DISTRACTED DRIVING SUMMIT

U.S. DEPARTMENT OF TRANSPORTATION

DISTRACTED DRIVING SUMMIT

WASHINGTON, DC

SEPTEMBER 21, 2010

8:00AM **Registration Opens**

9:00AM **DOT Welcome and Summit Opening**
Peter Appel, Administrator, Research and Innovative Technology Administration

9:10AM **Opening Address**
Ray LaHood, Secretary, U.S. Department of Transportation

9:25AM **Distracted Driving as an Occupational Safety Issue**
Introduction: Anne S. Ferro, Administrator, Federal Motor Carrier Safety Administration

Hilda L. Solis, Secretary, U.S. Department of Labor

9:40AM **Remarks**
Introduction: David Strickland, Administrator, National Highway Traffic Safety Administration)

Senator Jay Rockefeller, West Virginia

Senator Amy Klobuchar, Minnesota

10:15AM **Distracted Driving: A Year of Action**
Panel discussion on the steps taken in the past year in legislation, regulation, technology, and research.

Moderator: Janet Froetscher, President and CEO, National Safety Council

Legislation: Molly Ramsdell, DC Office Director, National Conference of State Legislatures

Regulation: Katie Thomson, Counselor to the Secretary, U.S. Department of Transportation

Research: Dr. Dan McGehee, Director, Human Factors & Vehicle Safety Research Division, University of Iowa

Law Enforcement: Captain Shannon Trice, Syracuse Police Department

U.S. Department of Transportation

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11:35AM **Looking Beyond Distraction on the Road: A Call for a Multimodal Approach**
John D. Porcari, Deputy Secretary, U.S. Department of Transportation

11:50AM **Lunch Presentation: Public Service Ads: What Does and Does Not Work**
Tripp Frohlichstein, President, MediaMasters, Inc.

12:00PM **Press Conference: Distracted Driving Victims' Families**
Grand Ballroom South

1:10PM **Communications and Media**
Panel discussion on the use of communications and media to combat distracted driving.

Moderator: Terry Holt, Partner, HDMK

Social Media: Reaching the Younger Generation and Beyond: Joe Rospars, Founding Partner, BSD

Marketing/Advertising Using Traditional Media: Al Moffatt, President and CEO, Worldwide Partners, Inc.

Media Relations/Earned Media: Madalene Milano, Partner, GMMB

2:30PM **Break**

2:40PM **Confronting the Distracted Driving Challenge Moving Forward**
Panel discussion on the steps that should be taken moving forward, focusing on employer/carrier policies, technology, legislation/regulation, and research.

Moderator: Robert Rivkin, General Counsel, U.S. Department of Transportation

Employer/Carrier Policies: Don Osterberg, Senior Vice President, Schneider National

Technology: Dr. Linda Angell, Research Scientist, Virginia Tech Transportation Institute

Legislation/Regulation: Barbara Harsha, Executive Director, Governors Highway Safety Association

Research Priorities Moving Forward: John Maddox, Associate Administrator for Applied Research, National Highway Traffic Safety Administration

4:00PM **Remarks**
Jennifer Smith**,** President and Founder, FocusDriven

4:15PM **Closing Remarks**
Ray LaHood, Secretary, U.S. Department of Transportation

U.S. Department of Transportation

U.S. Department of Transportation
Office of Public Affairs
1200 New Jersey Avenue, SE
Washington, DC 20590
www.dot.gov/briefing-room.html

News

USDOT 175-10
Tuesday, September 21, 2010
Contact: Olivia Alair, Press Secretary
Tel: (202) 366-4570

U.S. Transportation Secretary Ray LaHood Kicks Off Second National Distracted Driving Summit

Announces new anti-distracted driving regulations, employer policies, preliminary results from enforcement campaigns

WASHINGTON – U.S. Transportation Secretary Ray LaHood kicked off the 2010 national Distracted Driving Summit today by announcing new anti-distracted driving regulations for drivers transporting hazardous materials, commercial truck and bus drivers, and rail operators, and by identifying more than 550 U.S. companies – employing 1.5 million people nationwide – that have committed to enacting anti-distracted driving employee policies in the next twelve months. The Department of Transportation also released interim data this morning from its pilot enforcement campaigns in Hartford, Connecticut and Syracuse, New York, showing that its *"Phone in One Hand, Ticket in the Other"* enforcement efforts have already dramatically reduced distracted driving behavior in both cities.

In kicking off the 2010 national Distracted Driving Summit this morning, Secretary LaHood announced that he is initiating a new rulemaking to prohibit commercial truck drivers from texting while transporting hazardous materials. In addition, Secretary LaHood announced that two rules proposed at last year's summit have now become the law of the land. Rules banning commercial bus and truck drivers from texting on the job and restricting train operators from using cell phones and other electronic devices while in the driver's seat have been posted today.

"We are taking action on a number of fronts to address the epidemic of distracted driving in America," said Secretary LaHood. "With the help of the experts, policymakers, and safety advocates we've assembled here, we are going to do everything we can to put an end to distracted driving and save lives."

The U.S. Department of Transportation has also been working with the Network of Employers for Traffic Safety (NETS) to engage the private sector to promote anti-distracted driving policies in the workplace. NETS, which was created by the National Highway Traffic Safety Administration (NHTSA), is an employer-led public-private

partnership dedicated to improving the safety and health of employees by preventing traffic crashes. The USDOT and NETS today announced that almost 1,600 U.S. companies and organizations have adopted distracted driving policies to date, covering approximately 10.5 million workers nationwide. An additional 550 organizations have committed to adopting policies that will cover another 1.5 million employees within the next 12 months.

"I am thrilled that businesses across the country are making anti-distracted driving policies an integral part of their employee culture," said Secretary LaHood. "President Obama led by example last year by banning four million federal workers from texting behind the wheel. Employers across America are doing the same to help us set an example and keep our roads safe."

Today, the National Highway Traffic Safety Administration (NHTSA) also released interim data from its pilot enforcement programs currently underway in Hartford, Connecticut and Syracuse, New York. Dubbed "*Phone in One Hand, Ticket in the Other*," the year-long pilot campaigns were launched in April to test whether increased law enforcement efforts combined with public service announcements can succeed in getting distracted drivers to put down their cell phones and focus on the road.

During two week-long periods of stepped up enforcement to date, police in Hartford have written approximately 4,956 tickets and Syracuse police have issued 4,446 tickets for violations involving drivers talking or texting on cell phones. Before and after each enforcement wave, NHTSA conducted observations of driver cell phone use and collected public awareness surveys at driver licensing offices in each test and comparison site. Based on these observations and surveys, hand-held cell phone use has dropped 56 percent in Hartford and 38 percent in Syracuse to date. Texting while driving has declined 68 percent in Hartford and 42 percent in Syracuse.

"Good laws are important, but we know from past efforts to curb drunk driving and promote seatbelts that enforcement is the key," said Secretary LaHood. "Our pilot programs in Syracuse and Hartford are critical pieces of our overall effort to get people to realize distracted driving is dangerous and wrong. I want to commend the police in Hartford and Syracuse for their excellent work keeping our roads safe and serving as a model for other communities."

In 2009, nearly 5,500 people died and half a million were injured in crashes involving a distracted driver. According to National Highway Traffic Safety Administration (NHTSA) research, distraction-related fatalities represented 16 percent of overall traffic fatalities in 2009

To tune into the 2010 Distracted Driving Summit via live webcast and learn more about the U.S. Department of Transportation's efforts to stop distracted driving, please visit www.distraction.gov.

DISTRACTED DRIVING SUMMIT

REMARKS FOR THE SECOND NATIONAL DISTRACTED DRIVING SUMMIT

U.S. Transportation Secretary Ray LaHood
Tuesday, September 21, 2010
Washington, DC

As Prepared for Delivery

Good morning. Thank you, Peter, for the introduction and your tireless work to bring this gathering to life. Thank you for joining us, Secretary Solis and honored guests. A special hello to the people participating remotely on www.distraction.gov, particularly the students. And welcome, everyone, to the Second National Distracted Driving Summit.

It's hard to believe a year has passed since we first came together and began the work of assessing and addressing America's distracted driving crisis. And it's hard to believe that we've come so far, so fast, in our campaign to end it.

This became a personal crusade for me about a year ago, during and after last year's Distracted Driving Summit. We had invited victims' families to Washington to tell their stories. More than 300 people came and listened. Thousands more participated over the internet. And while it's one thing to hear from researchers, academics, and law enforcement officers, it's another to hear from the parents, children, and siblings of people who were needlessly killed.

That night, I spent time with three of those people: Jennifer Smith and Dave and Judy Teater. We were scheduled to participate on a cable news program and had a long discussion before it started. During that conversation, Jennifer, Dave, and Judy convinced me that we should create a group like Mothers Against Drunk Driving. The idea for FocusDriven -- the first national advocacy group devoted to ending distracted driving -- was born. And during the year since, Jennifer, Dave, Judy, and FocusDriven's other members have traveled the country doing important and inspiring work – putting a human face on a terrible problem.

At last year's summit, we learned that distracted driving is an epidemic. It's an epidemic because everyone has a cell phone – and everyone thinks they can use it while driving. They can't.

Every single time someone takes their focus off the road – even if just for a moment – they put their lives and the lives of others in danger. Distracted driving is unsafe, irresponsible, and, in a split second, its consequences can be devastating. There's no call or email so important that it can't wait.

According to a new National Highway Traffic Safety Administration report, distracted driving-related crashes caused nearly 5,500 deaths and 450,000 injuries during 2009. We believe that this data represents only the tip of the iceberg because police reports in many places do not routinely document whether distraction was a factor in vehicle crashes.

Either way, the victims aren't statistics. They're moms and dads; sons and daughters. The men and women in this audience who have planned funerals instead of birthdays or weddings will tell you exactly what's at stake.

Still, the situation is not without hope. We've seen that drivers can and do change their behaviors. For instance, we've told Americans to click it or get a ticket. And we've seen seatbelt use increase to 85 percent, up from 60 percent only 15 years ago.

We've reminded Americans that if they're over the limit, they'll be under arrest. And although driving under the influence is still a serious problem, we've seen drunk driving fatalities decline by almost 20 percent between 2006 and 2009.

When we stop for a moment and ask "why," we see the ingredients of a recipe that can also prove effective against distracted driving: Tougher laws, more effective enforcement, public education, and personal responsibility.

Today, we're announcing three new actions consistent with this formula. One – At last year's summit, we proposed a rule banning commercial bus and truck drivers from texting on the job. Today, that proposal becomes the law of the land. Two – Last year, we proposed a rule restricting train operators from using cell phones and other electronic devices while in the conductor's seat. Today, that proposal also becomes final regulation. And three – We're initiating a new rulemaking that will limit commercial truck drivers' use of all electronic devices while transporting hazardous materials. This proposed rule has now been posted. We encourage the public to comment.

Of course, no matter what government does, we can't break America's addiction to distracted driving by ourselves. We need the business community's leadership too. Among the important success stories of the last year are the thousands of U.S. companies that have imposed distracted driving policies of their own.

One partner in this effort is the Network of Employers for Traffic Safety, or NETS, an alliance of major corporations, including many on the *Fortune 500* list. NHTSA helped establish NETS more than 20 years ago – and they're driven by the idea, as their chairman Bill Windsor puts it, that "corporate cell phone policies are essential pieces of employee safety equipment."

From October 4 through 8, 2010, NETS will hold their annual *Drive Safely Work Week*, during which they'll remind businesses about the importance of safe driving.

But I'm also pleased to announce some exciting news. In advance of this summit, DOT joined with NETS to survey American businesses about their distracted driving policies. We discovered that 1,600 companies and organizations, covering approximately 10.5 million workers across the country, have already adopted such policies. And we helped persuade 550 additional companies and organizations, covering 1.5 million more employees, to adopt similar measures during the next year. This is not a bad step towards our goal: Every employer in America discouraging workers from driving while talking or texting.

From our other private sector friends – whether in the wireless, insurance, or automotive industries – we've seen a number of constructive measures. The Wireless Association and individual insurance companies have been vocal in reminding the public not to message behind the wheel. That's a start. We're grateful. Auto companies have supported laws that ban drivers from texting or talking on a handheld device while driving. The public is safer for it.

But friends are honest with each other and I think it's fair to say that we all must go further. In recent days and weeks, we've seen news stories about carmakers adding technology in vehicles that lets drivers update Facebook, surf the Web, or do any number of other things instead of driving safely. But facts are facts: Features that pull drivers' hands, eyes, and attention away from the road are distractions. Period. So, I'm going to meet with and work with the auto companies to develop new safety guidelines for technology in vehicles. Together, let's put safety before entertainment. And let's ensure that advances in innovation go hand-in-hand with progress toward decreases in distraction-related deaths and injuries.

Still, laws, guidelines, rules, and regulations do little good if we don't enforce them. So we at DOT are running two pilot programs – one in Hartford, Connecticut, and the other in Syracuse, New York – that test whether high visibility enforcement can change drivers' behavior. The early data show they can. According to a new NHTSA research note, available today, handheld cell phone use in the driver's seat has dropped 56 percent in Hartford and 38 percent in Syracuse – and texting behind the wheel declined 68 percent in Hartford and 42 percent in Syracuse.

Now, one of the things that's been encouraging to watch during the last year is the groundswell of grassroots support for our cause. Local "Just Hang It Up" pledge drives and groups like Moms Send the Message are spreading the word, far and wide, that the only safe way to get from one place to another is to hang up and drive.

The entertainment industry is leading the charge too. During the National Football League preseason, ESPN plastered the message "Stop Distracted Driving" on the side of their tour buses as they logged 15,000 miles traveling from training camp to training camp. The Jonas Brothers and *American Idol* winner Jordin Sparks participated in Allstate Insurance's "X the TXT" campaign. Oprah Winfrey lent an entire television show to telling victims' stories and promoting "National No Phone Zone Day." Webster's Dictionary even selected Distracted Driving as its "Word of the Year" for 2009.

At the same time as Americans called for action, government took notice, as Peter mentioned. Last year alone, legislatures in 43 states considered more than 270 distracted driving bills. During 2010, twelve states outlawed texting behind the wheel and two banned handheld cell phone use – bringing our nationwide totals to 30 states that have banned texting and eight that have banned handheld use behind the wheel. The President of the United States prohibited all federal employees – a 4 million person workforce – from texting while driving.
Even the United Nations got in the game. Last spring, I stood with Secretary General Ban Ki-Moon at U.N. Headquarters as he imposed a directive barring the U.N.'s 40,000 employees from text messaging while operating vehicles on official business.

So, in all these ways, the last year has been a very positive one. I can't think of another safety issue in American history that's gained so much traction in such a short period of time. But we still haven't solved the problem. Not by a long shot. And you don't need to take my word for it.

We have several people with us today who have suffered directly as a result of distracted driving. I'd like them to stand and be recognized. Thank you for joining us and for turning the worst moment of your life into the resolve to save others. I can't do justice to all of your stories, but, with your permission, I'd like to tell a few.

Robert and Eilene Okerblom, from Santa Maria, California, lost their 19-year-old son Eric in 2009. Eric was a National Merit Scholar, majoring in molecular biology at Cal-Berkeley. He was riding his bike during the middle of the day when a young woman's pickup truck struck him. She was texting in the driver's seat.

Amos Johnson, from Asheville, North Carolina, lost his 16-year-old daughter Ashley earlier this year. She was on her way to work, when she lost control, crossed the center line, and hit a pickup truck head-on. Although Amos had warned his daughter about the dangers of distracted driving, she was texting at the time of the crash.

One final story: Russell and Kim Hurd are here from Abingdon, Maryland. In 2008, their 26-year-old daughter Heather, and her fiancé Patrick, left their Florida home to meet their families at a Disney World wedding-planner's office. Heather and Patrick both worked at the park and dreamed of a fairy-tale ceremony in the Magic Kingdom. On the way, they stopped at a traffic light, when a truck driver plowed his tractor trailer into the back of a car, setting off a chain reaction that left Heather and another woman dead. That driver was texting behind the wheel.

Eric. Ashley. Heather. They – and thousands like them – came from all parts of the country. They had bright futures. They were the kinds of kids that every parent hopes for. They were the kinds of parents that every child adores. And their too-short lives were punctuated with a question mark. How many people need to die on America's roadways? How many people need to die on our watch – not because of evil or malice, but because of carelessness?

