

THE SIGNAL

JANUARY/FEBRUARY 2017

AN ATSSA PUBLICATION FOR THE ROADWAY SAFETY INDUSTRY

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Connected & Automated Vehicles Study

NEW
PRODUCTS
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Innovation Awards



ATSSA, the Industry's Leader
in Innovation, Converges in
Phoenix, Feb. 10-14

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Jan/Feb 2017



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

America's Premier Event for the Roadway Safety Industry: ATSSA's 47th Annual Convention & Traffic Expo

Roadway safety industry professionals from around the globe will head to ATSSA's 47th Annual Convention & Traffic Expo at the Phoenix Convention Center, Feb. 10–14, 2017. At the largest roadway safety event in America, thousands of attendees will find

the Opening General Session with veteran television correspondent and anchor Forrest Sawyer, Educational Workshops, Traffic Expo and ATSSA training built in before and after the conclave more robust than ever. ●

Record Number of Exhibitors at Traffic Expo

This year's Traffic Expo will feature 550 exhibit booths—a record number in the trade show's history—Feb. 12–14, 2017. Attendees from 52 countries will view everything from paint striping equipment, traffic control products and graphic signage printing machinery to safety apparel, truck-mounted attenuators and the latest in automated vehicle technology.

celebrating a milestone and attracting more exhibitors than ever before. The event keeps growing each year, because attendees find everything for the roadway safety industry under one roof. Exhibitors will meet face-to-face with thousands of qualified buyers from every niche of the marketplace—decision makers, department of transportation officials, manufacturers, suppliers and more.”

“The Phoenix Convention Center is significant in the history of ATSSA's Traffic Expo,” said ATSSA Director of Meetings & Conventions Neil Mullanaphy. “The first Traffic Expo ever held in a convention center was in Phoenix, and 25 years later ATSSA is

To view the floor plan and categorical and alphabetical lists of exhibitors, visit expo.atssa.com. ●

New Products Rollout Event Features 15 Traffic Expo Exhibitors

Fifteen exhibitors will demonstrate their products' capabilities during an on-camera interview with ATSSA Director of Communications James Baron at the New Products Rollout Event from 2–4 p.m., Feb. 12. The interviews will be broadcasted on television monitors during ATSSA's Annual Convention & Traffic Expo to convention attendees and social media viewers from around the world.

The products are eligible for the prestigious ATSSA Innovation Awards. Criteria includes lifesaving qualities, degree of need, innovation, design and eligibility under the Highway Safety Improvement Program.

Attendees won't want to miss the standing-room-only media event.

To find out more about the New Products Rollout Event, the ATSSA 2017 Innovation Awards and descriptions of the products submitted, visit expo.atssa.com/productsrollout. ●

Traffic Control Device Challenge

Traffic Control Device Challenge winners will present their designs for traffic control devices at Traffic Expo in Booth #444. A partnership of ATSSA and the Transportation Research Board Standing Committee on Traffic Control Devices, the challenge promotes innovation and stimulates ideas in the traffic control devices area with a goal to improve operations and safety among high school, college and university students. Entrants were challenged to focus on traffic control device designs, ideas,

enhancements and/or standards to support advanced vehicle technologies and connected or autonomous vehicles.

First, second and third place award winners were chosen at the TRB Annual Meeting at the Walter E. Washington Convention Center in D.C., Jan. 8–12, 2017. The award includes travel expenses to ATSSA's 47th Annual Convention & Traffic Expo, an opportunity to present the concepts at Traffic Talk discussions during the event, cash prizes and plaques. ●

To find out more about ATSSA's 47th Annual Convention & Traffic Expo, including a calendar of dates and times for special events, Educational Workshops, PowerPoint discussions, Traffic Talks, ATSSA's superior training courses scheduled before and after the event and more, visit expo.atssa.com. ●

Visit 2017 New Products Rollout Event Entrants at Traffic Expo

The following exhibitors are entered in the New Products Rollout Event and will vie for the 2017 ATSSA Innovation Awards. Award winners will be announced on the final day of Traffic Expo (Feb. 14). Find out more about their products and services by visiting them at their booths during ATSSA's Traffic Expo hours.

MDI Traffic Control Products – Booth # 819

Product: MDI Compact Privacy Screen

ADDCO – Booth # 237

Product: ADDCO PCMS 2017

Allied Tube and Conduit – Booth # 613

Product: MASSH-400 Sign Support Post

Southwest Barricades – Booth # 1010

Product: ADA Trailer Ramp

Pexco/Davidson Traffic Control Products – Booth # 1101

Product: City Post Model GD

Blasters, Inc – Booth # 150

Product: The Liquidator Water Blast System

Professional Pavement Products, Inc. – Booth # 1231

Product: LLG7 - Vision System

Verdegro Group (Netherlands) – Booth # 313

Product: BLADE TMA

Solar Technology, Inc. – Booth # 511

Product: Portable Changeable Arrow Boards with Built-In Remote Communications

Plastic Safety Systems (PSS) – Booth # 401

Product: Platform Plus

Pi Variables, Inc. – Booth # 625

Product: pi-Lit Ice Cream Sandwich Rechargeable LED Flare Set & pi-Lit Landing Zone Kit (LZ-Kit) (Two products total)

Nite Beam Products – Booth # 331

Product: Hi Vision Rechargeable LED Hard Hat & Hi Vision LED Work Gloves (Two products total)

Royal Truck & Equipment, Inc. – Booth # 454

Product: Autonomous Truck Mounted Attenuator (ATMA)

The Dow Chemical Company – Booth # 924

Product: FASTRACK 5408 all acrylic latex for waterborne pavement marking

Orafol Americas – Booth # 421

Product: ORALITE Optimum UV Digital Traffic Sign Printing System

Triple Domain Vision Company, Ltd. – Booth # 741

Product: iBox 10, iBox 20, iBox 40, iBox 800, iPark (Five products total) ●

Machine Vision and Road Markings Research (NCHRP) Workshop Explores Advanced Driver Assist Systems

Don't miss Machine Vision and Road Markings Research NCHRP (National Cooperative Highway Research Program) during ATSSA's 47th Annual Convention & Traffic Expo at the Phoenix Convention Center from 8:30 to 10 a.m., Feb. 14. Led by Rob Dingess, of Mercer Strategic Alliance, Inc., the workshop will feature guest speaker Dr. Paul Carlson, of Texas A & M Transportation Institute. Machine Vision and Road Markings Research (NCHRP) delves into lane keep and lane departure systems and their use of road markings as guides. Attendees will learn how the NCHRP has funded research designed to understand which marking characteristics are important for machine-reading technologies. The American Association of State Highway and Transportation Officials and the Society of Automotive Engineers are working together to determine if a joint-specification is possible for marking/machine systems.

“Vehicle technologies are changing faster than ever and have the potential to make roadways safer,” said Carlson. “The technologies used are called advanced driver assist systems (ADAS), within which include some of the more common systems, such as lane departure warning and side view assist. Estimates from the Insurance Institute for Highway Safety show the positive annual

impact these systems have on fatal and serious injury crashes in the U.S.” (See the table below for safety estimates).

To achieve the full potential of ADAS, sometimes the infrastructure needs to adapt. For example, for lane departure warning the vehicle has to be able to detect markings for the technology to work. This is a new requirement for pavement markings. For 100 years, pavement markings have been designed for the human driver. Now, they must be designed and maintained for both the human driver and machine-sensing technologies. The NCHRP has implemented a project that will provide the first-ever data to help understand what pavement markings need to do in order for machine-sensing technologies to reliably detect them in various conditions. ●

The table below shows the safety estimates.

ADAS type	All types of crashes	Injury	Fatal
Side view assist	395,000	20,000	393
Forward collision warning	1,165,000	66,000	879
Adaptive headlights	142,000	29,000	2,484
Lane departure warning	179,000	37,000	7,529

Reaching Zero Crashes

“Reaching Zero Crashes, A Dialogue on the Role of Advanced Driver Assistance Systems (ADAS),” a one-day event held by the National Transportation Safety Board in D.C., brought together transportation safety leaders from across the country. ADAS have been around for decades, starting with antilock brakes and evolving to include automatic braking systems. The newest ADAS include blind spot detection, adaptive headlights, frontal collision warnings, driver alert control and adaptive cruise control. These systems have increased roadway safety for all road users.

While advanced safety levels can’t be denied, some issues exist with ADAS, such as inconsistencies between the technologies used by auto manufacturers and human factor behaviors while using these systems. In many cases, auto manufacturers have ADAS technologies in the vehicles that may cause different behaviors by the vehicle, such as detection distances and stopping times. There are no industry standards for auto manufacturers to follow yet, which leads to inconsistencies of the ADAS technologies. This can be confusing to motorists who drive new cars and are unaware of the automobile’s system capabilities. Standardization of the ADAS technologies, auto dealers and driver education are ways the technology can be used more effectively to keep roads and roadway workers safe.

When the vehicle begins to make decisions for the driver, such as braking, human behaviors may begin to change. For instance, there’s concern that the driver may become overly dependent on the systems and potentially lose focus on the road. Touch, audio and visual warnings assist with improving human reactions, but these systems can potentially annoy drivers with the various beeps and vibrations coming from the vehicle. Coupled with a system that may notify the driver too far in advance of a hazard, these annoyances may increase the driver’s tendency to ignore the safety systems altogether. Auto manufacturers, research organizations and software providers for these systems need more information on human behavioral factors to create systems that optimize the technology and prevent counterproductive behaviors.

