Defeating Distraction: Promising Approaches to Legislation and Programs

Jennifer Smith, CEO





IMAGINE THE FUTURE:

Advancing Traffic Safety
through Technology and Innovation



GHSA 2019 Annual Meeting • August 24-28 • Anaheim Marriott • Anaheim, CA

Who are we?



A grassroots non-profit organization dedicated to eliminating the lifelong devastation that results when a loved one is killed or injured in a distracted driving crash. <u>Stopdistractions.org</u> brings together distracted driving victims, victim survivors, foundations and the general public to build awareness and recognition to this reckless behavior.

We are the faces of distracted driving



Jennifer Smith: An advocate against distracted driving since her mother was killed by a person talking on his cell phone while driving in 2008.



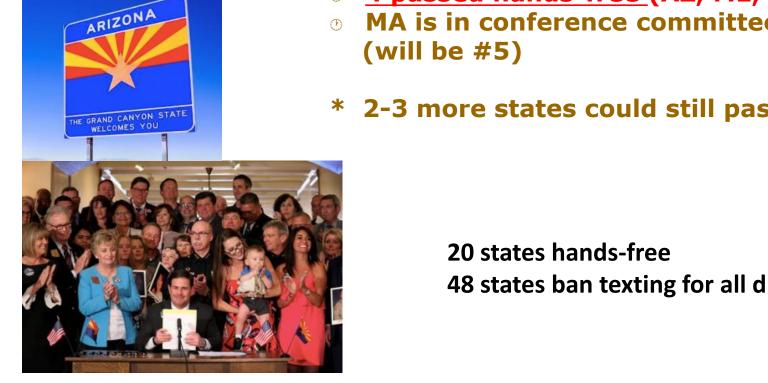
2019 Legislative Overview

35 states to date have introduced DD legislation (total of 94 bills) in 2019; of those

- 34 were upgrades
- 1 would have been the state's 1st law (MT)
- 4 upgraded laws (AR, FL, IL, & VA)
- <u>4 passed hands-free</u> (AZ, ME, MN, & TN)
- MA is in conference committee now (will be #5)
- * 2-3 more states could still pass in 2019

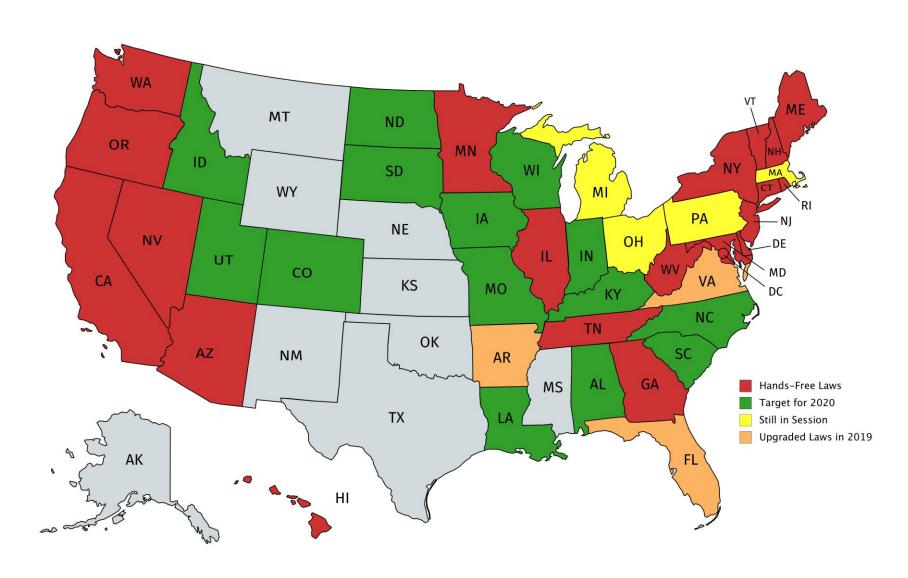
48 states ban texting for all drivers







2019 – 2020 Distracted Driving Legislation



Bloomberg

Public Safety

A Distracted Driving Crackdown Is Coming

"The public is finally at the point where they're fed up. They know this is a massive problem."