During this last year, many of you have been part of a rising choir that is shouting: "Enough." Today we, together, will take measure of how far we have come – and the distance we have yet to travel.

Share what you're doing. Share what you've learned. Ask questions. Listen to new ideas. Come up with some new ideas of your own. But know this: We are in this together. We will solve this together. We will not let up until distracted driving is a behavior of the past.

DISTRACTED DRIVING SUMMIT

MEDIA ADVISORY

Tuesday, September 21, 2010
Contact: USDOT Public Affairs Office – (202) 366-4570

TUESDAY: Families of Victims of Distracted Driving Accidents Hold Press Conference

Washington, DC – During the U.S. Department of Transportation's 2010 Distracted Driving Summit, family members of victims killed in distracted driving accidents will hold a press conference to share their personal stories. U.S. Transportation Secretary Ray LaHood and FocusDriven President Jennifer Smith will also participate in the press conference, which will take place at 12:00PM ET in the Grand Ballroom South of the Renaissance Hotel during the Distracted Driving Summit.

WHAT: Families of Victims of Distracted Driving Accidents Hold Press Conference

WHO: Distracted Driving Victims' Families
U.S. Transportation Secretary Ray LaHood
FocusDriven President Jennifer Smith

WHEN: Tuesday, September 21, 2010
12:00PM ET

WHERE: Grand Ballroom South (Ballroom Level)
Renaissance Hotel
999 9th Street, NW
Washington, DC

CALL IN: The call-in number for the press conference is (800) 288-8975. Please call at least 15 minutes prior to the 12:00PM ET start time and tell the operator you are calling in for the "Distracted Driving Press Conference." You will be placed in a listen-only mode during the event. We will take as many questions as time allows.

U.S. Department of Transportation

DISTRACTED DRIVING SUMMIT

THE TRUE COST OF DISTRACTED DRIVING

While research and statistics on the dangers of distracted driving are important, it's impossible to understand the true cost of this deadly epidemic without hearing from those who have experienced firsthand its devastating consequences.

A number of individuals and families from across the country are attending the 2010 Distracted Driving Summit and are available to share how their lives have changed because of distracted driving. To schedule an interview, please contact Justine Adelizzi at (202) 570-6083 or justine.adelizzi@dot.gov.

GUS AND LIZ CATHERMAN – MERIDIAN, IDAHO

On December 29, 2009, Kassy Kerfoot left the house to visit a friend, texting him several times from behind the wheel. While driving along a busy, five-lane highway in rush hour traffic, she lost control of her car and hit two oncoming vehicles. She suffered a serious brain injury and died five hours later.

Kassy's parents, Gus and Liz Catherman, regularly share their daughter's story at local driver education classes and work to raise awareness about the dangers of distracted driving.

GINA HARRIS – OKLAHOMA CITY, OKLAHOMA

At 19 years old, Brittanie Montgomery was a member of the Hornets Honeybees dance team and studied childhood development in college. On December 21, 2006, she was talking on her cell phone while driving and lost control of her vehicle. She was killed when she struck an oncoming vehicle after crossing four lanes of traffic.

Brittanie's mother, Gina Harris, has become an outspoken advocate for the passage of a ban on cell phone use while driving in Oklahoma.

LAURIE HEVIER – ST. PAUL, MINNESOTA

On April 15, 2009, 58-year-old Julie Davis set off for a hike with her best friend in Rudolph, Wisconsin. As they were walking along the highway, a 19-year-old driving at 70MPH struck Julie from behind, killing her instantly. The driver was cited for inattentive driving and received a $174 ticket.

Laurie Hevier, Julie's daughter, is now an advocate against distracted driving.

RUSSELL AND KIM HURD – ABINGDON, MARYLAND

On January 3, 2008, Heather Hurd and her fiancé were on their way to meet with her parents and their wedding planner in Orlando, Florida when a tractor-trailer hit their car – and eight others – while they were stopped at a traffic light. The truck driver, who was texting with his company at the time of the crash, never applied his brakes and hit the cars at 65MPH. Heather died at the scene.

In memory of their daughter, Russell and Kim Hurd successfully lobbied for the passage of "Heather's Law" in 2009, which prohibits drivers in Maryland from texting behind the wheel. They are working to get similar legislation passed in Florida. Russell was recently named to the board of FocusDriven, the first national nonprofit organization devoted specifically to raising awareness about the dangers of distracted driving.

DISTRACTED DRIVING SUMMIT

AMOS JOHNSON – ASHEVILLE, NORTH CAROLINA

Amos Johnson lost his 16-year-old daughter Ashley in early 2010. She was on her way to work when she lost control of her vehicle, crossed the center line, and hit a pickup truck head-on. Although Amos had warned his daughter against cell phone use while driving, she was texting at the time of the crash.

Amos now speaks to local teens about the dangers of distracted driving.

SANDY, RON, RICHARD, AND JENIFER WATKINS – LAS VEGAS, NEVADA

In January 2004, Richard Watkins and his wife Jenifer were on the freeway in Las Vegas when a 17-year-old driving a large truck – on a permit, after curfew – struck their vehicle at 75MPH. The driver was fiddling with her cell phone at the time of the crash.

Both Richard and Jenifer suffered serious head injuries in the accident. Jenifer spent over a year and a half relearning how to walk and talk. Today, she is on disability and has many limitations. Richard still gets severe migraines almost every day, has to see a neurologist regularly, and has been unable to recover memories of his life before high school.

Richard's parents, Sandy and Ron Watkins, now care for their son and daughter-in-law, who both live with them. Sandy and Jenifer work with local law enforcement to take their message against distracted driving to nearby schools.

LAURIE KELLY – TAKOMA PARK, MARYLAND

On May 5, 2010, Dan Woldtvedt was driving to his first day of work after college when traffic suddenly stopped in front of him. Unable to react in time, he slammed into the pickup truck in front of him. He was airlifted to the hospital and died two hours later. Investigators determined he was using his cell phone at the time of the crash.

His birth mother, Laurie Kelly, has channeled her grief into activism, teaching her students to tell their parents and relatives not to use their phones while driving.

BOB AND EILENE OKERBLOM – SANTA MARIA, CALIFORNIA

In the summer of 2009, Eric Okerblom was busy preparing to join the Berkeley cycling team when he returned to college in the fall. On July 25, 2009, he took his bike out for a daytime ride. He was killed when a car traveling at 60MPH struck him from behind and threw him 140 feet. Cell phone records indicate that the 19-year-old driver was texting just prior to the collision.

Bob and Eilene Okerblom have become activists against distracted driving, supporting the STAND UP Act, FocusDriven, No Phone Zone, Impact Teen Drivers, and other local efforts.

JENNIFER SMITH – OAK PARK, ILLINOIS

Jennifer Smith's life changed forever in September 2008 when her mother, Linda Doyle, was killed by a young driver talking on a cell phone in Oklahoma City. She is the co-founder and current president of FocusDriven, the first national nonprofit organization devoted specifically to raising awareness about the dangers of distracted driving, and has appeared on "Larry King Live" and "The Oprah Winfrey Show."

DISTRACTED DRIVING SUMMIT

SHELLEY FORNEY – FORT COLLINS, COLORADO

Shelley Forney became an advocate against cell phone use behind the wheel after her 9-year-old daughter Erica was killed while riding her bike home from school in November 2008. The driver, who struck Erica just a few feet from her home, was looking down at a cell phone prior to the accident.

Shelley is a founding board member of FocusDriven, the first national nonprofit organization devoted specifically to raising awareness about the dangers of distracted driving.

JACY GOOD – HARTSDALE, NEW YORK

In May 2008, Jacy Good and her parents were driving home after her graduation from Muhlenberg College in Allentown, Pennsylvania when a driver talking on a cell phone caused a crash that sent their vehicle careening into a tractor-trailer. The accident left Jacy with permanent injuries and took the lives of her parents, Jean and Jay Good. Jacy spent four months in the hospital and still spends most of her time in physical and occupational therapy.

In the summer of 2010, Jacy joined the board of FocusDriven, the first national nonprofit organization devoted specifically to raising awareness about the dangers of distracted driving.

ELISSA SCHEE – ST. AUGUSTINE, FLORIDA

On September 23, 2008, 13-year-old Margay Schee was riding home from school when a semi-truck slammed into the back of her school bus. She was killed when rescuers were unable to get her out of the crushed, burning bus. The truck driver, who was talking on his cell phone at the time of collision, said he never saw the bus.

Margay's mother, Elissa Schee, is an advocate against distracted driving and a founding board member of FocusDriven, the first national nonprofit organization devoted specifically to raising awareness about the dangers of distracted driving.

JUDY TEATER – SPRING LAKE, MICHIGAN

On January 19, 2004, Judy Teater and her 11-year-old son Joe were driving to an after school activity when a young woman driving a Hummer and talking on her cell phone ran a red light and slammed into their vehicle. After losing Joe in the accident, Judy and her husband Dave decided they had to speak out against distracted driving.

Judy is a founding board member of FocusDriven, the first national nonprofit organization devoted specifically to raising awareness about the dangers of distracted driving.

DISTRACTED DRIVING SUMMIT

USDOT EFFORTS TO COMBAT DISTRACTED DRIVING

On September 30, 2009, U.S. Transportation Secretary Ray LaHood convened a national summit to confront the dangerous epidemic of distracted driving on U.S. roadways. The U.S. Department of Transportation has taken action on a number of fronts over the last year in an effort to put an end to the hundreds of thousands of fatalities and injuries occurring annually due to distracted driving.

ENACTING REGULATIONS

During last year's Summit, President Obama signed an Executive Order banning four million federal employees from text messaging while driving government-owned vehicles, while driving privately owned vehicles when they're on official government business, and when using electronic equipment supplied by the government while driving.

At the 2010 Distracted Driving Summit on September 21, 2010, Secretary LaHood announced a new proposed rulemaking:

- **Limiting the Use of Electronic Devices for Drivers of Hazardous Materials**
  Under the jurisdiction of the Pipeline and Hazardous Materials Safety Administration (PHMSA), this rulemaking would restrict the use of electronic devices by drivers during the operation of a motor vehicle containing hazardous materials. This rule will work in conjunction with the FMCSA ban on texting while operating a commercial motor vehicle. Notice of the proposed rulemaking has been posted, and the public is invited to comment.

Secretary LaHood also provided updates on two of the Department's previously announced rulemakings:

- **Texting Ban for Commercial Drivers**
  Under the jurisdiction of the Federal Motor Carrier Safety Administration (FMCSA), this rulemaking bans text messaging while operating a commercial motor vehicle. The final rule has been posted.

- **Restricting Cell Phone and Electronic Device Use for Rail Operators**
  Under the jurisdiction of the Federal Railroad Administration (FRA), this rulemaking restricts railroad operating employees from improperly using cell phones and other distracting electronic devices. The final rule has been posted.

CONDUCTING RESEARCH

The National Highway Traffic Safety Administration (NHTSA) recently released new research showing that distracted driving-related crashes claimed 5,474 lives and led to 448,000 traffic injuries across the U.S. in 2009. Distraction-related fatalities represented 16 percent of overall traffic fatalities in 2009 – the same percentage as in 2008.

- In 2009, 5,474 people were killed and an additional 448,000 people were injured in distracted driving-related motor vehicle crashes on U.S. roadways.
- Of those people killed in distracted driving crashes, 995 cases (18%) involved reports of a cell phone.
- Of those injured in distracted driving crashes, 24,000 cases (5%) involved reports of a cell phone.
- 16% of fatal crashes and 20% of injury crashes in 2009 involved reports of distracted driving.
- The under-20 age group had the greatest proportion of distracted drivers in fatal crashes; 16% of all drivers under 20 involved in fatal crashes were reported to have been distracted while driving.

PROVIDING LEADERSHIP

The USDOT has provided research, guidance, and support to states, employers, and even the United Nations to enable the adoption of anti-distracted driving policies and laws.

- **State Laws**
  On the state level, USDOT has worked to promote efforts to prohibit distracted driving by crafting sample legislation and encouraging states to adopt tough distraction laws. This outreach is paying dividends:
  - 30 states, the District of Columbia, and Guam have banned text messaging for all drivers. Twelve of these laws were enacted in 2010.
  - 8 states, the District of Columbia, and the Virgin Islands prohibit all drivers from using handheld cell phones while driving.
- **Employer Policies**
  USDOT appreciates the business community's support in combating distracted driving. The Department has provided sample employer policies that organizations can adopt for their workforce through its partnership with the Network of Employers for Traffic Safety (NETS). To date:
  - More than 1,600 organizations representing 10.5 million people around the country have distracted driving policies in place.
  - An additional 550 organizations representing 1.5 million people have committed to enacting distracted driving policies in the next twelve months.
- **Global Action**
  In May, U.S. Transportation Secretary LaHood and United Nations Secretary General Ban Ki-Moon launched a global effort against distracted driving at U.N. headquarters in New York. Secretary General Ban Ki-moon issued a directive to more than 40,000 U.N. employees barring them from texting behind the wheel while driving U.N.-owned vehicles.

DISTRACTED DRIVING SUMMIT

RAISING AWARENESS

Putting an end to distracted driving takes more than just pursuing laws and regulations – it requires changing attitudes and habits. USDOT has worked to raise the level of public awareness about the dangers of distracted driving over the last year.

- **Distraction.gov**
  In December 2009, USDOT launched a dedicated federal website – www.distraction.gov – to provide the public with a comprehensive source of information on distracted driving. The site includes news, statistics, and resources for people looking to get involved.

- **Public Service Announcements**
  In addition to creating its own public service announcements and radio spots, USDOT has supported other anti-distracted driving PSA campaigns.

  - **Calling Plan**
    In December 2009, USDOT released a national PSA featuring Secretary LaHood called "Calling Plan" that reminded drivers to keep their focus on the road – and off their cell phones.

  - **NOYS Drive to Life PSA Challenge**
    In February, USDOT partnered with the National Organizations for Youth Safety (NOYS) and the National Road Safety Foundation (NRSF) for the Drive to Life PSA Challenge. Bethany Brown, 16, won the contest, and her 30-second spot, "Redo," aired on national television after its debut during National Youth Traffic Safety Month in May.

  - **National Two-Second Turnoff Day Viral Video Challenge**
    In August, USDOT teamed up with *Seventeen* magazine and AAA for the National Two-Second Turnoff Day Viral Video Challenge to raise awareness among young people about the dangers of talking and texting while driving. Emily Lambert of August, Georgia won the contest, and her anti-distracted driving viral video will be shown at the 2010 Distracted Driving Summit and on www.distraction.gov.

- **Campaigns**
  Over the last year, Secretary LaHood and USDOT have joined a number of high-profile campaigns to raise awareness about the dangers of distracted driving.

  - **No Phone Zone**
    On April 30, 2010, Secretary LaHood participated in a special live episode of *The Oprah Winfrey Show* to mark the first national "No Phone Zone Day." Secretary LaHood joined a rally in Washington, DC to encourage people to put down their phones and focus on the road when behind the wheel.

- **Allstate's X the TXT Campaign**
  In April, Secretary LaHood joined Allstate and *American Idol* winner Jordin Sparks for a rally supporting Allstate's "X the TXT" campaign and "Thumbs Up" Facebook page, where fans can pledge to drive safely by not texting behind the wheel. In August, the Jonas Brothers joined the campaign, educating fans about the dangers of texting while driving during a softball road-show featuring their team, the Road Dogs.

- **ESPN's On the Road to Camp**
  USDOT, State Farm, and ESPN partnered for the "On the Road to Camp" tour in August – a cross-country bus tour that took ESPN's senior analyst Chris Mortensen and Insider Adam Schefter to all 32 professional football training camps in 19 days. Their buses carrying the "Stop Distracted Driving" message logged more than 15,000 miles.

SUPPORTING VICTIMS

FocusDriven

The Distracted Driving Summit in 2009 led to the creation of FocusDriven, the first national nonprofit victims' advocacy organization. FocusDriven President Jennifer Smith, who lost her mother in a distracted driving accident in 2008, decided to form a nonprofit in the model of Mothers Against Drunk Driving (MADD) after attending USDOT's summit and meeting other victims' families. With the help of the National Safety Council, FocusDriven officially launched in January 2010 at USDOT headquarters.

