotional catastrophe. He suffered severe burns to over 40% of his body which drastically altered his appearance. He has undergone more than 50 surgeries just to have the ability to accomplish simple daily tasks we often take for granted.

Jason's journey chronicles his fight for life, his triumph over tragedy and the inspiration that enables him to continue to overcome unimaginable adversity. His personal narrative exemplifies that the power of the human spirit can never be underestimated or extinguished. His story is also a testament of true love and the dedication Jason and his wife have in their commitment to honor their family and the vows of marriage in good times and bad. His story is one of life, rebirth and transformation. Jason represents the human experience at its very best - an ascent from despair to describing himself as the luckiest person alive!

Injury Patterns from Micromobility Devices

Presenter: Robert Curran, Injury Prevention Coordinator, New York-Presbyterian / Weill Cornell Medical Center

Moderator: Paul Nazzarett, President of NYSTSAB- Community Services Unit, Cheektowaga Police Department

Time: Tuesday, October 22 10:15 - 11:10 AM **Location:** Lussi 2A

Description: This presentation is a quantitative and qualitative review of injury patterns from micromobility devices (bicycle, e-bike, moped, scooter, etc) including literature from city, state, and national sources.

Presenter Biography:

Robert Curran, D.C., EMT is the Injury Prevention Coordinator for the Level 1 Adult/Level 2 Pediatric Trauma Center of New York-Presbyterian/Weill Cornell Medical Center and the Co-Chair of the Injury Prevention Subcommittee of the NYS Trauma Advisory Committee. He has been an EMT in NYS for over 20 years.

Lowering Motor Vehicle Mortality in New York State: Enforcement is an Essential Countermeasure to Multiple Risky Driving Behaviors

Presenter: Joyce C. Pressley, Associate Professor, Epidemiology and Health Policy and Management, Columbia University

Moderator: Lauren Savino, Program Educator, Orange County STOP-DWI

Time: Tuesday, October 22 10:15 - 11:10 AM **Location:** Lussi 2B

Description: Law enforcement agencies and their officers play a crucial role in returning our roadways to the pre-pandemic trend of declining mortality. Through multiple research studies, including our evaluation of the Click It or Ticket program in New York State, we document that high visibility enforcement in New York State is associated with significantly lower motor vehicle mortality. Compared to pre-pandemic, enforcement levels have been lower and transportation mortality trends in the Covid-19 era are a cause for concern. Our work provides scientific evidence that law enforcement is an essential ingredient and an effective countermeasure for lowering roadway mortality in New York State and, through the principles and five pillars of the Safe System approach, provide clues that suggest areas where highest impact could be realized.

Presenter Biography:



Dr. Joyce Pressley is faculty in Epidemiology and Health Policy and Management at Columbia University where she teaches and directs the Outreach Core of the Columbia Center for Injury Science and Prevention. She is a frequent collaborator with the New York State Department of Health on the science of road safety and on their Crash Outcomes Data Evaluation System (CODES) which is being used to inform safety practices and to advance the science of road safety issues. Her ongoing programmatic and research interests include several aspects of road safety, including the mechanisms through which the pandemic

increased mortality in NYS, the impact of enforcement on mortality, drug and alcohol impaired driving, evaluating the impact of legislative regulatory policies and laws on motor vehicle safety, technological advances for motor vehicle occupant protection, disparities/equity and vulnerable populations. She is active with the Transportation Research Board at the National Academies of Science, Engineering and Medicine where she is immediate past chair of the Occupant Protection Committee and serves on the Impairment in Transportation Committee. Her PhD is from Duke University.

Car Seat Basics for Law Enforcement

Presenters: Jean Triest, Traffic Safety Specialist and CPST-I, Monroe County Office of Traffic Safety, Kathryn Ritchie, Sergeant, Administration Bureau, Greece Police Department, and Robert Bird, Police Officer, Town of Chester Police Department

Moderator: Lindsay Tomidy, Monroe County STOP DWI Coordinator, County of Monroe

Time: Tuesday, October 22 from 10:15 AM - 12:15 PM **Location:** Lussi 2C



Description: Car Seat Basics for Law Enforcement is a free training for law enforcement officers who are not Child Passenger Safety Technicians. This training will equip officers with knowledge to:

- Take an active role in assessing car seat use, according to evidence-based best practices
- Talk to caregivers about child passenger safety
- Share child passenger safety local and national resources with caregivers – all within the context of their regular duties

Officers will learn key child passenger safety concepts through a series of scenarios that take place in the community and be provided with a quick reference resource for use in the field.

Note: To earn a certificate of completion, participants must attend the 90-minute training in its entirety.

Presenters Biographies:

Jean began her traffic safety advocacy in 2003 working for the Monroe County Office of Traffic Safety. She presents over 350 community presentations annually on topics including vehicle occupant protection, pedestrian, school bus and bicycle safety, railway crossing safety, distracted driving, CarFit, motorcycle safety and teen safe driving. She became a National Child Passenger Safety Technician (CPST) in June 2004 and a trained CPST Instructor 8 months later. Each year she is the lead instructor for at least two National CPST Trainings in Monroe County.

Sgt Ritchie began her law enforcement career at the Herkimer County Corrections from 2006 to 2009. She came to Monroe County to work for the Webster Police Department. In 2013 she began her career with the Town of Greece Police Department. She has been a Child Passenger Safety Technician since 2010.

New York State Police's Evidential Oral Fluid Testing Program

Presenter: Jennifer F. Limoges, Associate Director/Toxicology, New York State Police Forensic Investigation Center

Moderator: Mary Tanner-Richter, Deputy Counsel, NYS Department of Motor Vehicles

Time: Tuesday, October 22 11:20 AM -12:15 PM **Location:** Lussi 2A

Description: This presentation will provide an overview of the NYSP evidential oral fluid program, including reasons for implementing oral fluid as an option. Data from the pilot program and the DRE field certifications will be presented. Successes and lessons learned from the pilot program will be shared.

Presenter Biography:



Jennifer Limoges, MS, is the Associate Director/Toxicology at the New York State Police Forensic Investigation Center. She received her BS in Chemistry from Clarkson University and her MS in Forensic Science from the University of New Haven. She began working for the New York State Police as a Forensic Scientist in 1994. Ms. Limoges is an active member of SOFT and AAFS. She was a member of the SOFT Board of Directors from 2011-2017, serving as President in 2016, and is a current member of the SOFT/AAFS Drugs & Driving Committee. She is a member and Past President of NEAFS, a member of IACT, and is certified by the American Board of Criminalistics (ABC-GKE). Ms. Limoges is part of the National Safety Council's Alcohol, Drugs, and Impairment Division (NSC ADID), and has been on their Executive Committee since 2008. She received the NSC ADID's prestigious Robert F. Borkenstein Award in 2023 for her outstanding contributions to the field of alcohol and drug related traffic safety.

