

SHSP Older Road User EA Team Meeting



July 31, 2019

Agenda

- Welcome
- SHSP Website
 - Preview Upcoming Changes
 - Inventory Survey
 - Traffic Safety Calendar
- One-Day Forums
 - Older User Summary
 - Upcoming
- Strategies, Countermeasures, and Action Plans



SHSP Website

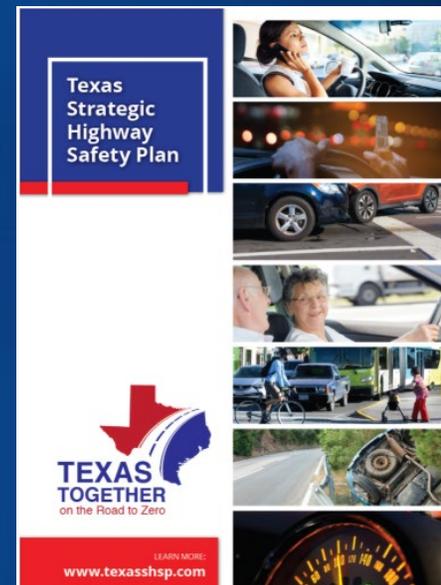
www.texasshsp.com

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

Strategies Page EXAMPLE

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 EXAMPLE

Distracted Driving



Distracted driving is a growing concern in Texas.

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



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

STRATEGY

COUNTERMEASURES

ACTION PLANS

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 EXAMPLE

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																																									
<h3 style="margin: 0;">ACTION PLANS</h3> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr style="background-color: #663366; color: white;"> <th colspan="6" style="padding: 5px;">Education—Dangers Countermeasure Action Plan</th> </tr> </thead> <tbody> <tr> <td style="width: 15%; background-color: #663366; color: white; vertical-align: top; padding: 5px;">Description</td> <td colspan="5" style="padding: 5px;">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.</td> </tr> <tr> <td style="background-color: #663366; color: white; vertical-align: top; padding: 5px;">Steps for Implementation</td> <td colspan="5" style="padding: 5px;"> <ol style="list-style-type: none"> 1. 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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. 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New Website Design Preview

Programs and Project List EXAMPLE

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 style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Distracted Driving</td> <td style="width: 33%;">Pedestrian Safety</td> <td style="width: 33%;">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											
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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

- Older Road User Forum
 - February 28, Austin
 - 22 people in attendance
 - Organizations/Agencies represented
 - ✓ TxDot
 - ✓ TTI
 - ✓ FHWA
 - ✓ Baylor Scott & White
 - ✓ AAA
 - ✓ San Angelo MPO
 - ✓ Pflugerville PD
 - ✓ University of Texas
 - ✓ TMPA

Time	Event	Speaker/Facilitator/ Organizer
1:00	Welcome and Introductions (Includes an Introduction to the SHSP and the older road user countermeasures)	Robert Wunderlich
1:30	Overview of Older Road User Issues and Challenges: What Does the Research Say?	Sandi Rosenbloom
2:00	A Comprehensive Approach: Focus on Florida	Pam Beer
2:30	Effective Road Design Measures	FHWA
3:00	Break	
3:15	Texas Panel Discussion: Community Education, Road Design, Community Education, and Law Enforcement	Kara Thorp, Ravonne McCray, Terry Pence, FHWA, and Larry Krantz
3:45	Roundtable Discussion	Pam Beer
4:15	CarFit Demonstration	Ravonne McCray
5:00	Adjourn	

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; 8:00 AM – 4:00 PM
 - Norris Conference Center, Austin



Strategies: Older Road User Emphasis Area

Strategy Number	Description
1	Reduce wrong-way crashes.
2	Design and operate roadways to meet the needs of older road users.
3	Implement effective methods and tools to prepare older road users to deal with the limitations brought on by the aging process.
4	Improve mobility options for older road users.
5	Implement methods to reduce injury severity among older road users.

Strategy #1

Reduce wrong-way crashes

Countermeasures

Focus	Number	Description	Action Plan
Crash mitigation programs	1A	Track and disseminate the results of wrong-way crash mitigation programs around the state.	
Wrong-way drivers	1B	Install wrong-way driver warning signs, pavement markings, and advanced technology to detect and warn wrong-way drivers, particularly at high-speed intersections with medians where drivers are likely to turn into oncoming traffic.	✓

Strategy #2 Design and operate roadways to meet the needs of older road users.