ADAS play a major role in roadway safety, but more action is needed to improve crash and fatality rates overall. Driver education and outreach, combined with systems standardization and improvement based on human factors research, will help ensure ADAS technologies will be designed to their optimal level. ●

By ATSSA Director of New Programs Brian Watson



Coming soon...

innovate.atssa.com

Watch for it.

Brought to you by ATSSA’s Innovation Council

Adding The Calibrator to Your Toolbox:

New Safety Analysis Tool Helps States Determine What's a Good Fit

A new predictive analysis tool called The Calibrator helps transportation professionals incorporate safety performance into highway investment decisions.

Predictive analysis tools use crash, roadway and traffic volume data to identify sites with the greatest potential for safety improvements. The Federal Highway Administration (FHWA) recommends predictive analysis as part of its Every Day Counts approach to data-driven safety analysis, which focuses on strategies to target investments with more confidence and reduce severe crashes.

An FHWA webinar recorded in November 2016 demonstrated how to use The Calibrator, a spreadsheet-based tool to assess the compatibility and applicability of safety performance functions (SPFs) and crash modification factors (CMFs). SPFs and CMFs are integral parts of the American Association of State Highway and Transportation Officials' Highway Safety Manual methods for estimating the expected number of crashes for a roadway site.

SPFs—equations used to predict crash frequency—and CMFs—factors used to compute the expected number of crashes after applying a safety countermeasure at a site—are developed using data from specific locations and times, so they may not apply to other places or times.

“Conditions change over time and vary from state to state and even within states,” Frank Gross, highway safety engineer for VHB, told webinar participants. “It’s necessary to calibrate SPFs to ensure they reflect local and temporal conditions.”

Calibration addresses variations in such factors as crash reporting, road maintenance practices, weather, terrain and driver populations and behavior. The webinar covered how to use The Calibrator to calibrate SPFs and evaluate single and alternative SPFs using techniques, such as goodness-of-fit measures and assessment tables.

Kentucky's experience

The Kentucky Transportation Cabinet, which has developed state-specific SPFs for about four years, started using The Calibrator after learning about it at the 2016 Transportation Research Board Annual Meeting.

“We were looking for tools to improve our SPF development,” said Eric Green, research engineer at the Kentucky Transportation Research Center. “We were starting to bump into questions about how well these SPFs were fitting the data. The Calibrator is giving us the tools to do these evaluations.”

Kentucky also used The Calibrator in a research project to examine the effect of the length of a road segment on SPF development. The Calibrator helped researchers compare SPFs created from 16 segments using the same roadway network and crash data, but varying segment lengths of 0.1 mile to 5 miles.

“For the scenario we looked at, the recommended length is about 0.7 mile,” said Green. “Five miles was way too long, and 0.1 mile was a little too short. This is in the context of rural parkways in Kentucky, which are divided roads like interstates. We’re looking now at doing the same analysis for different attributes of a roadway.”

For more information about data-driven safety analysis, to view the “SPF Calibration and Evaluation” webinar (part of the FHWA’s how-to series on data-driven safety analysis) and to download The Calibrator, visit www.fhwa.dot.gov/innovation/everydaycounts. ●



ATSSA's New Booklet Focuses on Member Opportunities with Emergence of Connected and Automated Vehicles

“ATSSA Member Business Opportunities Related to Connected and Automated Vehicles,” ATSSA’s new, comprehensive booklet, focuses on emerging technologies—connected and automated vehicles (CV/AV)—and how they’ll affect the roadway industry and ATSSA member businesses. The booklet is the result of a study conducted by ATSSA and Alabama’s Auburn University.

The booklet explains the basic components of CV/AV technologies; CV/AV deployment plans throughout the country; the impact of the technologies on ATSSA members; and recommendations on how ATSSA members can navigate their businesses with these new technologies.

“ATSSA wants to ensure its members are on the cutting-edge of these newly emerging technologies,” said ATSSA Vice President of Member Services Donna Clark. “Because ATSSA is committed to providing its membership with knowledge to be at the forefront of the roadway industry, the association commissioned Auburn University to conduct the research last April. With the rapid pace of these technologies, ATSSA believes its members should be educated on how the innovations might affect the way they do business.”

The publication will be mailed to ATSSA members on Feb. 15, 2017. ●

Getting Your New Product to the Market

While these are the most innovative of times (think Highly Automated Vehicles), they're also the slowest of times. Products have advanced rapidly; approval and acceptance processes have not. ATSSA member companies that lead the way in the development of new and innovative roadway safety products often face numerous hurdles as they try to introduce their products to the marketplace. Here are four possible paths that might help overcome those hurdles.

Every Day Counts

In 2009, the Federal Highway Administration (FHWA) launched Every Day Counts (EDC) in cooperation with the American Association of State Highway and Transportation Officials (AASHTO) to speed up the delivery of highway projects and address the challenges presented by limited budgets. The EDC program focuses on proven ideas that have been successfully implemented elsewhere. Two EDC programs that directly affect ATSSA members are Smart Work Zones and High Friction Surfacing. Here's what the FHWA website says about EDC:

“Through the EDC model, FHWA works with state and local transportation agencies and industry stakeholders to identify a new collection of innovations to champion every two years. Innovations are selected collaboratively by stakeholders, taking into consideration market readiness, impacts, benefits and ease of adoption of the innovation. After selecting the EDC technologies for deployment, transportation leaders from across the country gather at regional summits to discuss the innovations and share best practices. These summits begin the process for states, local public agencies and Federal Lands Highway Divisions to focus on the innovations that make the most sense for their unique program needs, establish performance goals and commit to finding opportunities to get those innovations into practice over the next two years.

Throughout the two-year deployment cycle, specifications, best practices, lessons learned and relevant data are shared among stakeholders through case studies, webinars and demonstration projects. The result is rapid technology transfer and accelerated deployment of innovation across the nation.”

ATSSA members can learn more about EDC by visiting FHWA.dot.gov and entering EDC in the search box.

State Transportation Innovation Councils (STIC)

Again, from the FHWA website: “In 2010, the FHWA introduced the STIC concept to state transportation departments and industry partners to foster ownership and pride in establishing a process in which ideas, innovative techniques and processes can be evaluated and implemented quickly and proficiently.”

Each state receives up to \$100,000 to explore innovations in areas of its choice. Most state STICs are co-chaired by the FHWA division administrator and the chief engineer of the state DOT. This is a great opportunity for innovators to partner with an agency to test and “prove out” a new product or concept. ATSSA recommends contacting your state STIC administrator to discuss your innovation. A list of state STIC administrators can be found on the FHWA website by entering STIC in the search box.

Innovations Deserving Exploratory Analysis (IDEA)

ATSSA obtained the following information on the IDEA program from the Transportation Research Board (TRB) website: “A project of the National Cooperative Highway Research Program (NCHRP), the NCHRP Highway IDEA program seeks proposals with potential to advance the construction, safety, maintenance and management of highway systems. The program is sponsored by the member states of AASHTO.

The program is guided and advised by a committee of experts who volunteer their time and service. The committee reviews proposals twice a year (deadlines are March 1 and September 1) and selects the most promising of those items that meet program criteria.

All NCHRP Highway IDEA projects are described in the NCHRP Highway IDEA Annual Progress Report. Suggested research focus areas, proposal evaluation criteria and instructions on how to submit an IDEA proposal are provided in the IDEA Program Announcement, which is published in January of each year.”

Accelerated Market Outreach

Perhaps a hidden gem in the world of innovation pathways is the AASHTO Accelerated Market Outreach program, which is managed through the AASHTO Innovation Initiative. Its website states: “The Innovation Initiative accepts innovations for consideration from state and local departments of transportation and organizational units of AASHTO (AASHTO members include member departments and associate members). Additionally, private industry representatives work with eligible submitters who have successfully used these innovative practices to nominate technologies.”

At its November 2016 meeting, Innovative Initiative members began a discussion of including innovations that aren't yet “market ready” in its considerations.

Applications are usually due in October and must be submitted electronically. The AASHTO contact for the program is Keith Platte, who can be reached at kplatte@aaashto.org or (202) 624-3697.

Authorization to Experiment

As ATSSA members know, a new product or process can gain approval from FHWA by asking for permission to experiment. FHWA usually requires before and after data in order to assess the outcome or effect of the experiment. This process requires agency sponsorship and, through FHWA's official acceptance of the project, may limit risk or liability. It may be possible to obtain approval and funding through the STIC process, so ATSSA members should be sure to ask that question if they contact their state STIC administrator. ●

ATSSA hopes this summary will be of assistance to its innovative members, who work to save lives on our roadways every day and achieve our national goal of moving Toward Zero Deaths. If you'd like to provide comments or additional input, email ATSSA President & CEO Roger Wentz at roger.wentz@atssa.com.

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ADOT Campaign Aimed at Reducing Rising Traffic Fatalities

With nearly 700 traffic fatalities on Arizona roads from January through September 2016 and on the rise, the Arizona Department of Transportation (ADOT) has identified major contributing factors and launched an aggressive campaign to curb the statistics. The “Drive for Them” campaign aims to reduce traffic fatalities by reminding “selfish drivers” that their actions can have tragic, yet preventable, consequences for others they share the road with, such as their families, friends and neighbors. Selfish drivers are individuals who, while behind the wheel, drive impaired, distracted or aggressively, as well as speed and don’t wear seat belts. By earmarking selfish driving habits and educating the public, ADOT wants to stop the state’s year-to-date pace that could top 900 traffic deaths by the end of 2016.

