

SHSP Meeting #2

Distracted Driving EA Team



August 10, 2020

Agenda

- Welcome and Introductions
- Gap analysis
- Engagement Plan
- Updates
 - SHSP Website (Survey)
 - Countermeasures metrics
 - Virtual Traffic Safety Conference
- Member updates
- Next steps: Preparing for update



EA Countermeasure / Strategy Gap Analysis

- Matched every Countermeasure/Strategy with database (safety projects/programs).
- Identified ones NOT being addressed.

EA Countermeasure / Strategy Gap Analysis

- Five strategies total (# addressed/total)
 - #1 (7/9; 78% addressed)
 - #2 (0/3; 0% addressed; 1 action plan)
 - #3 (2/6; 33% addressed)
 - #4 (1/2 50% addressed)
 - #5 (1/3; 33% addressed)

EA Countermeasure / Strategy Gap Analysis

- EA Teams need to:
 - Identify if anyone is addressing the gaps and we missed them (today)
 - Decide if we should keep or remove for next SHSP update (subsequent meeting)

EA Countermeasure / Strategy Gap Analysis

STRATEGY 1

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

Countermeasures

Focus	Number	Description	Action Plan
Education— judiciary	1F	Inform members of the judiciary branch about tools that limit cell phone use and training programs such as Impact Texas Teen Drivers and the Texas Municipal Police Association/TxDOT adult course. Encourage voluntary participation in these courses.	
Teen education— video	1I	Continue to implement Impact Texas Teen Drivers, an informational tool (a two-hour video) designed to educate teens about distracted-driving dangers.	

EA Countermeasure / Strategy Gap Analysis

STRATEGY 2

Improve the effectiveness of distracted road user educational techniques, tools, and strategies.

Countermeasures

Focus	Number	Description	Action Plan
Messaging efficacy	2A	Test the efficacy of current and future messaging with different age groups to determine effectiveness.	
Personal stories	2B	Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when driving distracted.	✓
Targeted outreach	2C	Use crash data to target locations for media buys and distracted-driving education and awareness campaign methods.	

EA Countermeasure / Strategy Gap Analysis

STRATEGY 3

Improve and increase enforcement capabilities for addressing distracted driving.

Countermeasures

Focus	Number	Description	Action Plan
Law enforcement	3C	Encourage law enforcement personnel to report cell phone use in crash reports and citations when applicable; provide distracted-driving educational tools for law enforcement.	
Legislation	3D	Catalogue and disseminate state laws and local ordinances on distracted driving.	
MMUCC	3E	Encourage adoption of the Model Minimum Uniform Crash Criteria (MMUCC) recommendations on distracted driving.	
Policies	3F	Identify and disseminate model distracted-driving policies for law enforcement agencies.	

EA Countermeasure / Strategy Gap Analysis

STRATEGY 4

Increase the installation of engineering countermeasures known to reduce distracted driving.

Countermeasures

Focus	Number	Description	Action Plan
Network screening	4B	Use network screening techniques to identify distracted-driving crash sites and recommend appropriate countermeasures for systemic installation across Texas.	

EA Countermeasure / Strategy Gap Analysis

STRATEGY 5

Use technology to reduce distracted-driving crashes, serious injuries, and fatalities.

Countermeasures

Focus	Number	Description	Action Plan
Employer involvement	5B	Encourage employers to adapt company vehicles to include the safe-driving apps and encourage their use in private employee vehicles.	
National Safety Council	5C	Team with the National Safety Council to become informed about and use the technology for tracking employee cell phone use while driving.	

Stakeholder Engagement Plan

- Olivia Thomas (new expertise)
- Increase interaction
- Expand the network



SHSP Website/Survey

www.texasshsp.com

The screenshot shows the homepage of the Texas Strategic Highway Safety Plan website. The navigation menu includes: ABOUT, EMPHASIS AREAS, RESOURCES, TEXAS SHSP, CONTACT, CALENDAR, TELL US WHAT YOU'RE DOING, and TRAFFIC SAFETY CONFERENCE. The main content area features a vertical strip of images on the left, a central text block with the heading "What do distracted, impaired, and speeding drivers, older road users, pedestrians, and lane departure and intersection crashes have in common?", and a "Click to learn more" section with icons for various safety topics: Distracted Driving, Intersection Safety, Pedestrian Safety, Impaired Driving, Older Road Users, Speeding, and Roadway and Lane Departures. A "TEXAS TOGETHER on the Road to Zero" logo is also present.

- Survey goes out again
- Survey now in Qualtrics/electronic
 - Projects/programs
 - Events
 - Website improvements
 - 100 edits to so far

This screenshot shows the "Tell Us What You're Doing" survey form. On the left, there is a sign-up section for "EMPHASIS AREA TEAM MEMBER" with fields for Name (First and Last), Organization, and Email. Below this is a list of emphasis areas with radio buttons: Distracted Driving, Impaired Driving, Pedestrian Safety, Intersection Safety, Speeding, Roadway and Lane Departures, and Older Users. The main form area is titled "Tell Us What You're Doing" and includes a "Download" button. It contains a form for submitting project information, including Agency or Organization Name, Name, Position/Title, Phone #, and E-Mail. There are checkboxes for "May we post your contact information on the SHSP website?" and a section for "Project or Program Name" and "Project or Program Website". A "Download (PDF 187KB)" link is at the bottom.

This screenshot shows the "Calendar" page of the Texas Strategic Highway Safety Plan website. The navigation menu is the same as the homepage. The main content area is titled "Calendar" and includes a "CALENDAR" button. Below the navigation is a section for "UPCOMING EVENTS:" listing three meetings:

- 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

 The "Calendar" section shows the current date as Monday, April 20, 2020, and lists the details for the "SHSP Speeding EA Team Meeting":

- Time: 2 PM - 3 PM
- 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

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.

Metrics: Status

- Total 23 Countermeasures
 - 6 need clarification
 - Approx. 50 metrics
- Total 5 Action Plans
 - None need clarification





VIRTUAL

2020 June 10-12, 2020

Traffic Safety Conference



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Member Updates



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Wrap Up

- Stay tuned for next meeting scheduling
- Questions
- Comments

Thanks very much!