

Pacific Northwest



Driver & Traffic Safety Conference

Mar 5, 2021 to Mar 7, 2021

Zoom Webinar

Virtual Conference



Welcome to the 2021 Pacific Northwest Regional Driver and Traffic Safety Conference.

The Pacific Northwest Driver & Traffic Safety Conference is hosted by the Oregon Department of Transportation-Transportation Safety Division and organized by the Traffic Safety Education program at Western Oregon University.

The goal of this conference is to provide a quality professional growth activity for traffic safety educators. Conference sessions enable attendees to gain new information and insights on topics pertinent to the field, as well as provide an opportunity to interact with their peers from the region.

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Friday Conference Schedule

Friday Conference Sessions, March 5, 2021 - PacNW

Time	Event
1:00pm - 1:15pm	Welcome and Announcements
1:15pm - 2:45pm	Passion, Perfection and Professionalism Rich Hanson / DTS Consulting
2:45pm - 3:00pm	<i>Break</i>
3:00pm - 4:30pm	Train-the-Trainer Lindsay Huber, Drew Pfefferle, Whitney Bennett / Oregon Friendly Driver

Saturday Conference Schedule

Saturday Conference Sessions, March 6, 2021 - PacNW

Time	Event
8:00am - 8:15am	<i>Welcome and Announcements</i>
8:15am - 9:45am	The Future of Opportunity in Driver Education Troy Costales / ODOT Safety Division Administrator
9:45am - 10:00am	<i>Break</i>
10:00am - 11:30am	A New Look at Parent/Guardian Seminars and Increasing Access Brett Robinson / ADTSEA and ANSTSE
11:30am - 12:30pm	<i>Lunch</i>

12:30pm – 2:00pm	Vision and Visual Perceptual Skills in Driving – Jeff Lango / Executive Director of Alpine Rehab & Wellness Inc.
2:00pm – 2:15pm	<i>Break</i>
2:15pm – 3:45pm	Teaching in the Virtual Platform- Tim Beckham / Oregon Driver Education Center, Western Oregon University Rich Hanson / DTS Consulting
3:45pm – 4:00pm	<i>Break</i>
4:00pm – 5:30pm	Virtual Reality: Driving Students to Safe Choices Richard Greene / Columbia River Driver Education

Sunday Conference Schedule

Sunday Morning, March 7, 2021- PacNW

Time	Event
8:00am – 8:15am	<i>Welcome and Announcements</i>
8:15am – 11:30am	Role of Driver Education in Vehicle Technology Brett Robinson / ADTSEA and ANSTSE William Van Tassel / ADTSEA and ANSTSE
11:30am – 11:45am	<i>Break</i>
11:45am – 1:15pm	DriveitHOME: A Parent's Roadmap to Teen Driver Safety- Tom Musick / National Safety Council
1:15pm	<i>Conference Adjourns</i>

Workshop Sessions

Title: Passion, Perfection and Professionalism

Friday, March 5th @ 1:15pm – 2:45pm

Workshop Description:

Any job worth doing is a job worth doing well. Teaching is a job worth doing well. This seminar is designed to encourage you and give you tools to be the best you can be. We will also look at what gets in the way of our doing the very best and tools you can use to get past them. We will have some fun with discussions about good teaching and not so good teaching and some self-evaluation of your own teaching practices that make you a good teacher. We will look at tools to improve our profession and we will look for ways to increase our passion for our job.

Presenter / Organization:

Rich Hanson / DTS Consulting

Presenter bio:

Rich Hanson has been involved in many different activities related to traffic safety education. He has conducted teacher training in 17 different states and Canada and worked on curriculum development in 5 different states. He was awarded the National Teacher of the Year in 2006 from ADTSEA and the Richard Kaywood Award in 2019. Rich served as a Trainer of Trainers for WOU from 2002 to 2020. While there, he did training courses, curriculum work and helped develop the Oregon model of teacher training. Rich was asked by the national association to participate in a working group to write the national standards for instructor training and helped develop the national training curriculum. He has done a myriad of other things in traffic safety but his passion lies in making teens safer drivers in any way possible.

Session Objectives - By the end of the session, participant will be able to:

1. Participants will evaluate and list the areas they are strong in and areas they need to work on to improve as a teacher of driver education.
2. Participants will find new ways to be passionate about doing a good job in teaching driver education.
3. Participants will understand the need for strong professionalism as they teach driver education.

Title: Oregon Friendly Driver – Train-the-Trainer

Friday, March 5th @ 3:00pm-4:30pm

Workshop Description:

The Oregon Friendly Driver program is a training designed to teach people who drive how to drive safely around people walking and riding bicycles. The class covers the law, common mistakes and how to avoid them, and infrastructure you will see around Oregon. We will train you on how to integrate these materials into your classes using our experiences teaching this program in Portland, Bend, and Lane County. We will also introduce you to our new online version of the class.

