

Executive Committee for Highway Safety
Keeping Drivers Alert & Increasing Driver Safety Awareness
Working Group Meeting Minutes – Mtg. #4
August 30, 2004

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

| | | | |
|----------------|------------|----------------|-------------|
| Doug Robertson | Tom Crosby | Randy Tysinger | Jane Stutts |
| Ben Zarzaur | Joe Geigle | Katy Jones | Cliff Braam |

Scribe:

Cliff Braam

Minutes:

- The meeting began at approximately 1:35 p.m.

Open Meeting

Doug welcomed everyone back and thanked them for coming to the meeting. Everyone introduced themselves since we had a few new people present.

Doug gave a brief overview of the last meeting of the Executive Committee for Highway Safety (ECHS) and informed everyone that the rumble strip strategy that this group had discussed as a strategy for KDA crashes was presented by the Lane Departure group and was adopted and moved forward by the ECHS.

Doug stated that the committee was very receptive to the work that had been done by the groups so far and was willing to move forward with the strategies as they were presented if everything was in order.

Cliff told the group that there had been a shift in how the ECHS wanted to have strategies presented. Previously, everyone had been working under the guides that strategies would be presented and drafted with just enough information to allow the committee to make an informed decision as to the appropriate action to take for each strategy. However, after the last meeting, the committee has asked that when strategies are presented, that they be fully developed with all necessary details to move them forward to the “host” agency if they are approved. Therefore, each working group will be prioritizing their strategies and only presenting one or two at each ECHS meeting.

Task I – Strategies From Last Meeting

The group next discussed the strategies that were mentioned at the last meeting and began to focus on how to best narrow down what the top priority of the working group should be. The strategies that had previously been mentioned included:

- Improve rest area services, access and availability;

- Utilization of Fatigue Monitors
- Drowsy Driving Law
- Rumble Strips
- Ban on Hand Held Cell Phones
- Potential Research program for Identifying Distracted/Drowsy Drivers

Task II – Develop Top Strategies

There was discussion about each of the above strategies along with other thoughts and ideas. Finally, the group came to a consensus as to the top priority. It was decided that the area that had potentially the best possibility of having an impact on distracted and drowsy drivers was education. The group felt that education was key to increasing awareness of the issue, the consequences of not acting responsibly and that this needed to be started at a young age.

It was decided that we need to review what information is available, what additional information is needed, how to best reach the intended target audiences and how to best implement. The following subgroup was formed to draft this strategy and report back to the entire group for comments and feedback.

Education Program Development

Joe Geigle – Chair

Jane Stutts

Tom Crosby

Ben Zarzaur

Don Ferrier

Preliminary Draft to Group by: September 27, 2004

- The meeting was adjourned at 11:30 a.m.

Action Items:

| Name | Item |
|-------------|--|
| | <ul style="list-style-type: none"> • Draft Strategy – See Above |

NEXT MEETING: October 6, 2004; 10:00 – 12:00 at UNC HSRC