



Distracted Driving

*What You Need to Know and What You
Should Be Doing*



Mark Hanna, DriveCam



- What is Distracted Driving?
- How Big is the Problem?
 - Statistics
 - Examples
 - Tragic Stories
- What's Being Done to Address the Issue?
 - Legislation
 - Education
 - Policies
 - Technology
- What Should You be Doing?

What is Distracted Driving?

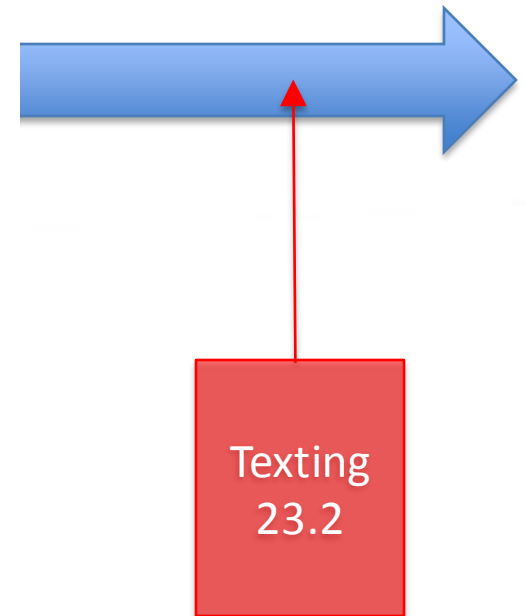
- Definition: Diversion of attention away from activities critical for safe driving toward a competing activity ¹
- Comes in 3 different forms:
 - Visual: Eyes off the road
 - Physical: Hands off the wheel
 - Cognitive: Mind off of driving
- Primary focus is on
 - Texting & handheld device (visual, manual & cognitive distraction)

Distracted Driving

Relative Crash/Near Crash Risk Estimates

- The difference is duration and frequency
- Texting and cell use occur more frequently and last longer than other distractions

Talking on
a cell
phone 4.0

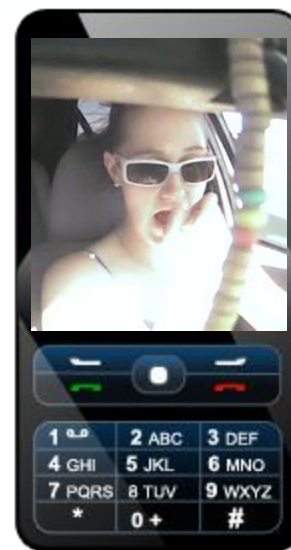
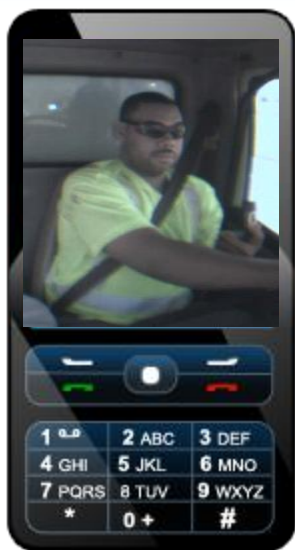


Distracted Driving – How Big is the Problem?

- 5,870 traffic fatalities due to distracted driving (FARS)
- Distracted driving fatalities increased 33% from 2007 to 2008
- > 100,000,000 people in US admit to talking or texting while driving
- 11% of drivers on cell phone / 1% texting during any daylight moment (NHTSA)
- Getting worse as more young people enter the driver force
- And cell functionality changing every day



Distracted Driving Examples



Distracted Driving – Tragic Stories

- Sept 2008 Chatsworth, CA
- 25 people killed when a train operator ignored a stop signal & hit a freight train
- Engineer was texting for 22 seconds before crash



What's Being Done



Reducing Distracted Driving Accidents

Regulations
& Policies

Training &
Education

Safety
Technologies



- Government efforts to reduce distracted driving

- **Communicate changes in laws and regulations about cell or electronic device use within your organization**
- **Adjust policies to reflect changes**
- **Develop plan to insure compliance**

• New York passes hands-free law



...ate behavior". Ray LaHood
USDOT 2009



- You must have a written policy on cell use & texting while driving
- Attorneys commonly subpoena cell phone records



\$18 million - Holmes Transport, of Muscle Shoals, Ala., was ordered to pay the damages by a U.S. District Judge to Mark Tiburzi who was left unable to walk or talk after a crash caused by one of their drivers distracted by a cell phone.

\$5.2 million - International Paper employee Vanessa McGrogan was using her company-supplied cell phone when she rear-ended a vehicle driven by Debra Ford.



