

THE SIGNAL

NOVEMBER/DECEMBER 2016

AN ATSSA PUBLICATION FOR THE ROADWAY SAFETY INDUSTRY

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Since 1969, the American Traffic Safety Services Association (ATSSA), an international trade association, has represented companies and individuals in the traffic control and roadway safety industries. ATSSA members provide the majority of roadway safety features, services and materials used on America's roadways.

ATSSA's approximately 1,200 member companies and public agencies make our nation's roadways safer. ATSSA is committed to an environment where roadway safety is always improving. ATSSA is the leader in roadway safety issues, with a heavy emphasis on roadway work zone safety, pavement markings, guardrail, signage, traffic control safety devices and roadway worker training.

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ATSSA's 47TH ANNUAL CONVENTION & TRAFFIC EXPO



American Traffic Safety Services Association
47th Annual Convention & Traffic Expo
February 10-14, 2017 • Expo: February 12-14
Phoenix Convention Center • Phoenix, Arizona



Countdown to ATSSA's 47th Annual Convention & Traffic Expo

With less than three months from ATSSA's Annual Convention & Traffic Expo, more than 3,000 attendees will convene to peruse 500-plus exhibit booths during Traffic Expo and take advantage of the Opening General Session, educational workshops, the New Products Rollout Event, the Circle of Innovation and more at the Phoenix Convention Center, Feb. 10–14, 2017.

Don't miss opportunities to showcase your company, products and services to everyone at the event. Contact Bill Dallas at (540) 376-3864 or email bill.dallas@atssa.com for more information about advertising and sponsorships. During the event, visit the ATSSA Pavilion at booth #437 to advertise on the Mobile App.

Housing and Attendee Registration

Attendees must reserve hotel rooms within the ATSSA room block first in order to receive the discounted registration rate. Once hotel booking is completed, you'll receive an emailed confirmation with your attendee ID number, which will be required in order to receive the discounted registration rate.

The discounted registration rate is available online until Jan. 16, 2017.* (Attendees who reserve hotel rooms within ATSSA's official room block will receive an emailed attendee ID number to qualify for discounted registration rates). Individuals who have not reserved a room within the ATSSA room block or have made hotel reservations after the room block was filled, will not receive the discounted registration rate. (If you choose not to reserve rooms within the ATSSA room block, a charge of \$95 per day will be incurred for each booth personnel exhibit-only registration. Regular rates will apply to daily registration.)

*After Jan. 16, 2017, the non-discounted attendee registration rate applies. However, if hotel rooms have already been booked through ATSSA's room block, attendees will receive the discount. Online registration will remain open until the end of the event.



More than 3,000 attendees view exhibitors' products and services during ATSSA's Traffic Expo.

Chairman's Reception

The Chairman's Reception marks the first official networking event of ATSSA's Convention & Traffic Expo at the Hyatt Regency Phoenix (headquarter hotel), Feb. 11, 2017. This is a great opportunity to mix with colleagues and kick off the premier roadway safety event in North America. A ticket is required for this event.

Take Advantage of Sponsorship and Advertising Opportunities

Sponsorships and advertising provide opportunities for your company to be in the spotlight and gain increased priority points. Sponsorships are on a first-come, first-served basis, and many are sold out.

ATSSA's 47th Annual Convention & Traffic Expo Mobile App

The Mobile App is used for iPhone, iPad and Android. The App and event dashboard allows users to download and view:

- exhibitors
- booths with interactive floor plan
- Educational Workshop, Power Talk and Traffic Talk session times, locations and descriptions
- speakers
- advertisements

Build a personal event schedule, make appointments, interact with colleagues and create a strong presence throughout the event by using the Mobile App's interactive features.

Don't miss these opportunities to showcase your company, products and services to everyone at the event. Contact Bill Dallas at (540) 376-3864 or email bill.dallas@atssa.com for more information about advertising. During the event, visit the ATSSA Pavilion at booth #437 to advertise on the Mobile App.

ATSSA Pavilion: A One-Stop Information Center at Booth #437

Visit the ATSSA Pavilion, ATSSA's official home during the event. The Pavilion is staffed with knowledgeable ATSSA associates who are available to answer questions and provide information about the association's training programs, member benefits and more. Browse through ATSSA's literature, find grant products and register for ATSSA's 2017 Legislative Briefing & Fly-In in D.C.

The Pavilion will host 25-minute Traffic Talks covering current trends and topics in the industry, including:

- Guardrail Safety Grant
- Traffic Control Device Challenge
- State Government Relations Program
- Best Practices for Truck-Mounted Attenuator Application

For times, refer to *ATSSA's 47th Annual Convention Program and Exhibit Guide* and ATSSA's Annual Convention & Traffic Expo Mobile App.

Power Talk Sessions

Many attendees find sharing ideas with others in the industry is one of the most valuable aspects of the convention experience. Dynamic Power Talks—roundtable discussions—are designed to facilitate peer-to-peer exchange not found anywhere else. Power Talks are at the Phoenix Convention Center on Feb. 13 and Feb. 14, 2017. Download the Mobile App to find times and room locations. Don't miss these Power Talk Sessions:

- Connected Vehicle & Automated Vehicle Technologies: The Impact on our Industry
- Successful Work Zone Awareness Campaigns
- Grassroots Advocacy

New Products Rollout Event

Arrive early for the standing-room-only New Products Rollout Event, where Traffic Expo exhibitors present the newest and most innovative products and services for the road safety industry to convention attendees and the media. A panel of industry leaders will select first, second and third place Innovation Award winners to be announced at Traffic Expo on Feb. 14.

New Member Welcome

For new ATSSA members, this is the ideal chance to join other new members. Make the most of the convention, meet ATSSA's board of directors and staff and find out the many benefits of being an ATSSA member on Feb. 12. The event is by invitation only.

Educational Workshops During ATSSA's Convention & Traffic Expo Offer 0.15 Continuing Education Units

Educational workshops provide the most important and timely information in the industry. Industry experts present cutting-edge topics, answer attendees' questions and help find solutions to use immediately. Learn valuable information and receive 0.15 continuing education units for each educational workshop.

Workshops are held at the Phoenix Convention Center on Feb. 13 and Feb. 14. Download the Mobile App for full descriptions, times and room locations. The workshops include:

- The Future of the Highway Trust Fund: Boom or Bust?
- The MASH Implementation Schedule was Released: Now What?
- Lives Saved, Serious Injuries Reduced Through the Use of HFST: How Highway Agencies are Deploying HFST Globally
- Roadway Safety in an Increasingly Connected and Automated World—Challenges and Opportunities
- Saving Lives in Work Zones with ITS
- How Emerging Safety Data Collection and Analysis Tools can Affect Your Business
- What States Need to Know About Autonomous Vehicles / Human Factors for Consideration for Automated / Autonomous Vehicles
- Machine Vision and Road Markings Research (NCHRP)
- Performance Pavement Systems for Work Zones
- Innovations in Digital Printing for Compliant and Durable Traffic Signage
- Temporary Traffic Control at Access Points Within One-Lane Sections
- Implementing Standards for Pedestrian and Bicycle Accommodations in Work Zones
- Highway Safety Manual and Crash Mitigation
- Forum to Explore Data Analysis / Infrastructure Safety Connectivity With Goal to Move Toward Zero Deaths

Circle of Innovation

State transportation officials will explain their needs in the field on a variety of topics, including signs, work zones, pavement markings, apparel, Intelligent Transportation Systems and more, Feb. 13. Attendance is by invitation only.

For more information about ATSSA's 47th Annual Convention & Traffic Expo, visit expo.atssa.com.

All events are scheduled at the Phoenix Convention Center unless otherwise noted.

ATSSA's 47TH ANNUAL CONVENTION & TRAFFIC EXPO

Veteran Television Correspondent and Anchor Forrest Sawyer to Host Opening General Session



Emmy Award-winning reporter and anchor Forrest Sawyer, of ABC, CBS and MSNBC television networks, will lead a talk show-style Opening General Session on Feb. 12. Sawyer will conduct interviews with ATSSA's leadership, including ATSSA Board Chairwoman Debra Ricker and Foundation President Tom Wood.

The Opening General Session will include ATSSA and The Foundation annual reports, ATSSA award presentations and a Leadership Committee report.

National Work Zone Memorial at Booth #436

The National Work Zone Memorial (Memorial) honors roadway workers, drivers, passengers, pedestrians, police officers and first responders who were killed in work zone accidents. More than 1,400 names serve as a tribute to fallen roadway workers. The Memorial travels the country to raise public awareness about the need to be safe in roadway work zones.

Visit the Memorial at booth #436 during Traffic Expo hours.

Phoenix Convention Center

Ranked the second most popular destination to hold trade shows and events in a survey of show managers, the Phoenix Convention Center is steps from restaurants, live music, professional sports, art museums and more.



Frequently Asked Questions About ATSSA's Annual Convention & Traffic Expo

When is ATSSA's 47th Annual Convention & Traffic Expo?

The dates are Feb. 10–14, 2017.

- Friday, Feb. 10
- Saturday, Feb. 11
- Sunday, Feb. 12 (Traffic Expo Grand Opening: Noon to 5:30 p.m.)
- Monday, Feb. 13 (Traffic Expo open: 11:30 a.m. to 5 p.m.)
- Tuesday, Feb. 14 (Traffic Expo open: 10 a.m. to 1 p.m.)

Where will ATSSA's 47th Annual Convention & Traffic Expo be held in 2017?

Phoenix Convention Center

100 N. 3rd St.

Phoenix, Ariz. 85004

What is included with the booth rental?

- publication of company name, address, phone and fax numbers, email, website address, company description (approximately 50 words) and product categories in *ATSSA's 47th Annual Convention & Traffic Expo Program and Exhibit Guide* and Mobile App if application/contract, payment and information by the exhibiting company were received by Sept. 31, 2016
- two booth personnel badges (providing booth personnel is within the ATSSA housing block) for each 10' x 10' booth
- three guest Express Passes
- New Products Rollout Event opportunity (The New Products Rollout, which is limited to 15 ATSSA Traffic Expo exhibitors on a first-come-first-served basis, is filled.)
- use of the ATSSA Traffic Expo logo for marketing
- 7" x 44" booth identification sign
- 8'-high pipe and drape back wall with 3'-high draped side rails*

*Carpet, furniture, utilities and additional services are not included. These items are purchased through vendors provided in the Exhibitor Service Kit

What are the exhibit hall hours, including set-up/tear-down dates?

- Set-up: Saturday, Feb. 11, 8 a.m. to 5 p.m.
- Set-up: Sunday, Feb. 12, 8 a.m. to 11 a.m.
- Exhibits Open: Sunday, Feb. 12, Noon to 5:30 p.m.
- Exhibits Open: Monday, Feb. 13, 11:30 a.m. to 5 p.m.
- Exhibits Open: Tuesday, Feb. 14, 10 a.m. to 1 p.m.
- Tear-down: Tuesday, Feb. 14, 1 p.m. to 8 p.m.

I reserved my booth...now what?

Over the next couple of months, ATSSA will send the exhibitor contact notifications and updates via email. These include:

- sponsorship/advertising opportunities
- New Products Rollout Event
- access to the online booth furnishings service kit
- housing and registration information deadlines

When is registration for attendees and exhibitors open?

Registration opened on Aug. 1, 2016. For more information about attendee registration, visit expo.atssa.com

When will housing open and how do I make arrangements?

Housing opened July 5, 2016. ATSSA's official housing company is ResQuest (RHS), which is the only company to guarantee your reservations for the 47th Annual Convention & Traffic Expo.

Attendees must reserve hotel rooms within the ATSSA room block first in order to receive the discounted registration rate. Once hotel booking is completed, you'll be emailed a confirmation immediately with an attendee ID number, which will be required to receive the discounted registration rate. To reserve rooms, visit www.expo.atssa.com.

