



Texas Strategic Highway Safety Plan Update

1st Emphasis Area Team Meeting

Distracted Driving

2/16/2017

Austin, TX

Agenda

- Welcome and Introductions
- Emphasis Area (EA) Team Purpose and Need
- EA Team Roles and Responsibilities
- Strategy Selection
- Next Steps

EMPHASIS AREA TEAM PURPOSE AND NEED

EA Team Meeting Objectives

1. First Meeting

- a) Introductions
- b) Identify members (4 E approach)
- c) Review the data
- d) Suggest strategies
- e) List data and research needs

2. Subsequent Meetings

- a) Tasks and format
- b) Potential dates

EMPHASIS AREA TEAM ROLES AND RESPONSIBILITIES

SHSP Requirements

- Data-driven problem identification
- Performance-based
- Proven effective strategies and countermeasures
- Five-year updates
- Regular evaluation

SHSP Requirements

- Include additional safety information
 - RSA findings
 - Rural roads
 - Bicyclists
 - Pedestrians
- Define high-risk rural roads
- Address older driver and pedestrian safety strategies if fatalities and serious injuries have increased

SHSP Timeline: First Steps

Phase I
Sept.–Nov.
Getting Organized

Phase II
Nov.–Dec. *Building*
Support

Phase III
Jan.–May
Outreach and
Input

SHSP Timeline: Outreach and Input

Phase III **Jan.–May.**

- Develop Vision, Mission, and Brand
- Set Statewide Goals (2nd Ex. Com. Meeting)
- **Facilitate Emphasis Area Team Meetings**
- **Schedule and Facilitate Regional Workshops**
- Continue Data Analysis and Outreach

STRATEGY SELECTION

Strategy Selection Guidelines

- Broad categories
- Examples
 - Demographics, e.g., gender, age
 - Crash location, e.g., intersections, urban areas
 - Road user behavior, e.g., impaired walking, distracted walking, pedestrian crossing behavior

Strategies vs. Countermeasures

- Strategies
 - Broad categories
 - Performance measures
- Countermeasures
 - Specific actions
 - Timelines
 - Measurement methods

Example

- Strategy: Reduce the incidence of texting while driving
- Countermeasures
 - Conduct regular enforcement campaigns
 - Review all serious crashes to determine the extent to which texting was involved
 - Contact media outlets and encourage them to air PSAs explaining the science behind the dangers of texting
 - Conduct school assemblies to explain the danger and demonstrate alternative behaviors

DATA ANALYSIS

Distraction Data

2010-2015

Fatalities:
2,763 (14%)

Severe Injury:
18,361 (19%)



