

TRAFFIC SAFETY SUMMIT: PARTNERING FOR

ZERO DEATHS

TUESDAY, OCTOBER 30, 2018
CROWNE PLAZA SPRINGFIELD

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AGENDA

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EMERALD & RUBY BALLROOMS, FLOOR 2
3000 S. DIRKSEN PARKWAY, SPRINGFIELD, ILLINOIS 62703

| TIME | EVENT | CONTRIBUTORS |
|-----------|---|---|
| 8:15 a.m. | Welcome | Cynthia Watters <i>Bureau Chief, Safety Programs and Engineering, IDOT</i> |
| 8:20 a.m. | Opening Remarks | Randall S. Blankenhorn <i>Secretary of Transportation, IDOT</i> |
| 8:30 a.m. | A Toward Zero Deaths Success Story | Minnesota Department of Transportation |
| 9:45 a.m. | Break | |
| 10 a.m. | A Toward Zero Deaths Success Story (Continued) | Minnesota Department of Transportation |
| 11 a.m. | Engaging with IDOT: Building a Coalition for Safety in Our State | Paul Loete <i>Director, Office of Highways Project Implementation, IDOT</i> |

| TIME | EVENT | CONTRIBUTORS |
|------------|---|--|
| 11:30 a.m. | Lunch | |
| 12:15 p.m. | The Problem of Distracted Driving | Jennifer Smith <i>Distracted Driving Advocate and Speaker</i> |
| 1 p.m. | 4E Panel: Engineering, Education, Enforcement and Emergency Services – Problems Associated with Tracking, Reducing and Enforcing | Carrie Nelsen (<i>Engineering</i>) Susan Crotty (<i>Education</i>) Sgt. Brian Cluever (<i>Enforcement</i>) Sara Brown (<i>Emergency Services</i>) |
| 2 p.m. | Break | |
| 2:15 p.m. | Workshop: Partnering for Zero Deaths – The Illinois Approach | |
| 3:45 p.m. | IDOT: Toward Zero Deaths and the State Highway Safety Plan | Cynthia Watters <i>Bureau Chief, Safety Programs and Engineering, IDOT</i> |

BIOGRAPHIES

OPENING REMARKS

RANDALL S. BLANKENHORN

Randy Blankenhorn has served as Illinois Transportation Secretary under Gov. Bruce Rauner since 2015.

Under Blankenhorn's leadership, the Illinois Department of Transportation has focused on strengthening the state's status as the transportation hub of North America.

A lifelong Illinois resident, Blankenhorn leads an agency of 10 offices that serve the transportation needs of the state across multiple modes, in rural, suburban and urban environments. He oversees a \$3 billion operating budget that supports a workforce of 5,100 employees, with annual oversight of more than \$3.4 billion in capital projects.

During Blankenhorn's tenure, IDOT has embraced new approaches and developed new strategies for investing in infrastructure. He led the first reorganization in several decades to make IDOT more efficient, improve customer service, integrate safety throughout the agency and instill a multimodal approach in all planning and programming activities.

At his direction, the department is striving to become the most innovative department of transportation in the country, with a goal of providing safer, more cost-effective transportation to the people of Illinois.

Prior to his appointment, Blankenhorn was the executive director of the Chicago Metropolitan Agency for Planning. His appointment as transportation secretary represented a return to IDOT, after having previously worked at the agency for 22 years.