Ms. Limoges' primary area of expertise is in impaired driving issues. She co-authored the 2013 JAT publication "Recommendations for Toxicological Investigation of Drug Impaired Driving and Motor Vehicle Fatalities," as well as the 2017 and 2021 updates. Ms. Limoges is a strong proponent of continuing education. She has hosted numerous workshops over the years at both the local and national level, providing training to toxicologists, law enforcement officers, attorneys, and judges.

Ms. Limoges is also very active in standards development within the forensic science community. She worked to establish the Academy Standards Board (ASB) and currently serves as the Chair. She is a member of the ASB Toxicology Consensus Body and is a past member of the OSAC Toxicology Subcommittee and SWGTOX.

Stay Awake! Stay Alive!: A Drowsy Driving Initiative Aimed at College Youth

Presenters: Lauren Zimmerman-Meade, Director of Field Engagement, SADD, Inc. and Louis Pratt, Community Engagement Specialist, SADD, Inc.

Moderator: John Winchell, Undersheriff, Washington County Sheriff's Office

Time: Tuesday, October 22 11:20 AM -12:15 PM **Location:** Lussi 2B

Description: Learn about the "Stay Awake! Stay Alive!" Drowsy Driving Prevention Challenge by SADD, an initiative run in collaboration with the GTSC and DOH since 2019. The Challenge, expressly designed to engage college students in being part of the solution to combat drowsy driving, requires the submission of a PSA focused on the effects and prevention of drowsy driving from a youth perspective. Each year, campuses are selected through extensive data analysis to identify target zones for crashes due to drowsy driving.

Through educational sessions held in person and virtually, the SADD and the NYS Partnership Against Drowsy Driving teams can impart wisdom on the effects, implications, causes, and preventative measures of driving drowsy. A Nationally recognized survivor advocate speaker is also used to share the direct effects of drowsy driving on the families and communities involved. With the help of partners/champions on campuses, dedicated local leaders, and student advocates, this program now reaches over 18 campuses statewide.

Presenters Biographies:



Lauren Zimmerman-Meade is SADD National's Director of Field Engagement. Previously serving as the New York State SADD Coordinator, Lauren works to build and grow the vast network of SADD students & adult allies and support the field team in their efforts to build SADD's capacity globally. She is a two-time Lifesavers Conference presenter, 2023 GTSC Chair Award recipient, and SADD Alumni aiming to inspire the next generation of SADD leaders.



Louis Pratt is a Class of 2027 student at Ithaca College studying Advertising, PR, and Marketing Communications. Louis has been with SADD since 2020 and has a dedicated passion for the mission of creating safer decision-making cultures among students. Louis has the honor of being the '23-'24 National Student Leadership Council President and serves NY SADD as the Community Engagement Specialist. Louis believes that we need to be the change that we wish to see.

The Problems of the LATCH System

Presenter: Bill Van Alstyne, Program Director/Traffic Safety Instructor, Albany County Department of Public Works Traffic Safety Education Programs

Moderator: John Winchell, Undersheriff, Washington County Sheriff's Office

Time: Tuesday, October 22 1:15 – 2:10 PM **Location:** Lussi 2A

Description: Back in year 2000, it was thought that the LATCH System (Lower Anchors and Tethers for CHildren) would solve all child passenger safety installation issues. While it has helped in some ways, there are many complexities that confound parents and car seat technicians. This presentation will explain the issues and incompatibilities of the LATCH system.

Presenter Biography:



I have worked in child passenger safety since 1992. I am a Certified Child Passenger Safety Technician-Instructor who is also certified in Special Needs and School Bus child passenger safety. I am the Region 7 Representative for the NYS Child Passenger Safety Advisory Board. I have been the Albany County Traffic Safety Instructor since 1989.

Empowering Youth to Practice Safe Driving Habits

Presenters: Sabrina Downey, Zyla Bumbery, Kayleigh Harney, and Zoe Juncaj

Moderator: Vanessa Waldron, Highway Safety Program Analyst, NYS Governor's Traffic Safety Committee

Time: Tuesday, October 22 1:15 – 2:10 PM **Location:** Lussi 2B

Description: The Putnam County Youth Bureau for the last three years has used youth empowerment to make a difference in the traffic safety attitudes and behaviors among young drivers in their community. Members of their Youth Court, from ages 12 to 19, have engaged in behavioral interventions and primary prevention aimed at the peers. In their session, youth from Putnam County will take you through how they have been empowered and how they instill that spirit in their peers to promote safe driving habits. Participants will hear about their successes and how youth empowerment could benefit them.

Presenters Biographies:



Sabrina Downey (Carmel, NY) is a sophomore at Vanderbilt University double majoring in elementary education and human & organizational development. She interned with the Putnam County Youth Bureau last summer and is excited to speak about all the great work they do. Some of her favorite highway safety programs are SIDNE and Youth Court. Sabrina is so honored to be here and thanks everyone who has helped her thus far!



Zyla Bumbery (Carmel, NY) is a senior at Carmel High School. She has been a member of Putnam County Youth Court for three years, and within those three years, helped facilitate the annual 9/11 ceremony for two years, chosen as a member of the Steering and Highway Safety Planning Committees, received a Putnam County Youth Award for dedication to community service. Zyla has been part of numerous teen driving Youth Court cases for first-time defendants. Being a part of Youth Court has been a tremendous pleasure, and Zyla is grateful to be spreading awareness on highway safety at this symposium.



Kayleigh Harney (Carmel, NY) is a senior at Carmel High School who plans to go into business. She has taken part in numerous extracurriculars, including Youth Court. During her time in Youth Court, she has become a member of the Steering Committee, been a Youth Mentor, volunteered for numerous cases. Kayleigh is now a speaker for the Highway Safety Symposium and enjoys giving back to her community.



Zoe Juncaj (Brewster, NY) is a senior at Brewster High School. She is an avid athlete and gives back to her community in a variety of ways. Zoe takes part in Model United Nations, is the Vice President of the Putnam County Youth Board, and a member of Youth Court for the past three years. Due to her contributions, Zoe has been a member of the Youth Court's Steering Committee, helping plan and deliver highway safety education throughout Putnam County. Zoe is excited to be a part of these initiatives and make a difference.

