

## IBTTA Global Road Safety Week | June 24-28, 2024

IBTTA’s Global Road Safety Week will feature daily themes with unique messaging and opportunities to engage. You may participate in IBTTA’s events or create your own.

Monday, June 24	Tuesday, June 25	Wednesday, June 26	Thursday, June 27	Friday, June 28
Announcing Global Road Safety Week	Distracted Driving Awareness	Speeding Awareness	Impaired Driving Awareness	The Tolling Industry’s Commitment to Safety
<p><b>Live Press Event:</b></p> <p><i>Campaign Launch, featuring IBTTA, FHWA, ASECAP, and MADD</i></p>	<p><b>IBTTA Conversations:</b></p> <p><i>Talking to New Drivers about Work Zone Safety</i></p> <p><i>A Bipartisan Legacy to Stop Distracted Driving</i></p>	<p><b>IBTTA Conversations:</b></p> <p><i>The Intersection of Emerging Technologies and Safer Roads</i></p> <p><i>How Artificial Intelligence is Enabling Safer Roads</i></p>	<p><b>IBTTA Conversations:</b></p> <p><i>The National Fight to End Impaired Driving, featuring MADD</i></p> <p><i>Tackling Risky Behavior and Reckless Driving Worldwide</i></p>	<p><b>Live Webinar:</b></p> <p><i>How Tolling Organizations are Leading in Road Safety</i></p> <p><b>Remarks:</b></p> <p><i>A Call to Action: The National Roadway Safety Strategy</i></p>

**Monday, June 24: Announcing IBTTA’s Global Road Safety Week** IBTTA will launch Global Road Safety Week with a live virtual press event featuring Federal Highway Administrator Shailen Bhatt, MADD CEO Stacey Stewart and IBTTA members from around the world who will discuss how they are making safety the forefront of their work, which is featured in the new compendium of case studies that will be released on June 24.

**Tuesday, June 25: Distracted Driving Awareness** IBTTA will feature recorded content on distracted driving, including an interview with former U.S. Secretary of Transportation Ray LaHood and a conversation with the Pennsylvania Turnpike Commission on state initiatives to engage with new drivers about responsible driving behaviors in work zones.

**Wednesday, June 26: Speeding Awareness** IBTTA will feature recorded content about speeding with a focus on new technologies and innovations that address high-speed driving on toll roads. Guests include Laura Chace of ITSA and ITS safety technology partners.

**Thursday, June 27: Impaired Driving Awareness** IBTTA will feature recorded content about impaired driving, including an interview with the CEO of Mothers Against Drunk Driving (MADD) and a conversation with the Hellenic Road Safety Institute President Vassiliki Danelli-Mylonas.

**Friday, June 28: The Tolling Industry’s Commitment to Safety** IBTTA will host a live webinar for all IBTTA members that will highlight the tolling industry’s commitment to safety for all road users, with examples from members and global partners. IBTTA will also share recorded remarks from NHTSA Deputy Administrator Sophie Shulman.