A TOWARD ZERO DEATHS SUCCESS STORY

BRAD ESTOCHEN, PE

Brad Estochen began his Minnesota Department of Transportation career in 1999 as a graduate engineer and spent two years in various capacities as an entry-level engineer. He was then promoted to Intelligent Transportation System project manager, managing several national ITS projects, including the Intelligent Vehicle Initiative (Specialty Vehicle Platform – Snow Plow Deployment) and demonstrated how calls from GM’s OnStar service could leverage the 911 network when a crash occurred. After five years in the ITS section, he transitioned to the Maintenance Division of the Metro District, providing engineering services and support related to maintenance and operations in the Minneapolis-St. Paul area. For the past 12 years, Estochen has worked in the Office of Traffic Engineering’s safety section, where he was promoted to his current position of state traffic safety engineer. Outside of his work at MnDOT, Estochen has nearly 18 years of service as a paid on-call firefighter and EMT with the city of Woodbury. His response area includes the heavily traveled Interstate 94 corridor that connects the Twin Cities to Wisconsin, where he has seen the positive impact of deploying a high-tension cable barrier.

KRISTINE HERNANDEZ, MBA

Kristine Hernandez has worked for the Minnesota Department of Transportation for more than 13 years. In 2005, she joined MnDOT in the Public Affairs section. In 2007, she became the first-ever regional Toward Zero Deaths coordinator as part of a three-year regional pilot program in southeastern Minnesota to develop the initiative. In 2010, Hernandez became the statewide Toward Zero Deaths program coordinator and now serves as team leader for five regional TZD coordinators located throughout the state. She continues to educate the public and other traffic safety professionals about traffic safety and the TZD program. Prior to coming to MnDOT, Hernandez worked for more than 20 years in multiple communications and business development roles, including at the American Cancer Society and KSMQ-TV. She holds a bachelor’s degree in mass communication from St. Cloud State University and a master’s degree in business administration from Winona State University.

BIOGRAPHIES

A TOWARD ZERO DEATHS SUCCESS STORY *(CONTINUED)*

MARK KINDE, MPH

Mark Kinde has served both the North Dakota and Minnesota departments of health in injury and violence epidemiology, surveillance, program development, implementation and evaluation since 1984. In both states, Kinde helped to develop statewide traumatic brain and spinal cord injury registries and surveillance systems for both violence and unintentional injury. At the Minnesota Department of Health, he supports state and national efforts to improve data quality, share evaluation results with states and communities, build capacity and passion for injury, and advance violence prevention and control at state and local levels. He also works to translate data into programs and policies that reduce risk of injury and violence in communities across the state of Minnesota and the nation.

HOLLY KOSTRZEWSKI, MPH

Holly Kostrzewski (Ka-stress-key) holds a master's degree in public health, completed a fellowship related to injury prevention with Indian Health Services and worked as an injury prevention coordinator for the Fond du Lac Band of Lake Superior Chippewa for six years. For the past eight years, Kostrzewski has been the northeast and northwest Minnesota Toward Zero Deaths regional coordinator for the Minnesota departments of public safety and transportation, developing the regions from the ground up. She is finishing her dissertation for her Ph.D. in public and community health related to women and distracted driving.

COLONEL MATT LANGER, MPA

Colonel Matt Langer has been a Minnesota State Trooper since 1999, initially in St. Paul. He spent more than four years on the Metro Crash Reconstruction Team, where he reconstructed hundreds of fatal and serious injury crashes. He was the director of the State Patrol's fleet and asset management section before assuming public information duties. As a captain, he directed public information work, homeland security efforts and traffic safety grants. He then served for two and a half years as the assistant chief and a year as the acting chief before being appointed colonel in 2015. Langer has a master's degree in public and nonprofit administration, as well as a bachelor's degree in criminal justice and law enforcement. In addition to his work at the State Patrol, he holds an adjunct faculty position at Century College. Langer is active on the International Association of Chiefs of Police Board of Directors and the State and Provincial Police Division Executive Board.

ENGAGING WITH IDOT: BUILDING A COALITION FOR SAFETY IN OUR STATE

PAUL A. LOETE, PE

Paul Loete graduated from the University of Illinois at Urbana-Champaign with a degree in civil engineering before beginning his career in the private sector, where he gained a diverse background in environmental, civil and transportation engineering. Loete is a licensed professional engineer in Illinois with over twenty years of experience in private practice and state government. Throughout his career, he has managed and developed transportation projects in both Illinois and Iowa. His experience includes planning, design and construction engineering associated with various transportation and stormwater management projects, as well as management, strategic planning and office leadership.

