



# ROADWAY INFRASTRUCTURE SAFETY CONFERENCE

February 14-15, 2012

Tampa Convention Center, Tampa, Florida

IN CONJUNCTION WITH ATSSA'S  
42ND ANNUAL CONVENTION & TRAFFIC EXPO

## EDUCATION IS POWER— ATSSA IS YOUR SOURCE

Two dynamic days of industry leading classes  
with more CEU choices in one place

Meet a national audience of roadway  
safety professionals

Visit the ATSSA Traffic Expo for the  
industry's newest ideas and products

**Earn CEUs  
for Workshop  
Attendance**

Visit [www.atssa.com](http://www.atssa.com) for more information and to register.  
Call 1-800-272-8772 or email us at [meetings@atssa.com](mailto:meetings@atssa.com).



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American Traffic Safety  
Services Association



Making "Vision Zero" a Reality • [www.atssa.com](http://www.atssa.com)

# Education is Power— ATSSA is Your Source



*Tired of the same old boring workshop topics?  
Looking for the latest industry information?  
Want to complete more CEUs in fewer days?*

Join us for CEUs and solutions at the 2012 Roadway Infrastructure Safety Conference in Tampa, Florida, which is being held in conjunction with ATSSA's 42nd Annual Convention & Traffic Expo.

This year's educational sessions are better than ever and attendees can take advantage of visiting the ATSSA Traffic Expo and the ATSSA Opening General Session all for one low price.

## **THREE POWERFUL REASONS YOU NEED TO ATTEND:**

- 1.** Our CEU qualified workshops are designed for you and your specific government and engineering safety focus. You can complete more courses in fewer days saving valuable travel dollars, work time and money.
- 2.** You'll meet industry leaders and innovators from across the nation, not just your state or region. You can share your ideas and needs and learn from others.
- 3.** ATSSA extends an exclusive invitation for you to attend the 2012 Opening General Session and Traffic Expo. Learn first hand what the industry is doing to tackle today's most pressing issues. Visit the show floor and meet with companies and executives who are powering the industry today.

**Double your benefit from this conference.  
Join ATSSA to take advantage of even  
more industry specific workshops  
and year round programming.**



# CONFERENCE EVENTS

## Power Talk Sessions

**TUESDAY, FEBRUARY 14**

**8:30 a.m. – 9:30 a.m.**

### Generating Truly Useful and Usable Work Zone Guidelines and Training

We will discuss the FHWA work zone safety guidelines and training programs under the FHWA Work Zone Safety Grant. Discussion will include how these guidelines and training products are developed from concept to completion. Participants will have the opportunity to comment on this process and suggest ways to improve it so that better, more usable guidelines and training programs can be developed.

### Reducing Your Risk and Injuries with Loss Prevention Programs

Our panel of experts will share with you their ideas for reducing injuries and fatalities through the use of loss prevention programs. Discover how to enhance current safety programs, ask questions about “hot” safety topics, share your own best practices, and learn how effective safety programs translate into lower insurance premiums. Our panel includes contractors with successful loss prevention programs and loss prevention insurance experts.

### Vehicle to Infrastructure Technology: Where Do You Fit—Business Opportunity of Future VTI—Don't Be Left Out

Come learn about cutting edge information in the field of vehicle to infrastructure technology. Learn about how your business may fit into this application in the years to come.

### Warning Lights in Work Zones—Are They Beneficial?

Join us for this dynamic roundtable discussion of the use of steady burn warning lights in work zones. In light of recent and ongoing research, there are many perspectives among industry peers regarding effective use of these lights. Come share your ideas in this exciting information exchange.

