

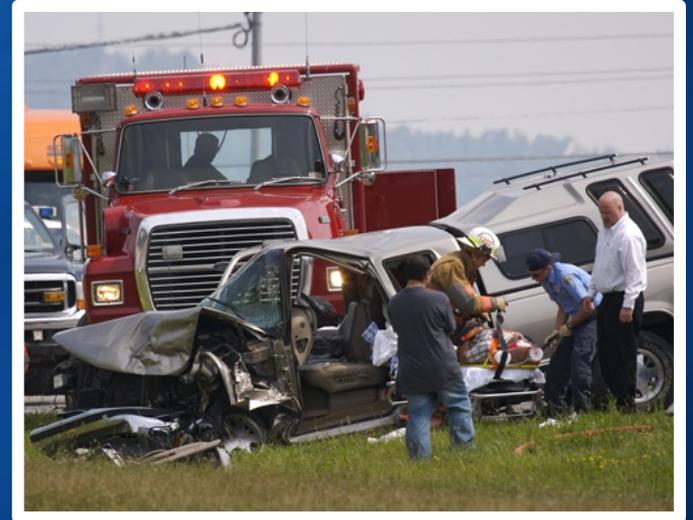
SHSP Speeding EA Team Meeting



August 5, 2019

Agenda

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



SHSP Website

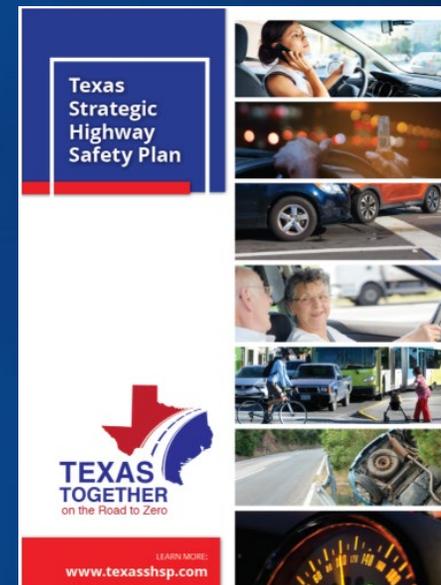
www.texasshsp.com

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

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

* 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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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.	
Distracted Driving	Pedestrian Safety
Impaired Driving	Roadway & Lane Departures
Intersection Safety	Speeding
Older Road Users	Bicycle Safety
Motorcycle Safety	Occupant Protection
Other Safety Category	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

- Speeding Forum Summary
 - Data Overview
 - Marcie Perez, TTI
 - Perspectives: Engineering, Enforcement, & Judicial
 - Lewis Leff, City of Austin
 - Michael Earney, TMPA
 - Edward Spillane, College Station Municipal Court
 - Panel Discussion: Engineering, Enforcement, & Judicial
 - Lewis Leff, City of Austin
 - Michael Earney, TMPA
 - Edward Spillane, College Station Municipal Court
 - Speed Management and Safe Systems – Evolving Highway Design for Safety
 - Stephen Ratke, FHWA



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: Speeding Emphasis Area

Strategy Number	Description
1	Use the concept of establishing a target speed limit and road characteristics to reduce speeding.
2	Educate law enforcement on contributing crash factors to improve crash data collection.
3	Leverage data to improve engineering, education, and enforcement.
4	Increase and sustain high-visibility speeding enforcement. (Develop, catalog, and disseminate tools and other resources to improve enforcement capabilities.)
5	Improve the effectiveness of educational techniques, tools, and strategies for speeding (target specific age groups).

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

Countermeasures

Focus	Number	Description	Action Plan
Target speed	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.	✓

Strategy #2 Educate law enforcement on contributing crash factors to improve crash data collection.

Countermeasures

Focus	Number	Description	Action Plan
Law enforcement education	2A	Educate law enforcement on the use of crash data and the need for accurate information. (Examples are to encourage periodic training for officers on crash reporting; better define contributing factors in instructions for law enforcement officers; and highlight the difference between failure to control speed and speeding over the limit.)	✓
Education on contributing factors for law enforcement and crash analysts	2B	Ensure law enforcement and crash analysts understand the difference in speeding-related contributing factors and their association with statutes when analyzing crash data.	
CR-3 electronic submission	2C	Encourage electronic submission of the standard crash report form (CR-3) and citations, with features to ensure all fields are completed.	
CR-3 fields for estimated speed	2D	Collaborate with law enforcement to explore methods to add the estimated speed of vehicles to crash reports (including when vehicles are traveling at or below the speed limit).	

