



Texas Strategic Highway Safety Plan Update

2nd Emphasis Area Team Meeting

Distracted Driving

3/2/2017

Austin, TX

Agenda

- Welcome and introductions (roll call)
- Review revised strategies
- Review new data runs
- Finalize strategies
- Discuss countermeasures

Team Members

Commitment	Responsible Person	Due Date
Provide AAA distracted driving crash data to the team.	Kara Thorp	ASAP

Revised Strategies

- Reduce fatalities and injuries by identifying and implementing strategies to reduce distracted driving.
- Improve distracted driving reporting as a contributing factor on crash reports.
 - Develop a suite of countermeasures targeting distracted road users by age group.

Revised Strategies

- Improve enforcement capabilities for addressing distracted driving.
- 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.

NEW DATA

Contributing Factors (Distracted)

- Distraction in a vehicle (19)
- Driver inattention (20)
- Cell phone/mobile use (72)
- Cell phone/mobile use – talking (75)
- Cell phone/mobile use – texting (76)
- Cell phone/mobile use – (76)
- Cell phone / mobile use – unknown (78)

Distraction

Distracted Crashes



18%

Pedestrians vs. Drivers

Distracted Crashes Involving
Pedestrians



Crashes with
Distracted
Pedestrian



Other Factor in Distracted Crashes

← Distracted Drivers in KA Crashes – 15,736 →

Speed, FTY ROW, Impaired, Faulty Action, Lane Keeping
79%

Other Factors
33%

Speed (failure to control, unsafe, over limit)
35%



25%
Failed to Control

112% with overlaps

Failure to Yield ROW
15%



Impaired
12%



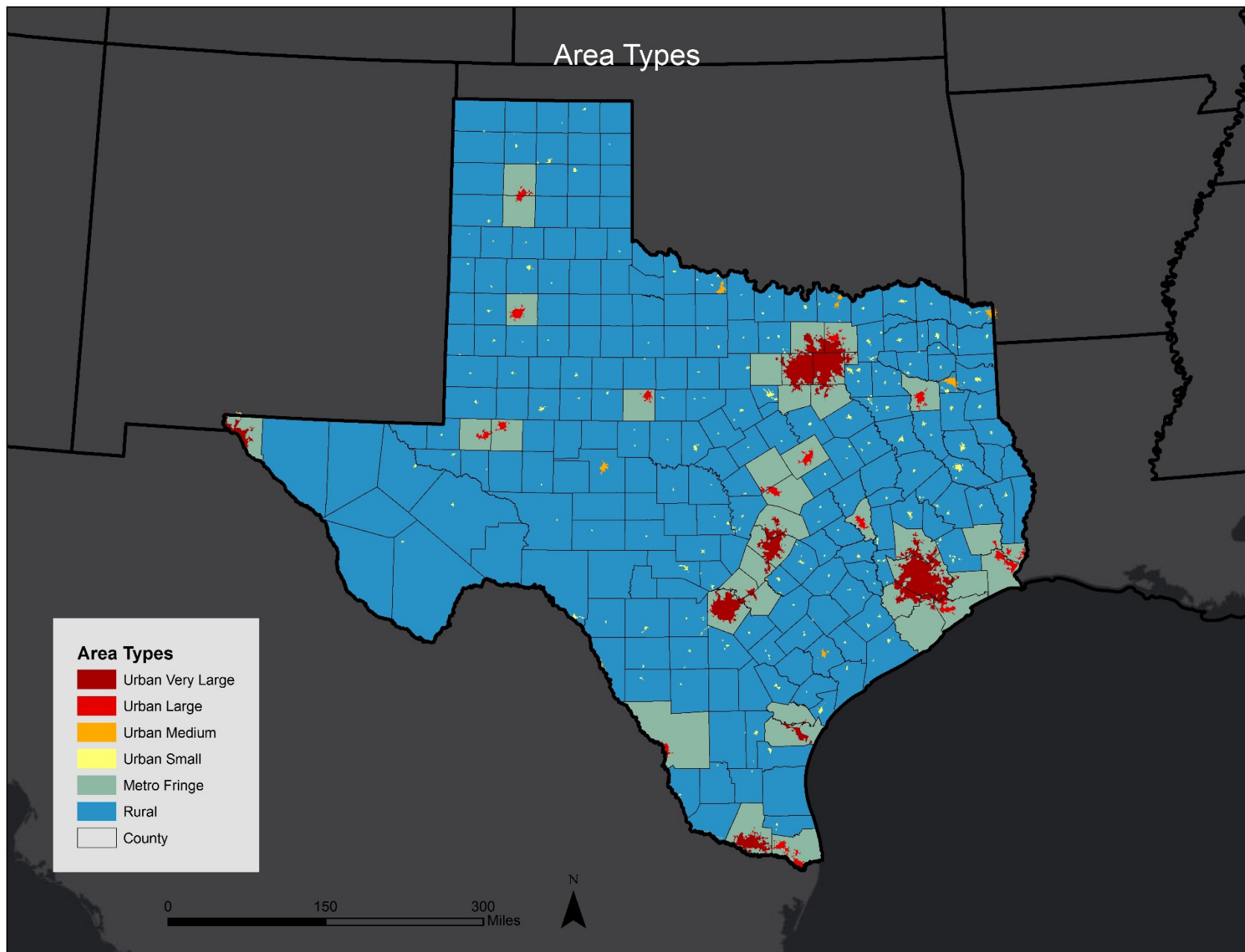
Faulty evasive action
9%



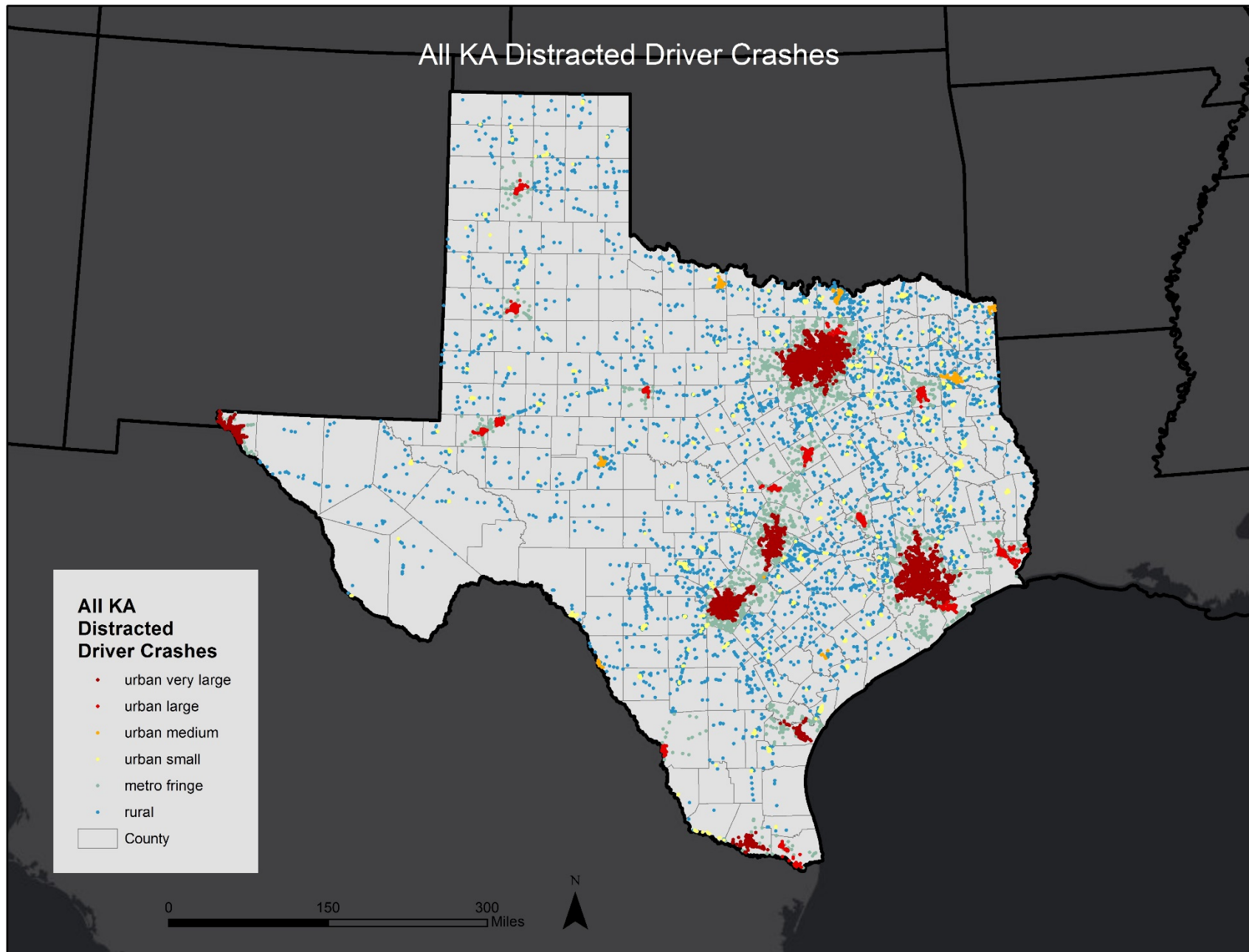
Lane Keeping
8%



Area Type Classification



KA Distraction Crashes by Area Type



First Harmful Event

FIRST HARMFUL EVENT	COUNT	%
MOTOR VEHICLE IN TRANSPORT	10155	59%
FIXED OBJECT	3330	19%
OVERTURNED	1717	10%
PEDESTRIAN	1027	6%
PEDALCYCLIST	479	3%
PARKED CAR	345	2%
OTHER NON COLLISION	71	0%
OTHER OBJECT	42	0%
RR TRAIN	28	0%
ANIMAL	8	0%