The hotels are:

- Hyatt Regency Phoenix (headquarter hotel)
- Hilton Garden Inn Phoenix
- Renaissance Phoenix Downtown Hotel
- Sheraton Phoenix Downtown Hotel
- Westin Phoenix Downtown

Do I have to stay in the ATSSA hotel room block?

Attendees: To receive the discounted registration rate, you must reserve hotel rooms within the ATSSA room block.

Exhibitors: In order to receive free registration for booth personnel, you must reserve hotel rooms within ATSSA's hotel room block. If you choose not to reserve rooms within ATSSA's hotel room block, a charge of \$95 per day will be incurred for each booth personnel exhibit-only registration. Regular rates will apply to daily registration.

Who needs to register for an exhibitor badge?

All personnel who need access to the exhibit hall floor require an exhibitor badge. This includes, but is not limited to, representatives from the exhibiting company and outside sales representatives.

How many complimentary booth personnel badges do I receive with my booth?

Two free booth personnel badges and convention registrations per 10' x 10' booth are included with the booth fee provided you stay in ATSSA's hotel room block.

These two registrations include entrance to all activities and events for the entire convention and trade show. Registrations are for booth personnel staying in ATSSA's hotel room block only. Additional passes are available for \$95 per person per day for exhibit hall access only. Customers and guests must register as convention attendees.

Member Business Opportunities in Intelligent Transportation Systems Research to be Unveiled at ATSSA's Annual Convention & Traffic Expo

With connected and automated vehicle technologies already here, many ATSSA members want to know what it means to the roadway safety industry. The association sponsored a research project, "Member Business Opportunities in Intelligent Transportation Systems," which will be unveiled at ATSSA's 2017 Annual Convention & Traffic Expo.

ATSSA partnered with Auburn University to research and create a booklet that outlines the ramifications of connected and automated vehicles on the roadway safety industry. The university's professionals interviewed state departments of transportation, car manufacturers and ATSSA members to determine how the association's membership can navigate these unsettled waters. Highlights of the publication include:

- an update on current technologies in the market
- the future of roadway infrastructure
- potential product spheres that may arise from these new technologies

A copy of the booklet will be mailed to each ATSSA member company. ●

Targeted Countermeasures, Widespread Investment: Minnesota Uses Latest Analysis Tools to Make Local Roads Safer

In Minnesota, about half of fatal and serious injury crashes occur on local roads. Until recently, though, the investment of federal safety funds was significantly greater on the state-owned system.

The traditional safety funding approach relied on crash rates and other measures that give greater weight to sites with higher numbers of crashes. However, the purpose of the Highway Safety Improvement Program is to prevent fatal and serious injury crashes. These crashes are much more widely dispersed and rarely produce high crash rates at any particular location. Reducing them required a change in mindset.

“We were headed to many rural locations and coming to the same conclusions,” said Mark Vizecky, traffic safety support engineer for the Minnesota Department of Transportation (MnDOT). “There weren’t a lot of fatal and serious crashes at any one location. But, we saw those events continue from location to location, so we came to the conclusion that we had to think larger and different, more systemic.”

MnDOT used data-driven safety analysis (DDSA), an Every Day Counts innovation promoted by the Federal Highway Administration (FHWA), to account for severe crashes on the local road system and better allocate funding to mitigate them.

DDSA is the application of the latest generation of tools for analyzing crash and roadway data. The tools quantify the expected safety impacts of roadway projects, so practitioners can make more informed project development and safety management decisions. This lets them target highway safety investments to the most beneficial locations. The result is fewer severe crashes.

MnDOT used DDSA tools to conduct a systemic crash analysis of all local roads. Instead of focusing only on high-crash locations, the analysis identified high-risk roadway features like visual traps or intersections on horizontal curves that correlated with severe crash types, such as roadway departure, across the whole system. Locations with those features were deemed at risk of fatal and serious injury crashes.

Once at-risk locations were identified, the team prioritized them for improvement. MnDOT then chose low-cost countermeasures, including chevron signs and rumble strips, to apply at the highest risk locations.

The systemic analysis made it possible to move from a reactive posture based on crash history alone to proactively target investments to locations with the highest risk of fatal and serious injury crashes, sometimes before they even happen.

“Think of it like doing a health assessment with your doctor,” said Jerry Roche, team leader for the FHWA DDSA implementation effort. “Are you a smoker? How often do you exercise? What is your family history of disease? Your answers determine your risk factors for

serious illness. Similarly, systemic analysis determines risk factors for severe crashes on roadway networks.”

To assist local agencies, MnDOT also developed road safety plans for each county. The plans itemized at-risk locations and provided specific, low-cost safety countermeasures to implement.

At first, not all were convinced the systemic approach was the best way to go.

“I thought it was just another plan on the desk,” said Victor Lund, traffic engineer for St. Louis County, Minn. “As we’ve used it more and more, I’ve realized the power. The power really centered on the ability to predict at-risk locations, and you can treat specific locations that are at risk.”

To further implement the road safety plans, MnDOT shared some of its federal funding with local agencies in proportion to the percentage of severe crashes that were occurring on local roads.

“I think the people at the DOT here really understood that if you want to make a true safety difference, then we have to get that money down to the local level,” said Sue Miller, county engineer for Freeborn County, Minn. “When people are out there on a road, they don’t know if they’re on a state highway or a county highway. They just know somebody got hurt on that road.”

The result has been wider application of low-cost safety treatments to the highest-risk locations across Minnesota’s local road system.

Ultimately, the effort has made Minnesota’s roads safer.

“Between 2006 and 2010, Minnesota averaged 458 annual fatalities,” said Will Stein, FHWA safety engineer. “From 2011 to 2015, the average was 384 fatalities annually, a 16 percent decrease. We feel moving toward this more systemic approach in combination with treating both the state and local systems has played a part in that progress.”

According to Miller, the same mission is being accomplished, and it’s trying to make the roads as safe as possible for the public.

“We’re proactively, systemically putting that money out there to places that it can do the most good for the least amount of cost.” ●

By Jerry Roche, Federal Highway Administration team leader for Data-driven Safety Analysis

Fatalities on Minnesota Roadways

	2013	2014	2015	Average	Percentage
State	193	189	208	197	50.9%
Local	194	172	203	190	49.1%
Total	387	361	411	386	

Continued on next page

ATSSA's Corporate Training Program

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Continued from page 6



The Minnesota Department of Transportation conducted a systemic analysis of all local roads to identify roadway features like visual traps on horizontal curves that correlated with severe crash types, such as roadway departure. The team then applied low-cost countermeasures—rumble strips and chevron signs—to high-risk locations across the system.

Photo credit: Minnesota Department of Transportation

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ATSSA MEMBER COMPANY & PUBLIC AGENCY NEWS



G P Roadway Solutions Equipping Roadway Workers with Safety Apparel Since 1978

Touted as the most comprehensive roadway construction company in Hawaii, G P Roadway Solutions offers a line of personal protective equipment to keep roadway workers safe. With offices on Oahu, Maui, Kauai and Hawaii, the company has been in operation since 1978.

From high-visibility rainwear and safety vests to roadway signs and flashing beacons, the inventory is geared toward keeping roadway workers safe during all types of weather, day and night.

“G P Roadway Solutions is locally owned and operated,” said Bradley Tom, marketing coordinator. “We realize that in order to conduct business in Hawaii, it’s important to be there in person. We provide flaggers and traffic control in our rental division, so we’re dedicated to ensuring roadway workers are safe. That’s why we offer top-of-the-line safety apparel and equipment for all roadway workers.”

G P Roadway Solutions and its subsidiaries—Peterson Sign Company, G P Maintenance Solutions and Unistrut Hawaii—are members of the Grace Pacific family of companies. Headquartered

in Honolulu, the company’s sales region covers the entire state of Hawaii and spans the Pacific to Guam, Saipan and American Samoa. ●

For more information about G P Roadway Solutions, visit www.gproadwaysolutions.com



G P Roadway Solutions stocks high-visibility safety apparel in its Oahu, Hawaii, Maui and Kauai branches.



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WELCOME NEW ATSSA MEMBERS

ATSSA extends a warm welcome to members who joined the association August–September 2016. They join ATSSA in the core purpose of advancing roadway safety and moving Toward Zero Deaths on the nation’s roads.

Wen Cheng

California State Polytechnic University

Sean Reilly

Palm Beach County Engineering & Public Works

Richard Marquez

Los Alamos County

Sandra Collins

Bradley County Road Department

Arif Kazmi

New Mexico DOT

William Curcio

San Diego, City of

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JenSpy Inc.

Traffic Innovation Inc

Precision Highway Contractors Inc.

Osburn Associates Inc.

Brimguard LLC

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ATSSA’s Legislative Briefing & Fly-In

May 3–4, 2017

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Start Planning for National Work Zone Awareness Week 2017

Maryland will host the national kick-off event and press conference for National Work Zone Awareness Week (NWZAW) 2017 on April 4.* An annual spring campaign held at the beginning of construction season to encourage safe driving through roadway work zones, the key message is for drivers to use extra caution in work zones.

With virtually every state across the nation participating in NWZAW, the media has focused on the emphasis of safe driving in roadway work zones in every niche of the country. ATSSA member companies and public agencies have worked with local legislators, policemen and the media to orchestrate events, press conferences, memorial services and mock work zone crash displays—all in an effort to stress roadway work zone safety in communities.

To host an event for NWZAW, the planning should begin several months in advance to ensure guests, speakers and other attendees have ample time to include it on their calendars and prepare for the event. With the NWZAW 2016 theme, “Don’t Be THAT Driver!: Work on Safety. Get Home Safely. Every Day,” the following NWZAW campaigns were created by ATSSA member companies, public agencies and chapters last year. They may provide ideas and inspiration in planning your event for NWZAW 2017.

- The Ohio Department of Transportation hosted the NWZAW 2016 kick-off event in Perrysburg, Ohio, April 12. More than 200 attendees paid tribute to individuals who were killed in roadway work zones. The Ohio State Highway Patrol Color Guard presented the state’s flags to three families who lost loved ones in work zone crashes in the state. Names of fallen roadway workers were added to The Foundation’s National Work Zone Memorial.

- Arizona ATSSA Chapter members were instrumental in placing roadway safety messages on the state’s highways to remind drivers about NWZAW.
- The New Mexico ATSSA Chapter held a roadway safety poster contest for elementary school students. Police and school officials attended the awards ceremony to help educate the “drivers of tomorrow” about safe driving in roadway work zones.
- New Mexico Governor Susanna Martinez spoke about the importance of safety in work zones at a press conference. New Mexico ATSSA Chapter members wore bright, yellow safety vests to represent the roadway safety industry.
- Representatives from the Indiana ATSSA Chapter, Indiana Department of Transportation, Occupational Safety and Health Administration, Indiana State Police and Work Zone Corporation combined efforts for an unforgettable press conference. (See story, “Indiana Groups Created Memorable National Work Zone Awareness Week 2016 Press Conference,” below.)

If your ATSSA company or public agency has held NWZAW events and would like to be featured in an upcoming issue of *The Signal*, email communications@atssa.com. In the subject line, include “NWZAW Events.” ●

*The location of the NWZAW kick-off event in Maryland has not been announced yet. Read ATSSA’s *The Signal* and *The Flash* for updates on NWZAW.

Indiana Groups Created Memorable National Work Zone Awareness Week 2016 Press Conference

When a police officer arrested and handcuffed a driver who was distracted in a roadway work zone, the serious scene caught the attention of attendees and media at a National Work Zone Awareness Week press conference at North Street at the Indiana War Memorial in Indianapolis, Ind., April 14. Fortunately, the scene was a mock display of what could happen when motorists don’t drive carefully through roadway work zones, but it was enough to make onlookers stop and pay attention to the message.

