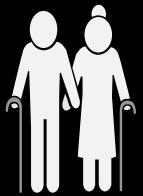
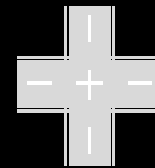


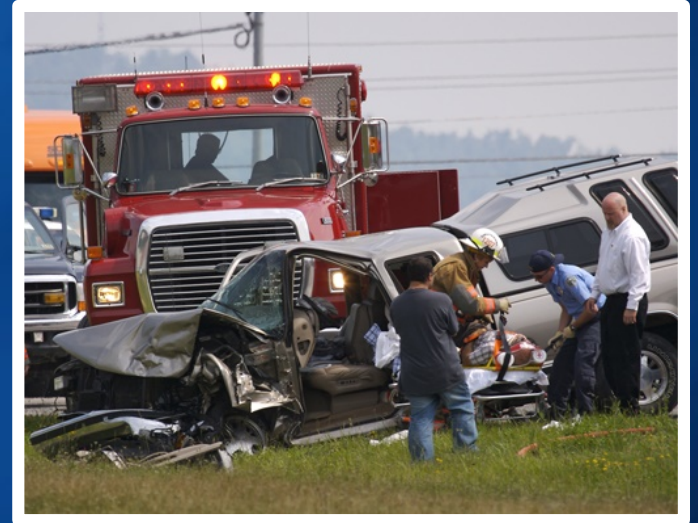
SHSP Impaired Driving EA Team Meeting



August 6, 2019

Agenda

- Welcome
- SHSP Website
 - Preview Upcoming Changes
 - Inventory Survey
 - Traffic Safety Calendar
- One-Day Forums
 - Upcoming
- 2020 Impaired Driving Forum
- Strategies, Countermeasures, and Action Plans



SHSP Website

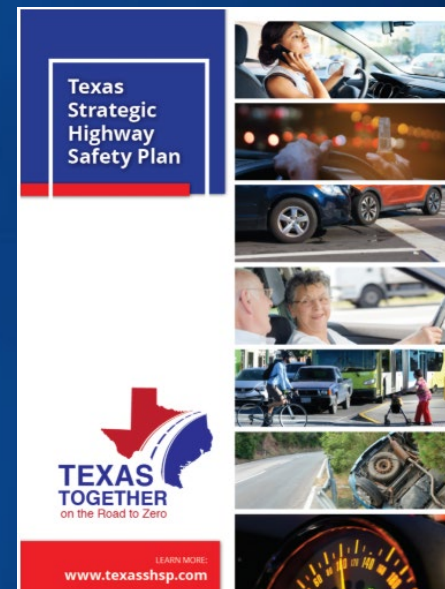
www.texasshsp.com

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

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					

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	<div>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)</div> <div>2. Identify appropriate media targeted to each age group. (Participating organizations: TxDOT and marketing firm)</div> <div>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)</div> <div>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)</div>				
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> <div>ShortLong</div>
Barriers	<div><div>• Limited funding.</div><div>• Cohesive organized effort.</div><div>• Legislative roadblocks.</div><div>• Public pushback.</div><div>• State agencies.</div><div>• Buy-in from different age groups.</div><div>• Cultural issues.</div></div>				

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



Impaired Driving Forum

- **SAVE THE DATE**
 - February 12, 2020
 - San Marcus, TSX
- **2019 Impaired Driving Forum**
 - February 2019
 - Program and presentations on Texas Impaired Driving Task Force website (www.texasimpaireddrivingtaskforce.org)

Strategies: Impaired Driving Emphasis Area

Strategy Number	Description
1	Use data systems to identify alcohol licensed and permitted locations within a community and Alcoholic Beverage Code violation history at these locations to determine any correlation with alcohol-related crashes.
2	Increase education for all road users on the impact of impaired driving and its prevention.
3	Increase officer contacts with impaired drivers through regular traffic enforcement.
4	Improve mobility options for impaired road users.
5	Increase data, training, and resources for prosecutors and officers in the area of drugged driving.

