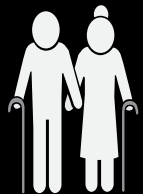
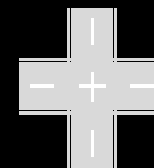


SHSP Action Plan Development

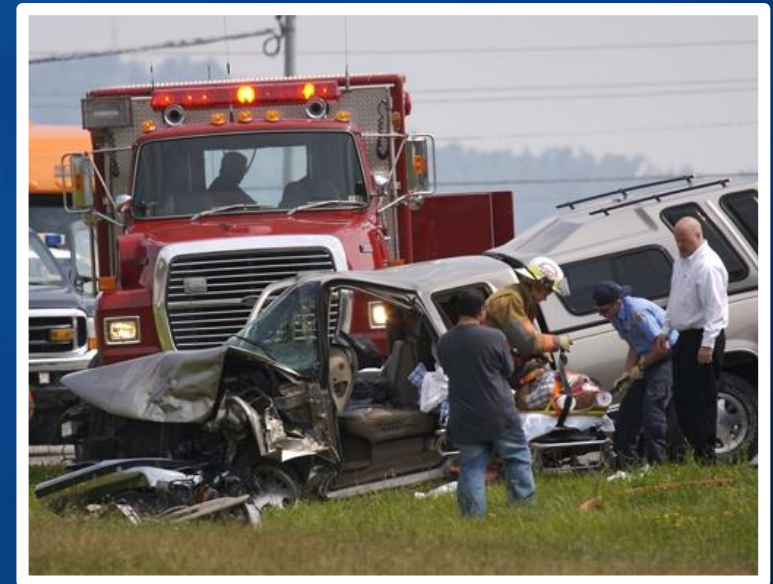
Distracted Driving EA Team



April 17, 2018

Agenda

- Welcome and Introductions
- Review Completed Action Plans Developed by Working Groups
- Identify Additional Work Needed
- Next Steps



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 for ACTION PLANNING
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.
2c	Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when distracted driving.
3a	Use Selective Traffic Enforcement Program (STEP) grants and high visibility enforcement techniques to enforce distracted driving state laws and local ordinances.
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.
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.
5a	Test and implement apps to encourage distraction-free driving or discourage distracted driving.

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

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

Strategy #1	Reduce fatalities and serious injuries by identifying and implementing education and awareness strategies to reduce distracted driving
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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.
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DO THESE STILL HOLD?

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	Improve the effectiveness of distracted road user educational techniques, tools, and strategies
Countermeasures and Programs:	
2c	Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when distracted driving.

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)

Strategy #2	Improve the effectiveness of distracted road user educational techniques, tools, and strategies
Countermeasures and Programs:	
2c	Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when distracted driving.

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)

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

2c	Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when distracted driving.
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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	Improve and increase enforcement capabilities for addressing distracted driving
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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.
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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
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)

Strategy #3	Improve and increase enforcement capabilities for addressing distracted driving
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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.
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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
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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.
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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
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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.
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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
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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.
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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)



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

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)

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 1: Identify Key User Groups & Developers/Partners & Formulate Focus Groups (cont'd)

- 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



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 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)

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 2: Identify Key Technologies that are sources of distraction (cont'd)

- Longer-Term Sources of Distraction and/or Technology-Related Challenges
 - Transition to self-driving cars (levels 0 to 3) that introduce new technology-related distractions and/or challenges (e.g., over-reliance on (false expectations of) technology
 - Legislation targeting technology use in the vehicle that helps mitigate negative impacts, increases accountability of private sector and enhances the probabilities of new partnerships/collaboration

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)

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.
<p>Step 4: Develop List of Most Common Existing Mobile Apps Designed to Deter Distracted Driving</p> <ul style="list-style-type: none"> ○ Categorize by “incentive-based” versus “phone locked down” approaches ○ Rank existing apps by features, benefits and evidence of positive impact 	
<p>Step 5: Call for Apps (app-a-thon)</p> <ul style="list-style-type: none"> ○ Provide a list of preferred/necessary features ○ Rank vendors/developers by features, costs and maintenance plan 	
<p>Step 6: Use the focus groups to review the app(s) and evaluate the features (groups indentified in Step 1)</p>	
<p>Step 7: Test the App(s)</p>	
<p>Step 8: Analyze the Data from the App(s)</p>	

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 9: Develop New Partnerships with the Private Sector	
<ul style="list-style-type: none">○ 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”	
<ul style="list-style-type: none">○ Vehicle○ Device	

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.
<u>General Ideas:</u>	
<ol style="list-style-type: none"> 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. 	

Wrap Up

- Regional Workshops
 - Houston: May 1st
 - San Antonio: May 3rd
 - DFW: May 15th
 - Midland: May 17th
- Enforcement focused Webex: April 12th
- Project inventory web survey
- Traffic Safety Conference
 - August 8-10
 - Sugar Land Marriott Town Square
- Questions <https://www.bls.gov/iif/oshcfoi1.htm>
- Comments

Thanks very much!