

## Distracted Driving Emphasis Area Team Report Thursday, March 16, 2017, 9:30 a.m.

### Participants

Name	Agency/Organization
David Palmer, Team Leader	DPS
Rick Alexander	Mobisoft
Paul Causey	Associated General Contractors of TX
Patricia Gaffney	Texas Teen Safe Driving Coalition
Major Hofheins	San Angelo MPO
Sonya Landrum	North Central TX Council of Governments
Caroline Love	Texas Department of Motor Vehicles
Terry Pence	TxDOT - TRF
Lisa Robinson	National Safety Council
Shalandra Rogers	TxDOT - TRF
Kara Thorp	AAA
Susan Herbel	SUB Consulting
Darren McDaniel	TxDOT
Eva Shipp	Texas A&M Transportation Institute
Srinivas Geedipally	Texas A&M Transportation Institute

### Distracted Driving Reduction Strategies

***Strategy #1: Reduce fatalities and serious injuries by identifying and implementing education and awareness strategies to reduce distracted driving***

#### ***Countermeasures and Programs***

- Develop and document a suite of countermeasures targeting distracted road users by age group
- Inform the public about vehicle technologies designed to improve safety and encourage consideration of safety options when purchasing new or used vehicles (Information available at [Mycardoeswhat.org](http://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
- Inform elected officials on the economic impact of distracted driving to the State
- Conduct a public survey to determine level of support for laws restricting distracted driving
- Provide education to the employer on the economic cost/impact of distracted driving on and off the job.
- Educate consumers on apps that will disable phones while in a vehicle
- Create a PSA on dangers of distracted driving for media.
- Provide information to car dealerships for distribution of distracted driving information to customers
- Target schools and teens with distracted driving messages to ingrain safety knowledge early
- Identify, document, and disseminate employer programs designed to reduce distract driving
- Inform adults/parents on tools they can use to limit teen cell phone use while driving
- Inform teen drivers about cell phone, texting, and other restrictions under the Texas Graduated Driver Licensing law
- Provide early education on distracted driving and encourage children to counsel their parents and other adults
- Continue to implement Impact Texas Teen Drivers (ITTD), an informational tool (2 hour video) designed to educate teens on the dangers of distracted driving. An ITTD certificate is required by DPS before new drivers are allowed to obtain a provisional driver license. Information posted at <https://impacttexas-teendrivers.dps.texas.gov/>
- Encourage adults to participate in the free two-hour distracted driving program sponsored by The Texas Municipal Police Association and the Texas Department of Transportation (TxDOT). Dates are posted at <https://buckleuptexas.com/distracted-driving-for-adult-drivers/>

## ***Strategy #2: Improve and increase enforcement capabilities for addressing distracted driving***

### ***Countermeasures and Programs***

- Utilize Selective Traffic Enforcement Program (STEP) grants and high visibility enforcement techniques to enforce distracted driving state laws and local ordinances
- Utilize crash data to determine the deployment of distracted driving STEP grants
- Catalogue potential citations for use as surrogates for stopping and/or citing distracted road users where appropriate state laws and local ordinances do not exist or the specific circumstances don't support their use
- Catalogue and disseminate state laws and local ordinances related to distracted driving
- Improve distracted driving reporting as a contributing crash factor by encouraging the use of phone records to identify and document distracted driving as a contributing crash factor; adopting the Model Minimum Uniform Crash Criteria (MMUCC) recommendations on distracted driving; and asking law enforcement to report additional details in the narrative on distracted driving incidences on crash reports
- Provide distracted driving educational tools for law enforcement
- Identify and disseminate model distracted driving policies for law enforcement agencies

## ***Strategy #3: Improve the effectiveness of distracted road user educational techniques, tools, and strategies***

### ***Countermeasures and Programs***

- Test the efficacy of current messaging with different age groups to determine which types are effective.
- Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors with respect to distracted driving
- Utilize crash data to target locations for media buys and other distracted driving education and awareness campaign methods

## ***Strategy #4: Increase the installation of engineering countermeasures known to reduce distracted driving***

### ***Countermeasures and Programs***

- Systemically install shoulder, edge line, and centerline rumble strips, wider and brighter striping, and lighting especially in areas associated with distracted driving crashes

- Document the research and educate design engineers on the effectiveness of the Safety Edge
- Utilize network screening techniques to identify distracted driving crash sites and appropriate countermeasures for systemic installation across Texas
- Identify and implement engineering countermeasures known to reduce distracted driving

***Strategy #5: Utilize technology to reduce distracted driving crashes, serious injuries, and fatalities***

***Countermeasures and Programs***

- Test and implement the TTI App to discourage distracted driving among teens
- Encourage employers to adapt company vehicles to include the TTI App and encourage its use in private employee vehicles
- Team with the National Safety Council to become informed about and utilize the technology for tracking employee cell phone use while driving

**Next Steps**

***Upcoming Meeting Date: Thursday, May 18, 9:30 - 11:00 am***

This meeting will accomplish at least four purposes:

1. Review, revise, and finalize the SHSP distracted driving strategies and countermeasures;
2. Review and discuss the SHSP goals established by the Executive Committee;
3. Set goals/targets for the distracted driving emphasis area; and
4. Identify an additional meeting date in June to discuss suggestions and recommendations from the 2017 Texas Traffic Safety Conference.