

Texas SHSP Emphasis Areas (EA)

Distracted Driving EA Team Meeting

Tuesday, November 9, 10:00 am



www.texasshsp.com



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Agenda

- Welcome & Introductions
- SHSP Overview, Requirements & Process
- Distracted Driving Analytics
- Strategies & Countermeasures (*Double Down on What Works*)
- Next Steps

EA Team Representation

- TxDOT, Texas A&M, and FHWA
- MPOs
- Law Enforcement (Frisco PD & DPS)
- Texas Teen Safety Coalition
- TX DMV
- North Texas Tollway Authority
- Software development company





Mission of EA Teams

- Stakeholders & subject matter experts with common interest in this area of transportation safety
- Identify evidence-based strategies & countermeasures
- Work together & separately to advance the implementation of countermeasures
- Track progress and evaluate outcomes
- Address challenges and opportunities



SHSP Requirements

- Data-driven problem identification
- Performance-based
- Evidence based strategies & countermeasures
- Five-year updates
- Regular evaluation



Texas SHSP Update Process

Executive Committee

Texas SHSP Update Review & Approval

Management Team

Strategic Objectives

Comprehensive Crash Data/Trends Review

Emphasis Area Teams

Emphasis Area Crash Data Review

Countermeasure Review

Action Plans

SHSP Emphasis Areas

Prevent Crashes

Roadway Departures [1]
Pedestrians [2]
Intersections [3]
Impaired [4]
Distraction [5]
Older [6]

Reduce Severity

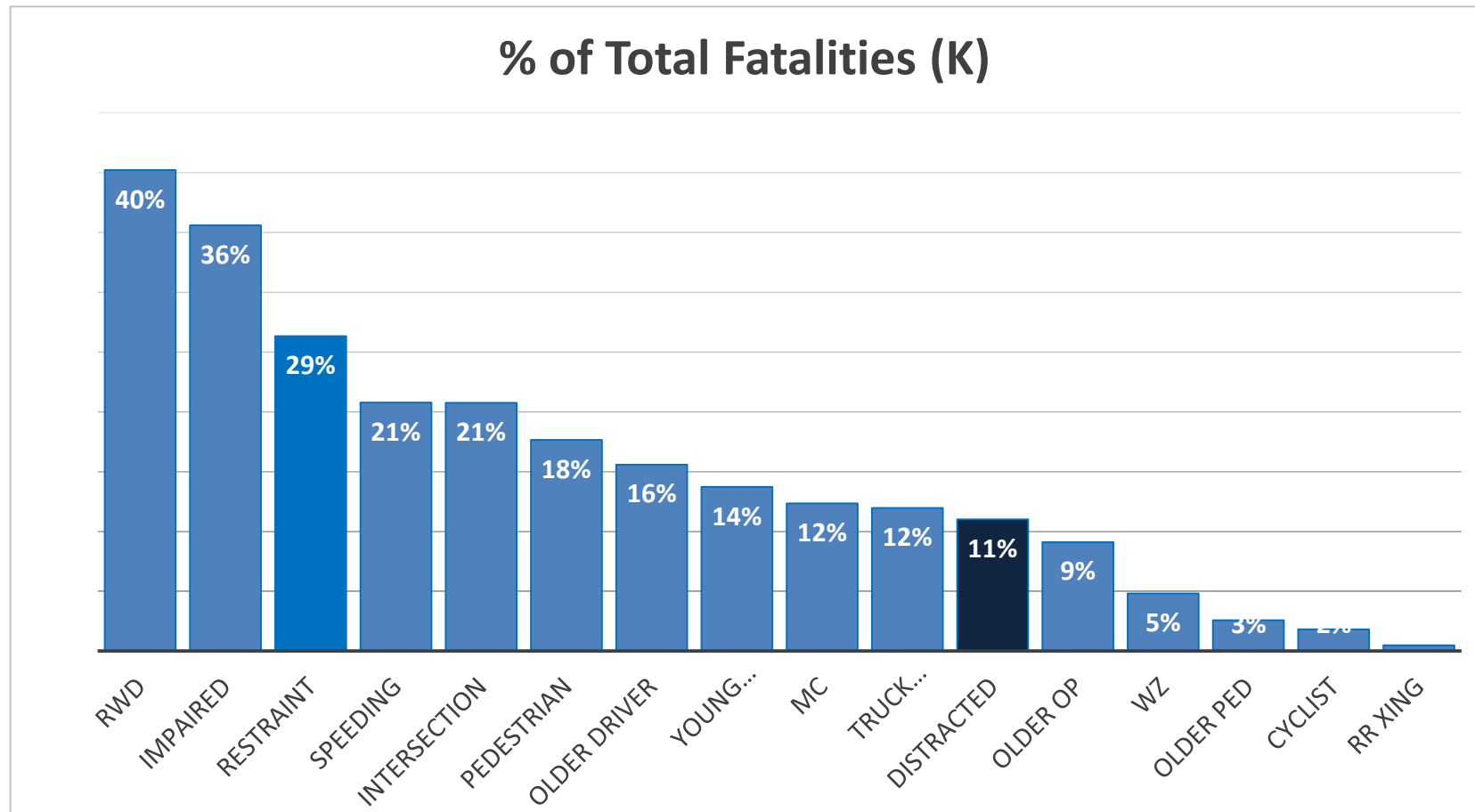
Restraints / Gear [7]
Speeding [8]
Roadway Departure [1]
Intersections [3]

