



Commercial Vehicle Safety Alliance

DISTRACTIVE DRIVING

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Curbing Distracted Driving “A How To Guide”

**Facts about Distracted Driving and the Crashes
It Can Cause**

**How Drivers can Identify and Prevent Distracted
Driving**



Is the single largest contributing factor to traffic crashes today



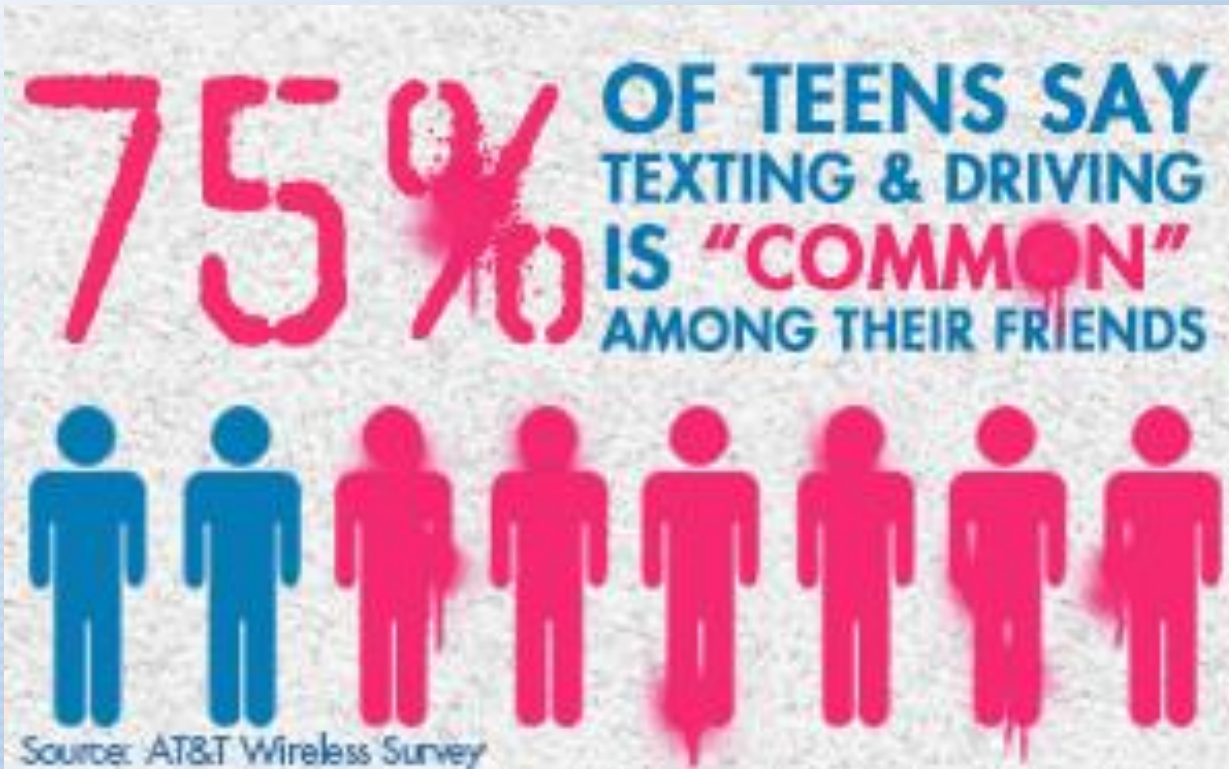
Grim Reality



100,000+

**CRASHES A YEAR INVOLVE
DRIVERS WHO ARE TEXTING**

Source: National Safety Council



Distracted Driving: Facts

- In 2011, 3,331 people were killed in crashes involving a distracted driver, compared to 3,267 in 2010. An additional, 387,000 people were injured in motor vehicle crashes involving a distracted driver, compared to 416,000 injured in 2010
- 10% of injury crashes in 2011 were reported as distraction-affected crashes
- 11% of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted
- For drivers 15-19 years old involved in fatal crashes, 21 percent of the distracted drivers were distracted by the use of cell phones (NHTSA)



Distracted Driving: Facts

- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55 mph-of driving the length of an entire football field, blind. (VTTI)
- Is as dangerous as impaired driving and other unsafe driving behaviors
- No one is immune; even police officers can become distracted on the road



Human Behavior: Facts

- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55 mph-of driving the
 - (PERCEPTION DISTANCE) .75 seconds = 60 ft.
 - (REACTION DISTANCE) .75 seconds = 60 ft.
 - (BRAKE LAG DISTANCE) .4 seconds = 32 ft.
 - (EFFECTIVE BRAKING DISTANCE) = 150 ft.

