

# International Symposium on Traffic Signs & Pavement Markings



**Zagreb, Croatia**  
October 3-4, 2019



# About

## The Symposium

**Traffic signs & pavement markings** have been in use for over 100 years to provide essential guidance and delineation of the travel path.

In the ensuing years, the performance of these systems has been greatly expanded with the introduction of retroreflective optics to increase visibility at night and in wet night time conditions.

Today, well designed and maintained traffic signs & pavement markings have proven safety benefits. Drivers able to understand the road environment and make informed decisions are less prone to run-off road accidents.

In the future, however, human-led vehicles will slowly give way to partial-to-full automated vehicles operating in expanding conditions. How can agencies prepare for this trend while continuing to provide safe and efficient travel for today's drivers?

This symposium will take stock of international experience in the design and maintenance of traffic signs and pavement markings, and of global efforts to roll out new guidelines for connected & autonomous driving, through a cross-sector panel of road agencies, research institutions and industry stakeholders.

## Objectives

- Understand the value of markings & signs as a key pillar of road safety strategies
- Fast track the deployment of recent innovations in materials & applications
- Support the development of guidelines for the introduction of connected & autonomous driving

## Who Should Attend?

- Road Authorities & Operators
- Road Design Consultants
- Manufacturers & Distributors
- Research institutes
- Asset management specialists
- Maintenance Personnel
- Academia

# Speakers



**Oleg Butković**  
Minister of the Sea,  
Transport & Infrastructure



**Tomislav Josip Mlinarić**  
Dean of the Faculty  
of Transport & Traffic  
Sciences



**Josip Škorić**  
Croatia Roads  
CEO



**Michael G. Dreznes**  
International Road  
Federation  
*Executive Vice President*



**Harald Mosböck**  
European Union Road  
Federation (ERF)  
*Vice President*



**Paul Carlson**  
Road Infrastructure Inc.  
*Chief Technology Officer*



**Darko Babic**  
University of Zagreb  
*Assistant Professor*



**Timothy Gates**  
Michigan State  
University  
*Professor*



**Anđelko Ščukanec**  
Faculty of Transport &  
Traffic Sciences  
*Head of Department  
for Traffic Signaling*



**Scott O. Kuznicki**  
Modern Traffic  
Consultants  
*President*



**Marko Ševrović**  
Department at  
Faculty of Transport  
and Traffic Sciences  
*Head of Transport  
Planning*



**Robert N. Dingess,**  
Mercer Strategic  
Alliance  
*President*

# Schedule-at-a-Glance

<b>October 3</b>	<b>Traditional Benefits of Signs &amp; Markings for Human Drivers</b>
<b>11:00-12:30</b>	<b>Demonstration of survey equipment</b>
<b>14:00-14:30</b>	<b>Welcome and high-level addresses</b> <i>H.E. Oleg Butković, Minister of the Sea, Transport &amp; Infrastructure</i> <i>Tomislav Josip Mlinarić, Dean, Faculty of Transport &amp; Traffic Sciences</i> <i>Josip Skoric, CEO, Croatia Roads</i> <i>Michael Dreznes, IRF Executive Vice President</i>
<b>14:30-15:30</b>	<b>Understanding the safety benefits of highly conspicuous traffic signs &amp; pavement markings</b> <i>Dr. Paul Carlson, CTO, Road Infrastructure Inc.</i> <i>Gernot Sauter, Technical Manager, 3M Europe</i> <i>Dr. Timothy Gates, Michigan State University</i>
<b>Coffee break</b>	
<b>16:00-16:30</b>	<b>Driver Behavior related to Improved Signs and Markings</b> <i>Dr. Timothy Gates, Michigan State University</i> <i>Dr. Tomasz Burghardt, Swarco</i>
<b>16:30-17:30</b>	<b>Effective Asset Survey Management Strategies</b> <i>Dr. Darko Babic, FPZ</i> <i>Siegfried Grosskopf, Parsons</i> <i>Dr. Marko Sevrovic, FPZ</i>
<b>Reception &amp; demonstrations</b>	