By Kyle Stock

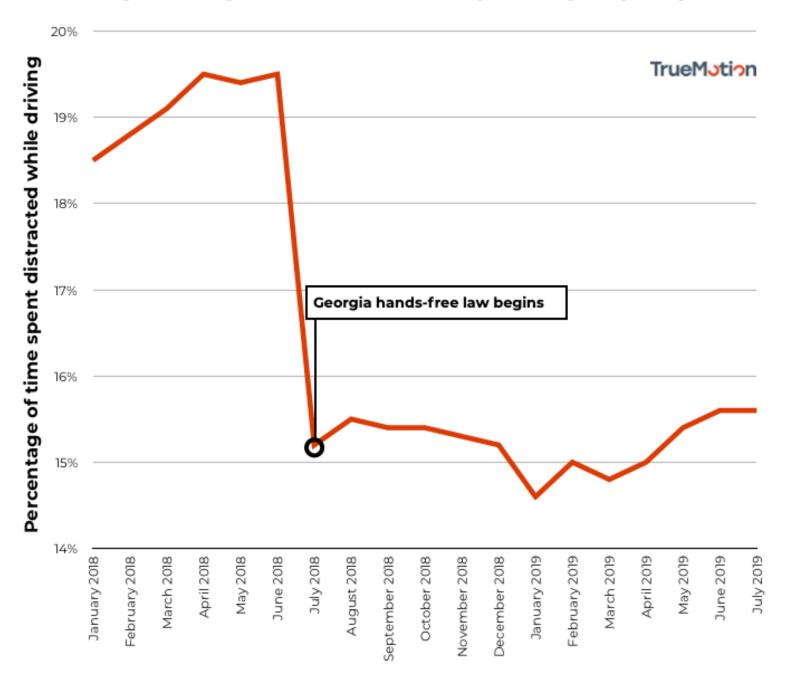
October 22, 2018, 3:00 AM CDT Updated on October 23, 2018, 9:07 AM CDT

Georgia, one of the worst offenders when it comes to smartphone use at the wheel, saw a 22 percent reduction in texting and app use during the first month of its law. There have been <u>128 fewer fatalities</u> in 2018 over 2017, year to date.

The results have been clear. Traffic fatalities in the state declined by 14 percent this year through September. "We're cautiously optimistic," said Captain Derick Durden, a George state trooper. "The law has teeth ... and the compassion period is over; we're going to be aggressively enforcing it now."

Report: GA Hands-Free Law decreases traffic fatalities, insurance claims

DISTRACTED DRIVING IN GEORGIA



Effective Hands-Free Language Criteria

- 1. Driver can not hold or support a wireless device
- 2. Watch a video or motion on a screen. (exception for navigation or for operation of vehicle)
- 3. Can not view, take, or send photos (exception for static background image or gps map on screen only)
- 4. Record, broadcast, or stream video
- 5. Maintain ban on texting and Internet data
- 6. Staggered monetary fines (100, 200, 300)
- 7. Staggered points against driver's license (1,2,3)
- 8. Under 18 novice drivers banned from all use.
- Standard exceptions: law enforcement & emergency services in scope of their duties, to report an emergency, CB or HAM radio operators, GPS use except not to allow for manually entry while driving.

Do not allow use at stop lights or when in traffic. Only when car is legally parked or off road.

No exceptions to hold phone ever., not even for dialing

Use does allow Apple watch – clarifies hands-free use

Does allow music streaming – hands-free use

GPS amendment:

(3) the use of a global positioning or navigation system feature of a mobile electronic device, but does apply to manually entering information into the global positioning or navigation system feature of the device;

Key Points for Support

- Current laws are unenforceable, need expanded language. People don't just "text" anymore
- No organized opposition
- No individual opposition (*exception online)
- Overwhelming public support Polling #'s
- Broad coalitions pushing legislation
- The law will work! Data on reduction in crashes, fatalities, insurance rates, & use (telematics data)

Challenges:

- Civil liberties & personal freedoms
- Study the issue to get it right
- Take baby steps, need time to get there
- Racial profiling
- What about other distractions
- It's an inconvenience for legislators

Overcoming Objections:

- Study Committee, Task Force or Town Hall style events across state
- Home Rule states passing city ordinances (TX, GA, AZ, etc.)
- Media Coverage/ Social Media Campaigns Live stream & share everything
- Public Pressure & Engagement This is a voting issue for citizens now
- Support from Leadership / Governor push bill
- Broad coalitions with connections to influential donors
- Families & Law Enforcement are the face of the campaign

