



Dr. J.E. Louis Malenfant

President

CENTER FOR EDUCATION AND RESEARCH IN SAFETY

Education:

BA, BED, MA, PhD, Applied Behavior Analysis and Educational Psychology

Work Experience:

President, Center for Education and Research in Safety, (1989-), Professor of Psychology, (1979-1997), Dean of Education (1979-1984), Senior Vice President Human Resources and Student Affairs, Université de Moncton (1985-1995). Worked for many years as teacher, principal, school psychologist, Director of Personnel Services and Provincial Director of Special Education in the Province of New Brunswick. Dr. Malenfant has authored numerous peer reviewed research articles, educational and training programs, book chapters and major reports for Governments and Universities. Dr. Malenfant has served as a consultant to State, Provincial, Municipal and Federal Governments and Agencies in the United States and Canada. He has also served as a consultant to the private sector such as General Motors. He has worked extensively in the area of public education, graduate and post-graduate education, municipal and government restructuring, public and traffic safety including alcohol abuse by adolescents, impaired driving, pedestrian safety and seat belt use. He has designed with Dr. Van Houten, components of the North Carolina "Click it or Ticket" seat belt program, and has worked on developing innovative strategies for promoting seat belt use in high risk drivers. He is currently working on a variety of traffic safety programs for the Florida Department of Transportation, the Province of New Brunswick and several municipalities in Canada and the United States. Dr. Malenfant's competence in the area of Applied Behavior Analysis and administrative experience in government and Universities provides him with the expertise and experience needed to develop programs to analyze and change human behavior in community and institutional settings.

Abbreviated Curriculum Vitae
J.E. Louis Malenfant Ph.D.

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PLACE AND DATE OF BIRTH: Montreal, September 18, 1941

SPOKEN AND WRITTEN LANGUAGES: Fluent in both English and French

EDUCATION:

B.A. Université Saint-Joseph (1962)
B.Ed. Université de Moncton (cum laude) (1963)
M.A. Psychology, Université de Moncton (cum laude) (1968)
Ph.D. Psychology and Human Development (1984)
(average : 4 on 4) University of Kansas
The subject of his doctoral dissertation was pedestrian safety.

Dr. Malenfant did post-graduate studies at Temple University in Philadelphia, the University of New York in Albany, the University of Vermont and l'Agence de Coopération Culturelle et Technique, Bordeaux, France.

AREAS OF EXPERTISE

Applied Behavior Analysis, Modification of Community Behaviors, Transportation Safety, Impaired Driving, Pedestrian Safety, Seat Belt Use, Educational Psychology, Senior Management and Administration and Applied Research.

EXPERIENCE

In 1963, Dr. Malenfant began his professional career as a teacher in Dieppe, New Brunswick Canada, his hometown. The following year, he was appointed principal of two schools in Dieppe and later, of two schools in St. Anselme and Fox Creek, two neighbouring communities of Dieppe. He returned to university to obtain an MA in psychology. In 1968, after one year as a school psychologist in Joliette, Québec, he was named Director of Pupil Personnel Services for South Eastern New Brunswick. He was then appointed Director of Special Education for the Province of New Brunswick in 1975 and in 1979 was selected as Dean of the Faculty of Education at the Université de Moncton. After a 5 year term, he was appointed Vice President of the University and served the maximum two 5 year terms.

In 1989, he and Dr. Ron Van Houten created the Center for Education and Research in Safety (CERS) and now serves as President and CEO.

PROFESSIONAL COMMUNICATIONS

Dr. Malenfant has presented hundreds of papers and given over 150 professional development workshops and training sessions to teachers, public and private sector professionals and senior management on such topics as: applied behavior analysis, behavior modification and staff management, motivational skills, stress reduction, municipal restructuring, administrative and organizational skills. In the past 15 years he has focused on transportation safety including pedestrian and bicycle safety, police enforcement of traffic laws, impaired driving and risk taking behavior. A sample of published proceedings include:

MALENFANT, J.E.L. (1984). « Behavioral Systems for Administration and Supervision », Symposium President, Nashville, Tennessee, Association for Behavior Analysis.

MALENFANT, J.E.L., NZEZA, B. & BOKIBA, A. (1984). « Encourageons l'initiative de notre personnel », Bordeaux, France, Seminar on University Administration, ACCT.