Enhance Emergency Response

Traffic Management
&
Crash Response [9]

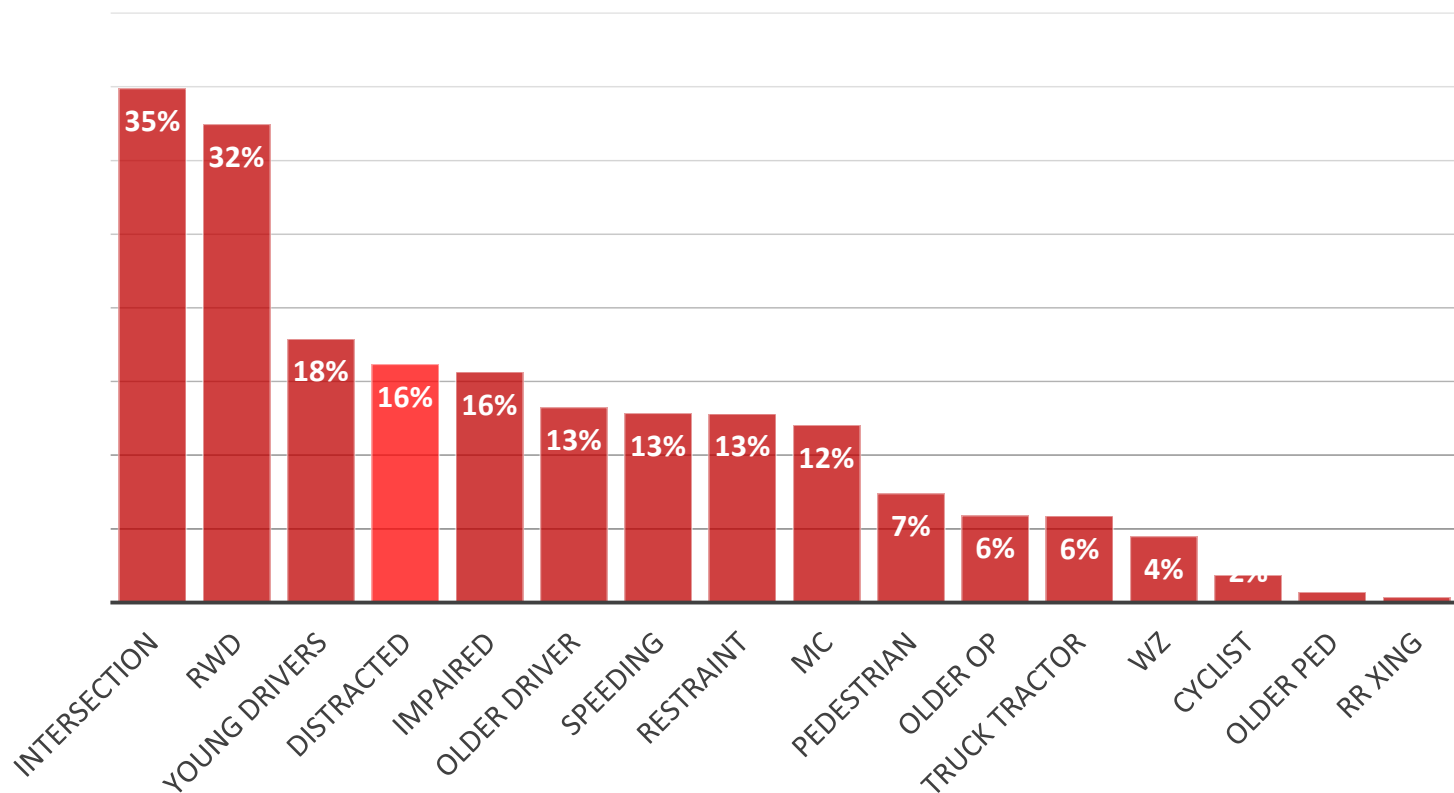
Include younger road users in all applicable Emphasis Area