Helpful Tips

- Be ready to negotiate, start fines & penalties higher to negotiate down to give the opposition a
 win
- Know your process, timeline, & crucial dates (committee assignments-chairmen, timeline, deadlines)
- Don't give up!!! Show up & keep it in the media
- Have folks on the ground that can know what is happening in real time to prevent back door meetings and deals
- Have data ready to counter their opposition

** General Distracted Driving Provision included **



Racial Profiling

For Immediate Release

February 5, 2019

Contact:Diondra Musgrave Phone: (571) 989-1540 Email: vlbc10@gmail.com

Virginia Legislative Black Caucus Supports Hands Free Driving Legislation

Bipartisan Bill Support Saving Lives in the Commonwealth

Richmond, VA — The Virginia Legislative Black Caucus (VLBC) announced their support for revised Hands-Free Driving legislation, SB1341 and HB 1811. These bills introduced by Senator Richard Stuart and Delegate Chris Collins aim to reduce the number of vehicular deaths that are a result of distracted driving. VLBC members worked to include amendments that ensure these bills did not excessively impact African Americans.

"We were uncomfortable with the language of last year's bill because with thought it would disproportionately affect African Americans. We're happy with the bill this year because it is an important issue that the Commonwealth needs to fix, and it does so in an effective way without subjective discretion," Delegate Jeff Bourne.

VLBC members emphasized the necessity to support legislation that would prevent loss of lives in the Commonwealth.

Delegate Price stressed, "the amendments made were an essential step to improving this bill. We need to address the lives being lost due to distracted driving in our Commonwealth and give people education and time to comply. We also must acknowledge the possible lack of equitable implementation by allowing for data collection to work both toward safety and accountability. I am glad this collaborative conversation is occurring and am happy to continue our work.

Data tracking amendment:

When a law enforcement officer issues a citation for a violation of this section, the law enforcement officer must record the race and ethnicity of the violator. All law enforcement agencies must maintain such information and report the information to the department in a form and manner determined by the department. Beginning February 1, 2019, the department shall annually report the data collected under this subsection to the Governor, the President of the Senate, and the Speaker of the House of Representatives. The data collected must be reported at least by statewide totals for local law enforcement agencies, state law enforcement agencies, and state university law enforcement agencies. The statewide total for local law enforcement agencies shall combine the data for the county sheriffs and the municipal law enforcement agencies.

Search amendment:

(a) A law enforcement officer shall not search a motor vehicle, driver, or passenger in a motor vehicle solely because of a violation of this Act.

or

(b) A law enforcement officer shall inform a person who is stopped for texting while driving of the person's right to decline a search of his or her wireless communications device.

	FY 2019 Comprehensive Distracted Driving Grant			
	Deficiencies			
State	Does not ban texting as defined by statute ("reading from or manually entering data into a personal wireless communications deviceor engaging in any other form of electronic data retrieval") [23 CFR 1300.24(c)(2)(i)(A); 23 USC 405(e)(2)(A)]	Does not prohibit drivers under 18 or in GDL program from using a personal wireless communications device [23 CFR 1300.24(c)(2)(ii)(A); 23 USC 405(e)(3)(A)]	Does not require primary enforcement of texting law and/or youth law (primary enforcement for both required) [23 CFR 1300.24(c)(2)(i)(B) & (ii)(B); 23 USC 405(e)(2)(B) & (3)(B)]	Does not impose minimum fine of \$25 for violation of texting law or youth law (fine for both required) [23 CFR 1300.24(c)(2)(i)(C) & (ii)(C); 23 USC 405(e)(2)(C) & (3)(C)]
California			Х	Х
Georgia		Х		Х
Hawaii	Х			
Illinois	Х	Х		Х
Indiana	Х			Х
Louisiana	Х	Х	Х	X
New Hampshire	Х			
Ohio	Х	X	Х	X
Rhode Island	Х			
Utah	Х	Х		Х
Washington	Х			Х
West Virginia		Х		
Wisconsin	Х	Х		Х

Fixing America's Surface Transportation (FAST) Act, P.L. 114-94

17 states applied4 states awarded13 states not awarded

House Study Committee on Distracted Driving

Report of the Committee

December 31, 2017



Study Committee Recommendations

Based on our committee's meetings, statistics and data provided, and testimony from involved parties, our Study Committee recommends the State of Georgia implement the following recommendations:

