

Distracted Driving

WA State Transportation Commission

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Target Zero Priorities

	2003-2005		2006-2008		2006-2008 vs. 2003-2005	
	Deaths	% of Total Deaths	Deaths	% of Total Deaths	Percent Change in Number of Deaths	
	1,816	100.0%	1,725	100.0%		-5.0%
Priority One						
Alcohol/Drug Impaired Driver-Involved	794	43.7%	828	48.0%		4.3%
Drinking Driver-Involved	706	38.9%	712	41.3%		0.8%
Alcohol Impaired Driver-Involved	557	30.7%	544	31.5%		-2.3%
Drug Impaired Driver-Involved	412	22.7%	474	27.5%		15.0%
Run off the Road*	771	42.5%	722	41.9%		-6.4%
Speeding Involved	707	38.9%	693	40.2%		-2.0%
Priority Two						
Young Drivers 16-25 Involved	714	39.3%	654	37.9%		-8.4%
Drivers 16-20 Involved	362	19.9%	318	18.4%		-12.2%
Drivers 21-25 Involved	381	21.0%	358	20.8%		-6.0%
Unrestrained Passenger Vehicle Occupant	552	30.4%	481	27.9%		-12.9%
Distracted Driver-Involved	478	26.3%	426	24.7%		-10.9%
Intersection Related*	367	20.2%	356	20.6%		-3.0%
Traffic Data Systems	N/A		N/A			

Cell phones and texting: research

- Australia study: cell phones increased crash risk 4.1 times. (2005 British Medical Journal)
- Cell phone use while driving reduced the amount of brain activity associated with driving by 37% (Carnegie Mellon)
- Semi truck drivers texting were 23 times more likely to crash (Virginia Tech, 2009)

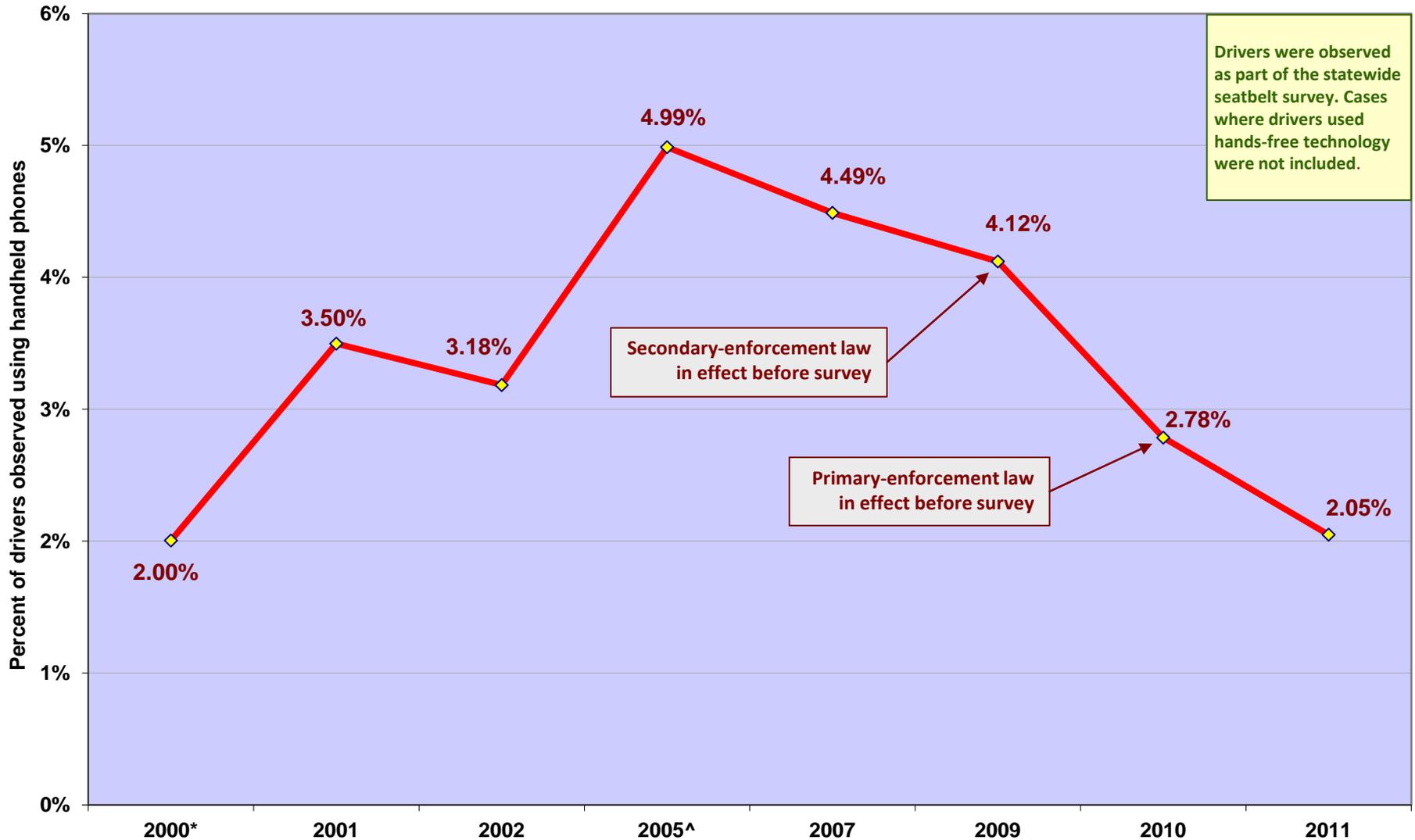
Cell phones:

