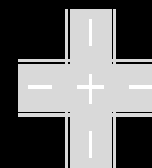


SHSP Action Plan Development

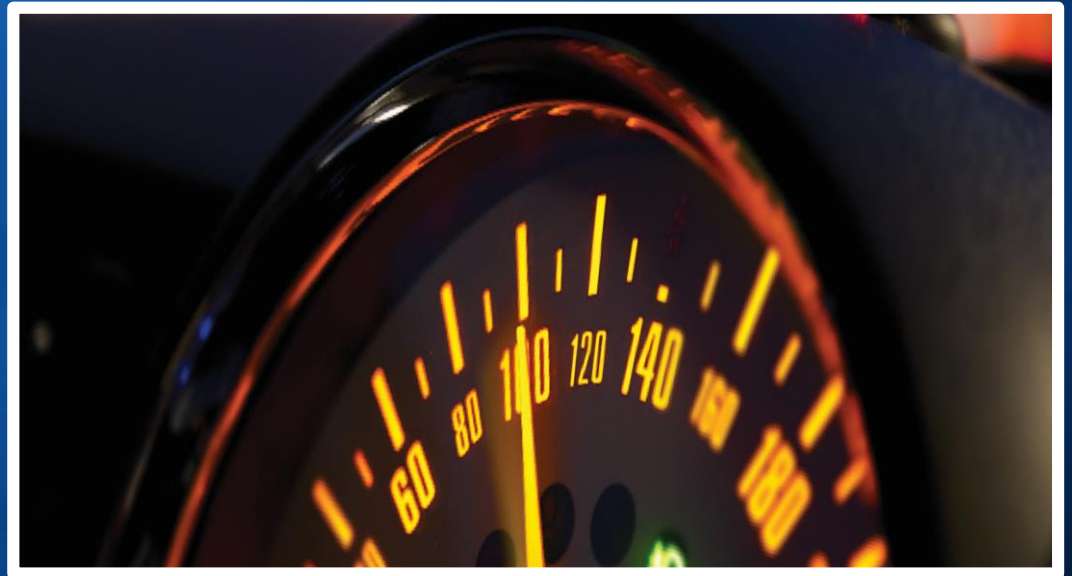
Speeding EA Team



April 20, 2020

Agenda

- Welcome and Introductions
- SHSP Website & Review
- Collecting Programs and Projects
- Traffic Safety Calendar
- Refine Countermeasures and Action Plans
- Virtual Traffic Safety Conference



SHSP Website

www.texasshsp.com

Texas Strategic Highway Safety Plan

[ABOUT](#) [EMPHASIS AREAS](#) [RESOURCES](#) [TEXAS SHSP](#) [CONTACT](#)
[CALENDAR](#) [TELL US WHAT YOU'RE DOING](#) [TRAFFIC SAFETY CONFERENCE](#)



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.

SHSP Website

www.texasshsp.com

The screenshot displays the Texas Strategic Highway Safety Plan (SHSP) website. The header includes the title "Texas Strategic Highway Safety Plan" and navigation links: ABOUT, EMPHASIS AREAS, RESOURCES, TEXAS SHSP, CONTACT, CALENDAR, TELL US WHAT YOU'RE DOING, and TRAFFIC SAFETY CONFERENCE. The main content area is titled "Speeding" and features a background image of a car's speedometer. A text box states: "Injury severity of crashes increase as speed increases." Below this is a horizontal menu with tabs: DESCRIPTION, FATALITIES AND SERIOUS INJURIES, CONTRIBUTING FACTORS, WHERE CRASHES OCCUR, DEMOGRAPHICS, and STRATEGIES. The "DESCRIPTION" tab is selected. The breadcrumb trail reads: Home — Emphasis Areas — Speeding — Description. The main content is divided into three columns. The left column, titled "THE PROBLEM", contains text about the speeding emphasis area and statistics: "Speeding was identified as a factor for 4,762 fatal crashes (22 percent of all fatal crashes) and 11,840 serious injury crashes (13 percent of all serious injury crashes) from 2010-2016." The middle column features a graphic of a tombstone with a cross and the text: "23% of all fatalities were associated with a crash involving speeding (2010-2015)". The right column, titled "COMBATING THE ISSUE", contains three buttons: "STRATEGIES", "PROGRAMS AND PROJECTS", and "EMPHASIS AREA TEAM".

Texas Strategic Highway Safety Plan

ABOUT EMPHASIS AREAS RESOURCES TEXAS SHSP CONTACT
CALENDAR TELL US WHAT YOU'RE DOING TRAFFIC SAFETY CONFERENCE

Speeding

Injury severity of crashes increase as speed increases.

DESCRIPTION FATALITIES AND SERIOUS INJURIES CONTRIBUTING FACTORS WHERE CRASHES OCCUR DEMOGRAPHICS STRATEGIES

Home — Emphasis Areas — Speeding — Description

THE PROBLEM

The Speeding emphasis area includes those crashes where unsafe speed under the limit or speeding over the limit was cited as a contributing factor.