Recommended Change	Discussion	Why Recommended
Enact a "Hands-Free" law in the state of Georgia.	Prevents Georgia drivers from having physical contact with their mobile phones or other telecommunications equipment, including all mobile phones, tablets, iPads, etc. Also need to create restrictions on use of smart watches. As of December 2017, 15 other U.S. states have a "Hands-Free" law in effect.	The main benefit of this option is enforceability. Law enforcement officials from across the state have made it clear that the current law is unenforceable, as public safety officers can not determine whether someone is texting or merely dialing a telephone number. In addition, this solution is simple and has been effective in other states. Also, based on input from public safety officials and other states' updated laws, we also recommend allowing Georgia drivers to touch or "swipe" their mobile phone once for dialing / receiving a call and once more for ending a call. Public safety officials have informed us that this is still easily enforceable.
Increase the fine along a staggered scale from \$150, up to \$1,000 for serious, repeat of fenders.	The current fine for a distracted driving citation is \$150. In addition, we want to enable local courts to scale the fine to the seriousness of the offense (i.e., while both actions are hazardous to public safety, holding a phone while stationary or moving slowly could be argued to be less serious than accessing social media and other similar Internet data applications while driving at much higher speeds).	When compared to Georgia's statutory fines for driving under the influence, as well as other states' fines for texting and driving, this figure is rather low.

Recommended Change	Discussion	Why Recommended
Increase the penalty along a staggered scale to 2 points and up to 4 points for serious, repeat offenders.	The current license penalty for a distracted driving citation is only one point. In addition, we want to enable local courts to scale the penalty to the seriousness of the offense (see above).	When compared to Georgia's statutory penalties for driving under the influence, as well as other states' fines for texting and driving, this figure is rather low, particularly given that 15 points are accumulated before suspending a Georgia driver's license.
Collapse the three state statutes concerning distracted driving into one, clear statute.	Because a citation could possibly fall one, two, or all three, this causes confusion with regards to which statute(s) in OCGA 40-6-241 govern an offense, and a lack of consistency with regards to fines / penalties.	We believe collapsing these laws will provide more clarity to both law enforcement and the courts going forward.
Promote continued education and culture change.	We recommend continued and expanded distracted driving and related seminars (i.e. Life Changing Experiences, Teen Victim Impact Program, crash survivors as speakers, etc.) to educate Georgia's drivers, particularly young adults. Overall, we would like to see distracted driving become as culturally unacceptable as drunk driving.	We recognize that this culture change will take time to develop. However, given the long-term benefits of safety and saved lives, we believe such an initiative is very worthwhile.

Other Potential Solutions and Why Not Proposed

Option	Description	Why Not Recommended
Require technological applications / solutions on smartphones and other devices.	There are numerous smartphone applications that could potentially reduce distractions while driving. As of 2017, these include LifeSaver, AT&T's DriveMode, TrueMotion Family, Mojo, etc. Each of these applications has various benefits including the ability to block text messages / calls, and track vehicle speed and locations, etc.	We appreciate these technological advances, but the overall issue of distracted driving is human behavior, not technology. This applies to any distraction, not just mobile phones. Since a driver's actions / behavior would be required to download, install, and activate an application (and not disable it), our study committee does not believe this would be an effective alternative.
Completely ban the usage of mobile devices by drivers.	This proposal has previously been made by the National Safety Council and other public safety advocacy groups.	Though likely effective, we believe this solution is not realistic or viable. In addition, it is the study committee's understanding that the National Safety Council is no longer actively advocating this solution. It is also worth noting that not a single U.S. state completely bans the use of a mobile phone by a driver.
Maintain "status quo."	Do not address this issue, legislatively, administratively, or otherwise.	Given our state's increases in vehicle crashes, fatalities, and auto insurance premiums, this would not be the best solution for the safety and well-being of Georgia drivers.

