

NHTSA Recognizes Traffic Safety Advocates at Annual Lifesavers Conference

April 4, 2023 | Washington, DC

The National Highway Traffic Safety Administration's Deputy Administrator Sophie Shulman today honored nine individuals and one organization with 2023 NHTSA Public Service Awards during her keynote address at the Lifesavers National Conference on Highway Safety Priorities. The conference, held this year in Seattle, is the largest annual gathering of traffic safety professionals in the United States.

"These traffic safety professionals are making a meaningful difference in their communities, and we are proud to recognize their efforts. From helping new parents learn how to properly install a car seat to teen drivers learn important skills, these awardees are helping prevent tragedies and save lives," Deputy Administrator Shulman said. "Their achievements and contributions inspire all of us in our shared mission to save lives, reduce injuries and prevent crashes."

NHTSA is a key part of the U.S. Department of Transportation's [National Roadway Safety Strategy](#) launched in early 2022, which is a comprehensive approach to significantly reduce serious injuries and deaths on our roadways. The NRSS not only outlines efforts at USDOT, but it also calls on partners across communities—including in the public and private sectors, and in advocacy and research—to join the efforts to bring the number of roadway deaths to zero.

Awardees received plaques with the following citations:

Andrea "Andi" Bill

Program Director, Traffic Operations and Safety Lab
University of Wisconsin-Madison

Citation: For your innovation in leveraging new partners to improve data collection and flow to keep Wisconsin roads safe.

Charles T. Brown

Founder and CEO
Equitable Cities, Somerset, New Jersey

Citation: In recognition of your work to advance equity in traffic safety and your mentorship of Black teens.

Jill Cooper

Co-Director, SafeTREC
University of California, Berkeley

Citation: For your inspiring work to advance equity across transportation and to ensure that grant funds are provided to improve safety in traditionally underserved communities.

Torine Creppy

President
Safe Kids Worldwide, Silver Spring, Maryland

Citation: For your leadership of Safe Kids Worldwide, saving countless lives through education and advocacy in child passenger safety.

Daniel Goodman

Public Affairs Manager

AAA Northern New England, Portland, Maine

Citation: For your tireless work in advancing and promoting occupant protection legislation across New England.

William Hutchinson

Child Safety Seat Fitting Station Manager

Atlanta Fire Rescue Department

Citation: In recognition of your dedication to ensuring all children across Atlanta have proper car seats.

Rob Marone

Colorado State Patrol, Windsor, Colorado

Citation: For your lifetime of work dedicated to all aspects of traffic safety and the positive impact it has had on roads across Colorado and our nation.

The Oklahoma Challenge

Norman, Oklahoma

Citation: For your dedication to improving teen driver safety across Oklahoma.

Stephen Story

Owner and President

James River Transportation, Richmond, Virginia

Citation: For your tireless dedication to promoting and testing the Driver Alcohol Detection System for Safety.

Cesi Velez

Bonney Lake, Washington, Police Department

Citation: In recognition of your work to make sure that traffic safety is accessible to all people, regardless of ethnicity.

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