Speeding Emphasis Area Team Report
Wednesday April 11, 2018, 9:30 a.m.

Participants

Name	Agency/Organization
Larry Krantz, Team Leader	TxDOT - TRF
Jay Crossley	Farm & City
Srinivas Geedipally	Texas A&M Transportation Institute
Susan Herbel	SUB Consulting
Caroline Love	Texas Dept. of Motor Vehicles
Darren McDaniel	TxDOT
David Palmer	TxDPS
Marcie Perez	Texas A&M Transportation Institute
Stephen Ratke	FHWA – TX
Eva Shipp	Texas A&M Transportation Institute

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).

Speeding Strategies and Countermeasures - Revised

Strategy #1: Use the concept of establishing target speed limit and road characteristics to reduce speeding

Countermeasures and Programs

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.

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.

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; offer continuing education credit. Better data results in more money which equals more lives saved.

2b Ensure law enforcement and crash analysts understand the difference in speeding related contributing factors and their association with statutes when analyzing crash data.

2c Encourage electronic submission of CR-3 and citations, with features to ensure all fields completed.

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).

Strategy #3: Leverage data to improve engineering, education, and enforcement

Countermeasures and Programs

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.

3b Train and encourage law enforcement agencies to make effective use of data to plan and during patrol.

3c Require STEP grant-funded enforcement programs to be data driven.

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.

3e Encourage cities to implement safe design speed demonstration projects in various settings. This could include involving neighborhoods in community-based traffic calming.

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.

Strategy #4: Increase and sustain high visibility speeding enforcement. (Develop, catalogue, and disseminate tools and other resources to improve enforcement capabilities)

Countermeasures and Programs

4a Develop a best practices guide for speed enforcement techniques.

4b Investigate the effectiveness and acceptance of automated speed enforcement.

4c Explore the effectiveness of Dynamic Display Speed Devices.

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

Countermeasures and Programs

5b Disseminate information from cities pursuing Vision Zero (e.g., 20 mph vs. 40 mph crash outcomes).

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.

5d Educate the public on the difference between posted speed limit and safe driving speed.

Speeding Countermeasures and Current DRAFT Action Plans

Strategy #1

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.

Draft Action Plan

EA Working Group: Jay Crossley
Status: In progress

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.

Draft Action Plan

EA Working Group: Brian Jahn
Status: Ready for review?; connect with Laura Dierenfield –Austing Transportation Dept. and/or city engineer in Pasadena

Lead Organization: Any City, TX [add Any County]

Action: Incorporate Target Speed Concepts into Local Regulatory Documents (Master Transportation Plan, Engineering Design Standards, Local Specifications, etc.)

This action will require modifications to existing ordinances or adopted regulatory documents to include a discussion of target speed concepts. The end result should be an inclusion of a target speed value for each roadway classification/cross-section (in the case of a MTP) and/or a listing of target speed values adjacent to (or instead of) design speed values (in the case of engineering design standards).

Effectiveness -Speed plays a critical role in the cause and severity of crashes. There is a direct correlation between higher speeds, crash risk and the severity of injuries. Reducing posted and design speeds to a lower 'target speed' has been demonstrated to be effective by high quality evaluations with consistent results.

Cost – $-$$ - Requires some additional staff time, equipment, facilities, and/or publicity

Time to Implement - Short – Less than 1 year (this same action item should also be conducted at the state level (TxDOT), however, implementation may exceed the 5-year threshold)

Barriers / Other Issues to Implementation – The primary barrier to implementation will be local opposition. However, an education outreach/campaign relative to the safety enhancements inherent to lower speeds and a discussion of the relationship between speed and crash number and severity is usually sufficient to overcome.

Notes:

S.R-is Austin doing something related to this? Passed speed management in Austin/ discussion of corridors; ATD is fleshing out how policy will work in Austin but not quite released yet; maybe connect Brian to Laura Dierenfield-Austin Transportion Department

SR: ATD-road right sizing report (road diets)—really good data effectiveness…proven effective in Austin.

