Focused Driving at Work

Developing distracted driving policies in the workplace

Presenter
Organization
Meeting Name
Date
THE GOOD NEWS

93%
WHY THE WORKPLACE?

Safety starts at work . . . and travels home.
WHAT MOTIVATES AN EMPLOYER?
IMPACTS: SAFETY

SAFETY
WORKPLACE HAZARDS

Motor vehicle crashes: 1600
Assaults: 832
Incidents involving objects or equipment: 738
Falls: 646

Source: National Safety Council
IMPACTS: PRODUCTIVITY

SAFETY

PRODUCTIVITY
IMPACTS: REPUTATION

SAFETY

PRODUCTIVITY

REPUTATION
MOST PEOPLE THINK DISTRACTED DRIVING IS A SERIOUS THREAT

80% talking while driving

96% texting while driving
WORKPLACE HAZARDS

$16.1 MILLION
For a salesperson talking on a cell phone en route to a sales appointment

$21 MILLION
For a driver talking on a hands-free set according to her company policy

$24.7 MILLION
For a tractor-trailer driver checking text messages

Source: National Safety Council
WHAT WE’RE DOING

DriveFocusedAtWork.com
STEP 1
Understand Distracted Driving in Your Workplace

STEP 2
Establish Workplace Expectations

STEP 3
Educate Employees About Distracted Driving and Workplace Expectations

STEP 4
Grow a Culture of Safety
STEP 1 – UNDERSTANDING DISTRACTED DRIVING

**STEP 1**

**Tool 1A**

Workplace Survey on Distracted Driving

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**Table 1**

<table>
<thead>
<tr>
<th>Thinking back over the past 30 days, when driving FOR WORK, have you done the following WHILE THE VEHICLE WAS MOVING?</th>
<th>Never/Rarely</th>
<th>Sometimes</th>
<th>Often/Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Held a conversation on a cell phone while holding it in your hand</td>
<td>78%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Held a conversation on a cell phone without holding it (‘hands free’)</td>
<td>13%</td>
<td>42%</td>
<td>40%</td>
</tr>
<tr>
<td>Typed or read on a cell phone</td>
<td>72%</td>
<td>28%</td>
<td>0%</td>
</tr>
<tr>
<td>Adjusted navigation system (on a phone or built into the vehicle)</td>
<td>22%</td>
<td>63%</td>
<td>15%</td>
</tr>
<tr>
<td>Adjusted the radio, sound system, or vehicle devices</td>
<td>10%</td>
<td>68%</td>
<td>22%</td>
</tr>
<tr>
<td>Reached for an object in the vehicle</td>
<td>7%</td>
<td>73%</td>
<td>9%</td>
</tr>
<tr>
<td>Held a conversation with a passenger in the vehicle</td>
<td>29%</td>
<td>43%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Research has proven that engaging in conversations on a cell phone (hand held or hands free) or even with other passengers while driving increases the risk of a crash. Furthermore, adjusting navigation systems, the radio, or other vehicle devices as well as reaching for an object while the vehicle is moving are all dangerous.

It should be pointed out that many employees are making safe decisions. For example, most employees do not regularly (i.e. often or always) engage in distracting behavior. However, many employees have misperceptions about what other employees are doing. For example:

- 78% never or rarely had a conversation on a cell phone while holding it (hands free).
- 65% of employees thought that MOST employees engage in “hands-free” cell phone conversations while driving.

However, two-thirds (66%) of employees thought that MOST employees do regularly type or read on cell phones while driving.

Correcting misperceptions about what most employees do will be an important component of growing safer behaviors. Leaders, managers, and supervisors can reinforce and grow safer decisions by regularly reminding employees about the safe choices that most employees are making.
STEP 2 – ESTABLISH WORKPLACE EXPECTATIONS

Draft Sample Policy

This policy is intended to reduce the risk of distracted driving crashes while using state-issued personal electronic devices or driving state vehicles, and to clarify expectations that employees should focus on driving, not working, when they are behind the wheel.

