SHSP Action Plan Development

Distracted Driving EA Team

January 18, 2018

Agenda

- Welcome and Introductions

- SHSP Status

- FY 18 Goals and Objectives

- Action Planning
    - Proposed Approach
    - Meeting Schedule

- SHSP Milestones

SHSP Status

Thanks to you and your teams!

Plan approved by FHWA!!   (Woo Hoo!)
Posted at www.texasshsp.com

Next Steps:
- Action Plans
- Evaluation Plan
- Communication Plan
- Regional Workshops

FY 18 Goals and Objectives

- Establish a SHSP Brand

- Extend participation in SHSP

- Document Existing Safety Programs and Projects

- Develop & disseminate a branded "consumer version" of SHSP

- Develop Action Plans for each Emphasis Area

Document Existing Programs and Projects

- Qualtrics Survey
- Classify
  - By EA
  - By other efforts (e.g., motorcycles, bicycles)
- Starting Point
- Identify gaps
- Set priorities

Action Planning Approach

- EA Teams

  - Review, revise, and confirm countermeasure rankings

  - Review, revise, and confirm preliminary Action Plans

  - Develop and confirm additional Action Plans
    - Ensure all strategies covered
    - All EA team priorities covered

- Three Rounds of Meetings

EA Team Meetings

Round 1

- Review, revise, and confirm countermeasure rankings*

- If time allows, begin reviewing, revising, and confirming preliminary Action Plans*

- Identify additional Action Plans needed to:
  - Ensure all strategies covered
  - Cover all EA team priorities

* Developed during 2017 Texas Traffic Safety Conference

STRATEGIES: DISTRACTED DRIVING EMPHASIS AREA	
Strategy #1	Reduce fatalities and serious injuries by identifying and implementing education and awareness strategies to reduce distracted driving
Strategy #2	Improve the effectiveness of distracted road user educational techniques, tools, and strategies
Strategy #3	Improve and increase enforcement capabilities for addressing distracted driving
Strategy #4	Increase the installation of engineering countermeasures known to reduce distracted driving
Strategy #5	Use technology to reduce distracted driving crashes, serious injuries, and fatalities

NUMBER	COUNTERMEASURE	RANK
4a	Identify and systemically implement engineering countermeasures known to reduce distracted driving, such as edge line, centerline and transverse rumble strips, wider and brighter striping, and lighting especially in areas associated with distracted driving crashes.	1
3a	Use Selective Traffic Enforcement Program (STEP) grants and high visibility enforcement techniques to enforce distracted driving state laws and local ordinances.	2
5a	Test and implement apps to encourage distraction-free driving or discourage distracted driving.	3
3e	Investigate the feasibility of using phone records to identify and document distracted driving as a contributing crash factor and encourage the use of the narrative to provide additional details.	4
1c	Educate the public with age-specific messages (pre-teen to adult) about the dangers of distracted driving through the media, schools, car dealers, community events, and employers.	5
2c	Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when distracted driving.	6
2a	Test the efficacy of current and future messaging with different age groups to determine which types are effective.	7
5b	Encourage employers to adapt company vehicles to include the safe-driving apps and encourage use in private employee vehicles.	8
4b	Use network screening techniques to identify distracted driving crash sites and appropriate countermeasures for systemic installation across Texas.	9
1e	Educate the public with age-specific messages on tools to encourage distraction-free driving (apps, technology, programs) through outreach programs. Examples: Inform adults/parents on tools they can use to limit teen cell phone use while driving. Educate consumers on apps that will disable phones while in a vehicle.	10
1h	Inform teen drivers about cell phone, texting, and other restrictions under the Texas Graduated Driver Licensing law.	11
1d	Educate public officials and employers about the human and economic costs of distracted driving through outreach programs.	12
2d	Use crash data to target locations for media buys and other distracted driving education and awareness campaign methods.	13
1b	Educate the consumers, parents, and the public with age-specific messages about car technology and safety options (e.g., mycardoeswhat.org) through car dealers, the media, and employers.	14
3g	Identify and disseminate model distracted driving policies for law enforcement agencies.	15