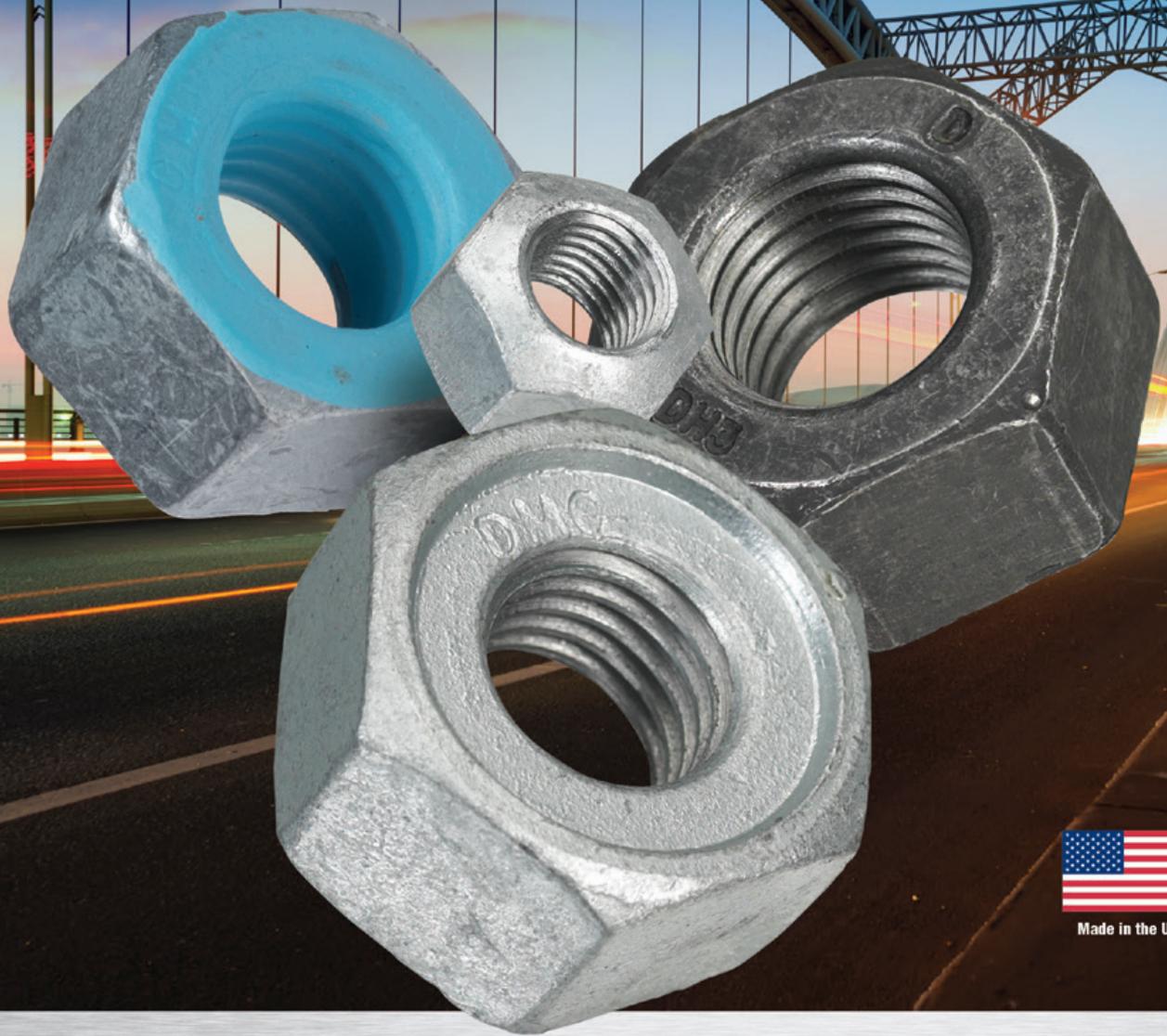
“The media exposure as a result of the press conference was extremely effective in reaching audiences statewide,” said Indiana ATSSA Chapter Immediate Past President Rick Smith, of Roadsafely. “We’re confident we brought awareness to the motoring public to use extra caution in work zones and avoid distracted driving.”

Representatives from the Indiana ATSSA Chapter, Indiana Department of Transportation, Occupational Safety and Health Administration, Indiana State Police and Work Zone Awareness Corporation—a group of prime contractors dedicated to work zone safety—combined efforts to encourage motorists to focus on distraction-free driving.



A police officer handcuffs a distracted driver during a mock motor vehicle crash scene at a National Work Zone Awareness Week press conference in Indianapolis, Ind., Apr. 14. Media attention from the event reached audiences statewide, encouraging motorists to drive safely in roadway work zones.

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ATSSA MEMBER COMPANY & PUBLIC AGENCY NEWS



PSS Earns ATSSA's 2016 Innovation Award for RoadQuake 2F CRIB Cargo Carrier

PSS, formerly known as Plastic Safety Systems, Inc., received ATSSA's highest honor, the association's 2016 Innovation Award for its RoadQuake 2F CRIB Cargo Carrier (CRIB) during ATSSA's 46th Annual Convention & Traffic Expo. The product is a fully integrated cargo carrier that's designed specifically for transporting, deploying, removing, storing and safekeeping the RoadQuake 2F Temporary Portable Rumble Strip (RQ 2F TPRS).

CRIB is able to hold up to six RQ 2F TPRS in the folded position and mounts to the exterior of a vehicle. This solves the problem of finding extra space in crowded service vehicles. The product's ergonomic design with stainless steel rollers at each end helps to reduce the stress of weight on workers. The RQ 2F TPRS can roll in and out of CRIB, ensuring the steel rollers—and not the roadway workers—do the heavy lifting.

Another bonus of the CRIB is that deployment and retrieval is now a one-person job. Unfolding and removing TPRS from CRIB,

pulling the strips to the array location and retrieving and returning them to CRIB is easy.

“PSS launched the RQ TPRS 2F in 2014 and soon found what our next new product would be,” said PSS Marketing Manager William Jamieson. “Our customers wanted us to design something so they could take advantage of the faster deployment times of the RQ TPRS 2F and also help with its weight. In addition, they wanted something that didn't take up too much space in the service vehicles. We listened to our customers' and what their needs were, and we created the CRIB.” ●

Located in Cleveland, Ohio, PSS manufactures and markets innovative, cost-effective traffic control devices, including temporary, portable rumble strips, crash cushions, barricades, channelizers, delineators and fencing, Americans with Disabilities Act-compliant products and other traffic supplies. Visit www.pss-innovations.com for more information.

Features and Benefits of the RoadQuake 2F CRIB

- Deployment and removal of an array of a 110-pound Temporary Portable Rumble Strip (TPRS) can be a one-person job.
- It reduces superficial stress to workers that could be caused by lifting and carrying TPRS.
- It reduces overall deployment and removal time when compared to the RoadQuake 2 modular TPRS.
- The CRIB places the TPRS in alignment with the deployment location.
- It holds six TPRS in a folded position.
- CRIB mounts to the exterior of the vehicle.
- With the adjustable mount, CRIB is at a convenient height for TPRS deployment and removal from the roadway and doesn't interfere with tail lights or tail gate.

For more information about PSS and the RoadQuake 2F CRIB Cargo Carrier, visit www.pss-innovations.com.



PSS received a third-place ATSSA Innovation Award for the RoadQuake 2F CRIB Cargo Carrier during the association's 46th Annual Convention & Traffic Expo. The product is a fully-integrated cargo carrier for transport, deployment, retrieval, storage and safekeeping of RoadQuake 2F Temporary Portable Rumble Strip.

ATSSA Offers New Retiree Membership

You may have retired from a job, but there's no reason to retire from ATSSA. With the new ATSSA Retiree Membership, the benefits continue, including legislative advocacy, updates on

research and innovative technologies affecting the roadway safety industry, local chapter/committee involvement and premier registration for chapter and regional events. ●

For more information about ATSSA's new Retiree Membership and association benefits, visit www.atssa.com/MemberCenter.

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ATSSA MEMBER COMPANY & PUBLIC AGENCY NEWS



San Bar Construction Corp. Brings Music to Motorists' Ears

ATSSA member company San Bar Construction Corp. has built a road that brings music to the ears—and safety for motorists and roadway workers—to a strip of Highway 66 East leading to Tijeras, N.M. The company was tapped to apply rumble strips embedded with the music of one of the most popular American patriotic songs, “America the Beautiful.”

The music plays when motorists drive 45 miles per hour along a strip on the right side of the road. By driving the speed limit and obeying the law, motorists are rewarded with the song.

The road was paid for by the *National Geographic Channel* for a show titled “Crowd Control” that conducts social experiments to see what changes peoples’ behaviors. *National Geographic* also chose the song. New Mexico Department of Transportation officials suggested the segment of road—Old Route 66—for the experiment. The officials thought it would attract more tourists to the “Land of Enchantment,” as the state is nicknamed.

“San Bar has always been a leader in innovation when it comes to new products and services,” said Frank Sanchez, the company’s

operations manager. “Because San Bar earned this reputation in the roadway safety industry, it was approached by *National Geographic* to help create only one of two ‘singing roads’ in the country. It helps in roadway safety and has become popular with the local residents and visitors to the area.”

David “Hossie” Sanchez, owner of San Bar, founded the company in 1990 when he realized the need for a pavement marking firm with a strong emphasis on quality service and customer satisfaction for the local highway contracting community. The Albuquerque, N.M. company performs vehicle and equipment maintenance and repairs electronic message board and sequential arrow displays.

San Bar designs and manufactures construction and permanent roadway signing and traffic control devices in its sign shop, which is New Mexico Department of Transportation-certified. It operates a fully stocked retail store, selling construction-related materials and safety devices for the roadway industry. ●

For more information, visit San Bar Construction Corp. at www.sanbarcc.com.



Southwest Barricades' New Ramp Trailer is Portable, Towable and Safe for Pedestrian Detours

In Arizona municipalities, where pedestrian detours take the place of restricted sidewalk closures, the new Ramp Trailer by Southwest Barricades is an efficient and safe choice. Portable and towable, the Ramp Trailer can be erected next to any curb to detour pedestrians safely off the sidewalk and onto a path in the street, and it needs only one person to deploy it.

The Ramp Trailer is a second generation ramp with many improvements over the original version, which was smaller and had to be moved by at least two people because of its weight. While the original ramp had its drawbacks, it was better than the alternatives being used that consisted of cold patch (temporary asphalt without cement that never completely hardens) and plywood.

After the success of our first generation of the Ramp Trailer, representatives in a few cities asked us to make a bigger model, according to John Zyadet, president of Southwest Barricades. “With weight already a concern, the only way to create a bigger ramp was to make it towable. The new ramp is the only one we’re aware of that’s towable, includes handrails—an added bonus because it’s above and beyond the Americans with Disabilities Act requirements—and deployable by only one person.”

Southwest Barricades became an ATSSA member company a decade ago, said Zyadet. “We initially joined to save money on training certifications. In addition, we found that ATSSA is a great advocate

for the traffic control industry, especially for us in Arizona.”

With offices in Phoenix and Tucson, Ariz., Southwest Barricades provides traffic control using cutting-edge software throughout the state. The company, which also produces signs and barricades, has now added asphalt to its inventory. With the ability to cut, mill and pave asphalt, customers will find it a full-service shop. ●

For more information about the company, visit www.swbarricades.com.



Southwest Barricades, of Arizona, offers the new Ramp Trailer, which is portable and towable, can be set up next to a curb to detour pedestrians and needs only one person to deploy it.

Twenty-three Departments of Transportation Now ATSSA Public Agency Members

With the addition of the Oregon Department of Transportation (DOT) in May 2016, ATSSA now consists of 23 member DOTs. That's seven times more—or a 667-percent increase—from three years ago when three DOTs were members of the association (Arizona, Kansas and Texas).

ATSSA's robust membership brings together roadway safety leaders and experts to identify and solve safety issues. This partnership enables the association to develop and implement safety programs, products, services and training, providing ATSSA members with wide-ranging resources and connections.

