

Birmingham Regional Safety Coalition

Example Strategies & Countermeasures to Reduce Distracted Driving Related Crashes

- **Install shoulder and/or centerline rumble strips-** Rumble strips are raised or grooved patterns added to the paved surface of a roadway that produce both noise and vibration when a vehicle's tires travel across them. When placed along roadside shoulders, they alert drivers when they are about to run off the roadway, and when placed along centerlines they alert drivers when they have inadvertently crossed into an opposing travel lane. Rumble strips are most appropriate in a rural context. Impacts on bicyclists and motorcyclists should be considered before installing rumble strips. (3)
- **Implement other roadway improvements to reduce the likelihood and severity of run-off-road and/or head-on collisions:**
 - Applying shoulder treatments that keep vehicles from encroaching on the roadside, such as eliminating shoulder drop-offs and widening and paving shoulders
 - Providing enhanced pavement markings for addressing run-off-road collisions
 - Reallocating total two-lane roadway width to include a narrow "buffer median" to reduce encroachments into opposing travel lanes.
 - Providing enhanced shoulder or in-lane delineation and marking for sharp curves and enhanced pavement markings at high-risk locations
 - Installing median barriers for narrow-width medians on multi-lane roads
 - Minimizing overturning in the event a vehicle does run off the road, including designing safer slopes and ditches and removing or relocating objects in hazardous locations
 - Reducing the severity of run-off-road crashes, including improved design of roadside
 - Hardware and improved design and application of barrier and attenuation systems
- **High visibility cell phone/text messaging enforcement-** Numerous studies demonstrate that high-visibility enforcement (HVE) can be effective in curbing alcohol-impaired driving and increasing seat belt use among drivers. Recently, NHTSA has examined whether the HVE model could be effective in reducing hand-held cell phone use and texting among drivers.
- **Communication and outreach on distracted driving-** Distracted driving communications and outreach campaigns for the general public face different, but equally difficult, obstacles than drowsy driving campaigns.

Sources

1. National Highway Traffic Safety Administration. *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2010*. Washington, D.C.: U.S. Department of Transportation. 2013.

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2. National Cooperative Highway Research Program. *NCHRP Report 622: Effectiveness of Behavioral Highway Safety Countermeasures*. NCHRP, Washington, D.C. 2008
3. National Cooperative Highway Research Program. *NCHRP Report 500: Guidance for Implementation of the AASHTO Strategic Highway Safety Plan. Volume 16: A Guide for Reducing Alcohol-Related Collisions*. NCHRP, Washington, D.C. 2005.