JC: some streets after diets have seen more use…safer speed could mean more people getting through and safer

LK: brought up City of Pasadena road diets---could get in touch with city engineer;

SR_Every day counts countermeasure—8 hour workshop available on road diets; only been done once in Amarillo not that long ago…we could do more of this

Strategy #2

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; offer continuing education credit. Better data results in more money which equals more lives saved.

Draft Action Plan

EA Working Group: Larry Krantz, Greg Reininger
Status: Ready for review

Steps for Implementation:

Step 1: Identify stakeholders to tailor program to local agencies. May be similar to STEP program. (Lead organization: TxDOT)

Step 2: Documenting the importance and use of crash data, the identification of contributing factors and other crash characteristics. especially when aggregated. Provide examples of providing value back from aggregated statistics. Including obtaining data driven funding. Data Dictionary for CR-3.

Step 3: Set up liaisons and TxDOT develop training programs (dual lines on communication).

Step 4: Set up pilot program and get feedback from all involved and analyze TxDOT with law enforcement at all levels (San Antonio PD has been identified as pilot agency)
(Lead organization: TxDOT with SAPD and TCI)

Step 5: Establish standardized metrics statewide to aid in a consistent implementation. (Lead organization: TxDOT)

Step 6: Roll out statewide TxDOT roll out, law enforcement implement. (certify for TCOLE credit, investigate linking to STEP)

(feedback from david palmer: giving LEOs background, reminder of what data used for is potentially helpful; challenge that LEOs investigation findings get translated into the form; differentiating differences in how speed issues are recorded could be helpful; overall on right track; TCOLE credit is a good incentive especially for smaller agencies. Look for countermeasure regarding changes to CR-3…add field for estimated speed of vehicle at the time of the crash.)

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 expanded 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 #3

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.

Draft Action Plan

EA Working Group: Larry Krantz,
Status: Ready for review

Steps for Implementation:

Step 1: Use 3 years of crash data to determine areas with historical overrepresentation of crash activity and plot the high-crash areas on maps for distribution to all law enforcement agencies in Texas. (Lead organization: TxDOT, DPS)

Step 2: Change STEP grant operational plans to focus high-visibility enforcement efforts on high-crash areas rather than areas of low compliance. (Lead organization: TxDOT)

Step 3: Roll out statewide with FY 2019 STEP RFP

Step 4: Enforcement begins October 1, 2018

Effectiveness-DDACTs model average or above

Cost- $11 million on STEP

Time-2 years

Barriers-until HSOC came on board – every agency had data / analytical challenges; needed a standard analysis plan/ common indicators etc; HSOC collaboration has allowed for overcoming barriers; agency inertia –don't want to change from how they have always done things….paying for change allowed for overcoming inertia

3c Require STEP grant-funded enforcement programs to be data driven.

Draft Action Plan

EA Working Group: Larry Krantz,
Status: Ready for review

Steps for Implementation:

Step 1: Use 3 years of crash data to determine areas with historical overrepresentation of crash activity and plot the high-crash areas on maps for distribution to all law enforcement agencies in Texas. (Lead organization: TxDOT, DPS)

Step 2: Change STEP grant operational plans to focus high-visibility enforcement efforts on high-crash areas rather than areas of low compliance. (Lead organization: TxDOT)

Step 3: Roll out statewide with FY 2019 STEP RFP

Step 4: Enforcement begins October 1, 2018

Effectiveness: DDACTs model average or above

Cost to implement: no additional ($12.45 million 402 budget) used existing grants

Time to implement: Short – will be accomplished in a little less than a year from official implementation.

Barriers:

- LEAs diluting or over-concentrating enforcement
- Agencies selecting inappropriate enforcement zones

Strategy #4

4a Develop a best practices guide for speed enforcement techniques.