Presenters / Organization:

Lindsay Huber / Education Programs Manager, The Street Trust

Drew Pfefferle / Safe Lane Transportation Coalition Coordinator

Whitney Bennett / Safe Routes to School Coordinator, Commute Options

Presenter bio:

Lindsay Huber has been working at The Street Trust since 2017 working on education and encouragement programs related to driver education and Safe Routes to School.

Drew is the Coordinator of the Safe Lane Transportation Coalition in Eugene, Oregon.

Whitney Bennett is the Safe Routes to School Coordinator for Commute Options in Central Oregon. She received her Bachelor of Arts degree in Environmental Studies from the University of California Santa Barbara and pursued sustainability planning at CalPoly San Luis Obispo, where she received her Masters in City and Regional Planning. She has worked in environmental, land use, and transportation planning since 2003. Throughout her career, she has been an advocate for integrating active transportation through urban design, community engagement and education.

Session Objectives - By the end of the session, participant will be able to:

1. Be familiar with laws, infrastructure, and common mistakes related to driving around people walking and riding bikes.
2. Be prepared to teach this material and integrate it into your curriculum.
3. Be familiar with accessing our online version of the training.

Title: The Future of Opportunity in Driver Education

Saturday, March 6th @ 8:15am – 9:45am

Workshop Description:

2020 has been a year of challenges, adjustments, surprises, impacts, and opportunities. Together we can rise to the call in 2021 to deliver the best driver education program in the country for our parents and young adults. The future of driver education can be bright if we pull together, use innovative solutions, and set a solid foundation for years to come.

Presenter / Organization:

Troy Costales / Administrator, Safety Division- ODOT

Presenter bio:

Troy Costales has over 23 years serving as the Safety Division Administrator. He has helped lead the transition and revitalization of driver education in 1999-2000 when the legislature moved the driver education program to the Safety Division. Troy worked with the legislature to bring parity in terms of financial support, access to curriculum, instructor development, no- and low-income subsidies for parents, and oversight for all driver education instructors and programs in the public and private/commercial setting. He established the DMV test waivers for teens that complete the driver education program and created and supported the Driver Education Advisory Committee. He represented Oregon's driver education program and state highway safety offices in the creation of the Novice Teen Driver Education and Training Administrative Standards. Troy will be retiring from state service in May 2021 after 36 years of public service.

Session Objectives - By the end of the session, participant will be able to:

1. Understand the pathways and choices we have in front of us for 2021 and beyond.
2. Celebrate the hard work of so many that have given us the program we enjoy today in Oregon.
3. Recognize the support and leadership at the State and National levels we can access.

Title: A New Look at Parent/Guardian Seminars and Increasing Access

Saturday, March 6th @ 10:00am – 11:30am

Workshop Description:

This presentation will provide an overview of the Core Elements for Parent/Guardian Seminars document being developed by ANSTSE (National Association of Stakeholders in Traffic Safety Education) and will assist states, driver education programs and instructors in implementing, enhancing a parent/guardian seminar and making it more accessible.

Presenter / Organization:

Brett Robinson, Executive Director/ American Driver and Traffic Safety Education Association (ADTSEA) and Secretariat / Association of National Stakeholders in Traffic Safety Education (ANSTSE)

Presenter bio:

Brett Robinson has been involved in the highway traffic safety arena in the areas of driver education, driver licensing, driver testing, commercial driver licensing and motorcycle safety for almost 30 years. He is the Co-founder and President for Highway Safety Services, LLC (HSS) located in Indiana, PA. HSS is a leading company for consulting services in highway traffic safety and driver's license test administration. HSS provides management services for several national traffic safety associations. He worked for the Highway Safety Center at Indiana University of Pennsylvania and the American Association of Motor Vehicle Administrations (AAMVA) prior to forming Highway Safety Services, LLC in 2005. Among various responsibilities, Brett serves as the Secretariat for the National Association of Stakeholders in Traffic Safety Education (ANSTSE); the Executive Director for the American Driver and Traffic Safety Education Association (ADTSEA); and the Executive Director for the National Association of State Motorcycle Safety Administrators (SMSA).

Materials Provided: ANSTSE will provide an electronic file for host to reproduce for attendees.

