

# SHSP Action Plan Development

## Speeding 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](http://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: SPEEDING EMPHASIS AREA

Strategy #1	Use the concept of establishing target speed limit and road characteristics to reduce speeding
Strategy #2	Educate law enforcement on contributing crash factors to improve crash data collection
Strategy #3	Leverage data to improve engineering, education, and enforcement
Strategy #4	Increase and sustain high visibility speeding enforcement. (Develop, catalogue, and disseminate tools and other resources to improve enforcement capabilities)
Strategy #5	Improve the effectiveness of educational techniques, tools, and strategies for speeding (target specific age groups)



NUMBER	COUNTERMEASURE	RANK
2a	Educate law enforcement on the use of crash data and the need for accurate information. Examples: Encourage periodic training for officers on crash reporting; better define contributing factors in instructions for law enforcement officers; highlight difference between failure to control speed and speeding over the limit.	1
1b	Design and redesign roadways for a target speed appropriate for the adjacent environment (see National Association of City Transportation Officials guidelines). Use speed management techniques as described in ITE Urban Thoroughfares report, such as traffic calming, re-designation of road space (road diets) or other redesign for roads with speeding crash problems.	2
1a	Encourage use of target speeds for arterial, collector, and local roadways; encourage use of target speeds with pedestrian, land use and roadway context, including options for target speeds of 35 mph or less on arterials and the evaluation of existing speed limits to appropriate target speeds	3
5c	Revisit driver's education courses, including parent-taught program design, document benefits of certified instructor training and enhance ticket dismissal courses, particularly with regard to speed choice and speeding.	4
5d	Educate the public on the difference between posted speed limit and safe driving speed.	5
4b	Investigate a pilot program to test the effectiveness and acceptance of automated speed enforcement	6
4a	Develop a best practices guide for speed enforcement techniques.	12
3c	Require STEP grant-funded enforcement programs to be data driven.	8
3a	Develop a resource center for assisting law enforcement agencies with data driven development, including high crash (especially injury and fatality) mapping and mapping of contributing factors).	7
		8
		9
4c	Explore the effectiveness of Dynamic Display Speed Devices.	10
2c	Encourage electronic submission of CR-3 and citations, with features to ensure all fields completed.	11
2b	Ensure law enforcement and crash analysts understand the difference in speeding related contributing factors and their association with statutes when analyzing crash data.	13
3f	Encourage partnerships of agencies with school districts to implement safe streets projects across the state, while also providing the students with knowledge of the crisis of traffic deaths and the potential solutions that modify their behavior and decisions.	14
2d	Collaborate with law enforcement to explore methods to add estimated speed of vehicles to crash reports (including when vehicles are traveling at or below speed limit).	15
3e	Encourage cities to implement safe design speed demonstration projects in various settings. This could include involving neighborhoods in community-based traffic calming.	16
3d	Produce a report on the potential crash, death, and serious injury reduction of shifting all surface streets in urban districts under TxDOT control to a lower operating speed, including feeder/frontage roads	17
3b	Train and encourage law enforcement agencies to make effective use of data to plan and during patrol.	18

NUMBER	COUNTERMEASURE for ACTION PLANNING	RANK
2a	Educate law enforcement on the use of crash data and the need for accurate information. Examples: Encourage periodic training for officers on crash reporting; better define contributing factors in instructions for law enforcement officers; highlight difference between failure to control speed and speeding over the limit.	1
1b	Design and redesign roadways for a target speed appropriate for the adjacent environment (see National Association of City Transportation Officials guidelines). Use speed management techniques as described in ITE Urban Thoroughfares report, such as traffic calming, re-designation of road space (road diets) or other redesign for roads with speeding crash problems.	2
1a	Encourage use of target speeds for arterial, collector, and local roadways; encourage use of target speeds with pedestrian, land use and roadway context, including options for target speeds of 35 mph or less on arterials and the evaluation of existing speed limits to appropriate target speeds	3
5c	Revisit parent-taught program design and document benefits of certified instructor training.	4
5d	Educate the public on the difference between posted speed limit, speed design, and safe driving speed.	5
4b	Conduct a pilot program to test the effectiveness and acceptance of automated speed enforcement	6
3a	Develop a resource center for assisting law enforcement agencies with data driven development, including high crash (especially injury and fatality) mapping and mapping of contributing factors).	7

# Action Plan Overview

- **Steps** (requires most effort)
  - Lead organization
  - Action
  
- **Key points**
  - Effectiveness
  - Cost to implement
  - Time to implement (based on 5 year plan)
  - Barriers or issues to implementation

## Strategy #2

Educate law enforcement on contributing crash factors to improve crash data collection

### Countermeasures and Programs:

2a

Educate law enforcement on the use of crash data and the need for accurate information.

Examples: Encourage periodic training for officers on crash reporting; better define contributing factors in instructions for law enforcement officers; highlight difference between failure to control speed and speeding over the limit.

