

Distracted Driving Emphasis Area Team Report

Thursday, April 30, 2020, 2:00 PM

Participants

Name	Agency/Organization
David Palmer, Team Leader	TxDPS
Ed Burgos-Gomez	FHWA
Kimberly Fields	TxDOT
Millie Hayes	FHWA
Russell Henk	Texas A&M Transportation Institute
Major Hofheins	San Angelo MPO
Sonya Landrum	NCTCOG
Caroline Love	Texas Dept. of Motor Vehicles
Pete Madrid	San Angelo MPO
Terry Pence	TxDOT
Jason Person	TxDOT
Stacey Schrank	Texas A&M Transportation Institute
Eva Shipp	Texas A&M Transportation Institute

SHSP Website

Review/"Tour"

- Review of updates made to the SHSP website at the end of last fiscal year
 - Asked EA team members to look at website
 - Able to find information?
 - Any information missing?
 - Easy to navigate?
 - Provide feedback
 - Short survey will be sent out at later time
 - Email Stacey or Eva

Program and Projects Inventory

- Continue collect programs and projects that are being implemented
 - Used for tracking success
 - Populate the database on website
- Inventory survey update
 - Available on website

- Emailed out
- available at Virtual Traffic Safety Conference

Traffic Safety Calendar

- List of traffic safety events
 - Coalition meetings
 - Campaigns
 - Conferences
 - Training opportunities
 - Forums
- Send updates to Stacey or Eva

Refine Strategies, Countermeasures and Action Plans

- Identify and describe stakeholder actions needed to implement action plans.
 - Some lack precise language
 - Review and make sure written in way that can be measured and quantified
- Identify and define clear metrics for assessing progress and success.
 - Some lack clear metrics that can used to access program/project
 - Review and define metrics
 - Outputs
 - Intermediate accomplishments
 - Metrics - simple, countable
 - Number of rumble strips installed
 - Number of training kits created
 - Number of officers trained
- Process
 - Asses wording of each countermeasure/action plan
 - Refine wording if needed
 - Define metrics for outputs and potential data sources
 - Document what stakeholders need to do to implement actions
- Volunteers needed to help with refinement
 - Email Stacey or Eva

EA Team Updates

- Help recruit new member
 - What agencies aren't represented
 - No limit on number of members
- Dedicated email address: Texasshp@tti.tamu.edu
- Member Updates
 - Terry Pence
 - Traffic safety outreach activities currently suspended
 - Some converted to virtual environment
 - Click It or Ticket campaigned moved to November
 - Distracted Driving Awareness Month moved to October

- Russell Henk
 - Mid-March increased digital efforts to reach youth
 - 24 new message on various social media platforms
 - Smart phone app
 - Moved to an in-house project
 - IOS version ready
 - Working on Android version
 - Launch possibly in summer or during Distracted Driving Awareness Month
 - <https://www.t-driver.com/>

Important Dates

- Virtual Traffic Safety Conference
 - June 10-12
 - Registration coming soon
- Next Meeting: Thursday, August 6 at 2:00 PM