- Drivers must understand the dangers of distracted driving
 - Many drivers are unaware of the dangers of distracted driving
 - a
 - d
 - We ca
 - Drivers should receive a message on their personal cell phone
- **Present education on distracted driving to your drivers**
 - **Include this education with all future new hire training**

Distracted Driving

- Drivers texting take their eyes off the road nearly 5 seconds
- At 60 miles per hour a vehicle has traveled about 1 ½ city blocks



Technologies

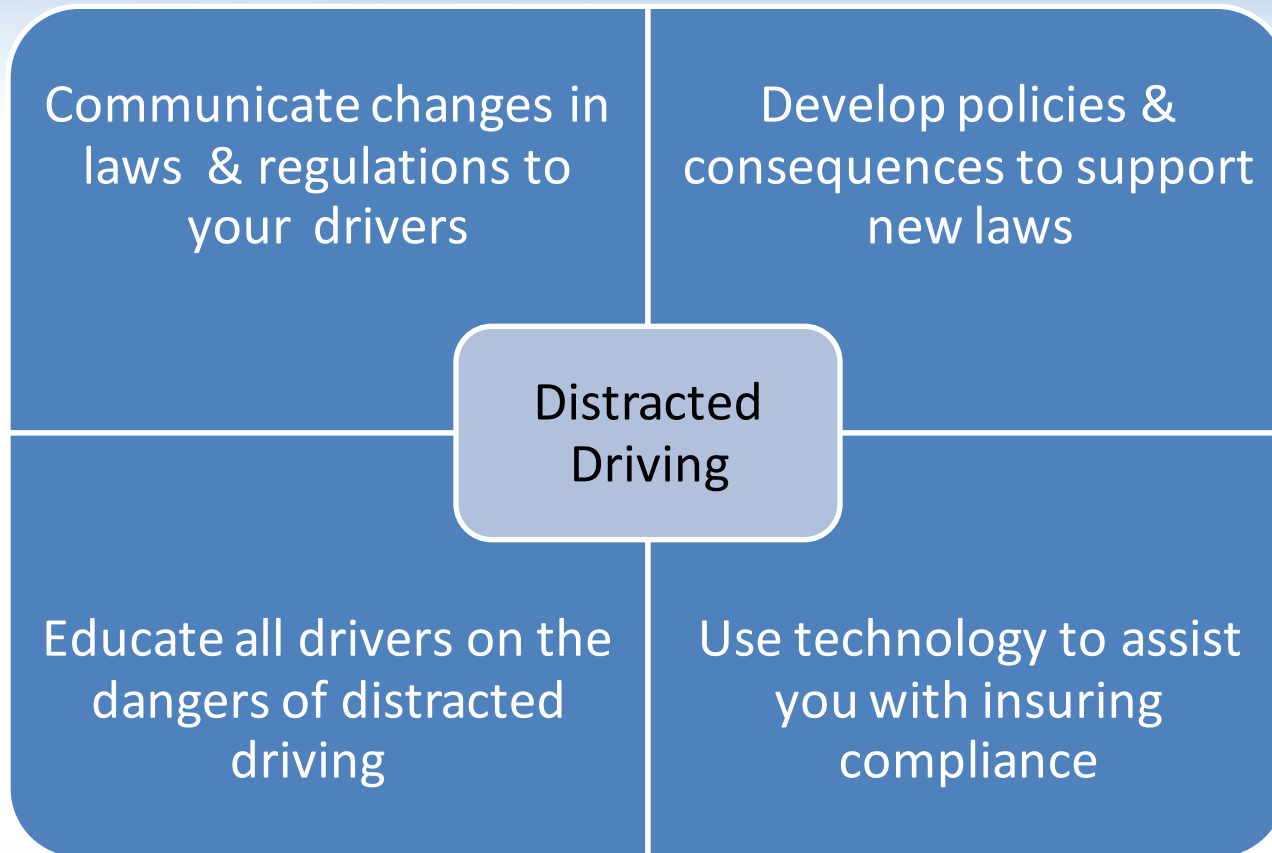
Hardware Solutions

- Att
- das
- Block
- sign
- ignit

Investigate technology solutions that reduce distracted driving



Key Summary Actions





Distracted Driving

What You Need to Know and What You Should Be Doing

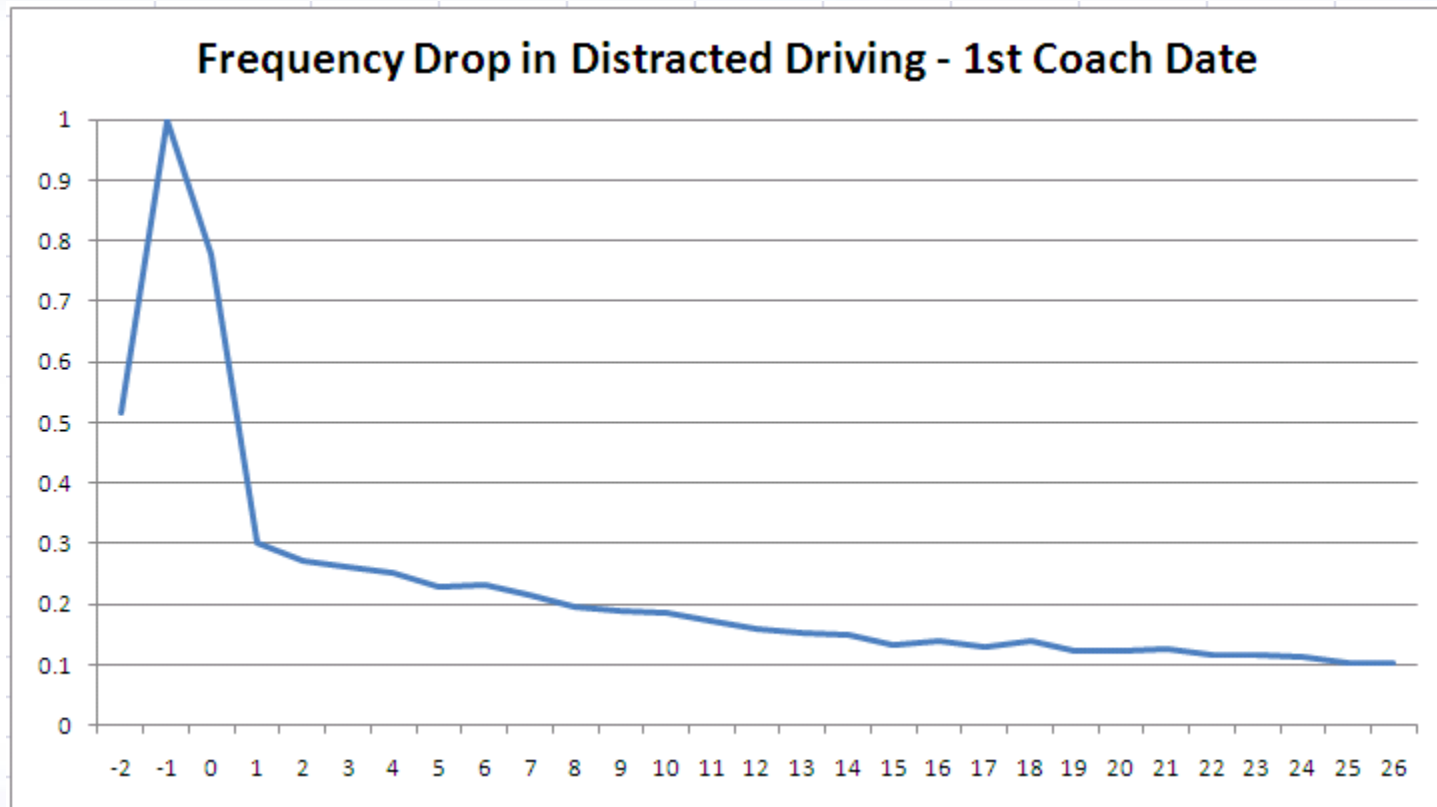


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Distracted Driving Impact



91% Reduction



Sample Policy

Sample Cell Phone Policy

We deeply value the safety and well-being of all people who work at our company. Due to the increasing number of accidents resulting from the use of cell-phones and similar devices while driving, we are instituting a new policy.

1. *Company employees are not permitted to use a cell phone, either hand-held or hands-free, while operating a motor vehicle on company business and/or on company time.*
2. *Company employees are not permitted to read or respond to emails or text messages while operating a motor vehicle on company business and/or on company time.*
3. *This policy also applies to use of PDAs.*
4. *While driving, calls cannot be answered and must be directed to voicemail.*
5. *If an employee must make an emergency call (911), the vehicle should be parked in a safe location before making the call.*

Employees will be given two warnings. The third time an employee is found to be in violation of this policy, it is grounds for immediate dismissal.

Your signature below certifies your agreement to comply with this policy.

Employee Signature

Date



Increasing Functionality

Cell Phones

Phone

Take pictures and record video

Internet browsing

Texting

Email

Gaming

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GPS

Follow the stock market