Countermeasures

Focus	Number	Description	Action Plan
Roadway design standards	2A	Implement strategies and standards included in the <i>Human Factors Guide</i> and the <i>Handbook for Designing Roadways for the Aging Population</i> broadly across Texas.	✓
Safe system approaches	2B	Adopt Safe System (Vision Zero) and Complete Streets approaches to benefit older road users when designing and operating roadways.	
Intersection geometry	2C	Continue to investigate the effectiveness of intersection geometric features (e.g., channelization, island size, and lane width) related to older driver and pedestrian safety.	
Commercial developments	2D	Encourage developers to work with law enforcement to proactively mitigate potential crash hazards for older motorists and pedestrians when building or expanding commercial developments based on the FHWA aging population guidance.	
Engineer training	2E	Bring FHWA and National Highway Institute training courses on the <i>Human Factors Guidelines</i> and the <i>Handbook for Designing Roadways for the Aging Population</i> to TxDOT districts, metropolitan planning organizations (MPOs), and city engineering audiences.	✓

Strategy #3	Implement effective methods and tools to prepare older road users to deal with the limitations brought on by the aging process.
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Countermeasures

Focus	Number	Description	Action Plan
Apps	3A	Initiate a pilot program designed to test a smartphone-based application that provides real-time information and warnings to older road users.	
Training	3B	Encourage participation by older road users in education and training opportunities, such as AARP Smart Driver™.	
Licensing	3C	Encourage adoption of a law requiring periodic driver licensing tests for adults.	✓

Strategy #4

Improve mobility options for older road users.

Countermeasures

Focus	Number	Description	Action Plan
Regional clearing-houses	4A	Create regional clearinghouses on mobility options available to older road users, and educate the public on methods for identifying mobility options at the community level.	
Recom-mended strategies	4B	Identify current and recommended strategies for improving older person mobility in urban and rural areas.	✓

Strategy #5 Implement methods to reduce injury severity among older road users.

Countermeasures

Focus	Number	Description	Action Plan
Safe systems approach	5A	Adopt a safe system (Vision Zero) approach to reduce the consequences of human error.	
Education	5B	Educate older drivers on vehicle safety and available resources. Educate medical professionals and law enforcement on issues regarding aging drivers, and encourage them to initiate discussions with those drivers.	✓
Vehicle safety features	5C	Provide incentives for purchase of vehicles with enhanced safety features.	
Safety belt use	5D	Determine older road users' safety belt use from TxDOT surveys, and conduct a targeted campaign explaining the benefits of safety belt use.	
Dealer involvement	5E	Work with the Texas Automobile Dealers Association to educate older vehicle purchasers on vehicle safety technologies, and provide incentives for purchasing safer vehicles.	

Wrong-Way Drivers Countermeasure (1B) Action Plan

Install wrong-way driver warning signs, pavement markings, and advanced technology to detect and warn wrong-way drivers, particularly at high-speed intersections with medians where drivers are likely to turn into oncoming traffic.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Form regional task forces that include the state transportation agency, local transportation agencies, local law enforcement agency, and other entities to share information about wrong-way driving events and collaborate on methods and countermeasures to address the issue.2. Use 911 call logs and/or crash data to identify the location of wrong-way events/crashes and the characteristics of wrong-way drivers. While event and crash data typically do not provide the actual wrong-way entry point, these data can be used to determine corridors with a high frequency of wrong-way maneuvers.3. Conduct field reviews of exit ramps and intersections in the identified area to ensure the signing and pavement markings in place meet the current state standards and are in adequate condition. Any noted traffic control device deficiencies should be corrected as soon as possible. The field review should also note other items that may increase the likelihood of wrong-way maneuvers, such as the location of nearby businesses that serve alcohol and special event facilities, the location of driveways near the ramp, the downstream intersection geometry and traffic control devices, and the interchange design. A one-page field review sheet can be found in Appendix B of Texas A&M Transportation Institute Research Report 0-6769-1.4. Consider low-cost signing and pavement marking countermeasures, such as:<ul style="list-style-type: none">• Additional DO NOT ENTER and/or WRONG WAY signs.• Oversized DO NOT ENTER and/or WRONG WAY signs.• Lower-height DO NOT ENTER and/or WRONG WAY signs.• Wrong-way arrow pavement markings.• Red retroreflective sheeting on DO NOT ENTER and WRONG WAY sign supports.5. Consider active detection and warning systems, such as:<ul style="list-style-type: none">• Red flashing lights around the border of WRONG WAY signs.• Blank-out WRONG WAY signs.• Internally illuminated WRONG WAY signs.6. Consider access management and geometric modifications.7. Identify innovative countermeasures, and fund research to examine their design, feasibility, and effectiveness.8. Develop cost estimates for the purchase, installation, and maintenance of selected countermeasures.9. Obtain funding to purchase and install selected countermeasures.10. Install, document, and test selected countermeasures.11. Evaluate installed countermeasures using wrong-way driving event and crash data, as well as surrogate measures (e.g., percent self-corrected).12. Document and share evaluation results and lessons learned.

