Since 1965, HSRC has helped shape the field of transportation safety as a leading research institution. The mission of HSRC is to improve the safety, sustainability and efficiency of all surface transportation modes through a balanced, interdisciplinary program of research, evaluation and information dissemination. We conduct our everyday work with that ideal at the forefront, and in 2017, we continued to grow experience and build expertise in conducting cutting-edge transportation safety research, program analysis and implementation.

This operations report provides a summary of FY2017 (July 1, 2016 - June 30, 2017) HSRC activities in the following areas: financial report, HSRC researchers and staff, and graphic and website design projects.
HSRC is a part of the University of North Carolina system, located on the UNC-Chapel Hill campus. Our work is funded through a combination of federal, state, and local government projects, and corporate, non-government organization, and foundation sponsored projects.

For each dollar appropriated to HSRC by the state of North Carolina in FY2017, HSRC staff generated $16 in research and program funding. External revenues to support the mission of HSRC were received from contracts, grants, cooperative agreements and donations.

FINANCIAL REPORT

FY2017 FUNDING SOURCES

<table>
<thead>
<tr>
<th>Federal Government</th>
<th>State/Local Govt.</th>
<th>Foundations/NGOs/Private Organizations</th>
<th>State Appropriations</th>
<th>Other</th>
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HSRC is pleased to have the opportunity to work with a diverse group of government, non-government, corporate and foundation sponsors during the past several years including:

U.S. AND INTERNATIONAL GOVERNMENT SPONSORS

- American Association of State Highway and Transportation Officials
- British Columbia Ministry of Transportation
- California Department of Transportation
- Florida Department of Transportation
- Kansas Bureau of Traffic Safety
- Kansas Turnpike Authority
- Land Transport New Zealand/The Beca Group
- National Institutes of Health
  - National Institute of Child Health and Human Development
  - National Institute on Alcohol Abuse and Alcoholism
- New York City Department of Transportation
- North Carolina Department of Health and Human Services
- North Carolina Department of Transportation
- North Carolina Governor’s Highway Safety Program
- Traffic Injury Research Foundation of Canada
- University of North Carolina at Chapel Hill
- U.S. Centers for Disease Control and Prevention
- U.S. Department of Transportation
  - Federal Highway Administration
  - National Highway Traffic Safety Administration
  - Office of the Assistant Secretary for Research and Technology
  - Research and Innovative Technology Administration
- U.S. Environmental Protection Agency
- Volpe National Transportation Systems Center
- Wisconsin Department of Transportation

CORPORATE, NGO, AND FOUNDATION SPONSORS

- AAA Foundation for Traffic Safety
- AAA Kansas
- FedEx Corporation
- FIA Foundation
- General Motors
- Insurance Institute for Highway Safety
- John Rex Endowment
- Motorcycle Safety Foundation
- National Safety Council
- Robert Wood Johnson Foundation
- Safe Kids Worldwide
- Schwinn
- Society for the Advancement of Violence and Injury Research
- State Farm Insurance Company
- Transportation Research Board of The National Academies
  - National Cooperative Highway Research Program
RESEARCHERS AND STAFF

HSRC has a dynamic team of researchers and staff with extensive expertise in a broad range of disciplines. It is through their creativity, passion, energy and expertise that HSRC has been able to achieve many successes in 2017. This list includes current, former and retired staff who were employed by HSRC during FY2017 (July 1, 2016, to June 30, 2017).

BUSINESS SERVICES

Neil Batson  
Business Officer

Matthew Glassman  
Technical Support Analyst

Daniel Harper  
Contract Specialist

Dianne Harrington  
Business Manager

Ann Hume  
Accounting Technician

Latisha Johnson, M.S.  
HR Consultant

Jean Justice  
Administrative Support  
30 years of NC service

Paulette McKoy  
Senior Contracts Specialist  
Retired February 2017

Linette Tyson  
Contract Specialist

RESEARCH PROGRAMS

Kristin Blank  
Pedestrian and Bicyclist Projects  
Communications Manager

Kristen Brookshire, M.C.R.P.  
Research Associate

Daniel Carter, M.S.C.E., P.E.  
Senior Engineering  
Research Associate

Forrest Council, Ph.D.  
Senior Research Scientist

Rob Foss, Ph.D.  
Senior Research Scientist and  
Director, Center for the Study of Young Drivers

