



Department of  
**Safety &  
Homeland Security**

# **Tennessee Distracted Driving Enforcement Bus Tours:** *Planning & Execution*

# Brief Overview

## Tennessee Distracted-Driving Enforcement Bus Tours

- Started in 2017 with TN Highway Patrol, TN Highway Safety Office, and local law enforcement agencies
- Used THP marked bus to travel statewide during the first week of April
- Memphis > Nashville > Chattanooga > Knoxville
- Now, THSO plans multiple bus tours in multiple locations on the first day of April, which is **National Distracted Driving Awareness Month**
- “Operation Incognito” = 2018-2019
- “Operation Hands Free TN” = 2020 – Now









# Who?

## Who should be involved?

- Law enforcement: state troopers, county sheriff's office, and city police sharing the jurisdiction
- Utilize LELs to secure participation
- Press event speakers:
  - HSO leadership, NHTSA, law enforcement, medical professionals, victim impact speaker, legislators, local mayors, non-profit organizations, insurance partners, etc.



# What?

## What vehicle support do you need?

- Passenger vehicle to host law enforcement, media, and staff/partners invited as guests
- Private bus = 50 seats (ex: Grayline)
- Transit bus = 35 seats (local transit authority)
- Van = 10–15 seats (local agency partner)
- Motorcycle units
- Marked and unmarked patrol vehicles





# What?

## What media/promotional support do you need?

- Display banners (press events, welcome centers)
- “Hands Free” educational flyers with laws (for officers give to drivers at traffic stops)
- Highway message boards with “Hands Free TN”
- Press release and social media graphics
- Paid media advertising
- Website landing page: [www.handsfreetn.com](http://www.handsfreetn.com)
- Collaborate with other state departments and partners to share your message
- Utilize local agency PIOs to help spread information
- Utilize sponsors for t-shirts and promo items (ex: AAA)



The Hands Free Tennessee campaign educates the public about the state's new "Hands Free Law," known as **Public Chapter No. 412**. This new law requires drivers to put down their phones and focus on the road.

### **WHAT IS** the Tennessee Hands Free Law? **PC0412** makes it illegal for a driver to:

- (a) hold a cellphone or mobile device with any part of their body,
- (b) write, send, or read any text-based communication,
- (c) reach for a cellphone or mobile device in a manner that requires the driver to no longer be in a seated driving position or properly restrained by a seat belt,

# Where?

## Where can you host a bus tour?

- Major cities: Nashville, Memphis, Chattanooga, Knoxville, and Tri-Cities (4 major TN regions)
- Kick-off locations: Welcome Centers, THP district headquarters, local police departments, major venue (Nashville Sounds Stadium)
- Pick a location near your designated route to easily enter/exit the highway

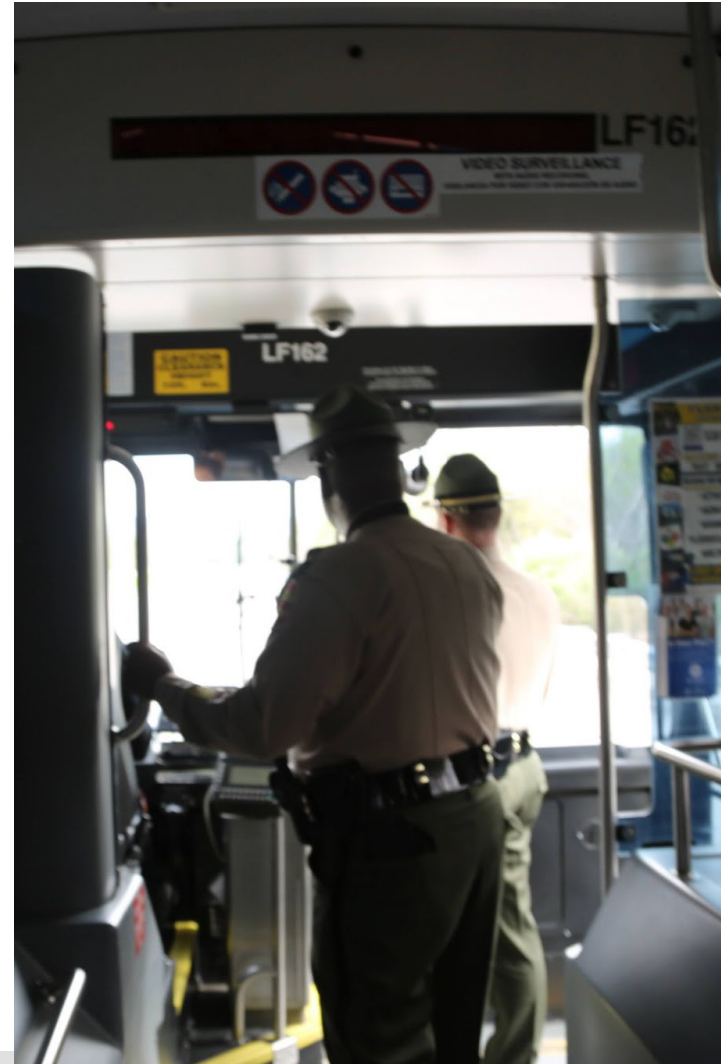




# How?

## How do you plan the bus tour?

- Coordinate during network meetings
- Plan a pre-determined route
- Route must include 4-lane highway, no 2-lane
- Assign trooper/officer to guide the bus driver
- Determine placements of motor units and patrol along the pre-determined route
- Plan radio communications so troopers and officers are on the same page during enforcement
- One photographer assigned to each location



# How?

## How do you execute the bus tour?

- 10 AM = Press event
- 10:30 AM = Load buses and begin tour
- 11:30 AM = Return to original location to drop off media/guests midway then continue enforcement.  
Lunch break
- 2 PM = End





# PRESS BRIEFINGS









# EVERYONE IS A SPOTTER!









# RADIO TO PATROL





# PULL 'EM OVER









# How?

## How do you measure success?

- Social media impact, online discourse
- Citations issued (although non-reporting campaign)
- Media coverage during/after bus tours
- Reduction in distracted-driving crashes
- Increased participation from law enforcement

# Contact Me

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