ATSSA member DOTs include:

Alaska	Missouri
Arizona	North Dakota
Delaware	North Carolina
Georgia	Oregon
Idaho	South Carolina
Illinois	Texas
Iowa	Utah
Kansas	Virginia
Massachusetts	Washington
Michigan	West Virginia
Minnesota	Wisconsin
Mississippi	

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Saferoads Masterminds the SafePole, an Energy-Absorbing Lightpole

Saferoads, of Australia, which supplies high-quality and extensively tested traffic management and safety products, now offers an innovative lifesaving device, the SafePole. The product is an energy-absorbing lightpole that offers a high level of control over errant vehicles and reduces uncontrolled debris and the risk of secondary impacts.

Developed to cater to traffic speeds up to 60 kilometers per hour (about 37 miles per hour), the SafePole will deform in a controlled manner, capturing the stray vehicle. SafePole currently has patents pending over its unique design, and its features include strategically placed slots to weaken the steel around the area of vehicle impact and the ability to collapse in a controlled manner—while still remaining upright with one or two lamp outreaches attached.

SafePole's appearance is unremarkable, resembling other galvanized, luminary supports. It can be painted in any color and have various outreaches attached depending on where it's situated. That's where the similarities end—SafePole is touted to outperform anything else available in the market that addresses errant vehicle/pole impacts.

“SafePole represents the pinnacle of current impact pole technology,” said Chief Executive Officer Darren Hotchkin. “Its widespread adoption by road and power authorities will undoubtedly reduce serious trauma and injury, saving many lives. When it comes to road accident fatalities and serious injuries, products like SafePole that improve roadway safety and are affordable and easy to assemble are to be commended.”

SafePole is the only device of its type to have been tested to and exceeds the requirements of Australian/New Zealand Standards (AS/NZS) and VicRoads, the Victorian Australia agency that plans, develops and manages the arterial road network and delivers road safety initiatives. SafePole has a minimum life span of 20 years and more due to its robust construction and galvanizing, which exceeds AS/NZS for coatings on ferrous steel articles. ●

For more information about the Saferoads SafePole, visit www.saferoads.com.au.

Key Benefits of Selecting SafePole Energy-Absorbing Lightpole

SafePole by Saferoads offers many features that combine to make it a product that saves lives and prevents serious injuries on roadways. Strategically slotted to enable the pole to deform and capture a vehicle in a controlled manner, it provides safe and pedestrian-friendly results.

The impact absorbing column is:

- safer for pedestrians
- safer for vehicle occupants
- easy to install
- equipped with a non-trip hazard base
- assembled with protective, in-ground coating
- set up to meet wind speeds of up to 189 kilometers per hour (117 miles per hour)

Top Right: The SafePole by Saferoads performed its job when a motorist crashed into it in front of a bus shelter where pedestrians waited in Victoria, Australia. Being strategically slotted to enable the pole to deform and capture a vehicle in a controlled manner, the lifesaving device prevented death and serious injuries to the people who waited at the bus shelter.

Bottom Right: When a truck crashed into Saferoads' SafePole, the driver and passengers were unhurt because of the energy-absorbing lightpole. Approved by road authorities in Australia, it has met and exceeded crash test requirements.



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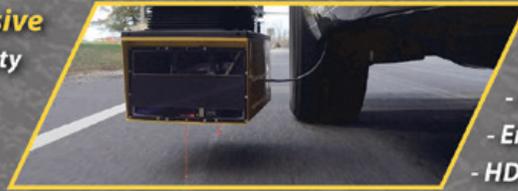
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Help The Foundation Find Eligible Scholarship Recipients

Unfortunately, it seems like everyone knows of a family who has dealt with the aftermath of losing a loved one to a roadway work zone death. While The Foundation exists to build public awareness of safe driving in roadway work zones, it's also a pillar of strength to these families in the most difficult time they'll ever experience.

The Foundation's Roadway Worker Memorial Scholarship Program provides financial assistance for higher education to dependents of roadway workers who were killed or permanently disabled in roadway work zones. With the scholarship program in place to help eligible dependents realize their academic dreams, the hope is that it will ease the financial burden of college tuition.

By spreading the word about the scholarship program, you can help somebody reach their lifelong goals. If you know of an individual who may be eligible, the following is a guide to take the next step to their dreams.

- Visit www.atssa.com/TheFoundation to read about the criteria for eligibility and download an application.
- The program is competitive and has a value of up to \$5,000.
- Applicants who are committed to volunteering may be eligible for an additional \$1,000.
- For consideration for the fall of 2017, scholarship applications are due Feb. 15, 2017.
- Check out The Foundation's 2016 Roadway Worker Memorial Scholarship recipients and how the program has helped them. ●

Submit Names for the National Work Zone Memorial

The Foundation's National Work Zone Memorial (Memorial) is a tribute to those killed in work zones. Bearing the names of more than 1,400 individuals, it winds its way through the country with stops at state fairs, roadway safety events and ATSSA chapter functions. It serves as the centerpiece of the National Work Zone

Awareness Week kickoff event each spring in an effort to reach the country's media and raise public awareness of the need to use caution, respect and stay safe in roadway work zones.

"The Foundation is on a quest to include all names of individuals who deserve recognition and a place of honor on the Memorial," said Foundation Director Neil Mullanaphy. "ATSSA members can help The Foundation by sharing this information with others in the roadway safety industry."

Names may be submitted at any time; however, to have a name appear in 2017, the deadline is Dec. 1. ●

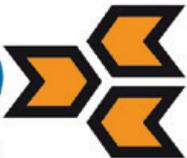
For more information about the Memorial and to submit a name, visit www.atssa.com/TheFoundation.

Northland Chapter of ATSSA to Match up to \$3,500 for ATSSA Chapters That Sponsor Golf Classic Tournament and Sporting Clays Event

The Northland Chapter of ATSSA challenges other ATSSA chapters to support The Foundation's 26th Annual Golf Classic Tournament and the 5th Annual Sporting Clays Event at ATSSA's 47th Annual Convention & Traffic Expo in Phoenix, Ariz., Feb. 10. It will match the sponsorships of ATSSA's chapters up to \$3,500. ●

To take the challenge and sponsor a Foundation event, visit expo.atssa.com/foundation.html.



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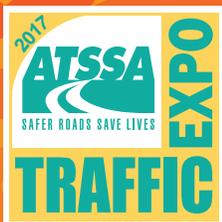
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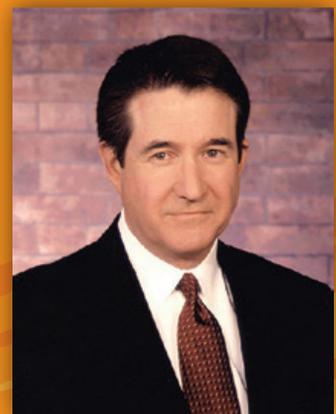
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Brionna Lizotte Says Foundation Scholarship is Like ‘Pennies from Heaven’

Brionna “Bri” Lizotte, who received The Foundation’s Roadway Worker Memorial Scholarship, entered her freshman year at Truman State University in Missouri this September. The 18 year old from Camdenton, Mo. is majoring in justice systems with the goal to be a victim advocate when she graduates. The career she’s chosen requires compassion, knowledge of the court system and a desire to support victims of crime who are living through a nightmare. It also calls for providing victims with emotional support, strategizing their safety plans and, in the worst-case scenarios, assisting with funeral arrangements.

The experiences in Lizotte’s young life make her the perfect candidate to help others through a traumatic time in their lives. In 2001, when she was just three years old, Lizotte’s father, Gerald, was tragically killed while transporting materials from a worksite for his job with the Missouri Department of Transportation (MoDOT) when he was hit by a vehicle. Only a toddler when he passed away, she didn’t know how she was supposed to answer questions about her father, explain why her family wasn’t like that of the other children and understand the complexity of the accident. It was the unknown that haunted her the most.

“At that age, I couldn’t understand what my father’s death meant,” said Lizotte. “I was too young to even stay awake through the whole funeral because it cut into my normal naptime schedule. I wish I had just one memory of him, but all I have are the memories I’ve formed from the stories I grew up hearing. It’s very hard to look at a picture and know the man in it is my father but be unable to think of a memory that’s unique to the person staring back at me.”

When she was nearing the end of high school and preparing for college, it was Vicki McElwaine, MoDOT executive assistant, who told her about The Foundation’s Roadway Worker Memorial Scholarship.

“It’s so important for the spouses and children of our nation’s roadway workers to know they have the support of the roadway safety industry, including the departments of transportation, in helping them when there are tragedies,” said McElwaine. “MoDOT wanted to make sure Brionna knew about The Foundation’s scholarship program and the financial aid available to her. She’s deserving of the scholarship and its benefits in reaching her goals.”

McElwaine said she and the staff try to go the extra mile and provide scholarship information to dependents of roadway workers who contact MoDOT. She said receiving a scholarship often means the world to them and, possibly, the difference between attending college or not.

Lizotte said she can only hope she’s doing what her father would’ve wanted her to do.

“This scholarship helps to answer that question,” she said “While he can’t be here to support me in person, I’ll always know that he’s never truly left me. I believe the scholarship is like ‘pennies from heaven’ and his way of reassuring me he hasn’t left.”

Between attending classes and studying, Lizotte finds time to volunteer at Citizens Against Domestic Violence, a domestic violence shelter. She spends time with children while their mothers attend group therapy and has become a friend and mentor, giving them a sense of safety. For children who stay at the shelter, it’s a comfort to them to know Lizotte is there every Tuesday and sometimes during special occasions.

Lizotte was on the board of directors as student advisor for the Lake of the Ozarks Stop Human Trafficking Coalition before she moved to college. Like most teenagers, she likes to spend time with her friends, even involving them in her volunteer activities.

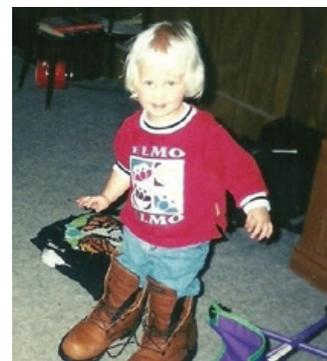
“I’ll be forever grateful to The Foundation for allowing others like myself to be reassured there’s still someone here to look out for us even though the parent no longer is,” she said. ●



Brionna Lizotte, who attends Truman State University in Missouri, received a 2016 Foundation Roadway Worker Memorial Scholarship. Lizotte’s father was killed while transporting materials from a worksite for his job with the Missouri Department of Transportation when he was hit by a vehicle.



Gerald and Joyce Lizotte dote on their baby girl, Brionna, at home in Missouri.



Two-year-old Brionna Lizotte has big shoes to fill. She makes her way around the family living room in a pair of her dad’s work boots.

“It’s so important for the spouses and children of our nation’s roadway workers to know they have the support of the roadway safety industry, including the departments of transportation, in helping them when there are tragedies,” said Vickie McElwaine, MoDOT executive assistant.

ATSSA Training Instructor Tom Ervin Advises Roadway Workers to Train with the Best



Tom Ervin, ATSSA training instructor, and his wife, LoAnn, reside in Mandeville, La.

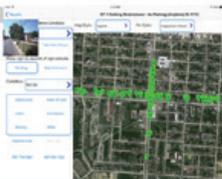
The advice of long-time ATSSA training instructor Thomas “Tom” Ervin to roadway workers is to train and retrain with the best in the industry. Students who take ATSSA training courses with Ervin can rest assured they’re learning from a professional who’s been in the roadway safety industry his entire career and brings that knowledge to the classroom.

Ervin leads courses, including Traffic Control Technician, Traffic Control Supervisor, Guardrail Installation Training, Traffic Control Design Specialist and state-specific courses in Florida, Louisiana, Texas and California.

After serving as safety director for large construction companies for 15 years, he founded and managed his own traffic control and guardrail construction company for another 19 years. When he retired in 2001, Ervin wanted to stay connected to the roadway safety industry, and ATSSA training was ideal for his background and experience.

“I wanted to stay connected to the roadway safety industry when I retired,” said Ervin. “I’ve been an instructor for ATSSA for 15 years, because it’s far superior to any other training out there. I can’t stress enough that roadway workers must remember to use their ATSSA training every minute they’re engaged with traffic.”

