

Distracted Driving Emphasis Area Team Report Tuesday April 17, 2018, 2:00 p.m.

Participants

Name	Agency/Organization
Rick Alexander	Mobisoft
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Kimberly Fields	TxDOT
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Action Plan Development

During the Traffic Safety Conference participants had the opportunity to prioritize the countermeasures in each of the seven emphasis areas. The top 3-5 countermeasures in each emphasis area were presented during the facilitated discussion sessions and preliminary action plans for some of the prioritized countermeasures were developed. Most of these action plans are incomplete and require more consideration by EA team members.

Through a collaborative process EA team members reviewed, revised and/or confirmed the countermeasure rankings and identified all needed action plans based on the following guidelines:

- Action Plan is not needed for every countermeasure
- All strategies must have at least one countermeasure with an action plan.
- Ensure that all EA team priorities are addressed.
- Countermeasures can be combined when appropriate (some were already combined about the conference).

Distracted Driving Strategies and Countermeasures - Revised

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

Countermeasures and Programs

- 1a Develop and document a suite of countermeasures targeting distracted road users by age group.
- 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.
- 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.
- 1d Educate public officials and employers about the human and economic costs of distracted driving through outreach programs.
- 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.
- 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.
- 1g Consider using teens to conduct a public survey to determine level of support for laws restricting distracted driving.
- 1h Inform teen drivers about cell phone, texting, and other restrictions under the Texas Graduated Driver Licensing law.
- 1i Continue to implement Impact Texas Teen Drivers, an informational tool (2-hour video) designed to educate teens on the dangers of distracted driving.
- 1j Target messages to people from other states who move to Texas.
- 1k Encourage transit use to avoid distracted driving.

Strategy #2: Improve the effectiveness of distracted road user educational techniques, tools, and strategies

Countermeasures and Programs

- 2a Test the efficacy of current and future messaging with different age groups to determine which types are effective.

- 2b Use age, behavior, and citation data to target messages to specific classes of violators.
- 2c Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when distracted driving.
- 2d Use crash data to target locations for media buys and other distracted driving education and awareness campaign methods.

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.
- 3b Use crash data to determine the deployment of distracted driving STEP grants.
- 3c Encourage law enforcement personnel to track cell phone use where appropriate state laws and local ordinances do not support a citation; provide distracted driving educational tools for law enforcement.
- 3d Catalogue and disseminate state laws and local ordinances on distracted driving.
- 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.
- 3f Encourage adoption of the Model Minimum Uniform Crash Criteria recommendations on distracted driving.
- 3g Identify and disseminate model distracted driving policies for law enforcement agencies.
- 3h Identify and catalogue strategies used by the judiciary to educate violators on the dangers of distracted driving and effective methods for changing behavior.

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.
- 4b Use network screening techniques to identify distracted driving crash sites and appropriate countermeasures for systemic installation across Texas.

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.
- 5b Encourage employers to adapt company vehicles to include the safe-driving apps and encourage use in private employee vehicles.
- 5c Team with the National Safety Council to become informed about and use the technology for tracking employee cell phone use while driving.

Distracted Driving Countermeasures and Current DRAFT Action Plans

Strategy #1

- 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.

Draft Action Plan

EA Working Group: Lisa Robinson, Paul Causey

Status: Ready for review

Steps for implementation:

Step 1: Lead Organization: TxDOT/Distracted Driving Area Emphasis Team/marketing firm
Develop age specific messages crafted into PSA's for targeted media (ie., PSA's for pre-teen/teen to radio stations/media geared to that age group; PSA for older adults to appropriate media for that age group, etc.)

Step 2: Lead Organization: TxDOT/marketing firm
Identify appropriate media to be targeted for each age group

Step 3: Lead Organization: TxDOT
Develop and print materials/information that can be used as resource material or handouts at various events, meetings, businesses, etc.