“Impaired driving, speeding and aggressive driving, and lack of seat belt use are the leading factors for traffic deaths in Arizona,” said ADOT Director John Halikowski. “If some drivers will not drive safely for themselves, maybe they will for the loved ones with whom they share the road. How we drive—each and every day—matters to our safety and the safety of others.”

ADOT displayed messages on overhead highway signs, including:

- “Your Family Travels This Road: Drive for Them”
- “Your Friends Travel These Roads: Drive for Them”
- “Your Neighbors Travel These Roads: Drive for Them”

ADOT’s data shows that 690 people died in vehicle crashes in Arizona From Jan. 1 to Sept. 30, 2016. Many of those deaths were preventable, and the “Drive for Them” initiative’s goal is to significantly reduce traffic fatalities. ADOT joins ATSSA in saving lives and reducing injuries with a goal of Toward Zero Deaths. ●



The Arizona Department of Transportation’s “Drive for Them” campaign reminds drivers that poor decisions can have tragic consequences for others they share the road with, including their families, friends and neighbors.



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


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Online Classified Ads are an ATSSA Member Benefit



Reach thousands of roadway safety professionals with ATSSA's online classified ads on the association's website. Whether you're searching for the perfect candidate for a job or want to list used products or equipment, online classified ads offer wide exposure and are viewed by professionals in the industry.

ATSSA members receive a huge member benefit—ads up to 200 words are free. Other options, such as graphics (logo and product image) that are \$150 for nonmembers, are only \$75 for ATSSA members. For more information about ATSSA's online classified ads, rates and an order form, visit www.atssa.com/Communications. ●



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ATSSA Members Have Access to Publications Online

ATSSA members will find the association has compiled research for many roadway safety industry topics into case study booklets that are available online. The information contained in the research is invaluable to ATSSA member companies to ensure roadway workers, motorists, pedestrians and bicyclists are safe in work zones and on the roadways. The following booklets are available online at www.atssa.com/Communications:

- Smarter Work Zones Project Coordination and Technology Applications
- Innovative Safety Solutions with Pavement Markings and Delineation
- Improving Driver Behavior with Roadway Safety Countermeasures
- Preventing Vehicle Departures from Roadways
- Emerging Safety Countermeasures for Wrong-Way Driving
- Safety Opportunities in High Friction Surfacing
- Emerging Opportunities for ATSSA Members in Pedestrian Safety
- Cost Effective Local Road Safety Planning and Implementation

ATSSA's bimonthly magazine, *The Signal*, provides in-depth information about the roadway safety industry, including legislative topics; the association's superior training courses; feature stories about ATSSA member companies, products and services; the latest advances in technology for the roadway industry; The Foundation programs, Roadway Worker Memorial Scholarship recipient stories and companies and individuals who donate generously. *The Signal* helps keep ATSSA members abreast of events in the roadway safety industry, cutting-edge technology, innovations and more.

The Flash is ATSSA's biweekly, electronic newsletter that provides breaking news and information about ATSSA events, roadway safety training and industry news items. The new Tech Corner features questions from ATSSA members answered by an in-house technical expert. ATSSA members will find *The Flash* is a "quick read" that keeps them up to date on the roadway safety industry.

The biweekly *Roadway Safety Advocate* is ATSSA's Government Relations electronic newsletter that includes information about the efforts of ATSSA's Government Relations team, Capitol Hill news and upcoming events, such as the association's Legislative Briefing & Fly-In. ●

Task Force 13 Fall Meeting Focuses on Implementation Schedule for Crash-Tested Devices

The Task Force 13 (TF13) Fall Meeting was held at Embassy Suites Miami International Airport in Miami, Fla., Oct. 27–28. The Subcommittee on Work Zone Hardware approved the industry representatives and test houses to write to the American Association of State Highway and Transportation Officials (AASHTO) with concerns about the implementation schedule for devices to be crash-tested using the Manual for Assessing Safety Hardware (MASH). (ATSSA's MASH Joint Task Force has begun listing its concerns and asked for Technical Committee member input. ATSSA President & CEO Roger Wentz contacted AASHTO's Director of Engineering and Technical Services King W. Gee. Gee has been designated the association's liaison for this issue, which is critical to ATSSA members.)

The test houses—facilities used to test products to ensure they meet industry standards—will need established test methods for portable devices, such as what tests should be run, how devices are oriented during testing, and critical test specimens covering categories of similar devices or those devices with lighter "substrate" sign material.

Background on TF13

TF13 develops, recommends and promotes standards and specifications for bridge and road hardware used by highway and transportation agencies on the nation's roadways. AASHTO published these standards and specifications in the Roadside Design

Guide, which synthesizes current information and operating practices related to roadside safety, focusing on safety treatments that can minimize the likelihood of serious injuries when a motorist leaves the roadway. In addition, TF13 maintains online guides with detailed engineering drawings for roadside and median barriers, barrier end treatments, crash cushions and work zone traffic control devices. A new subcommittee for delineators will include standards for these devices in future Roadside Design Guide editions.

TF13's Formation

In 1969, TF13 conducted its organizational meeting consisting of a committee of concerned and experienced representatives from the roadway safety industry, state and federal transportation departments and the academic community.

When TF13 formed, it was comprised of AASHTO, the Associated General Contractors of America and the American Road and Transportation Builders. This initial organization of TF13 was sunset in 2015, and an AASHTO Committee Reorganization of TF13 strengthened the core purpose and limits participation by non-members.

ATSSA member John Durkos, of Road Systems, Inc., who has served as industry co-chairman since 2003, has been a member of TF13 for 30 years. ●



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Arkansas ATSSA Chapter Participates in 2016 Arkansas Safety Summit

The Arkansas State Highway and Transportation Department (AHTD) 2016 Arkansas Safety Summit commenced

at the Holiday Inn Airport Conference Center in Little Rock, Ark., Sept. 13–14. The focus was the 4 E's of highway safety, including education, engineering, enforcement and emergency services.

Arkansas ATSSA Chapter President Spencer Stillman, of Time Striping, Inc., led a workshop and discussion on roadway work zones. Topics included distracted, aggressive and wrong-way drivers, bicyclists and more.

The AHTD is moving to six-inch striping. While road condition is important, more

steps to deal with the human element are needed; however, the education component of the 4 E's has been minimized. This is an area where the roadway industry can assist.

High performance pavement markings will be eliminated on 700 interstate miles due to costly damage from plows. The cost is 20 times more than paint, and the savings will go to additional line widths. The goal for state highways is a two-year restriping program. In addition, raised pavement markers will be on an 80-foot spacing and replaced at two-year intervals.

The use of sinusoidal, a succession of waves or curves shaped like rumble strips or "mumble strips" to reduce noise, is being examined.

The Arkansas ATSSA Chapter leads a workshop during the summit, and there may

be additional opportunities for ATSSA to participate. The summit is held every five years and open to outside support/ sponsorship. ●

WELCOME NEW ATSSA MEMBERS

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

Robert Caves
Crown Metals LLC

Larry Ethington
Flaggermate

Mark Fernandez
National Signal, Inc.

Sandra Collins
Bradley County Road Department

Miguel Vila
Pedrail Systems LLC

David Tang
Brightlands Tech, Inc.

Mike Madrid
Highway Safety Services, Inc.

Sid Davis
Southwest Missouri Traffic Management

Joseph Schiebel
County of Caroline

John Lee
ETI.

Dan Batterson
Stripe Lines, Inc..

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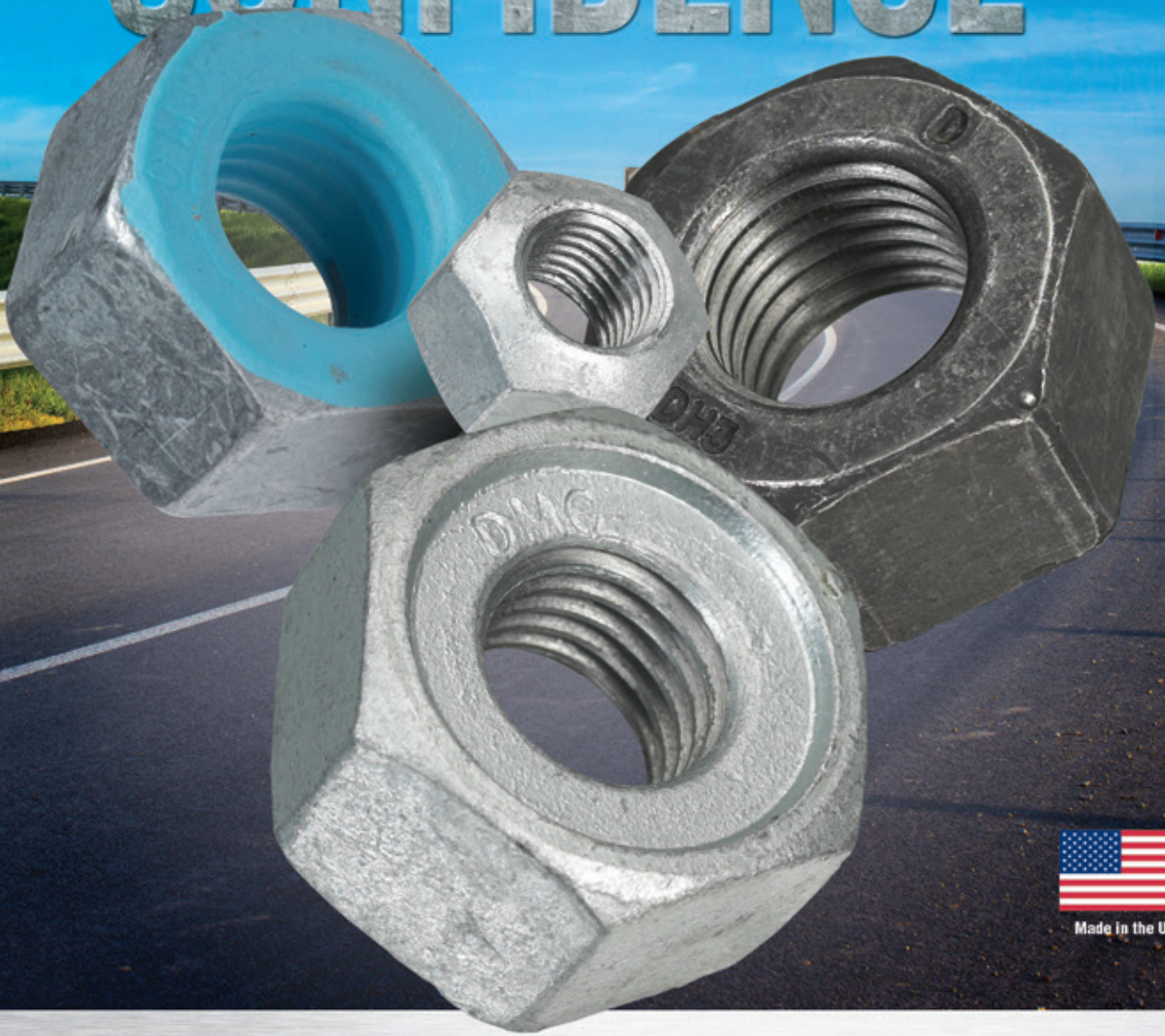