Dan Gelinne  
Research Associate

Christine Gomola Mullin, M.S.  
Embedded Research Librarian

Arthur Goodwin, M.A.  
Senior Research Associate

Bill Hall, M.A.  
Manager, Occupant Protection Program

David Harkey, Ph.D., P.E.  
Director

Stephanie Harrell, M.A.  
Social/Clinical Research Assistant

Stephen Heiny, M.C.R.P.  
Senior Research Associate

Bevan Kirley, M.S.  
Research Associate

Wesley Kumfer, Ph.D.  
Postdoctoral Research Associate

Seth LaJeunesse, M.A., M.C.R.P.  
Senior Research Associate and  
Assistant Director, National Center for Safe Routes to School

Bo Lan, Ph.D.  
Research Associate

Nancy Lefler, M.C.R.P.  
Senior Research Associate and  
Program Manager

Daniel Levitt  
Research Associate

Richard Lytle  
Web Applications Programmer

Lauren Marchetti  
Senior Strategic Adviser

Caroline Mozingo  
Senior Manager of Communications,  
Education and Outreach

Krista Nordback, Ph.D., P.E.  
Senior Research Associate

Natalie O’Brien, M.S.  
Senior Research Associate

Colleen Oliver  
Communications Manager,  
Safe Routes to School Programs
RESEARCH PROGRAMS (CONT.)

Jennifer Palcher-Silliman, M.A.  
Communications Manager

Nancy Pullen-Seufert, M.P.H.  
Senior Research Associate and Director, National Center for Safe Routes to School

Kristel Robison, M.S.W.  
Research Associate

Eric Rodgman, M.P.H.  
Senior Database Analyst

Graham Russell  
Graphic Designer  
5 years of NC service*

Taha Saleem, Ph.D.  
Postdoctoral Research Associate

Laura Sandt, Ph.D., M.R.P.  
Senior Research Associate and Director, Pedestrian and Bicycle Information Center

Kari Signor, M.S.  
Research Assistant

Sarah Smith  
Engineering Research Associate

Raghavan Srinivasan, Ph.D.  
Senior Transportation Research Engineer

Carl Sundstrom, M.S.C.E, P.E.  
Senior Research Associate

Donna Suttles  
Research Assistant

Libby Thomas, M.S.  
Senior Research Associate

Yudan Wang, Ph.D.  
Senior Research Associate

Jonathon Weisenfeld  
Design Services Manager  
5 years of NC service*

Carolyn Williams, M.B.A  
Senior Applications Specialist

Charles Zegeer, M.S.C.E., P.E.  
Senior Technical Adviser

* All years of service at HSRC

ADVISORY BOARD

The HSRC Advisory Board serves to assist in the identification of strategies and program direction for the Center. The board meets once a year to review HSRC’s strategic plan, review progress and discuss future direction.

Dr. Herb Garrison — Chair  
Professor of Emergency Medicine,  
East Carolina University

Dr. Alice Ammerman  
Director, Center for Health Promotion and Disease Prevention,  
UNC-Chapel Hill

Mr. Alan Delfapenna  
North Carolina Department of Health and Human Services, Injury and Violence Prevention Branch

Dr. Kelly R. Evenson  
Research Professor, Department of Epidemiology, UNC-Chapel Hill

Dr. Edd Hauser, P.E.  
Director, Center for Transportation Policy Studies, UNC-Charlotte

Dr. Stephen Marshall  
Director, Injury Prevention Research Center, UNC-Chapel Hill

Colonel Glenn M. McNeill  
Commander, North Carolina State Highway Patrol

Dr. Richard F. Pain  
Transportation Research Board (retired)

Mr. John F. Sullivan III  
North Carolina Division Administrator, Federal Highway Administration
STAFF HONORS

Bill Hall wins award
In May 2017, Bill Hall received the Safe Kids Champion Award at the Safe Kids NC Injury Prevention Conference near Charlotte, N.C.