## Opening General Session and Breakfast

**TUESDAY, FEBRUARY 14**

**9:30 a.m. – 11:30 a.m.**

**ATTEND  
AND WIN UP TO  
\$5,000!**

Start your day as our guest at the ATSSA networking breakfast. Stay for the latest industry news and ATSSA updates, and honor the year's award winners. You could be a winner too when you enter our cash prize drawings! The program includes:

- Foundation Annual Report
- ATSSA Annual Report
- ATSSA Industry Achievement Award Presentation
- National Safety Award Presentation
- Leadership Committee Report
- Keynote Address Speaker

## Workshop Sessions

**WEDNESDAY, FEBRUARY 15**

**8:15 a.m. – 11:30 a.m.**

ATSSA is the roadway safety industry's leading voice and one of the most respected sources for education and training. This year, along with our partners The American Association of Highway Engineers (ASHE), the National Association of County Engineers (NACE) and the American Society of Civil Engineer's Transportation & Development Institute (TD&I), we are offering new workshops based on our members most requested topics.

## Traffic Expo: Where Ideas and Innovation Meet

### EXHIBIT HOURS

**TUESDAY, FEBRUARY 14** Noon – 5:30 p.m.

**WEDNESDAY, FEBRUARY 15** 11:30 a.m. – 6:00 p.m.

Traffic Expo features cutting edge roadway safety technology and solutions. Preview the future in roadway safety products and services when you visit with nearly 200 exhibitors at Traffic Expo 2012. Be our guest while you are attending the Roadway Infrastructure Safety Conference.

# EARN CEUs

## THE WORKSHOPS LISTED BELOW ARE FOCUSED ON TOPICS JUST FOR YOU!

### Field Traffic Signs Handbook for Local Highway Agencies and Low Cost Safety Improvements on Rural Roads, Part 2 **CEU: .15**

**WEDNESDAY, FEBRUARY 15**  
**8:15 a.m. – 9:45 a.m.**

Using the *Manual on Uniform Traffic Control Devices (MUTCD)* in the field is difficult in New York State due to the need to follow both the National

MUTCD and the New York State Supplement. There is a need for a field handbook that provides information on the most commonly used signs. In addition, field crews need basic information to help them inspect and determine if signs meet the standards of the MUTCD.

A *Traffic Sign Handbook (Handbook)* has been produced in New York State since the mid 1980s. This Handbook has been updated to meet changing standards. As part of the upgrades in 2011, the Cornell Local Roads Program also produced a National edition of the *Handbook*.

To help municipalities in New York State meet the new requirements for sign retroreflectivity, the Cornell Local Roads Program has developed materials to help field crews inspect signs for the new standard. When combined with the *Traffic Sign Handbook*, sign crews in New York State will be able to review almost all of their signs in the field. The small number of remaining signs will be much easier to manage using materials already available from FHWA, NYSDOT, or associations such as ATSSA or NACE.



### Roadway System Analysis and Systemwide Countermeasure Implementation **CEU: .15**

**WEDNESDAY, FEBRUARY 15**  
**8:15 a.m. – 9:45 a.m.**

Systemwide analysis and implementation of safety countermeasures is an effective approach to further reduce fatalities on all roadways, and in particular local roadways. This workshop will feature a panel discussion on approaches and methods to accomplish various strategies and countermeasures.

### Local Roads: Where to Get Dollar Resources and Tools for Safety **CEU: .15**

**WEDNESDAY, FEBRUARY 15**  
**10:00 a.m. – 11:30 a.m.**

This session will focus on analyzing and planning a safety program, applying safety solutions, and innovative partnerships between



# Looking for even more great CEU Workshops?

**Stay an extra day and attend the entire 2012 ATSSA Annual Convention.**

The most respected industry leaders and educators teach ATSSA workshops.

You'll find real-life solutions you can take home and use right away!

Round out your CEU selections with over a dozen more courses offered during the ATSSA annual convention.

state DOTs and local agencies that drive funding down to the local level. Specific case studies covering the use of crash data, development of safety plans, various infrastructure solutions and using HSIP funds locally will be addressed. ATSSA's new publication, *Cost Effective Local Road Safety Planning and Implementation* will be released at this session.

## Safety on Gravel Roads

CEU: .15

**WEDNESDAY, FEBRUARY 15  
10:00 a.m. – 11:30 a.m.**

Gravel and other unsealed roads have safety problems often different from those on higher surface types, frequently stemming from their lack of formal design. They often have inconsistent alignment, limited clear zones, rapidly changing surface conditions, and a variety of other hazards. This session will discuss and address safety issues unique to and most commonly found on gravel roads, including their identification and treatment, both from the perspective of the motor grader operator responsible for the roadway's shape and that of the supervisor responsible for planning and designing safety related improvements.



