

# Older Driver Crashes Emphasis Area Strategies

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# Agenda

- Review unique challenges for this Emphasis Area
- Review four strategies, activities and next steps
- Discussion:
  - What else can the Older Driver Crash Emphasis Area Team be doing?
- Review Crash Statistics and Data
- Rate our Performance

# Unique Challenges with Older Drivers

“Older Drivers are not the typical distracted, speedster, impaired, no-seat belt wearing drivers the other Emphasis Area teams work on.

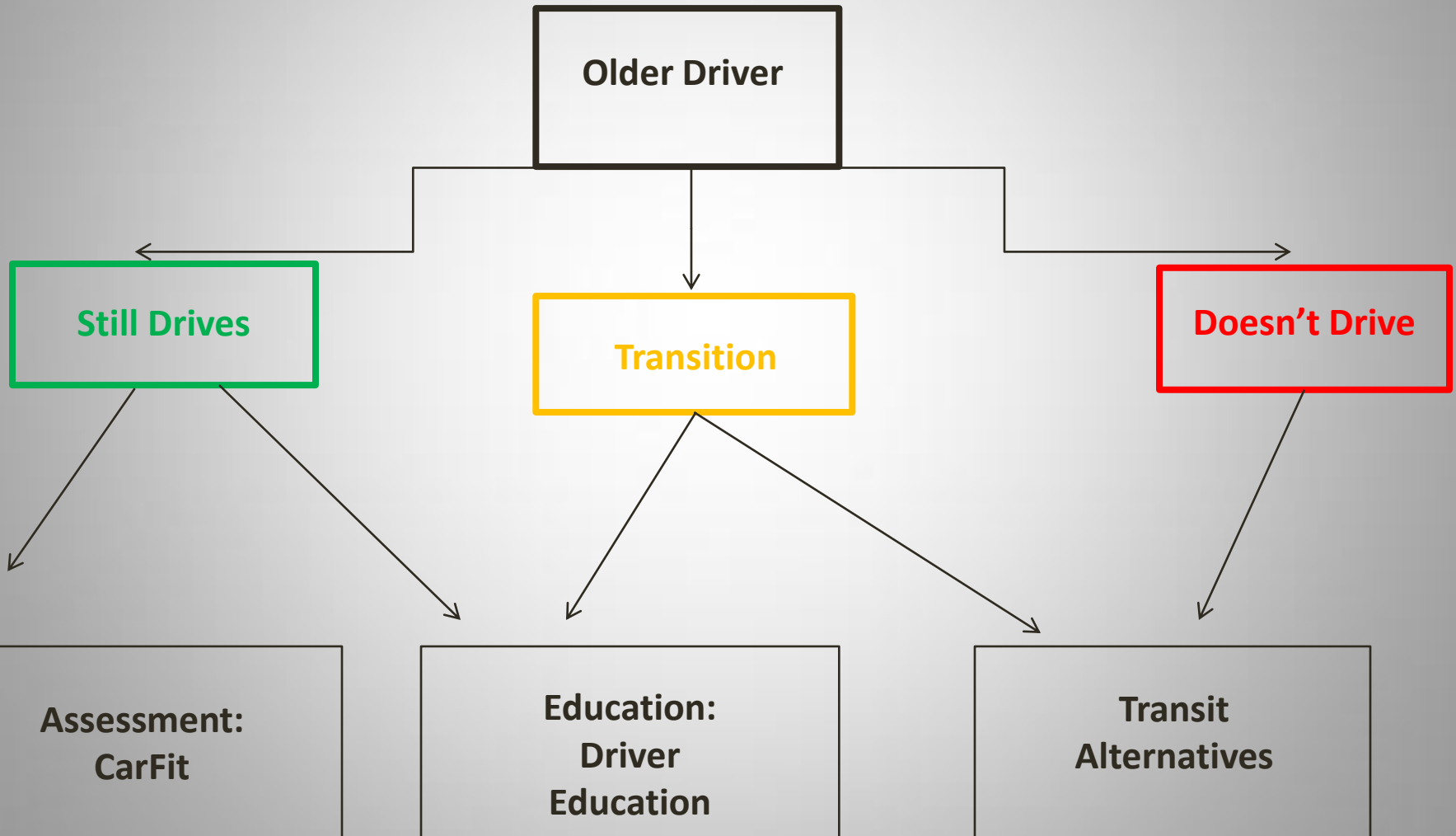
Our drivers drive responsibly and obey traffic laws and signals. They refrain from mobile device distractions and wear their seat belts.

Enforcing strategies to reduce crashes among this demographic is about assessment, education and mobility.”

