

Impaired Driving Emphasis Area Team Report

Wednesday, August 5, 2020, 2:00 PM

Participants

Name	Agency/Organization
David Palmer	Texas Highway Patrol - DPS
Kara Throp	AAA
Patricia Gaffney	Flash.net
Terry Pence	TxDOT
Yang Ouyang	NTTA
Susan Herbull	Texas A&M Transportation Institute
Major Hofheins	CosATX
Sonya Landrum	NCTCOG
Ed Burgos	TxDOT
Jason Person	TxDOT
Eva Shipp	Texas A&M Transportation Institute
Olivia Thomas	Texas A&M Transportation Institute

EA Countermeasure / Strategy Gap Analysis

Process

- Matched programs/projects in SHSP database with current strategies and countermeasures
- Identified countermeasures **NOT** being addressed
 - Strategy 1 - 7/9 gaps in countermeasures
 - Strategy 2 - 0/3 gaps in countermeasures
 - Strategy 3 - 2/6 gaps in countermeasures
 - Strategy 4 - 1/2 gaps in countermeasures
 - Strategy 5 - 1/3 gaps in countermeasures
- EA Team Task
 - Identify if anyone is addressing the gaps (today)
 - Decide if we should keep or remove for the next SHSP update (subsequent meeting)

Addressing Gaps

- Strategy 1 – Reach out to people who may not be on the call
- Strategy 2
 - 2A – Focus group testing (Terry) – Susan asked if the outcomes of focus groups are sharable.
 - 2B – Eva will reach out to TDS
 - 2C – Terry just kicked off distracted driving campaign August 4th. Terry working on project with Katie.
- Strategy 3
 - 3C – no feedback provided
 - 3D – Terry and Sonya spoke about the state-wide texting band. David provided additional color.
 - 3E – Eva will reach out to contacts at TxDOT
 - 3F – David suggested to check with who is running crash data and Terry said he’s not familiar with any policies being distributed.
- Strategy 4
 - 4B – Eva will reach out to Karen Dixon
- Strategy 5
 - 5B – Eva will check into work at TTI. National Safety Council – Terry suggested checking in with Lisa.
 - 5C – no feedback provided

Stakeholder Engagement Plan

- Olivia Thomas added to TTI SHSP team
- Increase interaction
- Expand the network

SHSP Website / Survey

- Qualtrics survey going on Tuesday, July 28
 - 3 components
 - Programs/projects
 - Events
 - Website improvements
 - 100 edits so far

SHSP Metrics

Process

- Assess wording for each countermeasure/action plan
- Refine wording if needed.
- Define metrics for outputs and potential data sources
- Document what stakeholders need to do implement action plans

Status

- Delayed – put more energy into gap analysis
- Check back in and plan
 - Jay Crossley

- Interns are working on them now
- Should be done in about 2 weeks

EA Member Updates

- Member Updates
 - Terry kicked off distracted driving campaign for the year - August 4. Click or Ticket November - National Distracted Driving - October 5-12. Augmented reality game for smartphone and website. Dartthosedistractions.com. Project runs through September 30th.

Traffic Safety Conference

- Virtual due to COVID-19
- Over 589 registered
- Reached attendees that normally not able to attend to travel restrictions

Important Dates

- Next Meeting: FY21