RAMPING UP ENFORCEMENT

Phone in One Hand, Ticket in the Other

In order to reinforce state laws, the National Highway Traffic Safety Administration (NHTSA) launched pilot enforcement programs in Hartford, Connecticut and Syracuse, New York in April to test whether increased law enforcement efforts combined with public service announcements can get distracted drivers to put down their cell phones and focus on the road. Dubbed "Phone in One Hand, Ticket in the Other," the pilot campaigns are the first effort in the country to specifically focus on the effects of increased enforcement and public advertising on reducing distracted driving. The program is modeled after previous efforts to curb drunk driving and increase seat belt use among drivers.

- During two week-long periods of stepped up enforcement, police in Hartford have written approximately 4,956 tickets and Syracuse police have issued 4,446 tickets for violations involving drivers talking or texting on cell phones.
- Based on observations and surveys, hand-held cell phone use has dropped 56 percent in Hartford and 38 percent in Syracuse. Texting while driving has declined 68 percent in Hartford and 42 percent in Syracuse.

DISTRACTED DRIVING SUMMIT

USDOT, NETS, AND THE *DRIVE SAFELY WORK WEEK* CAMPAIGN

In partnership with the Network of Employers for Traffic Safety (NETS), the U.S. Department of Transportation (USDOT) is calling on businesses across the country to make distracted driving policies an integral part of their employee culture. In advance of the 2010 Distracted Driving Summit and *Drive Safely Work Week 2010*, USDOT and NETS surveyed companies about their practices and released educational resources to help combat the epidemic of distracted driving.

As part of this effort, USDOT and NETS today announced that almost 1,600 companies and organizations in the United States have adopted distracted driving policies, covering approximately 10.5 million workers nationwide. An additional 550 organizations have committed to adopting policies within the next 12 months that will cover nearly 1.5 million employees.

NETS and the *Drive Safely Work Week* Campaign

Each October, NETS designates a week to specifically highlight a critical traffic safety issue. This October 4 – 8, *Drive Safely Work Week* will focus on the dangers of distracted driving. Together with USDOT, NETS is providing a free tool kit that provides employers with education and awareness activities to help them create distracted driving policies that keep their employees safe.

As part of this free download, employers have been asked about their policies on distracted driving. Since the campaign was launched in mid-August:

- More than 2,450 companies and organizations downloaded the kit.
- Almost 1,600 companies and organizations employing 10.5 million people indicated that they have distracted driving policies in place.
- More than 550 other companies and organizations employing 1.5 million people committed to putting a policy in place within the next 12 months.

Companies with Distracted Driving Policies

A list of select companies and organizations with distracted driving policies is included in this document, and it ranges from a number of Fortune 50 companies to small organizations and nonprofit groups.

The USDOT has learned from its work to stop drunk driving and encourage seat belt use that an aggressive combination of strong laws, effective enforcement, and public education can help change dangerous behavior. Company policies that educate employees are a key element of this strategy. Secretary LaHood is calling on all U.S. companies to adopt a distracted driving policy in order to join in the effort to protect families, friends, and co-workers on our nation's roadways.

What is NETS?

The Network of Employers for Traffic Safety, created by USDOT's National Highway Traffic Safety Administration (NHTSA), is an employer-led public-private partnership dedicated to improving the safety and health of employees, their families, and members of the communities in which they live and work by preventing traffic crashes that occur both on and off the job.

U.S. Department of Transportation

DISTRACTED DRIVING SUMMIT

Air Liquide America Specialty Gases
Aircraft Service International Group
AK Trucking Group, Inc.
All-Fab Building Components, Inc.
American Pool Enterprises, Inc.
AmeriFleet
Amgen
Arkansas Children's Hospital
Arpin Van Lines, Inc.
AstraZeneca
Best Buy
Birm-1 Construction Company
BLU MOON Group, Inc.
BMS
Boehringer-Ingelheim
Bouchard Insurance
BP
Brown Distributing Company
Bruton Safety Solutions
Business & Legal Resources
Calcot, LTD
Cargill
CellControl
CF Foods, LLC
Charter Communications
Chevron Construction Services, LLC
Chubb
Citi Financial
Clas Consulting, LLC
The Coca-Cola Company
Coca-Cola Enterprises
Commercial Letter, Inc.
Community Against Reckless Driving
Cordis Corporation
Cox Transfer
Craig & Heidt, Inc.
Cytec
Dart Container Corporation
Del Papa Distributing Company, Inc.
Detroit Windsor Tunnel
Driving School Association of the Americas
ECAT – VeoliaTransportation
ECOLAB
Edwards Vacuum
Eli Lilly
EPIC Diving and Marine Services
ESCO Corporation, LLC
ExxonMobil
FCCI Insurance Group
FedEx Express
FedEx Freight
Florida Canyon and Standard Mines
Ford Motor
Forest Labs
Forest Pharmaceuticals, Inc.
Freestyle PR
Frito-Lay
GE Healthcare
GEI Consultants, Inc.
General Motors
Generations Unlimited
GlaxoSmithKline
GP Risk Management, LLC
Green Light Driving School, LLC
Grundfos Pumps Manufacturing Corporation
Hidden Springs Counseling Center
Home Depot
Honeywell International
Howmet Transport Services, Inc.
HSB Group, Inc.
Hudson Home Health Care, Inc.
Iconosys, Inc.
ISCO Industries
J.P. Morgan Chase & Company
JAWS - John-Benjamin Action 2 Walk Safely
Johnson & Johnson
Johnson Controls
Jotto Desk
JTI
Kinard Trucking, Inc
Knology Broadband, Inc.
KPRS Construction Services, Inc.
Kraft
LANXESS Corporation
LARM
Liberty Mutual
Lifetime Events by Jacqueline
Lockheed Martin
Loomis Armored US, LLC
Louisiana-Pacific Corporation, LP Building Products
Lycoming Engines (Textron Lycoming)
Marathon
Marriott International
Martin Marietta Materials
Mary T., Inc
McJunkin Red Man Corporation
McLane Carolina
Merck
MetLife Auto & Home
Midway Ford Truck Center
Midwest Generation, Joliet Station
Monsanto
NATELCO Corporation
National Safety Council
Nationwide
Nestle
New Mexico Tech: Energetic Materials Research & Testing Center
Novartis
NuStar Energy L.P.
Optimum Services, Inc.
Pepsi Bottling
Pfizer
Pioneer
PMI
POET
PSEG
Qatargas OPCO
Quaker Chemical Corporation
Quicksilver Express Courier
Quintiles
Raytheon Missile Systems
Ride Connection
RJRT
Roche
Ryder System
Safe Roads Alliance
Safety & Risk Control Services, Inc.
Safety Resources Co. of Ohio, Inc.
Safeway
Salt Lake City Corporation, Water Reclamation
Sanofi-Aventis
Sears Holdings
ServiceMaster
Shell
Siemens Health Care Diagnostics
Southern California Edison Company
Spectra Energy
Stone Age Pavers, Inc.
Style Crest Enterprises, Inc.
Success Driving School (Quincy, Massachusetts)
Summit Alliance Financial
Sun Chemical Corporation
Sunbuild Pty. Ltd.
Sunoco
Supervalu
Team Traffic
The Campbell Group
The Metro Companies
The Strive Group
TransOptions, Inc.
Tread Right Now Defensive Driving School and Driver Enhancement
Triton Services, Inc.
Try Safety First, Inc.
TSS, Inc.
Tyson Foods
UC San Diego Health System
Unigard Insurance Group, Commercial Lines Department
Union Pacific Railroad, West Colton Locomotive Facility
United Parcel Service
United Technologies
University of California, Irvine, Parking & Transportation Services
Valspar
Varian Medical Systems
Vecellio Group, Inc.
Verizon
WAXIE Sanitary Supply
Wells Concrete Products
Wells Fargo
West African Gas Pipeline Company
Zee Manufacturing, Ltd.

U.S. Department of Transportation

Orlando Sentinel

SAVE LIVES ON THE ROAD — HANG UP AND DRIVE

By Ray LaHood, Guest Columnist

September 19, 2010

In January 2008, Heather Hurd and her fiancé, Patrick Richardson, left their home in Davenport to meet their families at a Disney World wedding-planner's office. They both worked at the park and dreamed of a fairy-tale ceremony in the Magic Kingdom.

On the way, they stopped at a traffic light where a driver, distracted by texting, plowed his tractor-trailer into the back of a car, setting off a chain reaction that involved eight more vehicles. The collision killed Heather and another woman and severely injured Patrick. Within moments, Heather's parents went from preparing their 26-year-old daughter's wedding to preparing her funeral.

During the past few years, distracted driving has evolved from a dangerous practice to a deadly epidemic and pressing public-safety crisis. According to a new National Highway Traffic Safety Administration report, distracted driving-related crashes caused at least 5,500 deaths and 450,000 injuries during 2009. This data represents only the tip of the iceberg because police reports in many states and communities do not routinely document whether distraction was a factor in vehicle crashes.

Studies show that when a driver looks away from the road to send an e-mail or text message, he or she is concentrating on something other than the road for 4.6 of every six seconds. At 55 miles per hour, that is like driving the length of a football field while blindfolded. No wonder, then, that a texting driver is more than 20 times more likely than an attentive one to make a critical driving error that could send him careening into another car.

You see it every day: Drivers swerving in their lanes, stopping at green lights, running red ones or narrowly missing a pedestrian because they have their eyes and minds on their phones, not the road. Yet, people consistently assume that they can drive and text or talk at the same time. The results are preventable accidents.

But there is good news. Drivers can and do change their behaviors. For one example, drunk-driving fatalities have declined by almost 20 percent between 2006 and 2009. For another, about 85 percent of Americans now buckle up whenever they get into a car, up from 60 percent only 15 years ago. Why? A mix of tougher laws, more-effective enforcement, and public education.

Informed by these successes, a grass-roots coalition of lawmakers, enforcement officers and citizen advocates is making distracted driving a behavior of the past. In 2010 alone, legislators in 43 states considered more than 270 distracted-driving-related bills. Because of our common efforts, 30 states have outlawed texting behind the wheel and eight states have banned handheld cell-phone use for all drivers.

The Obama administration also has made a number of strides. We banned federal employees, a work force of 4 million people, from texting while driving. We prohibited commercial truck and bus drivers from texting on the road. And we continue running two pilot programs — one in Hartford, Connecticut, and the other in Syracuse, New York — that test whether high-visibility enforcement and public-service announcements can change drivers' behaviors. The early data show that handheld cell-phone use in the driver's seat has dropped 56 percent in Hartford and 38 percent in Syracuse — and that texting behind the wheel declined 68 percent in Hartford and 42 percent in Syracuse.

On Tuesday, the U.S. Department of Transportation will host our second National Distracted Driving Summit in Washington, D.C. It will bring together leading transportation officials, safety advocates, law-enforcement officials, industry representatives, academic researchers, and distracted-driving victims to take stock of our progress and reassess the challenges and opportunities ahead.

Still, all the best ideas in the world will be effective only if people understand that distracted driving is dangerous and irresponsible.

For Russell Hurd, Heather's father, that recognition is painfully impossible to forget. "Because of texting while driving," he said, "I won't be able to walk my daughter down the aisle on her wedding day. Because of texting while driving, I'll never dance my father-daughter dance during the wedding reception."

The safest way to get from one place to another is to hang up and drive. Powering down your cell phone when you're behind the wheel can save lives, maybe even your own. That is one message we hope everyone receives loud and clear.

Ray LaHood is U.S. Secretary of Transportation.

U.S. Department of Transportation
National Highway Traffic Safety Administration

TRAFFIC SAFETY FACTS
Research Note

NHTSA
www.nhtsa.gov

DOT HS 811 379

September 2010

Distracted Driving 2009

Highlights

- In 2009, 5,474 people were killed on U.S. roadways and an estimated additional 448,000 were injured in motor vehicle crashes that were reported to have involved distracted driving (FARS and GES).
- Of those people killed in distracted-driving-related crashes, 995 involved reports of a cell phone as a distraction (18% of fatalities in distraction-related crashes).
- Of those injured in distracted-driving-related crashes, 24,000 involved reports of a cell phone as a distraction (5% of injured people in distraction-related crashes).
- Sixteen percent of fatal crashes in 2009 involved reports of distracted driving.
- Twenty percent of injury crashes in 2009 involved reports of distracted driving.
- The age group with the greatest proportion of distracted drivers was the under-20 age group – 16 percent of all drivers younger than 20 involved in fatal crashes were reported to have been distracted while driving.
- Of those drivers involved in fatal crashes who were reportedly distracted, the 30- to 39-year-olds had the highest proportion of cell phone involvement.

Methodology

The data sources include NHTSA's Fatality Analysis Reporting System (FARS) and National Automotive Sampling System (NASS) General Estimates System (GES). FARS annually collects fatal crash data from all 50 States, the District of Columbia, and Puerto Rico, and is a census of all fatal crashes that occur on the Nation's roadways. NASS GES contains data from a nationally representative sample of police-reported crashes of all severities, including those that result in death, injury, or property damage. Data presented from NASS GES are estimates and are used to describe police-reported crashes that occur on the Nation's roadways. The national estimates produced from GES data are based on a probability sample of crashes—not a census of all crashes—and hence are subject to sampling errors.

As defined in the *Overview of the National Highway Traffic Safety Administration's Driver Distraction Program* (DOT HS 811 299), "distraction" is a specific type of inattention that occurs when drivers divert their attention from the driving task to focus on some other activity instead. It is worth noting that distraction is a subset of inattention (which also includes fatigue, physical conditions of the driver, and emotional conditions of the driver).

There has been a revision in NHTSA's classification of distracted driving since the September 2009 Research Note, *An Examination of Driver Distraction as Recorded* in NHTSA Databases (DOT HS 811 216). With this change, there will be fewer crashes, fatalities and injuries that reportedly involve driver distraction than would have been reported with the previous definition. For a full explanation of the change and the corresponding coding changes within NHTSA databases, please see Appendix A.

There are inherent limitations in the data for distracted-driving-related crashes and the resulting injuries and fatalities. These limitations are being addressed through efforts in and out of NHTSA as detailed in the *Overview of NHTSA's Driver Distraction Program*. Appendix B describes limitations in the distracted-driving data. Appendix C discusses the specific coding for distracted driving data from the National motor Vehicle Crash Causation Survey (NMVCCS).

Presentation of Data

Fatalities in Crashes With Driver Distraction

In 2009, there were 30,797 fatal crashes in the United States, which involved 45,230 drivers. In those crashes, 33,808 people were killed. Distraction was reported for 11 percent (5,084) of the drivers involved in fatal crashes. In these crashes reported to have involved some form of distraction, 5,474

fatalities (16% of overall fatalities) occurred. Table 1 provides information about fatal crashes with reported distraction from 2005 through 2009.

The proportion of fatalities reportedly associated with driver distraction increased from 10 percent in 2005 to 16 percent in 2009. During that time, fatal crashes with reported driver distraction also increased from 10 percent to 16 percent.

As reported for 2009, 4,898 fatal crashes occurred that involved distraction, which includes single-vehicle crashes and multivehicle crashes. For single-vehicle crashes, the driver was reported as distracted and thus the crash was reported as a distracted-driving crash. However, in multivehicle crashes, the crash was reported as a distracted-driving crash if *at least* one driver was reported as distracted. In some of these multi-vehicle crashes, multiple drivers were reported as distracted. In 2009, 5,084 drivers were reported as distracted in the 4,898 fatal crashes involving distraction. The portion of drivers reportedly distracted at the time of the fatal crashes increased from 7 percent in 2005 to 11 percent in 2009.

In 2009, 867 fatal crashes were reported to have involved cell phones as distraction (18 percent of all fatal distracted-driving crashes). For these crashes, the police reported that the cell phone was either in use at the time of the crash or was in the presence of the driver at the time of the crash. Cell phones were reported as distraction for 20 percent of the distracted drivers in fatal crashes. A total of 995 people died in fatal crashes that involved reports of a cell phone as a distraction.

Most of the distracted-driving-related fatalities (84%) were associated with the general classification of operating the vehicle in a careless or inattentive manner (could include cell phones [for States without cell phone identification on the reporting form], eating, talking to passenger, looking outside, etc.). It should be noted that the distracted-driving-related crashes and fatalities may be associated with multiple categories of distraction. For instance, some of the fatalities may be associated with both cell phone use and operating a vehicle in a careless or inattentive manner. Specifically related to cell phone involvement, the specific activity with the cell phone (talking, dialing, texting, etc.) is not known.