-Tara Jones, AAA

Older Driver Crash Emphasis Area Champion

# Road Map to Serving Older Drivers



# Older Driver Strategy 1

Establish or designate a lead agency/ organization responsible for older drivers mobility and education.

# OD-1 Overview/Purpose

## Overview

There is currently no designated agency in Montana that is responsible for managing policies and programs specific to older drivers.

## Purpose

The purpose of this strategy is to pursue the designation of one agency with responsibility for programs and policies that support the safety and mobility of older drivers.

# OD-1 Activities

Efforts to identify a lead agency has been unsuccessful.

# OD-1 Next Steps

The Emphasis Area team will continue to explore agency/organization interest in being the lead on this subject.



# Older Driver Strategy 2

Promote Safe Driving  
Practices for Older Drivers.

# OD-2 Overview/Purpose

## Overview

As people age their physical and cognitive abilities change, which can affect their ability to safely operate a motor vehicle.

## Purpose

The purpose of this strategy is to educate and promote safe driving practices specific to older drivers.

# OD-2 Activities

## Aging Horizons & Community Pulse

- 30 minute TV program covering all major MT markets
- Discuss CarFit, benefits of program, logistics of CarFit events and appointments and Contact Information
- Discuss AARP Driver Safety Program, details of course specifics, times and locations

# OD-2 Activities

## CarFit Events & Appointments

- August 2011 Event @ RMDC, Helena
- Private Appointments throughout year
- AAA and AARP CarFit Technicians trained across western and central MT
- Working on eastern region



Helping Mature Drivers Find Their Safest Fit



# OD-2 Next Steps

- Additional Media Coverage for safety/educational programs available
- Consider other venues and health fairs to promote safety and defensive driving courses
- Research insurance providers and their informational materials specific for older drivers

# Older Driver Strategy 3

Provide public information  
about transportation  
alternatives and mobility options.

# OD-3 Overview/Purpose

## Overview

There are many transit agencies and services throughout the State that offer an alternative means of mobility for older residents that choose to not drive.

New transit users, such as older drivers who recently have given up their keys, are not always aware of what services exist and how to use them.

# OD-3 Overview/Purpose Cont.

- 40 Transit Systems Statewide
  - 16 currently have websites with updated information.
- The remaining 24 agencies have a one page brochure on MDT's Public Transportation

## Purpose

The purpose of this strategy is to work with transit agencies and other providers (car buddies, VA, etc.) to enhance the information and distribution about their services.



# OD-3 Activities

- Brochures from individual agencies
- Websites with contact information and schedules
  - Currently hard to update
  - MDT working on mandating websites for all agencies
  - Non-internet users have family/friends who do use internet
- Map
  - Outlines all Transit Agencies, Contact Information