Putnam County Youth Bureau Staff:

Janeen Cunningham, Executive Director
 Evan Delfs, Youth Program Specialist
 Dana Erickson, Youth Program Specialist
 Naomi Bowen, Youth Aide

The Putnam County Youth Bureau (Carmel, NY) has developed and implemented highway safety initiatives in their community with the assistance of the Governor's Traffic Safety Committee. With a diverse staff, many professionals contribute to the success of their programs by relying on their backgrounds in youth development. The department works to provide youth with the tools and knowledge to be successful while directly educating the community about the importance of highway safety. The Putnam County Youth Bureau is dedicated to improving the wellbeing of the region and the lives of its youth.

DRE Preparation and Testimony with a DRE and ADA

Presenter: Christine Savoia, Vehicular Crimes Bureau Chief, Niagara County District Attorney's Office and Police Officer Jordan Collins, Niagara Falls Police Department

Moderator: Pamela Aini, Administrator, NYS STOP-DWI Association, Inc.

Time: Tuesday, October 22 1:15 – 2:10 PM **Location:** Lussi 2C

Description: The presentation is presented by a Vehicular Crimes Bureau Chief and certified DRE. It focuses on encouraging an open dialogue between the prosecutor and DRE in order to prepare for grand jury or trial testimony. The discussion will include what background questions to ask of the officer, how to approach testimony on the 12 step process itself, eliciting the expert opinion, and how the toxicology results factor in.

Presenters Biographies:

Christine M. Savoia joined the Niagara County DA's Office in July 2016 after spending one year practicing insurance defense litigation in a private law firm in Buffalo. Christine moved to WNY from Long Island, New York where she served as an Assistant District Attorney in Nassau County for three years. During her tenure at the Nassau County DA's Office, Christine worked in the District Court Bureau, specifically in the DWI Unit, as well as in the Veteran's Treatment Court and the Early Case Assessment Bureau. Christine also had the privilege of prosecuting military law offenses during her internship with the United States Air Force JAG Corps in Honolulu, Hawaii. Christine received her J.D. from Penn State Law and B.A. from St. John's University. Christine has been the Vehicular Crimes Bureau Chief for the Niagara County DA's Office since July 2022.

Police Officer Jordan Collins has been a member of the Niagara Falls Police Department since March 2019. He has been assigned to the Traffic Division since July 2022, which includes being a member of the Crash Management Team. He was certified as a Drug Recognition Expert in January 2022 and is also a certified Field Training Officer and Academy Instructor. He has an Associate degree in Applied Science in Paramedicine from Monroe Community College.

Vulnerable Road User Safety Assessment

Presenter: Robert Zitowsky, Senior Transportation Analyst, New York State Department of Transportation

Moderator: Paul Nazzarett, President of NYSTSAB- Community Services Unit, Cheektowaga Police Department

Time: Tuesday, October 22 2:30 – 3:25 PM **Location:** Lussi 2A

Description: Vulnerable road users face unique challenges and a greater risk of injury than other road users. As part of its Strategic Highway Safety Plan (SHSP) 2023 update, NYSDOT completed its first Vulnerable Road User Safety Assessment (VRUSA). A large component of this VRUSA is a Vulnerable Road User Risk Assessment. In his presentation, Robert will explain how the risk assessment was developed, and how it will be used to identify areas across New York State where safety interventions should be prioritized.

Presenter Biography:



Robert Zitowsky is a Senior Transportation Analyst at the New York State Department of Transportation, based in Albany, NY. For the past decade, he has been a key contributor to the Office of Traffic Safety and Mobility within the Highway Safety Bureau, specializing in advancing transportation safety and mobility initiatives.

Cannabis and Driving: Before & After New York's Legalization of Cannabis

Presenter: Yinzhi Shen, Manager, Data Services and Research, Institute for Traffic Safety Management & Research

Moderator: Lindsay Tomidy, Monroe County STOP DWI Coordinator, County of Monroe

Time: Tuesday, October 22 2:30 – 3:25 PM **Location:** Lussi 2B

Description: According to the National Survey on Drug Use and Health (NSDUH) 2018-2019, approximately 600,000 New York residents each year self-reported driving under the influence of cannabis (DUIC) in the past year. This figure is approaching the number of New Yorkers who self-reported driving under the influence of alcohol.

Effective March 31, 2021, New York State enacted legislation legalizing adult-use recreational cannabis. To gain insights into cannabis and driving before and after the legislation, ITSMR conducted a comprehensive study examining pre-law and post-law data on drivers who were evaluated by Drug Recognition Experts (DREs) for impaired driving and tested positive for drugs in their blood. Focusing on the period of 2018-2022, the study presents the following information on cannabis use and driving on New York's roadways before the legalization and during its early phase: overview, drivers evaluated and tested, drugs found, characteristics of cannabis-positive drivers, and characteristics of cannabis-positive driving events.

Presenter Biography:



Yinzhi Shen, PHD is a senior research scientist at the Institute for Traffic Safety Management & Research, University at Albany. The Institute was established in 1978 to provide a link between the State University of New York and New York State government to facilitate the application of academic expertise to the mitigation of traffic safety problems. From its inception, the Institute has played a key role in developing legislative and programmatic countermeasures for major highway safety issues.

Dr. Shen has been involved in traffic safety research for the past two years. Prior to joining the Institute, Dr. Shen was a postdoctoral research associate at the Office of Population Research at Princeton University. She has published multiple papers in top academic journals, including Proceedings of the National Academy of Sciences, Criminology, and Preventive Medicine.

Let's Not Meet by Accident: Reducing Youth Distracted Driving Through a Mock MCI

Presenter: Anthony Scalise III BSN, CEN, CCRN, TCRN, NREMT, Trauma Injury Prevention Coordinator, Upstate University Hospital

Moderator: Rachel Lugo, Division Director, EAC Network

Time: Tuesday, October 22 2:30 – 3:25 PM **Location:** Lussi 2C

Description: Car crashes are a leading cause of death for teens. Many crashes are due to distracted, impaired, or reckless driving. Let's Not Meet By Accident (LNMBBA) has been a part of the trauma center's injury prevention education for more than 20 years. From 2022-2023, 848 students were reached.