Table 1
Fatal Crashes, Drivers in Fatal Crashes, and Fatalities in Crashes, by Year

Year	Overall			Distraction		
	Crashes	Drivers	Fatalities	Crashes	Drivers	Fatalities
2005	39,252	59,220	43,510	4,026 (10%)	4,217 (7%)	4,472 (10%)
2006	38,648	57,846	42,708	5,245 (14%)	5,455 (9%)	5,836 (14%)
2007	37,435	56,019	41,259	5,329 (14%)	5,552 (10%)	5,917 (14%)
2008	34,172	50,416	37,423	5,307 (16%)	5,477 (11%)	5,838 (16%)
2009	30,797	45,230	33,808	4,898 (16%)	5,084 (11%)	5,474 (16%)

Source: NCSA, FARS 2005-2008 (Final), 2009 (ARF)

Table 2 describes 2009 fatal crash data by age of drivers with reported distracted-driving behavior and the types of vehicles driven. The age group with the greatest proportion of distracted drivers in fatal crashes was the under-20 age group – 16 percent of all under-20 drivers in fatal crashes were reported to have been distracted while driving. The age group with the next greatest proportion was 20- to 29-year-old drivers – 13 percent of all 20- to 29-year-old drivers in fatal crashes were reported to have been distracted. Light-truck drivers and motorcyclists had the greatest percentage of total drivers reported as distracted at the time of the fatal crashes (12% each). Bus drivers had the smallest percentage (6%) of total drivers involved in fatal crashes that were reported as distraction-related.

Of those drivers reportedly distracted during a fatal crash, the 30- to 39-year-old drivers were the group with the greatest proportion distracted by cell phones. Cell phone distraction was reported for 24 percent of the 30- to 39-year-old distracted drivers in fatal crashes. As for the under-20 age group drivers involved in fatal crashes, cell phone distraction was reported for 22 percent of the distracted drivers.

Table 2
Drivers Involved in Fatal Crashes by Age and Vehicle Type, 2009

	Total Drivers	Distracted Drivers	Drivers With Cell Phone* (% of Distracted Drivers)
Total	**45,230**	**5,084 (11%)**	**1,006 (20%)**
Drivers by Age Group			
Under 20	3,967	619 (16%)	138 (22%)
20-29	10,719	1,378 (13%)	293 (21%)
30-39	7,633	832 (11%)	196 (24%)
40-49	7,930	811 (10%)	161 (20%)
50-59	6,559	631 (10%)	124 (20%)
60-69	3,968	367 (9%)	56 (15%)
70+	3,778	408 (11%)	37 (9%)
Drivers by Vehicle Type			
Passenger Car	18,279	2,044 (11%)	386 (19%)
Light Truck	17,822	2,117 (12%)	475 (22%)
Motorcycle	4,593	562 (12%)	63 (11%)
Large Truck	3,187	257 (8%)	75 (29%)
Bus	221	14 (6%)	3 (21%)

Source: NCSA, FARS 2009 (ARF) *The police indicated that the driver was using a cell phone or a cell phone was in the presence of the driver at the time of the crash.

People Injured in Crashes Involving Driver Distraction

In 2009, an estimated 2,217,000 people were injured in motor vehicle traffic crashes. The number of people injured during a crash with reported distraction in 2009 was estimated at 448,000 (20% of all the injured people). Table 3 provides information about people injured in crashes with reported distraction from 2005 through 2009.

In 2009, an estimated 24,000 people were injured in crashes involving cell phones as a distraction. These injured people only comprise 5 percent of all people injured in distraction-related crashes. Most of the people injured in distracted-driving-related crashes were involved in crashes in which distraction or inattention was reported without known details of the specific activity (43%). Note that there could be more than one distraction associated with the crashes and resulting injured people.

The estimated number of people injured in crashes involving distracted driving fell by 26 percent from an estimated 604,000 in 2005 to 448,000 in 2009. The estimated number of people injured fell 18 percent during the same time period.

Table 3
Estimated Number of People Injured in Crashes and People Injured in Crashes Involving Distraction

Year	Overall	Distraction	
		Estimate	Percentage of Total
2005	2,699,000	604,000	22%
2006	2,575,000	503,000	20%
2007	2,491,000	448,000	18%
2008	2,346,000	466,000	20%
2009	2,217,000	448,000	20%

Source: NCSA, GES 2005-2009

Crashes of All Severity

Table 4 provides information for all police-reported crashes from 2005 through 2009 including fatal crashes, injury crashes, and property-damage-only crashes for the year.

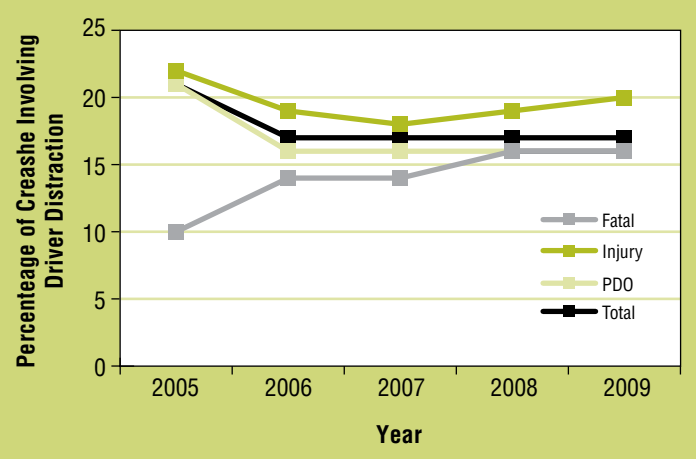
Table 4
Motor Vehicle Traffic Crashes and Crashes Involving Driver Distraction by Year

Crash by Crash Severity		Overall Crashes	Crashes Involving Distraction
2005	**Fatal Crash**	39,252	4,026 (10%)
	Injury Crash	1,816,000	399,000 (22%)
	PDO Crash	4,304,000	900,000 (21%)
	Total	6,159,000	1,303,000 (21%)
2006	**Fatal Crash**	38,648	5,245 (14%)
	Injury Crash	1,746,000	339,000 (19%)
	PDO Crash	4,189,000	676,000 (16%)
	Total	5,973,000	1,020,000 (17%)
2007	**Fatal Crash**	37,435	5,329 (14%)
	Injury Crash	1,711,000	309,000 (18%)
	PDO Crash	4,275,000	689,000 (16%)
	Total	6,024,000	1,003,000 (17%)
2008	**Fatal Crash**	34,172	5,307 (16%)
	Injury Crash	1,630,000	314,000 (19%)
	PDO Crash	4,146,000	650,000 (16%)
	Total	5,811,000	969,000 (17%)
2009	**Fatal Crash**	30,797	4,898 (16%)
	Injury Crash	1,517,000	307,000 (20%)
	PDO Crash	3,957,000	647,000 (16%)
	Total	5,505,000	959,000 (17%)

Source: NCSA, FARS 2005-2008 (Final), 2009 (ARF); GES 2005-2009
PDO – Property Damage Only

Figure 1 provides a graphical representation of the percentage of distracted driving crashes for a particular severity from 2005 through 2009. This graph illustrates any fluctuation during the five-year period. From 2005 to 2009 the percentage of fatal crashes involving distraction increased. The percentage of injury crashes dropped some initially, but has since increased again. Property-damage-only crashes had a high year in 2005, but have remained stable in the four subsequent years.

Figure 1
Crashes Involving Driver Distraction by Crash Severity



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Appendix A

Using this definition of distraction, FARS and GES were accessed to retrieve crashes that indicated driver distraction. For FARS data detailing fatal crashes, driver distraction was captured as a driver-related factor. Table A shows the attributes (specific activities) that NHTSA includes as distracted driving in the FARS data.

Table A
Attributes for Driver-Related Factor in the FARS Database

Attribute	Examples
Operating the Vehicle in Careless or Inattentive Manner	Includes use of car/cell phones, text messaging, fax, GPS/head-up display systems, DVD player, etc.; driver distracted by children; driver lighting cigarette; operating or adjusting radio and other accessories; reading, talking, daydreaming, eating, looking for an address, crash in next lane, automated highway sign, approaching emergency vehicle, using electric razor, applying cosmetics, painting nails, etc.
Cellular Telephone Present in Vehicle	Includes hand-held and hands-free cellular telephones. 1991-2001: Includes the use of or presence of a phone. 2001 and later: Includes only presence in vehicle
Cellular Phone in Use in Vehicles	Includes hand-held and hands-free cellular telephone
Computer/Fax Machines/Printers	Laptop/notebook computers; PDAs; fax machines
Onboard Navigation System	
Two-Way Radio	
Head-up Display	

The GES database contains a specific variable, "Driver Distracted By," which contains attributes that NHTSA includes for determining the number of non-fatal crashes involving reports of distracted driving. Table B shows the attributes (specific activities) that NHTSA includes as distracted driving for GES data.

Table B
Attributes for Driver Distracted By in the GES Database

Attribute	Examples
By other occupant	Distracted by occupant in driver's vehicle; includes conversing with or looking at other occupant
By moving object in vehicle	Distracted by moving object in driver's vehicle; includes dropped object, moving pet, insect, cargo.
While talking or listening to cellular phone	Talking or listening on cellular phone
While dialing cellular phone	Dialing or text messaging on cell phone or any wireless email device
Other cellular phone-related (2007 and later)	Used when the police report indicated the driver is distracted from the driving task due to cellular phone involvement, but none of the specified codes are applicable (reaching for cellular phone, etc.). This code is also applied when specific details regarding cellular phone distraction / usage are not provided.
While adjusting climate controls	Adjusting air conditioner or heater
While adjusting radio, cassette or CD	Adjusting radio, cassette, or CD in vehicle
While using other devices/controls integral to vehicle	Adjusting windows, door locks, rear view manual, seat, steering wheel, adjusting seat belts, etc.
While using or reaching for device/object brought into vehicle	Radar detector, CDs, razors, portable CD player, headphones, cigarette lighter, etc.
Distracted by outside person, object, or event	Animals on roadside or previous crash. Do not use when driver has recognized object/event and driver has taken evasive action
Eating or drinking	Eating or drinking or actively related to these actions
Smoking-related	Smoking or involved in activity related to smoking
Distraction/inattention, details unknown	Distraction and/or inattention are noted on the PAR but the specifics are unknown
Inattentive or lost in thought	Driver is thinking about items other than the driving task (e.g., daydreaming)
Other distraction	Details regarding the driver's distraction are known but none of the specified codes are applicable

Please note that in the Research Note titled *An Examination of Driver Distraction as Recorded in NHTSA Databases* (DOT HS 811 216), released in September 2009, the list of attributes/activities included as distracted driving was more inclusive than Tables A and B. After further discussion across NHTSA since the release of the previous Research Note, one attribute was removed from the list in FARS and one attribute was removed from the list in GES. In the FARS database, NHTSA will no longer include "emotional (depression, angry, disturbed)" as a driver-distraction. In the GES database, NHTSA will no longer include "looked, but did not see" as a driver-distraction. Table C shows the number of distracted-driving-related fatal crashes, distracted drivers in fatal crashes, and fatalities in distracted-driving crashes using this revised, current definition as well as the same categories of data had NHTSA not revised the definition.

Table C
Comparison of Fatal Crash Data for Current and Previous Definitions for Distraction

Year	Current Definition			Previous Definition		
	Distracted-Driving Crashes	Distracted-Driving Drivers	Distracted-Driving Fatalities	Distracted-Driving Crashes	Distracted-Driving Drivers	Distracted-Driving Fatalities
2005	4,026	4,217	4,472	4,117	4,309	4,572
2006	5,245	5,455	5,836	5,323	5,536	5,917
2007	5,329	5,552	5,917	5,398	5,623	5,988
2008	5,307	5,477	5,838	5,372	5,542	5,911
2009	4,898	5,084	5,474	4,963	5,150	5,549

Source: NCSA , FARS 2005-2008 (Final), 2009 (ARF)

Table D shows the number of people injured in crashes involving distraction, as is currently defined as well as what those figures would be using the previous definition.

Table D

Comparison of People Injured in Crashes Involving Distracted Driving for the Current and Previous Definitions For Distraction

Year	Current Definition	Previous Definition
2005	604,000	674,000
2006	503,000	565,000
2007	448,000	506,000
2008	466,000	515,000
2009	448,000	508,000

Source: GES 2005-2009

Table E gives a comparison of those data for the current and previous definitions for distraction for the number of crashes by crash severity. Again, the difference is because the current definition removed the attribute, "looked, but did not see."

Table E

Comparison of Distraction Crashes, by Severity, for the Current and Previous Definitions for Distraction

Crash by Crash Severity		Current Definition	Previous Definition
2005	Fatal Crash	4,026	4,117
	Injury Crash	399,000	448,000
	PDO Crash	900,000	1,021,000
	Total	1,303,000	1,472,000
2006	Fatal Crash	5,245	5,323
	Injury Crash	339,000	381,000
	PDO Crash	676,000	769,000
	Total	1,020,000	1,156,000
2007	Fatal Crash	5,329	5,398
	Injury Crash	309,000	349,000
	PDO Crash	689,000	787,000
	Total	1,003,000	1,142,000
2008	Fatal Crash	5,307	5,372
	Injury Crash	314,000	350,000
	PDO Crash	650,000	745,000
	Total	969,000	1,100,000
2009	Fatal Crash	4,898	4,963
	Injury Crash	307,000	348,000
	PDO Crash	647,000	729,000
	Total	959,000	1,082,000

Source: NCSA, FARS 2005-2008 (Final), 2009 (ARF); GES 2005-2009; PDO – Property Damage Only

Appendix B

NHTSA recognizes that there are limitations to the collection and reporting of FARS and GES data with regard to driver distraction. The data for FARS and GES is based on police accident reports (PARs) and investigations that are conducted after the crash has occurred.

One significant challenge for collection of distracted driving data is the PAR itself. Police accident reports vary across jurisdictions, thus creating potential inconsistencies in reporting. Many variables on the police crash report are concrete across the jurisdictions, but distraction is not one of those variables. Some police crash reports identify distraction as a distinct reporting field, while others do not have such a field and identification of distraction is based upon the narrative portion of the report. The variation in reporting forms contributes to variation in the reported number of crashes involving distracted driving. Looking at distracted drivers involved in fatal crashes by State in 2009, the range is 0 percent to 50 percent. Looking at distracted drivers involved in crashes in GES (doesn't exclude fatal sample), the range is 1 percent to 33 percent, which is based on the weighted estimates. Any national or State count of distraction-involved crashes should be interpreted with this limitation in mind due to potential under-reporting in some States/primary sampling units and over-reporting in other States/primary sampling units.

The following are potential reasons for underreporting of distracted-driving-related crashes.

- There are negative implications associated with distracted driving—especially in conjunction with a crash. Survey research shows that self-reporting of negative behavior is lower than actual occurrence of that negative behavior. There is no reason to believe that self-reporting of distracted driving to a law enforcement officer would differ. The inference herein is that the reported driver distraction during crashes is lower than the actual occurrence.

- If a driver fatality occurs in the crash, law enforcement must rely on the crash investigation in order to report on whether driver distraction was involved. Law enforcement may not have information to indicate distraction. These investigations may rely on witness account and oftentimes these accounts may not be available either.

Also to be taken into consideration is the speed at which technologies are changing and the difficulty in updating the PAR to accommodate these changes. Without broad, sweeping changes to the PAR to incorporate new technologies and features of technologies, it is difficult to capture the data that involves interaction with these devices.

In the reporting of distracted-driving-related crashes, oftentimes external distractions are identified as a distinct type of distraction. Some of the scenarios captured under external distractions might actually be related to the task of driving (e.g. looking at a street sign). However, the crash reports may not differentiate these driving-related tasks from other external distractions (looking at previous crash or billboard). Currently, the category of external distractions is included in the counts of distracted-driving-related crashes.

Appendix C

The National Motor Vehicle Crash Causation Survey (NMVCCS) was conducted over a 3-year period and data was collected on about 6,500 crashes to assess the critical reason underlying the critical pre-crash event in the crash and also determine other factors associated with the linear causal chain of the crash.