### Facilitated Discussion Group Notes:

Step 1: Identify stakeholders to tailor program to local agencies.

(Lead organization: TxDOT )

Step 2: Set up liaisons and TxDOT develop training programs (dual lines of communication).

Step 3: Set up a pilot program and get feedback from all involved and analyze TxDOT with law enforcement agencies at all levels.

(Lead organization: TxDOT)

Step 4: Establish standardized metrics statewide to aid in a consistent implementation.

(Lead organization: TxDOT )

Step 5: Roll out statewide. TxDOT roll out, but law enforcement implements.

## Strategy #2

Educate law enforcement on contributing crash factors to improve crash data collection

### Countermeasures and Programs:

2a

Educate law enforcement on the use of crash data and the need for accurate information.

Examples: Encourage periodic training for officers on crash reporting; better define contributing factors in instructions for law enforcement officers; highlight difference between failure to control speed and speeding over the limit.

Effectiveness: \*\*\*

(depending on how we implement and get buy-in at all levels

Cost to implement: \$ - training and streamlining the form

Time to implement: short – training expanding on arrest; max 1 year  
medium-long – streamlining the form and interface for  
input of data

### Barriers

- Lack of buy-in from all stakeholders
- Overcome by identifying stakeholders
- Setting up liaisons

Strategy #5	Improve the effectiveness of educational techniques, tools, and strategies for speeding (target specific age groups)
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## Countermeasures and Programs:

5c	Revisit parent-taught program design and document benefits of certified instructor training.
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### Facilitated Discussion Group Notes:

Step 1: Open study up to TxDOT Request for Proposals to try to secure funding.

Step 2: Conduct the study.

Step 3: Review 2007 study for gaps with new study and share the findings.

Effectiveness: \*\*\*

- Two current studies that show positive effects of driver ed. vs. parent taught
- TTI comparative study- there is a significant difference in crashes of driver educated and parent taught (200,000-250,000 in driver ed. vs. 800,000 in parent taught program.

Strategy #5	Improve the effectiveness of educational techniques, tools, and strategies for speeding (target specific age groups)
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**Countermeasures and Programs:**

5c	Revisit parent-taught program design and document benefits of certified instructor training.
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**Cost to implement: \$\$**

- Around \$150,000 for study to be conducted

**Time to implement: medium**

- If put into proposal wouldn't begin until FY 2019
- Legislation couldn't change until 2021

**Barriers:**

- Legislation opposed
- Countermeasure wording need to be revised - more "action-oriented" verbiage. Needs to be expanded to include actual effectiveness of educational techniques as the strategy reads
- Push back from parents and home school organizations

Strategy #5	Improve the effectiveness of educational techniques, tools, and strategies for speeding (target specific age groups)
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## Countermeasures and Programs:

5d	Educate the public on the difference between posted speed limit, speed design, and safe driving speed.
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## Facilitated Discussion Group Notes:

### Step 1: Data collection

- Crash involvement
- Stats for use in campaign

(Lead organizations: TxDOT and TTI)

### Step 2: Pass info to law enforcement and safety advocates

(Lead organization: DPS)

### Step 3: Funding for campaign and grants.

(Lead organization: TxDOT)

### Step 4: Form coalition focused on speed [sustain momentum]

(Lead organization: TxDOT)

### Step 5: Execution/Evaluation

(Lead organizations: TxDOT ,TTI, DPS, Safety Coalition)



Strategy #5	Improve the effectiveness of educational techniques, tools, and strategies for speeding (target specific age groups)
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### Countermeasures and Programs:

5d	Educate the public on the difference between posted speed limit, speed design, and safe driving speed.
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Effectiveness: \* - 3; \*\* - 2; \*\*\* - 4

Cost to implement: \$ - 3; \$\$ - 4; \$\$\$ - 1

Time to implement: medium – 6; short – 1

#### Barriers

- Funding – coalition; public/private
- Public acceptance
  - Coalition/grassroots effort
  - Showing problem via media/PSAs

# 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



The graphic is a promotional poster for the 2018 Traffic Safety Conference. It features a photograph of the Sugar Land Marriott Town Square hotel and a fountain in the foreground. The text is overlaid on the image. On the right side, there is a colorful logo consisting of several arrows pointing towards a central point, with colors including red, orange, yellow, green, and blue. Below the logo, the venue name and address are listed. The dates are prominently displayed in a grey box. At the bottom, there are three logos: Texas A&M Transportation Institute, Center for Transportation Safety, and Save a Life Texas Department of Transportation.

Traffic Safety Conference  
**SAVE the DATE**  
Aug 8 - 10, 2018

**Sugar Land Marriott  
Town Square**  
16090 City Walk

**Aug 8 - 10, 2018**  
*Sponsored by TxDOT.*

 **Texas A&M  
Transportation  
Institute**

 **Center for  
Transportation Safety**  
Safety Research and Outreach

 **Save a Life™**  
Texas Department of Transportation