In 2024, we demonstrated a

- 129% increase from the previous year, with 973 students completing LNMBBA.
- 31% of the students completed, pre-post test data using a Likert Scale (1-5):
- A 32% increase in students who indicated that common distractors such as application of lip gloss, texting, etc. is very likely to be lethal.
- A 33% increase in students who indicated that they are very likely to speak up in a car with someone who may be driving while distracted.

LNMBBA has been merged with the evidence-based practice program, 'Impact Teens'. Students identify driving distractors, then conduct a simulated crash scenario of a mass casualty incident. Learn about the two pathways for conducting LNMBBA.

Presenter Biography:



Anthony has worked as a Registered Nurse in the Adult Emergency Department and the ICU Support Pool. In the Support Pool he worked in all six of Upstate's Intensive Care Units. He is triple boarded in Emergency, Critical Care and Trauma Nursing. For 10 years, Anthony has volunteered as a Firefighter and EMT with his local fire department. While obtaining his dual bachelor's degrees in biology and nursing, he founded Utica University Emergency Medical Services. For 5 years he has worked as the Deputy EMS Coordinator for Oneida County Emergency Services. While working in this role, he taught Stop the Bleed at Nursing Homes, Fire Departments, and various community organizations. Finally, during the height of the COVID-19 Pandemic he worked as a Public Health Nurse Supervisor, helping facilitate vaccinations across Oneida County.

While working at Upstate University Hospital, Anthony teaches Trauma Nursing Core Course (TNCC), Basic Disaster Life Support (BDLS), Advanced Disaster Life Support (ADLS), and Advanced Cardiac Life Support (ACLS). He also serves as a member of Upstate University Hospital's Emergency Management Team.

WEDNESDAY

Opening Remarks

Opening Remarks Presenter: Christian Jackstad, Executive Deputy Commissioner, NYS Department of Motor Vehicles
Emcee: Paul Nazzarett, President of NYSTSAB- Community Services Unit, Cheektowaga Police Department
Time: Wednesday, October 23 from 8:00 - 8:15 AM **Location:** Main Ballroom

Speaker Biography:



Christian Jackstad was appointed Executive Deputy Commissioner in March of 2022 and feels privileged to help lead an agency that serves all New Yorkers. Mr. Jackstad works closely with the DMV Commissioner and is responsible for facilitating the agency's mission to deliver essential motor vehicle and driver related services while administering motor vehicle laws enacted to promote safety and protect consumers. Executive Deputy Commissioner Jackstad also works with the DMV's leadership team to achieve the agency's vision to shatter perceptions of DMV by providing simplified, effective and responsive government services.

Before coming to DMV, Executive Deputy Commissioner Jackstad served as the Deputy Director of State Operations for the Executive Chamber. In this role, he oversaw and managed the daily operations of all state agencies, authorities and public benefit corporations. He strategized ways to streamline, improve and transform New York State operations to better serve the public—a task he continues at the DMV. As Deputy Director of State Operations, he was also integral in the COVID-19 response effort. He served as the lead for all state-run vaccination and testing operations and activities during the pandemic, and he assisted with key recovery efforts such as the Emergency Rental Assistance Program, Child Care Stabilization Grant Program, and the Excluded Workers Fund.

He previously served in multiple roles for the NYS Office of General Services managing projects, overseeing state real estate, risk assessment, and cybersecurity. Prior to his work in government, Executive Deputy Commissioner Jackstad worked for seven years in the insurance industry. He uses his experience from his previous roles in the public and private sectors to be a steward for New Yorkers. Executive Deputy Commissioner Jackstad has a bachelor's degree in economics from Syracuse University.

Awards Ceremony

Emcee: Paul Nazzarett, President of NYSTSAB- Community Services Unit, Cheektowaga Police Department
Time: Wednesday, October 23 from 8:15 - 8:30 AM **Location:** Main Ballroom

Chairman's Awards – Awarded by NYS Governor's Traffic Safety Committee

The Chairman's Awards consist of two categories: one for individuals and a second for organizations. Individuals and organizations to be considered will have made efficient use of public resources and will have produced programs that are innovative, superior and highly successful in promoting traffic safety. State agencies, however, are not eligible for this award. Recipients must be grantees of the Governor's Traffic Safety Committee.

William T. Smith Award – Awarded by NYS STOP-DWI Association, Inc.

The William T. Smith Award was developed to honor Senator Smith for his dedication to the cause of the NYS STOP-DWI Coordinator's Association. The "Smith Award" will be a New York State STOP-DWI Coordinator's Association Award, not an award for recognition of local accomplishments. The guidelines to be included for selection consideration are that the person(s) be a member of the Association in good standing, or be directly involved in the daily operation of any county program, or be a consultant directly involved in the overall operation of the State Association business. The person(s) selected will have provided the State Association with time and effort, which will be judged as enhancing the cause of the Association in its daily and yearly business.

Roy Thorpe Award – Awarded by New York State Association of Traffic Safety Boards

Roy Thorpe was a past President of the New York State Association of Traffic Safety Boards. He served Erie County as a member of the Erie County Sheriff's Department, the Town of Tonawanda Police Department and as a member of the Erie County Traffic Safety Board. He dedicated his life to the traffic safety community of New York State by supporting safety programs at the "grass roots" level and expanding the involvement of the local traffic safety boards in state and national traffic safety issues. Roy felt that it was important to acknowledge the "unsung" heroes; the individuals who worked to promote traffic safety on a regular basis. He died while serving as NYSATSB President. In his memory, traffic safety community members established the Roy Thorpe Award to honor individuals who, like Roy, have made an outstanding contribution to traffic safety.

Plenary Keynote Presentation



The Power of Alerts: Going from Notification to Action

Presenter: Michael Roach, Marketing Strategist, Consultant, Trainer, Michael Roach Creative

Moderator: Pamela Aini, Administrator, NYS STOP-DWI Association, Inc.

Time: Wednesday, October 23 from 8:30– 10:00 AM **Location:** Main Ballroom

Description: A buzz, beep, vibration, or a traffic sign... alerts like these are meant to get your attention. From a gentle reminder to a stern warning, alerts can keep us from discomfort and inconvenience, or keep us and our families alive. In this talk, I will show how to use an alert not to just get attention, but to affect lives for the better so people take action. We will also examine better ways to generate awareness for important messages, and create messages that could change behaviors.

Whether you are a nonprofit leader, law enforcement officer, or other form of public safety professional, you will gain insights that could help you better create vital communities of caring, well-being, responsibility, hopefulness, and liveliness.