## ADDITIONAL WORKSHOP SESSION FEBRUARY 15, 2012

8:15 a.m. – 9:45 a.m.

- Pavement Marking Material Shortage and Market Volatility Update
- Real World Maintenance and Repair Issues on Roadside Safety Hardware
- Toward Zero Deaths: National Strategy to Reduce Fatalities
- Work Zone Roadway Safety Audits

10:00 a.m. – 11:30 a.m.

- ADA Guidance and Right of Way Guidelines
- A Traffic and Safety Professional's Peer-to-Peer Exchange—Roadway Departure Safety Countermeasures—Part 1
- Work Zone Crash Data

**VISIT [WWW.ATSSA.ORG](http://WWW.ATSSA.ORG) FOR  
COMPLETE COURSE DESCRIPTIONS!**

# Conference Registration

SPONSORED BY:



American Traffic Safety Services Association



ATSSA, ASHE, ASCE and NACE have teamed up to bring our members a second joint conference, the **Roadway Infrastructure Safety Conference**, combined with the world's largest Traffic Expo! Network with other public agency personnel. See the latest innovations in roadway safety technology. Earn CEU credits while engaging with industry experts on topics of interest.

## CONFERENCE REGISTRATION

Registration for Roadway Infrastructure Safety Conference Only:

With hotel: \$249

Without hotel: \$399

If you wish to attend events on Thursday, February 16, there is an additional fee of:

**ATSSA Member**

**Non-Member**

With hotel: \$105

With hotel: \$145

Without hotel: \$255

Without hotel: \$295

Or, as a public official, receive a "complimentary" exhibit only pass on Thursday, February 16:

Free

**Pre-Register! Save Money and Avoid On-site Registration Lines**  
**Save Time! Register online at [www.atssa.com](http://www.atssa.com)**

## REGISTRATION INFORMATION

*One form per person (photocopy if necessary)—Please print*

*I am a member of (please check one):*

ASCE  ASHE  NACE

Name \_\_\_\_\_

Name for Badge \_\_\_\_\_

Title \_\_\_\_\_

Department/Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

I have a disability that may require special accommodations to fully participate in the conference. Please contact me.

## REGISTRATION PAYMENT

Enclose a check or complete the credit card authorization section to pay your conference registration fee. All fees are due at the time of registration. Checks must be drawn in U.S. funds.

**FORMS SUBMITTED WITHOUT PAYMENT WILL NOT BE PROCESSED.**

Check payable to ATSSA enclosed. Check # \_\_\_\_\_

Credit card authorization: \_\_\_\_\_

Your card will be charged 3–5 business days after receipt of the form.

**Please check one:**

VISA  MC  AMEX

Card #: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Cardholder name: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

## CANCELLATIONS AND REFUNDS

Written requests for cancellations or refunds must be postmarked prior to January 13, 2012 to receive a refund minus a \$50 cancellation fee. Requests received for refunds after January 13, 2012 will not be honored. Phone requests will NOT be accepted. No shows are not refundable. Credit card refunds will be processed within 10 days after receipt of written refund request prior to January 13, 2012.

## MAIL OR FAX FORMS TO:

Roadway Infrastructure Safety Conference  
c/o Custom Registration, Inc.  
2020 E. Randol Mill Road, Suite 307  
Arlington, Texas 76011

Phone: 817-277-77914 Fax: 817-277-7616

**REGISTER ON-LINE** at [www.atssa.com](http://www.atssa.com) — RISC Registration Page

**QUESTIONS?** Call Customer Service at 817-277-7791



# Hotel Reservation Form

# 2012

## ROADWAY INFRASTRUCTURE SAFETY CONFERENCE

REGISTER WITH US ONLINE AT [WWW.ATSSA.COM](http://WWW.ATSSA.COM) (one form per person, copy if necessary)

DEADLINE FOR RESERVATIONS IS JANUARY 13, 2012

### ATSSA SPECIAL ROOM RATES for These Premier Tampa Area Hotels

#### TAMPA MARRIOTT WATERSIDE HOTEL AND MARINA HEADQUARTERS HOTEL

**700 South Florida Avenue • Tampa, FL 33602**

Downtown hotel located on Tampa's waterfront. The Marriott is adjacent to the Tampa Convention Center. All rooms feature an HD flat screen TV and comfortable workspace, premium cable TV, pay-per-view movies, high-speed Internet and dual-inline speaker-phones in all rooms. Three restaurants, pool, spa, and 32 slip full service marina.