REDUCTION IN FATALITIES PER 100 MVMT (MILLION VEHICLE MILES TRAVELLED)

Fatality rate increase/ decrease %:

State	Approx. year of law's passage	From year before passage to 2 years after
California	2008	-31.1%
Connecticut	2005	-1.1%
Delaware	2010	-3.1%
District of Columbia	2004	-45.5%
Hawaii	2013	-27.4%
Illinois	2014	7.4%
Maryland	2010	-9.1%
Nevada	2011	-6.9%
New Hampshire	2015	n/a
New Jersey	2007	-21.6%
New York	2001	-1.8%
Oregon	2017	n/a
Vermont	2014	-13.4%
Washington	2007	-22.3%
West Virginia	2013	-23.3%
Average		-15.3%

Source: National Highway Traffic Safety Administration (NHTSA). Fatality Analysis Reporting System (FARS)

Highlighted results indicate a more than 20% statistical decrease in fatality rates over the period.

12 № 15

States and the District of Columbia experienced a decrease in fatality rates

within two years after their handsfree law passed, while two other states [New Hampshire and Oregon) do not have sufficient data to report.



Six of these states <u>and</u> the District of Columbia saw a greater than 20% decrease in fatality rates.



TASK FORCE REPORT & RECOMMENDATIONS

Ohio Distracted Driving Task Force

Prepared for Governor Mike DeWine



Recommended Change	Discussion	Why Recommend
Conduct a survey of local and state law enforcement officers to document the challenges of enforcing Ohio's distracted driving laws.	Distracted driving laws wan't reduce crashes unless they are enforced. If afficers don't want to enforce laws as if they're unable to enforce laws as they're written, then Ohio will not see a decline in distraction-related crashes.	Ohio needs low enforcement feedback and support to make distracted driving lows enforceable and effective in reducing crashes. Underway - ODOT contracted with OSU to conduct the survey in January 2019. The Ohio State Highway Patrd, Buckeye Sheriffs and Chiefs of Police will salicit responses from their members. This information will be provided to the Governor and Ohio Legislature to inform decision making.
Research what role the built environment, legislation and Driver Education play in the frequency and severity of distracted driving crashes.	The Risk Institute at The Ohio State University conducted research in 2018 that showed distracted driving crashes in Ohio tend to be higher in certain road environments.	Underway - ODOT is contracting with The Risk Institute to conduct additional research in 2019. This research will expand an previous efforts by: 1) Comparing Ohio data to other states, and 2) Determining what role legislation and driver education curriculum has on the frequency and severity of crashes in other states.

20



EDUCATION

Recommended Change	Discussion	Why Recommend
Dedicate funding to publicize and enforce a distracted driving law.	Activities would include annual enforcement/media compaigns and the distribution of educational materials and other initiatives.	Changes in driver behavior have proven to be associated with the enactment of effective lows and their enforcement. Handheld use decreased up to 34% in states that utilized high-veitality enforcement and education compaigns following mobile phane bans (NHTSA).
Post signs and distribute educational materials at points of entry to the state. This includes at state borders, airports and where people rent vehicles.	This is typically done when important driving lows are passed to inform drivers of the changes and to warn drivers from other states.	Signage will be needed to educate Objects, as well as visitors traveling in and through the state.
Convene a summit or roundtable each year to evaluate distracted driving in Ohio.	Virginia has held annual summits since 2013. The day and ahalf events include national experts, break-out sessions, and exhibits for hundreds of attendees. The problem is exemined from the perspectives of advacacy, enforcement, company policies, education and rese or ch.	The summit or roundtable is needed to 1) Review progress on the recommendations in this report, 2) Evaluate the success of recommended actions, and 3) Identify additional actions that have been successful also where that could be applied in Ohio. A report would be submitted to the Governor and Ohio Legislature following each event.



Recommended Change	Discussion	Why Recommend
Identify and implement ways to promote continued education and culture change.	Overall, we would like to see distracted driving became as authurally unacceptable as drunk driving. We recognize this culture change will take time to develop. However, given the long term benefits of safety and saved lives, we believe such an initiative is worthwhile.	Underway - ODOT contracted with The Ohio State University (OSU) in January 2019 to conduct all iterature review of social and cognitive science, and public health research to identify best practices for distracted driving communication. OSU will then develop and test distracted driving messages to identify which messages have the largest impact on driver perceptions, attitudes and behavior. This information can be used in the future to develop a coordinated statewide educational compaign. This should include a focus on early education. Studies have shown that children who are taught traffic safety such as seat belt use in public schools can influence family behavior. A statewide compaign must also target parents. Studies have shown that teems are more likely to drive distracted if a parent drives distracted.