Ervin earned a bachelor of science degree from Lady of Holy Cross College, where he studied Occupational Safety & Health. He and his wife, LoAnn, have four daughters and six grandchildren. A golf and tennis enthusiast, Ervin follows Louisiana State University sports and collects classic cars. His favorite hobby is spending time with his grandchildren. As a New Orleans native, Ervin has resided in Mandeville, La., for 25 years. ●



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ATSSA'S MIDYEAR MEETING

ATSSA Hosts 2016 Midyear Meeting in Chicago

ATSSA's Midyear Meeting was an opportunity to discuss the latest innovations and technology in the roadway industry, continue to advance roadway safety in committee meetings and network at the Loews Chicago Hotel in Chicago, Ill., August 24–26.

ATSSA Board Chairwoman Debra Ricker, of Worksafe Traffic Control Industries, Inc., welcomed attendees at the Committee General Session. Ricker discussed ATSSA's much-anticipated 47th Annual Convention & Traffic Expo. She discussed the ATSSA/Transportation Research Board partnership for the Traffic Control Device Challenge for transportation students to share their ideas to help make the nation's roadways safer. First, second and third place winners will exhibit at Traffic Expo. She said planning has begun for 2017 National Work Zone Awareness Week, Apr. 3–7, and the kick-off event will be hosted by the State of Maryland on Apr. 4.

Ricker noted the next ATSSA Leadership Program will be April

30–May 2, 2017. She encouraged attendance at ATSSA's annual Legislative Briefing & Fly-In on Capitol Hill, May 3–4, 2017. The success of the event is due to the record number of ATSSA members who participate and meet with Congressional representatives and their staffs to educate them about the roadway safety industry.

“As an association, we can't achieve our common goal of advancing roadway safety without the dedication and commitment of people like you—everyone in this audience,” said Ricker. “The volunteers who dedicate their time, money and ideas help make America's roadways safer for everyone. Today, we're honoring two of those ATSSA volunteers, who are ending their terms as chairmen of two of our association's committees—Ben Capel and Brent Tewskbury.” ●

Highlights of ATSSA's Midyear Meeting at the Loews Chicago Hotel in Chicago, Aug. 24–26.



ATSSA Board Chairman-elect Juan Arvizu (from left) honors Past Chairman of the Temporary Traffic Control Committee Ben Capel, of Guardway Corporation, with a plaque of appreciation. ATSSA Past Chairman of the Guardrail Committee Brent Tewskbury, of Lafayette Highway Specialties, receives a plaque for his dedication from ATSSA Board Chairwoman Debra Ricker.



ATSSA Vice President of Government Relations Nate Smith discusses the \$305 billion Fixing America's Surface Transportation Act (FAST Act) signed into law by President Obama last December. The FAST Act includes \$12.5 billion for the Highway Safety Improvement Program (HSIP), which can only be used for roadway safety infrastructure projects and five years of highway funding certainty. The FAST Act also includes the continuation of the Work Zone Safety Grant and training for inspection, installation and maintenance of guardrail systems.



ATSSA Board Chairwoman Debra Ricker encourages attendees to participate in the association's upcoming events that are geared to advancing roadway safety.



Dr. Paul Carlson, senior research engineer for Texas A&M Transportation Institute (TTI), presents the Campus Transportation Technology Initiative. The initiative is a partnership with companies to bring technology and innovation to the Texas A&M University transportation system.

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Texas A&M Transportation Institute Seeks Products and Services for Campus Transportation Technology Initiative

Dr. Paul Carlson, senior research engineer for Texas A&M Transportation Institute (TTI), presented the university's Campus Transportation Technology Initiative during ATSSA's Midyear Meeting in Chicago, August 24–26. The initiative is a partnership and a “call out” to companies worldwide to bring technology and innovation to the university's transportation system. The goal is to offer greater mobility, improved safety, enhanced connectivity and more efficient services to the transportation network on the campus.

A mutually beneficial initiative, companies have a place to test and develop their products, and the university is on the forefront of new transportation advancements. Already dozens of companies have answered the call and have brought their ideas to TTI—from sensors that provide parking data about usage and occupancy to ways to get the word out about construction zones and roads that are temporarily closed.

“Products and technologies will be tested at TTI over the next year,” said Robert Brydia, senior research scientist at TTI. “An early implementation and a big change on campus is at the corner of Ross and Bizzell roads that will deploy advanced pavement marking that glow at night for bicyclists. They absorb solar power during the day and emit a soft glow to illuminate the bike path throughout the entire intersection all night long.”

Enrolling nearly 60,000 students on its 5,000-acre campus, TTI has a population the size of some U.S. cities. The university's growing campus is undergoing more than \$3.2 billion of construction, including roads, sidewalks, parking garages and buildings. Known for its research and development program that has resulted in significant breakthroughs in the transportation system since it was founded in 1950, TTI invites companies to join in its goals of saving lives, time and resources by participating in the initiative.

“TTI is dedicated to addressing its transportation priorities and wants to partner with companies that offer the best solutions to these transportation needs,” said Carlson. “The university seeks feedback from companies that offer cutting-edge and innovative services and products that will meet the needs of our campus transportation system.”

For the Campus Transportation Technology Initiative, the following list will help provide greater efficiency and safety to the campus and offer companies an idea of what types of products would best serve its needs. They include:

- automated vehicles
- signage and markings
- connected vehicles
- parking (including automated and parking assist)
- electric vehicles
- data mining and analytics
- green and sustainable transportation
- mobility applications (Smartphone)
- smart intersections
- incentive programs (ride sharing)
- pedestrian mobility and safety
- last-mile shuttles
- bicycle mobility and safety
- transportation as a service
- transit system safety
- mobility as a service
- transit system operational efficiency
- campus work zones

Companies with technologies to potentially improve a transportation environment should bring their ideas to TTI through its Request for Information website at www.esbd.cpa.state.tx.us, which addresses a variety of TTI's transportation priorities and will remain open until Aug. 1, 2017. ●

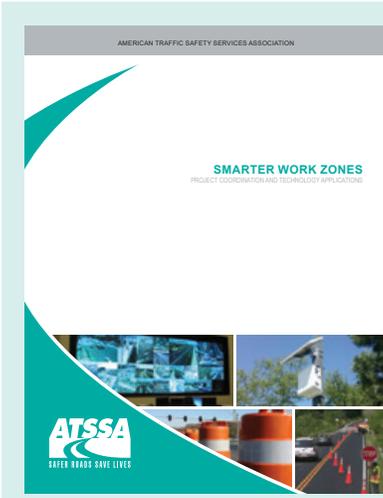
For more information about TTI's initiative, visit www.smartcampus.tti.tamu.edu.

TTI's Process to Submit Products and Services to the Campus Transportation Technology Initiative

Once all products and services are submitted for the Campus Transportation Technology Initiative, TTI will:

- assess technologies and services proposed for the campus
- recommend technologies and practices to include on-campus demonstrations
- provide testing venues for technology demonstrations
- integrate multimodal transportation strategies
- evaluate the technology demonstrations for benefits and advancements in the campus transportation environment
- prepare and publish a comprehensive report of findings

If TTI is interested in a company's product or service, the point of contact in the Request for Information will be contacted.



ATSSA's New Case Study Booklet Unveiled at Midyear Meeting

“Smarter Work Zones: Project Coordination and Technology Applications,” ATSSA’s new case study booklet, was unveiled during ATSSA’s Midyear Meeting. A result of the partnership between ATSSA and the Federal Highway Administration’s Center for Accelerating Innovation, the publication includes 12 new roadway safety case studies categorized under Technology Applications and Road Project Coordination. The publication—and seven others produced since 2011—are resources that inform and educate local officials and communities of the lifesaving benefits of making their roadways safer with ATSSA member products and services.

ATSSA member companies were mailed the booklet the week of Midyear. To view the booklet, visit the ATSSA website at www.atssa.com/Communications/ResearchCaseStudies.

ATSSA Midyear Meeting Committees and Councils

The following are summaries from ATSSA’s council and committee meetings during the Midyear Meeting at Loews Chicago Hotel in Chicago, Ill., Aug. 24–26.

Chapter Presidents’ Council

The Chapter Presidents’ Council unanimously adopted the condensed Chapter Management Guide, which provides chapter leaders with information on how to conduct meetings in collaboration with ATSSA. It will aid in providing a consistent level of service to members. Chairman Jay Bruemmer, of K&G Striping Inc., discussed the need for uniformity among chapters in regard to bylaws and leadership structure. ATSSA staff liaisons will work with chapter leaders to update all chapters’ bylaws and ensure they’re operating from those most recently developed by ATSSA. Bruemmer noted ATSSA is the repository for all chapter data, and member information should be sent by the association’s staff liaisons.

ATSSA Government Relations Vice President Nate Smith provided information about ATSSA’s state government relations program and the search for a new staff member to assist with state initiatives. Council members were asked to provide thoughts on criteria for state/chapter government relations engagement.

Sue Willman, of Williams & Willman Line Painting, Inc., presented the vendor participation task force report with a recommendation that ATSSA develop a unified policy and encourage chapter adoption. The policy suggests vendor interaction be handled at a “vendor spotlight” portion of chapter meetings and/or via display tables. With diverse opinions on the issue, the council will send it to ATSSA’s board of directors for consideration as a “mega issue.”

Government Relations Committee

ATSSA’s Government Relations Committee welcomed Brian Oszakiewski, transportation advisor for Governor Bruce Rauner (R-Ill.). Oszakiewski provided a presentation, “Funding Transportation Projects at all Levels of Government.” In addition, the committee members discussed the application and standard specification for Durable Green Bicycle Lane Surface Treatment for Asphalt and Concrete Pavements with Exposure to Vehicular Traffic,

which is currently under review by the American Association of State Highway and Transportation Officials.

ATSSA Vice President of Government Relations Nate Smith updated members about the Legislative Briefing & Fly-In and transportation activities on Capitol Hill in a post-Fixing America’s Surface Transportation Act environment.

Guardrail Committee

Committee members heard presentations from Filiberto Sotelo, of the Illinois Department of Transportation; John Durkos, of Road Systems Inc.; and Jamie Tyndall, of The BIG Group. Chad Heimbecker, of Swiftwater Solutions, LLC, provided a

detailed overview of updates to the Guardrail Installation Training and Longitudinal Barrier Systems courses, the new Guardrail Inspection Training course and ATSSA’s proposal for the Guardrail Safety Training Grant to the Federal Highway Administration.

Continued on next page

ATSSA'S MIDYEAR MEETING

Continued from page 27

High Friction Surfacing (HFS) Council

The council approved the Standard Specification for Durable Green Bike Lane Surface Treatments for Asphalt and Concrete Pavements with Exposure to Vehicular Traffic. After board approval in November, this specification will be sent to the American Association of State Highway and Transportation Officials' (AASHTO) Subcommittee on Materials.

A task force was formed to work on changes to HFS Materials Specification. This specification was approved by AASHTO last year. The council encouraged state departments of transportation to

send case studies to ATSSA for inclusion on the website.

The Education Subcommittee reported that ATSSA's HFS Installation & Inspection training course is now one day and has been offered in four states. Companies that want to host the course should contact training@atssa.com.

The council welcomed new member Richard Brockman, of Southern Pavement Solutions, and thanked outgoing member Kathi Holst, of D2K Traffic Equipment & Design LLC, for her service.

Innovation Council

The ATSSA Innovation Council appointed Sue Reiss, of Impact Recovery Systems, as secretary. She replaced Rob Odom, former secretary.

Lee Cole, of Old Castle, discussed a new technology designed to alert roadway workers of incoming vehicles that may pose a threat to work zones. The alert is auditory, haptic (based on the sense of touch) and visual, which improves worker awareness.

John Kruger, of the Indiana Department of Transportation, discussed his experience with intelligent transportation systems in work zones and how the data collected from these technologies can cut costs and time, as well as increase safety in many roadway

projects. Dr. Hugo Zhou, of Auburn University, discussed the ATSSA-sponsored research project that identifies opportunities and threats in the roadway industry due to emerging connected and automated vehicle technologies.

