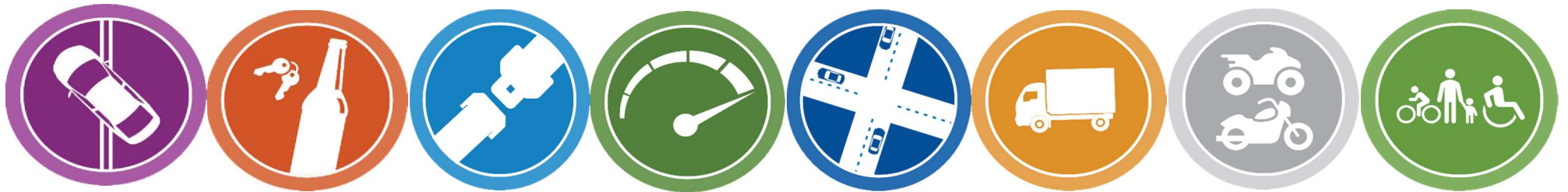


# SHSP

## Action Plan Strategies for Emphasis Areas



**OKLAHOMA**  
Transportation

**Cross-Cutting, applicable to all Emphasis Areas**

<b>Countermeasures</b>	<b>Outcomes/ performance measure(s)</b>	<b>Primary Agency</b>	<b>Supporting Agencies</b>
<b>Establish Criteria to Incentivize HSIP Funding</b>			
Establish criteria to incentivize HSIP funding on strategies and or locations prioritized in the SHSP Action Plan	Criteria established and published	ODOT	FHWA
<b>Increase Driver Education</b>			
Pursue funding opportunities to subsidize driver education costs	- Funding or sponsorship pursued - Criteria established to disperse funds if received	Service Oklahoma	DPS, ODOT, FMCSA
Pursue legislation change to require all newly licensed OK drivers regardless of age to receive minimal safety education and revisit parent taught requirements for minors.	- Department heads meet with potential legislators - Draft potential legislation - Legislation introduced to committee in OK House or Senate - Legislation passed to increase min fines	DPS	DPS, ODOT, FMCSA, Service Oklahoma
Implement House Bill 4100 Operation Work Zone Awareness	Operation Work Zone Awareness program established and published online by DPS	DPS	OHP, OHSO, DPS



## Lane Departure

### Countermeasures

### Outcomes/ performance measure(s)

### Primary Agency

### Supporting Agencies

<b>Identify and upgrade at-risk roads for roadway departures.</b>			
Prioritize roadway segments to address for roadway departure crashes	- Criteria established to identify and prioritize roadside and cross median crash segments - Segment lists created and tracked	ODOT	FHWA
Establish/formalize policies for systemic roadside safety improvements (warrants/conditions to implement) -cable median barrier -rumble strips/stripes -shoulder widening -curve warning signs -Safety Edge	Policies Established	ODOT	FHWA
Implement systemic roadside safety improvements as applicable on priority corridors	-Number of priority segments with systemic improvements	ODOT	FHWA
<b>Monitor and track objects in Clear Zone and right-of-way to improve roadway departure safety.</b>			
Create training program for Transportation Managers on how to identify and locate objects and encroachments within clear zone and right-of-way.	Training course established	ODOT	FHWA
Work with districts and locals to remove natural objects currently inside right-of-way/clear zone.	Objects removed from Clear Zone/Right-Of-Way	ODOT	County and Local Right of Management Agencies



## Impaired Driving

Countermeasures	Outcomes/ performance measure(s)	Primary Agency	Supporting Agencies
<b>Sustain a data-driven and high visibility impaired driving enforcement program</b>			
Conduct highly visible alcohol impaired driving enforcement activity at strategic times throughout the year including required blitzes and the national campaign based on local fatal/serious injury crash problem identification.	- Number of overtime hours worked annually - Number of impaired driving citations	DPS/OHSO	OHP, County and Local Law Enforcement Agencies
Conduct overtime enforcement focused on drug impaired drivers using ENDUI or Advanced Roadside Impaired Driving Enforcement (ARIDE) certified officers.	- Number of overtime hours worked annually - Number of impaired driving citations	OHP	County and Local Law Enforcement Agencies
Conduct Advanced Roadside Impaired Driving Enforcement ARIDE courses for law enforcement officers.	Number of trainings offered	OHSO	NHTSA
Train more officers as ENDUI, ARIDE and Drug Recognition Experts (DRE)	- Number of certified ENDUI, ARIDES, DREs - Number of DRE call-outs annually	OHP	County and Local Law Enforcement Agencies
Train and certify law enforcement across the state on new instruments to ensure consistency and establish competency.	Number of law enforcement trained annually	Department of Health	State, County and Local Law Enforcement Agencies
<b>Implement an impaired driving paid mass media campaign and outreach effort using delivery methods that reach specific segments of the targeted population.</b>			
Review crash data to identify population/demographics at higher risk for impaired driving behaviors	Target audience(s) identified	OHSO	ODOT
Complete market research to develop fresh effective (evoke emotion with a call to action) marketing campaign to target higher risk populations prone to impaired driving for both alcohol and marijuana use.	Market research completed	OHSO	ODOT Strat Comm, NHTSA
Implement paid media campaign and outreach	- Annual number of gross impressions (number of people reached) - Number of outreach events held annually	OHSO	ODOT Strat Comm, NHTSA, Health Department