In 2012, Loete began his career at the Illinois Department of Transportation with a focus on organizational management, administration and quality review at the District 2 and 3 offices in Dixon and Ottawa, respectively. Region 2 includes a staff of over 670 employees and an average annual program of approximately \$300 million.

In 2016, Loete was appointed director of the Office of Highways Project Implementation. In this position, Loete is responsible for the implementation of programs to accomplish the annual highway work program and coordination of the state's highway activities with local and regional agencies. This directive encompasses the safe, efficient and sustainable delivery of the state's highway construction program as well as maintenance and operations of the state highway system through the effective engineering activities of the districts and central bureaus with 5,100 full-time employees and over \$1 billion in annual construction programs.

BIOGRAPHIES

THE PROBLEM OF DISTRACTED DRIVING

JENNIFER SMITH

Jennifer Smith has been an advocate against distracted driving since her mother was killed by a person talking on a cell phone while driving in 2008. She gives distracted driving presentations worldwide to schools, the public, organizations and corporations, and she helps families who have lost loved ones find a way to turn their tragedies into action by sharing their stories to save others from the same needless crashes through her nonprofit organization, StopDistractions.org.

Smith's work began when her mom's story was featured in the New York Times Pulitzer Prize winning series, "Driven to Distraction," and grew substantially after the 2009 National Distracted Driving Summit in Washington, D.C., called by Secretary LaHood, where she was a special guest. The following year, she gave the closing remarks at the second National Distracted Driving Summit. Smith maintained this relationship with the secretary and the U.S. Department of Transportation and has worked with other families of distracted driving victims to bring grassroots level change to numerous states across the country.

Smith worked closely with Oprah Winfrey on her No Phone Zone Campaign, appearing on her first episode, "America's New Deadly Obsession," in 2009 and at the viewing rally for the "No Phone Zone Day" in Washington, D.C., hosted by Gayle King. She has also appeared on Fox News, CNN and many other major network shows, including the Today Show, Larry King Live, 20/20 and Rock Center.

Smith has hosted numerous state distracted driving summits and works on distracted driving legislation across the country, recently helping to pass the Hands-Free Georgia Act. Smith and her organization serve as the speaker's bureau chief for the It Can Wait campaign, which allows victims and their families the opportunity to share their personal stories. Her organization, StopDistractions.org, has partnered with the National Transportation Safety Board on roundtable discussions on distracted driving in 2015 and 2017.

Smith has been recognized by the U.S. Department of Transportation as a "Woman in Transportation History" for her work.

4E PANEL: ENGINEERING, EDUCATION, ENFORCEMENT AND EMERGENCY SERVICES

JESSI HOPKINS

FACILITATOR

Jessi Hopkins has been developing and implementing traffic safety programs for 11 years and has served as the state's occupant protection coordinator at IDOT since 2016.

She coordinates the state's Child Passenger Safety program, administering grants, certification and continuing education for more than 1,700 CPS technicians. Hopkins also coordinates messaging, media and hire-back grant traffic enforcement for safety campaigns like *Click It or Ticket* and *Drop It and Drive*.

Hopkins serves on the secretary's Fatality Reduction Task Force and various Strategic Highway Safety Plan working groups, including distracted driving, young driver, unrestrained occupant and impaired driving.

Jessi holds a bachelor's degree in elementary education from Western Illinois University and serves as a subject matter expert for Safe State Alliance's Behavioral Health Traffic Safety Study.

CARRIE NELSEN

ENGINEERING

Carrie Nelsen is the District 9 program development engineer for the Illinois Department of Transportation. Nelsen earned her bachelor's degree in civil engineering from Iowa State University and is a registered professional engineer in Illinois. She has over 26 years of experience in transportation engineering.