Step 4: Lead Organization: TxDOT/marketing firm
Establish clearinghouse to provide information to interested parties and identify additional champions to market and promote messages/material to individuals and companies;

- Automobile association/mft./car dealers
- Other organizations for community events
- Provide educational materials/messages/hand out material to Texas Regional Education Centers that can in turn provide material to schools in each region;

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 #2

- 2c Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when distracted driving

Draft Action Plan

EA Working Group: Russell Henk

Status: ready for review; add video

Steps for implementation:

Step 1: Develop list/inventory of programs and/or personal stories that are available to this age group on this topic.

Programs offered in recent years (e.g., Tyson Dever, 2016-2018)

Other personal stories that could be offered and/or pursued in the future

(Lead organizations: TxDOT & TTI)

Step 2: Summarize any data available for existing speakers (e.g., attitudinal/awareness surveys conducted by TTI in association with Tyson Dever presentations, 2016-2018)

(Lead organizations: TTI & TxDOT)

Step 3: Identify new partners & sponsors by reaching out to coalitions, corporations, sub-grantees, state agencies, or anyone with common interests.

(Lead organization: TxDOT, marketing vendor)

Step 4: Exploring other means for spreading these personal (true) stories throughout the state

Integrate into annual statewide marketing campaign for distracted driving

Social media and/or other cost-effective digital sharing

(Lead organization: TxDOT, marketing vendor)

Step 5: Evaluate more thoroughly -- especially in areas where presentations have been made multiple times by one or more speakers on this topic.

Measure changes in awareness, attitudes and behaviors

Analyze distracted driving crash data

(Lead organizations: TTI & TxDOT)

Effectiveness: Feedback from young students consistently indicates that true personal stories of this nature (as opposed to mock crashes, ghost-outs, etc.) have a much more effective and lasting impact on their attitudes and behavior.

Cost of implementation: \$ to \$\$

Time of implementation: medium

Barriers:

- Limited funding available specifically for evaluation(s)
- Most data and/or assessments are survey-based and not as quantitative as desired
- Difficult to tie these interventions (i.e., cause and effect) to reductions/changes in crashes

Strategy #3

- 3a Use Selective Traffic Enforcement Program (STEP) grants and high visibility enforcement techniques to enforce distracted driving state laws and local ordinances..

Draft Action Plan

EA Working Group: Michael Choate

Status: Notes from TSC facilitated discussion – no update

Steps for implementation:

- 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
hiring law enforcement to enforce in work zones?
(Lead organization: law enforcement agencies)
- Step 5: Grant evaluation by local agencies
(Lead organization: law enforcement agencies)
- 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 #4

- 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.

Draft Action Plan

EA Working Group: Yang Ouyang, Ugonna Ughanze, Millie Hayes
Status: Robert – rumble strip noise reduction

Steps for implementation:

- Step 1: Define distracted crashes using CRIS terminology. Retrieve CRIS data and perform hot spot analysis. TTI can help clarify the crash categories and contributing factors associated with Driver Distraction. (Lead organization: TxDOT)
- Step 2: Identify owner/responsible party of hot spot locations
(Lead organization: owner agency)
- Step 3: Review current and upcoming project list and match needs with project list or develop separate safety project (Lead organization: owner agency)
- Step 4: Identify the appropriate engineering countermeasures, and include any available standards/specifications into the project documents for consistent implementation. (e.g. TxDOT work codes, CMF clearinghouse)(Lead organizations: owner agency, TxDOT)
- Step 5: Review post implementation crash data to evaluate their effectiveness and share the findings with other agencies. (Lead organization: owner agency, TTI)

Effectiveness: **

Cost to implement: \$

Time to implement: Medium (1-5 years)

Barriers:

- Knowledge sharing of SME from various disciplines such as Engineering, Maintenance, and Traffic Operations
- Leadership buy-in
 - Elected officials
 - Administration
- Funding for future projects
- Public concerns with noise associated with rumble strips in urban areas (check TRB papers)

Strategy #5

- 5a Test and implement apps to encourage distraction-free driving or discourage distracted driving..