Definitions

Driving — To operate a motor vehicle on a public roadway, including while temporarily stationary because of traffic, traffic control device, or other momentary delays. “Driving” does not include when the driver has parked the vehicle over to the side of or off, an active roadway and has stopped in a location where the vehicle can safely remain stationary.

Hand-held or hands-free cell phone use — (1) Talking on a cell phone. (2) Using your hand or finger to compose, send, read, view, access, browser, transmit, save, or retrieve email, text messages, instant messages, photographs, or other electronic data. (3) Watching videos.

Personal electronic device — Any portable electronic device that is capable of wireless communication or electronic data retrieval and is not manufactured primarily for hands-free use in a motor vehicle. “Personal electronic device” includes, but is not limited to, a cell phone, tablet, laptop, two-way messaging device, or electronic game.

It is the policy of the WTSC to promote employee safety; therefore, when conducting state business, employees shall not use hand-held or hands-free personal electronic devices while driving — whether the vehicle is in motion or stopped in traffic. This applies whether the employee is using a state vehicle or a privately-owned vehicle and whether the employee is using a state-issued or personally-owned electronic device.

Employees shall ensure that secondary tasks, such as eating, drinking, or grooming do not cause unsafe driving.

The WTSC does not require or expect employees to conduct work while driving. This includes responding to or initiating messages, e-mails, or phone calls, or participating on conference calls.

While driving on work-related business, employees are expected to focus their full attention on the task of driving.

All hand-held or hands-free personal electronic device use is prohibited, except that an employee may use navigation, music, or other non-interactive apps as long as the use of these apps is initiated or updated while the vehicle is parked.

If a driver needs to use their electronic device, they must pull over to the side of or off, an active roadway and to a location where the vehicle can safely remain stationary. The shoulder of the freeway is not considered a safe location.

Electronic signature by each employee is required.
STEP 3 – EDUCATE EMPLOYEES

STEP 3
Tool 3B
Policy Education Outline & Teaching Plan

Workshop Outline

<table>
<thead>
<tr>
<th>Topic and Purpose / Time</th>
<th>Instructor Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-Up</td>
<td>Before session:</td>
</tr>
<tr>
<td></td>
<td>Write operation summary on white board.</td>
</tr>
<tr>
<td></td>
<td>Set up computer and projector to present PowerPoint slides.</td>
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<tr>
<td></td>
<td>Have copies of policy and documents.</td>
</tr>
<tr>
<td>Welcome &amp; Introductions</td>
<td>Slide 1: Welcome!</td>
</tr>
<tr>
<td></td>
<td>Thank everyone for participating.</td>
</tr>
<tr>
<td></td>
<td>Slide 2: Why are we addressing distracted driving? We need your support to shift towards a culture of safe, responsible driving at work and throughout our communities. Completing existing laws and regulations is essential, but our goal is to achieve higher levels of safety by going beyond compliance to commitment—a commitment to safety for our own self and others.</td>
</tr>
<tr>
<td></td>
<td>Slide 3: Distracted driving is...</td>
</tr>
<tr>
<td></td>
<td>Slide 4: Definition of Distracted Driving</td>
</tr>
<tr>
<td></td>
<td>Slide 5: Introduction to Distracted Driving</td>
</tr>
<tr>
<td>Introduce the New Policy</td>
<td>HANDOUT: Hand out a copy of the workplace policy to each person.</td>
</tr>
<tr>
<td></td>
<td>Slide 6: Graphic of Workplace Impacts (Corresponding with worksheet).</td>
</tr>
<tr>
<td>Share &amp; Discuss the Policy</td>
<td>The 3 priorities include:</td>
</tr>
<tr>
<td></td>
<td>- Employees never drive distracted (posts, text, passengers, etc.).</td>
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<tr>
<td></td>
<td>- Speed limits: 0 km/h (or with a driver who is distracted).</td>
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<tr>
<td></td>
<td>- Employees should encourage colleagues, friends, and family to drive distraction-free.</td>
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<tr>
<td></td>
<td>Be prepared to share information on:</td>
</tr>
<tr>
<td></td>
<td>- Implementation timeline (When does it start and when will it go into effect).</td>
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<tr>
<td></td>
<td>- Enforcement (who will be enforcing the policy).</td>
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<td></td>
<td>- Feedback (what would managers or workers like to receive feedback on the policy once it is in place).</td>
</tr>
<tr>
<td></td>
<td>- Manage supervision commitment to not expect employees to be accountable when someone is driving or engaging employees to participate in roadside conferences while they are driving.</td>
</tr>
<tr>
<td></td>
<td>HANDOUT: Hand out a copy of &quot;Policy Impact&quot; worksheet.</td>
</tr>
<tr>
<td>Consider Policy Impacts</td>
<td>Slide 6: Graphic of Workplace Impacts (Corresponding with worksheet).</td>
</tr>
</tbody>
</table>
STEP 4 – GROW A CULTURE OF SAFETY