Presenter Biography:



Michael Roach is an award-winning marketing and communications professional. In addition to running his own creative/marketing firm, Michael Roach Creative, he is a past president of the American Marketing Association (AMA) New York Capital Region chapter and vice president of the Rochester Professional Consultants Network (RPCN). Michael thrives in fast-paced, creative environments and enjoys speaking with audiences about marketing, design, business, communications, and technology.

The Synergistic Reaction of T-T-T-P to Enhance Enforcement Effectiveness

Presenter: Robert Duckworth, Program Specialist, Intoximeters

Moderator: John Winchell, Undersheriff, Washington County Sheriff's Office

Time: Wednesday, October 23 from 10:15 – 11:10 AM **Location:** Lussi 2A

Description: Good, Better, Best, bridging the gap between better and best. While Standardized Field Sobriety Tests remain validated for alcohol, at roadside officers rely on all tools necessary to identify impairment and the causes of impairment. This requires T-T-T-P, it's a chemical formula to enhanced enforcement effectiveness of impaired driving offenses. Synergistically, Training, Tools, Testing, and Partnerships work together to Enhance Enforcement Effectiveness.

It takes partnership of everyone engaged in the detection of impairment and the detection of impairing substances to enhance enforcement effectiveness. Increasing the number of ARIDE classes, engages DRE Instructors and increases the opportunities to champion the program and increase others knowledge of additional skills to identify impairment of two of the most common classes of impairing substances benzodiazepines and cannabis. Partnerships are the catalyst that makes T-T-T-P combination synergistic at igniting the wick for enhance enforcement effectiveness. The use of Oral Fluid Field Screening (OFFS) in combination with an increase in the number of ARIDE Officers, results in the improved identification of impaired drivers and impairing substances, increased the number of DRE evaluations, and while increasing all these efforts, the wait time for toxicology results improved.

Participants will learn about specific psychophysical tests utilized by ARIDE and DRE Officers to enhance effectiveness at identifying impairment from cannabis and how field screening can enhance the ability of the laboratory to support the belief of impairment. Utilizing not only the observed impairment but use of oral fluid field screening results to improve identification of the impairing illicit substances present in the blood samples presented for analysis.

Presenter Biography:



Mr. Robert Duckworth, has served as the Impaired Driving State Coordinator in Indiana and served as the Director of the Office of Traffic Safety for Indiana. In 2005 he was Certified as a Drug Recognition Expert (DRE) and Instructor in 2007. Diversifying traffic safety with occupant protection, Mr. Duckworth has served as an instructor for the child passenger safety technician program and remains certified as a technician for the last 19 years.

During his public safety career, he served as a deputy sheriff for 18 years, retiring at the rank of Captain upon his appointment as the Traffic Safety Director in 2018. Diversified in EMS, he became a certified EMT in 1997 and a Paramedic in 2000, serving over 20 years in public safety in a variety of facets. He currently continues in public safety service as a volunteer firefighter and mentor in the community where he and his family reside. He led impaired driving reduction efforts both the Standardized Field Sobriety Testing (SFST) and the Drug Evaluation Classification (DRE) Program, during such time the number of DRE Officers doubled in size from 115 to 230. Since 2019, Indiana, increased the number of ARIDE trained officers, with yielding a 500% increase in 2022 increasing the number of officers trained annually from 50 in 2018, to 447.

Forward-leaning leadership furthered Indiana's efforts to combat multi-substance impaired driving with the value of partnerships reduced laboratory wait times for drug analysis from 345 days to 45 days for all submissions, a reduction of 87% reduction. In November 2020, Indiana launched a statewide roadside oral fluid testing program, pairing ARIDE trained officers with equipment for roadside screening of drugs in oral fluid. The program included an initial 80 instruments and has since expanded to over 180 instruments, with over 1500 field tests administered in the first two years of operation. The program has been highlighted as a best practice at national conferences and published in the International Association of Chiefs of Police magazine. Lab submissions to the state toxicology lab increased by 15% while maintaining the positivity rate for THC, demonstrating efficacy of the model instituted. Fun fact, he considers himself a secret agent as a "007" with his DRE number being 12007. Leadership and instruction philosophy: Be Brief, Be Brilliant, Be Memorable.

Tell Me a Story: Using Survivor Advocates to Educate on Mobility Safety

Presenters: Jacy Good and Steve Johnson, Karen Torres, Marianne Angelillo, and Honorable Shannon Filbert, New York State Speakers Bureau with Lauren Zimmerman-Meade*, Director of Field Engagement, SADD

Moderator: Vanessa Waldron, Highway Safety Program Analyst, NYS Governor's Traffic Safety Committee

Time: Wednesday, October 23 from 10:15 – 11:10 AM **Location:** Lussi 2B

Description: SADD and the NYS Survivor Advocate Speakers Bureau will discuss the impact of shared experiences and the opportunity to turn storytelling into an effective mobility safety education tool. We will address the strides made in this

program and “why behind”, how the program is implemented within communities and schools in unique ways, and how to access the speakers for FREE through this GTSC grant-funded program.

SADD will highlight the resources developed for the Bureau over the years to expand the program beyond one-day assembly events through connections with local SADD chapters, law enforcement, and student-based advocacy groups hosting adjacent mobility safety activities. Speakers involved in the Bureau will be present in a panel-like conversation to discuss their workshops and their approach to roadway incident prevention. For more information on SADD and the Speakers Bureau visit sadd.org/newyork.

Presenter Biographies:



Jacy Good and Steve Johnson -Jacy and Steve have spoken Nationally and internationally on the dangers of distraction behind the wheel. Jacy and her parents were involved in a multi-vehicle crash on her college graduation day that ended in mass sorrow, leaving physical and mental scars on both her and Steve for the rest of their lives. They retell the events that led to the crash and how easily it could have been avoided if not for a teen on a cell phone.



Karen Torres - Working with groups Nationwide, Karen puts her audiences in the driver's seat, forcing them to take a hard look at the importance of staying alert and undistracted behind the wheel. She honors the memory of her father, killed on a roadside job site in 2006, waking up motorists to the deadly consequences of distraction. Karen talks about losing her dad, being an advocate for safety on every ride, and how our decisions can affect the rest of our lives.