Strategy #1	Use data systems to identify alcohol licensed and permitted locations within a community and Alcoholic Beverage Code violation history at these locations to determine any correlation with alcohol-related crashes.
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Countermeasures

Focus	Number	Description	Action Plan
Data analysis	1A	Develop and maintain data to identify correlations between impaired-driving crashes and citations, road type, corridor, region, county and community, and Texas Alcoholic Beverage Commission licensing data.	✓
Frequent offenders	1B	Track frequent driving-under-the-influence offenders to identify and address persons with multiple impaired-driving arrests and/or crashes. Pursue more intensive interventions.	
Hot spots	1C	Partner, where possible, with community groups and task forces to promote a comprehensive action plan to determine and address community hot spots.	

Strategy #2	Increase education for all road users on the impact of impaired driving and its prevention.
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Countermeasures

Focus	Number	Description	Action Plan
Illegal behaviors and road safety	2A	Identify gaps in knowledge with respect to the impact of illegal behaviors (e.g., specifically prescription drugs, marijuana, and substances other than alcohol) on road safety.	
Consequences of traffic violations	2B	Identify gaps in knowledge on the negative consequences of traffic violations among road users (e.g., fines, loss of license, and effects of a criminal record on future employment).	
Impact of impairment	2C	Demonstrate to all road users the magnitude of the impact of impaired-driving crashes on fatality rates by making comparisons with other causes of death (e.g., murder rate).	✓
Cost of impaired driving	2D	Demonstrate to all road users the magnitude of the cost and liability exposure associated with impaired-driving crashes resulting in injury and/or fatality.	
Medical professionals	2E	Educate medical professionals to inform patients of the effects of medications on the ability to drive or operate heavy machinery.	
Knowledge gaps—judges and prosecutors	2F	Identify the gaps in knowledge of judges and prosecutors about impaired driving, and provide messaging or training to close the gaps.	
Blood test law—educate professionals doing blood draws	2G	Educate professionals making blood draws about the blood test law.	

Strategy #3	Increase officer contacts with impaired drivers through regular traffic enforcement.
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Countermeasures

Focus	Number	Description	Action Plan
Traffic enforcement	3A	Educate the police, community leaders, the public, and traffic safety partners on the role of regular traffic enforcement stops as a primary tool in detecting impaired drivers, and encourage their use to reduce impaired crashes. Identify trends in driving under the influence (DUI) arrests, and compare the data to trends in citations and crashes for use in education.	✓
Data-driven approach	3B	Use a data-driven approach to optimize areas and times for enforcement.	✓
Law enforcement training	3C	Identify training gaps for police on locations with a high probability for alcohol and drug use that lead to impaired driving (e.g., breaking up/preventing underage-drinking parties).	✓
Sobriety checkpoints	3D	Conduct surveys to assess public support for sobriety checkpoints and enhanced impaired-driving penalties; document practices, short- and long-term results, and acceptance of checkpoints across the nation; develop a report on the survey results and impaired-driving countermeasure effectiveness; and share the reports with lawmakers and the public.	✓

Strategy #4	Improve mobility options for impaired road users.
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Countermeasures

Focus	Number	Description	Action Plan
Public education	4A	Educate the public and community leaders on methods for identifying mobility options at the community level in both urban and rural areas.	✓
Local task forces	4B	Create local task forces to identify local actions.	
Trip planning	4C	Promote trip planning, including designated drivers, public transportation, taxis, and alternate transportation service companies.	✓

Strategy #5	Increase data, training, and resources for prosecutors and officers in the area of drugged driving.
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Countermeasures

Focus	Number	Description	Action Plan
Training—DUI detection	5A	Develop training for prosecutors and regular patrol officers on detecting and prosecuting drugged drivers.	
Training—court evidence	5B	Develop joint training for prosecutors and laboratory personnel (forensic toxicologists) to assist in presenting scientific evidence of drug impairment in court.	
Standardized Field Sobriety Testing, Drug Recognition Evaluator training, and roadside drug testing	5C	Continue and increase Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE) training, and Drug Recognition Evaluator (DRE) training. Continue to monitor the development of roadside drug testing instruments, and as appropriate, investigate deploying them into the field as an additional tool to detect impaired driving.	✓
Resources—DUI identification	5D	Identify methodologies and resources for improving the identification of drugged driving as a contributing factor in impaired-driving crashes.	✓
Lab resources	5E	Secure additional resources for laboratories.	
Roadside testing	5F	Continue to monitor the development of roadside drug testing instruments, and as appropriate, investigate deploying them in the field as an additional tool to detect impaired driving.	