Draft Action Plan

EA Working Group: Russell Henk, Kimberly Fields, Rick Alexander
Status: Needs elements

Steps for implementation:

- Step 1:** Identify Key User Groups & Developers/Partners & Formulate Focus Groups
- Users by Age
 - Youth/Young Drivers, 15 to 25 years old
 - Adults (middle-aged) 26 to 64 years old

- Elderly 65+
- Users by Type (based upon varying “rules/restrictions” that may apply)
 - Government users that drive government vehicles (police, medical, City, County, State employees, etc.)
 - Private Businesses
 - Commercial Trucking Industry
 - General Public (private vehicle/personal time use)
- Engage Industry (auto manufacturers/car operating systems, etc as partners and get a better handle on what’s around the corner (mid-term) and to address upcoming challenges proactively)
 - App developers
 - Car operating systems/secondary interface that integrates smartphone into dashboard/touchscreen (Apple Carplay, Android Auto, etc.)
 - Infotainment systems (Toyota, Ford, GM, etc.)
 - NADA (franchise car dealers) & NIADA (independent car dealers)
- Build focus groups around user, industry/partner groups outlined above
- Develop questions/topics for focus groups from Steps 2 & 3

Step 2: Identify Key Technologies that are sources of distraction or have the potential to keep drivers engaged

- Near-term
 - Smartphones
 - Car Operating Systems (secondary interface running from smartphone and displaying on screen/dashboard)
 - Wearables (e.g., watches and health trackers)
 - 3rd party in-vehicle add-ons (e.g., GPS devices such as Garmin, Tom Tom, Magellan, etc.)
- Additional Near-Term Source of Distraction (Short to Medium-Term)
 - IoT
 - Amazon Alexa
 - Apple Siri
 - Google Assistant
 - Microsoft Cortana
 - Infotainment Systems (Built-ins in newer vehicles)

Step 3: Identify Most Common Causes/Sources of Distraction (i.e., user activity) and Under What Conditions They Occur

- Most common activities (e.g., texting, calling, social media, navigation, etc.)
- Conditions (e.g., speed, location, road conditions)

Step 4: Develop List of Most Common Existing Mobile Apps Designed to Deter Distracted Driving

- Categorize by “incentive-based” versus “phone locked down” approaches
- Rank existing apps by features, benefits and evidence of positive impact

Step 5: Call for Apps (app-a-thon)

- Provide a list of preferred/necessary features
- Rank vendors/developers by features, costs and maintenance plan

Step 6: Use the focus groups to review the app(s) and evaluate the features (groups identified in Step 1)

Step 7: Test the App(s)

Step 8: Analyze the Data from the App(s)

Step 9: Develop New Partnerships with the Private Sector

- Smartphone/service providers (AT&T, Sprint, Verizon, Apple, etc.)
- NADA/NAIDA
- OEMs (Ford, GM, Toyota, etc.)
- Insurance industry (State Farm, AAA, etc.)
- IoT (Apple, Amazon, Google, Samsung, etc.)

Step 10: Identify and/or create new methods of (and leverage opportunities for) grassroots education at “point-of-sale”

- Vehicle
- Device

General Ideas:

1. Government could require smartphone makers to place a “WARNING LABEL” on all devices about the dangers of using smart devices and driving (similar to the warning labels on cigarettes or alcohol). This could help reduce the cost and burden of states paying for education and enforcement costs.
2. Seek partnerships with mobile app owners (e.g., Facebook, Snapchat, Apple, Google) to collaborate with Texas to help fund (and perhaps provide in-kind staff/employees to support) the education of smartphone users about the dangers of distracted driving.
3. Require mobile app developers to include a “disclaimer” or “alert” about the dangers of using a mobile app while driving and that the user will face fines and/or other consequences at the registration or download phase of the app.
4. Require that all dealers wanting a dealer’s (or auction) license take a Distracted Driving Class before giving them their dealer or auction license. Dealers should be required to have a person on site that can educate buyers about all of the technology features of the cars AND the consequences of distracted driving.

Next Steps

- Revise and Complete Action Plan drafts as discussed
- Review completed Action Plans

Upcoming Meeting Dates

- Regional Workshops
 - Houston - May 1
 - San Antonio – May 3
 - Dallas/Fort Worth – May 15
 - Midland/Odessa – May 17
- August 8-10, 2018 – Traffic Safety Conference, Sugarland