Marianne Angelillo - Marianne is a mom of four, an author, and a photographer. Her son Matthew, a promising high school senior, was killed as a passenger in a drunk driving crash in 2004 after doing everything he was "supposed to do". Marianne talks about her family's struggle with losing Matt, the impact it's taken on the trajectory of their lives, and how she's overcoming grief daily through writing & advocating for safer roads.



Honorable Shannon Filbert - Judge Filbert sits on the bench in West Seneca, NY, and is a passionate advocate for occupant protection. As a 16 year old active cheerleader and dancer, Shannon's life was thrown into upheaval after a crash on the way to school one morning ejected her from her unbuckled seat and left her permanently paralyzed and wheelchair-bound. She talks about her struggles to survive, recover, and persevere through law school and beyond.

Unlocking Insights: Navigating the Traffic Safety Statistical Repository (TSSR)

Presenter: Tazein Fatma, Data Analyst, Jordge LaFantasie, Senior Research Associate, and Yinzhi Shen, Manager of Data Services & Research at the Institute for Traffic Safety Management and Research

Moderator: Patricia Burke, Highway Safety Program Representative, NYS Governor's Traffic Safety Committee

Time: Wednesday, October 23 from 10:15 – 11:10 AM **Location:** Lussi 2C

Description: The Traffic Safety Statistical Repository (TSSR) is a vital resource for accessing data essential for traffic safety initiatives. This session aims to empower attendees with the skills to effectively navigate the TSSR, maximizing its utility for informed decision-making. Attendees will learn to utilize features such as filtering, navigation, and sorting to access relevant data efficiently. Real-world scenarios will be presented to guide attendees through the interpretation process, fostering analytical skills. The session will conclude with an interactive discussion, allowing participants to share their experiences and provide feedback on TSSR. Insights gathered will inform future improvements, ensuring the repository remains a valuable resource for traffic safety professionals.

Presenters Biographies:



Tazein Fatma is a Data Analyst with the Institute for Traffic Safety Management & Research (ITSMR). Her focus is on data visualization and reporting. She is responsible for maintaining the Traffic Safety Statistical Repository (TSSR) and creating new reports and dashboards. She holds a Master's in Business Analytics from Rensselaer Polytechnic Institute with over 6 years of experience in data analytics.



Jordge LaFantasie has been conducting research on and working with data and statistical methods in biology, ecology, and public health for over 15 years. She recently joined the traffic data community in 2023 and now serves as Senior Research Associate for ITSMR.

Impact People with Storytelling for Community-Based Organizations

Presenter: Michael Roach, Marketing Strategist & Consultant, Michael Roach Creative

Moderator: Pamela Aini, Administrator, NYS STOP-DWI Association, Inc.

Time: Wednesday, October 23 from 11:20 AM – 12:15 PM **Location:** Lussi 2A

Description: Your organization can have the most heartfelt mission and the desire to transform the community. The trouble is, people will forget, tune out, or ignore your initiatives if it doesn't hit them on an emotional level. How do you do this with messages of public safety and people using roadways and highways?

You create stories. From childhood to adulthood, stories have impacted us on multiple levels. They can change our behaviors. They can make us dream. They can inspire us... and teach us lessons to keep us safe.

In this interactive session, we will explore how to create stories using frameworks and formulas that never grow old. You will become empowered with the concepts to tell stories in your own organizations so you also can impact people on an emotional level.

Presenter Biography: See bio is Keynote Session, "The Power of Alerts: Going from Notification to Action"

Pre-Crash Planning and On-Scene Investigation Basics

Presenter: Mary Tanner-Richter, Deputy Counsel, NYS Department of Motor Vehicles

Moderator: John Winchell, Undersheriff, Washington County Sheriff's Office

Time: Wednesday, October 23 from 11:20 AM – 12:15 PM **Location:** Lussi 2B

Description: In this presentation, we identify and discuss various stakeholders and pre-crash planning long before a crash ever occurs, as well as best practices for initial on-scene crash investigations.

Presenter Biography:

Prosecutor with the Albany County District Attorney's Office for over 23 years; 20 of those years dedicated solely to prosecuting vehicular crimes. Instrumental in creating Albany Co DA's Office's Vehicular Crimes Unit and was the first Bureau Chief of that unit. Traffic Safety Resource Prosecutor for 5 years. Currently Deputy Counsel with DMV.

Reaching Multilingual Populations with Traffic Safety & Child Passenger Safety Education

Presenter: Lisanne Divine, Manager of Community and Safety Education, The Center

Moderator: Lauren Savino, Program Educator, Orange County STOP-DWI

Time: Wednesday, October 23 from 11:20 AM – 12:15 PM **Location:** Lussi 2C

Description: Our communities are multi-lingual. People want to know the right things to do. Best practices in reaching diverse populations. Language access and resources.

Presenter Biography:



Lisanne is a dedicated professional serving as the Manager of Community and Safety Education at The Center, a renowned refugee resettlement agency. With a wealth of experience, Lisanne has successfully overseen the innovative multilingual Traffic Safety Program since 2015. Her exceptional leadership has led to the development of an award-winning program, proudly supported by the New York State Governor's Traffic Safety Committee.

In her role, Lisanne is responsible for designing and delivering comprehensive Traffic Safety and Child Passenger Safety education, materials, and outreach tailored to refugee and immigrant populations. Leveraging a team of multilingual staff, interpreters, and translators, she engages in impactful individual, small group, and community education initiatives. Lisanne's collaborative approach extends to building strong relationships with community stakeholders, including faith-based organizations and law enforcement agencies. Beyond her role at The Center,

Lisanne serves as the Region 5 Vice President of the New York State Association of Traffic Safety Boards, showcasing her commitment to advancing traffic safety initiatives. She is a sought-after speaker, having presented at prestigious events such as the Pennsylvania Highway Safety Conference and the NYS Child Passenger Safety Conference. Lisanne holds a B.S. in Business Administration from Syracuse University and a Masters in Educational Leadership from Excelsior College. A passionate advocate for continuous learning, she actively participates in Leadership Training Programs with a focus on change management. Lisanne's dedication to promoting safety and education within diverse communities truly sets her apart.

Micro-Mobility: The Challenges to Communities

Presenter: Scott Earing, Law Enforcement Liaison, New York Governor's Traffic Safety Committee

Moderator: Rachel Lugo, Division Director, EAC Network

Time: Wednesday, October 23 from 1:15 – 2:10 PM **Location:** Lussi 2A

Description: This presentation includes information regarding the micro-mobility trend and issues faced with it, such as uses, safety, enforcement, infrastructure, etc.