Fatalities



Serious Injuries

% of Serious Injuries (A)

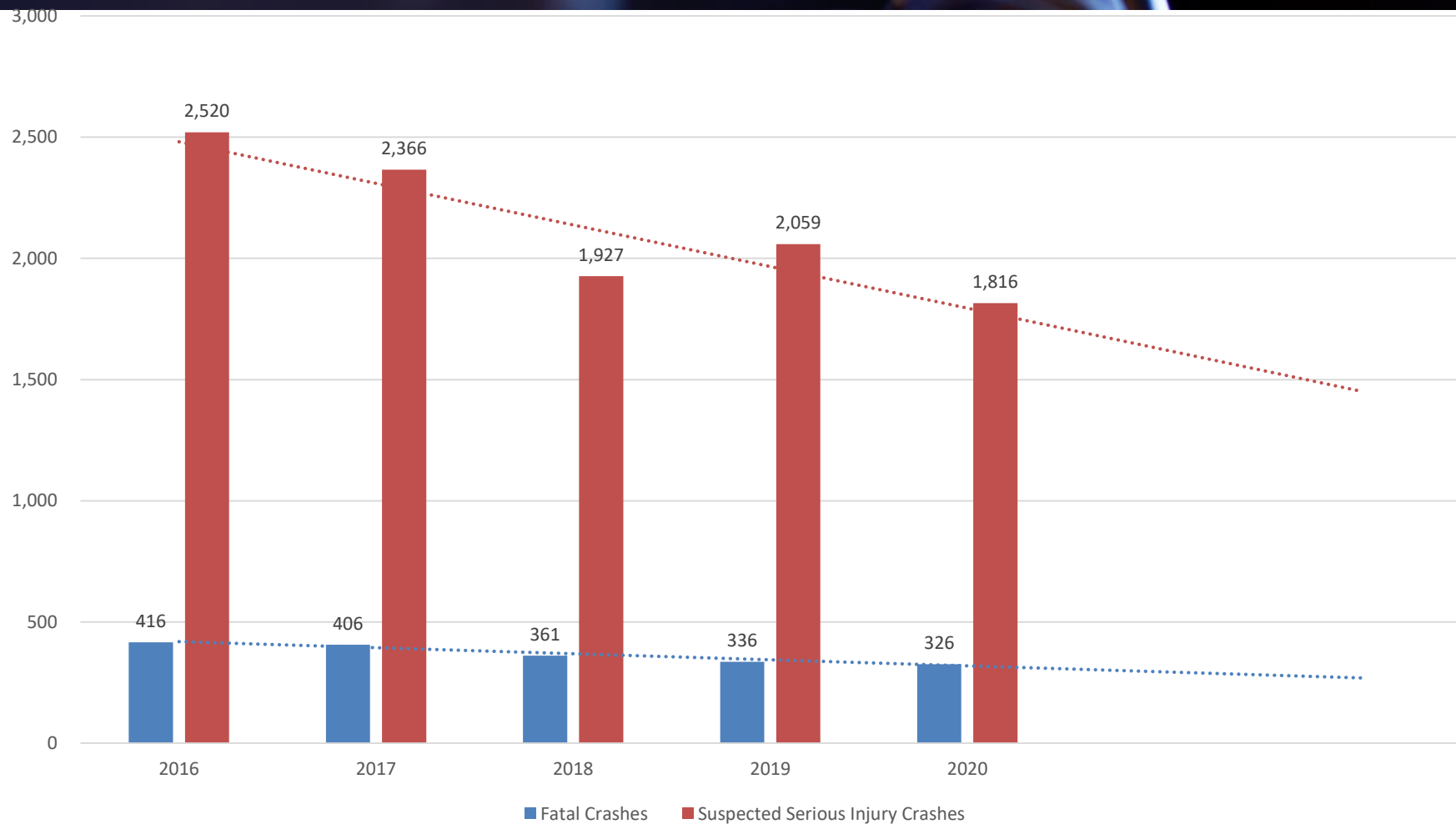




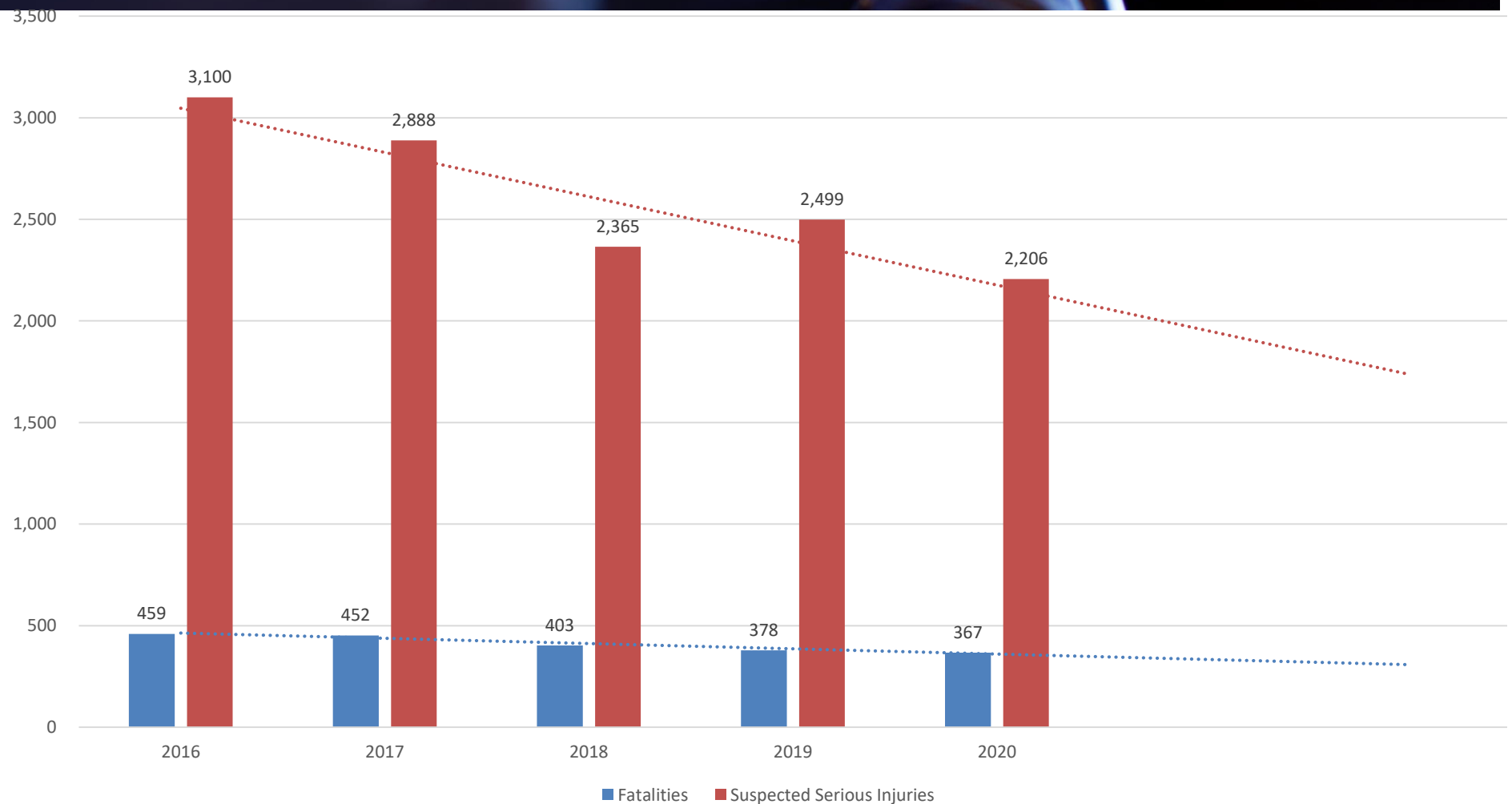
Distracted Driving Definitions

- Officer assign distraction as a contribution factor.
- Lack of observance and/or vehicle control occurs to the extent it contributes to the crash.
 - In vehicle (swatting an insect, dealing with children in the back seat, picking something up from the floor)
 - Drivers (eating, putting on makeup, and adjusting radio).
 - Talking on a mobile device
 - Walking and using a mobile device
 - Texting
 - Other (internet, gaming, shopping)
 - Unknown