Data Analysis Countermeasure (1A) Action Plan

Develop and maintain data to identify correlations between impaired-driving crashes and citations, road type, corridor, region, county and community, and Texas Alcoholic Beverage Commission licensing data.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Use Crash Records Information System (CRIS) data to determine fatal and suspected serious injury crashes in communities with high probability for impaired-driving issues. (Participating organizations: Texans Standing Tall, TxDOT, TTI, metropolitan planning organizations [MPOs], and city and county agencies)2. Through the use of existing licensing data available in the Texas Alcoholic Beverage Commission's (TABC's) Public Inquiry System, determine whether any correlations exist between those data and alcohol-related crash data. Also, mine data from prosecutions. (Participating organization: TABC)3. Create geographic information system map overlays of data, where possible (depends on available data). (Participating organizations: Texans Standing Tall and TxDOT)4. Identify partnerships to develop a list of information needs; identify communities that want to work on this issue; work in local communities to collect localized crash data with local police and sheriff departments; and use data collected to determine community variables that could impact the collected data related to special conditions, licensing requirements, community measures, and other determined factors. (Participating organization: Texans Standing Tall)5. Determine areas where specific licensing data are not available through TABC's Public Inquiry System that could have an impact on alcohol-related crashes to determine incomplete data sets. (Participating organizations: Texans Standing Tall and TABC)6. Partner, where possible, with community groups and task forces to promote a comprehensive action plan to address and determine community hot spots. (Participating organization: Texans Standing Tall)

Data Analysis Countermeasure (1A) Action Plan (continued)

Develop and maintain data to identify correlations between impaired-driving crashes and citations, road type, corridor, region, county and community, and Texas Alcoholic Beverage Commission licensing data.

Element	Description
Participating Organizations	See above for each step.
Effectiveness	***
Cost to Implement	\$ to \$\$\$
Time to Implement	6 months to 3 years
Barriers	<ul style="list-style-type: none">• The difficulty of data sharing. TABC has restrictions about data sharing.• Database compatibility. The database is not designed to export data.• Festival and special event licenses done on paper in notebooks, not electronically. (Temporary licensing is issued to actual licensed establishment, so festival violations will not reflect location accurately.)• Identification of a champion.• Developing and sustaining a coalition of participating agencies.• Estimating real and meaningful correlations between establishments and crash locations.• Developing sufficient and sustained funding for enforcement and education efforts.

Impact of Impairment Countermeasure (2C) Action Plan

Demonstrate to all road users the magnitude of the impact of impaired-driving crashes on fatality rates by making comparisons with other causes of death (e.g., murder rate).

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Identify agencies/organizations that are collecting data correlated with impaired driving, and convene a working group to pursue this countermeasure together.2. Identify leading causes of death and how they compare to impaired-driving fatality rates. Example are alcohol-related deaths, cancer (e.g., breast, lung, colon, and prostate), murder, heart disease, diabetes, influenza/pneumonia, and tobacco-related deaths.3. Identify agencies/organizations with state-specific data on different causes of death identified in step 2.4. Collect data from appropriate sources identified in steps 1–3.5. Compare data and determine which data points are compelling for different audiences.6. Create an appropriate number of fact sheets (a minimum of one) that compare death rates and associated costs. Examples are the cost of law enforcement to respond, health insurance rates, car insurance, and lost productivity.7. Create compelling charts and other visuals/infographics that show the comparisons.8. Create an editorial calendar that identifies when to share what materials and the type of messaging associated with each item.9. Identify audiences who should receive materials and who has access to distribute materials to those audiences (e.g., task force, employers, or employees). Others who can distribute information include TxDOT programs, nonprofits, colleges/universities, and the criminal justice system.10. Identify the cost of implementing prevention programs versus the cost of impaired-driving fatalities.

Impact of Impairment Countermeasure (2C) Action Plan

Demonstrate to all road users the magnitude of the impact of impaired-driving crashes on fatality rates by making comparisons with other causes of death (e.g., murder rate).

Element	Description
Participating Organizations	Nonprofit agencies (e.g., Texans Standing Tall)
Effectiveness	***
Cost to Implement	\$\$\$
Time to Implement	Medium
Barriers	<ul style="list-style-type: none">• Securing initial and sustained funding.• Obtaining injury outcome data for impaired crashes.• Obtaining reliable cost data for injuries.• Estimating costs of effective prevention programs.

