SHSP Distracted Driving Emphasis Area

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Distracted Driving Videos
Definition of Distracted Driving

- Circular definitions of distracted vs. inattentive
  - Use distracted to define inattentive and vice versa
- Some experts include distracted as a sub-set of inattentive
- Some experts include inattentive as a sub-set of distracted (cognitive distraction)
- All researchers ultimately included both distracted and inattentive
Three Forms of Distraction

• **Manual**
  - Engaged in some physical activity

• **Visual**
  - Eyes are diverted away from the roadway

• **Cognitive** *(Synonymous with inattention)*
  - Mental activity that diverts the driver’s attention
    - Emotional conditions
    - Concentration on a problem
    - Mind “wandering”
Louisiana Definition of Distracted Driving

- A distracted driver is one who is actively engaged in any activity that diverts his/her attention away from the task of driving. *The distraction could be manual, visual or cognitive.* The distraction could be inside or outside the vehicle.
Common Distractions

• Cell Phones (sub-set of distracted driving)
  • Hands-free has been proven to be as cognitively distracting as hand-held use *
  • Young driver usage

• In-car voice activated technology
  • Practice doesn’t make perfect
  • Rental car

• * Science Daily, 2016, “Hands-free just as distracting as handheld mobile phone use behind the Wheel” Queensland University of Technology
Common Distractions

• Passengers
  • AAA Foundation for Traffic Safety studies show that a teen driver’s risk of being killed in a crash doubles when carrying 2 passengers younger than 21 and quadruples with 3 or more passengers younger than 21 *

• Eating / Grooming
• Reaching for objects or looking at something in the vehicle
• Looking at objects outside of the vehicle

• * AAA Foundation May 2012, “Teen Driver Risk in Relation to Age & Number of Passengers ”
Distracted Driving Survey

- Does distracted driving contribute to a significant number of serious injury and fatal crashes?
- What percentage of serious injury and fatal crashes are caused by distracted driving?
- Have you ever been in a crash or almost been in a crash because the driver (you or another driver) was distracted by something inside the vehicle, such as a cell phone?
- How many of you worry about distracted drivers?
Distracted Driving Data Sources

- Attitudinal Surveys
  - Asses drivers’ attitudes and self reported behaviors, perceptions of safety, cell phone use, laws, fines and enforcement

- Observational Surveys
  - Collects direct information about the types and incidence of distracted tasks
  - Limited to a single point in time
Distracted Driving Data Sources

- Research/Studies
- Police crash reports
- Citations
- Driving Simulator Studies
  - collect the potential for distraction and are conducted in controlled settings
LHSC Attitudinal Survey

- **Half** of the drivers who do **talk while driving** report no change in the quality and nature of their driving while on the phone.

- **One-third** of those admitting to **texting while driving** report that their driving is unaffected by the distraction.

- A report suggests that drivers have reacted to the bans, **not by ceasing to use** their cell phones, but rather by moving their phones out of sight when manipulating them.

* LHSC Attitudinal Survey 2017
LHSC Attitudinal Survey - Summary

• An **INCREASE** over time (2014-2017) in % of respondents who FAVOR a new state law **prohibiting** the use of **hand-held** cell phones while driving.
  • 65% (year 2017 respondents) would **favor a new law**.

• An **INCREASE** over time (2014-2017) in % of respondents who FAVOR a new state **law prohibiting hands-free cell phone use** while driving. Fewer support this type of law compared to banning hand-held cell phone use.
  • 35% (year 2017 respondents) **would favor a law prohibiting hands-free**.
LSHC Observational Survey

• 36.3% of all observed drivers engaged in at least one secondary task while driving.

• The prevalence of any secondary task was higher when with passengers (40.3%) than without passengers (35.0%).

• Having no passenger present significantly increased the likelihood of phone to ear (+74%) and manipulating a phone (+22%) compared to passenger being present.

• Results indicate that female drivers are more likely to engage in secondary behaviors than male drivers.

