

Distracted Driving Emphasis Area Team Report

Thursday, February 16, 2017, 9:30a.m.

Follow Up Commitments

Commitment	Responsible Person	Due Date
Provide AAA distracted driving crash data to the team.	Kara Thorp	As soon as possible

Participants

Name	Agency/Organization
Patricia Gaffney	Texas Teen Safe Driving Coalition
Russell Henk	Texas A&M Transportation Institute
Sonya Landrum	North Central TX Council of Governments
Caroline Love	Texas Department of Motor Vehicles
David Palmer	DPS
Terry Pence	TxDOT - TRF
Simon Powell-Evans	Austin-Travis County EMS Employees Assc.
Lisa Robinson	National Safety Council
Shalandra Rogers	TxDOT - TRF
Buck Russell	Union Pacific Railroad Public Safety
Kara Thorp	AAA
Susan Herbel	SUB Consulting
Eva Shipp	Texas A&M Transportation Institute
Srinivas Geedipally	Texas A&M Transportation Institute
Stacey Schrank	Texas A&M Transportation Institute
Darren McDaniel	TxDOT

The role of the Emphasis Area Teams is to develop the content of the Texas Strategic Highway Safety Plan (SHSP), provide input to other areas of the Plan, assist the Management Team with outreach and networking, advise on implementation strategies, and track implementation progress. The purpose of the EA teams is to utilize the members' knowledge, expertise, and experiences to identify the SHSP strategies and countermeasures pertaining to pedestrian safety.. The multiple disciplines that make up each EA team will ensure the proposed solutions are feasible, practical, and effective. The consulting team will help by reviewing the literature, examining the data, etc., as requested.

Distracted Driving Reduction Strategies

Strategy 1

Reduce fatalities and injuries by identifying and implementing strategies to reduce distracted driving.

Strategy 2

Improve distracted driving reporting as a contributing factor on crash reports. (Develop a suite of countermeasures targeting distracted road users by age group.)

Strategy 3

Improve enforcement capabilities for addressing distracted driving.

Strategy 4

Improve the effectiveness of distracted road user educational techniques, tools, and strategies. (Test the efficacy of current messaging with different age groups to determine which types are effective.).

Next Steps

Data and Resource Requests

- Provide data to show how many fatalities and serious injuries are due to pedestrian distraction vs driver distraction.
- Provide more detailed breakdown of distracted driving crashes based on all contributing factors on crash report.

Upcoming Meeting Dates

- Thursday, March 2, 9:30-11:00a.m.
- Thursday, March 16, 9:30-11:00a.m.