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Visit the National Work Zone Memorial During ATSSA's 47th Annual Convention & Traffic Expo

Pay tribute to the individuals who were killed in roadway work zones at the National Work Zone Memorial (the Memorial), which will be stationed in Booth #436 in the Phoenix Convention Center's exhibit hall during ATSSA's 47th Annual Convention & Traffic Expo, Feb. 12–14, 2017. The Memorial showcases more than 1,400 names of victims of roadway work zone accidents listed alphabetically.

During the event, Foundation board members and staff will be available to answer questions and provide information about The Foundation and its programs, including the Memorial, the Roadway Worker Memorial Scholarships and one-week Experience Camp Travel Scholarships for children of fallen roadway workers.

The names of roadway workers who were killed in 2016 will be read during the event's Opening General Session on Feb. 12, 2017.

“Attendees and exhibitors will have an opportunity to visit the Memorial and view the names on its walls,” said Foundation President Tom Wood, of Sherwin-Williams. “It’s a sobering reminder of the dangers roadway workers face every day and of The Foundation’s work to bring public awareness and education about work zone safety to the forefront of discussions.”

Wood said he’d like to honor all roadway work zone accident victims on the Memorial to make it as far-reaching as possible. To accomplish that goal, it’s important for members of the roadway safety industry nationwide to ensure their coworkers, friends and family members who were killed in roadway work zones are remembered. Name submission forms will be available at the booth during the event or by visiting www.atssa.com/TheFoundation. ●



The National Work Zone Memorial will be located at Booth #436 in the Phoenix Convention Center's exhibit hall during ATSSA's 47th Annual Convention & Traffic Expo, Feb. 12–14, 2017. Dedicated to the memories of those lost in the nation's roadway work zones, the Memorial bears the names of more than 1,400 individuals.

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Creating a Legacy: Ways to Give to The Foundation

Without your contributions, it would be impossible for The Foundation to offer programs to educate the public about roadway safety. Every donation from each ATSSA member and chapter to small and large companies help to make The Foundation's programs successful and provide assistance to those in the roadway safety industry who can benefit from them.

Make The Foundation a part of your life by choosing from the following options to contribute.*

Make a Donation

It's easy to make a personal or corporate donation to The Foundation at any time on the ATSSA website under The Foundation tab. Monetary gifts can be paid by cash, check or credit card.

Honor and Memorial Gifts

An honor or memorial gift is a way to celebrate significant people in your life. By making a contribution in a special person's name, they're remembered and continue to be vital to the roadway safety industry.

Ennis-Flint and D2K Traffic Equipment & Design LLC

Ennis-Flint and D2K employees raised money for The Foundation when they participated in payroll deductions with their companies.

Connecticut Department of Transportation and The Connecticut Islanders

The Connecticut Department of Transportation hosted a raffle of jerseys from hockey players on the Bridgeport Sound Tigers team as part of the state's Work Zone Awareness campaign. Members

and affiliates of the Work Zone Safety Awareness Working Group and the hockey team's mascot presented a check for \$5,655 to The Foundation's programs.

3M 2016 'Toward Zero Deaths Pledge Wall'

3M raised nearly \$14,000 from pledges on the first-ever "Toward Zero Deaths Pledge Wall" during ATSSA's 46th Annual Convention & Traffic Expo. The company sponsored the Pledge Wall for \$5,000

and matched the pledges for a grand total of \$32,724 for The Foundation's Roadway Worker Memorial Scholarship.

Horizon Signal Technologies

Horizon Signal Technologies raised \$25,504 from its auction of a new SQ3TS system (portable traffic signal system) for

The Foundation. The proceeds were donated to The Foundation in the name of winning bidder, Highway Specialties, LLC. ●

Still Time to Apply for Roadway Worker Memorial Scholarships

If you know somebody who may be eligible for The Foundation's Roadway Worker Memorial Scholarship, encourage them to submit an application by the Feb. 15, 2017 deadline.

The scholarships provide financial assistance for continuing education for families of roadway workers who were killed or permanently disabled in work zones. In many instances, the scholarships are a bridge to lifelong goals that they otherwise wouldn't be able to achieve.

Foundation President Tom Wood, of Sherwin-Williams. "If you know an individual who may be eligible for a scholarship, guide them to The Foundation website, where they can read more about the scholarships and find applications. The scholarship awards are available for them, and The Foundation's role is to help ease the financial burden of deserving dependents who've been affected by tragedy."

For more information about the Roadway Worker Memorial Scholarship Program and applications, visit www.atssa.com/TheFoundation. ●

"As members of the roadway safety industry, it's our responsibility to these dependents to make them aware of the scholarships," said

*The American Traffic Safety Services Foundation is a qualified 501(c)3 tax-exempt organization. Contributions are tax-deductible to the extent permitted by law. Consult your tax advisor regarding specific questions about your deductions. The Foundation's tax identification number is 62-1384292.

**The donors listed in this story have found creative ways to raise funds for The Foundation. A complete list of the 2015 and 2016 Foundation donors are available on The Foundation website.

Make an Impact at Events by Hosting the National Work Zone Memorial

Increase roadway safety awareness at your next event by showcasing the National Work Zone Memorial (the Memorial). More than 1,400 individuals who died in work zones are honored with their names placed alphabetically on the Memorial.

ATSSA member companies and chapters, state departments of transportation and other organizations have hosted the Memorial to educate the public about driving safely in roadway work zones. In 2016, the Memorial traveled thousands of miles across the country to various events, including:

- ATSSA's 46th Annual Convention & Traffic Expo
- Ohio ATSSA Chapter How To Conference
- 21st Annual Michigan Traffic Safety Summit
- Nevada ATSSA Chapter Meeting
- National Work Zone Awareness Week Kick-off Event
- ATSSA's Legislative Briefing & Fly-In

- Caltrans Workers Memorial
- Oklahoma Department of Transportation Media Events
- Oregon Department of Transportation Booth at the Union County Fair
- American Association of State Highway and Transportation Officials Transcomm Annual Meeting
- Chesapeake/Virginia ATSSA Chapter Meeting
- TAPCO's 2016 Training Showcase
- American Association of State Highway and Transportation Officials Annual Meeting 2016

Make the Memorial the centerpiece of your next event to emphasize the importance of safe driving in roadway work zones. For more information and an application to host the Memorial, visit www.atssa.com/TheFoundation. ●

3M 2017 'Toward Zero Deaths Pledge Wall' at ATSSA's 47th Annual Convention & Traffic Expo

3M will sponsor the 'Toward Zero Deaths Pledge Wall' at ATSSA's 47th Annual Convention & Traffic Expo at the Phoenix Convention Center, Feb. 10–14, 2017. Stop by the wall near the registration desk to make a donation that will benefit The Foundation's programs. 3M will match up to \$5,000 in pledges received during the event.

The company, which sponsored the Pledge Wall for \$5,000 at last year's Convention & Traffic Expo, matched nearly \$14,000 in pledges from attendees, raising a grand total of \$32,724 for The Foundation. Donors had the opportunity to write a message, honor a fallen roadway worker or write the pledge amount on 3M™ Post-It® Notes to place on the Wall.

"The Foundation can only exist with the commitment of companies like 3M," said Foundation Director Neil Mullanaphy. "The creativity of the 3M staff in orchestrating such a campaign, as well as the time and generosity of its employees, enable The Foundation to offer the Roadway Worker Memorial Scholarship Program, Experience Camp Travel Scholarships and the National Work Zone Memorial. We're very fortunate to have the support and dedication from all of the companies that work so diligently to ensure The Foundation provides meaningful programs for individuals who've been affected by roadway work zone tragedies and to be able to educate the public about safety in work zones." ●

The Foundation Calendar of Events

26th Annual Golf Classic Tournament

February 10, 2017
Whirlwind Golf Course
Chandler, Ariz.