- Slow reaction time
- Reduce hazard perception (simulator studies)
- Result in more erratic lane positioning & vehicle speeds
- Impair visual tracking (gap judgment, following distance)

Several studies indicate that the risks apply equally to hand held and *hands free* phone use.

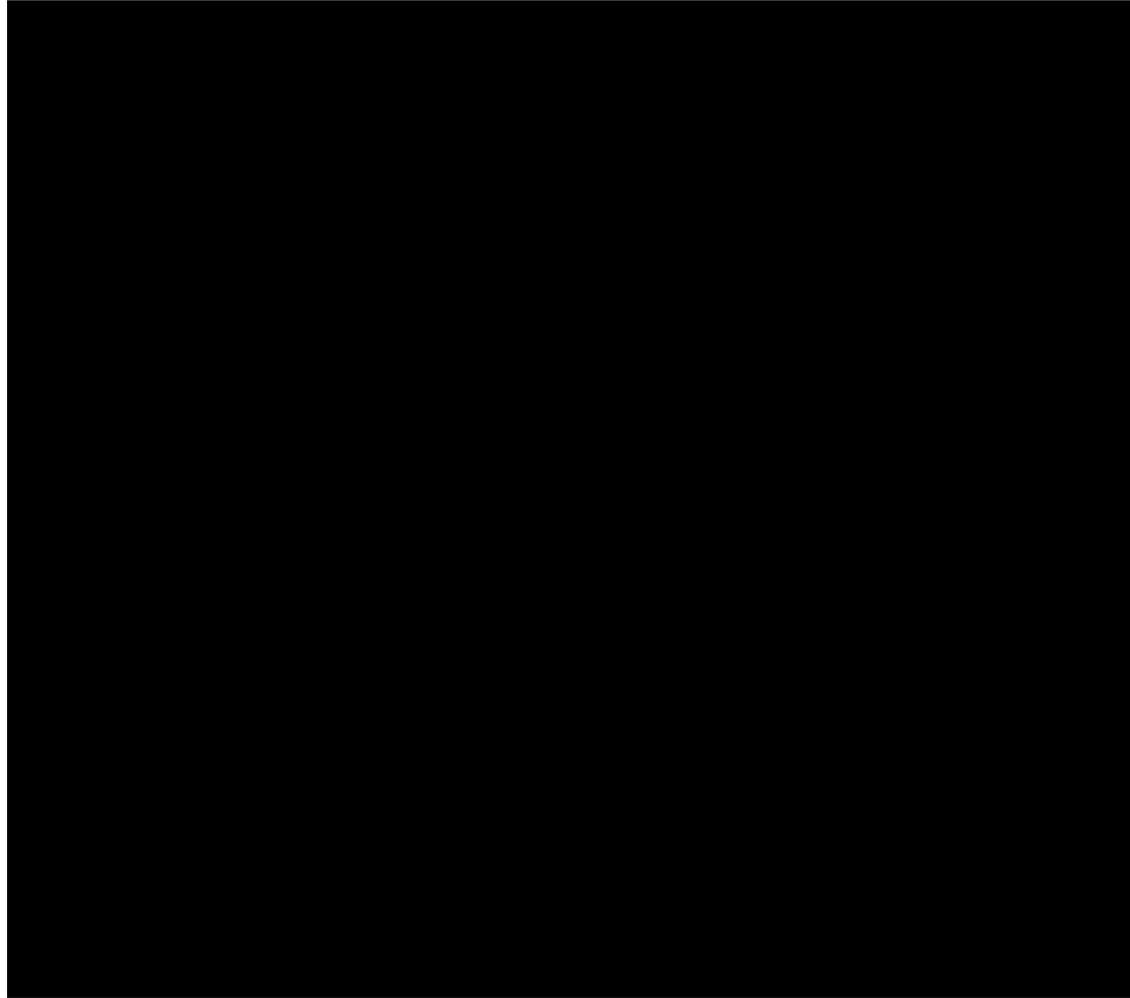
Driver Hand-Held Cell Phone Use in Washington, 2000-2011

