

**TRB - Human Factors Workshop  
Wrong-Way Drivers  
Washington, DC**

**Sunday January 7, 2018**

**Goal:** The goal of this workshop is to elicit collaborative discussion on issues associated with wrong way drivers on limited access highways and divided highways. The workshop will utilize a series of topic-expert led discussions to facilitate identification of cost effective solutions that can be applied at local, regional, statewide, and national level. As a group, participants will have an opportunity to contribute ideas for future research needs.

**AGENDA**

9:00 – 9:15	<b>Welcome / Introductions / Outline Session Goals</b> <b>John Kissinger / Mike Kuzel (Workshop Organizers)</b>	15 Mins
9:15 – 9:45	<b>Defining the Wrong Way Driving Problem</b> <ul style="list-style-type: none"><li>• How Big is the Problem?</li><li>• What About Non-crash Events?</li></ul>	30 Mins
9:45 – 10:30	<b>How Can we Respond to Wrong Way Occurrences?</b> <ul style="list-style-type: none"><li>• Arizona’s Innovative Solution</li><li>• Signs and Markings and Technology</li></ul>	45 Mins
10:30-10:45	<b>Break</b>	15 Mins
10:45 – 11:15	<b>Responding to the Wrong Way Problem on a Limited Budget</b> <ul style="list-style-type: none"><li>• Utilizing a tool to identify WWD hotspots and data needs</li><li>• Implementing countermeasures at different investment levels</li></ul>	30 Mins
11:15 – 11:45	<b>Breakout Group Discussions</b> <ul style="list-style-type: none"><li>• Separate into three breakout topics to identify research needs (30 Mins)<ol style="list-style-type: none"><li>a. Defining the Problem (<b>Eric Ferron</b>)</li><li>b. Wrong Way Countermeasures (<b>Melisa Finley</b>)</li><li>c. Responding on a Limited Budget (<b>Haitham Al-Deek</b>)</li></ol></li><li>• Leaders report back to entire group (15 Mins)</li></ul>	45 Mins
12:00 – 1:30	<b>BREAK FOR LUNCH</b>	90 Mins
1:30 – 2:00	<b>Connected Vehicles / Automated Vehicles</b> <ul style="list-style-type: none"><li>• The benefits of CV and AV vehicles for WWD issues</li><li>• Near and long term implementations with CV and AV vehicles</li></ul>	30 Mins
2:00 – 2:45	<b>Using the Media as a Tool</b> <ul style="list-style-type: none"><li>• Working with the Media</li><li>• Using the Media to Educate Drivers</li></ul>	45 Mins

2:45 – 3:15	<b>Human Factors Issues (Part 1)</b> <b>The <u>OFFENDING</u> Driver</b> <ul style="list-style-type: none"> <li>• Identifying and stopping</li> </ul>	30 Mins
3:15 - 3:30	<b>Break</b>	15 Mins
3:30 – 4:00	<b>Human Factors (Part 2)</b> <b>The <u>NON-OFFENDING</u> Driver</b> <ul style="list-style-type: none"> <li>• Alerting and response</li> </ul>	30 Mins
4:00 – 4:45	Breakout Group Discussions <ul style="list-style-type: none"> <li>• Separate group into two breakout topics to identify research needs (30 Mins) <ol style="list-style-type: none"> <li>a. Law Enforcement and Media Relations (<b>John Gianotti</b>)</li> <li>b. Connected and Automated Vehicles (<b>Melisa Finley</b>)</li> <li>c. Human Factors Issues (<b>Sue Chrysler and Mike Kuzel</b>)</li> </ol> </li> <li>• Leaders report back to entire group (15 Mins)</li> </ul>	45 Mins
4:45 – 5:00	<b>Wrap up</b> <b>John Kissinger / Mike Kuzel</b>	15 Mins

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**Attendees to this workshop will:**

- ✓ Gain insight on factors commonly associated with the wrong way drivers
- ✓ Learn about the expected effectiveness of signs, markings and technology based solutions
- ✓ Learn about a tool to identify wrong way driving hotspots in a transportation network and how to use that tool to implement wrong way driving countermeasures at different investment levels
- ✓ Identify cost effective deployment process of wrong way driving countermeasures to reduce wrong way crash risk
- ✓ Learn about Human Factors issues commonly associated with the offending and non-offending driver
- ✓ Become familiar with future solutions created by automated and connected vehicles
- ✓ Gather information about using the media as a tool to solve the problem
- ✓ Talk with peers about their experiences applying various solutions
- ✓ Be part of the national discussion identifying research needs and goals