Session Objectives - By the end of the session, participant will be able to:

1. Identify the benefits of parent seminars
 2. Understand the Core Elements for Parent/Guardian Seminars developed by ANSTSE
 3. Identify resources for parents and incorporate elements from other parent/guardian seminars
 4. Describe how to make parent seminars more accessible
 5. Identify ways to implement or enhance parent/guardian seminars
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Title: Vision and Visual Perceptual Skills in Driving

Saturday, March 6th @ 12:30pm-2:00pm

Workshop Description:

This session will discuss the correlation between vision and visual perceptual skills in driving. The attendee will gain knowledge in the anatomy of the eye and how what we see is translated into how we operate a motor vehicle. Each attendee will also be provided resource information for making referral for students with possible visual deficits. The attendees will be invited to share experiences that they have encountered while driving with students and then discuss possible visual deficits that may have affected their students while driving.

Presenter / Organization:

Jeff Lango / Occupational Therapist/Certified Driver's Rehabilitation Specialist- Alpine Rehab & Wellness Inc.

Presenter bio:

Jeff Lango is an Occupational Therapist and Certified Driver's Rehabilitation Specialist. He is the Executive Director of Alpine Rehab. & Wellness Inc. which he founded in Portland in 2003. He has been practicing over 25 years as an Occupational Therapist and has been involved in adaptive driving for over 20 years. He received his adaptive driver's training from the Veterans Administration in Long Beach, CA in 1995. He is a member of both the American and Oregon Occupational Therapy Associations. He is also a licensed driving school and licensed driving instructor with the State of Oregon. He was the past President of the Pacific Northwest Association for Driver's Rehabilitation Specialists.

Session Objectives - By the end of the session, participant will be able to:

1. Understand the correlation between vision and visual perceptual skills in driving.
 2. Identify three visual perceptual areas related to driving.
 3. Understand how visual perceptual skills play a major role in driving.
 4. Be able to provide community resources for a student with visual deficits.
 5. Participants at the end of the session will have gained knowledge: Anatomy of the eye; Visual perceptual skills; the correlation between vision and visual perceptual skills as they relate to driving.
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Title: Teaching in the Virtual Platform

Saturday, March 6th @ 2:15pm-3:45pm

Workshop Description:

Teaching on Zoom can be a lot like teaching in a physical classroom. This session will show you the tools and techniques to be an effective teacher, virtually!

Presenters / Organization:

Tim Beckham / VP, Oregon Driver Education Center / WOU Trainer of Trainers

Rich Hanson / DTS Consulting

Presenter bio:

Tim Beckham has been the Vice President of Oregon Driver Education Center for 7 years. He also has been a Trainer of Trainers for Western Oregon University for 5 years. Tim has worked with ADTSEA and ANSTSE on many projects from National Teacher Training workshops to presenting seminars on How to Teach Virtually. He was awarded the Teacher of Excellence in 2020 and has presented at multiple conferences across the nation, including WTSEA and past PacNW conferences. He has been married to his beautiful wife for 18.5 years, has 7 children, two of which are licensed drivers and he truly believes in the value of driver education.

Rich Hanson has been involved in many different activities related to traffic safety education. He has conducted teacher training in 17 different states and Canada and worked on curriculum development in 5 different states. He was awarded the National Teacher of the Year in 2006 from ADTSEA and the Richard Kaywood Award in 2019. Rich served as a Trainer of Trainers for WOU from 2002 to 2020. While there, he did training courses, curriculum work and helped develop the Oregon model of teacher training. Rich was asked by the national association to participate in a working group to write the national standards for instructor training and helped develop the national training curriculum. He has done a myriad of other things in traffic safety, but his passion lies in making teens safer drivers in any way possible.

Session Objectives - By the end of the session, participant will be able to:

1. Understand how virtual training is similar to in-person training.
2. Learn how to use questioning techniques effectively in the virtual platform.
3. Understand the importance of and how to conduct physical equivalent practice (PEP) in your classroom.
4. Learn how to manage the virtual classroom.
5. Learn how to use the tools available in your virtual classroom.

Title: Virtual Reality: Driving Students to Safe Choices

Saturday, March 6th @ 4:00pm-5:30pm

Workshop Description

Columbia River Driver Education has been piloting the use of virtual reality as a driver training tool for the past year. Join us as Rich discusses how the pilot has been administered, the impact on students and their behaviors and a look at future hazards.

Presenter / Organization:

Richard Greene / Columbia River Driver Education

Presenter bio:

Rich was a DE instructor for 2.5 years and 2 years as a managing member of Columbia River Driver Education. Rich has presented at the 2020 PacNW and ADTSEA conferences on using Virtual Reality in Driver Education Training. He is also an Oregon Driver Education Advisory Committee (DEAC) member. Rich has piloted the use of virtual reality as a driver training tool for past year as part of an ODOT DE Pilot.