MALENFANT, J.E.L. & VAN HOUTEN, R. (1984). « Quatorze règles à suivre afin de faciliter l'implantation de nouvelles procédures », Bordeaux, France, Seminar on University Administration.

MALENFANT, J.E.L., VAN HOUTEN, R. & ROLIDER, A. (1984). « Evaluation of a Pedestrian Safety Package in Two Cities », Nashville, Tennessee, Association for Behavior Analysis.

VAN HOUTEN, R. & MALENFANT, J.E.L. (1986). « A Behavioral Systems Approach to Traffic Safety », Milwaukee, Association for Behavior Analysis.

MALENFANT, J.E.L. & VAN HOUTEN, R. (1988). « Behavior Analysis and Pedestrian Safety », Philadelphia, Association for Behavior Analysis. « Best Poster Award » recipient, Behavioral Community Interventions Category.

VAN HOUTEN, R. & MALENFANT, J.E.L. (1993). « A Multifaceted Approach to Reduce Risk Taking Behavior by Road Users », Detroit, Michigan. Symposium on Risk Taking Behavior and Traffic Safety, University of Michigan. Published in the Proceedings (1994) by the University of Michigan Transportation Research Institute, 60-63.

VAN HOUTEN, R. & MALENFANT, J.E.L. (1994). « Beverage Alcohol Content and Rate of Consumption », Québec (Québec), « International Brewers Association's Medical Advisory Conference ».

MALENFANT, J.E.L. & VAN HOUTEN, R. (1994). « The Behavioral Approach in Traffic Safety and in Occupational Health and Safety », Saint John, New Brunswick, Annual Conference of the Federal and Provincial Directors of Occupational Health and Safety.

MALENFANT, J.E.L. & VAN HOUTEN, R. (1995). « Pedestrian Safety at Marked Crosswalks », Transportation Research Board Pedestrian Committee, National Research Council.

VAN HOUTEN, R. & MALENFANT, J.E.L. (1997). Changing the Behavior of High Risk Takers by modifying Community Norms. Taking advantage of Powerful Social Contingencies, Chatham, Cape Cod, Massachusetts Risk-Taking Behavior & Traffic Safety Symposium October, Sponsored by General Motors and the National Highway Transportation Safety Administration.

MALENFANT, J.E.L. & VAN HOUTEN, R. (2000). Safety in Motion: Fredericton New Brunswick Canada, The American Association of Motor Vehicle Administrators Conference, July 20-25.

FERRARO, A.J., TURNER, P.A., MALENFANT, J.E.L. & VAN HOUTEN, R. (2000). Making Crosswalks Safer for Pedestrians: Application of a Multidisciplinary Approach to Improve Pedestrian Safety at Crosswalks in St. Petersburg, Florida. Institute of Transportation Engineers 2000 Annual Meeting, Nashville Tennessee, August 6th-9th.

VAN HOUTEN, R. & MALENFANT, J.E.L. (2002). The Analysis of Conflicting Guide Sign Prompts on Motor Vehicle Conflicts and Crashes at Ramp Exits. Association for Behavior Analysis Annual Convention in Toronto.

MALENFANT, J.E.L. & VAN HOUTEN, R. (2002). A Behaviorally Based Pedestrian Enforcement Campaign. Association for Behavior Analysis Annual Convention in Toronto.



PUBLICATIONS AND MAJOR REPORTS

Dr. Malenfant has authored or co-authored more than 50 articles in peer reviewed journals, book chapters and major reports in the above mentioned areas of expertise including the following:

MALENFANT, J.E.L. (1983). « Crosswalk and Pedestrian Safety: A Review of the Literature », Department of Human Development and Family Life, University of Kansas, USA, 53 pages.

MALENFANT, J.E.L. (1984). « Increasing Driver Yielding and Pedestrian Signaling at Crosswalks in Two Cities Through the Use of Feedback, Prompting and Enforcement Procedures », Ph.D. Dissertation, University of Kansas, Lawrence, Kansas, USA, 151 pages.