ATSSA plans to unveil its new innovation website during the 47th Annual Convention & Traffic Expo at the Phoenix Convention Center in February. ATSSA members will be able to learn more about innovative technologies, products and industry events. Council members are assisting in providing pertinent content for the website.

ATSSA Needs Your Contact Information



ATSSA is Updating Our Member Contact List

Are you and your team receiving the full value of your ATSSA Membership, or are you missing out due to outdated information in our database?

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Contact ATSSA to update your current contact information today!

Visit www.atssa.com/MemberContactInfo,
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or call 800-272-8772.



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Manufacturer & Supplier Committee

The committee heard a presentation on the Highway Safety Manual and its methods to perform network screening when identifying roadway segments and intersections with higher potential for safety improvement. By using these methods, the best safety strategies can be developed, and economic analysis can be used to prioritize and justify safety improvements. The presenters were Priscilla Tobias, of the Illinois Department of Transportation, and John Milton, of the Washington State Department of Transportation.

For the “Standard Specification for Durable Green Bicycle Lane Surface Treatment Specification for Asphalt and Concrete Pavements with Exposure to Vehicular Traffic,” the committee voted to approve the spec with an amendment to remove the word durable.

The committee approved the Connected Vehicle Position paper.

In regard to the National Transportation Product Evaluation Program (NTPEP), there is no test deck for pavement marking this year. Minnesota cancelled its participation. In addition, the Florida 2015 test deck asphalt redo is scheduled for October. The next NTPEP Meeting is in Boston, Mass., March 12–16, 2017.

The Exhibitor Subcommittee gave an overview of ATSSA’s 2016 Annual Convention & Traffic Expo in New Orleans, La., including:

- 3,100 attendees
- 268 companies exhibited
- 501 booths
- revamped Opening General Session format—90 percent positive survey result

ATSSA’s 2017 Annual Convention & Traffic Expo in Phoenix, Ariz.:

- Hyatt Regency Phoenix (headquarter hotel)
- Forrest Sawyer, television and anchor (*NBC Nightly News* and *Dateline*) to host Opening General Session

For green sustainability, member companies were asked to share best practices with a goal for a draft document for review in February. In new business, a new work plan will be developed and presented to the committee at the February meeting. In addition, a task force was formed to review, update and/or create a new Toward Zero Deaths product brochure.

Continued on next page



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ATSSA'S MIDYEAR MEETING

Continued from page 29

Membership Committee

The Membership Committee has worked to consolidate member categories for simplicity and clarity. Its recommendation was to condense the categories from 14 to nine by combining and removing those that are used less or convoluted. Members discussed the most recently adopted retirement category for individuals who are fully retired from active business. To qualify, they must have been previously employed by an ATSSA-eligible entity.

The committee requested a name change to better encompass its

true purpose and not solely recruitment. Members will continue to work on ways to generate more interest and attract membership-oriented individuals to serve on the committee.

A new subcommittee, Research and Development (R&D), will study the survey on membership feedback. The subcommittee will examine past surveys. It will create an annual survey and determine if any others are necessary. In addition, the R&D subcommittee will research affinity programs for membership, including the request for fleet insurance.

Pavement Marking Committee

Chairwoman Mary Hannah, of Neutronic Perpetual Innovations, introduced guest speaker Edgar David de Leon Izeppi, who presented "Minimum Skid Number Proposed for the Standard Revision." He covered continuous friction measurements and locked-wheel skid testing. The committee will provide any further micro grip tester (portable, push mode, continuous friction-measuring device) recommendations.

Dr. Paul Carlson, of Texas A & M Transportation Institute (TTI), presented the NCHRP Project Panel on Machine Vision and PM Update. The National Cooperative Highway Research Program (NCHRP) project combines the efforts of state departments of transportation, the American Association of State Highway and Transportation Officials, and Society of Automotive Engineers International to research five levels of pavement markings with daytime and nighttime contrasts and failures being reported. The project used four-inch test markings. The committee passed a motion to study six-inch markings as well and requested quotes from TTI.

Pete Speer, of Pexco, presented a National Committee on Uniform Traffic Control Devices update regarding channelizers used to

emphasize pavement marking patterns and outlined proposed changes that will move forward.

Cathy Satterfield, of the Federal Highway Administration, provided the rulemaking status website (www.transportation.gov/regulations/report-on-significant-rulemakings). Kyle Armstrong, of the Illinois Department of Transportation, presented "Optimum Performance of Snowplowable Reflective Pavement Markers."

Skid Resistance Practices Task Force Chairman Rob Dingess updated the committee on the approved High Friction Surface Council standard markings for green bike lane materials. The color box updates were approved via the new interim approval process and will be included in the next version of the *Manual on Uniform Traffic Control Devices*. In addition, the committee approved a motion to remove the word "durable" from the title and scope of the approved "Standard Specification for the Durable Green Bike Lane Treatments for Asphalt and Concrete Pavement with Exposure to Vehicular Traffic."

The next committee meeting is during ATSSA's 47th Annual Convention & Traffic Expo in Phoenix, Ariz., Feb. 10–14, 2017.

Safety and Public Awareness Committee

The committee discussed a proposal from the last meeting presented by Tom Flaherty, of ORAFOL Americas Inc. It would provide an update to the high-visibility garment brochure as new American National Standards Institute standards have been released. Flaherty's motion for \$1,000 from the Operating Committee to update, design and print a new, high-visibility garment document was unanimously approved.

Emiko Atherton, director of the National Complete Streets Coalition, informed the group about the complete streets concept and how ATSSA member products can be used in a wide range of urban applications. Atherton introduced members to the concept and the coalition as a potential partner in a future case study booklet on complete streets. Committee Chairwoman Kathleen Holst, of D2K Traffic Equipment & Design LLC, introduced a motion for the Operating Committee to fund staff travel to attend the Complete Streets Conference in Sacramento, Calif., in November. The motion passed unanimously.

Chuck Bergmann, of the Michigan Department of Transportation, spoke on temporary, wet-reflective pavement markings in work zones. David Rush, of the Virginia Department of Transportation (VDOT), featured VDOT's work zone pedestrian and bicycle guidance document. The committee agrees both presentations are worthy of larger audiences (Power Talk sessions, breakouts or the Circle of Innovation) to provide an ATSSA member benefit to a broader group.

Work Plan Task Force Chairman Jan Miller, of Traffix Devices Inc., presented an update on the cone/device set/retrieve issue. The consensus was to conduct conference calls with the task force before the next meeting to possibly begin development of a new brochure to replace the 2002 publication. Miller's motion to accept the work plan was passed unanimously.

Sign Committee

The LED & Emerging Technology Subcommittee reported that, based on a recent National Committee on Uniform Traffic Control Devices document, it appears the *Manual on Uniform Traffic Control Devices* (MUTCD) sufficiently addresses the use of light-emitting diodes (LED) on various types of signs. It is uncertain when the new MUTCD will be released, according to the Federal Regulations & Related Documents subcommittee.

The Retroreflectivity Subcommittee reported improvements to its website are underway.

The new version of the American Society for Testing and Materials and the American Association of State Highway and Transportation

Officials Sign Sheeting Standards included minor modifications. The committee is researching a Sign Maintenance & Management Education Program, and several members offered to assist in its development.

Work was completed on producing a sample material procurement specification for digitally printed traffic signs and sign faces. The document was voted on and accepted by the committee.

The group strongly encourages the ATSSA board to keep the Non-Hexavalent Chrome Policy in place until Hexavalent Chromium is banned in the U.S. or new science emerges that disproves it is bad for workers and the environment.

Strategic Highway Safety Plan Council

Neil Boudreau, of the Massachusetts Department of Transportation, and Priscilla Tobias, of the Illinois Department of Transportation, discussed initiatives on highway safety during the Strategic Highway Safety Plan (SHSP) Council meeting. Members formed a

task force to reinvigorate the council and make it effective in each state. This task force will discuss additional ways ATSSA members can engage with departments of transportation on each state's SHSP and provide feedback to the council.

Temporary Traffic Control Committee

Temporary Traffic Control Committee Chairman Reed Leidle, of Safety Signs LLC, announced that Marc Rue, of NorthStar Safety Inc., was appointed secretary.

Pete Speer, of Pexco, informed the group that the National Committee on Uniform Traffic Control Devices presented irregularities between sections referencing tubular markers and delineators.

Scott Heydt, of Horizon Signal Technologies, spoke about the products used during Hurricane Sandy reconstruction. In response to a request from the New Jersey Department of Transportation to help manage private driveways in one-lane roads, the company deployed Driveway Aided Devices in combination with portable traffic signals to regulate traffic. Residents were able to access their homes, and a one-lane traffic pattern was maintained. Communication between all units allowed traffic to flow properly during construction and avoided traffic accidents.

Max Baker, of Illumagear, informed the committee about personal protective gear and how technology can make workers safer on the job. He presented information about products that illuminate and communicate when workers enter a danger zone.

Juan Pava, P.E., of the Illinois Department of Transportation (IDOT), presented work zone safety efforts at IDOT. There have been an increase in work zone fatalities in the last two years. IDOT

continues to review and make changes to its policies to work Towards Zero Deaths.

Subcommittee Reports/Task Force Reports:

For the Manual for Assessing Safety Hardware (MASH) Task Force, Jim Crowley, of Trinity Highway, reported on implementation dates and questions. Implementation dates are posted on the Federal Highway Administration website. A joint task force on MASH Implementation was formed to keep everybody informed and notified of changes that occur during the process.

The Public Safety Awareness Committee requested input about device setup and retrieval from roadways. It was discussed if ATSSA should provide direction and whether it would cause the association to be liable for information published under its name. Henry Ross, of Plasticade, made a motion for future publications under grant assistance be reviewed by the appropriate technical committee prior to publishing. The motion passed.

The next meeting is scheduled during ATSSA's 47th Annual Convention & Traffic Expo in the Phoenix Convention Center, Feb. 11, 2017.

WOMEN IN THE INDUSTRY



Leslie Elmore

Being with Site-Safe, LLC for 14 years and watching it grow from four to 30 employees has been a motivating experience and a source of pride for Leslie Elmore, who serves as sales manager for the Kentucky/Tennessee region. Located in Leitchfield, Ky., Site-Safe is a highway safety products company that sells, rents and services impact attenuating crash cushions, truck-mounted attenuators, barrier and barricades, rumble strips and work-zone-related intelligent transportation systems.

“The educational and life lessons, experiences and opportunities I’ve been given by working for Site-Safe are immeasurable,” said Elmore. “The people I meet and learn from in the roadway safety industry are like no others, and I truly have so much to be thankful for.”

After hearing horrifying stories and watching some of the motorists while the company’s employees work on roadway projects, Elmore said it confirms that Site-Safe needs to be aligned with ATSSA to make roads safer.

Prior to her employment at Site-Safe, Elmore was a customer service representative for INOAC Packaging Company until it moved to Mexico. A resident of Leitchfield, Elmore has two sons, Micah and Quendon. They enjoy camping, kayaking and spending time with family and friends. ●

ATSSA Leadership Program

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- Learn from leading ATSSA employees and knowledgeable consultants
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Bessie Crowley

Bessie Crowley has led Crowley Construction Corporation in Milwaukee, Wis. as owner and president for 16 years. She has a passion for the business that began more than four decades ago when she worked for a friend of her father and owner of a pavement marking business. Soon after, she began visiting job sites and became more involved in the striping part of the business. That's when she "found her calling."

A few years after working for other pavement marking companies, she purchased Neece Paving and Painting, changing the name to Crowley Construction Corporation to honor her father and family. Over the years, Crowley's son, sisters, nieces and nephews have worked for the company. Like Crowley, several family members found their passion in the striping business and have continued to work there.