Wrong-Way Drivers Countermeasure (1B) Action Plan (continued)

Install wrong-way driver warning signs, pavement markings, and advanced technology to detect and warn wrong-way drivers, particularly at high-speed intersections with medians where drivers are likely to turn into oncoming traffic.

Element	Description
Participating Organizations	TxDOT, city agencies, municipalities, and law enforcement agencies
Effectiveness	<p>***</p> <ul style="list-style-type: none"> • In closed-course studies, participants felt installing oversized signs and adding red retroreflective sheeting on the sign support and red flashing lights around the border of the sign made it easier to recognize a WRONG WAY sign (Texas A&M Transportation Institute Research Report 0-6769-1). • In 2014, researchers found red flashing lights around the border of WRONG WAY signs at freeway exit ramps resulted in a 38% reduction in wrong-way driving events (Texas A&M Transportation Institute Research Report 0-6769-1). Using a more recent data set, in 2017, researchers attributed a 32% reduction in wrong-way driving events to red flashing lights around the border of WRONG WAY signs. This finding equates to an event (non-crashes and crashes) modification factor of 0.68 with a 95% confidence interval of 0.45 to 0.91 (forthcoming National Cooperative Highway Research Program [NCHRP] report). • At divided highway intersections, researchers have found the following treatments deter wrong-way movements (forthcoming NCHRP report): <ul style="list-style-type: none"> ○ DO NOT ENTER and WRONG WAY signs on the outside of a wrong-way turn. ○ Wrong-way arrow pavement markings for the through lanes. ○ The presence of a centerline in the median opening. ○ Use of stop or yield lines when interior right-of-way treatments are provided.
Cost to Implement	<p>\$\$\$</p> <ul style="list-style-type: none"> • Low-cost signing and pavement marking countermeasures: \$100 to \$500 each (includes equipment purchase and installation). • Active detection and warning systems: \$10,000 to \$35,000 each (includes equipment purchase and installation).

Wrong-Way Drivers Countermeasure (1B) Action Plan (continued)

Install wrong-way driver warning signs, pavement markings, and advanced technology to detect and warn wrong-way drivers, particularly at high-speed intersections with medians where drivers are likely to turn into oncoming traffic.

Element	Description
Time to Implement	<ul style="list-style-type: none">• Forming regional task forces: 1 to 3 months.• Obtaining and analyzing wrong-way driving event and/or crash data: 1 to 3 months.• Conducting field reviews: 1 to 3 months.• Implementing low-cost signing and pavement marking countermeasures: 1 to 3 months.• Implementing active detection and warning systems: 6 months to 1 year.• Implementing access management and geometric modifications: 1 to 3 years.• Researching innovative countermeasures: 1 to 3 years.• Evaluating installed countermeasures: 1 to 5 years.
Barriers	<ul style="list-style-type: none">• Funding.• Sample sizes insufficient to establish expected effectiveness.• A large number of freeway exit ramps and divided highway intersections.• Lack of data about actual entry points (i.e., where the wrong-way maneuver was initiated).

Implement strategies and standards included in the *Human Factors Guide* and the *Handbook for Designing Roadways for the Aging Population* broadly across Texas.