Data regarding distracted driving from NMVCCS was presented in the September 2009 Research Note, *An Examination of Driver Distraction as Recorded in NHTSA Databases*, DOT HS 811 216 (Ascone, Lindsey, & Varghese, 2009).

Table F details the specific variables and attributes for identifying distracted driving in the NMVCCS database.

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National Highway Traffic Safety Administration

Table F
NMVCCS Data

Critical Reason	Examples
Internal distraction	Reserved for crashes in which the driver fails to recognize a situation requiring a response because his/her attention is directed to some event, object, person, or activity inside the vehicle. Relevant examples include tuning the radio, adjusting the heat/cooling system, engaging in a conversation with a passenger, using a cell phone, retrieving fallen objects, reading books/magazines/maps/invoices, etc.
External distraction	Crashes in which the driver fails to recognize a situation requiring a response because his/her attention is directed to some event, object, person, or activity outside the vehicle. Relevant examples include searching for a street address, construction activity, looking at a building or scenery, looking at a sign, looking at a previous crash site, etc. Distractions are distinguished from inattention in that distractions induce the driver to focus attention on the distraction.
Inattention	Used when the driver fails to recognize a situation that demands a response because his/her attention has wandered from the driving task for some non-compelling reason. In this circumstance, the driver is typically focusing on internal thoughts (i.e., daydreaming, problem-solving, worrying about family problem, etc.) and not focusing attention on the driving task.
NMVCCS Data: Associated Factors: Interior Non-Driving Activity	
Looking at other occupants	Driver distracted from the driving task by looking at the movement or actions of other occupants in the vehicle
Dialing/hanging up phone	Driver distracted from the driving task as a result of dialing or hanging up a phone, adjusting phone controls, or attempting to retrieve voicemail messages during the pre-crash phase.
Adjusting radio/CD	Driver distracted from the driving task as a result of attempting to adjust the sound system controls
Adjusting other vehicle controls	Driver distracted as a result of adjusting heat, vent, air conditioning and other OEM or aftermarket controls
Retrieving object from floor	Driver distracted as a result of attempting to retrieve an object from the floor/seat. Does not relate to smoking/eating.
Retrieving object from other location	Driver distracted as a result of attempting to retrieve an object from other than the floor/seat. Does not include eating/smoking
Eating or drinking	Driver distracted as a result of activities related to eating or drinking
Smoking	Driver distracted by activities related to smoking
Reading Map/directions/newspaper	Driver distracted as a result of looking at a map, reading directions or a newspaper or some other material
Focused on other object	Driver distracted as a result of focusing on other object in vehicle
Text messaging	Driver distracted as a result of sending text messages
NMVCCS Data: Associated Factors: Conversing	
With passenger	Driver is conversing with at least one other passenger in the vehicle during pre-crash phase
On phone	Driver is conversing on a phone (including hands free phones) during pre-crash phase
On CB radio	Driver is conversing on a CB radio during pre-crash phase
Other	Driver is engaged in conversation, but either medium or context is not described
NMVCCS Data: Associated Factors: Exterior Non-Driving Activity	
Looking at previous crash	Driver removes focus from driving task to look at previous crash
Looking at other traffic	Driver removes focus from driving task to look at other traffic
Looking for address	Driver removes focus from driving task to look for a street address
Looking at outside person	Driver removes focus from driving task to look at outside person
Looking at building	Driver removes focus from driving task to look at a building
Unspecified outside focus	Driver removes focus from driving task to look outside
Looking at animal	Driver removes focus from driving task to look at an animal
NMVCCS Data: Associated Factors: Inattentive Driver Behavior (Thinking About)	
Personal problem	Used when the driver is thinking about a personal problem (work related, office related)
Family problem	Used when the driver is thinking about a family problem (within family or between family/non-family)
Financial problem	Used when the driver is thinking about a personal financial problem
Preceding argument	Driver is thinking about a preceding argument (may have occurred more than 12 hours prior to crash)
Future event	Driver is thinking about a future event that has a pleasant connection
Inattentive (thought focus unknown)	Inattentive driver but nature of thoughts cannot be determined
Other	Driver is thinking about topic area not described in preceding elements.

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TRAFFIC SAFETY FACTS
Research Note

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DOT HS 811 376

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High Visibility Enforcement Demonstration Programs in Connecticut and New York Reduce Hand-Held Phone Use

By Linda Cosgrove, Neil Chaudhary, and Scott Roberts

Driving while distracted increases the likelihood of a crash (NHTSA, 2010), and recent well-publicized events have brought this unsafe driving behavior to the forefront of the public eye. According to CTIA-The Wireless Association (2009) about 285 million Americans (91% of all Americans) now own cell phones, compared to only 1 million in 1987. The National Health Interview Survey (Blumberg & Luke, 2010) found that nearly one in four households were wireless only (no land line), up nearly 2 percentage points from the year before. The popularity of text messaging is increasing, and videotaped footage of drivers who were texting immediately before a crash has circulated widely on television and the Internet.

The National Highway Traffic Safety Administration estimates that 6% of drivers nationwide were using an electronic device at any given time in 2008 (Pickrell & Ye, 2009. A meta-analysis (Horrey & Wickens, 2006) of 23 experiments that measured the effects of cell phone use on driving performance found that, across all studies, reaction times were consistently slower when using a cell phone than when not using a phone.

To address this problem, NHTSA initiated distracted driving demonstration programs in two communities to test whether a high visibility enforcement (HVE) model could reduce two specific instances of distracted driving -- talking or texting using a hand-held cell phone. The HVE model combines dedicated law enforcement during a specific period, paid and earned media emphasizing an enforcement-based message, and evaluation before and after. *Click It or Ticket*, NHTSA's best known and most successful HVE campaign for seat belt use, has also been effective in areas of aggressive driving and impaired driving. This report summarizes results from the first two of four waves of enforcement and media for distracted driving high visibility enforcement campaigns in two communities.

Background

Over the past several years legislatures have introduced laws banning hand-held cell phone use and texting in a number of States. New York and Connecticut passed laws banning hand-held cell phone while driving in 2001 and 2005 respectively. At the time of this report, 8 States and the District of Columbia have banned hand-held cell phone use for all drivers, and 30 States and the District have banned texting for all drivers. Many States also ban any use of a cell phone (even with a hands-free device) for novice teen drivers. The demonstration projects were aimed to test whether HVE would be effective in persuading drivers not to use hand-held phones to talk or text, whether law enforcement would be able to observe violations, and whether an HVE campaign would increase drivers' perceived risk of receiving a citation for violating the law.

***Hand-held cell phone use while driving dropped 56% in Hartford** (from 6.8% to 3.1%) **and 38% in Syracuse** (from 3.7% to 2.3%).*

***Texting while driving declined 68% in Hartford** (from 3.9% to 1.4%) **and 42% in Syracuse** (from 2.8% to 1.6%).*

Under the leadership of the U.S. Department of Transportation Secretary Ray LaHood, NHTSA awarded cooperative agreements to Connecticut and New York to implement and evaluate demonstration programs that apply the high visibility enforcement model to distracted driving at the community level. Syracuse, New York, and Hartford, Connecticut, (a combination of three contiguous cities -- East Hartford, Hartford, and West Hartford) conducted the demonstrations.

Program Description

NHTSA worked with the Connecticut Department of Transportation and the New York Department of Motor Vehicles' (DMV) Governor's Traffic Safety Committee to conduct model high visibility enforcement programs in the two selected communities. In Connecticut, the participating law enforcement agencies were the Connecticut State Police and the Hartford, West Hartford, and East Hartford Police Departments. In New York, the New York State Police, the Syracuse Police Department, and the Onondaga County Sheriff's Office participated. Both communities planned to conduct four waves of enforcement over the course of one year.

Under separate contracts, NHTSA provided evaluation and communications support to both sites. Preusser Research Group was the evaluation firm and the Tombras Group was the communications firm.

Table 1
Demonstration Program and Evaluation Schedule

	Wave 1		Wave 2	
	CT	NY	CT	NY
Pre Wave Observations	March 18-22	March 25-27	July 8-12	July 8-10
Pre Wave Awareness	March 23-27	March 15-19	July 6-10	July 5-9
Media Flight	April 4-16	April 4-16	July 22-28	July 20-26
Enforcement Dates	April 10-16	April 8-17	July 24-30	July 22-31
Post Wave Observations	April 15-19	April 15-17	July 29-August 2	July 29-31
Post Wave Awareness	April 15-20	April 19-22	July 29-August 3	August 2-6

The first two waves of focused enforcement took place in April and July 2010. Table 1 shows the timeline for pre and post evaluation data collection, media flights, and enforcement in test and control sites.

Development of the Creative Material

In September 2009 NHTSA explored a variety of project themes and held focus groups in Syracuse and Hartford (four in each city). Six potential taglines were selected for assessment. The line "A phone in one hand leads to a ticket in the other" received the highest marks. Based on additional comments, the line for the demonstration project was shortened to *Phone in One Hand, Ticket in the Other.*

The creative material was designed to generate high awareness of stepped-up enforcement efforts regarding local cell phone laws and convince drivers to adhere to those laws. In December 2009, eight more focus groups were held in Hartford and Syracuse to test four TV commercial ideas. The "BAM!" concept received the highest marks, and became the ad for the demo project.

Earned Media

Secretary LaHood and NHTSA Administrator David Strickland launched the campaign with press events (U.S. DOT, 2010) in each State on April 8, 2010. These events generated considerable coverage from local and national media outlets including a feature on ABC-TV's *Good Morning America* (Clarke, 2010) and a feature on ABC News (San Miguel, 2010).

Each of the demonstration sites received sample earned media templates so that they could develop localized press releases, fact sheets and post wave press releases. Outreach with the news media and various partners during each wave resulted in scores of articles and events in both States. In Connecticut and New York, more than 100 news organizations developed news stories about the demonstration projects. Syracuse and Hartford actively generated opportunities to earn additional media for the program. For instance, New York initiated a media tour and the Connecticut DMV joined with Traveler's Insurance Company to sponsor a teen driving video contest.

Paid Media

NHTSA's Office of Communications and Consumer Information purchased air time to promote the program activity and emphasize the enforcement component among the target audience of men and women 18 to 45 years old. The television spots are available online at distraction.gov/hartford and distraction.gov/syracuse. Figure 1 shows a still shot from one of the animated Internet ads also located on the Web site.

Advertisers use "gross rating points" (GRPs) to determine how much of their target audience is reached by a specific advertisement multiplied by the number of times the target audience sees it. For the first wave in April 2010, NHTSA purchased two weeks of advertising in each demonstration location at a level of about 535 GRPs for television/cable, 400 GRPs for radio, and an additional 2 million online impressions on Web sites like USAToday.com. This was considered a strong buy that would reach the target audience enough times that the ad's message would resonate with them. For the second wave in July 2010, NHTSA purchased one week of advertising in each demonstration location at a level of about 300 GRPs for television/cable, approximately 240 GRPs for radio, and an additional 1.5 million online impressions. The media expenditures were $219,290 in Hartford and $88,904 in Syracuse for both waves combine (see Table 2).

The Connecticut Highway Safety Office also ran the *Phone in One Hand, Ticket in the Other* slogan on variable message boards in and around the pilot area and purchased digital billboards on major Hartford Interstate Highways I-84 and I-91. The billboard message also ran at the XL Center, a sports and concert venue in downtown Hartford. This message ran on the XL Center digital billboard and outdoor marquee.

Enforcement

Hartford and Syracuse chose enforcement strategies tailored to their communities. Hartford preferred a spotter technique, where an officer, usually standing on the side of the road, radioed ahead to another officer whenever a passing motorist using a hand-held cell phone was observed. The second officer made the stop and wrote the ticket. The Connecticut Highway Safety Office prepared citation holders, short brochures that officers used to hold the tickets to provide specific information about Connecticut's cell phone law, the fine amount, and the risks associated with distraction.

Syracuse preferred roving patrols where officers drove though their jurisdiction actively seeking out distracted drivers using cell phones or texting. Officers reported that higher vantage points, SUVs, and unmarked vehicles were particularly effective in identifying violators. Both States found that having the flexibility to schedule overtime shifts as needed was critical to the successful implementation of the enforcement mobilizations.

Figure 1
Scene From Animated Internet Banner Ad

Table 2
Media Buy

	Wave 1 (2 weeks)		Wave 2 (1 week)	
	Hartford	Syracuse	Hartford	Syracuse
TV Cost	$108,651	$36,898	$57,098	$21,517
Radio Cost	$108,651	$36,898	$57,098	$21,517
Online Cost	$5,000	$5,000	$3,750	$3,750
Total Cost	$140,855	$54,159	$78,435	$34,745

Table 3
Enforcement Hours and Citations Issued

	Wave 1		Wave 2	
	Hartford	Syracuse	Hartford	Syracuse
Dedicated Hours	1,345	1,370	1,856	1,337
Hand-Held Phone Use	2,329	2,185	2,327	1,977
Text/E-mail/ Distraction	279	115	21	169
Citations/10k Population	107	167	100	156

Both Hartford and Syracuse dedicated officers to vigorously enforce the hand-held cell phone ban during the two waves, exceeding benchmarks based on previous high visibility enforcement campaigns. Table 3 shows the number of enforcement hours and phone and texting citations issued in each site, along with the rate of citations per 10,000 of each city's population.

Evaluation Methodology

Before and after each enforcement wave, NHTSA conducted observations of driver cell phone use and collected public awareness surveys at driver licensing offices in each test and comparison site.

Albany, New York, served as the comparison area for Syracuse. Bridgeport and Stamford, Connecticut, were noncontiguous control areas to match the demographics of the three Hartford area cities. Control sites allow evaluators to separate the effect of the demonstration program from extraneous influences that may be going on in the State. None of the control sites received the paid media advertising and law enforcement officers continued their usual enforcement activities without special emphasis on cell phone laws.

Cell Phone Observations

Cell phone observations were taken at 15 sites in each intervention area, plus 15 sites in Albany, 15 in Stamford, and 7 sites in Bridgeport. Sites were selected from road segments based on traffic volume estimates. Three of the sites in each area were highway off-ramps. The rest of the sites were identified from the highest volume segments, assuring that they were geographically dispersed throughout the areas. The main goal of site selection was to capture the bulk of the traffic streams in the given area.

Observation protocols were based on NHTSA's National Occupant Protection Use Survey (NOPUS) observation protocols, adapted to increase sample size. An earlier formulation of the method, consistent with NOPUS observation protocols, had observers sampling from traffic stopped at red lights. Therefore all selected sites were at traffic light controlled intersections. Pilot testing of this method resulted in few observations and NHTSA modified its method to observe moving traffic only. Observations were made from

street corners observing one direction of traffic (the vehicles traveling in the lanes nearest the observer) for one hour at each site. When traffic signals turned red, observers pivoted and sampled vehicles from the moving traffic on the cross street. Observers coded vehicle type, sex, estimated age (16-24, 25-59, 60+) and whether the driver was holding a hand-held phone to her or his ear, manipulating a cell phone (other than by holding to one's ear) and if the driver had a hands-free headset (e.g., Bluetooth) in the visible ear.

The main analyses were the average percentage of each of the three cell phone use categories separately for each test and control area. Weighting of data occurred prior to analysis so that each site held equal weight. That is, for a 15-site survey in which the number of observed drivers varied between sites, the percentage use recorded in each site contributed an equal 1/15 of the total use rate for that area. Binary logistic regressions analyses evaluated the significance of differences and chi squares were conducted for raw data for subsets of the data (e.g., age). Over 121,000 vehicles were observed for the first two waves of the demonstration program.

Self-Reported Use and Awareness Surveys

Motorists who visited driver licensing offices in the test and comparison sites completed a single page questionnaire asking whether they had seen or heard of the distracted driving program, enforcement, or messaging. They were asked about their cell phone use while driving and whether they had changed their cell phone use in the past 30 days, among other topics. Surveyors collected more surveys for the first (pre Wave 1) administration and will do the same for the final (post Wave 4) administration to increase the power of analyses for both baseline and final data. Over 11,000 self-report surveys were collected for the first two waves of the demonstration program.

