

TECHNOLOGY TRANSFORMING TRANSPORTATION

INNOVATION TO ELIMINATE DISTRACTED DRIVING

NATIONAL DISTRACTED
DRIVING COALITION



OCTOBER 15, 2026
IIHS-HLDI VEHICLE RESEARCH CENTER
[USNDDC.ORG](https://usnddc.org)

A NATIONAL CONVERSATION ON TECHNOLOGY, ATTENTION & CRASH PREVENTION

8:30–8:50

Welcome & Opening Remarks

Opening welcome, event overview, and framing the day's discussions around transportation safety innovation.
Jennifer Smith, CEO & Co-Founder, Stopdistractions • David Harkey, President, IIHS/HLDI

8:50–9:10

OPENING KEYNOTE

NHTSA Administrator Jonathan Morrison

9:15–10:00

The Data Revolution: Finding Risk Before the Crash

How telematics and roadway intelligence are changing what we know, where we act, and how we measure success.
Ryan McMahon, Cambridge Mobile Telematics • Jared Wiley, Arkansas Dept. of Transportation • Tara Casanova Powell, Casanova Powell Consulting

10:05–10:20

Featured Research: From Detecting Distraction to Supporting Attention

Rethinking how vehicles understand, manage and support driver attention.
Alex Noble, CARIAD, Inc • Gregory M. Fitch, Ph.D., Virginia Tech Transportation Institute

10:30–12:00

IIHS Crash Test & Tour

Experience a live IIHS crash test and a behind-the-scenes look at how vehicle safety is tested and evaluated.



IN-PERSON
ATTENDEES ONLY

12:00–1:30

Technology Solutions Showcase

A hands-on opportunity to experience emerging safety technologies and meet the innovators behind them.



IN-PERSON
ATTENDEES ONLY

1:30–1:55

Drivefulness™: A Research-to-Action Framework for Strengthening Driver Support

Promising research and collaborative efforts shaping the future of transportation safety.
Melissa Miles, State Farm • Pnina Gershon, Ph.D., Massachusetts Institute of Technology

2:00–2:30

AI Inside the Cabin: When the Vehicle Recognizes Driver Risk

How driver monitoring can detect distraction, drowsiness and impairment, and help the vehicle respond before a crash.
JT Griffin, Griffin Consulting • Aimee Cox, Insurance Institute for Highway Safety

2:40–3:25

Seeing Distraction: Technology as a Tool for Smarter Enforcement

From observation to real-time detection and officer-led intervention.
Tim Pullin, Acusensus • Sgt. Adam Moore, South Lake Minnetonka Police Dept. • Amber Woods, IIHS

3:30–4:10

Advanced Driver Assistance: Innovation, Attention & Safety

When technology takes the wheel: The critical task of keeping drivers engaged.
Paul Scullion, Alliance for Automotive Innovation • Ensar Becic, NTSB • Alexandra Mueller, IIHS

4:15–4:30

CLOSING KEYNOTE & CALL TO ACTION

NTSB Board Member Thomas Chapman



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