# Schedule-at-a-Glance

<b>October 4</b>	<b>Signs &amp; Markings for Automated Vehicle Technologies</b>
<b>9:00-10:30</b>	<b>Reading the Road Ahead</b> <i>Harald Mosböck, Vice President, European Union Road Federation</i> <i>Scott O. Kuznicki, P.E., President and Managing Engineer, Modern Traffic Consultants</i> <i>Dr. Marko Sevrovic, FPZ</i>
<b>Coffee break</b>	
<b>11:00-12:00</b>	<b>Preparing Highways for AV Technologies</b> <i>Dr. Paul Carlson, CTO, Road Infrastructure Inc.</i> <i>Gernot Sauter, Technical Manager, 3M Europe</i> <i>Robert N. Dingess, President, Mercer Strategic Alliance, Incorporated</i>
<b>12:00</b>	<b>Symposium Conclusions</b>

## About



**The International Road Federation** is a global not-for-profit organization, headquartered in Washington, DC since 1948 and supported by regional offices throughout the world. The IRF serves a network of public and private sector members in more than 70 countries by providing world-class knowledge resources, advocacy services, and continuing education programs which together offer a global marketplace for best practices and industry solutions.



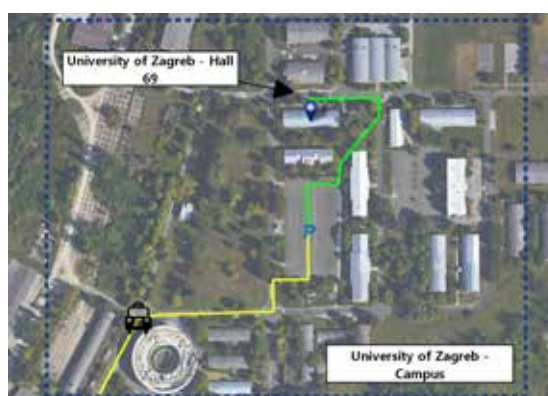
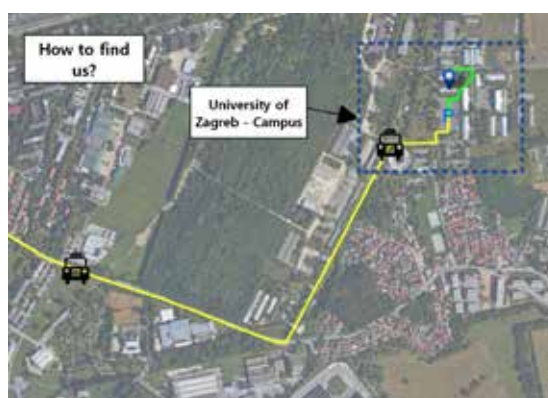
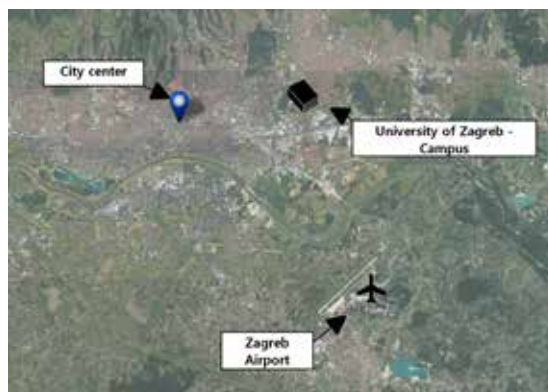
**The Faculty of Transport and Traffic Sciences** was founded in 1984 as an independent scientific, teaching and research institution of special public interest. Today, the Faculty of Traffic and Transport Sciences successfully assumes the role of a frontal institution in promoting science, academia and expertise in the field of traffic and transportation in the Republic of Croatia. Apart from teaching, the Faculty of Transport and Traffic Sciences carries out numerous scientific research and development projects and traffic studies with the aim to create a rational and efficient transport system in the Republic of Croatia and other countries.

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# Venue

**University Campus University  
Campus Borongaj (ZUK Borongaj)**  
Borongajska cesta 83f  
10000 Zagreb

Hall 6g



*Please scan for directions*

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## **International Road Federation**

GLOBAL HEADQUARTERS & SECRETARIAT

Madison Place

500 Montgomery Street, Fifth Floor

Alexandria, VA 22314 USA

Telephone: +1 703 535 1001 Facsimile: +1 703 535 1007

REGIONAL OPERATIONS

Brussels, Belgium | Santiago, Chile | Accra, Ghana

Nairobi, Kenya | Kuala Lumpur, Malaysia | Chicago, IL USA

[www.IRF.global](http://www.IRF.global)