Draft Action Plan

EA Working Group: Rebecca Pacini, Darren McDaniel, Michael Choate
Status: Ready for review

Steps for Implementation:

Step 1: Research current practices (Lead organizations: DPS, TTI)

Step 2: Experiment with different speeding enforcement techniques.
Need law enforcement perspective on this step

(Lead organizations: DPS, Law enforcement agencies, TTI)

Step 3: Develop Speed Enforcement Handbook
(Lead organizations: DPS, TTI)

Step 4: Present findings to law enforcement agencies
(Lead organizations: DPS, Law enforcement agencies, TTI)

Effectiveness: **

Cost to implement: $$

Time to implement: medium (1-5 years)

Barriers:

- Funding to develop guidebook
- Funding to present findings
- Law enforcement agency jurisdictions

4b Investigate the effectiveness and acceptance of automated speed enforcement.

Draft Action Plan

EA Working Group: Rebecca Pacini, Darren McDaniel, Michael Choate
Status: Ready for review

Steps for Implementation:

Step 1: Gather data from other states that use automated speed enforcement. (Lead organizations: TTI)

Step 2: Conduct public opinion poll in relation to automated speed enforcement making sure to include a summary of potential impacts prior to gathering opinions (engage law enforcement)

- Safety benefits of automated speed enforcement
- Revenue is separate and goes towards safety improvements
- Tolerance levels of enforcement (targeting higher speeds)

(Lead organizations: TxDOT, TTI)

Step 3: Develop informational packet on societal cost of crashes and benefits of automated speed enforcement and results of automated speed enforcement poll
(Lead organizations: TxDOT, TTI)

Step 4: Present findings of automated speed enforcement to

- Legislative Affairs Office at TxDOT
- City Government Affairs departments
- Texas Municipal League
- Safety advocates
- Legislative Transportation Committee
- Legislators willing to champion a bill

(Lead organizations: TxDOT, Cities, Law Enforcement Agencies, and Safety Advocates)

Step 5: Statewide legislation (Lead organizations: Texas Legislature)

Step 6: Evaluation (Lead organizations: TxDOT, TTI)

Effectiveness: **

Cost to implement: $$ (vendor pays…maybe there is cost associated with training and building grass roots support…excess revenue could go into a safety fund for other projects..might help convince public of the benefit of doing this)

Time to implement: medium (1-5 years)

Barriers:

- Legislative support
- Privacy issues
- Rural mentality

Notes:

feedback from Susan: have to build grass roots support; discuss at regional workshops/TSC; add – develop guidelines to show what is allowable by law; procedures communities have to go through in order to install automated speed enforcement; TxDOT or TTI takes responsibility of training so local law enforcement can oversee…education for law enforcement/community leaders at local level; after writing guidelines, build grassroots support

Feedback: Steve, TX already has a lot of rules; David added that red light cameras have taken a hit b/c some jurisdiction treated it as revenue generator…who profits are challenges that need to be overcome

Strategy #5

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.

Draft Action Plan

EA Working Group: Rebecca Pacini, Nina Saint
Status: Ready for Review

Steps for Implementation:

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.

Step 4: Establish a review process to integrate study findings in the TDLR Driver Education and Safety Administrative Rules document for

Step 5: Provide recommendations for updates to the Texas Diver Handbook

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.

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

5d Educate the public on the difference between posted speed limit and safe driving speed

Draft Action Plan

EA Working Group: Rebecca Pacini, Nina Saint
Status: Ready for Review

Steps for Implementation:

Step 1: Data collection & research
- Crash involvement
- Stats for use in campaign
- Current practice to establish posted speed and speed design
- Speed outreach and education best practices

(Lead organizations: TxDOT and TTI)

Step 2: Pass information to law enforcement and safety advocates
(Lead organization: DPS)

Step 3: Identify funding for campaign and grants.
(Lead organization: TxDOT)

Step 4: Form coalition focused on developing approaches to addressing speeding related crashes [sustain momentum]
(Lead organization: TxDOT)

Step 5: Execution/Evaluation
(Lead organizations: TxDOT ,TTI, DPS, Safety Coalition)

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

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