"Knowing that when our work is done, the roadways are clearly marked and safe for traffic—that's what has kept me in the pavement marking business for more than 40 years," said Crowley. "I joined ATSSA to work with other local companies to make the workplace safer for all of our employees and everyone who uses our roadways."

Crowley has lived in the same home in Wauwatosa, Wis. since 1979. She has a son, Justin, and a fiancé, Pat, who she first dated in high school and reconnected with after being apart for 45 years. Her hobby has been genealogy for many years, and she's found a love of motorcycle riding with Pat whenever possible.

Crowley Construction is a leader in the roadway safety industry with more than 35 years in traffic line painting, airport marking, cold plastic and preformed thermoplastic installation. ●

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ATSSA's Corporate Training Program Offers Many Benefits

Companies can bring high-quality roadway safety training to their own sites with ATSSA's Corporate Training Program (CTP). The benefits of the program are numerous, including:

- Training costs are lower when instructors train employees at their sites.
- There's flexibility in scheduling training when it's convenient for the company.
- Instructors have the ability to adjust the training to all staff levels within a company's workforce.
- ATSSA training provides the highest quality training materials.

Instructors have experience in teaching specific courses the company selects for its employees. They also have a minimum of five years of work zone temporary traffic control experience, as well as completing Traffic Control Technician (TCT) and Traffic Control Supervisor (TCS) courses with grades of 90 percent or better.

ATSSA's instructors provide knowledge and expertise that's extended to employees.

RoadSafe Traffic Systems, Inc. has taken advantage of the CTP for its employees, and Dan O'Connor, corporate trainer for the company, teaches ATSSA's TCT and TCS courses.

"I've taught the TCT and TCS courses to RoadSafe employees in all 23 of our offices throughout the country," said O'Connor. "Every course I teach saves the company money, and it's extremely convenient for us to have somebody on staff to conduct ATSSA training whenever and wherever we need it."

O'Connor said the ability to train RoadSafe's employees any time keeps them up to date on their certifications and ensures that employees in the field are properly trained. ●

For more information and an application for ATSSA's CTP, call (877) 642-4637 or email customerservice@atssa.com.

ATSSA Offers High Friction Surface Treatment Training

ATSSA's cutting-edge High Friction Surface Treatment (HFST) Inspection & Installation training course provides an overview of high friction surface treatment key considerations and best practices for installation.* It also includes an inspection module for owner-agency inspectors of HFST installations. Key areas of focus include installation methods and equipment; post-installation procedures; inspection of surface preparation, materials and installation practices; and monitoring.

HFST, a relatively new technology in the U.S., is a safety treatment designed to enhance pavement friction to reduce crashes, particularly in wet weather. Statistics show crashes are reduced by as much as 95 percent over the first three years after installation.

When used by the Kentucky Transportation Cabinet—one of the states deploying HFST in a more systemic manner—results showed an average of 70-to-80-percent dry-weather crash reduction and 80-to-90-percent wet-weather crash reduction on ramps and curves.

To schedule an ATSSA HFST training course with an expert instructor, visit www.atssa.com/Training. ●

*ATSSA's HFST Inspection & Installation course is conveniently scheduled after ATSSA's 47th Annual Convention & Traffic Expo at the Renaissance Phoenix Downtown Hotel in Phoenix, Ariz., Feb. 15, 2017. For more information about ATSSA's HFST Inspection & Installation course and other training courses available before and after the event, visit expo.atssa.com/education.



The ATSSA Training Department, including Jena Rice (third from left), program associate; Mary Horniak (center, from left), training programs manager; Tracey Bucher, training administrative associate; Linda Limahai, training associate; and Jessica Scheyder, director of training, host ATSSA's Annual Instructor Meeting at the Fredericksburg Expo & Conference Center, in Fredericksburg, Va., Sept. 1–2. ATSSA master instructors and corporate training partners focused on technical issues, reviewed the association's portfolio of courses and identified new training courses for development in order to continue the level of superior training the association is known for.

ATSSA Guardrail Installation Course Provides Two Days of Expert Training

ATSSA's two-day Guardrail Installation Training (GIT) course offers an overview of guardrail installation and associated devices. The course includes:

- assessing the worksite topography and site conditions
- proper layout of a worksite
- guardrail and terminal section location, installation and maintenance
- documentation of materials

- inspections and incidents
- where to find the most up-to-date resources and information regarding installation

ATSSA's GIT course is ideal for new guardrail company owners and employees who are new to the guardrail industry. Individuals with guardrail experience will find the information-packed course a great resource for new ideas and an opportunity to brush up on their skills. ●

For more information about ATSSA's GIT and other training courses, visit www.atssa.com/Training.

ATSSA Answers Frequently Asked Questions

On any given day, ATSSA receives dozens of inquiries about training courses and certification, becoming an ATSSA member and its benefits, ATSSA's Annual Convention & Traffic Expo and a host of other questions. The following are answers to some of the questions that "light up the switchboard."

How do I register for a training course?

Registering for a training course is as easy as visiting the ATSSA website at www.atssa.com/Training or calling the office toll-free at (877) 642-4637. For individuals who prefer to register by mail or fax, the website offers a fillable registration form, which can be downloaded and sent with a copy of the payment information to:

ATSSA
ATTN: Training Department
15 Riverside Parkway, Suite 100
Fredericksburg, Va. 22406-1077

Once I've taken an ATSSA training course, how do I get my certification card?

Visit www.atssa.com/Certification, complete the appropriate certification application and submit it to ATSSA by email, fax or mail.

When do I have to recertify for an ATSSA course?

ATSSA requires recertification every four years to ensure individuals are current with the latest standards in the roadway safety industry.

How do I become an ATSSA member?

To become part of ATSSA's network of 1,200 member companies and public agencies, visit www.atssa.com/MemberCenter, fill out the request for information and submit it online. There's also the option to download the form and fax or mail it.

What benefits will I receive as an ATSSA member?

ATSSA members enjoy many benefits, including being connected to roadway safety colleagues, state transportation officials and industry experts. For every \$1 in dues, members receive \$2.46 in value.

Benefits include:

- member rates for training and certification programs
- premier registration for chapter and regional events
- information about cutting-edge research and innovative technology
- ATSSA-endorsed programs
- legislative advocacy on Capitol Hill
- government relations staff to arrange company site visits by local representatives
- charitable giving and public awareness programs
- local chapter and committee involvement
- discounts on meetings, events and products
- member publications, including *The Flash*, *The Signal* and specific, solution-based case studies
- professional development opportunities
- access to the ATSSA member e-Directory (hard copy also available), which is invaluable because it provides an opportunity for ATSSA members to procure your products and services

For other questions, call ATSSA at (800) 272-8772 or (540) 368-1701, or visit the ATSSA website at www.atssa.com. ●

GOVERNMENT RELATIONS



Applications Available for ATSSA's Leadership Program 2017

Develop the skills to inspire, motivate and empower a team by attending ATSSA's Leadership Program 2017 at the Hilton Crystal City at Washington Reagan National Airport in Arlington, Va., April 30 to May 2, 2017. Attendees will learn a variety of leadership styles. In addition, they'll receive professional guidance and tools to help develop their leadership style to its fullest potential.

The three-day program includes a professional coaching session and personal style profile using the Predictive Index—a science-based methodology that allows individuals to understand what drives workplace behaviors and the team's success, as well as to achieve business objectives quickly.

The program's variety of sessions include:

- Leadership Concepts
- Your Leadership Style
- Association Governance and Strategic Planning
- Meeting Facilitation

- Personal Communications
- Advocacy and Your Business
- Public Relations and the Media

“ATSSA's Leadership Program was created to provide the resources necessary for individuals to be successful in their careers,” said ATSSA's Vice President of Member Services Donna Clark. “During the three-day program, attendees will gain an education to use throughout their careers. Individuals who want to succeed and move up in their companies will find the program is one of the most effective and invaluable resources available to them.”

The third Leadership Program offered by ATSSA, it concludes with a banquet and a graduation certificate. ●

The application deadline is Dec. 31, 2016. For more information and an application for ATSSA's Leadership Program 2017, visit leadership.atssa.com.

Plan to Attend ATSSA's Legislative Briefing & Fly-In After the Leadership Program

Following ATSSA's Leadership Program 2017, attendees can join other ATSSA members in D.C. for the association's Legislative Briefing & Fly-In, which is conveniently scheduled from May 3–4, 2017. Take advantage of the opportunity to meet members of Congress and their staffs to educate them about the roadway safety industry. ATSSA's Government Relations staff tailors the schedule to meet with elected leaders and stages mock interviews to ensure ATSSA members are prepared to bring the mission of Toward Zero Deaths to Capitol Hill.

ATSSA's Legislative Briefing & Fly-In provides members the chance to speak about the products and services they manufacture and supply to reduce fatalities and injuries on the roadways. The meetings with legislators often go beyond Capitol Hill and extend to lasting relationships—many visit ATSSA members in their home districts to tour their facilities and learn about their companies in more detail.

Cindy Williams, of Time Striping Inc., said she thinks ATSSA members need to experience the Legislative Briefing & Fly-In to understand it. “I realized one year that I was the only delegate from Arkansas on Capitol Hill, and if I hadn't been there the state

wouldn't have been represented. The representatives wouldn't have heard our story—why we need roadway funding, why it's important to focus on safety and infrastructure, why it's necessary to make our Highway Trust Fund work.”

ATSSA members have converged on Capitol Hill for the past seven years. The number of ATSSA members who attend has increased in record numbers, including first-time participants, making a great impact on the legislators and staffs they educate about roadway safety.

“It's so important for the ATSSA membership to join on Capitol Hill and represent the roadway safety industry in full force,” said ATSSA Vice President of Government Relations Nate Smith. “The Legislative Briefing & Fly-In is one of the most important events of the year, because roadway safety infrastructure policies and funding depends on our representatives' votes in Congress. There's no better way to get to know the representatives than being able to meet with them and bring our message in person.” ●

For more information about ATSSA's Legislative Briefing & Fly-In and to register, visit flyin.atssa.com.



Attend ATSSA's Legislative Briefing & Fly-In Amplify Your Voice on Capitol Hill

May 3-4, 2017
Washington, D.C.

Registration opens early 2017 or
register at ATSSA Booth #437 at the
2017 Convention & Traffic Expo in Phoenix, Ariz.

For information visit flyin.atssa.com

Email govrelations@atssa.com
or call 202-733-1245

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American Traffic Safety Services Association
www.atssa.com



Congressman David Brat Tours Korman Signs, Inc.



Rep. David Brat (R-Va.) visited ATSSA member company Korman Signs, Inc. in Henrico, Va., Sept. 22. Bill Korman, Jr., president of the company, led Brat on a tour of the 100,000-square-foot campus and

provided Korman's history from its beginnings in 1975. Brat learned about the sign manufacturer (highway, blanks, faces) and master distributor for traffic control devices, mounting hardware, sign posts and 3M™ products.

Brat met with Korman employees and answered questions about issues on Capitol Hill. By the end of the tour, he offered to be an advocate for Korman Signs and the roadway safety industry in general.

ATSSA member companies benefit by hosting local representatives at their facilities. The visit is invaluable in educating the representatives about their businesses and developing long-lasting relationships in the quest for support of roadway safety infrastructure policies and funding on Capitol Hill. ●

To host a site visit with your legislator, contact ATSSA's Government Relations team at (202) 733-1245 or govrelations@atssa.com.



Congressman David Brat (R-Va.) (from left) tours Korman Signs, Inc. with Bill Korman, Jr., Korman president; Jordan Prins, 3M Virginia sales representative; Mary Korman, Korman production and sales liaison; Robby Wehagen, ATSSA director of Government Relations; and Sarah Boutwell, Korman vice president of marketing.

ATSSA Represented at Democratic and Republican National Conventions

ATSSA President & CEO Roger Wentz and ATSSA Vice President of Government Relations Nate Smith attended the Republican National Convention (RNC) and the Democratic National Convention (DNC) in Cleveland and Philadelphia, respectively, in July. Marking the first time ATSSA was represented at the high-profile events, Wentz and Smith brought the roadway safety infrastructure message to the conventions.