5th Annual Sporting Clays Event

February 10, 2017
Ben Avery Clays Target Center
Phoenix, Ariz.

National Work Zone Memorial Schedule

National Work Zone Awareness Week Event

April 3–7, 2017
State of Maryland
Hosts: State of Maryland and Chesapeake ATSSA Chapter

Caltrans Workers Memorial

California Department of Transportation Headquarters and California State Capitol
Host: California ATSSA Chapter and California Department of Transportation

ATSSA Legislative Briefing & Fly-In

May 3–4, 2017
Washington, D.C.
Hosts: The Foundation and ATSSA

Kentucky Association of Highway Contractors

May 14–20, 2017
Frankfort, Ky.
Host: George B. Stone Co. LLC

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Rachael Moser Honors Father's Commitment to Higher Education

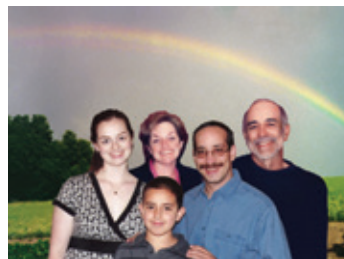
Rachael Moser's life changed irrevocably when she was just 20 years old. Her father, Richard Moser, who was a 21-year veteran of the Maryland State Highway Administration, had been clearing debris in a roadway work zone when a motorist struck him. He was killed upon impact, leaving his wife, Laurie, and three children to carry on their lives without him.

It was after their loss, the close-knit Moser family became actively involved in creating awareness of the dangers of roadway work zones. When they attended the 2015 National Work Zone Awareness Week kick-off event in D.C., they met The Foundation staff and learned about the Roadway Worker Memorial Scholarship program.

After finding out The Foundation's scholarship program was available to eligible dependents and spouses of roadway workers who were killed or permanently disabled in roadway work zone accidents, Rachael and her brother, Carl, submitted applications. Carl received \$6,000 in scholarships, including a \$1,000 Chuck Bailey Memorial Scholarship for his commitment to volunteerism. The scholarship helped him in his goals to study electrical and computer engineering at Franklin W. Olin College of Engineering in Needham, Mass.



Rachael Moser arrives for her first day at Harvard Graduate School of Education in Cambridge, Mass. in September 2016. She received a 2016 Foundation Roadway Worker Memorial Scholarship that enables her to receive a master's degree in education policy and management.



Rachael Moser (from left) joins her mother, Laurie Moser; brother Carl (front); half-brother Matthew; and dad Richard Moser for a family photo. Richard Moser was employed by the Maryland State Highway Administration when he was killed after being struck by a pickup truck in 2007.

Rachael had already attended Denison University in Ohio, where she received a bachelor of arts degree in religion and sociology. She had aspirations to continue her education and receive a master's degree, and when she found out she'd been granted a Foundation scholarship, she was on her way. This September, she stepped foot on the campus of Harvard Graduate School of Education in Cambridge, Mass. to pursue a master's degree in education policy and management through a one-year program.

"The Foundation's generous support through the Roadway Worker Memorial Scholarship reassured me that I could financially attend the Harvard Graduate School of Education to gain foundational knowledge and skills that are critical to expanding my career in the education sector," said 29-year-old Rachael. "The scholarship provided me with a profound opportunity to honor my father's deep commitment to higher education through earning an advanced degree."

Rachael said she's incredibly grateful to The Foundation for providing the unique scholarship and invaluable educational support following the untimely death of a deeply loved parent.

When she takes a break from her studies at Harvard, Rachael enjoys traveling, cooking and spending time with family and friends. ●





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ATSSA Training Instructor Rich Bunker's Field Experience a Benefit to Students



Rich Bunker

With a 31-year career “on the road,” Rich Bunker brings real-life scenarios to the students in his ATSSA training courses. Bunker teaches Traffic Control Technician, Traffic Control Supervisor, Flagger Instructor Training, Operation & Application of Truck-Mounted Attenuators, Urban Work Zone Design and Maintenance and Short Duration Activities. He also leads state-specific Traffic Control Supervisor courses, as well as Washington state-specific flagger training.

Bunker is a flagger certification instructor for three community colleges, where he teaches from the ATSSA Washington State Specific Flagger Certification training book he co-produced with ATSSA Chief Instructor Juan Morales.

While Bunker retired from his job as area road supervisor for Washington state’s Lewis County Public Works Department after

three decades, his dedication to roadway safety continues. After serving in all phases of road maintenance, construction and supervision, he’s related his experiences and knowledge on the roadways to countless students in ATSSA training courses for the past 10 years.

“I’ve taught flagging courses for more than 25 years and am able to use my knowledge of the Manual on Uniform Traffic Control Devices and years of experience in the field in my training courses to help make roadway work zones safer for motorists, bicyclists, pedestrians and workers,” said Bunker. “The most important thing I tell students in my classes is to identify their escape route when stepping foot on a public right-of-way.”

Bunker has more words of wisdom for his students, including “never assume traffic sees you” and “never take your eyes off of moving vehicles.”

Bunker and his wife, Jalene, are residents of Chehalis, Wash. They have two sons, Donnie and Lance, and a daughter, Lisa, as well as 11 grandchildren. An ardent baseball player and coach, Bunker spent 25 years coaching the sport at the high school level and is a member of the Centralia Community College Athletic Hall of Fame. An avid bowler, he was named to the United States Bowling Congress Lewis County Bowling Association Hall of Fame. ●

ATSSA Seeks Training Instructors in the Mid-Atlantic Region

ATSSA seeks experienced instructors and subject matter experts in the mid-Atlantic region (Maryland, Washington, D.C. and Virginia) for its superior training program. To maintain its stature as the benchmark for training in the roadway safety industry, ATSSA’s requirements for qualified instructors include individuals who are subject matter experts.

“ATSSA’s portfolio of training courses has grown to include more offerings than ever before,” said Director of Training Jessica Scheyder. “The number of individuals participating in ATSSA training courses, obtaining certifications and taking advantage of Federal Highway Administration grant courses has risen. In order to meet the demand for training, ATSSA would like to have several instructors in each region to fill this growing need. We’d like to

recruit mid-Atlantic region trainers in order to ensure that everybody who wants to train with the best will have that opportunity.”

Individuals who are interested in joining the team of professional roadway safety trainers in the mid-Atlantic region must possess a professional engineering degree or equivalent experience; have a minimum of five years of temporary traffic control experience; pass ATSSA’s training courses with a 90 percent or greater; and obtain certification. In addition, Virginia training and specifications experience is a requirement. ●

For more information and to apply, email training@atssa.com.

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GOVERNMENT RELATIONS

ELDERLEE, INC. Rep. Tom Reed (R-N.Y.) Visits Elderlee, Inc.

It wasn't just any day on the job for the team at Elderlee Inc. in Oaks Corners, N.Y. on Oct. 24. They continued their work of constructing highway safety products for roadway workers, but there was a new member of the crew—Rep. Tom Reed (R-N.Y.)—that day. Elderlee Inc. was a stop on Reed's "Working and Listening Tour," where he gained a new perspective on how to create jobs in the community.

Reed said he cares deeply about businesses like Elderlee, because they're employing families and helping to build infrastructure to keep the nation safe. The congressman toured the company's facilities with Elderlee President David DeJohn, stopping to speak with the employees and even lending a hand to make a traffic sign.

"The employees of Elderlee, Inc. want to thank Congressman Reed for his commitment in getting the Fixing America's Surface Transportation Act (FAST Act) approved, which provides additional resources for our infrastructure," said DeJohn. "Investment in infrastructure has the greatest-possible impact on our nation's economy and transportation network. The FAST Act is critical to

the nation's economy and employment at Elderlee, Inc. and its sister company, L.S. Lee, Inc."

DeJohn said the company's team applauds Reed's vision to seek progress toward ensuring the long-run solvency of the Highway Trust Fund when he returns to Washington after the election.

Since 1946, Elderlee, Inc., which is in its fourth generation as a privately-owned company, has been making roads safer for motorists and roadway workers with the manufacture and construction of highway safety products. Based in upstate New York, Elderlee's manufacturing facility spans more than 200,000 square feet for steel fabrication, hot dip galvanizing services and sign manufacturing capabilities for the highway and commercial markets. The company's construction division specializes in the installation of highway guardrail, bridge and pedestrian rail, impact attenuators, traffic signs and overhead sign structures. ●

For more information about Elderlee, Inc., visit www.elderlee.com.



Rep. Tom Reed (R-N.Y.) (left) assists Elderlee, Inc. employee Alan Smith in making a sign during a tour of the ATSSA member company in Oak Corners, N.Y., Oct. 24.



Rep. Tom Reed (R-N.Y.) (left) and Elderlee, Inc. employee Alan Smith display the sign they produced at the company's headquarters in Oaks Corner, N.Y., Oct. 24. A keepsake for Reed, the sign proclaims "Congressman Tom Reed: Representing the 23rd District of New York State" and showcases the U.S. Congressional seal.

Host a Congressional Site Visit at Your Facility

The Government Relations staff arranges for members of Congress to tour ATSSA member facilities throughout the country. These visits provide the opportunity for employees to meet their representatives and showcase how their work advances roadway safety with a focus on Toward Zero Deaths.

