

Strategies and Countermeasures for the Older Road Users Emphasis Area.¹

Strategy #1 Reduce wrong way crashes	
Countermeasures and Programs:	
1a	Track and disseminate the results of wrong way crash mitigation programs around the state.
1b	Install wrong way driver warning signs, pavement markings, and advanced technology to detect and warn wrong way drivers.
1c	Address high speed intersections with medians where drivers are likely to turn into oncoming traffic.

Strategy #2 Design and operate roadways to meet the needs of older road users	
Countermeasures and Programs:	
2a	Implement strategies and standards included in the Human Factors Guide and the Handbook for Designing Roadways for the Aging Population broadly across Texas. Specifically adopt as standard practice: Turn lane channelization, offset left-turn lanes, edge line and curb delineation, left-turn traffic control for signalized intersections (protected left turn phases), advance street name signs, particularly at three-legged intersections and locations with a relatively large annual average daily traffic or a large expected number of crashes, larger signs, advance warning signs, overhead lane assignment on intersection approach, and improved signal head visibility.
2b	Adopt Safe System (Vision Zero) and Complete Streets approaches that benefit older road users when designing and operating roadways.
2c	Continue to investigate the effectiveness of intersection geometric features (e.g., channelization, island size, lane width) related to older driver and pedestrian safety.
2d	Encourage developers to work with law enforcement to proactively mitigate potential crash hazards for older motorists and pedestrians when building or expanding commercial developments based on the FHWA aging population guidance.
2e	Bring FHWA and National Highway Institute training courses on the Handbook for Designing Roadways for the Aging Population and Human Factors Guidelines to TxDOT districts, MPOs, and city engineering audiences.

¹All older road users strategies and countermeasures should consider the needs of persons with disabilities.

Strategy #3 Implement effective methods and tools to prepare older road users to deal with the limitations brought on by the aging process	
Countermeasures and Programs:	
3a	Identify resources and disseminate the information to increase older road user safety knowledge and awareness (AAA, AARP, Hartford Insurance, Hillcrest Medical Center caregiver-focused mature driver program, and the Fort Worth Blue Zone).
3b	Initiate a pilot program designed to test a smartphone-based application that provides real-time information and warnings to older road users.
3c	Implement CarFit, an educational program that offers older adults the opportunity to check how well their personal vehicles fit them.
3d	Encourage participation by older road users in the education and training opportunities, such as AARP Smart Driver™.
3e	Encourage adoption of a law requiring periodic driver licensing tests for adults. Educate and encourage medical professionals to discuss driving ability especially as it relates to post-surgery, specific medications, and general aging.

Strategy #4 Improve mobility options for older road users	
Countermeasures and Programs:	
4a	Create regional clearinghouses on mobility options available to older road users and educate the public on methods for identifying mobility options at the community level.
4b	Identify current and recommended strategies for improving older person mobility in rural communities.
4c	Fund research on ways to encourage use of mobility options other than driving (including transit and transportation network companies) by older drivers.

Strategy #5 Implement methods to reduce injury severity among older road users	
Countermeasures and Programs:	
5a	Adopt a Safe System (Vision Zero) approach to reduce the consequences of human error.
5b	Educate older drivers on vehicle safety technologies, vehicle safety systems, and after-market products useful for reducing injuries due to traffic incidences (Pilot test providing vehicle safety system information from the My Car Does What program in one or more motor vehicle offices).
5c	Provide incentives for purchase of vehicles with enhanced safety features.
5d	Determine older road users safety belt use from TxDOT surveys and conduct a targeted campaign explaining the benefits of safety belt use.

5e	Work with Texas Automobile Dealers Association to educate older vehicle purchasers on vehicle safety technologies and provide incentives for purchasing safer vehicles.
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