



RPCGB Regional Safety Coalition
 Distracted Driving Emphasis Area Action Plan
 Team Leader:

Goal: The goal of the RPCGB Regional Safety Action Plan is to reduce distracted driving-related fatal and serious injury crashes by at least XX% by 20XX.

Objective 1: Increase awareness of distracted driving issues.

Strategy 1.1: Increase public awareness of distracted driving through media and outreach

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
Ex.	John Doe/Birmingham Police Dept	Coordinate distracted driving presentations at local middle and high schools.	Number of students participating in presentations	1 Year	Jane Doe has contacted 3 high schools and 6 middle schools to inquire about forums to do presentations.
1.1.1		Work with regional employers to include safe driving messages in periodic briefings and corporate announcements and to consider instituting corporate safe driving policies including distracted driving. Utilize using information found at http://trafficsafety.org/safety/risk/distracted-driving-resources .			
1.1.2		Work with local schools to promote safe driving messages including distracted driving for both parents and students.			

Strategy 1.2: Expand the use of simulators to educate drivers on the dangers of distracted driving.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
1.2.1		Expand the use of simulators in local schools to educate younger drivers on the dangers of distracted driving.			
1.2.2		Set up simulators in non-school locations (malls, YMCAs, faith based organizations, hospitals etc.) to educate drivers of outside of young-drivers.			

Strategy 1.3: Address distracted driving policy issues.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
1.3.1		Educate individuals who may be able to influence state and regional policy decisions.			

Objective 2: Increase distracted driving enforcement.

Strategy 2.1: Target and coordinate enforcement.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
2.1.1		Leverage existing traffic safety enforcement grants to cross-promote distracted driving initiatives.			
2.1.2		Encourage local law enforcement agencies to participate in state and national anti-distracted driving campaigns and events.			
2.1.3		Educate law enforcement on the identification and citation of offending violators.			
2.1.4		Conduct high visibility distracted driving enforcement events.			

Objective 3: Implement infrastructure improvements to reduce the injury severity of distracted driving crashes.

Strategy 3.1*: Implement infrastructure improvements to reduce the injury severity of run-off-road crashes related to distracted driving.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
3.1.1*		Install edge and centerline rumble strips on at-risk rural roads to alert drivers of possible lane departure			
3.1.2*		Continue implementing guardrails in locations that may be missing them.			

Strategy 3.2*: Implement infrastructure improvements to reduce the injury severity of intersection crashes related to distracted driving.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
3.2.1*		Install lighting and dynamic warnings at rural intersections to improve visibility of other vehicles and roadway users			
3.2.2*		Expand the use of and maintain existing roadway delineation and visibility features at intersections, which include geometric alignment pavement markings, raised markers, signs, and other devices.			

* Strategies or action steps suggested by project team for consideration.

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Timeline

- 3 to 6 months
- 6 months to a year
- 1 year
- 2 years
- 3 years +
- Ongoing