

SHSP Roadway & Lane Departures EA Team Meeting



July 29, 2019

Agenda

- Welcome
- SHSP Website
- One-Day Forums



SHSP Website

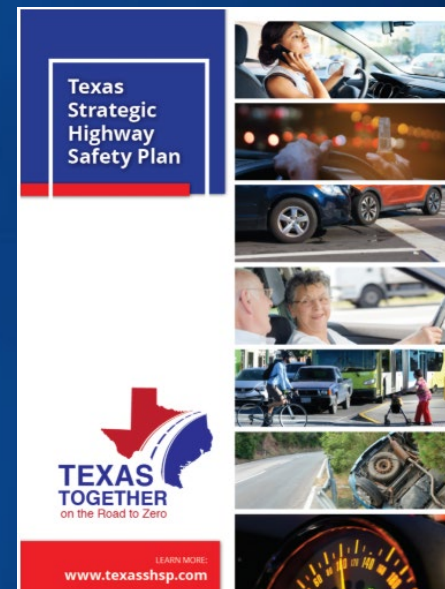
www.texasshsp.com

Updates:

- New Design Preview
- Inventory Survey
- Traffic Safety Calendar

Next Steps:

- Interactive SHSP website
- Searchable Inventory of Programs & Projects



New Website Design Preview

Home Page

Texas Strategic Highway Safety Plan

[HOME](#)[EMPHASIS AREAS](#)[STRATEGIES](#)[CONTACT](#)

What do distracted, impaired, and speeding drivers, older road users, pedestrians, and lane departure and intersection crashes have in common?

They are the seven areas of greatest concern related to Texans dying or being seriously injured on our roadways.

Click to learn more



Distracted Driving



Intersection Safety



Pedestrian Safety



Impaired Driving



Older Road Users



Speeding



Roadway and Lane Departures

What can we do about it?



Click on the icons below to learn what you can do and what others are doing to address these issues.

New Website Design Preview

Emphasis Area Page

Texas Strategic Highway Safety Plan

[HOME](#)[EMPHASIS AREAS](#)[STRATEGIES](#)[CONTACT](#)

SHSP Home — Emphasis Areas



New Website Design Preview

Strategies Page

Distracted Driving



Distracted driving is a growing concern in Texas.

DESCRIPTION

FATALITIES AND
SERIOUS INJURIES

CONTRIBUTING
FACTORS

WHERE
CRASHES OCCUR

DEMOGRAPHICS

STRATEGIES

SHSP Home — Emphasis Areas — Distracted Driving — Strategies

COUNTERMEASURES

Click a strategy below to learn more about the countermeasures for that strategy.

ACTION PLANS

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



1

COUNTERMEASURES

Improve and increase enforcement capabilities for addressing distracted driving.



2

COUNTERMEASURES

Improve the effectiveness of distracted road user educational techniques, tools, and strategies.



3

COUNTERMEASURES

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



4

COUNTERMEASURES

Utilize technology to reduce distracted driving crashes, serious injuries, and fatalities.



5

COUNTERMEASURES

SHOW ALL COUNTERMEASURES

PROGRAM AND PROJECT EXAMPLES

New Website Design Preview

Countermeasures Page

Distracted Driving



Distracted driving is a growing concern in Texas.

DESCRIPTION	FATALITIES AND SERIOUS INJURIES	CONTRIBUTING FACTORS	WHERE CRASHES OCCUR	DEMOGRAPHICS	STRATEGIES
SHSP Home — Emphasis Areas — Distracted Driving — Strategies — Strategy 1 — Countermeasures					COUNTERMEASURES
					ACTION PLANS



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

STRATEGY

COUNTERMEASURES

Countermeasures for strategy 1 were identified in the following categories.



Age Groups



Car Technology



Teen Involvement



Teen Education — Laws



Education About Dangers *



Teen Education — Video



Education — Apps

PRINTABLE VERSION

Continue to implement Impact Texas Teen Drivers, an informational tool (a two-hour video) designed to educate teens about distracted-driving dangers.


* ACTION PLAN

* Indicates an action plan is available for the countermeasure.

New Website Design Preview

Action Plan Page

Distracted Driving



Distracted driving is a growing concern in Texas.

DESCRIPTION

FATALITIES AND SERIOUS INJURIES

CONTRIBUTING FACTORS

WHERE CRASHES OCCUR

DEMOGRAPHICS

STRATEGIES

SHSP Home — Emphasis Areas — Distracted Driving — Strategies — Strategy 1 — Countermeasures — Education About Dangers — Action Plans