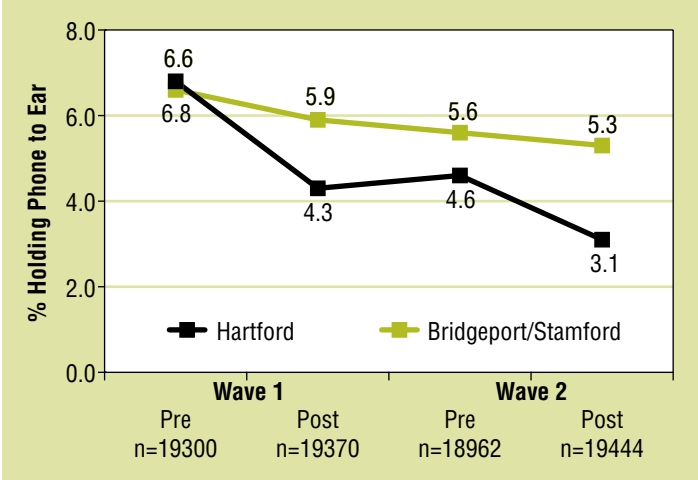
Researchers collected some data a bit later than originally planned (Table 1). In Syracuse there was a clerical error on the final question about slogan recognition. For this question, the analyses report data from another survey administered two weeks later in both Syracuse and Albany. There were inexplicable fluctuations in the Wave 2 results (pre and post) in the Albany surveys compared to Wave 1. For example there were 14% (pre) and 11% (post) of the respondents who reported having gotten a ticket for using a hand-held phone in the past month for Wave 2. This value was only 1% in both pre and post Wave 1 surveys. The data collected two weeks later were more comparable to Wave 1 results. For this reason the researchers deemed the original data from Albany Wave 2 unreliable. The analyses report only the re-sampled post wave data for Albany.

Results

Observed Phone Use in Connecticut

The results of Wave 1 showed a significant decrease ($p < .01$) in hand-held cell phone use in the Hartford areas from 6.8% before the program to 4.3. afterwards (see Figure 2). The control areas also showed a slight decrease in hand-held cell phone use, but this was not statistically significant (6.6% to 5.9%, $p > .05$).

Figure 2
Observed Hand-Held Phone Use in Connecticut



There were further reductions in observed hand-held cell phone use in the second wave in the Hartford intervention area. In between waves, there was minimal increase in hand-held cell phone use in the Hartford areas, when the program was silent. Observed use was 4.6% at the pre measurement of the second wave, dropping to 3.1% in the post measurement ($p < .01$). Use in the control areas continued a slight, although not statistically significant, downward trend, starting at 5.6% and dropping to 5.3% ($p > .05$).

From the baseline (pre Wave 1) to the end of the second wave (post Wave 2) hand-held cell phone use dropped 56% (from 6.8% to 3.1% in the Hartford areas compared to 20% (6.6% to 5.3%) in the control areas.

Most of the decrease in cell phone use was attributed to drivers age 25 to 59 in the Hartford area. Young drivers 16 to 24 dropped 5.3 percentage points (from a pre of 9.0% to a post of 3.7%) following enforcement during Wave 1. However, relatively small sample sizes for this group made this drop only marginally significant ($p < .06$). There was no change for the second wave for the young drivers and there was also no change in use among this group for control areas in either wave. For the 25- to 59-year-old age group, there were significant pre to post drops for both waves in the Hartford area. The changes in the control areas were not significant for either wave and there were no significant effects for the oldest drivers in either wave in either area.

There were significant drops in observed phone use for men and women in both waves in the Hartford area. Surprisingly, there were significant (p's $< .05$) pre to post decreases among female drivers in the control area for both waves but no change for male drivers.

For Wave 1, headset use significantly decreased from pre to post in both the Hartford area (3.5% to 2.8%) and in the control area (4.1% to 2.7%). For Wave 2, none of the pre to post differences were significant in either the test or control sites.

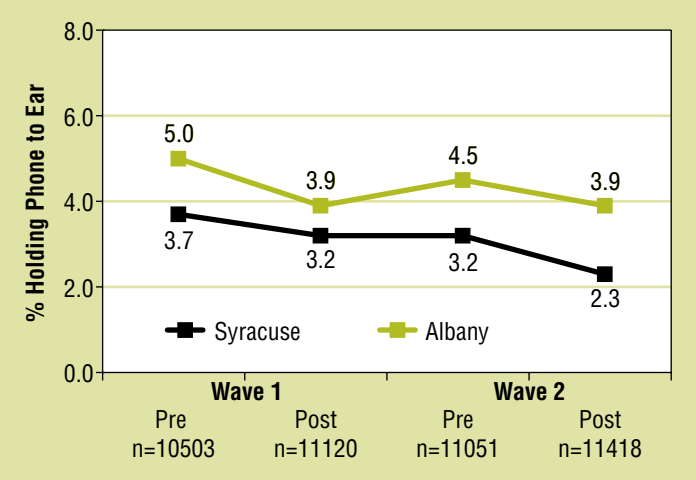
The percentage of people observed manipulating their phones decreased significantly in Wave 1 from pre to post. There was a larger decrease in the Hartford area (3.9% to 2.7%) than in the control area (2.8% to 2.1%). For Wave 2 there was another significant pre to post decrease without much of an increase between waves in the Hartford area (2.6% to 1.4%). There was no change in the control area for the second wave (2.6% to 2.6%).

Observed Phone Use in New York

The results of Wave 1 showed a non-significant decrease in hand-held cell phone use in Syracuse going from 3.7% to 3.2% ($p > .05$) (see Figure 3). There was an unexpected decrease in use in the control area that did reach significance. In Albany use started at 5.0% and dropped to 3.9%.

Wave 2 results were more in line with expectations. Between waves there was no increase in hand-held cell phone in Syracuse and use remained at 3.2%. After the second wave there was a significant drop in use to 2.3% ($p < .01$). Use in Albany rebounded between waves and was 4.5% prior to Wave 2. There was a drop in hand-held cell phone use in Albany (to 3.9%) but this decrease was not significant.

Figure 3
Observed Hand-Held Phone Use in New York



From the baseline (pre Wave 1) to the end of the second wave (post Wave 2) hand-held cell phone use dropped 38% (from 3.7% to 2.3%) in Syracuse compared to a 22% decline (from 5.0% to 3.9%) in Albany.

Drivers 25 to 59 accounted for most of the decrease in cell phone use in Syracuse in Wave 1, but not enough to influence the overall observation rate. None of the other age categories in Syracuse showed a decrease for this wave. The same age group was also the only significant decrease for the Albany drivers in Wave 1. For Wave 2, this group was again the only age group showing a significant decrease in Syracuse. In Albany, despite no overall significant drop, the drivers under 25 showed a significant decrease in driving while using a hand-held phone.

During Wave 1, male drivers showed a significant decrease in driving while on a hand-held phone in Syracuse while women did not. This effect for men was also the only significant drop in Albany. In the second wave men again significantly reduced their use in Syracuse while women did not. Conversely, there was a small but significant decrease in use by women in Albany but not men.

Observations of phone manipulation (e.g., texting, dialing) significantly decreased ($p < .05$) in Syracuse in Wave 1 (2.8% to 2.2%). There was also a decrease in Wave 2 (2.2% to 1.6%), but this decrease was not significant. The observed rate of manipulating a phone while driving was much higher in Albany than Syracuse. In both waves there was a significant pre to post decrease in observed phone manipulation in Albany (Wave 1: 6.3% to 5.3%; Wave 2: 5.7% to 3.0%). Both cities showed an overall decrease of 43% in observed phone manipulation from the baseline to the end of the second wave, with an absolute change of 1.2 percentage points in Syracuse and 3.3 points in Albany.

There were no significant changes in Syracuse in the percentage of drivers observed with hands-free headset. In both waves (pre and post) the rate was about 2% (ranging from 1.7% to 2.3%). Albany's rate of hands-free use was more variable ranging from 4.4% to 2.6%. There was a significant decrease between pre and post use rates during Wave 1 (4.4% to 2.8%).

Self-Reported Cell Phone Use and Program Awareness in Connecticut

Respondents in Connecticut were aware of and knowledgeable about the program and enforcement. From pre to post in Wave 1, Hartford area respondents reported increased chances of getting tickets while there was no effect in the control area. In both Syracuse and the control site, Albany, respondents also reported hearing more general distracted driving information after Wave 1 than before. In Wave 1 there was a decrease in the percentage reporting that it is important for police to enforce the hand-held cell law in both Hartford and control areas, but much of the decrease was restored by Wave 2. There was a pre to post increase in the Hartford area in Wave 1 for reports of having ever gotten a cell phone ticket. Similarly there was a pre to post (Wave 1 only) increase in reports of getting a ticket in the past month (for the control area also).

During Wave 2 there was an increase in the percentage of respondents in the Hartford area who heard about enhanced police enforcement. There was no such increase during Wave 1, but there was an overall gain between the waves. There were no significant effects for the control area.

During Wave 1 there was actually a decrease in the percentage of people having heard about distracted driving in general (both areas) but in Wave 2 there was a large increase (pre to post) in recognition for the Hartford area (but not the control area).

Awareness of the *Phone in One Hand, Ticket in the Other* slogan started at 5% in the pre of Wave 1. Following the first wave, recognition rose significantly to 32%. There was also a significant increase in the control area but not of the same magnitude (5% to 11%). Wave 2 led to further increases in recognition in the Hartford areas (27% to 47%). There was no increase in the control areas (8% to 10%).

Recognition of other slogans was not as high. The other most recognized slogan in the Hartford area following Wave 2 was *I-Promise Not to Drive Distracted* which was recognized by 15% of respondents. A local TV station (WFSB) has been running messages with this slogan between enforcement waves. Ten percent of the respondents recognized *Hang Up or Pay Up*, an enforcement type distracter slogan not in use in the area. Recognition of Oprah Winfrey's *No Phone Zone* was at 8%.

There was an increase in Wave 1 for judgments of frequency of cell phone use while driving, with no effect for the control group. The effect dissipated by Wave 2 -- the Wave 2 pre and post measures were much lower than the post of Wave 1. There was also a significant increase in self-reported texting during the first wave in the Hartford area. During the second wave there was a significant decrease in reported use by the control area respondents.

Self-Reported Cell Phone Use and Program Awareness in New York

Overall, Syracuse respondents knew about the enforcement and messaging campaign. Drivers in Syracuse reported having heard about the cell phone enforcement with significant pre to post increases for each wave. They also reported hearing about distracted driving (in general) more in the post of Wave 1 than in the pre of Wave 1 and this was also true in Albany. There was also an increase in self-reported tickets within the last month for Wave 1 in Syracuse. There was an increase in both waves for perceived strictness of police enforcement in Syracuse while there was a significant decrease during Wave 1 in Albany, the control site.

Unexpectedly, self-reported hand-held cell phone use increased from pre to post in Wave 1 in Syracuse. Albany's rates stayed the same. There were no changes in self-reported texting while driving.

Recognition of the main message, *Phone in One Hand, Ticket in the Other*, increased 32 percentage points in Syracuse (5% to 37%). The rates were flat in Albany, going from 4% to 5%.

Slogan recognition for Syracuse went from 5% to 21%. It is likely that recognition would have been even higher immediately following the campaign. Indeed, the recognition was at 37% following Wave 1. Rates in Albany, the control site, stayed the same going from 4% to 5%.

Recognition of other slogans was considerably lower at the end of Wave 2 in Syracuse. For example *Hang Up or Pay Up*, (not in use in the area) was 11%. Eight percent of the respondents recognized Oprah Winfrey's *No Phone Zone*.

There was an unexpected increase from pre to post in the first wave in Syracuse respondents' judgment of how frequently they use a hand-held phone while driving, similar to the findings in Hartford. This increase was not present in Albany, and was not present in the second wave in either area. Self-reported cell phone use rates for both pre and post in the second wave were lower than the post in the first wave for Syracuse. Figures 4 through 8 show public awareness findings for Syracuse, Hartford, and the control sites over both waves.

Figure 4
In the Past Month, Have You Seen or Heard About Distracted Driving in [Connecticut/New York]?

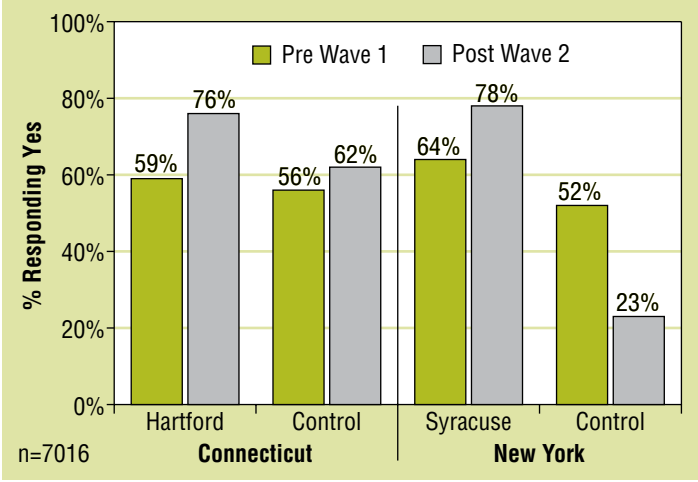


Figure 5
Awareness of "*Phone in One Hand, Ticket in the Other*" Slogan in Connecticut and New York

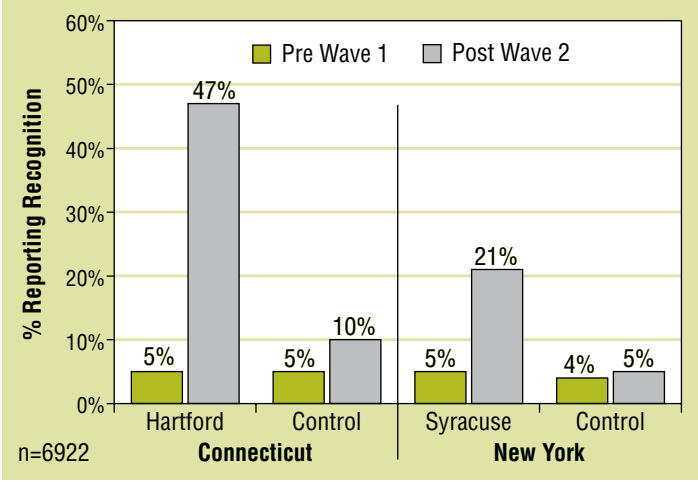


Figure 6
What do you think the chances are of getting a ticket if you use a hand-held cellular phone while driving?

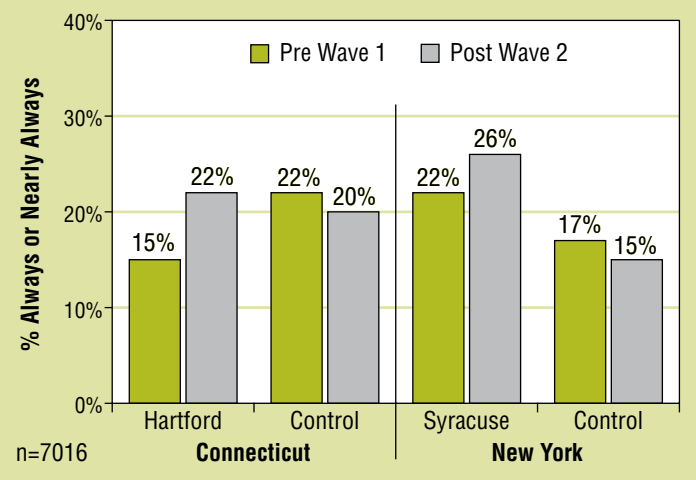


Figure 7
Strictness of Enforcement of Hand-Held Phone Law

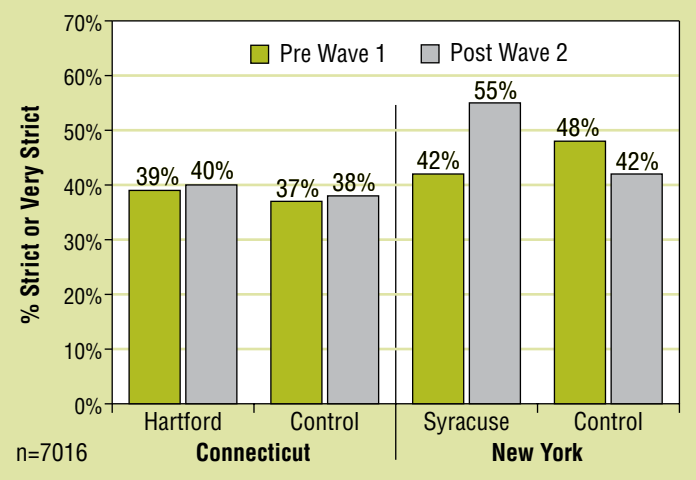
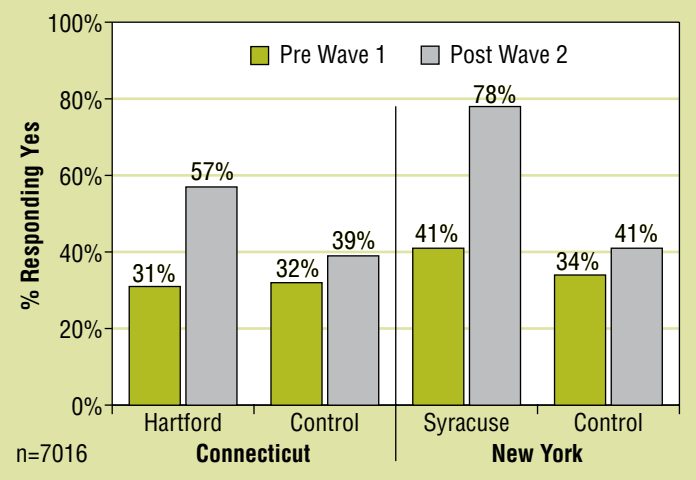


Figure 8
In the past month, have you seen or heard about police enforcement focused on hand-held cellular phone use?



