

Older Road User Emphasis Area Team Report

Tuesday, April 28, 2020, 2:00 PM

Participants

Name	Agency/Organization
Ed Burgos-Gomez	FHWA
Marcus Brewer	Texas A&M Transportation Institute
Sue Chrysler	Texas A&M Transportation Institute
Julia Davies	Baylor Scott & White Mature Driver Program
Greg Driskell	Professional Pavement Products
Millie Hayes	FHWA
Bridgett Hlavinka	TxDOT
Major Hofheins	NCTCOG
Myung Ko	Texas A&M Transportation Institute
Ravonne McCray	Baylor Scott & White Mature Drive Program
Terry Pence	TxDOT
Jason Person	TxDOT
Stacey Schrank	Texas A&M Transportation Institute
Eva Shipp	Texas A&M Transportation Institute
Amber Trueblood	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
 - Myung Ko & Amber Trueblood
 - Improving Traffic Safety for Seniors
 - <https://groups.tti.tamu.edu/cts/seniordrivers/>

- Ages 80+
- Data driven
- Activities at senior centers
 - One hour long
 - Bingo and other activities
 - Taught safety tips
 - Distributed brochure
 - Crash data
 - 5 important messages based on data
 - Easy to read
- FY2020
 - Focus on intersection safety
 - New brochure in design phase
 - No activities at senior centers due to COVID-19
 - Designing kits to mail
 - Hands-on activities
 - Worksheets
 - Word searches
 - Crossword puzzles
 - Possibly board games
- Bridgett Hlavinka
 - Helped Amber with senior center activities in Beaumont
 - Great turnout
 - Good feedback from attendees
 - Followed with CarFit event the following week
- Terry Pence
 - Traffic safety outreach activities currently suspended
 - Some converted to virtual environment
 - Click It or Ticket campaign moved to November
 - Distracted Driving Awareness Month moved to October
- Ravonne McCray
 - No CarFit events until at least July 1
 - May is Older American Awareness Month
 - Baylor Scott & White trying to promote virtually
 - Looking for ideas and partners
- Greg Driskel
 - American Association of State Highway Transportation Officials (AASHTO) released report regarding impact of COVID-19 on state DOTs
 - <https://aashtojournal.org/2020/04/24/state-dots-feeling-the-budgetary-impact-of-covid-19/>
 - Pilot project with Caltrans
 - Wrong way driving messaging on 40 ramps over the next month
 - Monitoring ramps for self-correction

Important Dates

- Virtual Traffic Safety Conference
 - June 10-12
 - Registration coming soon
- Next Meeting: Tuesday, April 4 at 2:00 PM