MALENFANT, J.E.L. & VAN HOUTEN, R. (1984). « Courtesy Promotes Safety: A City-Wide Multifaceted Systems Approach to Increase the Safety of Pedestrians in St. John's ». Commissioned by the St. John's City Council, St. John's Newfoundland, 110 pages.

MALENFANT, J.E.L., VAN HOUTEN, R., HALL, R.V. & COHOON, G. (1985). « The Use of Public Posting, Prompting and Police Enforcement Procedures to Increase Driver Yielding and Pedestrian Signalling at Marked Crosswalks », *Journal of Police Science and Administration*, 13, 295-302.

VAN HOUTEN, R., MALENFANT, L. & ROLIDER, A. (1985). Increasing Driver Yielding and Pedestrian Signalling through the use of Feedback, Prompting and Enforcement Procedures, *Journal of Applied Behavior Analysis*, 18, 103-115.

MALENFANT, J.E.L. & VAN HOUTEN, R. (1988). « The Effects of Nighttime Seat Belt Enforcement on Seat Belt Use by Tavern Patrons : A Preliminary Analysis », *Journal of Applied Behavior Analysis*, 21, 271-276.

MALENFANT, J.E.L. & VAN HOUTEN, R. (1989). « Courtesy Promotes Safety: Increasing the Percentage of Drivers Yielding to Pedestrians in Three Canadian Cities with a Multifaceted Safety Program », *Health Education Research*, 5, 274-279.

VAN HOUTEN, R. & MALENFANT, J.E.L. (1992). « The Influence of Signs Prompting Motorists to Yield Before Marked Crosswalks on Motor Vehicle-Pedestrian Conflicts at Crosswalks with Pedestrian Activated Flashing Lights », *Accident Analysis and Prevention*, 24, 217-225.

VAN HOUTEN, R. & MALENFANT, J.E.L. (1992). « Auto Control (First Offenders): A Program to Address Lifestyle Issues Related to Driving While Impaired », Instructor's Manual, 78 pages (available in French).

VAN HOUTEN, R., MALENFANT, J.E.L., LEBLANC, T. & GUIMOND, J. (1992). « Auto Control Plus (Repeat Offenders): A Program to Address Lifestyle Issues Related to Driving While Impaired », Instructor's Manual, 135 pages (available in French).

VAN HOUTEN, R. & MALENFANT, J.E.L. (1993). A Multifaceted Approach to Reduce Risk Taking Behaviour by Road Users. Proceedings of the University of Michigan Symposium on Risk Taking Behaviour and Traffic Safety. University of Michigan Medical Center, University of Michigan Transportation Research Institute.

VAN HOUTEN, R., ROLIDER, A., MALENFANT, J.E.L. & VAN HOUTEN, J. (1994). « Prevention of Brain Injuries by Improving Safety Related Behaviors », in Finlayson, M.A.J. & Garner, S.H. (ed). *Brain Injury Rehabilitation: Clinical Considerations*, Baltimore, Maryland, USA, Williams & Wilkins, 313-331.

VAN HOUTEN, R. VAN HOUTEN, J. & MALENFANT, J.E.L. (1994). « The Effects of Low Alcohol Beverages on Alcohol Consumption and Impairment », *Behavior Modification*, 18-4, 505-513.

VAN HOUTEN, R. & MALENFANT, J.E.L. (1994). « Alcohol Concentration and Alcohol Consumption », Proceedings of the 23rd International Medical Advisory Conference, Quebec City, Quebec.

MALENFANT, J.E.L. & ROBINSON, J.C. (1994). « Strength Through Cooperation : Restructuring the Greater Moncton Urban Community ». Commissioned by the Department of Municipalities, Culture and Housing, Province of New Brunswick (available in French).

MALENFANT, R., DESAUTELS, S., MALENFANT, J.E.L. & VAN HOUTEN, R. (1994). « Auto Control », a 14 minute video to complement *Auto Control* and *Auto Control Plus* programs (available in French).

MALENANT, J.E.L. & VAN HOUTEN, R. (1995). The Premier's Highway Safety Program: New Initiatives to Further Reduce Highway Fatalities and Injuries in the Province of New Brunswick. Submitted to the Office of the Premier, Province of New Brunswick.