Yudan Wang wins scholarship
HSRC researcher Yudan Wang received a 2017 Lifesavers Traffic Safety Scholarship at the Lifesavers conference in Charlotte, N.C.

STAFF MILESTONES

Jean Justice
Jean Justice has worked at HSRC for 10 years and at UNC for more than 30 years – she came to HSRC after 20 years of experience in UNC administration. She served with the Chapel Hill TEACCH Center, UNC School of Pharmacy and UNC Student Health Services. She is responsible for day-to-day needs of HSRC including financial, clerical and organizational tasks.

Graham Russell
Graham Russell began working at HSRC as a graphic designer in January 2012. Graham serves HSRC’s various print design, web design and multimedia needs. Graham is a 2008 graduate of UNC-CH, where he earned a degree in journalism and mass communication. Prior to joining the HSRC team, he worked as a designer at The News & Observer. In addition, Graham has gained valuable experience in his work as a freelance editor, writer, game designer and web developer.

Jonathon Weisenfeld
Jonathon Weisenfeld joined HSRC in December 2011 as design services manager, overseeing the print and web design activities of HSRC. He is responsible for creating and managing more than 20 HSRC program identities – designing and building web interfaces, designing promotional materials, formatting printed reports and developing marketing collateral. Jonathon has more than 20 years of graphic design experience. Before joining the HSRC team, Jonathon worked as the creative director for Performance Bicycles and staff designer for Global Knowledge Training. He earned his B.F.A. in visual communications from Auburn University.
This listing includes publications and presentations covering a wide variety of highway safety topics, many of which overlap. The works were produced by HSRC staff during FY2017 (July 1, 2016, to June 30, 2017).

**PEDESTRIAN AND BICYCLIST SAFETY**


Sandt, L. Watch for Me NC: A Formula for Improving Ped/Bike Safety. Presentation made at ProWalk/Bike (September 2016).


Sandt, L. NCHRP 17-56: Development of Crash Modification Factors for Uncontrolled Pedestrian Crossing Treatments. Presentation made at UTC Spotlight Conference (December 2016).

Sandt, L. Saving (Pedestrian and Bicyclist) Lives and Engaging the Public: A 12 Step Program. Presentation made at Lifesavers Conference (March 2017).


Pullen-Seufert, N. Saving Lives and Engaging the Public Starting Where Children Walk and Bike. Presentation made at Lifesavers Conference (March 2017).

Pullen-Seufert, N. Vision Zero Starting with Children. Presentation made at Safe Kids Road Safety Summit (December 2016).

CHANGING BEHAVIORS


Foss, R. (2016, November). Faculty participant in DWI Training for Judges and Magistrates conducted by UNC School of Government.


Foss, R. (2017, March). Designing the driver licensing system to reduce crashes, deaths & injuries involving young drivers. Ohio GDL Coalition, Worthington, OH.


SHAPING THE FUTURE OF TRANSPORTATION SAFETY


Road Safety 101, Road Safety Academy. Courses: Orientation; Foundations of Road Safety; Measuring Safety; Solving Safety Problems (Part I); Solving Safety Problems (Part II); Human Behavior and Road Safety; Implementing Road Safety Programs; Final Discussion. Webinar series (March 9 – April 27, 2017).
THE BUILT ENVIRONMENT


Srinivasan, R., Carter, D., & Lan, B. (2017). Crash modification factors for signal installation with and without left turn lanes on two lane roads in rural and suburban areas. 96th Annual Meeting of the Transportation Research Board, Washington, DC., Paper 17-03743


This paper was selected as a Top 5 Paper presented at the Symposium.


WEBSITES AND SOCIAL MEDIA

HSRC maintains dozens of websites for various highway safety-related projects. In this section of the operations report, we highlight newly created websites or websites that have undergone major design changes in FY2017, as well as a selection of other sites that continue to be maintained by HSRC.