## Occupant Protection

Countermeasures	Outcomes/ performance measure(s)	Primary Agency	Supporting Agencies
<b>Pursue State Legislation changes to encourage Occupant Protection</b>			
Pursue Legislation change to adjust minimum fines in accordance with inflation rates for failure to wear required seat belts/occupant protection - from \$20 to \$60 for adults - from \$50 to \$100 for children	- Department heads meet with potential legislators - Draft potential legislation - Legislation introduced to committee in OK House or Senate - Legislation passed to increase minimum fines	DPS	Department of Health
Pursue Legislation change to require that all minor children over the age of 8 years old be required to use seat belts/occupant restraints ( <i>currently not required in back seat</i> ) check status of SB 681?	- Legislation passed to require all minor children to utilize occupant restraints	DPS	Department of Health, Injury Prevention Services, Safe Kids Oklahoma
Pursue Legislation change to require all motorcyclists to wear helmets	- Department heads meet with potential legislators - Draft potential legislation - Legislation introduced to committee in OK House or Senate - Legislation passed to require all motorcyclists to wear helmets	OHSO	Department of Health
<b>Deploy high visibility seat belt-related enforcement in jurisdictions at times with disproportionate number of unrestrained occupant-related fatalities and serious injuries.</b>			
Revitalize highly visible enforcement activities at strategic times throughout the year consistent with the NHTSA Communications Calendar including required blitzes and the national campaign, and based on local fatal/serious injury crash problem identification.	- Number of overtime hours worked annually - Number of seat belt citations annually	OHP, County and local law enforcement agencies	
Continue to provide grant funding for enforcement overtime hours	number of grants administered annually	OHSO	NHTSA



## Occupant Protection

### Countermeasures

### Outcomes/ performance measure(s)

### Primary Agency

### Supporting Agencies

**Implement mass media campaigns and outreach efforts using delivery methods that reach specific high-risk segments of the population to encourage seat belt use.**

Review crash data to identify population/demographics not utilizing seat belts	Target audience(s) identified	DPS/OHSO	ODOT, NHTSA
Complete market research to develop fresh effective (evoke emotion with a call to action) marketing campaign to target higher risk populations prone to not using seat belts	Market research completed	DPS/OHSO	ODOT Strat Comm, NHTSA
Implement paid media campaign and outreach	- Annual number of gross impressions (number of people reached) - Number of outreach events held annually	DPS/OHSO	ODOT Strat Comm, NHTSA, Health Department

### Continue Car Seat Awareness/Education

Promote child safety seat installation check events, with opportunities for car seat giveaways.	- Number of child safety seats inspections annually - Child safety seats distributed annually	Department of Health	Injury Prevention Service, Safe Kids Oklahoma
Pursue potential sponsors to expand existing child safety seat giveaways	Sponsor Secured	Department of Health	Injury Prevention Service, Safe Kids Oklahoma



## Unsafe Speeds

Countermeasures	Outcomes/ performance measure(s)	Primary Agency	Supporting Agencies
<b>Update and Publish Speed setting process based on national best practices.</b>			
Establish a Speed Committee comprised of FHWA, State, County, and Local representatives.	Committee Established	ODOT	FHWA, County and Local Agencies
Committee to review national best practice procedures for setting speed limits based on highway or street characteristics. Include work zone speed limit setting with advisory speeds for curves and transitions.	<ul style="list-style-type: none"> <li>- Recommendations made for updated speed setting process</li> <li>- ODOT to publish updated process for state controlled routes</li> <li>- Publish recommendations for speed limit setting for local/county routes</li> </ul>	ODOT, County and Local Agencies	FHWA
Review and recommend new statewide curve advisory speeds	Publish new curve advisory speeds	ODOT	County and Local Agencies, FHWA
<b>Identify and upgrade roadway corridors with speed related crashes</b>			
Prioritize roadway segments to apply road design and/or engineering measures to obtain safe and reasonable speeds	<ul style="list-style-type: none"> <li>-Criteria established to identify and prioritize corridors</li> <li>- Corridor lists created and tracked</li> </ul>	ODOT	County and Local Agencies
Establish Criteria for road diets or lane reallocation	Criteria established	ODOT	FHWA, County and Local Agencies
Implement road design and engineering measures on priority corridors (road diets, medians, bump - outs, roundabouts, signal timing, lane narrowing, etc.)	<ul style="list-style-type: none"> <li>- Corridors identified</li> <li>- Number of corridors implemented, or in progress toward implementation (studied, in design)</li> </ul>	ODOT	FHWA, County and Local Agencies
<b>Conduct high visibility speed enforcement linked with paid and earned media at the state, county and local levels.</b>			
Provide crash and/or speed data to jurisdictions for corridor enforcement based on speed related fatal and serious injury crashes.	- Develop list of top corridors for locals	ODOT	OHSO, DPS
Provide funding to enforce speeds within specified high speed fatal and serious injury corridors including work zones	<ul style="list-style-type: none"> <li>- Reduction in crash frequency</li> <li>- Reduction in crash severity</li> <li>- Amount of funding provided</li> </ul>	OHSO	NHTSA, DPS