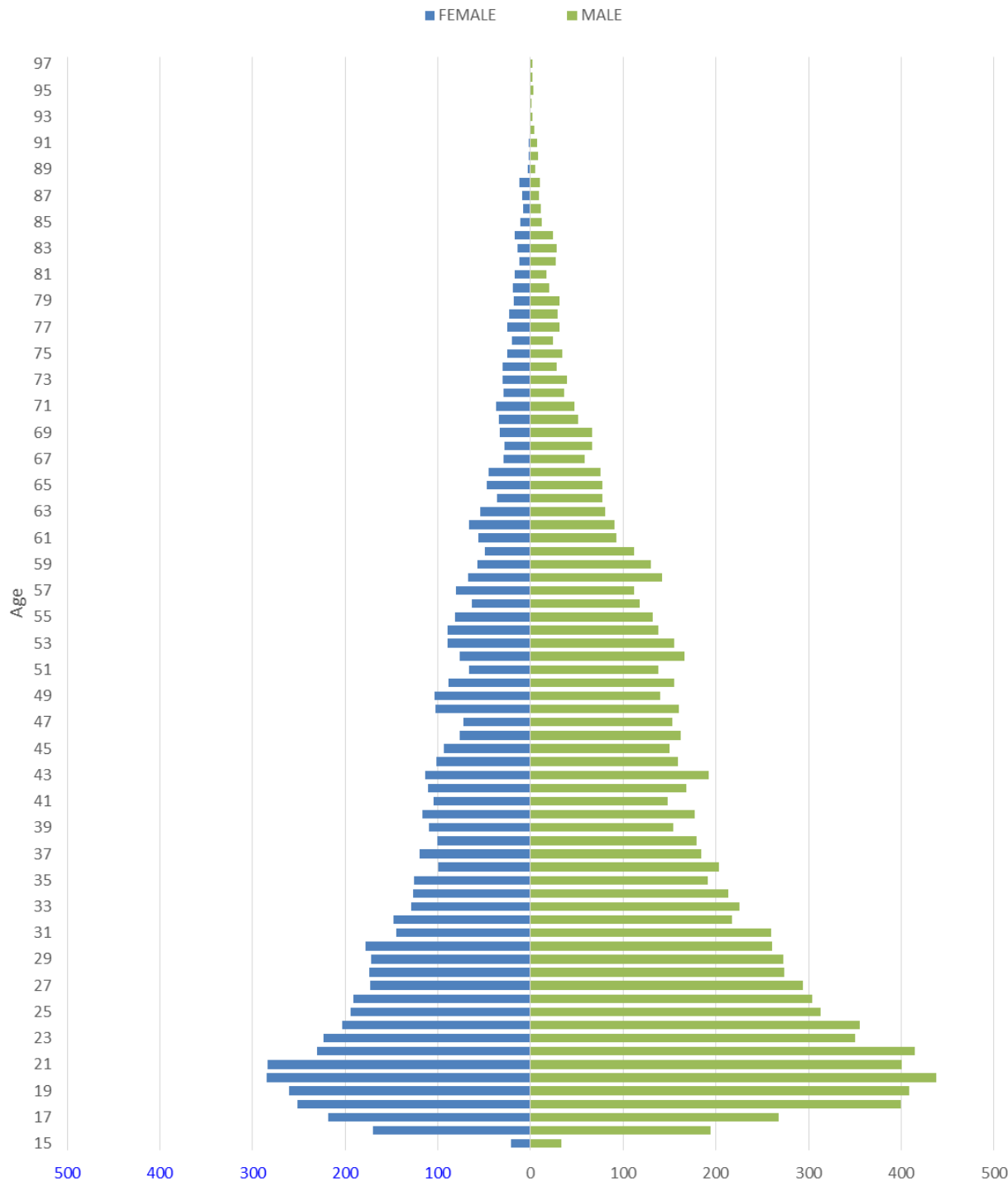
Distraction Data

2010-2015

36% Rural
64% Urban



Count of Distracted Drivers in K&A Crashes

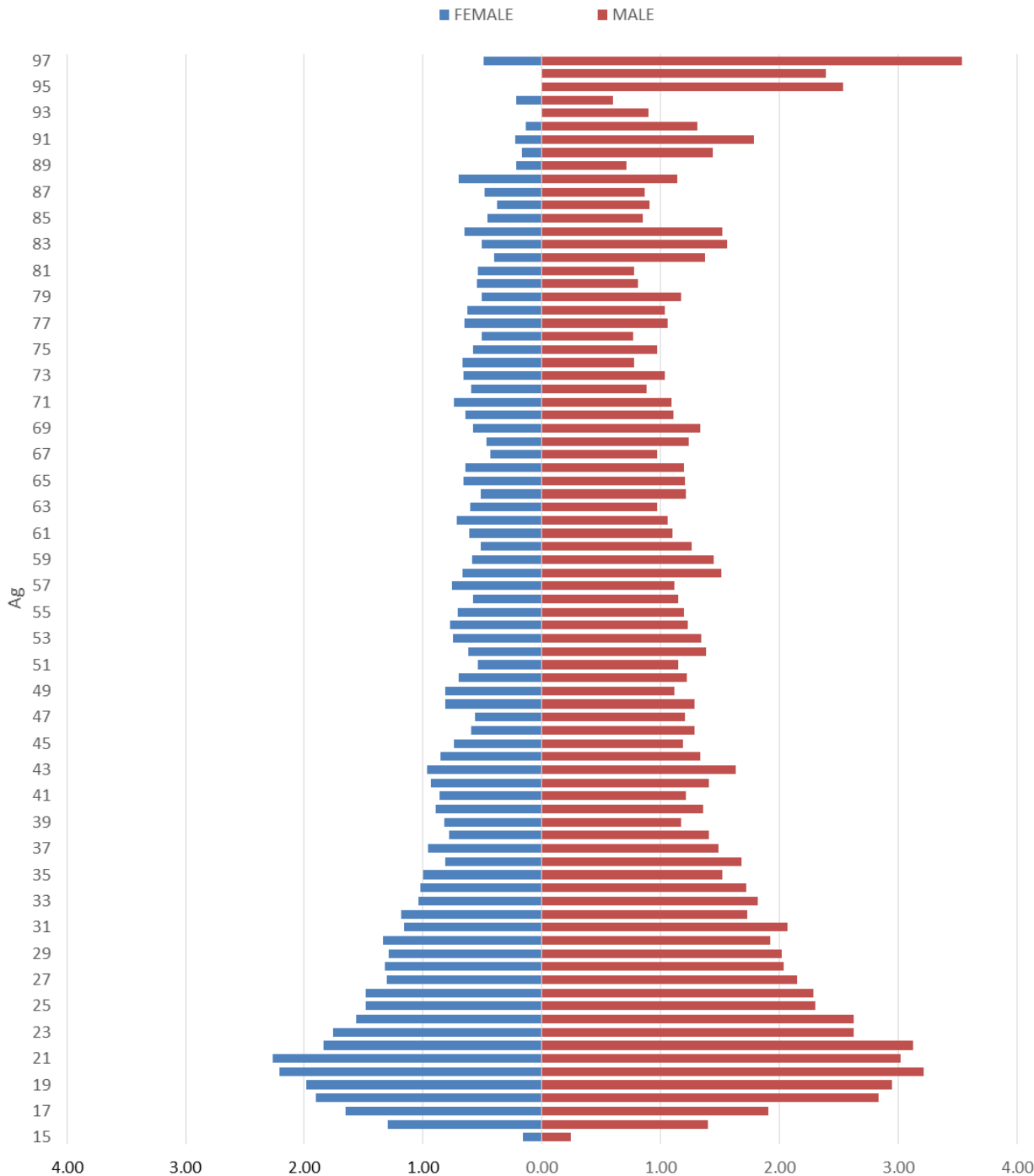


2010-2015

Raw count:

- *Males:*
16-60 years
- *Females:*
16-43 years

Proportion of K & A Distracted Crashes Relative to the Proportion of the Population by Age & Gender



2010-2015

Accounting for population size,

- *Males*
- *Females:*
16-33 years

*Values over 1.00 indicate age/gender group experienced an excess

Group Exercise

- Write down 1-3 strategies you think would reduce pedestrian crashes, injuries, and fatalities.
- Write them on a flip chart
- Give a 3-5 minute pitch to explain and justify the strategies
- Group discussion
- Vote to prioritize the strategies

A Word on Countermeasures

Effectiveness (history, current,
new measures)

Impact (history, priorities)

Feasibility (policies, resources,
expertise, sponsors, public
acceptance)

Resources

- Solutions for Saving Lives on Texas Roads
 - <https://ftp.dot.state.tx.us/pub/txdot-info/trf/trafficsafety/saving-lives.pdf>
- Texas Strategic Highway Safety Plan
 - <ftp://ftp.dot.state.tx.us/pub/txdot-info/library/pubs/gov/shsp.pdf>
- FHWA Clearinghouse
 - <https://safety.fhwa.dot.gov/tools/crf/resources>
- Countermeasures that Work
 - <https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/812202-countermeasures-that-work-8th.pdf>
- Transportation Research Information Systems (TRIS)
 - <http://www.trb.org/InformationServices/InformationServices.aspx>

SHSP website (available soon!)

Texasshsp.com

NEXT STEPS

Summary and Adjourn

- Summarize the data and information needs requested by the EA team members prior to the next meeting
- Select future meeting dates
- Adjourn