

Distracted Driving Emphasis Area Team Report

Thursday, March 2, 2017, 9:30 a.m.

Follow Up Commitments

Commitment	Responsible Person	Due Date
Submit potential countermeasures	All team members	March 10, 2017

Participants

Name	Agency/Organization
David Palmer, Team Leader	DPS
Paul Causey	Associated General Contractors of TX
Patricia Gaffney	Texas Teen Safe Driving Coalition
Sonya Landrum	North Central TX Council of Governments
Terry Pence	TxDOT - TRF
Lisa Robinson	National Safety Council
Shalandra Rogers	TxDOT - TRF
Buck Russell	Union Pacific Railroad Public Safety
Kara Thorp	AAA
Susan Herbel	SUB Consulting
Darren McDaniel	TxDOT
Robert Wunderlich	Texas A&M Transportation Institute
Eva Shipp	Texas A&M Transportation Institute
Srinivas Geedipally	Texas A&M Transportation Institute
Stacey Schrank	Texas A&M Transportation Institute

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.

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Strategies and Countermeasures

Please review the strategies and countermeasures to make sure they are worded as you intended. We hope to finish this section of the Texas Strategic Highway Safety Plan by the end of the next meeting if possible. You will soon be receiving instructions for providing comments and/or additional countermeasure suggestions for any of the strategies. We will collate your suggestions and discuss them on the next call (March 16, 9:30 - 11:00 a.m.).

Distracted Driving Reduction Strategies - Revised

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

Countermeasures and Programs

- Develop a suite of countermeasures targeting distracted road users by age group.
- Test and implement TTI App to discourage DD among teens
- Inform the public about vehicle technologies designed to improve safety and encourage consideration of safety option when purchasing a new or used vehicle (Information available on the National Safety Council's website --Mycardoeswhat.org)
- Partner with the media to educate the public about the dangers of distracted driving.
- Conduct community events, employer programs, and other outreach activities on the dangers of distracted driving
- Provide education on distracted driving for law enforcement (dangerous behaviors targeting adults and citation options)

Strategy: Improve enforcement capabilities for addressing distracted driving.

- Encourage the use of phone records to identify and document distracted driving as a contributing crash factor

- Utilize Selective Traffic Enforcement Program (STEP) grants to enforce distracted driving state laws and local ordinances
- Utilize crash data to determine the deployment of STEP grants
- Catalogue potential citations for use as a surrogate to cite distracted drivers where appropriate state laws and local ordinances do not exist or the specific circumstances don't support their use
- Educate law enforcement on methods (potential citations) for preventing distracted driving by encouraging preventive enforcement
- Improve the effectiveness of distracted road user educational techniques, tools, and strategies.

Strategy: 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.
- Utilize crash data to determine the location of media buys and other education and awareness campaign methods

Strategy: Improve distracted driving reporting as a contributing factor on crash reports.

- Catalogue and disseminate state laws and local ordinances

Strategy: Increase the installation of engineering countermeasures known to reduce distracted driving

- Systemically increase the installation of rumble strips, wider, brighter striping, and lighting beginning in areas associated with distracted driving crashes
- Document the research and educate design engineers on the effectiveness of the Safety Edge

Next Steps

Additional Resources

- <https://mycardoeswhat.org/>

Upcoming Meeting Dates

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