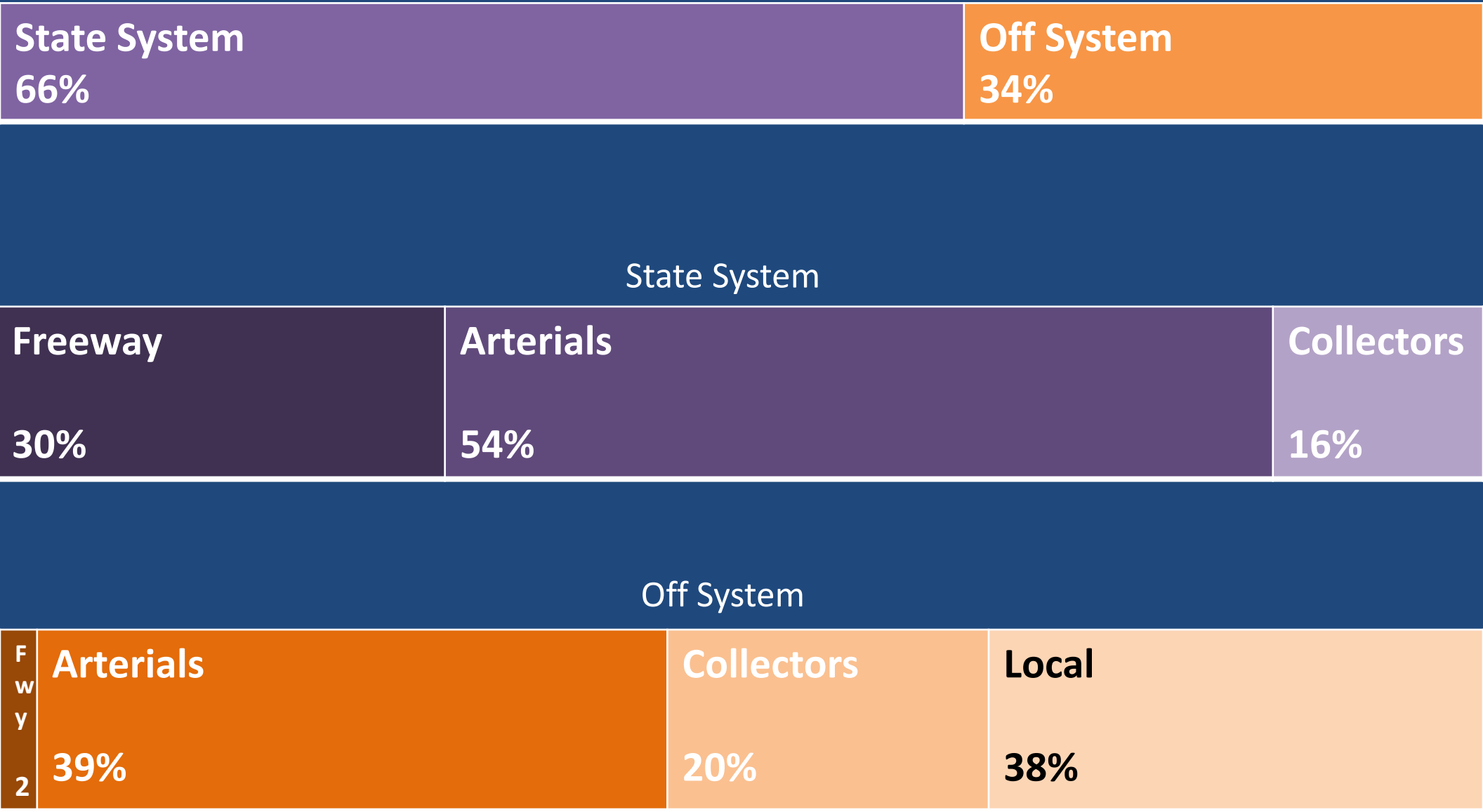
Distracted Crashes by Area Type

State System 66%	Off System 34%
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State System			
Urban Area > 100K Pop. 43%	<100K 8%	Fringe 5%	Rural 30%

Off System			
Urban Area > 100K Pop. 79%	< 100 6%	Fringe 9%	Rural 6%

Distracted Crashes by Roadway Type



COUNTERMEASURES

A Word on Countermeasures

Effectiveness (history, current,
new measures)

Impact (history, priorities)

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

Summary and Adjourn

- Review action items
- Summarize additional needs requested by the EA team members prior to the next meeting
- Next meeting: March 16 at 9:30-11:00am
- Adjourn