Presenter Biography:



I spent 22 years in law enforcement as a Police Officer, and Detective with the City of Rensselaer Police Department, retiring in September 2022. I started at GTSC in October 2023 as a Law Enforcement Liaison. I work with police agencies, state and county agencies and non-for profit partners across New York State assisting with their highway safety grants, attending events, meetings, conferences and other highway safety functions.

STOP-DWI is Still Community Focused, Saving Lives!

Presenter: Lindsay Tomidy, NYS STOP-DWI Association Chairperson, NYS STOP-DWI Association

Moderator: Lauren Savino, Program Educator, Orange County STOP-DWI

Time: Wednesday, October 23 from 1:15 – 2:10 PM **Location:** Lussi 2B

Description: While our program has been around for over 42 years, the ups and downs of the traffic safety industry as a whole have caused many changes in partnerships, (now positive) advancements in funding, and creativity from our program coordinators to be the best partners possible while we continue to focus on our most important mission of saving lives. With many changes in the work of STOP-DWI in each county (most likely even your own), our panelists will go back to basics on what our program can offer and work on some training scenarios to ensure we're all maximizing the available opportunities!

Presenter Biography:



Professionally, Lindsay Tomidy holds the title of STOP-DWI Program Coordinator for Monroe County and Association Chair for NYS STOP-DWI Association, but she wears many hats as the Monroe County Office of Traffic Safety Supervisor and Executive Secretary for the Traffic Safety Board. While she has found herself truly at home in the world of public safety, public service and community engagement, she made this leap to coordinating purposeful collaborations for the good of her region only 3 years ago.

Previously Lindsay worked for 11 years in media sales and marketing strategy throughout the Rochester region. That experience molded her into a strategic and analytical thinker, talented in creating community awareness and understanding across diverse audiences. When she was 13, she was left as an only child when her teenage brother made the unfortunate choice to drive drunk. Despite the difficulties of this trauma and grief over her lifetime, she uses that tragedy to drive her passion in using her talents and time to make our community a better place. She will continue tirelessly to work towards making all road users feel safer on the streets. She will continue in making families feel supported in their grief through board membership with Dreams from Drake, and she will continue to make sure important safety messages are heard with efficient marketing strategies for anyone she can help!

Glad to be SADD: Fostering Youth Leadership in Traffic Safety

Presenter: Lauren Zimmerman-Meade, Director of Field Engagement, SADD, Inc. and Louis Pratt, Community Engagement Specialist, SADD, Inc.

Moderator: John Winchell, Undersheriff, Washington County Sheriff's Office

Time: Wednesday, October 23 from 1:15 – 2:10 PM **Location:** Lussi 2C

Description: Learn about the importance of youth engagement and youth participation, the difference between talking AT youth vs. talking WITH youth, and how that small shift can mean all the difference in effective prevention programming. SADD will bring together students from chapters throughout the State to comprise a panel of youth leaders in traffic safety. SADD staff and student leaders will moderate the session, allowing participants to speak openly with youth about their needs and how to grow their skills in traffic safety and injury prevention. We will cover the dos and don'ts of working with youth in ways that are impactful to them and for them. We will also break out into smaller groups giving time for a practical application of ideas with session participants to think about their current strategies in youth engagement and how they can better target young drivers in their communities to mobilize and be more effective traffic safety ambassadors.

Presenter Biographies: See bios in session, “Stay Awake! Stay Alive! A Drowsy Driving Initiative Aimed at College Youth”

Plenary Workshop

Public Participation and Engagement: Centering People in Your Traffic Safety Program

Presenter: Shannon Hughes, Team Lead, Safety Programs, U.S. Department of Transportation, National Highway Traffic Safety Administration Region 2 and Benjamin Engwer, Crash Analyst Liaison, NYS Governor's Traffic Safety Committee

Moderator: Joshua Vinciguerra, Deputy Commissioner, NYS Department of Motor Vehicles

Time: Wednesday, October 23 from 2:30 – 3:25 PM **Location:** Main Ballroom

Description: This interactive workshop will explain the new federal requirements related to Public Participation and Engagement (PPE) when planning traffic safety programs, including the context in terms of reaching historically marginalized populations, or those who are overrepresented in traffic crash violence. It will also provide examples of how data can be used to find communities to prioritize in your local PP&E efforts, and examples of how the process is being applied in those communities. Participants will explore their own understanding of - and potential new avenues for - PP&E in small group discussions, and how they can maximize the process to best benefit their own traffic safety programs.

Presenters Biographies:



Shannon Hughes is the Team Lead for Safety Programs in the National Highway Traffic Safety Administration (NHTSA) Region 2 office, overseeing federal grant funds that benefit more than 40 million people in New Jersey, New York, Pennsylvania, Puerto Rico and the U.S. Virgin Islands. Shannon develops traffic safety workshops, mentors communities on walkability initiatives, and has lent her expertise to the USDOT's guidance on meaningful public involvement. Her federal service started more than three decades ago with the National Science Foundation (NSF), administering geoscience grants, writing Congressional testimony, federal budget requests and reports for the National Science Board. She also led a team of military and civilian Protocol Officers at the U.S. Military Academy at West Point, coordinating large-scale conferences and leadership seminars, and hosted highest-level Congressional, Presidential and international dignitaries for the Academy Superintendent.



In 2023, Ben starting working for the New York State Sheriffs' Association as a Crash Analyst Liaison assigned to the Governor's Traffic Safety Committee. In this position he researches and analyzes crash data for Law Enforcement Agencies and Highway Safety Partners.

THURSDAY

Plenary Keynote Presentation



Turn Any Idea into an Unstoppable Message

ERICA BREUER

Presenter: Erica Breuer, Thought Leadership Strategist

Moderator: Lindsay Tomidy, Monroe County STOP DWI Coordinator, County of Monroe

Time: Thursday, October 24 from 8:15 – 9:35 AM **Location:** Main Ballroom

Description: This is an interactive workshop designed for anyone who:

- Sees something in their space that needs to change, but feels unsure of how to share their insights.
- Wishes that it didn't take multiple conversations, or "over explaining" to share what they know.
- Is tired of talking to brick walls.

In just 90 minutes, Erica will share her "Quadruple A" persuasion method so that participants can translate their ideas into messages that resonate. Participants/audience members come away with:

- 3-4 messages that can immediately be used to share and promote their idea.
- Foolproof formulas for using primary and secondary data to persuade audiences.
- A process for breaking down nuanced ideas so that they're easy to understand, adopt, and act on.