NEW AND UPDATED WEBSITES

Collaborative Sciences Center for Road Safety
roadsafety.unc.edu

The website for CSCRS, a National University Transportation Center supporting the FAST Act research priority of promoting safety. The website contains information on the research, education and professional development activities of CSCRS.

@CSCRinfo facebook.com/CSCRinfo

CMF Clearinghouse Comparison Tool
cmfclearinghouse.org

A new tool on the Crash Modification Factors (CMF) Clearinghouse website that facilitates comparing two or more CMFs side by side.

Walk and Bike to School Day
walkbiketoschool.org

A website with information about National Walk and Bike to School events in the U.S., how to get involved and resources to help plan an event in your community.

facebook.com/walkbiketoschoolday

Walk Friendly Communities
walkfriendly.org

A website that recognizes communities that are working to improve a wide range of conditions related to walking including safety, mobility, access and comfort.

@WalkFriendly
WEBSITES HSRC MAINTAINS

apsguide.org
A comprehensive source of information on Accessible Pedestrian Signals (APS), including recommended or required features, and how to design intersection corners to accommodate APS appropriately.

Bicycle Safer Journey
pedbikeinfo.org/bicyclesaferjourney
An online educational resource that introduces kids and teens to bicycle safety skills.

BIKESAFE Guide & Countermeasure Selection System
pedbikesafe.org/bikesafe
An online guide that provides practitioners with up-to-date information, such as engineering or enforcement treatments, for improving the safety and mobility of bicyclists.

BuckleUpNC.org
buckleupnc.org
A comprehensive website that provides information about North Carolina’s seat belt and child passenger safety laws; tips for choosing and using car seats; and a list of locations where families can go for education and assistance with car seat installation.

Center for the Study of Young Drivers
csyd.unc.edu
A website that provides insight into why motor-vehicle crashes are the leading cause of death among teenagers, and information on the research being conducted to investigate this issue.

Crash Modification Factors Clearinghouse
cmfclearinghouse.org
A searchable database of crash modification factors, helpful tools in evaluating road safety engineering countermeasures.

Highway Safety Information System
hsisinfo.org
A multi-state database that contains crash, roadway inventory and traffic volume data for a select group of states and urban centers.

Highway Safety Research Center
hsrc.unc.edu
HSRC’s own website where visitors can access information including updates about our work, publication lists, news updates, staff bios and contact information.

@HSRCinfo facebook.com/HSRCinfo
Pedestrian and Bicycle Information Center
pedbikeinfo.org

A clearinghouse for pedestrian and bicycle resources, with information about health and safety, engineering, advocacy, education, enforcement and access and mobility. Hosted first Twitter chat about Vision Zero.

@pedbikeinfo facebook.com/pedbikeinfo

Pedestrian Safer Journey
pedbikeinfo.org/pedsaferjourney

Curriculum for teaching pedestrian safety to children and teens, available in both English and Spanish.

PEDSAFE Guide and Countermeasure Selection System
pedbikesafe.org/pedsafe

An online guide intended to provide practitioners with the latest information including engineering, education or enforcement treatments, for improving the safety and mobility of pedestrians.

Road Safety Academy
rsa.unc.edu

The Road Safety Academy is the training and education arm of HSRC. Through this site, the RSA offers both in-person and web-based trainings that cover a broad range of road safety topics.

Safe Kids Orange County
safekidsorangenc.org

A website that provides the Orange County, North Carolina, community with information and resources to decrease injury, disability and death, and the costs to the community that are associated with injuries.

Safe Routes Wake County
saferouteswakecounty.org

A website created to support Safe Routes Wake County, an effort to improve safety and to encourage more children to walk or bike to school.

Watch for Me NC
watchformenc.org

A website about the Watch for Me NC education and enforcement campaign aimed to encourage safety among pedestrians, bicyclists and drivers.

WANT TO LEARN MORE ABOUT HSRC?

Visit hsrc.unc.edu to see our latest news, download our brochure, view our staff bios and more.