Discussion

The most apparent finding from the first two waves of NHTSA's distracted driving demonstration programs in Syracuse and Hartford is that awareness about cell phone use and texting is remarkably high. About 6 in 10 in both communities had heard something about distracted driving, even before the new *Phone in One Hand, Ticket in the Other* advertisements aired. This most likely reflects the influx in media discussing the issue. Insurance companies, mobile phone providers, and safety organizations have been addressing the dangers of using a cell phone and texting while driving, especially for teens, and have sponsored advertisements on national television. State legislatures have passed texting and cell phone bans. The U.S. Department of Transportation held a summit in Washington, DC, in September 2009 bringing together over 250 researchers, government agencies, industry representatives, public advocates, and elected officials to discuss what could be done to reduce the preventable deaths and injuries that distracted driving is causing in America. The President issued an Executive order advising Federal workers to "put it down." In January 2010 Oprah started the *No Phone Zone* and on April 30, the Oprah Winfrey Show launched a "No Phone Zone Day" with a live TV broadcast, rallies in six cities – Atlanta, Boston, Detroit, Chicago, Los Angeles, and Washington – and a national public service announcement campaign.

Despite the national attention and motorists' beliefs that distracted driving by others is a dangerous activity, surveys show that motorists are willing to engage in the behavior themselves. Changing driver behavior presents a challenge, but high visibility enforcement campaigns are a proven countermeasure in a variety of traffic safety areas. The intent of a high visibility enforcement campaign is not to issue tickets. Rather, the intent is to deter drivers from engaging in that particular behavior in the first place. In order words, if drivers violate a particular law, there should be a high certainty that they will receive a ticket. While issuing one citation to a motorist may persuade that person to avoid that offense in the future (known as specific deterrence), highly visible enforcement seeks to have 100 or 1,000 other drivers know about that one citation so they choose to avoid that behavior (general deterrence).

The new slogan, *Phone in One Hand, Ticket in the Other*, proved effective in conveying the message of increased cell phone enforcement to the public. Nearly 50% of respondents in Hartford and 20% in Syracuse reported that they had seen and heard about the program after just the first wave of the program. People reported having heard about the enforcement, recognized the increased strictness of the police, and thought that their chance of getting a ticket if they used a hand-held cell phone increased. An interesting anomaly in the public awareness data is that self-reported use of a hand-held cell phone actually increased during the first wave, before finally decreasing at the end of the second wave. One

explanation is that drivers were becoming more aware of their cell phone use while driving because of the increased media. There was strong public support for the program, with 8 out of 10 drivers believing that it is important for the police to enforce the hand-held cell phone law.

Observed cell phone use decreased in both sites by the end of the second wave of the *Phone in One Hand, Ticket in the Other* demonstration program. Before the distracted driving programs began, observed cell phone use in Syracuse was about half that of the rest of the Nation and Connecticut was close to average. Both States have had hand-held cell phone bans while driving for some time – 2001 for New York and 2005 for Connecticut. After the second wave of the high visibility enforcement campaign, hand-held cell phone use decreased 38% in Syracuse (from 3.7% to 2.3%) and 58% in Hartford (from 6.8% to 3.1%). The laws alone may have served to keep these States at or below the national average, but the addition of high visibility enforcement and media emphasizing the enforcement drove the rates down even lower. High levels of national media and celebrity attention to distracted driving, such as by the *Oprah Winfrey Show,* may account for some of the high public awareness of the issue and for the steady declines in observed hand-held cell phone use in the control sites and among women in three of the five sites overall.

Unlike other periodic traffic safety campaigns, there was no rebound or ratcheting effect during the period between waves where the observed behavior reverted close to previous levels. It remains to be seen whether this trend will continue throughout the remaining two waves, but it is promising and suggests that social norms towards phone use and texting are shifting towards finding it as unacceptable as driving while impaired by alcohol.

The law enforcement agencies in both sites exceeded program expectations. Ticketing rates of about 20 citations per 10,000 population are common benchmarks for effective belt enforcement programs, a rate deemed sufficient to change motorists' behaviors. Enforcement rates for the distracted driving demonstration programs in Syracuse and Hartford were more than five times that benchmark. Officers reported that they were enthusiastic about the dedicated advertising that focused on their increased enforcement. They reported that coordinated enforcement activities with neighboring law enforcement agencies expanded the visibility of their enforcement efforts. They reported positive public reactions -- the general theme was that "it was about time."

There are challenges to enforcing hand-held cell phone and texting bans. The most obvious challenge is the difficulty in observing the offense. Syracuse law enforcement officers preferred roving patrols and found higher observation locations or taller vehicles like SUVs useful in seeing down into a passenger vehicle to observe texting offenses. Hartford officers found the spotter, or stationary, strategy effective but both chose strategies that suited their community and resources and both used other strategies as well. Because this was a demonstration program, additional reporting paperwork was required. The Hartford officers felt that their post ticketing paper work was more time consuming than a seat belt ticket but they are working to improve the process in time for the third wave.

There are two additional waves of enforcement planned in Hartford and Syracuse. The third wave will begin in October 2010; the fourth and final wave will occur in the spring of 2011. At the conclusion of the fourth wave, NHTSA's Office of Behavioral Safety Research will prepare a final report detailing all four waves.

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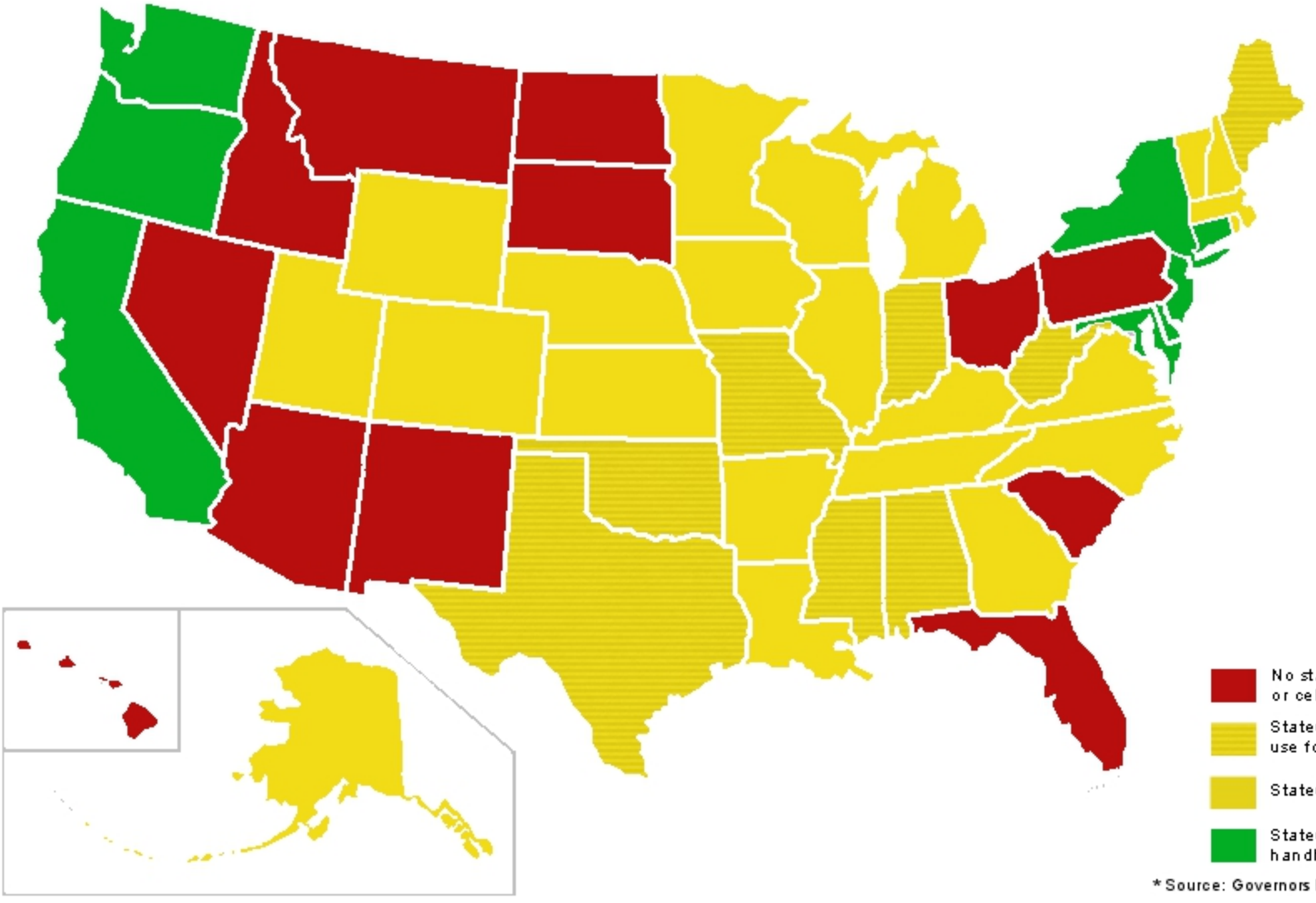
U.S. Department of Transportation

National Highway Traffic Safety Administration

DISTRACTED DRIVING LAWS BY STATE

DISTRACTED DRIVING SUMMIT

* As of 9/17/2010, 30 states ban texting while driving. Of those, 8 states ban all handheld phone use.



* Source: Governors Highway Safety Association

DISTRACTED DRIVING SUMMIT

DISTRACTED DRIVING LAWS BY STATE

As of September 17, 2010, 30 states ban texting while driving. Of those, 8 states ban all handheld phone use.

ALABAMA

It is a primary offense in Alabama for 16-year-old drivers to use cell phones for texting or talking while driving. It is also a primary offense for 17-year-olds who have had their intermediate licenses for fewer than six months to use cell phones while driving. A texting ban failed to pass both houses during the 2010 legislative session, but a bill is expected to be reintroduced in 2011.

ALASKA

It is a primary offense in Alaska to text and watch videos while driving. The ban was enacted on September 1, 2008. Legislation banning handheld cell phone use while driving and all cell phone use for drivers under 18 was proposed in the state legislature in 2010, but failed to make it out of committee.

ARIZONA

It is a primary offense for Arizona school bus drivers to use cell phones while driving. Texting while driving is prohibited in Phoenix. Legislation banning texting while driving statewide failed to pass in 2009 and 2010 by narrow vote margins.

ARKANSAS

It is a primary offense in Arkansas to text while driving and for school bus drivers and drivers between 18 and 20 years of age to use cell phones. An overall cell phone use restriction for drivers under 18 is a secondary offense.

CALIFORNIA

It is a primary offense in California to text or use handheld phones while driving. It is also a primary offense for school bus drivers to use cell phones while driving. It is a secondary offense for minors to use cell phones while driving. During the 2010 legislative session, a bill was proposed that would double the fines associated with distracted driving.

COLORADO

It is a primary offense in Colorado to text while driving. It is also a primary offense for minors and drivers with instructional permits to use cell phones while driving.

CONNECTICUT

It is a primary offense in Connecticut to use handheld phones and text message while driving. It is also a primary offense for school bus drivers and novice drivers under the age of 18 with learner's permits to use cell phones while driving. In 2010, Governor M. Jodie Rell submitted and signed legislation strengthening penalties for violators and eliminating the one-time forgiveness policy in the original 2005 law.

DELAWARE

It will be a primary offense in Delaware to use handheld phones and text message while driving, as well as for school bus drivers and those with learner's permits and intermediate licenses to use cell phones while driving. The Delaware law, signed July 6, 2010, takes effect January 2, 2011.

DISTRICT OF COLUMBIA It became a primary offense in the District of Columbia to use handheld phones and text while driving in 2004. School bus drivers and those with learner's permits are prohibited from all cell phone use while driving.

FLORIDA Several bills have been proposed in the state legislature, but Florida does not have any laws regarding cell phone use while driving.

GEORGIA On August 1, 2010, it became a primary offense in Georgia to text while driving. It is also a primary offense for minors and school bus drivers to use cell phones for talking or texting while driving.

HAWAII Hawaii does not have a state law restricting handheld devices or texting while driving, but many of the state's counties and cities have enacted laws related to cell phone and electronic device use.

IDAHO Idaho does not currently have explicit bans on texting or handheld device use while driving. Pending legislation failed during the 2009 session and was blocked on the last day of the 2010 session, but there are plans to reintroduce the bill in 2011.

ILLINOIS On January 1, 2010, it became a primary offense in Illinois to text while driving. Further, all cell phone use in school and construction zones, for drivers under 19, and for school bus drivers is prohibited as a primary offense. The cities of Chicago and Evanston ban handheld phone use within city limits, and similar legislation restricting handheld phone use has been proposed in the state legislature.

INDIANA Cell phone use and texting for drivers under 18 became a primary offense in Indiana in 2009. Attempts to pass universal bans on handheld cell phone use and texting while driving failed in 2010, but legislators may submit legislation in 2011.

IOWA On April 1, 2010, Iowa passed a law prohibiting texting while driving as a secondary offense. The law also places additional restrictions on all handheld electronic device use for drivers with restricted or intermediate licenses as a primary offense. The law took effect July 1, 2010 with a one-year warning period.

KANSAS In 2009, Kansas banned the use of wireless communications devices for drivers with restricted licenses. In May 2010, the state passed a ban on texting while driving that will take effect January 1, 2011. Both are primary offenses.

KENTUCKY A primary ban on texting while driving took effect in Kentucky on July 15, 2010. Violators receive courtesy warnings until January 1, 2011. All cell phone use is prohibited for drivers under 18, as is unofficial cell phone use by school bus drivers.

LOUISIANA Louisiana recently strengthened restrictions on texting for all drivers and wireless device use by drivers under 18, increasing violations from a secondary to a primary offense as of August 15, 2010. Louisiana makes it a primary offense for school bus drivers to use cell phones while driving. Proposed legislation outlawing handheld devices failed during the 2010 session.

MAINE

It is a primary offense in Maine for drivers under 18 and those operating with learner's permits or intermediate licenses to use cell phones while driving. Legislation prohibiting handheld cell phone use failed in 2009. However, a general distracted driving law prohibiting driving while distracted took effect in September 2009.

MARYLAND

It has been a primary offense to text while driving in Maryland since October 2009. Maryland is expanding that ban with a secondary offense ban on handheld cell phone use that takes effect October 1, 2010. The state also prohibits all cell phone use for drivers under the age of 18 and for those with learner's permits or intermediate licenses as a secondary offense.

MASSACHUSETTS

It is a primary offense in Massachusetts for bus drivers to use cell phones. In addition, Massachusetts recently passed a law prohibiting texting by all drivers and banning cell phones use for drivers under 18. This law will take effect on October 1, 2010.

MICHIGAN

On April 30, 2010, Governor Jennifer Granholm signed legislation making texting while driving a primary offense. The law went into effect on July 1, 2010. The cities of Detroit and Troy also ban the use of handheld devices while driving.