Presenter Biography:



Erica Breuer is a Messaging & Thought Leadership Strategist who shows service professionals and leadership voices how to translate their expertise into messages that matter. Drawing on her training in the museum world and more than a decade of experience in the startup arena, Erica provides the strategy and creative insight essential if you want to go from being "just another option," to a sought-after expert. If you're looking to overcome invisibility (or silence), Erica can teach you how to share an unstoppable message.

PLENARY CLOSING KEYNOTE PRESENTATION

"Unenforceable As Written" Legislation Updates - Drugged Driving: What You Need to Know

Presenter: Maureen McCormick, Special Assistant District Attorney, Suffolk County DA's Office

Moderator: Paul Nazzarett, President of NYSTSAB- Community Services Unit, Cheektowaga Police Department

Time: Thursday, October 24 from 10:05 – 11:20 AM **Location:** Main Ballroom

Description: Traffic fatalities have skyrocketed. Drugged driving under VTL 1192.4 is unenforceable "as written". Court decisions have begun applying the literal words of the statute that prevent prosecution. If the specific drug cannot be named as one on the Public Health Law 3306 list, the VTL 1192.4 charge is legally insufficient. The Court of Appeals identified this as a "legislative gap" in 2007. The legislature has ignored requests to correct it for 17 years. Learn what is being done to make New York's drugged driving statute function like the other 46 states that do not require the drug impairing the driver to be named on a list.

This is a public safety and public health emergency. Drivers in fatal crashes testing positive for at least one PHL 3306 drug have increased 87% between 2013 and 2022. Drug-impaired drivers need to be deterred before they crash and kill by appropriately stopping, arresting and prosecuting the drivers so they can be paired with evidence-based substance use treatment for those who need it, license revocations and behavior modification, including participation in IDP, victim impact panels and supervision.

Presenter Biography:



Ms. McCormick is a Special Assistant District Attorney in the Suffolk County District Attorney's Office and a 38 year career prosecutor. She founded the first Vehicular Crimes Bureau in both NYC and Nassau County and created the award-winning "Choices and Consequences" Program, which has educated more than a million high school students in multiple counties about drunk, drugged and reckless driving. She is a member of the New York State Impaired Driving Advisory Council and helped draft legislation, including Leandra's Law, Jack Shea's Law and the Aggravated Vehicular Homicide and Assault statutes, among others. She is a contributing author of the New York State DWI Trial Manual and the Vehicular Homicide Manual.

Ms. McCormick has tried many high-profile vehicular crimes cases including People v. Heidgen, the wrong way, head-on crash into a wedding limousine, killing the limo driver and flower girl, Katie Flynn. She successfully argued two DWI depraved murder cases before the Court of Appeals and the Federal Second Circuit. She is the recipient of a number of awards including the William T. Smith Award for Legislation, the MADD Lifetime Achievement award, the NHTSA Public Service Award, the National Traffic Safety Award for Prosecutors and New York State Prosecutor of the Year. In 2023, she was honored with the Excellence in Leadership award named for her by MADD. She was recently honored by the Andrew McMorris Foundation and AAA for her dedication to vehicular crimes and her efforts to correct New York's vehicular crimes' laws; particularly drugged driving.

The New York State Highway Safety Symposium is Sponsored by:

New York State Governor's Traffic Safety Committee

The Governor's Traffic Safety Committee, formed in 1967 by a combination of law and executive orders, develops and supports the State's highway safety program to ensure safe transportation of people and goods on New York's roadways. GTSC serves as New York State's official liaison to the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA), the two primary sources of funding for traffic safety programs. The GTSC works closely with a network of state and local agencies, law enforcement, non-profit organizations and private sector partners to deliver traffic safety information, resources and programs across New York State.

New York State Association of Traffic Safety Boards

The New York State Association of Traffic Safety Boards was formed in 1967 as a statewide support organization for county traffic safety boards and agencies, companies, or individuals having an interest in traffic safety and injury prevention. NYSATSB is organized into eight Regions across New York State, each with a Regional Vice President who serves as a liaison between traffic safety partners and the Association. The Association coordinates grant funding information, proposes traffic safety legislation, and offers traffic safety resources and education programs.

New York State STOP-DWI Association, Inc.

The New York State STOP-DWI Association, Inc. was formed in 1982. The Association is made up of STOP-DWI Coordinators and staff from each of the counties in New York State. The STOP-DWI Coordinators are responsible for the administration of local plans to combat impaired driving in their respective communities. Collectively, the NYS STOP-DWI Association, Inc. facilitates the exchange of ideas and information regarding impaired driving. The Association continues to foster new and innovative approaches for dealing with the impaired driver. These initiatives are developed in the areas of enforcement, prosecution/adjudication, probation, rehabilitation/treatment, victims' services, training and public information and education.

2024 NYS Highway Safety Symposium Planning Committee

- Pamela Aini, Administrator, NYS STOP-DWI Association, Inc.
- Margaret Beers, Chairperson New York State Traffic Safety Program, New York State Traffic Safety Program
- Renée Borden, Statewide DRE Coordinator, NYS Governor's Traffic Safety Committee
- Rachel Lugo, Division Director, EAC Network
- Mary Montimurro, Program Manager, NYS Governor's Traffic Safety Committee
- Paul Nazzarett, President of NYSTSAB, Community Services Unit, Cheektowaga Police Department
- Lauren Savino, Program Educator, Orange County STOP-DWI
- Elizabeth St. John, Senior Health Educator, Washington County Public Health
- Mary Tanner-Richter, Deputy Counsel, NYS Department of Motor Vehicles
- Lindsay Tomidy, NYS STOP-DWI Association Chairperson, NYS STOP-DWI Association
- Joshua Vinciguerra, Deputy Commissioner, NYS Department of Motor Vehicles
- Vanessa Waldron, Highway Safety Program Analyst, NYS Governor's Traffic Safety Committee
- John Winchell, Undersheriff, Washington County Sheriff's Office and STOP-DWI Coordinator

**Please join us next year at the Lake Ontario Event and Conference Center in Oswego, New York
from Tuesday, October 14, 2025 to Friday, October 17, 2025.**

Questions? Please Contact:

Heather Murphy

Program Associate/Event Coordinator

Institute for Traffic Safety Management & Research

email: hmurphy@itsmr.org call/text: 518-813-7065