RECOMMENDATIONS

Based on the task force's meetings, statistics and other data provided by our members, this task force is recommending the following actions. This includes asking Governor Mike De Wine to convene a state wide roundtable in 2019 with key stakeholders and Ohio leaders, including members of the Ohio General Assembly, to consider these recommendations and other ideas to prevent distracted driving crashes in our state.



Recommended Change	Discussion	Why Recommend
Enact a strong Distracted Driving Policy for all state employees.	Studies have shown that people with workplace rules, such as drinking and driving or sect belt use, are more likely to model those behaviors off the clock too.	The State of Ohio should lead by example by adopting strong policies that prohibit distractions, especially hand-held or hands-free mobile devices. These distractions cause crashes and increase on employer's health care costs and risks of liability. Froffic arashes are a major contributor to health care costs, a substantial budget item for most employers.
Include the distracted driving laws in the ODPS "Digest of Ohio Motor Vehide Laws."	The last three editions of the digest did not include HB 99 passed in 2012. Since then, Ohio has passed a second law, HB 95.	Novice drivers need to understand that distracted driving is against the law. Including the law in the digest signifies its importance and ensures that the law will be tought as part of Ohio's Driver Training Program.
Work with the State Board of Education to add distracted driving to the Health Curriculum in Ohio High Schools.	The Grate Board of Education and schools are reluctort to add content to the state required curriculum.	Yet, in affic crashes are the number one cause of unintentional death by injury for teems and young adults. Distracted driving should be required to aching for the health of Ohio students and the road users around them. It will help Ohioans develop safe driving habits that will continue into adulthood.
Increase the amount of time and content dedicated to distracted driving in Ohio's Driver Education curriculum.	In addition to modeling good driving etiquete and providing experienced instruction, driving schools reinforce sofe driving practices.	Young drivers (15-24) have the highest rate of crashes among any age group. Ohio needs to reinforce the dangers to young drivers and build safe driving practices that will continue into adulthood.



Recommended Change	Discussion	Why Recommend
Enact one "Hands-Free" law with primary enforcement in the state of Ohio.	Prevents Ohio drivers from having physical contact with their mobile phones or other telecommunications equipment, including all mobile phones, tablets, Pads, smart watches, etc. The types of distractions must be clearly defined. As of December 2018, 15 states and the District of Columbia have a primary "hands free" law.	The main benefit of this option is enforce ability. Law enforcement afficials from across the state have made it dear that having two laws is more difficult to enforce than ane law that dearly defines the distractions that are prohibited under the law. Hands free laws also make it easier for officers to see if a driver is distracted by a phone or other handsheld dievice.
Increase the fines, points and penalties for distracted driving.	The current fine for a distracted driving citation is \$1.50. There are currently no points assigned to drivers alder than 18.	When compared to Ohio's statutory fines and points for driving under the influence, as well as other states' fines for distracted driving, this figure is too low to deter the behavior.
Increase the penalty for harm caused.	Under current low the penalty range is the same whether a distracted driver causes no harm, damages property, causes mild injury or serious injury (which is defined in ORC), or loth someone. This drastically reduces both the determine effect of penalties and the justice afforcised the victim(s).	Drunk driving lows build this into the low from the start by making the affense an F3 or F2 depending an whether serious injury or death results. Statutes relating to financial sanctions for the benefit of victims distinguish among degrees of harm. At least 10 status (AL, AR, CO, LA, MD, NI, OK, OR, PA, TX) and Washington, D.C. have this provision as part of their distracted driving lows.



Did you know?

According to a recent poll, nearly 80% of North Carolinians feel that distracted driving is such a significant issue that the legislature needs to pass a law to rein it in.

82.1% support a law that would only allow drivers to use mobile devices in a hands-free manner.

If passed, HB 144 would:

A driver under the age of 18 would be prohibited from using a wireless communication device altogether, except to follow a route on a navigation system, as long as the address information was entered prior to operating the vehicle, or in an emergency situation.



Prohibited conduct for everyone else

All other drivers would be prohibited from doing any of the following with a wireless communication device:

- Holding the device in the driver's hand.
- Physically supporting the device with the driver's body.
- Watching a video or communicating by video.

The prohibitions on use of a wireless communication device would not apply to anyone in an emergency situation when communicating to get assistance, including:



- Law enforcement officer
- Fire department
- Operator of an ambulance
- First responder
- Utility or communications service employee when using the device as part of official duties
- An amateur radio operator responding to an emergency situation

Vote YES on HB 144 Let's make NC Hands-Free!

