Driver-Related Safety Countermeasures from 44 Workshops

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Agenda

- Project Review
- Issues/Challenges
- Success Stories
- Countermeasures
1 - Review of LRSP Background and Purpose
LRSP Background and Purpose

What is a LRSP?

- Coordination between agencies on driver-related countermeasures
- Proactive safety improvements (engineering countermeasures) based on systemic risk factor assessment
- Define a focused plan for practitioners to make informed, prioritized safety decisions
- Use results of the analysis to leverage and apply for funding

Goal – Proactive safety improvement projects and programs that can be implemented by the agency
LRSP Background and Purpose

- Driver-related countermeasures
  - Survey for driver-related countermeasures
  - Workshop with representation from 5E’s of safety
    - Engineering
    - Education
    - Enforcement
    - Emergency Response
    - Everyone

- Engineering countermeasures
  - List of proactive safety projects
LRSP Workshops

- Iowa Phase 1 (12 counties) = 24 workshops
- Iowa Phase 2 (17 counties) = 17 workshops
- Nebraska Pilot (3 counties) = 3 workshops

44 Workshops thus far
(22 more scheduled for Iowa Phase 3 and Kansas Pilot)
2 – Issues/Challenges
Issues/Challenges

- Proactive versus reactive safety
- Involvement from other E’s
- Implementation
Proactive versus Reactive Safety

Crash Severity
- Fatal (19)
- Serious Injury (56)
- Minor Injury (152)
- Possible/Unknown Injury (278)
- Property Damage Only (672)

Highways
- State
- County Paved
- County Unpaved
Driver-Related Crashes

- Over 90% of Crashes Involve Driver Error (NHTSA)
  - Inattention
  - Internal and External Distractions
  - Driving too Fast
  - False Assumption of Others’ Actions
  - Illegal Maneuvers
  - Sleep
  - Impairment
Involvement of the 5E’s
Driver-Related Emphasis Areas

- Unprotected Persons
- Younger Drivers
- Impaired Driving
- Inattentive/ Distracted Driving
- Speed-Related Driving
Who can Improve Rural Road Safety?
Dear Adams County Transportation Safety Stakeholder,

In Nebraska, Local Road Safety Plans (LRSPs) are addressing all of the five E’s of safety (Engineering, Education, Enforcement, Emergency Response, and Everyone) by assessing what transportation safety strategies are being implemented within your county.

While engineering improvements can make the roadways safer, engineering improvements alone cannot prevent all motor vehicle crashes. According to the National Highway Traffic Safety Administration (NHTSA), over 90% of all crashes are a result of driver-related factors. Because such a high percentage of crashes are a result of driver-related factors, making roadways safer requires all of the five E’s to be involved.

The Nebraska SHSP has five Critical Emphasis Areas, of which three are driver-related emphasis areas:

- Seat belts/child restraints
- Young drivers
- Impaired driving

At the request of NDOR and LTAP, two other areas are also included within the driver-related questionnaire:

- Distracted drivers
- Speed-related

The following table provides a summary of the fatalities and disabling injuries by driver-related emphasis area for the state and your county (2011 – 2015):

<table>
<thead>
<tr>
<th></th>
<th>Seat Belts/Child Restraints</th>
<th>Young Drivers</th>
<th>Impaired Driving</th>
<th>Distracted Drivers</th>
<th>Speed-Related</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>9,645 (40%)</td>
<td>6,293 (26%)</td>
<td>2,971 (12%)</td>
<td>2,392 (10%)</td>
<td>1,554 (6%)</td>
<td>24,242 (100%)</td>
</tr>
<tr>
<td>Adams County</td>
<td>103 (31%)</td>
<td>106 (32%)</td>
<td>43 (13%)</td>
<td>35 (10%)</td>
<td>76 (23%)</td>
<td>330 (100%)</td>
</tr>
</tbody>
</table>

* Seat Belts/Child Restraints, includes injuries to unbelted passengers – as opposed to number of crashes.
Invite, make it personal!

- County highway office
- School district administrators
- School boards
- School transportation departments
- Drivers Ed administrators
- County sheriff
- City PD
- State patrol
- County emergency management
- Fire department
- Public health officials
- Elected officials
Implementation

- Continuing discussions in County between 5E’s – Iowa’s Multidisciplinary Safety Teams (MDST)
- Follow up implementation meetings (quarterly) with counties with completed LRSPs
- Shared information from other counties in final plan
3 – Success Stories
Success Stories

- Bike helmets
Success Stories

- School bus routing
Success Stories

- Retroreflective posts on signs
Success Stories

- Mowing program
4 – Countermeasures
Countermeasure Discussion

- Questionnaire on driver-related emphasis areas
  - Distributed prior to the first workshop
  - Countermeasures discussed at the first workshop

Driver-Related Emphasis Areas

- Speed-related
- Unprotected persons
- Younger drivers
- Impaired driving
- Inattentive/distracted driving
- Older drivers
Questionnaire

- Engineering
- Education
- Enforcement
- Emergency Response
- Public Health
Speed-Related Countermeasures

- Use portable dynamic speed trailer/sign
- Use portable speed trailer (or road tubes) to record speeds and target speeding areas for enforcement
- Use speed-related crash data to target speeding areas
- Speed enforcement based on complaints
- PSA’s on local media and in schools
Seat Belt / Child Restraint Countermeasures

- “Operation Prom” mock disaster
- Bring a wrecked car to schools (before prom or graduation)
- Education in physics classes by sheriff/police
- Car Seat give-a-ways/install through Fire Dept
- Publicize events in local media
- Provide law enforcement with child restraint cheat sheets
- Require officers to confirm safety seat install during traffic stops
- Use of Rollover Simulator at schools
- Use Student Council w/State Patrol to do seat belt surveys
- “Buckle up” T-shirts at sporting events (t-shirt canon)
- Ice cream coupons for kids wearing bike helmets or if kids are buckled up during a traffic stop
- “Buckle Up” stenciled on driveways at schools
Young Driver Countermeasures

- Enforcement of graduated driver’s license laws
- Life Skills class in high school teach about impaired driving (alcohol, drugs)
- Use of drunk goggles and simulators at county fair
- Programs such as “Don’t Veer for Deer” or “Edge Drop-off Training”
- No Texting and Driving Pledge (students and parents)
- No alcohol pledge (students and parents to not offer)
- Commercial contest through high school on texting or impaired driving
- County provide in-house “After Prom Party”
Impaired Driving Countermeasures

- Safety checkpoints
- Targeted DUI enforcement (date/time/locations)
- Prosecute, impose sanction on and treat DUI offenders
- Diversion programs
- Conduct compliance checks on local bars (regarding sales to minors)
- Students who receive a drug or alcohol offense are suspended from extra-curricular events at school
Inattentive/Distracted Driving Countermeasures

- Texting/Driving presentations in High Schools
- PSA’s on local media and social media
- Enlist student councils to create content for social media
- Implement “hands-free” policies at agencies
- Iowa’s “Transportation Matters” blog with Message Mondays
- Use It Can Wait mobile simulator at county fair and after prom events
- Damaged vehicles from texting/driving to community events
Older Driver Countermeasures

- Seniors and Law Enforcement Together (SALT) Program/meetings
- Programs of volunteer that take seniors to doctor appointments (through Public Health Department, or as a paid service)
- Grocery stores deliver groceries
- Provide paratransit
- Provide materials on paratransit at senior facilities
- Recommend retesting older drivers for retesting (drivers license) after a crash or citation
5 – Questions
Thank You!

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