MALENFANT, L., WELLS, J.K., VAN HOUTEN, R. & WILLIAMS, A.F. (1996). The Use of Feedback to Increase Observed Daytime Seat Belt Use in Two Cities in North Carolina, *Accident Analysis and Prevention*, 28, 771-777.

RETTING, R.A., VAN HOUTEN, R., MALENFANT, L., VAN HOUTEN, J. & FARMER, C.M. (1996). Special Signs and Pavement Markings Improve Pedestrian Safety, *ITE Journal*, 66, 28-35.

VAN HOUTEN, R., MALENFANT, L., VAN HOUTEN, J. & RETTING, R.A. (1998). Auditory Pedestrian Signals Increase Pedestrian Observing Behavior and Reduce Conflicts at a Signalized Intersection, *Transportation Research Record*, No. 1578, 20-22.

VAN HOUTEN, R. & MALENFANT, J.E.L. (1998). Community Norms and Risk Taking Behavior. In *Risk-Taking Behavior and Traffic Safety*, Washington, D.C.; N.H.T.S.A.

VAN HOUTEN, R., HEALEY, K., MALENFANT, J.E.L. & RETTING, R.A. (1999). Use of Signs and Symbols to Increase the Efficacy of Pedestrian Activated Flashing Beacons at Crosswalks, *Transportation Research Record*, No. 1638, 92-95.

MALENFANT, J.E.L., LEBLANC, T.R. & LEBLANC, N. (1999). L'effet de matériel pédagogique portant sur l'acquisition de connaissances saines, d'habiletés efficaces et de

comportements pro-actifs pour contrer l'usage d'alcool par des adolescents de 13 et 14 ans. Submitted to the Canadian Brewers Association.

VAN HOUTEN, R. & MALENFANT, J.E.L. (1999). Pedestrian Safety Research in Canada Inc., Zegeer (ed.). Federal Highway Administration Consensus Report on Pedestrian Safety Research. U.S. D.O.T., (Washington).

MALENFANT, J.E.L. & VAN HOUTEN, R. (2000). « Courtesy Promotes Safety: A Multifaceted Approach to Increase the Safety of Pedestrians in the City of St. Petersburg ». Submitted to the Center for Urban Transportation Center, University of South Florida, Tampa, Florida, 94 pages.

LEBLANC, T.R. & MALENFANT, J.E.L. (2000). Tiens-Toi Debout!: Évaluation d'une trousse pédagogique pour prévenir l'usage abusif et illégal de l'alcool chez les adolescents de 13 et 14 ans. Submitted to the Canadian Brewers Association.

VAN HOUTEN, R., VAN HOUTEN, J., MALENFANT, J.E.L. & ANDRUS, D. (2000). Use of Animated Eyes to Prompt Motorists Leaving Indoor Parking Garage to Look for Pedestrians, Transportation Research Record No. 1674, 57-60.

WELLS, J., MALENFANT, J.E.L., WILLIAMS, A. & VAN HOUTEN, R. (2000). Use of a Community Program to Increase Seat Belt Use Among Shopping Center Patrons in Charlotte, North Carolina. *Journal of Safety Research*, 31, 93-99.

VAN HOUTEN, R., RETTING, R.A., FARMER, C.M., VAN HOUTEN, J. & MALENFANT, J.E.L. (2000). Field Evaluation of a Leading Pedestrian Interval Signal Phase at Three Urban Intersections, Transportation Research Record No. 1734, 86-91.

VAN HOUTEN, R. & MALENFANT, J.E.L. 2001. ITS Animated LED Signals Alert Drivers to Pedestrian Threats, *ITE Journal*, 71, 7, 42-47.

VAN HOUTEN, R., MALENFANT, J.E.L. & STEINER, R. (2001). Scanning "Eyes" Symbol as part of the Walk Signal: Examination across several intersection geometrics and timing parameters. *Transportation Research Record*, No. 1773. 75-81.

VAN HOUTEN, R., BLASCH, B. & MALENFANT, J.E.L. (2001). Use of Animation in Pedestrian Signals Increases Walk Sign Recognition Distance of Low Vision Pedestrians. *Journal of Rehabilitation Research and Development*, 38, 443-448.

VAN HOUTEN, R., McCUSKER, D., and MALENFANT, J.E.L. (2001). Reducing Motor Vehicle-Pedestrian Conflicts at Multilane Crosswalks with Uncontrolled Approaches. *Transportation Research Record*, No. 1773, p. 69-74.