STEP 4
Tool 4A
Applying the Policy in Your Setting

Examples:

- **What I see:**
  - You are a passenger in a vehicle, and the driver reaches for their mobile phone.

- **What I say:**
  - Let me help you look for a spot to pull over. It will only take a moment to find a safe place, and then you can make the call, so you don’t have to talk while you are driving.

- **What I see:**
  - Your manager mentions that she is going to review a report on her commute, since she always gets stuck in stop-and-go traffic between work and home.

- **What I say:**
  - That report isn’t nearly as important as getting home safely. Please leave it for later and take a few minutes to review it in the morning.

- **What I see:**
  - Your coworker joins a conference call from his mobile phone while he is driving.

- **What I say:**
  - Your input is important, but not as important as your safety. Why don't you hang up and call back in when you arrive? Or, I’ll take notes, and we will review them when you’re back in the office.
DEPLOYMENT – TZM NETWORK

Region 1
Clallam & Jefferson Counties
Adam Lee, Target Zero Manager
Contact

Region 4
Thurston County
Dale Tenneson, Target Zero Manager
Contact

Region 7
King County (North)
Monte A. Lee, Target Zero Manager
Contact

Region 10
Skagit County
Michael M. Rourke, Target Zero Manager
Contact

Region 13
Kitsap & Whatcom Counties
Richie J. Larson, Target Zero Manager
Contact

Region 16
Pend Oreille, Stevens, Spokane & Whitman Counties
John C. DeWitt, Target Zero Manager
Contact

Region 2
Clallam, Whatcom & Skagit Counties
Gailann Burke, Target Zero Manager
Contact

Region 5
Pierce County
VACANT

Region 8
Skagit County (South)
Tracy Lowery, Target Zero Manager
Contact

Region 11
Skagit & Whatcom Counties
Ross L. Quick, Target Zero Manager
Contact

Region 14
Okanogan & Chelan Counties
Jim Connell, Target Zero Manager
Contact

Region 15
Adams, Ferry, Grant & Lincoln Counties
VACANT

CONTACT YOUR TARGET ZERO MANAGER
DEPLOYMENT - PARTNERSHIPS
Washington Traffic Safety Commissioners

Governor Jay Inslee
Commission Chair

Roger Millar
Department of Transportation

Chief John Batiste
Washington State Patrol

Teresa Berntsen
Department of Licensing

Umair Shah
Department of Health

George A. Steele
Judicial Representative

Chris Reykdal
Superintendent of Public Instruction

Sue Birch
Health Care Authority

Sam Low
Washington State Association of Counties

Brandi Peetz
Association of Washington Cities
Questions
Thank You

Presenter
Organization
Meeting Name
Date