• * LHSC Observational Survey 2017
## 2017 Observation Survey Results

<table>
<thead>
<tr>
<th>Region</th>
<th>Phone to Ear</th>
<th>Manipulate Phone</th>
<th>Talking/ Singing</th>
<th>Eating/ Drinking</th>
<th>Overall Secondary Task Rate</th>
<th>Total (n=)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwest</td>
<td>7.3%</td>
<td>5.9%</td>
<td>7.6%</td>
<td>3.9%</td>
<td>31.3%</td>
<td>879</td>
</tr>
<tr>
<td>South Central</td>
<td>8.7%</td>
<td>5.4%</td>
<td>6.1%</td>
<td>3.8%</td>
<td>31.9%</td>
<td>1,403</td>
</tr>
<tr>
<td>Northwest</td>
<td>7.4%</td>
<td>7.0%</td>
<td>16.7%</td>
<td>4.1%</td>
<td>47.3%</td>
<td>1,020</td>
</tr>
<tr>
<td>Northeast</td>
<td>6.0%</td>
<td>4.6%</td>
<td>15.2%</td>
<td>5.0%</td>
<td>40.5%</td>
<td>703</td>
</tr>
<tr>
<td>North Shore</td>
<td>6.8%</td>
<td>5.7%</td>
<td>3.0%</td>
<td>6.0%</td>
<td>32.7%</td>
<td>1,461</td>
</tr>
<tr>
<td>New Orleans</td>
<td>7.9%</td>
<td>8.3%</td>
<td>4.4%</td>
<td>4.4%</td>
<td>32.0%</td>
<td>1,806</td>
</tr>
<tr>
<td>Central LA</td>
<td>5.4%</td>
<td>3.7%</td>
<td>9.4%</td>
<td>4.3%</td>
<td>31.3%</td>
<td>859</td>
</tr>
<tr>
<td>Capital Region</td>
<td>6.7%</td>
<td>10.9%</td>
<td>4.2%</td>
<td>6.8%</td>
<td>42.8%</td>
<td>1,879</td>
</tr>
<tr>
<td>Acadiana</td>
<td>7.0%</td>
<td>7.8%</td>
<td>6.5%</td>
<td>5.1%</td>
<td>36.8%</td>
<td>1,640</td>
</tr>
</tbody>
</table>
Distracted Driving Research

• NHTSA Naturalistic Driving Study *
  • 100 vehicles over a 1 year period
  • 38% related to distracted driving
    • Study included cognitive distractions (inattentive)

• The Beanland et al in Depth Crash Study
  • Looked at 856 crashes where at least one occupant was admitted to the hospital
  • 39.7% were inattentive or distracted

* NHTSA April 2006, “The 100-Car Naturalistic Driving Study”
Distracted Driving Research

- National Safety Council *
  - 20% of all crashes; cell phone use
  - 26% of crashes when texting is included
- AAA Study of Young Drivers
  - 60% of all crashes involve driver distraction
- Naturalistic Study by Charles Klein
  - Young drivers were distracted in 62% of CNC

## Citation Data
### Louisiana Cell Phone Laws

<table>
<thead>
<tr>
<th><strong>Hand-held ban</strong></th>
<th><strong>Texting ban</strong></th>
<th><strong>Enforcement</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>School bus drivers, drivers with learners permits and intermediate license holders, drivers under age 18</td>
<td>All drivers Includes social media</td>
<td>Primary</td>
</tr>
</tbody>
</table>
LA RS 32:300.5
Use of certain wireless telecommunications devices for text messaging is prohibited.

- 300.5.A.(1) Except as provided in Subsection B of this section, **no person shall operate any motor vehicle** upon any public road or highway of this state **while using a wireless telecommunications device to write, send, or read a text-based communication**.

- For the purpose of this section a person **shall not be deemed to be writing, reading or sending a text message** if the person reads, selects or enters a telephone number or name in a wireless communications device for the **purpose of making a phone call**.
Driver Distraction/Condition of Driver

**CONDITION OF DRIVER/PED**

A. NORMAL  
B. INATTENTIVE  
C. Distracted  
D. ILLNESS  
E. FATIGUED  
F. APPARENTLY ASLEEP/BLACKOUT  
G. DRINKING ALCOHOL - IMPAIRED  
H. DRINKING ALCOHOL - NOT IMPAIRED  
I. DRUG USE - IMPAIRED  
J. DRUG USE - NOT IMPAIRED  
K. PHYSICAL IMPAIRMENT (EYES, EAR, LIMB)  
Y. UNKNOWN  
Z. OTHER

**DRIVER DISTRACTION**

A. CELL PHONE  
B. OTHER ELECTRONIC DEVICE (PAGER, PALM PILOT, NAVIGATION DEVICE, ETC.)  
C. OTHER INSIDE THE VEHICLE  
D. OTHER OUTSIDE THE VEHICLE  
E. NOT DISTRACTED  
Y. UNKNOWN
How big of a problem is distraction in Louisiana?

Distracted Driving-Related Fatalities as a Percent of Total Fatalities

Distracted Driving Severe Injuries as a Percent of Total Severe Injuries

Five-Year Rolling Average (Distracted Driving Fatalities as a Percent of Total Fatalities)

Five-Year Rolling Average (Distracted Driving Severe Injuries as a Percent of Total Severe Injuries)
State of the Practice: Enforcement

- A strong set of distracted driving laws helps with the enforcement
- Successful enforcement strategies in detecting distracted drivers:
  - marked and unmarked patrol vehicles
  - uniformed and plainclothes officers
  - spotter, stationary, and roving patrol
- Evaluation studies highlighted the importance of:
  - conducting officer training
  - engaging in pre-planning
  - creating partnerships with local and state enforcement agencies
State of the Practice: Company Policy

- Much easier to implement
  - Employees felt the company cared about them
- Very effective
  - Must have zero tolerance
  - Must check cell phone use after EVERY crash
  - Must be sanctions if violations occur
- Residual effects
State of the Practice:
Communication and Outreach