Element	Description
Steps for Implementation	<ol style="list-style-type: none"> 1. Evaluate the time to implement and the cost effectiveness. 2. Prioritize measures to implement. 3. Implement the measures. 4. Evaluate measures to justify making the measures part of standards. 5. Publicize improvements. <p>Note: Specifically adopt as standard practice turn-lane channelization, offset left-turn lanes, edge line and curb delineation, left-turn traffic control for signalized intersections (protected left-turn phases), advance street name signs (particularly at three-legged intersections and locations with a relatively large annual average daily traffic or a large expected number of crashes), larger signs, advance warning signs, overhead lane assignment on intersection approach, and improved signal head visibility.</p>
Participating Organizations	TxDOT, city agencies, municipalities, and law enforcement agencies
Effectiveness	***
Cost to Implement	\$\$
Time to Implement	Long for full implementation. During the facilitated discussions, 10 years was mentioned a few times.
Barriers	<ul style="list-style-type: none"> • Lack of maintenance and construction policies and standards to require infrastructure improvements. • Funding. • In some cases, public acceptance (e.g., roundabouts).

Engineer Training Countermeasure (2E) Action Plan

Bring FHWA and National Highway Institute (NHI) training courses on the *Human Factors Guidelines* and the *Handbook for Designing Roadways for the Aging Population* to TxDOT districts, MPOs, and city engineering audiences.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Identify availability of courses. A handbook course may not exist. Consider working to develop a course or asking for a course from the U.S. Department of Transportation.2. Select the desired training format:<ul style="list-style-type: none">• Option 1: NHI instructors deliver a low-cost NHI course (limited to a few locations to be selected by TxDOT).• Option 2: NHI instructors deliver one in-person course and one condensed webinar course (similar to Interstate Access Justification Report training conducted a few years ago; each district sent two representatives to an in-person training in Austin, and one condensed webinar version was offered to any others).• Option 3: NHI instructors conduct a train-the-trainer course to TxDOT staff, Local Technical Assistance Program (LTAP) staff, or others. The course is then delivered through TxDOT, LTAP, etc.3. Deliver training to TxDOT divisions and districts, MPOs, city engineering audiences, and the consultant community. Also deliver training during the Texas District of the Institute of Transportation Engineers conference and other similar statewide conferences.
Participating Organizations	TxDOT divisions and districts, MPOs, city engineering audiences, and consultant community
Effectiveness	Determining effectiveness is difficult for training.
Cost to Implement	\$
Time to Implement	Short
Barriers	<ul style="list-style-type: none">• Needed TxDOT management support and direction.• The difficulty of determining whether training is effective.

Encourage adoption of a law requiring periodic driver licensing tests for adults.

Element	Description
Steps for Implementation	<ol style="list-style-type: none"> 1. Gather data from other states concerning periodic driver licensing tests for adults. (Participating organization: TTI) 2. Create a statewide, multidisciplinary advisory panel including the TxDOT Legislative Affairs Office, city government affairs offices, Municipal League, safety advocates, Transportation Committee (legislature), and others. 3. Develop alternate solutions to periodic driver licensing tests for adults: safe-driving courses for older users, vision and/or cognitive testing, reporting of drivers to the Medical Advisory Board, and preparation for older drivers taking tests. (Participating organizations: TTI and University of Texas <i>Journal of the American Planning Association</i>) 4. Conduct a public opinion poll about periodic driver licensing tests for adults, making sure to include a summary of potential benefits prior to gathering opinions. (Participating organizations: TxDOT and TTI) 5. Develop a technical advisory team or task force to address older road users. (Participating organizations: Strategic Highway Safety Plan Executive Team, Older User Emphasis Area Team, AARP, and Public Health) 6. Develop an informational packet on the benefits of periodic driver licensing tests, alternate solutions for adults, and results of the poll. (Participating organizations: TxDOT and TTI) 7. Present findings about periodic driver licensing tests and alternate solutions for adults to the TxDOT Legislative Affairs Office, city government affairs departments, the Texas Municipal League, safety advocates, the Legislative Transportation Committee, and legislators willing to champion a bill. (Participating organizations: TxDOT, cities, law enforcement agencies, safety advocates, and legislature) 8. Enact statewide legislation. (Participating organization: Texas Legislature) 9. Evaluate outcomes. (Participating organizations: TxDOT and TTI)
Participating Organizations	See above for each step.
Effectiveness	*
Cost to Implement	\$\$
Time to Implement	Medium
Barriers	<ul style="list-style-type: none"> • Legislative support. • Public support. • Cost to implement. • Technical expertise.

Identify current and recommended strategies for improving older person mobility in urban and rural areas.

