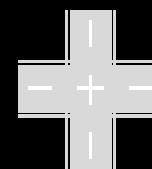


SHSP Action Plan Development

Distracted Driving EA Team



April 30 2020

Agenda

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



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

Texas Strategic Highway Safety Plan

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

Distracted Driving

Distracted driving is a growing concern in Texas.


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

Home — Emphasis Areas — Distracted Driving — Description

THE PROBLEM

Distracted driving crashes are those where distraction in vehicle, driver inattention, or cell phone or mobile use was cited as a contributing factor.

Distracted driving was identified as a factor for 2,906 fatal crashes (14 percent) and 17,221 serious crashes (19 percent) from 2010–2016.



59% of distracted crashes involved striking another vehicle

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"/> Bicycling <input type="checkbox"/> Electric 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

Strategy

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



COUNTERMEASURES



Countermeasure



Educate the public with age-specific messages 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.

Countermeasure: Educate the public with age-specific messages about the dangers of distracted driving through the media, schools, car dealers, community events, & employers...

Abbreviated Steps for Implementation

1. Develop age-specific messages crafted into public service announcements (PSAs) for targeted media.
2. Identify appropriate media targeted to each age group.
3. Develop and print materials and information that can be used as resource material or handouts at various events, meetings, businesses, etc.
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.



Metric Examples

- Number of messages created.
- Number of materials created.
- Number of materials distributed.

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



Member Updates



Wrap Up

- Next meeting – Thursday, August 6 at 2:00PM
- Dedicated email – texasshsp@tti.tamu.edu
- Questions
- Comments

Thanks very much!