Distracted Driving:

DISTRACTED DRIVING IS A BIGGER PROBLEM THAN JUST TEXTING AND CELL-PHONE USE!



Distracted Driving:

However.....a leading study by Virginia Tech Transportation Institute showed that drivers who texted while the vehicle was moving were 23 TIMES more likely to be involved in a crash Or near-crash incident!



Curbing Distracted Driving:

- “No-texting” laws and ordinances have some effect if enforced
- Many states allow police to cite a driver for “inattention” on the road
- Reducing distracted driving is best done through awareness, education and changing driver behavior



Curbing Distracted Driving:

- Glancing away from the road for more than one second can lead to a damaged bumper, a few dents ...OR a devastating crash



Curbing Distracted Driving:

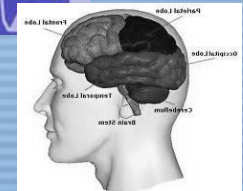
- During a 3-second glance at a cell phone or other device, a vehicle traveling 55 mph will move approximately 250 feet down the road, or nearly the length of a football field!



Understanding Distracted Driving

Three types of distractions:

- Visual distractions
- Manual distractions
- Cognitive distractions



Distracted Driving:



Visual Distraction:

Anything that shifts a driver's eyes away from the road to something unrelated to the primary task of driving

EXAMPLES: billboard, accident scene, looking at street signs

Distracted Driving:

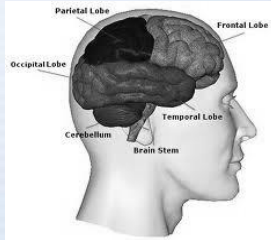


Manual Distraction:

Anything that causes a driver to remove one or both hands from the wheel or other driving controls

EXAMPLES: eating, tuning the radio, texting or dialing a cell phone

Distracted Driving:



Cognitive Distraction:

Anything that takes a driver's mind, thoughts or mental attention away from the task of driving

EXAMPLES: anger, anxiety, fatigue, pain or worry

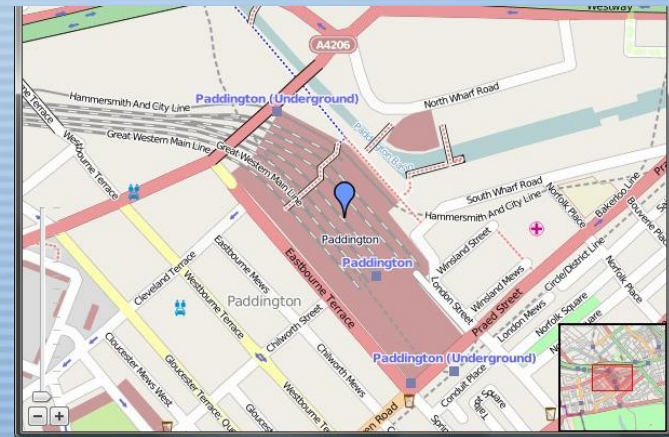
Distracted Driving:

Nearly all crashes in which distracted driving is a contributing factor usually involve a combination of two or all three types of distractions!



Curbing Distractions:

- Adjust mirrors, instrument panel lighting, knobs and dials BEFORE entering the traffic flow
- Know where you are going
- What else can be done?



Curbing Distractions:

- Keep your eyes focused on the road ahead.
- Ensure you keep your hands on the wheel
- Keep your mind on the driving task at hand



Curbing Distractions:

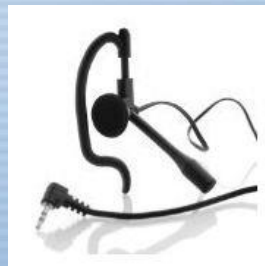
- Perform short, frequent scans of mirrors and instruments, but keep the road ahead as your primary focus
- Limit glances away from the road to less than one second
- SEARCH SEARCH SEARCH



Curbing Distractions:

Cell Phone Use

- 'Hands-free' cell phones that require you to manually dial a number are not substantially safer than 'hand-held' cell phones
- Any cell phone use divides the driver's attention from the driving task



Curbing Distractions:

Cell Phone Use

- Voice-activated systems merely reduce visual and manual distractions, but not cognitive distractions
- Make calls after you arrive at your destination, or before you begin to drive, then turn off your cell phone or let calls go to voice mail while the vehicle is moving

Curbing Distractions:

Cell Phone Use

- NEVER text or email while driving!



Curbing Distracted Driving

Developed in cooperation with:



Remember eyes on the road, hands on the wheel & head in the game (Arrive Safely)



For more information about

www.cvsa.org

www.distraction.gov

www.defeatingdistracteddriving.org

www.teensandtrucks.org