NUMBER	COUNTERMEASURE	RANK
3b	Use crash data to determine the deployment of distracted driving STEP grants.	16
1a	Develop and document a suite of countermeasures targeting distracted road users by age group.	17
3f	Encourage adoption of the Model Minimum Uniform Crash Criteria recommendations on distracted driving.	18
3c	Encourage law enforcement personnel to report cell phone use in crash reports and citations when applicable; provide distracted driving educational tools for law enforcement.	19
1f	Inform members of the judiciary branch about tools that limit cell phone use and training programs such as Impact Texas Teen Drivers and the Texas Municipal Police Association/TxDOT adult course. Encourage voluntary participation in these courses.	20
3d	Catalogue and disseminate state laws and local ordinances on distracted driving.	21
5c	Team with the National Safety Council to become informed about and use the technology for tracking employee cell phone use while driving.	22
1g	Consider using teens to conduct a public survey to determine level of support for laws restricting distracted driving.	23
1i	Continue to implement Impact Texas Teen Drivers, an informational tool (2-hour video) designed to educate teens on the dangers of distracted driving.	24
1j		
1k		
2b		
3h		

NUMBER	COUNTERMEASURE for ACTION PLANNING	RANK
4a	Identify and systemically implement engineering countermeasures known to reduce distracted driving, such as edge line, centerline and transverse rumble strips, wider and brighter striping, and lighting especially in areas associated with distracted driving crashes.	1
3a	Use Selective Traffic Enforcement Program (STEP) grants and high visibility enforcement techniques to enforce distracted driving state laws and local ordinances.	2
5a	Test and implement apps to encourage distraction-free driving or discourage distracted driving.	3
3e	Encourage the use of phone records to identify and document distracted driving as a contributing crash factor and encourage the use of the narrative to provide additional details.	4
1c	Educate the public with age-specific messages (pre-teen to adult) about the dangers of distracted driving through the media, schools, car dealers, community events, and employers.	5
2c	Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when distracted driving.	6

Strategy #1	Reduce fatalities and serious injuries by identifying and implementing education and awareness strategies to reduce distracted driving
Countermeasures and Programs:	
1c	Educate the public with age-specific messages (pre-teen to adult) about the dangers of distracted driving through the media, schools, car dealers, community events, and employers.

Facilitated Discussion Group Notes:

Step 1: Review the data and gap analysis and issues for each age group.
(Lead organization: TxDOT)

Step 2: Assess the programs, best practices, program effectiveness, determine age-specific gaps.
(Lead organization: TxDOT)

Step 3: Develop education plan/strategy for each age group.
(Lead organization: TxDOT, marketing vendor)

Step 4: Identify partners & sponsors by reaching out to coalitions, corporations, sub-grantees, state agencies, or anyone with common interests.
(Lead organization: TxDOT, marketing vendor)

Step 5: Implementation of marketing and outreach campaigns
(Lead organization: TxDOT, marketing vendor)

Step 6: Evaluate. Measure changes in awareness, attitudes and behaviors
(Lead organization: TxDOT, marketing vendor)

Strategy #1	Reduce fatalities and serious injuries by identifying and implementing education and awareness strategies to reduce distracted driving
Countermeasures and Programs:	
1c	Educate the public with age-specific messages (pre-teen to adult) about the dangers of distracted driving through the media, schools, car dealers, community events, and employers.

Effectiveness: **

Cost of implementation: $$

Time of implementation: medium

Barriers

- Limited funding
- Cohesive organized effort
- Legislative road blocks
- Public pushback
- State agencies
- Buy-in from different age groups
- Cultural barriers

Strategy #3	Improve and increase enforcement capabilities for addressing distracted driving
Countermeasures and Programs:	
3a	Use Selective Traffic Enforcement Program (STEP) grants and high visibility enforcement techniques to enforce distracted driving state laws and local ordinances.

Facilitated Discussion Group Notes:

Step 1: TxDOT receiving funds from NHTSA
(Lead organization: TxDOT)

Step 2: Agencies apply for grant funds
(Lead organization: law enforcement agencies)

Step 3: Selection of agencies to fund
(Lead organization: TxDOT)

Step 4: Implementation plan and enforcement
(Lead organization: law enforcement agencies)

Step 5: Grant evaluation by local agencies
(Lead organization: law enforcement agencies)

Strategy #3	Improve and increase enforcement capabilities for addressing distracted driving
Countermeasures and Programs:	
3a	Use Selective Traffic Enforcement Program (STEP) grants and high visibility enforcement techniques to enforce distracted driving state laws and local ordinances.