Session Objectives - By the end of the session, participant will be able to:

1. Describe how virtual reality can be used to train driving behaviors.
 2. Describe how students who are exposed to VR demonstrate the effectiveness of the training.
 3. Describe how VR training translates to real driving choices.
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Title: The Role of Driver Education in Vehicle Technology

Sunday, March 7th @ 8:15am-11:30am

Workshop Description:

This workshop provides a detailed overview of vehicle technology, the importance of educating driver educators and drivers about the limitations of safety technologies, the most common types of vehicle technologies in vehicles today, the benefits, challenges and opportunities of vehicle technology training for driver education, the critical need for driver education as new safety technologies emerge, development of driver educator training resources and the importance of national standards for quality in training.

Presenters / Organization:

Brett Robinson, Executive Director/ American Driver and Traffic Safety Education Association (ADTSEA) and Secretariat / Association of National Stakeholders in Traffic Safety Education (ANSTSE)

William Van Tassel, Ph.D, President / American Driver and Traffic Safety Education Association (ADTSEA)

And Chair / Association of National Stakeholders in Traffic Safety Education (ANSTSE)

Presenter bio:

Brett Robinson has been involved in the highway traffic safety arena in the areas of driver education, driver licensing, driver testing, commercial driver licensing and motorcycle safety for almost 30 years. He is the Co-founder and President for Highway Safety Services, LLC (HSS) located in Indiana, PA. HSS is a leading company for consulting services in highway traffic safety and driver's license test administration. HSS provides management services for several national traffic safety associations. He worked for the Highway Safety Center at Indiana University of Pennsylvania and the American Association of Motor Vehicle Administrations (AAMVA) prior to forming Highway Safety Services, LLC in 2005. Among various responsibilities, Brett serves as the Secretariat for the National Association of Stakeholders in Traffic Safety Education (ANSTSE); the Executive Director for the American Driver and Traffic Safety Education Association (ADTSEA); and the Executive Director for the National Association of State Motorcycle Safety Administrators (SMSA).

William Van Tassel, Ph.D.- In his role at the AAA National Office, Dr. Van Tassel is responsible for developing, implementing, and evaluating AAA's driving safety programs. He is a three-time Chair of the NHTSA-funded *Association of National Stakeholders in Traffic Safety Education (ANSTSE)*, and is currently the President of ADTSEA. Dr. Van Tassel has been qualified as an Expert Witness in legal trials, has published multiple peer-reviews articles, and has been quoted on driver safety issues in publications including U.S. News & World Report, and The New York Times. His interest in expert driving also extends to his lifelong hobby of competing in sports car time trials.

Session Objectives - By the end of the session, participant will be able to:

1. Understand the basics of vehicle technology and advanced driver-assistance systems (ADAS).
2. Identify the benefits, challenges and opportunities of vehicle technology for driver education.

3. Describe the most common types of vehicle technologies in vehicles today.
 4. Understand how to vehicle technologies work and how they affect driver training.
 5. Understand the importance of educating driver educators and drivers about the limitations of safety technologies.
 6. Explain the critical need for driver education as new safety technologies emerge.
 7. Understand how to affect students learning on dependencies and complacency of vehicle technology.
 8. Identify driver educator training resources.
 9. Explain the importance of national standards for quality in driver training.
 10. Identify how ADAS training materials can be incorporated into the ANSTSE teacher training system.
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Title: DriveitHOME: A Parent's Roadmap to Teen Driver Safety

Sunday, March 7th @ 11:45am-1:15pm

Workshop Description: Parents are the number one influencer in their child's life. Car crashes are the #1 cause of preventable death for teens, and fortunately, there is something parents can do to help. DriveitHOME is a 3-step program that helps parents get the resources and tools they need to coach their teen in being safe driver. Tools and resources include Pointers for Parents and the New Driver Deal along with posters, handouts, infographics and more so that employers, driver education programs, schools and more can spread the word. National Safety Council's teen safe driving initiative, DriveitHOME, has focused on parent education since its inception in 2011.

Presenter / Organization: *Tom Musick / National Safety Council*

Presenter bio:

Tom Musick has been with the National Safety Council for more than 6 years. He is involved in several key transportation safety initiative for the Council, as car crashes continue to be a leading cause of preventable death in America. To educate consumers about important safety efforts that can help them understand how to remain safer on the road, Tom works to promote vehicle safety, positive safety culture, and the role of technology. He also contributes to a variety of other NSC programs involving distracted driving, speeding, impairment, teen driving, fleet management, and other topics."

Session Objectives - By the end of the session, participant will be able to:

1. Discuss the DriveitHOME program and its benefits to parents.
 2. Share resources on DriveitHOME to parents.
 3. Provide feedback on DriveitHOME to enhance the program.
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