## Unsafe Speeds

Countermeasures	Outcomes/ performance measure(s)	Primary Agency	Supporting Agencies
<b>Pursue State Legislation changes to encourage Safe Speeds</b>			
Pursue Legislation change to adjust speeding fines/fees/court costs: - 11 mph over speed limit <i>lower</i> than current \$267 - increased penalties for repeat and excessive speeding offenders - expand law for driver education course in lieu of fees and fines for first time offenders beyond work zone	- Department heads meet with potential legislators - Draft potential legislation - Legislation introduced to committee in OK House or Senate - Legislation passed to adjust speeding fines	DPS, OHP, ODOT	County and Local Agencies
Pursue Legislation change to allow for automated/camera speed enforcement -start with schools zones and/or work zones	- Department heads meet with potential legislators - Draft potential legislation - Legislation introduced to committee in OK House or Senate - Legislation passed to permit automated/camera enforcement	DPS, OHP, ODOT	OHSO, FMCSA, OHP, Work Zone Safe, AOGC, NHTSA
<b>Implement a Safe Speeds paid mass media campaign and outreach effort using delivery methods that reach specific segments of the targeted</b>			
Review crash data to identify population/demographics at higher risk for speeding	Target audience(s) identified	OHSO	ODOT, NHTSA
Complete market research to develop fresh effective (evoke emotion with a call to action) marketing campaign to target higher risk populations prone to speed related crashes <i>educate public that excessive speeding in work zone can lead to \$10K fine</i>	Market research completed	OHSO	ODOT Strat Comm, NHTSA
Implement Campaign	Number of impressions, audience reached	DPS/OHSO	ODOT Strat Comm, NHTSA





## Intersection Improvements

Countermeasures	Outcomes/ performance measure(s)	Primary Agency	Supporting Agencies
<b>Identify priority intersections for safety improvements</b>			
Establish criteria for prioritizing signalized and unsignalized intersections for improvements	-Criteria established to prioritize signalized and unsignalized intersections <i>intersection lists created and tracked</i>	ODOT	FHWA
<b>Implement proven, low-cost systematic safety improvements to reduce intersection crashes</b>			
Implement <b>Enhanced</b> Signing and Striping Standards to use on priority intersections; including considerations for Vulnerable Road Users	- Enhanced Standards identified - Number of priority intersections treated with enhanced signing or striping	ODOT	FHWA, County and Local Agency Transportation Depts
Implement Signal Back plate Standards	- Number of priority intersections upgraded with signal back plates	ODOT	FHWA, County and Local Agency Transportation Depts
Analyze and update signal timing, and include evaluation of pedestrian facilities during signal timing field work. Expand scope to include evaluation of phase changes (protected turns) based on field observations of queues and crash data.	- Number of priority intersections retimed	ODOT	FHWA, County and Local Agency Transportation Depts
<b>Develop and implement a comprehensive plan to address angle and left crashes at intersections.</b>			
Realign Offset Left Turn Lanes	Number of priority intersections with realigned offset left turn lanes	ODOT	FHWA, County and Local Agency Transportation Depts
Finalize Intersection Control Evaluation (ICE) policy to systematically screen intersections for both operational and safety performance including consideration of roundabouts	ICE Process Published	ODOT	FHWA
Utilize ICE screening on State-owned/ managed priority intersections to determine where geometric and/or signal improvements should be prioritized	Number of priority intersections studied with ICE	ODOT	FHWA
Pursue intersection geometric and/or signal improvements	Number of priority intersections in process for improvement (design, construction)	ODOT	FHWA, County and Local Agency Transportation Depts
Complete an Access Management Policy	policy completed and published	ODOT	FHWA
Evaluate and manage driveway access near priority intersections	Number of priority intersections with improved access management	ODOT	County and Local Agency Transportation Departments