Traffic Enforcement Countermeasure (3A) Action Plan

Educate the police, community leaders, the public, and traffic safety partners on the role of regular traffic enforcement stops as a primary tool in detecting impaired drivers, and encourage their use to reduce impaired crashes. Identify trends in DUI arrests, and compare the data to trends in citations and crashes for use in education.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Review available resources on traffic stop volume and its relation to DUI arrests and impaired-driving fatalities. Gather existing data from the Texas Office of Court Administration (OCA) annual report and the Texas Municipal Courts Education Center (TMCEC) on trends in traffic stops.2. Correlate traffic stop data to driving while intoxicated (DWI) arrest data from OCA and impaired-driving data from the Fatality Analysis Reporting System.3. Create a data report based on the existing report from TMCEC.4. Disperse those data to traffic safety partners and policy makers (including positioning on dyingtodrink.org and the impaired-driving task force).5. Prepare a presentation of those data, and arrange speakers to convey those data to the Texas Sheriff's Association, Texas Police Chiefs, DPS, Texas Commission on Law Enforcement (TCOLE), safety coalitions, and other police and police leadership groups. Prepare articles for publication in their newsletters, websites, and other publications.6. Prepare and disseminate public information based on this research.7. Convey this information to the Texas Legislature and other public policy makers.
Participating Organizations	OCA, TMCEC, Texas Sherriff's Association, Texas Police Chiefs, DPS, TCOLE, and city and county agencies
Effectiveness	** to ***
Cost to Implement	\$\$
Time to Implement	Short
Barriers	<ul style="list-style-type: none">• Finding local and state leaders/champions.• Developing partnerships necessary for implementing this countermeasure.• Obtaining sustained and sufficient funding.• Need for police chiefs to support community outreach.

Data-Driven Approach Countermeasure (3B) Action Plan

Use a data-driven approach to optimize areas and times for enforcement.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Prepare Data-Driven Approaches to Crime and Traffic Safety (DDACTS) training for police leadership organizations.2. Prepare DDACTS articles for police leadership newsletters, websites, and publications.3. Make DDACTS training available for cooperating agencies.4. Present DDACTS information for use in Selective Traffic Enforcement Program (STEP) programs as a best practice, and strongly recommend its inclusion in STEP grant applications.5. Compile DDACTS success stories to use as examples for departments not using DDACTS.6. Provide location-specific DDACTS information to police departments within that location.
Participating Organizations	TxDOT and law enforcement organizations
Effectiveness	** to ***
Cost to Implement	\$
Time to Implement	Short to medium
Barriers	<ul style="list-style-type: none">• Finding local and state leaders/champions.• Developing partnerships necessary for implementing this countermeasure.• Obtaining sustained and sufficient funding.• Need for police chiefs to support community outreach.

Law Enforcement Training Countermeasure (3C) Action Plan

Identify training gaps for police on locations with a high probability for alcohol and drug use that lead to impaired driving (e.g., breaking up/preventing underage-drinking parties).

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Identify areas with a high volume of impaired crashes, and determine if coalitions are working with law enforcement to address underage-drinking parties and calls for noise violations. For example, examine San Antonio's Social Host Ordinance.2. Determine whether coalition and law enforcement agencies need and/or desire for controlled party dispersal training and provide training.3. Identify communities with social host ordinances and coalitions, and document ordinances and standard operating procedures.4. Identify best practices training and training materials on location components to impaired-driving and underage-drinking enforcement (e.g., San Antonio's standard operating procedures for its ordinance).5. Disseminate best practices training materials, resources, and publications through dyingtodrink.org, the Impaired Driving Task Force, and police training and leadership organizations.
Participating Organizations	Texans Standing Tall, police and sheriff departments, Mothers against Drunk Driving (MADD), prosecutors, dyingtodrink.org , and other advocacy groups
Effectiveness	* to ***
Cost to Implement	\$
Time to Implement	Short
Barriers	<ul style="list-style-type: none">• Finding champions to develop the support for adopting an ordinance.• Developing and sustaining the necessary collaboration or coalition to enforce the ordinance.• Obtaining funding to implement and sustain a program.