Speeding was identified as a factor for 4,762 fatal crashes (22 percent of all fatal crashes) and 11,840 serious injury crashes (13 percent of all serious injury crashes) from 2010-2016.

23% of all fatalities were associated with a crash involving speeding (2010-2015)

COMBATING THE ISSUE

STRATEGIES
PROGRAMS AND PROJECTS
EMPHASIS AREA TEAM

- Feedback
 - Email
 - Survey forthcoming

Collecting Programs & Projects

Home — Tell Us What You're Doing

SIGN UP TO BE AN EMPHASIS AREA TEAM MEMBER

Name

First Last

Organization

Email




Emphasis Area Team you would like to be a part of:

- ☐ Distracted Driving
- ☐ Impaired Driving
- ☐ Pedestrian Safety
- ☐ Intersection Safety
- ☐ Speeding
- ☐ Roadway and Lane Departures
- ☐ Older Users

Tell Us What You're Doing

Let us know what you're doing by filling out our form below. Select the "Download" option below the form, save it to your computer and email a copy to **Stacey Schrank**.




**TEXAS
TOGETHER**
STRATEGIC HIGHWAY SAFETY PLANNING

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.	
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> Distracted Driving <input type="checkbox"/> Impaired Driving <input type="checkbox"/> Intersection Safety <input type="checkbox"/> Older Road Users </div> <div style="width: 45%;"> <input type="checkbox"/> Pedestrian Safety <input type="checkbox"/> Emergency & Lane Departures <input type="checkbox"/> Sudden Braking <input type="checkbox"/> Bicycle Safety </div> <div style="width: 45%;"> <input type="checkbox"/> Motorcycle Safety <input type="checkbox"/> Occupant Protection <input type="checkbox"/> Other Safety Category </div> </div>	

Page 1 of 1

Please specify:

[Download \(PDF 187KB\)](#)

Traffic Safety Calendar

Texas Strategic Highway Safety Plan

[ABOUT](#)[EMPHASIS AREAS](#)[RESOURCES](#)[TEXAS SHSP](#)[CONTACT](#)[CALENDAR](#)[TELL US WHAT YOU'RE DOING](#)[TRAFFIC SAFETY CONFERENCE](#)[Home](#) — [Calendar](#)

UPCOMING EVENTS:

MON
20
APR
2020

SHSP Speeding EA Team Meeting
2 PM - 3 PM

WED
22
APR
2020

SHSP Impaired Driving EA Team Meeting
2 PM - 3 PM

THU
23
APR
2020

SHSP Intersection EA Team Meeting
10:30 AM - 11:30 AM

Calendar

[All](#) | [Upcoming](#) | [2016](#) | [2017](#) | [2019](#) | [2020](#)

MON
20
APR
2020

SHSP Speeding EA Team Meeting
2 PM - 3 PM WebEx

WebEx information for joining this online meeting:

Meeting number (access code): 926 745 750

Meeting password: SHSP

Monday, April 20, 2020

2:00 pm | Central Daylight Time (Chicago, GMT-05:00) | 1 hr

- Campaigns
- Coalition meetings
- Conferences
- Forums
- Training opportunities

Assess Strategies, Countermeasures and Action Plans

- Identify and describe stakeholder actions needed to implement action plans
- Identify and define clear metrics for assessing progress and success

Assess Strategies, Countermeasures and Action Plans

Problem for some countermeasures & action plans:

- Lack precise language
- Lack clear metrics that could be used to assess progress or success

Review countermeasures & action plans

- Make sure action items are written in a way that can be measured & quantified.
- Identify & define metrics

Metrics: A Review

SHSP Targets (Outcomes)

- Fatalities & suspected serious injury counts & rates
- Long term accomplishments

Outputs (Performance Evaluation)

- Intermediate accomplishments
- Metrics simple, countable
- Examples
 - Number rumble strips installed
 - Number training kits created
 - Number of officers trained

Metrics: A Review



Example: Speeding

Strategy

Leverage data to improve engineering, education, and deployment.



3

COUNTERMEASURES



Countermeasure



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

Countermeasure: Train & encourage law enforcement agencies to make effective use of data during planning and patrols.

Abbreviated Steps for Implementation

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.
2. Change STEP grant operational plans to focus high-visibility enforcement efforts on high-volume crash areas rather than areas of low compliance.
3. Roll out the requirement statewide with the fiscal year STEP request for proposals.
4. Begin enforcement October 1 of the following fiscal year.



Metric Examples

- Number of LEO agencies given data/mapping materials.
- Number of LEOs who began high-visibility enforcement efforts on high volume areas.

Metrics: Process

1. Assess wording of each countermeasure/action plan.
2. Refine wording if needed.
3. Define metrics for outputs & potential data sources.
4. Document what stakeholders need to do to implement action plans.

Refine Countermeasures & Action Plans



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Recruit New Members

- EA help expand the network
- Who can we be reaching out to?



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VIRTUAL

2020

June 10-12, 2020

Traffic Safety Conference



Wrap Up

- Next meeting – Monday, July 27 at 2PM
- Questions
- Comments

Thanks very much!