



SAFER ROADS SAVE LIVES

ATSSA Update

AASHTO Subcommittee on Traffic Engineering



[SCOTE 2015]

June 16, 2015
San Antonio, Texas



ATSSA's Core Purpose...

“To Advance Roadway Safety”





VS.



Alternative Futures



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A "real" food truck!

A really "smart" refrigerator



We now have sufficiently
advanced technology



To PeaPod

Slot machines for the millennial

NEVADA MULLS “ANGRY BIRDS”
APPROACH

Younger gamblers favor games of skill over luck



Schools venture into new territory

Top universities are pouring millions of dollars into businesses



The Economist

FEBRUARY 28TH-MARCH 6TH 2015

economist.com

Brazil's economic quagmire

The price of pandering to pensioners

America's oversold manufacturing boom

The theology of jihad

Mosquito sex and malaria

Planet of the phones



By 2020
80% of adults will
have a supercomputer
in their pocket

Our Members Are Our Future

Developing Your Leaders



Leadership Program

1. Your Leadership Style
2. Association Governance & Strategic Planning
3. Meeting Facilitation
4. Personal Communications
5. Advocacy & Your Business
6. Public Relations & the Media



ATSSA 

[SCOTE 2015]

Leadership Program 2015

Some of You Have Joined Our Future

- 50 DOT Officials
- 311 State and Local Transportation Officials
- 19 DOTs
- 38 Public Agencies

The Future Is Innovation...

Old Structure

ITS Council

New Structure

Innovation Council

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graph TD; IC[Innovation Council] --- ITZW[ITS Work Zones]; IC --- V2X[V2X]; IC --- COI[Circle Of Innovation]
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ITS
Work
Zones

V2X

Circle
Of
Innovation



Circle Of Innovation 2016

[SCOTE 2015]

New Process

- Identify Issues
- Bullet Them
- Record for In-Depth
- Survey
- Advisory Group

Circle of Innovators

ATSSA
2 Contractors
2 M&S

FHWA

AASHTO/TIG

NACE
(County Rep.)

TCDS

TRB/TCO

Circle of Innovation Output Channels

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graph TD; A[Circle of Innovation Output Channels] --> B[Expo Workshops]; A --> C[Training Courses]; A --> D[Power Talks]; A --> E[Products/Services]; A --> F[Peer-to-Peer Sessions]; A --> G["Circle Newsletters"]; A --> H[Research Projects]; A --> I[Webinars];
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Expo Workshops

Training Courses

Power Talks

Products/Services

Peer-to-Peer Sessions

"Circle" Newsletters

Research Projects

Webinars

The Future Is...

Spreading Knowledge at
ATSSA's Annual Convention & Traffic Expo
Transportation Official Scholarship Program

- 2015 – 72 awarded - \$92,100
- 2014 – 68 awarded - \$78,500
- 2013 – 65 awarded - \$76,900
- 2012 – 50 awarded - \$53,400
- 2011 – 45 awarded - \$50,500
- 2010 – 30 awarded - \$33,200
- 2009 – 30 awarded - \$36,200

The Future Is...

State Transportation Innovation Councils (STICs)

- 38 State Participants
- \$100,000 Per State
- Typically comprised of...
 - ➡ State DOT
 - ➡ FHWA Division Office
 - ➡ MPOs
 - ➡ LTAP / TTAP
 - ➡ *Industry*

ATSSA STIC Representatives

Michael Conoscenti (Illinois)

Robert Voccia (Rhode Island)

David Rush (Virginia)

Mike Allen (New Hampshire)

Michael Flanagan (Washington)

The Future Is... Toward Zero Deaths



Media Advisory
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CONTACT: James Scott Baron
540/847-2800 cell
James.Baron@atssa.com

Lifesaving Roadway Safety Devices & New Inventions On Display at Tampa Convention Center

Fredericksburg, Va. – The American Traffic Safety Services Association's (ATSSA) 45th Annual Convention and Traffic Expo begins at 12:00 noon, Sunday, Feb. 8 at the Tampa Convention Center. Over 3,000 roadway safety professionals from around the country and abroad will display and demonstrate their lifesaving roadway safety products during this spectacular event. This is the largest trade show of its kind in North America.

Since 1969, ATSSA members have manufactured and installed the various roadway safety devices that motorists pass by or utilize every day. These products include guardrails, bright, highly-reflective signage, roadway striping, lighting, reflective apparel, and work zone safety equipment.

Approximately 33,000 people die on America's roadways annually, and 2,488 of those fatalities occurred in Florida in 2010 (latest statistics available). ATSSA member products play a significant role in helping reduce these numbers through new innovations, technology and research.



AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION

IMPROVING DRIVER BEHAVIOR WITH INFRASTRUCTURE SAFETY COUNTERMEASURES

AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION





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