Site visits are an ideal forum to discuss important legislation that impacts the roadway safety industry. In many cases, the tours

provide the chance for employees to thank their representatives for supporting legislation that's integral to the roadway industry. The Elderlee, Inc. team was able to do just that when they met with Rep. Tom Reed (R-N.Y.) and thanked him for his support of the Fixing America's Surface Transportation Act (FAST Act). ●

To host a congressional site visit at your facility, contact ATSSA's Government Relations team at govrelations@atssa.com.

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GOVERNMENT RELATIONS

Speaker of the House Paul Ryan and Rep. Ryan Costello Hold Press Conference at J-Tech Inc.

All eyes were on ATSSA member company J-Tech Inc. when Speaker of the House Paul Ryan (R-Wis.) and Rep. Ryan Costello (R-Pa.) held a press conference at its Chester Springs, Pa. facility, Oct. 6. Employees welcomed the lawmakers, guided them on a tour of J-Tech and showcased the company's superior quality highway safety products.

The leading manufacturer and supplier of attenuator trucks and associated equipment in the country, J-Tech has provided roadway safety devices since 1993. The representatives discussed Costello's work in enacting the fully-funded, five-year Fixing America's Surface Transportation Act (FAST Act) last December. The FAST Act provided more than \$700 million for Pennsylvania's roads, bridges and transportation projects.

"J-Tech was proud to host Speaker of the House Paul Ryan and Rep. Ryan Costello at our headquarters," said Jason Rohrer, general manager. "As a company that specializes in producing top-notch attenuator trucks that keep both workers and motorists on the roadways safe, it was a wonderful opportunity to show them our dedication to the roadway safety industry. It was great to be able to thank Rep. Costello for his tireless efforts in supporting the FAST Act, which is so important to J-Tech and the entire roadway safety industry."

When J-Tech was founded nearly 25 years ago, it consisted of a one-bay garage to rebuild components for the bulk transport industry. The company is the only authorized rebuilder for Betts

Industries and Cloud Company and is nationally recognized as a leader in rebuilding valves, vents and tank wash spinners. In 2003, J-Tech began transporting vehicles for local, investor-owned utility companies and launched its logistics division, which has expanded to include the decommissioning of vehicles for customers, such as PSEG, Con Edison, Dominion Power, Pepco and more.

A year later, the company expanded into the upfitting of emergency equipment on police and construction vehicles, building more than 600 a year at its peak. When J-Tech was asked to build an attenuator crash truck for a heavy highway/bridge building contractor, the business rapidly grew to include sales and rentals of the attenuator crash trucks. (In 2015, the police car upfitting division was sold to a private investor, enabling J-Tech to focus on the attenuator business.)

J-Tech has expanded four times since its inception, moving from its original, 900-square-foot building in 1997 to a 2,000-square-foot location. In 1999, the company relocated to its current facility, which encompasses 18,000 square feet, and took over an additional 10,000 square feet from the adjoining property.

"In all of its divisions, the J-Tech team strives to represent the most respected suppliers and extend the highest level of customer service," said J-Tech President Scott Johnson. "Our goal is to provide the ultimate in safety features with all of our equipment so America's motorists and roadway workers are safe." ●



J-Tech, Inc. President Scott Johnson listens as Speaker of the House Paul Ryan (R-Wis.) discusses the Fixing America's Surface Transportation Act at a press conference at the J-Tech, Inc. facility in Chester Springs, Pa., Oct. 6.



J-Tech, Inc. attenuator trucks bear a sign to welcome Rep. Ryan Costello (R-Pa.) to the company's headquarters in Chester Springs, Pa., Oct. 6. Costello and Speaker of the House Paul Ryan made a stop at J-Tech to tour the facility.

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GOVERNMENT RELATIONS

Don't Miss ATSSA's PAC Reception During Annual Convention & Traffic Expo

Mark the calendar for ATSSA's Political Action Committee (PAC) reception during the association's 47th Annual Convention & Traffic Expo at the Renaissance Phoenix Downtown Hotel from 6–7 p.m., Feb. 12. The reception is open to all ATSSA members and is a great

opportunity to connect with peers and meet new acquaintances in the roadway safety industry. For more information about ATSSA's PAC, contact the association's Government Relations department at govrelations@atssa.com. ●

ATSSA's Legislative Briefing & Fly-In

Don't miss the chance to converge on Capitol Hill for ATSSA's Legislative Briefing & Fly-In, May 3–4, 2017. ATSSA members arrive for the event in record numbers each year for the opportunity to meet with decision makers from Congress and network with fellow industry leaders.

The two-day event provides an education about the legislative process and the latest information on transportation policy. For more information and to register for the Legislative Briefing & Fly-In, stop by the ATSSA Pavilion (Booth #437) during ATSSA's 47th Annual Convention & Traffic Expo or visit flyin.atssa.com. ●

SAVE THE DATES



Annual Convention & Traffic Expo
February 10-14, 2017 • Phoenix, AZ
January 26-30, 2018 • San Antonio, TX
expo.atssa.com



Legislative Briefing & Fly-In
May 3-4, 2017 • Washington, D.C.
flyin.atssa.com



National Work Zone Awareness Week
April 3-7, 2017 • Host State: Maryland
atssa.com/Events



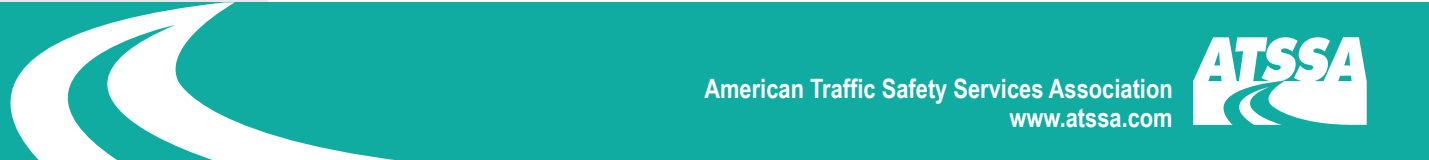
Midyear Meeting
August 23-25, 2017 • Louisville, KY
August 22-24, 2018 • Colonial Williamsburg, VA
atssa.com/Events



ATSSA Leadership Program
April 30 - May 2, 2017 • Arlington, VA
Next Program: 2019
leadership.atssa.com



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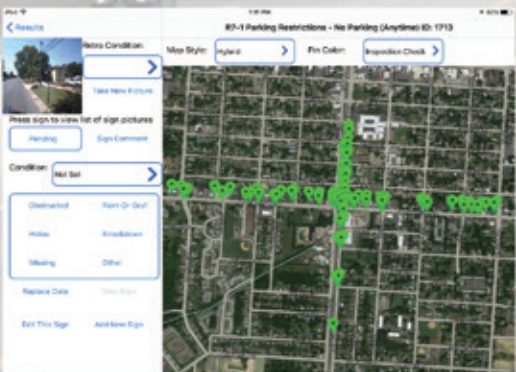
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2017 ATSSA Traffic Expo, Phoenix, AZ February 10-14, 2017

CONGRESSIONAL PROFILE

Eleanor Holmes Norton (D-District of Columbia)



Eleanor Holmes Norton has been a powerful voice in the nation's capital—both in the community and on Capitol Hill—for decades. Now in her 13th term as the District of Columbia's only delegate to the U.S. House of Representatives, Norton serves as the Ranking Member for the Highways and Transit Subcommittee of the House Transportation and Infrastructure Committee. As Ranking Member, she played an important role in guiding the Fixing America's Surface Transportation (FAST) Act through Congress last year.

Serving in a leadership role on the House Transportation and Infrastructure Committee is not new to her.

"My favorite subcommittee to lead has been the Highways and Transit subcommittee," said Norton. "It's always been my goal to chair or become ranking member on the largest subcommittee with the broadest reach across the District and the nation. This Congress,

we were able to pass the first long-term surface transportation reauthorization in over a decade, and I look forward to moving these issues to a new level. As chairwoman, ranking member and now a senior member on the Economic Development, Public Buildings and Emergency Management Subcommittee, I was able to affect D.C. in lasting, visible ways, including major projects remaking the face of the city."

Because of the FAST Act, Congress will have five years to come up with a solution to the long-term problem—funding. Norton is working on this and said, "Chairman Sam Graves and I led a bipartisan letter to the Ways and Means Committee asking to make the Highway Trust Fund solution a priority. Congressional failure has made it impossible to meet even the most minimal needs of our infrastructure. That's why I pressed for the \$20 million grant program in the FAST Act, allowing states to experiment with alternatives to the Highway Trust Fund's current funding mechanism. This program builds on efforts by the states, which alone have made progress toward finding new funding mechanisms. These grants will allow us to see in real time which funding mechanisms work best toward sustaining the Highway Trust Fund and providing guaranteed, long-term funding that ensures its viability." ●

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FAQs About ATSSA Committees

ATSSA's work in the roadway safety industry is carried out through committees, subcommittees, councils and task forces. Each committee has a specific purpose and depends on the support and dedication of its members to assure its success. Hundreds of ATSSA members serve on committees every year, dedicating their time and expertise to ensure the association's progress.

From time to time, the committees' ATSSA staff liaisons are asked about the procedures to follow and the roles of committee members. The following information is a guide that addresses those questions.

What is the time frame for application approval?

It's actually a pretty quick approval process and is done in three easy steps.

- Fill out an application online at www.atssa.com/Committees.
- Send the application to volunteerservices@atssa.com for processing.
- Notification will be sent once you've received approval.

How does ATSSA decide who serves as committee chairman?

Committee chairmen are nominated by a member of the committee. After that, the committee members vote on the nomination.

What is the process for moving from "friend" to a seat on a committee?