ACTION PLANS

Education—Dangers Countermeasure Action Plan

Description	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, and test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors.				
Steps for Implementation	1. Develop age-specific messages crafted into public service announcements (PSAs) for targeted media (i.e., PSAs for pre-teen/teen radio stations and media geared to that age group; PSAs for older adults to appropriate media). (Participating organizations: TxDOT, Distracted Driving Area Emphasis Team, and marketing firm) 2. Identify appropriate media targeted to each age group. (Participating organizations: TxDOT and marketing firm) 3. Develop and print materials and information that can be used as resource material or handouts at various events, meetings, businesses, etc. (Participating organizations: TxDOT and marketing firm) 4. Establish a clearinghouse to provide information to interested parties; identify additional champions to market and promote messages and materials to individuals and companies, automobile associations/manufacturers/car dealers, and other organizations for community events; and provide educational materials, messages, and handouts to Texas regional education centers for distribution to schools in each region. (Participating organizations: TxDOT and marketing firm)				
Participating Organizations	See above for each step, in addition to probation officers, courts, media, parents, and school systems.				
Effectiveness	****	Cost to Implement	\$\$\$\$\$	Time to Implement	<div> <div></div> <div></div> <div></div> </div> Short Long
Barriers	<ul style="list-style-type: none"> Limited funding. Cohesive organized effort. Legislative roadblocks. Public pushback. State agencies. Buy-in from different age groups. Cultural issues. 				

New Website Design Preview

Programs and Project List

Distracted Driving Programs

Emphasis Areas

×Distracted Driving

Search for Keywords ...

36 results

AAA Annual Traffic Safety Summit

Organization:

AAA Texas

Description:

Focus on a traffic safety issues such as distraction, drunk, drugged and drowsy driving.

Contact:

Kara Thorp

thorp.kara@aaa-texas.com

[5123834342](tel:5123834342)

Alcohol & Other Drug Awareness

Organization:

AgriLife Extension/Brazos Valley Injury Prevention Coalition

Description:

Alcohol awareness programs in the TxDOT Bryan District

SHSP Inventory Survey

- Statewide database of safety projects/programs
 - Baseline survey last fiscal year
 - Short update survey
 - Emailed out on July 18
 - SHSP Website – click “Tell Us What You’re Doing”
 - Handed out at one-day forums
 - EA team help promote completion of the project/program survey
 - Help populate tracking tool



Strategic Highway Safety Plan (SHSP) Inventory of Safety Projects and Programs

We are collecting information on existing safety projects and programs within Texas as part of the State's Strategic Highway Safety Planning effort. This information will be used to identify a base level of safety activity, identify gaps in our current efforts and help safety professionals determine what other efforts might be needed. Please use a separate page for each project/program.

Agency or Organization Name: _____

Name: _____ Position/Title: _____

Phone #: _____ E-Mail: _____

May we post your contact information on the SHSP website? Yes No

Project or Program Name:													
Project or Program Website:													
Please provide a brief 1-sentence description of the actions or tasks that make up this project or program.	What are the primary goals or objectives of this project or program?												
Does this project or program address any of these crash issue categories? Select all that apply.													
<table border="0"><tr><td>Distracted Driving</td><td>Pedestrian Safety</td><td>Motorcycle Safety</td></tr><tr><td>Impaired Driving</td><td>Roadway & Lane Departures</td><td>Occupant Protection</td></tr><tr><td>Intersection Safety</td><td>Speeding</td><td>Other Safety Category</td></tr><tr><td>Older Road Users</td><td>Bicycle Safety</td><td>Please specify: _____</td></tr></table>		Distracted Driving	Pedestrian Safety	Motorcycle Safety	Impaired Driving	Roadway & Lane Departures	Occupant Protection	Intersection Safety	Speeding	Other Safety Category	Older Road Users	Bicycle Safety	Please specify: _____
Distracted Driving	Pedestrian Safety	Motorcycle Safety											
Impaired Driving	Roadway & Lane Departures	Occupant Protection											
Intersection Safety	Speeding	Other Safety Category											
Older Road Users	Bicycle Safety	Please specify: _____											
What geographic location does this project or program target? Select all that apply.													
City. Please specify: _____													
County. Please specify: _____													
Region. Please specify: _____													
State. Please specify: _____													
Native American Territory. Please specify: _____													
Other. Please specify: _____													
How are you measuring this project or program implementation? Select all that apply.													
Number of intersections treated. How many? _____													
Number of miles treated. How many? _____													
Number of officer-hours of enforcement. How many? _____													
Number of people trained/educated. How many? _____													
Number of people contacted. How many? _____													
Number of crashes or injuries reduced? How many? _____													
Other measure or effort. Please specify: _____													
What is the current status of this project or program?													
Planned, but not started. Anticipated start date: _____													
Underway. Anticipated completion date: _____													
Ongoing (Annual Program) : _____													
Complete, no current activity. Completion date: _____													

SHSP Calendar

- Traffic safety calendar
 - Campaigns
 - Coalition meetings
 - Conferences
 - Forums
 - Training opportunities

One-Day Emphasis Area Forums

- Roadway Departures
 - Wed., August 14; 1:00 PM – 5:00 PM
 - TTI Headquarters (RELLIS), Bryan
- Distracted Driving
 - Thurs., August 15; 1:00 PM – 5:00 PM
 - TTI Headquarters (RELLIS), Bryan
- Pedestrian Safety (Pedestrian Safety Forum)
 - Thurs., August 22; 10:00 AM – 3:00 PM
 - Norris Conference Center, Austin