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

Countermeasures

Focus	Number	Description	Action Plan
Mapping resource center	3A	Develop a resource center for assisting law enforcement agencies with data-driven deployment, including mapping of high-volume crash locations (especially injury and fatality) and contributing factors.	✓
Law enforcement training	3B	Train and encourage law enforcement agencies to make effective use of data during planning and patrols.	
Selective traffic enforcement	3C	Require STEP grant-funded enforcement programs to be data driven.	✓
Reduction of operating speeds	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.	
Safety design demonstration projects	3E	Encourage cities to implement safe design speed demonstration projects in various settings. This could include involving neighborhoods in community-based traffic calming.	
Partnering with school districts	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, catalog, and disseminate tools and other resources to improve enforcement capabilities.)
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Countermeasures

Focus	Number	Description	Action Plan
Enforcement best practices	4A	Develop a best practices guide for speed enforcement techniques.	✓
Automated speed enforcement	4B	Investigate the effectiveness and acceptance of automated speed enforcement.	✓

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

Focus	Number	Description	Action Plan
Driver's education	5A	Revisit driver education courses, including parent-taught program design; document the benefits of certified instructor training; and enhance ticket dismissal courses, particularly with regard to speed choice and speeding.	✓
Public education	5B	Educate the public on the difference between the posted speed limit, speed design, and safe driving speed.	✓

Target Speed Countermeasure (1A) Action Plan

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.

Element	Description
Steps for Implementation	<ol style="list-style-type: none"> 1. Identify a lead organization 2. Identify agencies (e.g., TxDOT, municipalities, and counties) and stakeholders (e.g., representatives of people with disabilities, pedestrian and walking advocates, business district leaders, low-income communities, and transit providers) to explore benefits and barriers to implementation of slower target speed concepts. 3. Provide information about setting speed limits based on target speed concepts related to kinetic energy, crash severity, and safe systems concepts (e.g., USLimits2). 4. Explore potential changes to Sec. 545.356 of the Transportation Code, "Authority of Municipality to Alter Speed Limits," to clarify that cities may use target speed limits and that designers can select a design speed to use in geometric decisions based on safe operating speeds in a complex environment. 5. Implement a pilot program to implement pilot arterial and collector target speed zones and related design treatments for encouraging target speed compliance, including the use of interim, low-cost street redesigns. 6. Evaluate the effectiveness of and keys to success for pilot target speed zones and related design treatments for controlling speed. 7. Write guidance on road design to achieve target speed based on lessons learned, best practices, and proven countermeasures. 8. Build and retrofit streets with target speeds that consider pedestrians, land use, and roadway context.
Participating Organizations	Transportation agencies (TxDOT, municipalities, and counties); safety, pedestrian, and biking advocates; transit providers; representatives of people with disabilities and low-income communities; FHWA; and legislature and political leaders
Effectiveness	***
Cost to Implement	\$\$\$
Time to Implement	Long (5+ years)

Target Speed Countermeasure (1A) Action Plan (continued)

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.

Element	Description
Barriers	<ul style="list-style-type: none"><li data-bbox="485 331 1856 586">• Misperception that congestion or commuter delay is a bigger problem than crashes, when crashes in fact impose a much higher cost on Texans. (References: Farm and City [http://www.farmandcity.org/2017/09/05/how-much-do-traffic-crashes-cost-the-people-of-texas-a-162-billion/] or U.S. Department of Transportation [https://www.transportation.gov/sites/dot.gov/files/docs/briefing-room/305216/infrastructure-initiative-booklet.pdf].)<li data-bbox="485 597 1843 716">• Public perception of the need for speed and lack of understanding of how safe, multimodal streets can provide greater access, shorter trips, and even quicker vehicle trips when crashes are avoided.<li data-bbox="485 727 1856 846">• Institutional inertia, which requires leadership, taking concerns seriously, and working through issues, to allow the possibility of arriving at results that may seem heretical to many dedicated professionals at various levels of the transportation system.<li data-bbox="485 857 1885 943">• Lack of local experience with pedestrian-compatible operating speeds, in terms of users, decision makers, and practitioners.<li data-bbox="485 954 1829 1024">• Interpretations of the 85th percentile rule, which some might perceive conflicts with this.<li data-bbox="485 1036 1885 1333">• Texas laws. Texas law bars cities from using 20-mph speed limits on neighborhood streets. Sec. 545.356 of the Transportation Code requires difficult reporting requirements that some cities say are impossible to meet and thus are seen as a limiting factor for establishing 25-mph speed limits, which this section is intended to allow. Some cities believe that target and design speeds cannot be set lower than the speed limit, essentially creating a de facto lower limit on the safety of designs at 30-mph design speed.<li data-bbox="485 1344 1877 1511">• Reasonable interpretations of this sentence from the TxDOT Procedures for Establishing Speed Zones: “New or reconstructed roadways (and roadway sections) should be designed to accommodate operating speeds consistent with the roadway’s highest anticipated posted speed limit based on the roadway’s initial or ultimate function.”