First, ask the committee's ATSSA staff liaison to place you on a waiting list. The staff will maintain wait lists for committees in the order the application is received for committee membership. (Individuals on wait lists must designate their type of membership for committee rotation purposes.)

Who is responsible for securing committee speakers?

Typically, the committee will form a task force that's responsible for obtaining speakers. If the committee chooses not to have a task force, the members work together to provide speakers.

Does my company have a "seat at the table," or is it only the committee member?

Seats on the committee belong to the individual and not the company.

How can I get on an ATSSA committee? I've been on a wait list forever.

There's good news. ATSSA's board of directors recently revised the ATSSA Procedures for Standing Committees, which outlines the requirements for the rotation of committee members. To find out more, visit www.atssa.com/Committees.

Can I ask questions and bring up issues during a committee meeting even if I'm just attending as a friend or visitor?

Yes, each agenda has a section for new business. Once the committee meeting is completed, questions can be brought up at that time.

If I'm a friend of a committee, can I participate in subcommittees or other activities?

Yes, it's encouraged that friends of a committee participate on a subcommittee and activities.

What are the costs and steps of joining a committee?

There's no cost for ATSSA members to join committees. Just fill out an application form online and submit it.

Where can I find the application form to be on a committee?

Applications can be found at www.atssa.com/Committees. An online Committee Management Toolbox was recently rolled out and can be found on the ATSSA website.

How long do I have to serve on a committee, and what is mandatory when serving?

There are no term limits. However, each committee will designate the number of committee members in the following categories with the sum of all categories not to exceed the committee limit of 30:

- contractors
- manufacturers and suppliers
- public officials
- all other ATSSA membership categories

When a category of committee members reaches its maximum number and the wait list of members in that category is at least 20 percent, the committee must institute a program to rotate members off and onto the committee.

It's mandatory for members to attend committee meetings and serve on task forces. This helps the committee complete its work.

How much work and time is involved in being a committee member?

The amount of work and time varies with each committee. Some committees have a lot of task forces, but it's not necessary to be on every one. Most meetings are conducted by conference calls or "Go To Meetings." Committees meet twice a year—during ATSSA's Midyear Meeting in August and ATSSA's Annual Convention & Traffic Expo in Jan./Feb.

What are the responsibilities of a committee chairman?

The chairman is responsible for leading the committee, making sure its work is aligned with ATSSA's strategic plan. The chairman, who must be an ATSSA member on the committee when elected to the position, serves for two years with the option of being elected to serve not more than one additional two-year term (not more than four years).

The following is an overview of responsibilities of committee chairmen.

- keeps abreast of industry changes and advises the staff liaison of those that might affect the work of the committee

- reviews and approves meeting agendas and supporting documentation as prepared by the staff liaison
- reports committee actions, motions and resolutions to the Operating Committee
- reviews applications for committee membership, interviews prospective committee members and appoints new committee members. (If committee membership is full, the chair may either (1) request staff to maintain a waiting list until such time as a vacancy occurs through attrition; or (2) develop, with the committee, a procedure for creating a vacancy on the committee. Options may include requesting voluntary resignations or terminating members with poor attendance records).
- presides at all committee meetings, ensuring the agenda is followed as closely as possible during the meeting
- votes only when a tie-breaking vote is needed
- may appoint task forces or subcommittees
- has working knowledge of parliamentary procedure and conducts meetings using that procedure

What is the Operating Committee, and do I need to be there?

The Operating Committee meets after all of the other committees have convened. The chairmen of all other committees meet with the Operating Committee. The Operating Committee is responsible for overseeing the operation of all committees. It approves funding for committee activities and determines which, if any, committee actions should be presented to the ATSSA board of directors. ●

For more information, applications, a list of committees, councils and task forces and more, visit www.atssa.com/Committees. If you have additional questions about committees, contact ATSSA at volunteerservices@atssa.com.



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CHAPTER NEWS

Arizona Chapter

The Arizona ATSSA Chapter met at the Arizona Department of Transportation (ADOT) facility in Phoenix, Ariz., Sept. 20. Chapter members discussed elections for a new board and president-elect in spring 2017.

As a training partner with ATSSA, the chapter will host two work zone safety training courses for its members, as well as contractors, agencies and companies in the state.

ADOT is forming a subcommittee to review its safety standards, and the chapter requested two seats to represent pavement marking and traffic

control, including signing.

Moe Madar, of Avery Dennison, presented digital printing and the future of traffic sign fabrication. Juan Arvizu, of Pavement Marking, Inc., shared information about The Foundation programs, including the National Work Zone Memorial, Roadway Worker Memorial Scholarships and Experience Camp Travel Scholarships. He asked members to support The Foundation through donations.

The Federal Motor Carrier Safety Administration's Commercial Driver's License new electronic logging requirements will begin by Dec. 31, 2017.

California Chapter

The California ATSSA chapter met at Gulliver's Restaurant in Irvine, Calif., Nov. 2. David Simpson, of the Orange County Transportation Authority, presented the future of the county's transportation system and funding. Current transportation funding is in stark contrast to 1989 when transportation was equally funded by local, state and federal revenue sources. Simpson said core transportation revenues for southern California are now 11 percent (federal), 15 percent (state) and 74 percent (local). He discussed the history of Measure M, which is Orange County's local sales tax used for transportation improvements. Local revenues will be used on the I-405 Improvement Project that will add one general purpose lane in each direction and an express toll lane.

Orange County developed a nine-step action plan to improve pedestrian safety countywide through education, enforcement and engineering efforts. Construction on an electric streetcar will begin in 2018.

Anthony Accetta, of Nippon Carbide Industries and chairman of ATSSA's National Task Force on Digital Printing of Signage, discussed the model specification developed to ensure digitally printed traffic signs would be in

compliance with current American Society for Testing and Materials and Manual on Uniform Traffic Control Devices standards.

The next chapter meeting will coincide with the Caltrans 2017 Workers Memorial in Sacramento, Calif., April 27.



David Simpson, of the Orange County Transportation Authority, presented the future of the county's transportation system and funding during the California ATSSA Chapter meeting at Gulliver's Restaurant in Irvine, Calif., Nov. 2.

Georgia Chapter

The Georgia ATSSA Chapter held the Annual Jim Shirley Memorial Golf Tournament and meeting at Legacy Lodge & Conference Center at Lake Lanier Islands Resort in Buford, Ga. Sept. 21–22.

James Harry, of the Georgia Department of Transportation (GDOT), briefed the group on Section 150 Traffic Control Special Provision updates/changes, which are expected to take effect May 2017.

GDOT Deputy Commissioner Mike Dover presented details about funding sources for the state's road projects. Dover said motorists' top request is to

mow the grass. He said most citizens don't see the infrastructure improvements but are concerned about what they do notice, such as overgrown grass and weeds.

A subcommittee for GDOT Specification Identification & Notification was formed.

Chapter President Jon Corbin, of ORAFOL Americas, Inc., introduced Scott Covington, of American Signal Co., as chapter president-elect.



James Harry, of the Georgia Department of Transportation, discusses Section 150 Traffic Control Special Provision updates/changes during the Georgia ATSSA Chapter meeting at Lake Lanier Islands Resort in Buford, Ga., Sept. 22.



Deputy Commissioner of the Georgia Department of Transportation Mike Dover provides details about funding sources for the state's road projects at the Georgia ATSSA Chapter meeting at Lake Lanier Islands Resort in Buford, Ga., Sept. 22.



Georgia ATSSA Chapter members enjoy a postcard-perfect day on the greens for the Annual Jim Shirley Memorial Golf Tournament at Lake Lanier Islands Resort in Buford, Ga., Sept. 21.

Heart of America Chapter

New board members were introduced at the Heart of America Chapter meeting at the Douglas County Public Works facility, Oct. 12.

Catherine Patrick, of the Kansas Department of Transportation (KDOT), said the \$288 million Gateway—27 bridges and 50 miles of road—is expected to be completed in December. Ten modernization and 14 expansion projects have been delayed due to funding.

Rusty Simerl, of the Federal Highway Administration (FHWA), discussed the \$305 billion Fixing America's Surface Transportation (FAST) Act. He said the FHWA maintains its focus on safety through the Highway Safety

Improvement Program. The FHWA's Every Day Counts 4 (2017–2018), an innovation partnership with states, includes 11 technologies.

Mike Floberg, of KDOT, discussed "Drive to Zero," a new safety slogan. There have been significant increases in "drug driving" and driving under the influence tickets during daytime traffic stops. Multiple fatalities in single crashes are largely contributed to increased fatalities.

Nevada Chapter

The Nevada ATSSA chapter met at the Regional Transportation Commission (RTC) offices in Las Vegas, Nev., Sept. 21. Linda Weyl, of Trench Plate Rental Co., received a plaque for her service as chapter president for the 2014–2016 term.

Clark County's new standard for green project signs states that "project" will be replaced with "permit number." John Penuelas, of the RTC, announced free "Seeing Orange" stickers will be placed on existing project signs as a temporary solution. The stickers will provide a central number for calls regarding ongoing projects. The RTC requested input from the chapter as it begins to discuss a permanent solution on the issue, including

whether the signs are even necessary. Penuelas also announced that temporary placement of stop signs in active work zones was approved and will be effective in January 2017.

A request was made for the chapter to form a group to better coordinate jobs with traffic control companies. The chapter will obtain appropriate contacts from each company wishing to participate and determine the best way to move forward.

The new Commercial Driver's License electronic logging requirements by the Federal Motor Carrier Safety Administration will be in place by Dec. 31, 2017.