# OD-3 Activities

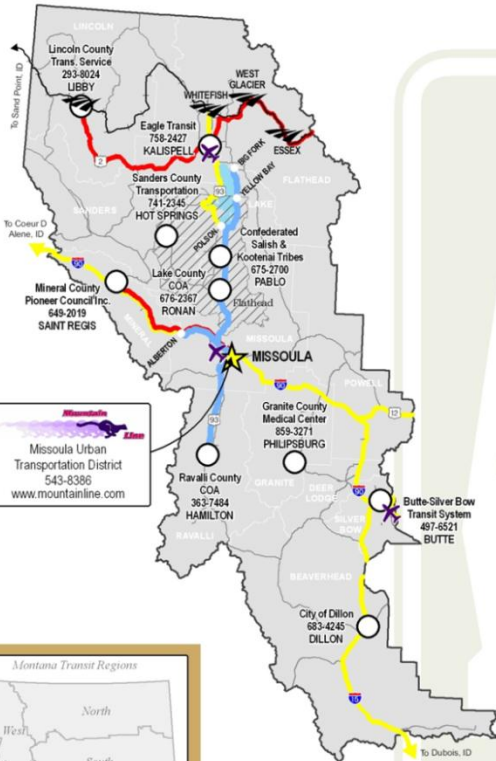


## 2012 MONTANA PUBLIC TRANSPORTATION



Western Agencies - Steven Potuzak | 444-4265

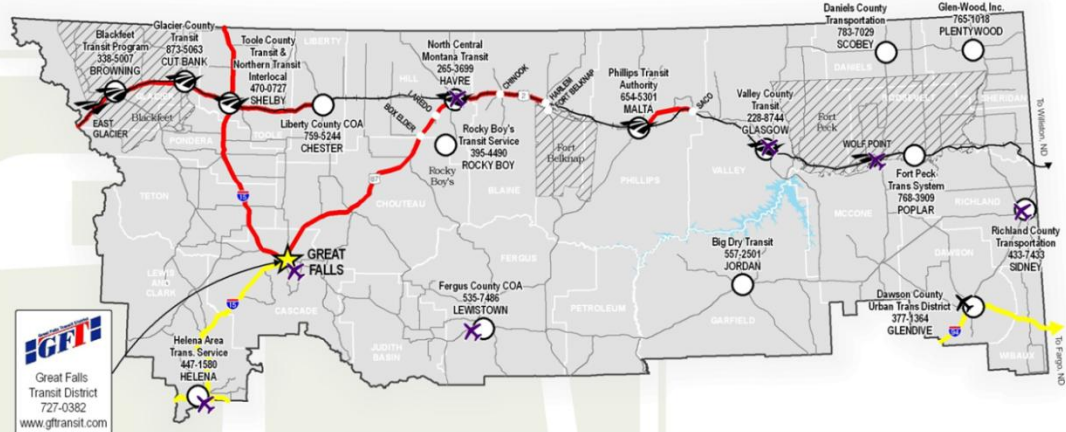
Northern Agencies - Tom Stuber | 444-9216



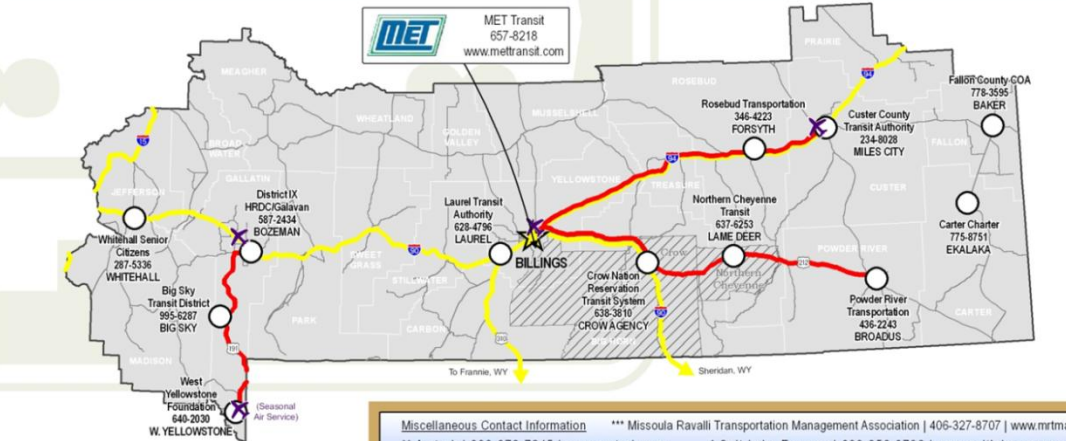
**Urban Agencies - David Jacobs | Lead Planner | 444-9192**

- Rural Agencies ○
- Air Services ✕
- Major Roads —
- Motorcoach Intercity Services\* —
- Commuter Rail Stations\*\* ⚡
- Commuter Rail Line —
- Van Pool Service\*\*\* —
- Rural Intercity Services —

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Southern Agencies - Adam Kraft | 444-6120



**Miscellaneous Contact Information**

- \*\* Amtrak | 800-872-7245 | [www.amtrak.com](http://www.amtrak.com)
- \* Salt Lake Express | 800-356-9796 | [www.saltlakeexpress.com](http://www.saltlakeexpress.com)
- \* Greyhound | 800-231-2222 | [www.greyhound.com](http://www.greyhound.com)
- \* Rimrock Stages | 800-255-7655 | [www.rimrocktrailways.com](http://www.rimrocktrailways.com)
- \*\*\* Missoula Ravalli Transportation Management Association | 406-327-8707 | [www.mrtma.org](http://www.mrtma.org)

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# OD-3 Next Steps

- Develop or enhance web sites for transit providers
- Explore service availability
- Coordinate with the Montana Transit Association
- PSAs

# Older Driver Strategy 4

Encourage expansion and availability of transportation services.

# OD-4 Overview/Purpose

## Overview

Transit Services are often limited, especially in smaller communities across the State. To enable older drivers to make the choice to stop driving, they need to have alternative mobility options for transportation.

## Purpose

The purpose of this strategy is to work with transit & other agencies across the State to encourage expansion and availability of services.

# OD-4 Activities

Research is available of other transportation options, i.e., senior companion and carpool programs.

MDT Transit is working with providers in developing rider programs within communities that pool their transportation resources.

# OD-4 Next Steps

- Campaign Programs
- Coordinate with Agencies of Aging

# Discussion

Please give us feedback on our current strategies.

Please suggest other strategies/activities.