Source: WTSC Observed Cell Phone Use Survey



In 2000, the survey was conducted on I-5 only, in 2005 the survey was part of a mini survey sampling

Basketball Awareness Test:

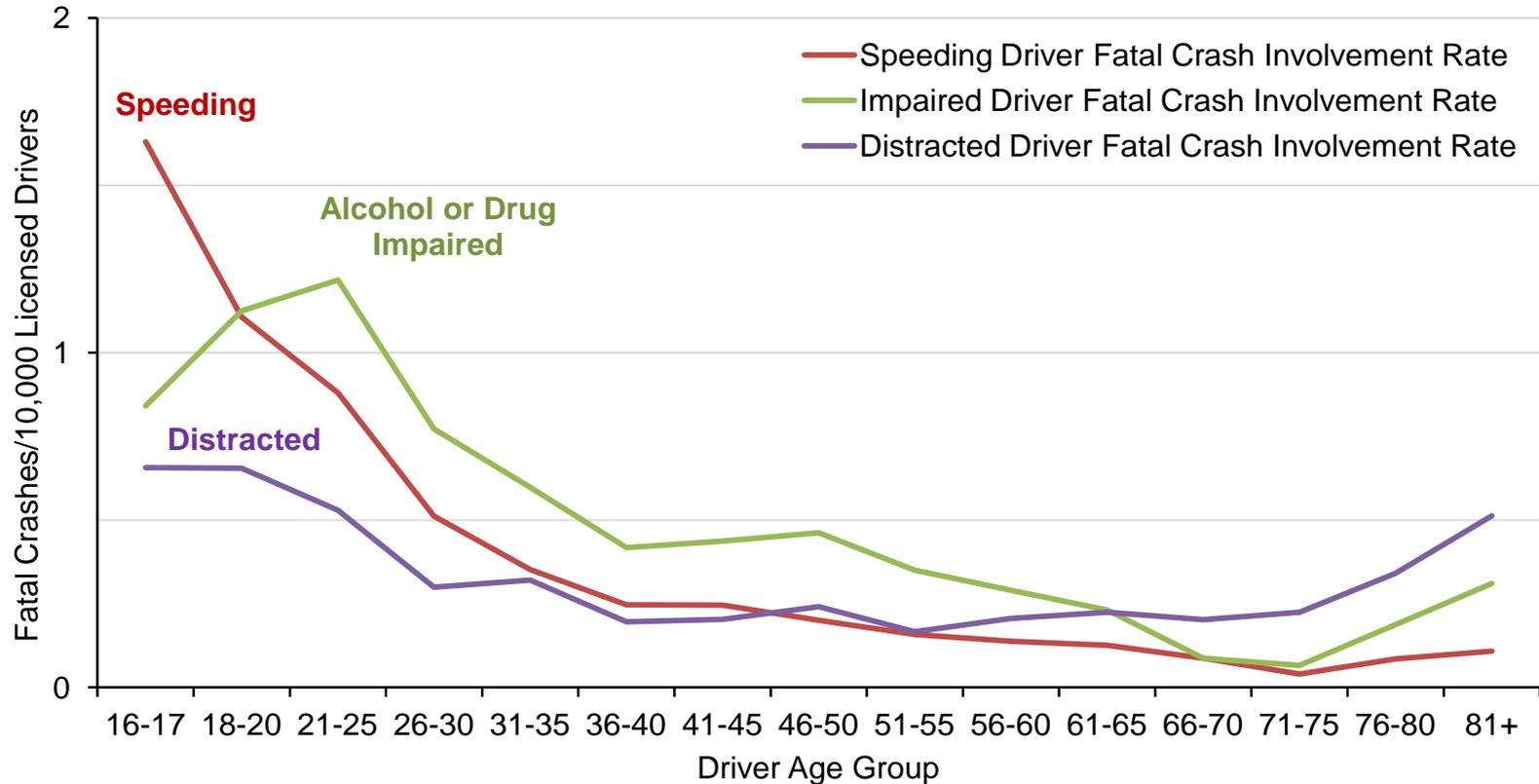


Teens and Traffic Crashes:

- **Traffic crashes are the leading cause of death for teens, killing more teens than cancer, drug use, homicide and suicide combined.**
- **Drivers age 16-25 make up 15% of all drivers but are involved in 38% of all fatal and serious injury collisions (2004-2008 – FARS)**
- **Distraction is one of three major factors involved in teen fatal crashes:**
 - **Speed**
 - **Impairment**
 - **Distraction**