- 47 states + D.C. use public information and education campaigns
- NHTSA and majority of states use Facebook, Twitter, and YouTube
- Successful techniques:
  - Engage schools and communities with safe hands-on activities, driving simulators
  - Educate young drivers
  - Collaborate with government agencies and private organizations to educate employee and the general public about the dangers of distracted driving
  - Update driver education curricula to include information on distracted driving
  - Multi-level approaches incorporating technology, visual aids, messages, and videos
State of the Practice:
Improve Infrastructure

Infrastructure strategies for mitigating distractions are focused on:

- Making roadways safer
- Providing safe resting/texting areas
- Rumble strips/rumble stripes
- Signage
- Reducing distractions
Design for Distracted Drivers

- Information processing is more difficult when workload is high.
- More decisions = 
  - Increased driver error
- Driver error = 
  - Increased crashes
SHSP Strategies for Combatting Distracted Driving in Louisiana

- Introduce hands-free legislation
  - Amend current legislation to remove the preemptive clause
- Encourage companies to adopt strict cell phone policies
- Education and Public Awareness
  - Educate Law Enforcement Officers; GDL CRM
  - Educate Driving Schools
  - Introduce standardization among current Young Drivers Programs regarding distracted driving content
- Enforcement
Technology/Vehicle Safety Features

- Lane-keep Assist
- Adaptive Cruise Control
- Drowsiness Alert
- Collision Warning System
- Electronic Stability Control
- Adaptive Headlights
- Smart/Interactive vehicles
- Autonomous vehicles
- In-car voice activated systems
- “There’s an app for that.”
Resources

- https://www.nhtsa.gov/risky-driving/distracted-driving
- https://aaafoundation.org/category/driver-behavior-performance/
- http://www.drivesmartva.org/distracted-driving-summit/
Contact Information

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Louisiana GDL Restrictions

- **15 YOA**
  - No cell phone usage is allowed, including hand free.

- **16 YOA**
  - Drivers 17yoa and under are prohibited from using cell phones for talk, text (read, write or send) unless for emergencies.

- **17 YOA**
  - * No additional restrictions
Distracted Driving Data Sources

- **Attitudinal Surveys/Observational Surveys**

  - **Attitudinal surveys**
    assess drivers’ attitudes and self-reported behaviors
    perceptions of safety, cell phone use, laws, fines, and enforcement

  - **Observational survey**
    collects direct information about the types and incidence of distracted tasks
    limited to a single point in time
Credits

• Jessica Bedwill, LHSC
• Betsey Tramonte & John Broemelsiek, FHWA
• Autumn Goodfellow-Thompson, LA DOTD
• Elisabeta Mirtan & Dortha Cummins, LCTS
• Shelly Barrett, NWLARSC & Lt. Cordell Williams, LSP
State of the Practice:
Communication and Outreach, LA

- Young driver programs implemented in different parts of the state
  - New Driver Simulator Program
  - Arrive Alive
  - B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe)
- AT&T’s *It Can Wait* distracted driving simulator program integrated into many safety campaigns
Technology

- Smart/Interactive vehicles
- Autonomous vehicles
- In-car voice activated systems
- “There’s an app for that.”
Mythbusters

• Multi-Tasking is a myth. *
  • Research shows that multi-tasking cannot be done. Your brain doesn’t work like that.

• You are actually “switch-tasking.”

• I am a great multitasker.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

• * Psychology Today “The True Cost of Multi-Tasking”
Distracted Driving Laws in the United States

- Hand-held cell phone ban for all drivers:
  - 15 States
  - 4 territories

- Hand-held cell phone ban for some drivers/environments:
  - School bus drivers
  - Novice drivers
  - In work zones

Source: Insurance Institute for Highway Safety - Highway Loss Data Institute, November 2017
Distracted Driving Laws in the United States

- **Texting ban:**
  - 47 States
  - 4 territories

- **Groups banned:**
  - All drivers
  - School bus drivers
  - Novice drivers

Source: Insurance Institute for Highway Safety - Highway Loss Data Institute, November 2017
Effectiveness of Hand-Held Cell Phone Bans: Crashes and Driver Behaviors

5 states conducted evaluations of laws’ effectiveness: NY, NJ, CA, CT, & DC.

Results

• Mixed findings for fatal or injury crash measures
• Hand-held cell phone use declined more than 50% immediately after the ban
• States with bans were associated with lower observed rates of hand-held cell phone use
• Enforcement campaigns accompanied by publicity are necessary to achieve long-term compliance
State of the Practice:
Communication and Outreach, LA

- Safety coalitions engage the public at safety expos, festivals, and school events
- Young driver programs implemented in different parts of the state
  - Sudden Impact
  - Think First
  - Ready, Set, Drive!
  - Alive at 25
- New Driver Simulator Program
- Arrive Alive
- B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe)
- AT&T’s It Can Wait distracted driving simulator program integrated into many safety campaigns