MALENFANT, J.E.L., VAN HOUTEN, R. & JONAH, B (2003). A Study to Measure the Incidence of Driving Under Suspension in the Greater Moncton Area. *Accident Analysis and Prevention*, 34 p. 439-447.

VAN HOUTEN, R., McCUSKER, D., HUYBERS, S., MALENFANT, J.E.L. & RICE-SMITH, D. (2003). An Examination of the use of advance yield markings and florescent yellow green RA 4 signs at crosswalks with uncontrolled approaches. *Transportation Research Record 1818*, p. 119-124.

VAN HOUTEN, R., MALENFANT, J.E.L. & RETTING, R.A. (in press). The Use of Signs and Symbols to Increase Efficacy of Pedestrian Activated Flashing Beacons at Crosswalks, Transportation Research Record.

VAN HOUTEN, R., McCUSKER, D. & MALENFANT, J.E.L. (in press). The Use of Advance Yield Markings Reduce Conflicts at Intersections with Unsignalized Approaches, Transportation Research Record.

AWARDS, DISTINCTIONS AND LISTINGS

- Institute of Transportation Engineers' (ITE) 2000 Innovative Intermodal Solutions for Urban Transportation Award. Presented at the ITE Annual Meeting in Nashville, August 2000.
- Honored Professional in the National Register's Who's Who in Executives and Professionals 2000
- Who's Who in Canada
- Who's Who in the East
- Who's Who in Executives and Professionals
- Registered as a Psychologist by the New Brunswick College of Psychologists in 1971
- Named Full Professor at l'Université de Moncton in 1988

RESEARCH GRANTS AND SERVICE CONTRACTS

In the past 15 years the Center for Education and Research in Safety whose two principals are Dr. J.E. Louis Malenfant (president) and Dr. Ron Van Houten (vice-president) have obtained research grants and contracts for transportation safety research and related professional services for more than \$5,000,000 from the following:

- National Academy of Sciences Intelligent Transportation Systems IDEAS Research Grant, Washington, DC
 - National Highway Traffic Safety Administration, Washington, DC
 - General Motors, Warren, Michigan
 - Transport Canada, Ottawa
 - Insurance Institute for Highway Safety (6 grants), Washington, DC
 - MADD Canada
 - The Department of Transportation Province of NB
 - The Department of Public Safety, NB
 - Canadian Brewers Association (3 year project)
 - City of St. John's Newfoundland
 - City of Moncton and Town of Dieppe, NB
 - City of Fredericton, NB
 - City of Halifax, NS
 - St. Petersburg, Florida
 - Miami Beach, Florida
 - Brenthold Ltd. Halifax, NS
 - The International Brewers Alcoholic Beverage Medical Research Foundation, Baltimore Maryland
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- Atlantic Canada Opportunities Agency (ACOA)
- Atlanta V.A. Hospital
- The University of Florida (Gainesville)
- The University of South Florida (Tampa)
- Elevator and Escalator Safety Foundation, Mobile, Alabama
- The North Carolina Governor's Highway Safety Committee

MAJOR GOVERNMENT COMMITTEES, COMMISSIONS AND PROFESSIONAL ASSOCIATIONS

In the past 25 years Dr. Malenfant has served and/or chaired more than 30 major government and university boards, commissions and committees such as:

- Chairman of the 1985 Canadian Figure Skating Championship
- Chairman of the Université de Moncton Senate's Academic Appeals Committee (1998-2001)
- Member of the Brewers Association of Canada's Alcohol Issues Panel (2002-)
- Member of the Université de Moncton's Faculty Pension Fund (1996-)
- Co-chairman of the Department of Municipalities, Culture & Housing, Greater Moncton Restructuring Panel (1993-1994)
- Treasurer of the Atlantic Provinces Special Education Authority (APSEA) (1976)
- Member of the APSEA Professional Advisory Committee (1979-1996)
- Secretary-Treasurer of the Maritime Guidance Association (1969)
- Founding President of the New Brunswick Guidance Association (1969)
- Founding Vice-President of the "Association des spécialistes en modification du comportement" (1971)