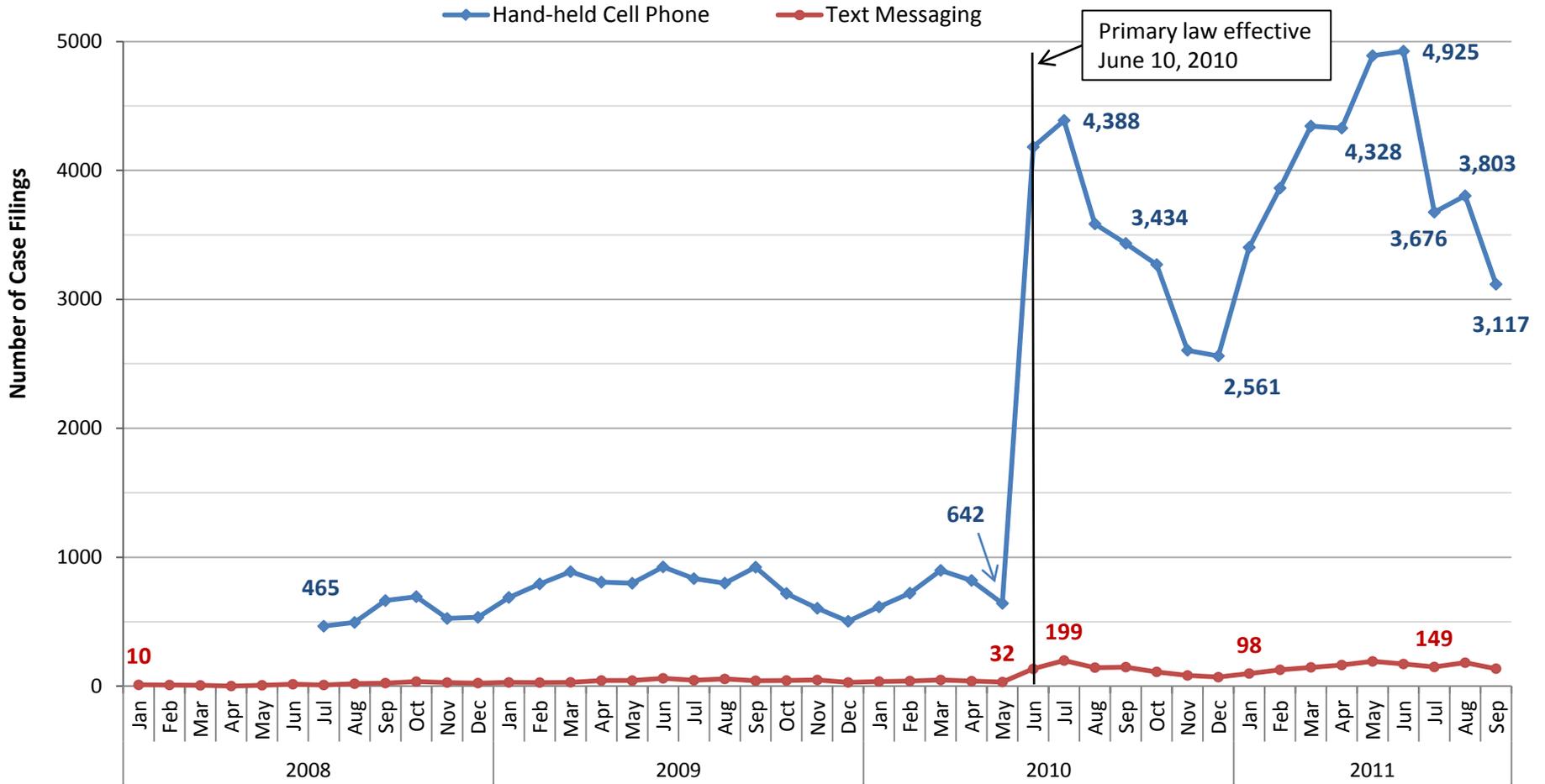


Fatal Crash Involvement Rates by Driver Related Factor and Driver Age Group, WA 2005-2009



Data source: FARS (1/12/2011)

Case Filings for Hand Held Cell Phone Use and Text Messaging While Driving, Washington



Data source: Administrative Offices of the Courts (AOC). Number of cases filed under RCW 46.61.667 (using wireless telecommunications device while driving) and RCW 46.61.668 (sending, reading, or writing a text message while driving) by WSP and local law enforcement. Does not include cases filed in Seattle Municipal Court (SMC).

WTSC – State Farm Partnership

Since August 2009 State Farm has provided \$150,000 for teen distracted driving

- Clear Channel Radio Project
- The \$500 anti-texting grant project



41 --\$500 projects – & growing

Hoquiam High School Project:

- Brochure – 200 copies
- Posters – 25 put up
- Human banner – visible to traffic for 1 hour
- All-school assembly on texting and driving
- Earned media
 - Every radio station 3X (web)
 - Aberdeen Daily world



WANT TO EARN

\$500

FOR YOUR

HIGH SCHOOL CLUB?