## Commercial Motor Vehicle (CMV) Crashes and Work Zones



Countermeasures	Outcomes/ performance measure(s)	Primary Agency	Supporting Agencies
<b>Maintain a CMV inspection program</b>			
Continue roadside inspection program to evaluate the safety of the drivers and vehicles of CMV carriers operating in Oklahoma	Inspections conducted and reported in the national database annually	OHP	FMCSA
Implement a percentage of roadside inspections on pickup trucks hauling trailers	% of inspections include pickup trucks pulling trailers	OHP	FMCSA
<b>Provide CMV safety education and awareness activities to carriers, commercial drivers and the public.</b>			
Promote the Federal Motor Carrier Safety Administration (FMCSA) Our Roads, Our Safety	Information presented/distributed	OHP, OHSO, DPS	FMCSA
Set up a State Fair display and provide information to the public on commercial vehicle safety.	Information presented/distributed	OHP, OHSO, DPS	FMCSA
<b>Improve commercial motor vehicle safety in work zones.</b>			
Review statewide standards and policies for accommodating CMVs in work zones.	- Current policies reviewed - Recommendations distributed	ODOT	FHWA
Create and disseminate educational materials on the importance of giving CMVs more space in work zones.	Materials developed and distributed	OHP, OHSO, DPS	FMCSA
Targeted speed enforcement to both CMVs and passenger vehicles to discourage speed differentials	Increase warnings and citations given in work zones	OHP	Local Law Enforcement
Continue and promote the Work Zone Safe Education Safety Corridor Program for teen drivers	Number of teens completing the course annually	Work Zone Safe	OHP, ODOT, DPS, OTA



## Motorcycle and All-Terrain Vehicle (ATV) Crashes

Countermeasures	Outcomes/ performance measure(s)	Primary Agency	Supporting Agencies
<b>Provide training to motorcycle riders on skills related to crash causation</b>			
Identify additional incentives to encourage motorcycle riders to attending existing motorcycle safety training courses	Identify and implement incentives	DPS	OHSO
Increase annual attendance of motorcycle and ATV training courses	- Number of attendees increases annually - Number of YOUNG attendees (under age 25) annually	DPS	OHSO
<b>Implement paid media and outreach programs with data-driven safety messages to motorcyclists and motorists.</b>			
Work with the media buyer to reach both the motorcyclist with a safety message and the general public with a motorcycle awareness message	- Annual number of gross impressions (number of people reached) - Number of outreach events held annually	OHSO	ODOT Strat Comm, Department of Health, Injury Prevention Service, Safe Kids Oklahoma
Public education regarding the legal requirements for ATVs and side by sides to be street legal (lighting, mirrors) o Not letting children drive ATVs	- Annual number of gross impressions (number of people reached) - Number of outreach events held annually	OHSO	ODOT Strat Comm, Department of Health, Injury Prevention Service, Safe Kids Oklahoma

# Vulnerable Road User Safety Strategies



## Countermeasures

## Outcomes/ performance measure(s)

## Primary Agency

## Supporting Agencies

**Ensure vulnerable road user safety programs and projects are funded where need and impact are greatest across Oklahoma.**

Per the 23 U.S.C. 148(g)(3) Vulnerable Road User Special Rule, if the total annual fatalities of vulnerable road users in a State represents not less than 15 percent of the total annual crash fatalities in the State, at least 15% of Highway Safety Improvement	15% of HSIP funding allocated to VRU safety projects	ODOT	
Coordinate and integrate the use of road safety and active transportation funding especially HSIP, Transportation Alternatives, and Oklahoma Highway Safety Office (OHSO) programs, to ensure vulnerable road user safety is prioritized and	Increase in funding spent on VRU programs	ODOT	OHSO
Create a list/toolkit of effective vulnerable road users safety countermeasures and develop design guidance and trainings for use by state, regional, and local agencies.	Toolkit available and used by agencies	ODOT	
Expand the Watch for Me OK campaign efforts to educate the public on the rules of the road for all users.	Watch for Me OK campaign continuation	OHSO	ODOT
Annually report vulnerable road user safety statistics, key road safety improvements, new programs and laws, and efforts found effective in preventing pedestrians and bicyclists from being killed and severely injured.	Reports available to track VRU collision data trends	ODOT	
Require education on how to look out for vulnerable road users in novice driver education and adjudication programs for drivers with multiple tickets for unsafe driving such as speeding and red-light running that puts vulnerable road users at risk.	Legislation requiring education to multiple offenders	OHSO	ODOT
Expand vulnerable road user's safety educational programming through programs such as Safe Routes to School and integration of safety and awareness efforts in HSIP Emphasis Areas and OHSO programs.	Increased amount of education programs related to bicycle and pedestrian safety	OHSO	ODOT