



Texas Strategic Highway Safety Plan Update

3rd Emphasis Area Team Meeting

Distracted Driving

3/16/2017

Austin, TX

Agenda

- Welcome and introductions (roll call)
- Review revised strategies and countermeasures
- Finalize countermeasures

Strategy #1

- ***Reduce fatalities and serious injuries by identifying and implementing strategies to reduce distracted driving.***
 - Develop a suite of countermeasures targeting distracted road users by age group
 - Test and implement TTI App to discourage distracted driving among teens
 - Inform the public about vehicle technologies designed to improve safety and encourage consideration of safety options when purchasing new or used vehicles (Information available on the National Safety Council's website --Mycardoeswhat.org)

Strategy #1 (continued)

- ***Reduce fatalities and injuries by identifying and implementing strategies to reduce distracted driving.***
 - 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 #1 Countermeasures (new)

- Inform elected officials on the economic impact of distracted driving to the state.
- Statewide Distracted Driving Law **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.

Strategy #1 Countermeasures (new)

- Provide information to car dealerships to distribute to customers on distracted driving
- Target schools and teens with the distracted driving message so it becomes ingrained in their minds early on.
- Identify, document, and disseminate employer programs designed to reduce distract driving
- Use personal stories/tragedies to impact teens and middle school students' behaviors with respect to distracted driving

Strategy #1 (new)

- Inform adults/parents on tools they can use to limit teen cell phone use while driving
- Inform teen drivers about phone and texting restrictions under the Texas Graduated Driver Licensing law **What about other restrictions, e.g., nighttime, passengers, etc.**
-

Strategy #2

- *Improve **and increase** 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

Strategy #2 (continued)

- ***Improve enforcement capabilities for addressing distracted driving.***
 - 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 #2 Countermeasures (new)

- Encourage Law Enforcement to accurately report all distracted driving incidences on crash reports
- Utilize High Visibility Enforcement, including Selective Traffic Enforcement Program (STEP) grants, to enforce distracted driving state laws and local ordinances
- Create a flyer law enforcement can provide on the dangers of distraction

Strategy #3

- ***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 #3 (new)

- Encourage the use of the one-hour FREE Distracted Driving Course for Adult Drivers available statewide through Buckle Up Texas
- Use personal stories/tragedies to communicate the distracted driving message with emotion.

Strategy #4

- *Improve distracted driving reporting as a contributing factor on crash reports.*
 - Catalogue and disseminate state laws and local ordinances

Strategy #4 (new)

- *Improve distracted driving reporting as a contributing factor on crash reports.*
 - *None*

Strategy #5

- ***Increase the installation of engineering countermeasures known to reduce distracted driving***
 - Systemically increase the installation of edge line and centerline 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

Strategy #5 (new)

- *Increase the installation of engineering countermeasures known to reduce distracted driving*
 - Utilize network screening techniques to identify sites and countermeasures for systemic installation across Texas

Summary and Adjourn

- Review any action items
- Schedule additional meetings if needed