Sobriety Checkpoints Countermeasure (3D) Action Plan

Conduct surveys to assess public support for sobriety checkpoints and enhanced impaired-driving penalties; document practices, short- and long-term results, and acceptance of checkpoints across the nation; develop a report on the survey results and impaired-driving countermeasure effectiveness; and share the reports with lawmakers and the public.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Document practices, results, and acceptance of checkpoints across the nation.2. Develop a report on the survey results and impaired-driving effectiveness.3. Convey findings to the Texas Legislature and other public policy makers.
Participating Organizations	Texas Legislature, other public policy makers, lobbyists, and outreach and advocacy organizations
Effectiveness	* to ***
Cost to Implement	\$
Time to Implement	Short
Barriers	<ul style="list-style-type: none">• Overcoming legal issues.• Public acceptance.

Notes:

1. According to the Centers for Disease Control and Prevention (Intervention Fact Sheets, 2015, <https://www.cdc.gov/motorvehiclesafety/calculator/factsheet/checkpoints.html>), “In 1990, the U.S. Supreme Court ruled in favor of the constitutionality of sobriety checkpoint; however, the debate over checkpoints has continued, and some individual state courts have deemed them illegal for violating state constitutions (IIHS, 2012).” The Texas Legislature has deemed sobriety checkpoints illegal under Texas’ interpretation of the U.S. Constitution.
2. Womack and Johnson of TTI polled Texans in September 2018, (Womack, K.N. and N.A. Johnson. Texas Statewide Traffic Safety Awareness Survey: 2018 Results, Texas A&M Transportation Institute, College Station, Tx., September 2018). Respondents were asked if they favor or oppose sobriety checkpoints in Texas: 58% were in favor, with 36.4% strongly in favor; 18.4% were opposed; and the remaining 23.6% were neutral.
3. According to the Centers for Disease Control and Prevention (Intervention Fact Sheets, 2015, <https://www.cdc.gov/motorvehiclesafety/calculator/factsheet/checkpoints.html>), “Nunn and Newby, 2011, examined the effectiveness of 22 sobriety checkpoints implemented over one year at nine checkpoint locations in Indianapolis, Indiana.... Impairment rates...decreased insignificantly in nondowntown locations and increased significantly in downtown areas. Sobriety checkpoints also resulted in a small significant reduction in the number of alcohol-related crashes compared with similar control locations, with differences more pronounced in downtown areas. Finally, a time-series analysis found that the number of impaired collisions in postcheckpoint periods was approximately 19 percent less than in pre-checkpoint periods.”
4. There was overall uncertainty about whether this countermeasure should remain in the plan given legislative willingness and other issues.

Public Education Countermeasure (4A) Action Plan

Educate the public and community leaders on methods for identifying mobility options at the community level in both urban and rural areas.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Identify and list existing successful options and marketing materials for mobility options for impaired road users (soberrides.org). If none are available, develop materials for marketing.2. Identify and list high-risk cities and counties with relatively few or no alternative mobility options.3. Facilitate distribution and dissemination of these successful materials through social media, websites, colleges and other schools, local businesses, courts, and city governments.4. Identify and list current gaps/needs related to mobility options for impaired road users.5. Create resource materials for municipal courts and city governments outlining how to bring new mobility options to their community, such as how to partner with local businesses.6. Distribute the resource materials at TMCEC judicial education seminars and the Texas Municipal League Annual Conference (for city governments).
Participating Organizations	TxDOT, ad agencies, transit associations, transportation network companies, taxi companies, injury prevention professionals, MADD, local and regional safety coalitions, prosecutors, MPOs, law enforcement agencies, DUI task forces, city and county agencies, restaurant associations, TABC, chambers of commerce, and Texas Municipal Courts Education Center
Effectiveness	* to ***
Cost to Implement	\$
Time to Implement	Short
Barriers	<ul style="list-style-type: none">• Obtaining sufficient and sustained funding.• Availability of current data on options.• Getting cities engaged.• Developing partnerships.• Lack of advertising by providers.• Difficulty finding providers with internet search engines.• Need to provide information beyond “don’t drink and drive.”• Widespread dissemination of materials and developing effective information dissemination strategies.• Identifying a champion.• Getting participating agencies to follow through with commitments to the effort.• Identifying targeted groups.

Trip Planning Countermeasure (4C) Action Plan

Promote trip planning, including designated drivers, public transportation, taxis, and alternate transportation service companies.