**\$219.00 Single/Double • \$239.00 Quads**



#### EMBASSY SUITES TAMPA DOWNTOWN CONVENTION CENTER

**513 South Florida Avenue • Tampa, FL 33602**

Located in downtown and connected by Skybridge to Tampa Convention Center. Each suite has private bedroom and spacious living room, two televisions with cable and in-room movies, two telephones with computer port and high-speed Internet access.

**\$219.00 Single/Double • \$259.00 Quads**



#### HAMPTON INN AND SUITES YBOR CITY

**1301 East 7th Avenue • Tampa, FL 33602**

Located in the historic district of Ybor City—only about a mile from the Tampa Convention Center. Amenities include coffeemakers, irons, hair dryers, work desks, free high-speed internet access, and cable TV, full exercise room, a large heated pool, heated whirlpool, and a business center with complimentary wireless internet access.

**\$149.00 Single/Double**



#### HOWARD JOHNSON PLAZA

**111 West Fortune Street • Tampa, FL 33602**

Located in the heart of the downtown business district along with the Tampa Convention Center. Accommodations like high-speed Internet access, a full-service restaurant, business center, and complimentary transportation to the Tampa Convention Center. Outdoor pool and 24-hour on site fitness center.

**\$109.00 Single/Double**



### RESERVATION INFORMATION

Name \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (Business) \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Accommodations are available on a first-come, first-served basis. A credit card, for first night's room and tax, valid through February 2012, will be required to guarantee your room, and will be charged directly by hotel approximately 30 days prior to arrival. For those with multiple night reservations, any balance is payable to hotel at check-in. Cancellations made less than 72 hours prior to your scheduled arrival are non-refundable for the first night's room and tax.

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

# of People \_\_\_\_\_ Sharing with \_\_\_\_\_

Circle One: King Double Quad

Special Requests \_\_\_\_\_

# of Rms	Hotel and Location	Rates Single Double	Rates Triple	Rates Quad
	<b>Tampa Marriott Waterside Hotel &amp; Marina</b> Headquarters Hotel	<b>\$219</b>	<b>\$239</b>	<b>\$239</b>
	<b>Embassy Suites Tampa Downtown</b> Connected by Skybridge to Convention Center	<b>\$219</b>	<b>\$239</b>	<b>\$259</b>
	<b>Hampton Inn and Suites Ybor City</b> 2 miles from Convention Center	<b>\$149</b>	<b>\$149</b>	<b>\$149</b>
	<b>Howard Johnson Plaza Hotel</b> 1 mile from Convention Center	<b>\$109</b>	<b>\$109</b>	<b>\$109</b>

Rates are plus 12% room tax and based on single, double or quad occupancy. Additional person, over double occupancy, sharing rooms are available at an additional cost per night, per person, plus tax. Call Custom Registration, Inc. at 877-205-1943 to reserve a suite, or a block of 10 or more rooms.

### PAYMENT METHOD

- Check (payable to ATSSA Housing/CRI Housing)
- Credit Card (please circle) AMEX MC VISA

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder's Name (as appears on card) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Please return your completed form by fax or mail to:  
c/o Custom Registration, Inc. • 2020 East Randol Mill Road, Suite 307 •  
Arlington, TX 76011 • phone: (toll free) 877-205-1943 or  
(local) 817-277-7791 • fax: 817-277-7616 •  
e-mail: [atssahousing@signup-confirmation.com](mailto:atssahousing@signup-confirmation.com)



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American Traffic Safety Services Association  
15 Riverside Parkway, Suite 100  
Fredericksburg, VA 22406

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