Step 6: Grant management and evaluation
             (Lead organization: TxDOT)
Step 7: TxDOT gets funding for next year and local agencies reapply
             (Lead organization: TxDOT, law enforcement agencies)

Effectiveness: ***
            Cost of implementation: $$
            Time of implementation: medium
            Barriers
                    • Finding people to work
                    • Community push back

Strategy #3	Improve and increase enforcement capabilities for addressing distracted driving
Countermeasures and Programs:	
3e	Encourage the use of phone records to identify and document distracted driving as a contributing crash factor and encourage the use of the narrative to provide additional details.

Facilitated Discussion Group Notes:

Step 1: Legal counsel of DPS to investigate legality. Warrant to obtain record?
(Lead organization: TxDPS)

Step 2: Determine criteria/process for obtaining records
(Lead organization: TxDPS)

Step 3: Encourage crash reporting and documentation
- Conference on obtaining records
- Guidance on how to enforce new state law

Strategy #3	Improve and increase enforcement capabilities for addressing distracted driving
Countermeasures and Programs:	
3e	Encourage the use of phone records to identify and document distracted driving as a contributing crash factor and encourage the use of the narrative to provide additional details.

Effectiveness: **

Cost to implement: $$- requires additional resources, staff, equipment

Time to implement: medium

Barriers:
- Legal issues
- Is extra work worth it
- Does it improve enforcement

Strategy #4	Increase the installation of engineering countermeasures known to reduce distracted driving
Countermeasures and Programs:	
4a	Identify and systemically implement engineering countermeasures known to reduce distracted driving, such as edge line, centerline and transverse rumble strips, wider and brighter striping, and lighting especially in areas associated with distracted driving crashes.

Facilitated Discussion Group Notes:

Step 1: Data collection, CRIS system, analyze hot spot data
(Lead organization: TxDOT)

Step 2: Identify owner/agency of hot spot locations
(Lead organization: agency dependent; "owner agency")

Step 3: Review current and upcoming project list and match needs with project list
(Lead organization: owner agency)

Step 4: Installation of rumble strip and implement new strategies on other hot spots.
(Lead organization: owner agency)

Step 5: Review post implementation crash data
(Lead organization: owner agency)

Strategy #4	Increase the installation of engineering countermeasures known to reduce distracted driving
Countermeasures and Programs:	
4a	Identify and systemically implement engineering countermeasures known to reduce distracted driving, such as edge line, centerline and transverse rumble strips, wider and brighter striping, and lighting especially in areas associated with distracted driving crashes.

Effectiveness: **
Cost of implementation: $$
Time of implementation: medium
Barriers

- Knowledge sharing of SME
- Leadership buy-in
    - Elected officials
    - Administration
- Funding for future projects

Strategy #5	Use technology to reduce distracted driving crashes, serious injuries, and fatalities
Countermeasures and Programs:	
5a	Test and implement apps to encourage distraction-free driving or discourage distracted driving.

Facilitated Discussion Group Notes:

Step 1: Focus group (Lead organization: TTI)
- Parents
- Teens/users
- App people
- Reward providers

Step 2: Calls for apps (app-a-thon)
(Lead organization: TxDOT grant)
- Tell them what features app needs
- Auto start

Step 3: Use the focus group to review the app and evaluate the features
(Lead organization: TTI)

Step 4: Testing (see if app works)
(Lead organization: TTI)

Strategy #5	Use technology to reduce distracted driving crashes, serious injuries, and fatalities
Countermeasures and Programs:	
5a	Test and implement apps to encourage distraction-free driving or discourage distracted driving.

Step 5: Analyze the data
- Is the teen using it or not:
- Features work or not? If not, then repeat.

Step 6: Partnership with a carrier/3rd parties/dealerships/insurance carriers

Effectiveness: **

Cost of implementation: $

Time of implementation: short

Barriers
- Teens over-riding app

Wrap Up

- Review plans for next meeting
- Questions
- Comments

Thanks very much!

EA Team Meetings

Round 2

- Complete reviewing, revising, and confirming preliminary Action Plans

- Develop additional Action Plans
  - Ensure all strategies covered
  - All EA team priorities covered

EA Team Meeting Schedule

Round 2
- January
- February

Round 3
- February
- March

EA Team Meetings

Round 3

- Complete Action Plans

- Announce regional workshop dates and locations

- Discuss EA Team role in workshops

- Encourage participation and marketing assistance

SHSP Milestones

Regional Workshops (May)

- Houston
- DFW
- San Antonio
- Midland/Odessa

SHSP Action and Evaluation Plans

- August 1st to FHWA

Traffic Safety Conference

- Focus on success and overcoming barriers
- Interactive workshops

2018 Traffic Safety Conference