Element	Description
Steps for Implementation	<ol style="list-style-type: none">1. Consult with transit agencies, community coalitions, school groups, and alternate transportation service companies on methods of increasing availability of sober rides.2. Invite these groups to join the Impaired Driving Task Force. Identify and list current gaps/needs related to mobility options for impaired road users.3. Focus attention on the top 10 counties for DWI crashes. List the existing sober ride options in those counties.4. Determine target markets (e.g., young persons versus chronic drinkers).5. Promote trip planning for college students in rural areas through material distribution.6. Promote trip planning for other targeted groups.7. Continue to promote soberrides.org and explore the possibility of a statewide smartphone app.8. Disseminate marketing materials through social media.
Participating Organizations	TxDOT, ad agencies, transit associations, transportation network companies, taxi companies, injury prevention professionals, MADD, local and regional safety coalitions, prosecutors, MPOs, law enforcement agencies, DUI task forces, city and county agencies, restaurant associations, TABC, chambers of commerce, TMCEC, religious organizations, and colleges and universities

Trip Planning Countermeasure (4C) Action Plan

Promote trip planning, including designated drivers, public transportation, taxis, and alternate transportation service companies.

Element	Description
Effectiveness	* to ***
Cost to Implement	\$ to \$\$\$ (high expense for phone app development)
Time to Implement	Medium
Barriers	<ul style="list-style-type: none">• Obtaining sufficient and sustained funding.• Availability of current data on options.• Getting cities engaged.• Developing partnerships.• Lack of advertising by providers.• Difficulty finding providers with internet search engines.• Need to provide information beyond “don’t drink and drive.”• Widespread dissemination of materials and developing effective information dissemination strategies.• Identifying a champion.• Getting participating agencies to follow through with commitments to the effort.• Identifying targeted groups.• Willingness of transportation providers to transport impaired patrons.• Providing affordable and practical sober rides.• Availability of sober rides in rural areas.• Determining effective messages.• Meeting needs during peak hours (late night).

SFST, DRE Training, and Roadside Drug Testing Countermeasure (5C) Action Plan

Continue and increase SFST, ARIDE training, and DRE training. Continue to monitor the development of roadside drug testing instruments, and as appropriate, investigate deploying them into the field as an additional tool to detect impaired driving.

Element	Description
Steps for Implementation	This countermeasure has been divided into three individual countermeasures. These countermeasures have implementation steps outlined depending on the objectives the user chooses to implement.
Participating Organizations	Texas Municipal Police Association, Texas DPS, law enforcement agencies, academies and regional academies, University of Houston–Downtown, TxDOT, Texas DPS Troopers Foundation, DPS, National Highway Traffic Safety Administration (NHTSA), Sam Houston State University, Texas Parks and Wildlife, and drug recognition experts
Effectiveness¹	* to ***
Cost to Implement¹	\$ to \$\$\$
Time to Implement¹	Short to long
Barriers	<ul style="list-style-type: none">• Securing start-up and sustained funding for data analysis, training, travel, and marketing.• Need to continually update and analyze data to identify needs, and to identify the lead organization to analyze data.• Adequacy of county prosecution and court capacity.• Availability of personnel for training, and the impacts of time away from the job and costs of travel.• Availability of SFST-trained officers.• Obtaining buy-in from law enforcement, prosecutors, and courts.• Pushback from parents and homeschool organizations.

¹Depending on specific countermeasure objectives chosen.

Resources—DUI Identification Countermeasure (5D) Action Plan

Identify methodologies and resources for improving the identification of drugged driving as a contributing factor in impaired-driving crashes.

Element	Description
Steps for Implementation	This countermeasure has been divided into seven individual countermeasures. These countermeasures have implementation steps outlined depending on the objectives the user chooses to implement.
Participating Organizations	TxDOT, Sam Houston State University, DPS, TTI, law enforcement training organizations, Texans Standing Tall, Department of State Health Services, Texas District and County Attorneys Association, and traffic safety resource prosecutor
Effectiveness¹	* to ***
Cost to Implement¹	\$ to \$\$\$
Time to Implement¹	Short to long
Barriers	<ul style="list-style-type: none">• Securing start-up and sustained funding to change procedures, perform evidence analysis, and train personnel.• Resistance to changing the standard crash report form and related documents and training.• Determining methods to evaluate ARIDE and DEC.• Changing CRIS business rules.• Continuing need to orient personnel and legislators.• Challenges related to blood evidence collection and analysis.• Potential freedom-of-information requests.

¹Depending on specific countermeasure objectives chosen.