New Mexico Chapter

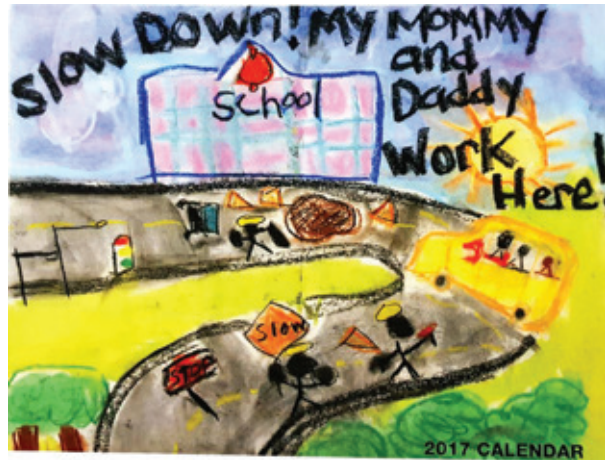
The New Mexico ATSSA Chapter convened at San Bar Construction Corp. in Albuquerque, N.M., Oct. 19. Christina Bahl, of the New Mexico Department of Transportation (NMDOT), said she requested audible pedestrian device demonstrations in all six NMDOT districts. She said it would take up to eight days to visit the districts and present audible crosswalk, motion-activated devices to be considered as pay items on new projects.

Jolene Stanganelli, of Southwest Safety Services Inc., presented the 2017 ATSSA National Work Zone Awareness calendars that feature artwork from the New Mexico Chapter poster contest for elementary school children. The colorful cover shows roadway workers flagging traffic to keep motorists safe with the plea to "Slow Down! My Mommy and Daddy Work Here!" The calendars will be sold for \$10 each as a chapter fundraiser. The calendar contest may be expanded to include multiple schools in 2017.

For 2017 National Work Zone Awareness Week (April 3–7), the chapter discussed promoting work zone awareness in educational materials for local driving schools. Members will contact the high schools' driver education program administrators to ask if they can discuss driver awareness in temporary traffic control zones.

Martin Carrasco, of the City of Albuquerque, discussed new best practices regarding bike lane closures and detours in the city's Right of Way. An application drafted by the City of Albuquerque is on its website. When applicable and appropriate, traffic control companies should use the best practice as provided.

The 2017 meeting dates are Jan. 18, April 19, July 19 and Oct. 18, and meeting locations will be determined.



The New Mexico ATSSA Chapter's 2017 National Work Zone Awareness Calendar features artwork by elementary school students from Maggie M. Cordova Elementary School in Rio Rancho, N.M. The students, "drivers of tomorrow," learned about safe driving in roadway work zones during the 2016 National Work Zone Awareness Week, April 11–15. A fundraiser for the chapter, the calendars will be sold for \$10 each.

Northland Chapter Celebrates 25 Years of Providing How To Training & Education Workshop

Approximately 500 attendees will participate in the Northland ATSSA Chapter's How To Training & Education Workshop at the Ramada Plaza in Fargo, N.D., March 20–22, 2017. The event will feature displays of the latest in roadway safety products and services, workshops led by federal, state and local industry professionals, lunch, breaks and an evening reception.

Best-selling author and award-winning journalist Dan McNichol, who has written extensively about the planning, engineering and construction of the Dwight D. Eisenhower Interstate System and roadways across the nation, will lead two sessions.

Attendees will have the opportunity to take advantage of the following sessions on March 21 and 22.

- General Session—Low and Slow: Road Tripping Through America's Infrastructure
- Intrusion Detection for Work Zones
- The Lowdown on Lower Volume Roads and Temporary Traffic Control
- Flagger Safety Enhancements
- Centerline and Shoulder Rumble Stripes
- Ultra Guard Safety Systems, Markings of W-Beam Guardrail/Concrete Barriers (funded by the North Dakota Transportation Innovations Program)
- Industry Reaches out to Consultants Regarding Temporary Traffic Control and Work Zones
- General Session—Highway Madness: How did They do That?
- Inspection of Temporary Traffic Control for Construction and Maintenance Work Zones
- The Great American Road Trip: A Barn Find and Three Years of Shade Tree Mechanics
- Crashworthiness (What's Going On?!)
- Road Safety—Sharing the Message With Local Elected Officials
- In Search of the Perfect Sign Truck
- General Session—Minnesota Department of Public Safety—Toward Zero Deaths
- Data-Driven Striping Plans for Counties/Cities
- Applying the Systemic Approach to Rural Highway Safety
- Striping 101—Equipment
- CDL Updates
- Future of Permanent Signing—Digital Print Technologies
- Proper Layout of Your Pavement Markings
- General Session and Wrap Up—Highway Safety Improvement Funding

For more information about the event and to register, email meetings@atssa.com, phone (800) 272-8772 or visit www.atssa.com/Events or www.northlandatssa.com. ●

Northland 2017 How To Exhibitors Display Roadway Safety Products and Services

Exhibits showcasing everything from roadway signs to traffic control products to the newest technologies in the roadway safety industry will be on display at the Northland 2017 How To Training & Education Workshop, March 21. The following companies will be featured during the trade show.*

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Avery Dennison	MRL Equipment Company	Swarco/Colorado Paint Company
Bargen Inc.	Newman Sign Inc.	TITAN
Graco Inc.	NorthStar Safety Inc.	Titan Machinery
EPIC Solutions Inc.	ORAFOL Americas	Traffic Control Corporation
EZ-Liner Industries/Vogel Paint	Pexco, LLC	TraFFix Devices, Inc.
Hill & Smith Inc.	Plasticade	Trinity Highway
Horizon Signal Technologies	PSS	Truck Utilities Inc.
John Thomas, Inc.	Safety Signs	Warning Lites of MN

*This list shows registered exhibitors through November 2016.



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Camera View-03



Frame # 59

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CHAPTER NEWS

Texas Chapter

The Texas ATSSA Chapter meeting and 2016 Annual Golf Day was held at Falconhead Golf Club in Austin, Texas, Sept. 28.

Chapter President Cory West, of Magnolia Advanced Materials Inc., and ATSSA Associate Director of Member Engagement Jennifer Hedge, chapter liaison, met with the Texas Department of Transportation (TxDOT) Traffic Materials Branch to discuss the chapter and ATSSA's willingness to work with TxDOT to implement new specifications and material testing requirements. Participation by TxDOT employees on the Texas ATSSA Chapter technical committees was discussed.



Texas ATSSA Chapter 2016 Annual Golf Day winning team member Dan Batterson (right), of Stripe Lines, Inc., celebrates his victory with Chapter President Cory West, of Magnolia Advanced Materials, Inc., at the Falconhead Golf Club in Austin, Texas, Sept. 28. The winning team consisted of Batterson and Jesse Brown, Jason Schneider and Kuy Vandiver, all of Ennis-Flint.

Members expressed appreciation to Todd England, of N-LINE Traffic Maintenance, whose position on the chapter's board of directors expires in December.

Fifty-five golfers and 26 sponsoring companies participated in the 2016 Annual Golf Day, which is a chapter fundraiser. The winning team included Dan Batterson, of Stripe Lines, Inc., and Jesse Brown, Jason Schneider and Kuy Vandiver, all of Ennis-Flint. A golf committee will evaluate ways to improve the 2017 Annual Golf Day.



Texas ATSSA Chapter 2016 Annual Golf Day second-place winners Tim Jarma (from left), of DIJ Construction Inc.; Herbert Bickley, of Stripe-A-Zone; Todd Robertson, of Sherwin-Williams; Cory West, of Magnolia Advanced Materials Inc.; and Terry Nix, of DIJ Construction Inc., display plaques at the Falconhead Golf Club in Austin, Texas, Sept. 28.

Chesapeake ATSSA Chapter/Virginia ATSSA Chapter

The Chesapeake (D.C., Delaware and Maryland) and Virginia ATSSA chapters hosted a golf outing, which was sponsored by Sherwin-Williams and Plasticade, in Manassas Park, Va., Oct. 12. The winning team included Dick Bromley, of National Capital; Matt Hamlet, of Spivey Rentals; and Todd Hartnett, of ASTI.

The following day, about 40 people arrived at the Northern Virginia Department of Transportation (VDOT) district office in Fairfax, where The Foundation's National Work Zone Memorial was on display in the main lobby. The joint meeting included representatives from the Delaware Department of Transportation (DelDOT), the Maryland Department of Transportation (MDOT), VDOT, the Federal Highway Administration (FHWA), the Maryland State Highway Administration (MDSHA) and the Virginia Transportation Research Council (VTRC). Dimensional Products sponsored the break and catered lunch.

Adam Weiser, of DelDOT, presented how the state implements Manual for Assessing Safety Hardware crash-testing requirements. Gene Donaldson, of DelDOT, and Cathy McGhee, of VTRC, discussed how states are preparing for autonomous vehicles.

Todd Peterson, of the FHWA, discussed the Every Day Counts program.



The sun is out and the greens await for Jordan Prins (from left), of 3M; Virginia ATSSA Chapter President Mark Council, of Spivey Rentals; and Jeff Hilliard, of WANCO, at the Virginia and Chesapeake ATSSA chapters golf outing in Manassas Park, Va., Oct. 12.



The Chesapeake and Virginia ATSSA chapters golf outing victors are Todd Harnett (from left), of ASTI; Matt Hamlet, of Spivey Rentals; and Dick Bromley, of National Capital, in Manassas Park, Va., Oct. 12.



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