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EDUCATION

- PhD, Civil Engineering (Transportation), Georgia Institute of Technology, Atlanta, GA, 1999
- MS, Civil Engineering (Transportation), Utah State University, Logan, UT, 1996
- BS, Civil Engineering (Transportation), Brigham Young University, Provo, UT, 1991

PROFESSIONAL EXPERIENCE

- Professor, Department of Civil, Construction, and Environmental Engineering, Iowa State University, 2012–present
- Director, Institute for Transportation, Iowa State University, 2014–present
- Assistant/Associate Professor, Department of Civil, Construction, and Environmental Engineering, Iowa State University, 2000–2012

SELECTED RESEARCH PROJECTS

- **Updating The Speed Management Program Plan & Automated Speed Enforcement (ASE) Guidelines** (FHWA through VHB). PI. 2020 to present. This project is updating FHWA’s Speed Management Program Plan and Automated Speed Enforcement guidelines. The project also includes working with a technical advisory committee and stakeholders.
- **Develop Guidance for Speed Management for Rural Transition Zones and Town Centers.** (FHWA through Institute of Transportation Engineers, DTFH61-13-D-00026). Project developed speed management toolbox for local agencies.
- **Developing Speed Management Noteworthy Practices.** (FHWA through Institute of Transportation Engineers, DTFH61-16-D-00055). 2018 to 2020. This project conducted focus groups and webinars to identify noteworthy speed management practices. Eight noteworthy practices were selected and highlighted.
- **Developing Guidance for Speed Management for Rural Transition Zones and Town Centers.** (FHWA through Institute of Transportation Engineers, DTFH61-13-D-00026). 2015 to 2018. Project developed speed management toolbox for local agencies.
- **Synthesis of Traffic Calming Techniques in Work Zones.** (Smart Work zone Deployment Initiative and USDOT). 2007 to 2008. Project summarized the effectiveness of speed management countermeasures for work zones.
- **Effectiveness of Dynamic Speed Feedback Signs on High Crash Curves** (FHWA, MTC, IHRB, and Iowa DOT). The project evaluated speed and crash reduction due to speed feedback signs which were

installed on two-lane curves in seven states. The team identified sites and collected data across the 7 states. Changes in speed were evaluated and CMFs were developed.

- **Speed Management Program Support** (FHWA through LEIDOS). Project updated FHWA's speed management webpage, summarized literature on the impact of increased speed limits, and developed speed fact sheets.
- **Speed Management Strategies for Three Safety Focus Programs**. (FHWA through LEIDOS). 2012 to 2013. Project evaluated the number of speeding related fatal crashes for three of FHWA's safety focus programs: roadway departures, intersections, and bike/peds.
- **Development of CMFS for Roadway Departure and Rural Intersection Countermeasures** (Iowa DOT and USDOT through the Midwest Transportation Center). Data were gathered and CMFs were developed for several countermeasures using Iowa data. This included chevrons, rural lighting, and stop sign mounted beacons.
- **Use of SHRP2 NDS Data to Evaluate Roadway Departure Characteristics** (FHWA and AASHTO through the IAP). Project is evaluating speed and lane position in relation to roadway characteristics.
- **Marketing Plan Implementation for Delineation of Curves: A Proven Safety Countermeasure**. FHWA through LEIDOS. 2014 to 2016. Project identified sites and assisted with installation of countermeasures in 4 states.
- **Enhancing Conspicuity for Standard Signs and Retroreflectivity Strips on Posts**. (FHWA through VHB). 2019 to 2020. Project selected sites in Iowa to apply low-cost countermeasures to reduce speed and improve stopping behavior. Four treatments were applied, and speeds were compared before and after installation. Treatments included flags on speed limit signs, flags on stop signs, simple flashing beacon on curve, and a stop sign beacon.

SELECTED PUBLICATIONS

- Hawkins, N., and S. Hallmark. 2020. *Noteworthy Speed Management Practices*, FHWA-SA-20-047. Office of Safety, Federal Highway Administration, Washington, DC. Available at https://safety.fhwa.dot.gov/speedmgt/ref_mats/fhwasa20047/index.cfm.
- Hallmark, S. L., Y. Qui, N. Hawkins, and O. Smadi. 2015. Development of Crash Modification Factors for Dynamic Speed Feedback Signs on Rural Curves. *Journal of Transportation Technologies*.
- Hawkins, N., S. Hallmark, S. Knickerbocker, and T. Litteral. 2021. *COVID-19 Impacts on Speed and Safety in Minnesota*. Minnesota Department of Transportation, St. Paul, MN.
- Hallmark, S., D. Veneziano, and T. Litteral. 2019. *Preparing Local Agencies for the Future of Connected and Autonomous Vehicles*, MN/RC 2019-18. Minnesota Department of Transportation, St. Paul, MN. Available at <http://www.dot.state.mn.us/research/reports/2019/201918.pdf>.
- Neuner, M., B. Chandler, S. Hallmark, R. Milstead, and R. Retting. 2016. *Integrating Speed Management within the Three Safety Focus Areas: Roadway Departure, Intersections, and Pedestrian/Bicycle*, FHWA-SQ-16-017. Federal Highway Administration, Washington, DC. Available at www.safety.fhwa.dot.gov/speedmgt/ref_mats/fhwasa16017/spd_mgt_rwdpdbik.pdf. DTFH61-10-D-00024.
- Hallmark, S., N. Hawkins, and S. Knickerbocker. 2021. Evaluation of Transverse Markings as a Speed Transition Zone Countermeasures in Small, Rural Communities. *Journal of Transportation*

Technologies, Vol. 11, pp. 61–77.

- Goswamy, A., S. Hallmark, G. Basulto, and M. Pawlovich. 2019. Safety Evaluation of Stop-Sign Mounted Beacons - A Cross-Sectional Study. *Journal of Transportation Technologies*. Vol. 9, pp. 95–108. Available at www.scirp.org/pdf/JTTs_2019011013543955.pdf
- Wang, B., S. Hallmark, P. Savolainen, and J. Dong. 2018. Examining Vehicle Operating Speeds on Rural Two-Lane Curves using Naturalistic Driving Data. *Accident Analysis and Prevention*, Vol. 118, pp. 236–243
- Hallmark, S., N. Hawkins, and S. Knickerbocker. 2021. Evaluation of Transverse Markings as a Speed Transition Zone Countermeasures in Small, Rural Communities. *Journal of Transportation Technologies*, Vol. 11, pp. 61-77.

PROFESSIONAL AFFILIATIONS, HONORS, AND SERVICE

- Former Chair, Transportation Safety Council, Institute of Transportation Engineers
- Member of the Executive Committee for the Council of University Transportation Center
- Member of the Transportation Research Board Traffic Control Devices Committee (AHB50)