Law Enforcement Education Countermeasure (2A) Action Plan

Educate law enforcement on the use of crash data and the need for accurate information. (Examples are to encourage periodic training for officers on crash reporting; better define contributing factors in instructions for law enforcement officers; and highlight the difference between failure to control speed and speeding over the limit.)

Element	Description
Steps for Implementation	<ol style="list-style-type: none"> 1. Identify stakeholders to tailor a program to local agencies. This program may be similar to the Selective Traffic Enforcement Program (STEP) program. (Participating organization: TxDOT) 2. Document the importance and use of crash data, and 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. Create a data dictionary for the CR-3. (Participating organization: TxDOT) 3. Set up liaisons and develop training programs (dual lines of communication). (Participating organization: TxDOT) 4. Set up a pilot program, get feedback from all involved, and analyze with law enforcement at all levels (the San Antonio Police Department has been identified as a pilot agency). (Participating organizations: TxDOT with the San Antonio Police Department and City of San Antonio Transportation and Capital Improvements) 5. Establish standardized metrics statewide to aid in consistent implementation. (Participating organization: TxDOT) 6. Roll out the statewide TxDOT program for law enforcement to implement. (Certify the program for Texas Commission on Law Enforcement credit and investigate linking it to STEP.) (Participating organization: TxDOT)
Participating Organizations	See above for each step.
Effectiveness	***
Cost to Implement	\$
Time to Implement	Short to medium
Barriers	<ul style="list-style-type: none"> • Lack of buy-in from all stakeholders. • Identifying stakeholders. • Setting up liaisons.

Mapping Resource Center Countermeasure (3A) Action Plan

Develop a resource center for assisting law enforcement agencies with data-driven deployment, including mapping of high-volume crash locations (especially injury and fatality) and contributing factors.

Element	Description
Steps for Implementation	<ol style="list-style-type: none"> 1. Use three years of crash data to determine areas with historical overrepresentation of crash activity, and plot the high-volume crash areas on maps for distribution to all law enforcement agencies in Texas. (Participating organizations: TxDOT and DPS) 2. Change STEP grant operational plans to focus high-visibility enforcement efforts on high-volume crash areas rather than areas of low compliance. (Participating organization: TxDOT) 3. Roll out the resource center statewide with the fiscal year STEP request for proposals. (Participating organization: TxDOT) 4. Begin enforcement October 1 of the following fiscal year. (Participating organization: TxDOT)
Participating Organizations	See above for each step.
Effectiveness	Uncertain
Cost to Implement	\$\$\$
Time to Implement	Medium
Barriers	<ul style="list-style-type: none"> • Start-up and sustained funding. • Finding an appropriate host for the resource center. • Securing buy-in from law enforcement agencies.

