



# 2016 HIGHWAY SAFETY CONFERENCE

## CONFERENCE SCHEDULE OVERVIEW AND HIGHLIGHTS

### MONDAY, JULY 25

1:00 pm – 5:00 pm Registration

### TUESDAY, JULY 26

8:00 am – 4:30 pm Registration  
1:00 pm – 2:30 pm Opening Session  
2:30 pm – 3:00 pm Afternoon Break with Vendors  
3:00 pm – 4:30 pm General Session  
5:00 pm – 6:30 pm Reception with Vendors

### WEDNESDAY, JULY 27

7:00 am – 8:00 am Continental Breakfast with Vendors  
8:00 am – 9:30 am General Session  
9:30 am – 10:00 am Morning Break with Vendors  
10:00 am – 11:15 am Workshop Sessions  
12:00 pm – 1:30 pm Luncheon  
1:45 pm – 3:00 pm Workshop Sessions  
3:00 pm – 3:30 pm Afternoon Break with Vendors  
3:30 pm – 4:45 pm Workshop Sessions

### THURSDAY, JULY 28

7:30 am – 8:30 am Continental Breakfast with Vendors  
8:30 am – 9:45 am Workshop Sessions  
9:45 am – 10:15 am Morning Break  
10:15 am – 11:45 am Closing Session/Awards Presentation

#### **Negative Challenges of Legalized Marijuana**

SLED Chief Mark Keel will address the Conference on the potential negative impacts of legalized “medical” marijuana on traffic safety and quality of life in state communities.

#### **Mock DUI Trial**

The traffic stop, arrest, and trial of a DUI offender will be dramatically portrayed to demonstrate the challenges and difficulties in securing a DUI conviction in South Carolina.

#### **Innovative Designs for Safety**

A Federal Highway Administration expert and an SC Department of Transportation engineer will explain the flashing yellow arrow, superstreets, R-CUTS, roundabouts, and other successful intersection safety improvements.

#### **Traffic Incident Management**

A retired Virginia State Patrol Captain and a retired Fire Department Captain from Georgia will stress coordination, cooperation, and communication at traffic incident scenes and the protocols for all responders at critical incident sites.

#### **The First Three Seconds**

A representative of the North Carolina Highway Patrol will present the hazards, concerns, protocols, and safety issues associated with a law enforcement traffic stop and how critical the first three seconds of such a stop prove to be.



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## **Partnerships Born from Tragedy**

Law enforcement, firefighters, and engineers will illustrate how cooperation between and among first responder agencies allowed South Carolina to successfully deal with the flooding tragedies of October 2015, and how these types of relationships can further move the state toward safer highways.

## **The Media and Social Networking**

Representatives from the SC Department of Public Safety and local media will demonstrate how to effectively get highway safety messaging in front of the current generation of mobile device users.

## **Successful Roadway Safety Strategies**

Dr. Jennifer Ogle of Clemson University will present the results of a recently completed SCDOT research project which identified successful corrective measures that other states are using to reduce traffic fatalities and improve safety.

## **Driven by the Data**

SCDOT and SCDPS staff will demonstrate the critical importance of data capture in identifying collision locations and patterns in order to facilitate corrective measures using the three E's of traffic safety.

## **Autonomous Vehicles**

Colonel Mike Oliver of the SC Highway Patrol will conduct a presentation on the not-so-distant future of roadway travel in our country.

## **Bad Things Come in Cute Packages**

Alcohol experts will show how the industry attempts to lure the next generation of consumers with innocent and familiar-looking packaging of beverage alcohol and drug products.

## **Special Roadway Users**

Pedestrians, motorcyclists, moped operators, bicyclists, and commercial vehicle operators are examined from the perspective of rising fatality numbers. Law enforcement and engineering strategies to "bring the numbers down" will be explored.

## **AND MORE...**

The above are only a sample of the valuable presentations and workshops which will be offered at the 2016 Highway Safety Conference. Come and hear about older and younger drivers, nighttime unbelted drivers, Target Zero Teams, the State's Strategic Highway Safety Plan, innovative enforcement strategies, safety engineering solutions, and much more!!!