Fatal and Suspected Serious Injury Crashes



Distracted Driving Fatalities and Suspected Serious Injuries

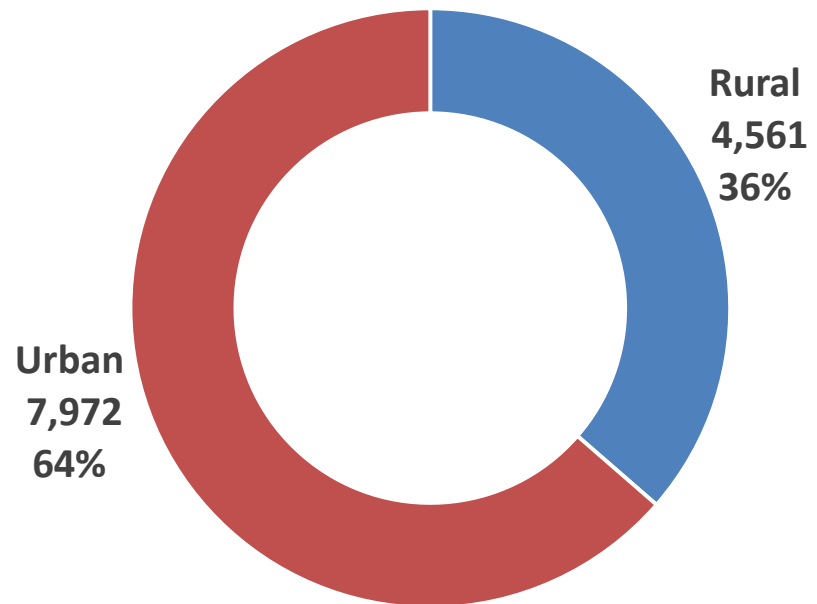




Distracted Driving & Other Emphasis Area Crashes

- 13% (1,074) speeding
- 11% (1,345) impaired driving
- 36% (4,060) intersection related
- 28% (3,534) roadway/lane departure
- 16% (1,995) FTYROW
- 7% (861) making a faulty evasive action
- 59% (7,406) another vehicle involved
- 15% (1,851) older driver (65+ years old) but may or may not have been the older driver
- 18% (2,296) young driver (15-20 years old) but may or may not have been the young driver
- 15% (1,986) unrestrained occupant

Rural/Urban



State Roads & City/County Roads

Fatal & Suspected Serious Injury
Distracted Driving Crashes by
System

City & County Roads

State Roads





Review 2017 Strategies

1. Improve the effectiveness of distracted road user educational techniques, tools, and strategies.
2. Test the efficacy of current and future messaging with different age groups to determine effectiveness.
3. Improve and increase enforcement capabilities for addressing distracted driving.
4. Increase the installation of engineering countermeasures known to reduce distracted driving.
5. Use technology to reduce distracted-driving crashes, serious injuries, and fatalities.



Strategy #2: Test the efficacy of current and future messaging with different age groups to determine effectiveness

- ? Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when driving distracted.
- ? *Use crash data to target locations for media buys and distracted-driving education and awareness campaign methods
- ? Improve and increase enforcement capabilities for addressing distracted driving.



Strategy #4: Increase the installation of engineering countermeasures known to reduce distracted driving

- ✓ Identify and systemically implement engineering countermeasures known to reduce distracted driving, such as edge line, centerline, and transverse rumble strips; wider and brighter striping; and lighting— especially in areas associated with distracted-driving crashes.
- ? Use network screening techniques to identify distracted driving crash sites and recommend appropriate countermeasures for systemic installation across Texas.



Proven Effective Strategies

Laws and Enforcement

1.1 GDL Requirements for Beginning Drivers

1.3 High-Visibility Cell Phone/Text Messaging Enforcement



Next Steps

1. February EA Meetings
 - a. Finalize strategies/objectives
 - b. Discuss and finalize countermeasures/action steps
2. Action plan development assignments
3. Establish final meeting date in late March/early April
3. Submit final draft plan to TxDOT for review



Adjourn