Selective Traffic Enforcement Countermeasure (3C) Action Plan

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

Element	Description
Steps for Implementation	<ol style="list-style-type: none"><li data-bbox="506 289 1906 483">1. Use three years of crash data to determine areas with historical overrepresentation of crash activity, and plot the high-volume crash areas on maps for distribution to all law enforcement agencies in Texas. (Participating organizations: TxDOT and DPS)<li data-bbox="506 492 1822 638">2. Change STEP grant operational plans to focus high-visibility enforcement efforts on high-volume crash areas rather than areas of low compliance. (Participating organization: TxDOT)<li data-bbox="506 646 1812 792">3. Roll out the requirement statewide with the fiscal year STEP request for proposals. (Participating organization: TxDOT)<li data-bbox="506 800 1556 889">4. Begin enforcement October 1 of the following fiscal year. (Participating organization: TxDOT)
Participating Organizations	See above for each step.
Effectiveness	***
Cost to Implement	No additional
Time to Implement	Short
Barriers	<ul style="list-style-type: none"><li data-bbox="506 1412 1791 1458">• Law enforcement agencies diluting or overconcentrating enforcement.<li data-bbox="506 1466 1486 1511">• Agencies selecting inappropriate enforcement zones.

Enforcement Best Practices Countermeasure (4A) Action Plan

Develop a best practices guide for speed enforcement techniques.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Research current practices. (Participating organizations: DPS and TTI)2. Experiment with different speeding enforcement techniques. (Participating organizations: DPS, law enforcement agencies, and TTI)3. Develop a speed enforcement handbook. (Participating organizations: DPS and TTI)4. Present findings to law enforcement agencies. (Participating organizations: DPS, law enforcement agencies, and TTI)
Participating Organizations	See above for each step.
Effectiveness	**
Cost to Implement	\$\$
Time to Implement	Medium
Barriers	<ul style="list-style-type: none">• Funding to develop the guidebook.• Funding to present findings.• Law enforcement agency jurisdictions.

Automated Speed Enforcement Countermeasure (4B) Action Plan

Investigate the effectiveness and acceptance of automated speed enforcement.

Element	Description
Steps for Implementation	<ol style="list-style-type: none"> 1. Gather data from other states that use automated speed enforcement. (Participating organization: TTI) 2. Conduct a 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). Potential impacts include safety benefits of automated speed enforcement, separate revenue that goes toward safety improvements, and tolerance levels of enforcement (targeting higher speeds). (Participating organizations: TxDOT and TTI) 3. Develop an informational packet on the societal cost of crashes, the benefits of automated speed enforcement, and the results of the automated speed enforcement poll. (Participating organizations: TxDOT and TTI) 4. Present findings of automated speed enforcement 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, and safety advocates) 5. Enact statewide legislation. (Participating organization: Texas Legislature) 6. Evaluate effectiveness. (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. • Privacy issues. • Rural mentality.

Driver's Education Countermeasure (5A) Action Plan

Revisit driver education courses, including parent-taught program design; document the benefits of certified instructor training; and enhance ticket dismissal courses, particularly with regard to speed choice and speeding.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Estimate the level of effort and cost of the study (review earlier studies).2. Identify sources of potential funding.3. After securing funding, prepare a request for proposals and select the provider.4. Conduct the study.5. Review the 2007 study for gaps in the new study and share the findings.
Participating Organizations	TxDOT, FHWA, research agencies, driver education providers, and DPS
Effectiveness	***
Cost to Implement	\$\$
Time to Implement	Medium
Barriers	<ul style="list-style-type: none">• Current legislation not in line with increasing certified instructor training.• Countermeasure wording, which needs to be revised to more action-oriented verbiage. The wording needs to be expanded to include the actual effectiveness of educational techniques.• Pushback from parents and homeschool organizations.

Public Education Countermeasure (5B) Action Plan

Educate the public on the difference between the posted speed limit, speed design, and safe driving speed.

Element	Description
Steps for Implementation	<ol style="list-style-type: none"> 1. Collect data. (Participating organizations: TxDOT and TTI) 2. Investigate crash involvement. 3. Prepare statistics for use in the campaign. 4. Transfer the information to law enforcement and safety advocates. (Participating organization: DPS) 5. Provide funding for campaign and grants. (Participating organization: TxDOT) 6. Form a coalition focused on speed (sustain momentum). (Participating organization: TxDOT) 7. Execute the coalition and evaluate it. (Participating organizations: TxDOT, TTI, DPS, and the safety coalition)
Participating Organizations	See above for each step.
Effectiveness	* to ***
Cost to Implement	\$\$
Time to Implement	Short to medium
Barriers	<ul style="list-style-type: none"> • Legislative funding for the coalition and public/private funding. • Public acceptance. • Coalition/grassroots effort. • Showing problem via media/public service announcements.