In her role at IDOT, Nelsen is accountable for directing and coordinating the preliminary engineering functions of project design, plan preparation, public involvement, utility relocations, and right-of-way acquisition to ensure the effective and timely readiness of District 9's highway improvement programs.

Over the years, Nelsen has worked with crash data to plan, design and implement roadway improvement projects with a strategic, data-driven approach to improve highway safety and reduce fatalities and serious injury crashes. She has conducted many traffic safety problem identification studies, developed traffic safety countermeasures, evaluated the cost-effectiveness of countermeasures and implemented highway safety improvement projects.

BIOGRAPHIES

4E PANEL: ENGINEERING, EDUCATION, ENFORCEMENT AND EMERGENCY SERVICES *(CONTINUED)*

SUSAN CROTTY

EDUCATION

Susan Crotty is the program development manager for traffic safety at ThinkFirst Foundation working on the Illinois Department of Transportation teen and parent injury prevention roadway safety grant. Prior to joining ThinkFirst Foundation, Crotty worked for the National Safety Council for nearly five years, where she was tapped to spearhead a strategic initiative, Road to Zero, to eliminate roadway fatalities by 2050. In just two years, under her leadership, the RTZ coalition grew to include over 800 organizations, published a comprehensive national report with Rand Corporation outlining how to achieve zero roadway fatalities and oversaw \$2.5 million in federal Safe System Innovation grants.

Crotty is a graduate of Michigan State University and a certified CPS technician. She served three terms for a total of 12 years as an elected official on the Naperville 203 Board of Education, stewarding nearly \$3 billion during her tenure. Last year, she was a finalist for the Professional Women in Advocacy for Excellence in a Federal Issue Campaign and won the Distinguished Service Award of Excellence from the Illinois Chapter of the National School Public Relations Association. In 2012, Crotty won the Influential Women in Business Award from the Daily Herald Business Ledger.

SARA BROWN

EMERGENCY MEDICAL SERVICES

Sara Brown serves as the EMS system manager for Memorial Medical Center in Springfield. In that role, she oversees the care provided by 31 EMS agencies in eight central Illinois counties, including transport and non-transport, at all levels of EMS, tactical EMS and 911 dispatch centers. The EMS system is responsible for overall quality and education for all providers as well as system treatment protocol development, licensure and renewal.

Brown has been a paramedic for 20 years and in EMS for 22 years. Her career has centered in central Illinois working for transport ambulance services as well as fire-department-based non-transport EMS and Advanced Life Support intercept service.

In addition to clinical certifications, Brown holds a master's degree in education.

4E PANEL: ENGINEERING, EDUCATION, ENFORCEMENT AND EMERGENCY SERVICES *(CONTINUED)*

SERGEANT BRIAN CLUEVER *ENFORCEMENT*

Sergeant Brian Cluever is a 12-year veteran of the Carol Stream Police Department and currently serves as the supervisor of the department's Traffic Investigations Unit. Cluever's duties include overseeing the department's impaired driving, occupant protection, child passenger safety, distracted driving and other enforcement programs. He also maintains the department's traffic enforcement and safety education grants. In addition, Cluever serves as executive director of the Illinois Truck Enforcement Association.

Cluever holds numerous specialties and certifications, including: field training officer, CPS technician, crash reconstructionist, evidence technician, commercial vehicle enforcement officer, field sobriety test instructor, emergency vehicle operations instructor and juvenile officer.

In 2018, Cluever developed and delivered presentations on enhanced distracted driving enforcement techniques for the National Highway Traffic Safety Administration and National Lifesavers Traffic Safety Conference.

Cluever is a recipient of the Illinois Association of Chiefs of Police *Looking Beyond the Safety Belt* award and the Mothers Against Drunk Driving *MADD Hero* award.

Cluever holds a bachelor's degree in law enforcement and justice administration from Western Illinois University and is a graduate of Northwestern University Center for Public Safety School of Police Staff and Command.