ATSSA co-hosted transportation industry receptions at each convention for dozens of members of Congress, their staffs and

other industry stakeholders. Saf-Ti-Co, Inc., of Louisville, Ky., provided welcome signs at the RNC reception, and Custom Products Corp., of Jackson, Miss., created patriotic signs to welcome guests at the DNC event.

ATSSA's Director of Government Relations Robby Wehagen served as deputy director of Government Affairs during the RNC for five months. During this time, he was integral in bringing attention to the roadway safety industry and raising the profile of ATSSA member companies to legislators. ●



Rep. Rob Wittman (R-Va.) (center) meets with ATSSA President & CEO Roger Wentz (left) and ATSSA Vice President of Government Relations Nate Smith during the Republican National Convention in Cleveland this summer.



Director of Government Relations Robby Wehagen (left) networks with Speaker of the House Paul Ryan (of Wisconsin's first Congressional District) during the Republican National Convention in Cleveland.



ATSSA was a gold sponsor of "Connecting America's Future: Runways, Rivers, Roads and Rails" at the Republican National Convention in Cleveland.



ATSSA President & CEO Roger Wentz (right) meets with Transportation and Infrastructure Committee Chairman Bill Shuster (R-Pa.) during the Republican National Convention in Cleveland in July. Shuster received ATSSA's 2016 Roadway Safety Champion Award during ATSSA's annual Legislative Briefing & Fly-In in D.C. this April.

Site-Safe LLC Opens New Facility in Kentucky

Site-Safe LLC held a ribbon-cutting ceremony for its new facility in Leitchfield, Ky. this summer. Representative Brett Guthrie (R-Ky.) attended the celebration with ATSSA members David Rich, president; Leslie Elmore, sales manager; and Jeff Tidaback, sales manager, all of Site-Safe. ●



Representative Brett Guthrie (R-Ky.) celebrates Site-Safe's ribbon-cutting for the company's new facility in Leitchfield, Ky. in July. Site-Safe employees included Bryan Covell (from left); Alan Bernard; Guy Laprade; Brett Guthrie; Kelly Rich; David Rich, president of the company and a member of ATSSA's Operating Committee; Jeff Tidaback, Kentucky ATSSA Chapter president; Leslie Elmore; Scott Boyd; and David Hynes.

Congressional Profile: Sen. Jim Inhofe (R-Okla.)

Senator Jim Inhofe (R-Okla.) has served his constituents in Oklahoma in D.C. for the past 29 years. Representing the first congressional district of Oklahoma in the U.S. House of Representatives before winning election to the U.S. Senate in 1994, Inhofe has been a champion for investments in transportation and infrastructure long before he became chairman of the Senate Committee on Environment and Public Works (EPW).

At the end of the 114th Congress in December, Inhofe will hand over his gavel due to leadership term limits for Senate Republicans. Over the years, his service as a member, ranking member and chairman has been invaluable to his constituents and the transportation industry. He has fought to provide long-term certainty to federal surface transportation programs for nearly a decade.

Now that a long-term bill has been passed, Inhofe shares his thoughts on what's next for surface transportation before the expiration of the Fixing America's Surface Transportation Act (FAST Act). "After passing a long-term bill like the FAST Act, providing oversight of implementation is paramount," he said. "In fact, MAP-21 (Moving Ahead for Progress in the 21st Century) is still in the implementation phase several years after enactment. As an author of both of these major pieces of legislation, I'll be following the U.S. Department of Transportation's efforts to effectively and efficiently implement the law, making sure the federal agencies' time and resources are appropriately applied to carrying out the statute and without deviation."

Even though the most recent highway bill provided legislative certainty, Inhofe knows the overall job is not done. "We did not address the Highway Trust Fund (HTF) solvency issue in the FAST Act," Inhofe said, addressing the issue of long-term funding. "Our primary goal with the FAST Act was to give states and industry the long-term certainty they've been asking for so they can launch economy-boosting projects and do so cost effectively. With our nation approaching a new presidential election cycle, we didn't see the political fortitude to pass both a long-term bill and a solution to adequately fund the HTF. Because we recognize the critical need for Congress to address the funding mechanism, we included in the bill a grant program to explore and test innovative ways to fund our nation's surface transportation system. In fact, on August 30, the first round of grants totaling \$14.2 million went out to seven states to fund various approaches of a user-based mechanism to sustain long-term solvency. While these grants are a move in the right direction, over the next few years funding will also need to be a conversation here on Capitol Hill with industry and by the consumer. Keeping transportation part of the conversation is essential to finding a solution before we hit a cliff in 2020."

Inhofe said the key to passing a long-term highway bill in Congress is bipartisanship. "This starts at the committee level, and every current member of EPW understands this and has displayed it time and again when we've worked on infrastructure bills in the 114th Congress. It gives me great confidence the next chairman and ranking member will be well-positioned to continue to address surface infrastructure when the FAST Act expires in five years. I encourage the new leadership to start discussions early on how their future bill will be funded. The HTF must be fixed, and I'm ready to stand alongside the new committee leaders to

find innovative mechanisms to ensure the federal partnership with the states on surface transportation continues."

Inhofe said safety is an essential component in any transportation bill and has been a priority in the last three bills that have passed into law under his leadership on the EPW Committee. He said the Safe, Accountable, Flexible, Efficiency Transportation Equity Act and MAP-21 made great strides to ensure the safety of drivers. The FAST Act maintains this focus by prioritizing transportation-related safety across our nation's roads and bridges. Along with increasing funding to the Highway Safety Improvement Program over the life of the bill, the FAST Act focuses on a performance-based, data-driven, strategic approach to improving highway safety on all public roads as well as prioritizing funds to critical safety infrastructure projects that will have a direct impact, he said.

After the FAST Act and his EPW chairmanship come to an end, Inhofe won't be throwing in the political towel. "My work as a member of the Senate EPW Committee is not done once I hand the gavel over," he said. "I'll still be an active senior member of the committee, providing oversight to how my bills are now being implemented as law and will also look to chair an EPW subcommittee in the next Congress."

It's a good thing for ATSSA members that he's going to remain a senior member of the EPW Committee because, as he previously mentioned, financing for the next bill is still an unsolved issue. Inhofe said there are many approaches and solutions that have been discussed by industry and thought leaders in Washington, such as raising the gas user fee, alternative revenue source, and tax and budget reform. "The gas user fee provided for the Highway Trust Fund (HTF) for many years, but it's one of the few federal user fees that was not indexed for inflation. As a result, our HTF has not been able to keep up with the cost of construction, but fixing the user fee to index for inflation is no longer a plausible solution in our current political environment. I believe our best option is to tackle the HTF shortfall with tax reform in a new administration. Making the HTF part of the overall tax discussion will be a priority of mine."

Funding surface transportation has and continues to be a tricky issue for Congress, especially in the last decade. "Since 2008 Congress has transferred over \$140 billion from the General Fund to the HTF, he said. "That was not the intended purpose of the HTF, but it does speak to the importance of transportation and how crucial it is to every American. Roads and bridges are something we need to support at all levels of government, and Congress will continue to recognize that fact. It might be a bumpy road come 2020, but with ATSSA's continued involvement, I'm confident we'll find a way to continue supporting our surface transportation system and the safety of its users." ●



CHAPTER NEWS

Indiana Chapter

Indiana ATSSA Chapter President Tim McNelis, of Indiana Sign and Barricade, opened the meeting at the Scottish Rite Cathedral in Indianapolis, Ind., Sept. 7. He discussed donating funds for scholarships to attend ATSSA's 47th Annual Convention & Traffic Expo at the Phoenix Convention Center, Feb. 10–14, 2017. He said Indiana Department of Transportation (INDOT) personnel may benefit from ATSSA training courses through these donations.

Dave Boruff, of INDOT, discussed projects scheduled for 2017-2018, fluorescent yellow sheeting for signs and the implementation of fluorescent orange sheeting for drums.

Northwest Chapter

The Northwest ATSSA Chapter convened at the Idaho Transportation Department (ITD) in Boise, Idaho, Sept. 15. ITD Highway Safety Manager John Tomlinson introduced speakers from Operation Lifesaver, a nationwide, non-profit public safety education and outreach program designed to eliminate collisions, deaths and injuries at rail crossings and rights-of-way. Since Operation Lifesaver began in Idaho 27 years ago, it's estimated 15,000 lives have been saved. The speakers provided an overview of the program and the Ida Shield – a special sign with three sides displayed under the traditional railroad grade crossing cross-buck sign at passive public highway rail grade crossings in Idaho.

Richard York, of the Federal Motor Carrier Safety Administration, discussed the hours-of-service changes and use of electronic logging devices mandated by December 2017.

Ryan Lancaster, of the ITD, spoke about the ITD Traffic Manual,

Dan Osburn, of Indiana Constructors Inc, said INDOT should close roads, set up detours and use median crossovers to reduce roadway worker exposure. He recommends being allowed to work around-the-clock to reduce costs and congestion. Osburn emphasized using positive protection, such as barrier walls, which are beneficial to the public and workers. In addition, he favors the increased use of off-duty police officers in work zones and more frequent public service announcements to make motorists aware there are consequences to their actions. The next chapter meeting is scheduled for Dec. 7.

which is about 450 pages and outdated with references to the 2003 *Manual on Uniform Traffic Control Devices*. He said the ITD is not writing a new manual but will be offering supplemental guidance to the existing one.

The Chapter Scholarship Program will send an individual to ATSSA's 47th Annual Convention & Traffic Expo at the Phoenix Convention Center, Feb. 10–14, 2017.

ATSSA may develop a policy to help in the consistency of vendor spotlights at chapter meetings. In addition, a call for nominations will be sent from ATSSA, because the chapter needs a president-elect and board positions. Northwest ATSSA Chapter President Michael Flanagan, of Altus Traffic, hopes to gain support and recruit candidates from members in each of the chapter's states.

The next chapter meeting will be at the Washington State Department of Transportation facility in Vancouver, Wash., Nov. 16.

Ohio Chapter

The Ohio ATSSA Chapter meeting was held at the Ohio Department of Transportation (ODOT) office in Columbus, September 9. Michelle May, of ODOT, featured the state's recent crash trends, including:

- Serious injuries in Ohio were up three percent (9,079 serious injuries) in 2015, and fatalities were up by nine percent (1,110 fatalities).
- The top five factors in traffic deaths are roadway departure, not wearing a seatbelt, alcohol, speed and young drivers.
- An increase in traffic deaths involved intersections and speed.

The Guardrail Committee proposed starting an Ohio-specific *Manual for Assessing Safety Hardware* (MASH) Implementation Task Force to follow and participate in the state's MASH implementation strategy. The chapter and ODOT supported the proposal.

The Pavement Markings Committee (PMC) summarized the PMC meeting during ATSSA's Midyear Meeting in August. It included the American Association of State Highway and Transportation Officials' High Friction Surface specification language.

The next meeting will be held at the Ohio Turnpike and Infrastructure Commission facility on Dec. 2.

Pennsylvania Chapter

The Pennsylvania ATSSA Chapter meeting was held at Flagger Force's facility in Hummelstown, Pa., Sept. 15. It began with a moment of silence for Steve Shinnars, of MRS, who passed away on Sept. 6. Shinnars was a long-time ATSSA member, who received ATSSA's 2012 Mark of Excellence Award.

The Pavement Marking Committee talked of concerns about temporary line striping in traffic patterns.

The Pennsylvania Department of Transportation has a new traffic control website and design for a new sign, "Obey the Flagger in Work Zones."

Foundation President Tom Wood discussed the redesign of the National Work Zone Memorial with a goal to make it easier to assemble and ship. He encouraged chapter participation in The Foundation's fundraisers, including the 5th Annual Sporting Clays Event and the 26th Annual Golf Classic Tournament at ATSSA's 47th Annual Convention & Traffic Expo in Phoenix, Ariz., Feb. 10, 2017.



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