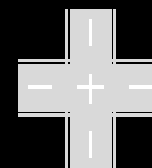


SHSP Action Plan Development

Older Road Users EA Team



April 28 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

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Texas Strategic Highway Safety Plan

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

Older Road Users

Older Road Users are drivers and pedestrians 65 and older

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

Home — Emphasis Areas — Older Road Users — Description

THE PROBLEM

With the continued aging of the baby boomer generation, more system users will be older drivers and pedestrians. This is a concern given that physical frailty may put older road users at an increased risk of sustaining a fatal or serious injury.

The Older Road Users emphasis area focuses on drivers and pedestrians who are ages 65 years and older. There were 2,983 fatal crashes (14 percent of all fatal crashes) and 10,882 serious injury crashes (12 percent of all serious injury crashes) involving older drivers from 2010-2016.



12% of all driver fatalities were older drivers. 14% of all pedestrian fatalities were older pedestrians.

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)

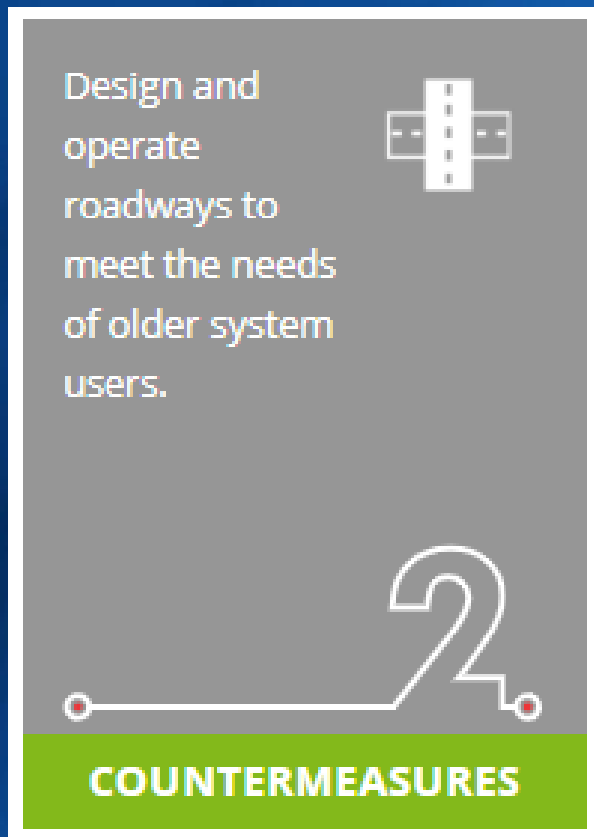
- Intermediate accomplishments
- Metrics simple, countable
- Examples
 - Number rumble strips installed
 - Number training kits created
 - Number of officers trained

Metrics: A Review

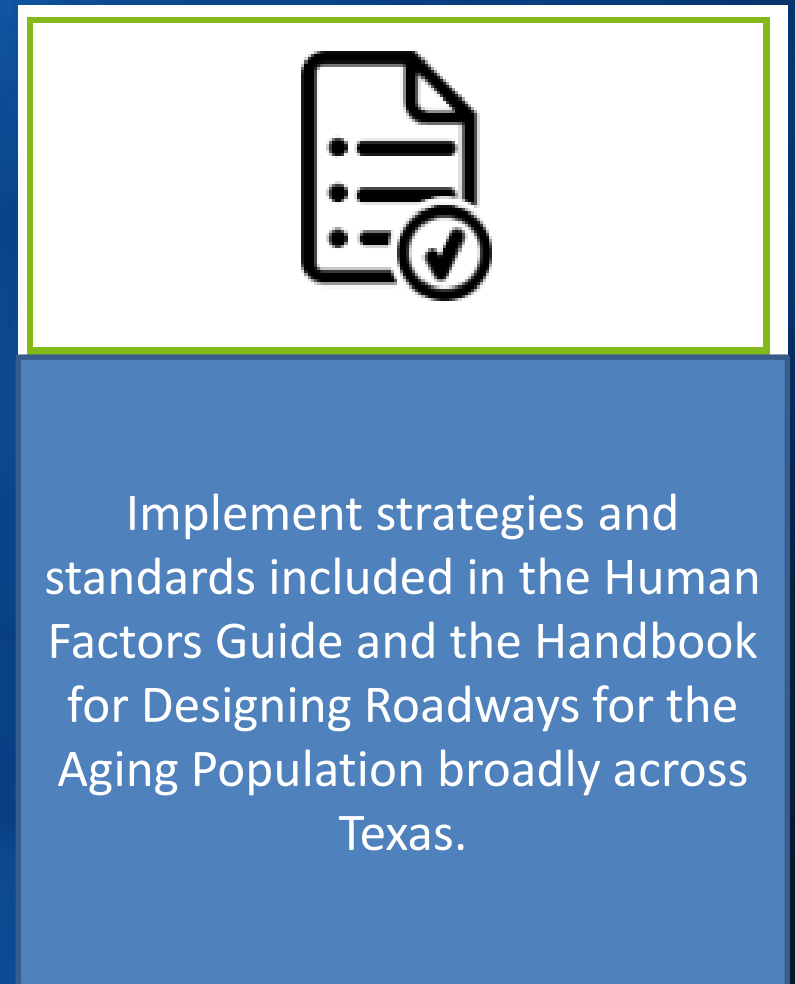


Example: Older Road Users

Strategy



Countermeasure



Countermeasure: Implement strategies and standards included in the Human Factors Guide and the Handbook for Designing Roadways for the Aging Population broadly across Texas.

Abbreviated Steps for Implementation

1. Evaluate the time to implement and the cost effectiveness.
2. Prioritize measures to implement.
3. Implement the measures.
4. Evaluate measures to justify making the measures part of standards.
5. Publicize improvements.



Metric Examples

- Number of strategies & standard evaluated.
- Number of measures implemented.
- Number of improvements publicized.

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 – Tuesday August 4 at 2:00PM
- Dedicated email – texasshsp@tti.tamu.edu
- Questions
- Comments

Thanks very much!