Element	Description
Steps for Implementation	<ol style="list-style-type: none"> 1. Identify current transit/transportation options for the older population: transit (urban and rural transit), taxi and network companies, volunteer networks, councils of governments/MPOs (inventory and data), social services, and nonprofits serving older adults. 2. Research barriers to use of transportation services by older users: cost, fear of trying something new and unfamiliar, limited availability in rural areas, physical limitations, scheduling conflicts, agency coordination and/or competition, state/federal laws (pertaining to funding), and geographic challenges. <ul style="list-style-type: none"> • Survey current volunteer programs; find out what does and does not work, and identify steps to implementing such programs and promoting them to the public. • Develop and offer training on volunteer driving programs to senior centers, churches, medical facilities, AAA chapters, and MPOs. 3. Contact the Florida and California departments of transportation to identify volunteer driving programs and traditional services already in place (e.g., Drive a Senior). 4. Provide information to older road users on mobility options and overcoming barriers to use, and identify the entity and mechanism to update and keep the information current.
Participating Organizations	MPOs, medical facilities, churches, TxDOT, social service agencies, and AAA
Effectiveness	**
Cost to Implement	\$
Time to Implement	Medium
Barriers	<ul style="list-style-type: none"> • Cost and state or federal laws relating to funding. • Fear of trying something new. • Limited availability in rural areas and other geographic challenges. • Physical limitations. • Scheduling conflicts. • Agency coordination or competition.

Educate older drivers on vehicle safety and available resources. Educate medical professionals and law enforcement on issues regarding aging drivers, and encourage them to initiate discussions with those drivers.

Element	Description
Steps for Implementation	<ol style="list-style-type: none"><li data-bbox="583 251 1575 511">1. Identify resources, such as agencies and websites that educate older drivers and their caregivers. Create handouts and flyers about topics such as My Car Does What?; CarFit; warning signs (limitations associated with age); self-assessment tools; and fact sheets with statistics, common mistakes, and challenges older drivers face.<li data-bbox="583 511 1575 1485">2. Put together a packet of information (from step 1) that can be disseminated to:<ul style="list-style-type: none"><li data-bbox="693 609 1575 1088">• Dealerships and salespeople:<ul style="list-style-type: none"><li data-bbox="798 649 1575 779">○ Encourage training about vehicle technology by having salespeople demonstrate it to buyers.<li data-bbox="798 779 1575 876">○ Raise awareness of vehicle characteristics that may benefit older drivers.<li data-bbox="798 876 1575 917">○ Provide CarFit training and implementation.<li data-bbox="798 917 1575 958">○ Provide packets for dissemination.<li data-bbox="798 958 1575 1088">○ Develop a recognition program for those serving older drivers, such as “This dealership certified on older driver vehicle education.”<li data-bbox="693 1088 1575 1485">• The medical community:<ul style="list-style-type: none"><li data-bbox="798 1136 1575 1266">○ Identify resources for educating older road users from Florida and California departments of transportation and others.<li data-bbox="798 1266 1575 1307">○ Provide packets for dissemination.<li data-bbox="798 1307 1575 1347">○ Offer training on the resources available.<li data-bbox="798 1347 1575 1388">○ Conduct workshops at medical conferences.<li data-bbox="798 1388 1575 1429">○ Hold lunch-n-learn for medical offices.

Education Countermeasure (5B) Action Plan (continued)

Educate older drivers on vehicle safety and available resources. Educate medical professionals and law enforcement on issues regarding aging drivers, and encourage them to initiate discussions with those drivers.

Element	Description
Steps for Implementation	<ul style="list-style-type: none"> • Law enforcement: <ul style="list-style-type: none"> ○ Provide packets for dissemination. ○ Check with the National Highway Traffic Safety Administration and other states to seek available resources. ○ Offer training. ○ Work with the Texas Municipal Police Association (TMPA) to develop a Texas Commission on Law Enforcement credit class on older drivers. • The general public: <ul style="list-style-type: none"> ○ Provide packets for dissemination to active senior communities, DMVs, tax offices, car service agencies (e.g., oil change locations, insurance companies, post offices, and senior centers). ○ Create a system for drivers to report anonymously by sending in cards when an older driver is seen making poor driving choices. ○ Send packets to drivers participating in the Mature Driver Program. ○ Work with DMV or DPS (Texas KidSafe Program with Baylor Scott & White Health) to identify addresses.
Participating Organizations	DMV, DPS, outreach organizations, TMPA, and TxDOT
Effectiveness	***
Cost to Implement	\$\$
Time to Implement	Medium