Let's work to reduce distracted driving, making North Carolina roads safer and saving lives.



#HandsFreeNorthCarolin

What does HB 229 or "Hands-Free Louisiana" mean for you?

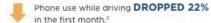
The Hands-Free Bill will reduce crashes and save lives

How will it work?

This bill will prohibit drivers from holding their phone in their hands while driving.

Georgia passed a hands-free law in July 2018:







In 12 states traffic fatalities DECREASED 16% within 2 years of passing handheld bans.4

What are the fines?

1st violation	\$200
2nd violation	\$400
3rd violation or subsequent	\$500 + possible 60 day license suspension

Is GPS use allowed?

Yes, you may use GPS while driving.

However, you can not watch, record, or broadcast video such as YouTube. Netflix, or video chat.





on **HB 229**

It doesn't cost constituents any additional \$\$\$

Any smartphone can work with voice activation for free. (Apple - Siri, Android - FREE apps to download to work with voice tech, Google

Currently, over 90% of the population own a smartphone.

If a mount is needed those can be found online for very low price \$5 and under.

SOURCES: 1, Robert Hartwig, Ph.D., CPCU Clinical Associate Professor of Finance, Risk Management & Insurance Daria Moore School of Business University of South Carolina via: Georgia Department of Transportation

- 2. TrueMotion Telematics Georgia State Patrol
- 4. 16% is the average decrease. Georgia Study Committee Report/NHTSA data

Vote YES on HB 229

Now is the time to make Louisiana Hands-Free



Polling - Arizona

A bill has been proposed in the Arizona State Legislature that would prohibit a driver from holding and operating a portable wireless communication device for activities such as phone calls and texting while the vehicle is in motion. Drivers would be permitted to operate their communication device through any type of blue tooth device that allows for voice-based communication. Exceptions for handheld use are made in the case where the vehicle is stopped at a traffic light or if the driver is reporting an illegal activity or summoning help. Exceptions are also made for certain individuals working in their professional capacity including public safety. Violators would be guilty of a petty offense and subject to a fine between \$75 and \$149 for the first offense and between \$150 and \$250 for each subsequent offense.

Knowing just what you know right now, do you support or oppose this proposal? [Definitely/Probably Yes/No]

64.8% Definitely Support

21.3% Probably Support

3.8% Probably Oppose

8.5% Definitely Oppose

1.8% Don't Know/Refused

GOP: 84.4% Support

Dem: 89.1% Support

PND: 82.5% Support

IND: 90.6% Support

Tennessee

Would you support or oppose enacting a "hands-free" law that would prohibit holding a phone to talk or text while driving?

	Support	Oppose	<u> Undecided</u>
Statewide	91%	6%	3%
Democrat	93%	5%	2%
Republican	89%	7%	4%
Independent	91%	6%	3%

- Roll-out & implementation
- Continued education & enforcement
- Track data
- Know this is not an overnight fix!!!



We must continue to educate & enforce in order to change behavior that has become as pervasive as distracted driving.





The number of accidents involving cell phones last month, when the law went into effect, was 27 percent lower than a year ago.

Troopers pull over 100+ drivers on 1st day of hands-free law

By: Rikki Klaus

Updated: Jul 2, 2018 - 7:23 PM





"In the month of July, we saw a 25 percent crash decrease, which is obviously what we want," he said.

Currently 98% awareness of the law in Georgia



POLITICS.MYAJC.COM

Advocates for Georgia distracted driving bill taking no chances Safety experts say eyes on screens is a big reason Georgia traffic...



SAVANNAHNOW.COM

Editorial: Pending law to put driver focus back on the road Put down the smartphone and drive. We've all thought it or said it to...



Two Cobb cities hold-off enacting ordinances to ban drivers using hand | Atlanta: News, Weather and Traffic









Georgia Senate passes distracted driving bill

House Bill 673 now returns to the House of Representatives, which...











Modified 'hands-free' cell phone bill heads back to House





















#HandsFreeFlorida

Thank you

Jennifer Smith

Email: jsmith@stopdistractions.org

Phone: 708-334-3058

www.StopDistractions.org

- @distractionadv
- @stopdistractions.org