MINNESOTA

In 2008, Minnesota made it a primary offense to text while driving, but attempts to expand the law to prohibit handheld device use failed in 2010. It is a primary offense for drivers under 18 and school bus drivers to use cell phones while driving.

MISSISSIPPI

Mississippi passed a primary offense ban on texting for drivers with restricted licenses in 2009. Attempts to pass additional legislation banning texting for all drivers failed during the 2010 legislative session.

MISSOURI

It is currently a primary offense in Missouri for drivers under the age of 21 to text while driving. Several bills extending the ban to all drivers were proposed during the 2010 legislative session, but none were successful.

MONTANA

Montana does not currently have any statewide restrictions on cell phone use or texting while driving. An attempt to prohibit cell phone use by drivers in 2007 never made it out of committee. The cities of Billings and Missoula have prohibitions in place.

NEBRASKA

It is a secondary offense in Nebraska for drivers under 18 with a learner's or provisional license to use cell phones while driving. A secondary offense prohibition on texting while driving took effect July 1, 2010.

NEVADA

Nevada does not have any laws on texting or on the use of cell phones while driving. The legislature was not in session in 2010. In 2003, the state prohibited local governments from regulating cell phone use in vehicles.

NEW HAMPSHIRE

New Hampshire made it a primary offense to text while driving on January 1, 2010.

NEW JERSEY

It is a primary offense in New Jersey to text or use handheld cell phones while driving. It is also a primary offense for school bus drivers and drivers under the age of 21 to use cell phones while driving.

NEW MEXICO

New Mexico law only bans cell phone use for driving students and those operating state vehicles, though several cities have local restrictions. In February 2010, the state House approved a ban on handheld cell phone use and texting while driving; the bill has been sent to the state Senate Public Affairs Committee.

NEW YORK

It is a primary offense in New York to use handheld cell phones while driving. Text messaging while driving is a secondary offense. On July 1, 2010, the state Assembly unanimously passed legislation proposed by the Governor strengthening the text messaging ban and making it a primary offense. The legislation is now awaiting state Senate action.

NORTH CAROLINA

On December 1, 2009, North Carolina made it a primary offense to text while driving. The state also makes it a primary offense for school bus drivers and drivers under 18 to use cell phones, unless calling their parents.

NORTH DAKOTA

North Dakota has no laws governing cell phone use or texting while driving. Proposed legislation was defeated in 2009, and the legislature was not in session in 2010. The issue is expected to be addressed during the 2011 session.

OHIO

There are no statewide laws governing cell phone use or texting while driving in Ohio, though several cities have banned texting behind the wheel. In March 2010, the state House voted to ban texting while driving and the state Senate is considering similar legislation.

OKLAHOMA

Oklahoma prohibits texting while driving state vehicles, per an executive order signed by the Governor on January 21, 2010. The state also passed a distracted driving law that will go into effect on November 1, 2010 making it a primary offense for drivers with a leaner's permit or intermediate license to use hand held cell phones while driving. It also makes it a primary offense for school bus drivers to use cell phones while driving. This law also strengthens an existing statute stating that "the operator of every vehicle, while driving, shall devote their full time and attention to such driving."

OREGON

On January 1, 2010, it became a primary offense in Oregon to text or use handheld cell phones while driving. It is also a primary offense for drivers under 18 to use cell phones at all while driving.

PENNSYLVANIA

There are no statewide restrictions on cell phone use or texting while driving in Pennsylvania, though several cities have enacted their own bans. In 2010, the state legislature split on how to address the issue, with the House voting to reject the Senate's amendments to downgrade violations from primary to secondary offenses.

RHODE ISLAND

It is a primary offense to text while driving in Rhode Island. It is also a primary offense for school bus drivers and drivers under 18 to use cell phones while driving. During the 2010 session, several proposed pieces of legislation were introduced to prohibit the use of handheld cell phones.

SOUTH CAROLINA South Carolina does not have a statewide ban on cell phone use or text messaging while driving. Proposed legislation banning texting while driving passed the state House and was sent to the state Senate in 2010.

SOUTH DAKOTA South Dakota does not have any restrictions on cell phone use or texting while driving. In 2010, proposed legislation prohibiting texting while driving and all cell phone use by minors failed.

TENNESSEE Tennessee prohibits texting for all drivers and all cell phone use for school bus drivers and drivers with restricted licenses as primary offenses. Proposed legislation in 2010 would extend the ban to handheld cell phone use while driving.

TEXAS Cell phone use by school bus operators carrying passengers under age 17 is a primary offense in Texas. It is also a primary offense in Texas for those under the age of 17 with restricted licenses to use cell phones while driving. All drivers are banned from using handheld cell phones in school crossing zones. Several cities have also enacted local distracted driving laws.

UTAH It is a primary offense in Utah to text while driving. Attempts to restrict handheld use for teenagers have failed, however, the state has a "careless driving" law that can attach additional penalties for cell phone use as a moving violation while distracted.

VERMONT On June 1, 2010, it became a primary offense to text while driving in Vermont. The prohibition applied to all cell phone use for drivers under the age of 18.

VIRGINIA It is a primary offense in Virginia to text while driving. School bus drivers are prohibited from all cell phone use as a primary offense. It is a secondary offense for drivers under the age of 18 to use cell phones. Additional legislation proposed in 2010 prohibiting handheld cell phone use was tabled at the committee level.

WASHINGTON In 2010, Washington strengthened existing distracted driving laws, making it a primary offense to text and use handheld cell phones while driving. It is a primary offense for drivers with learner's permits or intermediate licenses to use cell phones.

WEST VIRGINIA It is a primary offense in West Virginia for drivers with learner's permits or intermediate licenses to use cell phones while driving. Legislation restricting texting and handheld cell phone use for all drivers failed during the 2009 session.

WISCONSIN Wisconsin recently made it a primary offense to text while driving. That law will take effect in December 2010.

WYOMING The Wyoming law making texting while driving a primary offense took effect in July 2010.

DISTRACTED DRIVING SUMMIT

SPEAKER BIOGRAPHIES

RAY LAHOOD

Secretary, U.S. Department of Transportation

Ray LaHood became the 16th Secretary of Transportation on January 23, 2009. In nominating him, President-elect Obama said, "Few understand our infrastructure challenge better than the outstanding public servant that I'm asking to lead the Department of Transportation."

Secretary LaHood's primary goals in implementing President Obama's priorities for transportation include safety across all modes, restoring economic health and creating jobs, promoting sustainability, shaping the economy of the coming decades by building new transportation infrastructure, and assuring that transportation policies focus on people who use the transportation system and their communities.

As Secretary of Transportation, LaHood leads an agency with more than 55,000 employees and a $70 billion budget that oversees air, maritime, and surface transportation missions.

Secretary LaHood has focused on bringing President Obama's priorities to the Department and effectively implementing with a commitment to fairness across regional and party lines and between people who come to the issues with different perspectives.

Before becoming Secretary of Transportation, LaHood served for 14 years in the U.S. House of Representatives from the 18th District of Illinois (from 1995-2009). During that time, he served on the House Transportation and Infrastructure Committee and the House Appropriations Committee. Prior to his election, he served as Chief of Staff to U.S. Congressman Robert Michel, whom he succeeded in representing the 18th District, and as District Administrative Assistant to Congressman Thomas Railsback. He also served in the Illinois State Legislature.

Before his career in government, Secretary LaHood was a junior high school teacher, having received his degree from Bradley University in Peoria, Illinois. He was also director of the Rock Island County Youth Services Bureau and Chief planner for the Bi-States Metropolitan Planning Commission in Illinois.

LaHood and his wife, Kathy, have four children (Darin, Amy, Sam, and Sara) and nine grandchildren.

DISTRACTED DRIVING SUMMIT

HILDA L. SOLIS
Secretary, U.S. Department of Labor

Secretary Hilda L. Solis was confirmed as Secretary of Labor on February 24, 2009. Prior to confirmation, Secretary Solis represented the 32nd Congressional District in California from 2001 – 2009.

In Congress, her priorities included expanding access to affordable health care, protecting the environment, and improving the lives of working families. A recognized leader on clean energy jobs, she authored the Green Jobs Act which provided funding for "green" collar job training for veterans, displaced workers, at risk youth, and individuals in families under 200 percent of the federal poverty line.

In 2007, Secretary Solis was appointed to the Commission on Security and Cooperation in Europe (the Helsinki Commission), as well as the Mexico – United States Interparliamentary Group. In June 2007, she was elected Vice Chair of the Helsinki Commission's General Committee on Democracy, Human Rights and Humanitarian Questions. She was the only U.S. elected official to serve on this committee.

A nationally recognized leader on the environment, Secretary Solis became the first woman to receive the John F. Kennedy Profile in Courage Award in 2000 for her pioneering work on environmental justice issues. Her California environmental justice legislation, enacted in 1999, was the first of its kind in the nation to become law.

Secretary Solis was first elected to public office in 1985 as a member of the Rio Hondo Community College Board of Trustees. She served in the California State Assembly and made history by becoming the first Latina elected to the California State Senate in 1994. As the chairwoman of the California Senate Industrial Relations Committee, she led the battle to increase the state's minimum wage. She also authored a record 17 state laws aimed at combating domestic violence.

Secretary Solis graduated from California State Polytechnic University, Pomona, and earned a Master of Public Administration from the University of Southern California. A former federal employee, she worked in the Carter White House Office of Hispanic Affairs and was later appointed as a management analyst with the Office of Management and Budget in the Civil Rights Division.

SENATOR AMY KLOBUCHAR
Minnesota

In 2006, Senator Amy Klobuchar became the first woman elected to represent the State of Minnesota in the U.S. Senate. As a respected leader, both as chief prosecutor in Minnesota's largest county, and now as a senator, she has always embraced the values she learned growing up in Minnesota.

As a private citizen and before being elected to public office, Senator Klobuchar was the leading advocate for successful passage of one of the first laws in the country guaranteeing 48-hour hospital stays for new moms and their babies.

And, in 1998, after serving as a partner in two of Minnesota's leading law firms, Senator Klobuchar broke new ground as the first woman elected to serve as the Hennepin County prosecutor, which includes Minneapolis and 45 suburbs.

Heading the largest prosecutor's office in the state for eight years, Senator Klobuchar made the prosecution of violent and career criminals her top priority. She was a leading advocate for successful passage of Minnesota's first felony DWI law for which she received a leadership award from Mothers Against Drunk Driving. Her safe schools initiative, community prosecution efforts, and criminal justice reforms earned national awards, including from the U.S. Department of Justice under both the Clinton and Bush Administrations. She was also elected by her colleagues to serve as president of the Minnesota County Attorneys Association.

Senator Klobuchar has taken the lead in the Senate to pass the most significant consumer product safety legislation in a generation, keeping toxic products off our shores and out of our stores. She acted quickly to obtain full funding for the I-35W bridge, the eight-lane highway which was rebuilt in a record nine months after tragically falling into the Mississippi River. She introduced legislation to secure health and education benefits for our nation's veterans. She took on the cell phone companies for more consumer-friendly policies. And she helped pass the most sweeping ethics reform since Watergate.

Her work has gained national recognition. Working Mother Magazine named her as a 2008 "Best in Congress" for her efforts on behalf of working families. The American Prospect named her a "woman to watch."

The Washington Post has described Senator Klobuchar as "a rising star" and "a leading proponent of efforts to combat climate change," not to mention "the funniest new member of Congress."

The Star Tribune reported on her substantial progress, citing observers who praised her work in her first hundred days as, "a fast-moving legislator with potential to become a party leader."

Senator Klobuchar serves on five Senate committees: Agriculture, Environment and Public Works, Commerce, Judiciary, and the Joint Economic Committee.

She was the valedictorian of her high school class and graduated magna cum laude from Yale University and the University of Chicago Law School. Her senior thesis in college, published as the book "Uncovering the Dome," chronicles the 10-year history behind the building of the Hubert H. Humphrey Metrodome and is still used at colleges and universities across the country.

Senator Klobuchar is married to law professor John Bessler, a native of Mankato, who attended Loyola High School and the University of Minnesota. They have a daughter, Abigail, who is 15.

SENATOR JAY ROCKEFELLER
West Virginia

Senator Jay Rockefeller has served the people of West Virginia for over 40 years. Senator Rockefeller first came to West Virginia in 1964 as a 27-year-old VISTA volunteer serving in the small mining community of Emmons.

DISTRACTED DRIVING SUMMIT

As a long-time advocate of accessible and quality healthcare, Senator Rockefeller is recognized as one of the strongest champions for health care reform. He has an extensive and distinguished career of fighting to reduce the number of uninsured children and working families, protecting and improving seniors' and veterans' health care, and fighting for the promised health benefits of retired coal miners and steelworkers.

To diversify and expand economic opportunities, he has played an instrumental role in attracting new investment and jobs to West Virginia. In addition to bringing a Toyota manufacturing plant to Buffalo, Senator Rockefeller has recruited numerous national and international companies to the Mountain State, resulting in thousands of new jobs. At the same time, he maintains a strong focus on strengthening core industries such as steel, coal and chemicals by fighting for fair trade policies and targeted tax relief. He is also working on policies that will allow for energy independence by drawing on West Virginia's natural resources to produce clean and reliable fuels.

As part of Senator Rockefeller's effort to strengthen the lives of children and families, he has coauthored legislation to improve educational opportunities for students, promote stability through adoptions and foster care, increase minimum wage for employees, reduce violence and obscenity on television, and help every school and library connect to the Internet. He has also supported numerous targeted tax cuts for working families such as the child tax credit and the earned-income tax credit, and he supported eliminating the marriage penalty.

Senator Rockefeller is the Chairman of the Senate Committee on Commerce, Science, and Transportation and the Health Care Subcommittee on Finance. He is also a member of the Senate Select Committee on Intelligence and serves on the Senate Committee on Veterans' Affairs.

Senator Rockefeller graduated from Harvard University with a bachelor’s degree in Far Eastern languages and history. He previously held office in the West Virginia House of Delegates, as West Virginia Secretary of State and Governor. He also served as President of West Virginia Wesleyan College prior to being elected to the U.S. Senate.

Senator Rockefeller is married to Sharon Percy Rockefeller, with whom he has four children: John, Valerie, Charles, and Justin. They are also the proud grandparents of four granddaughters and two grandsons.

DISTRACTED DRIVING SUMMIT

DR. LINDA ANGELL

Research Scientist, Virginia Tech Transportation Institute

Dr. Linda Angell is a Research Scientist working in Michigan for the Virginia Tech Transportation Institute (VTTI) where she is part of the Center for Automotive Safety Research. She joined VTTI upon retiring from General Motors in 2008, after 27 years there in human factors and safety. At GM, she was a Technical Fellow in the Safety Center, working within the Crash Avoidance System Development Group. Her work has spanned a range of settings – including academic research, applied research, product design, and engineering support. She holds a Ph.D. in experimental/cognitive psychology, and her work experience has addressed effects of advanced technologies on driver behavior, the development of user interfaces, as well as crash analysis, countermeasure development, and countermeasure effectiveness.

In 1998, Dr. Angell received the GM Chairman's Honors Award for her work on prevention of child entrapment in vehicle trunks and enclosures, and in 2008 was the winner of the A.R. Lauer Safety Award from the Human Factors and Ergonomics Society. She holds several patents, has numerous publications, and has co-founded an independent human factors research and consulting firm. Her focus over the last decade has been on driver distraction, driver workload assessment, and strategies for actively assisting drivers in these areas.

PETER APPEL

Administrator, Research and Innovative Technology Administration, USDOT

Peter H. Appel was confirmed by the U.S. Senate as Administrator of the Research and Innovative Technology Administration (RITA) on April 29, 2009. Since joining RITA, Appel has worked with Secretary Ray LaHood to advance key U.S. Department of Transportation (USDOT) initiatives by leveraging effective research and cross-modal coordination. These initiatives have included the first Distracted Driving Summit, which brought key transportation researchers, advocates, decision makers and other leaders together to address this growing safety issue; the bolstering of USDOT Intelligent Transportation Systems (ITS) Program to best improve safety, efficiency, and environmental sustainability across all modes of surface transportation; and the establishment of the Department's Safety Council, which brings together all 10 modal administrators to advance transportation safety across the Department.

Before joining RITA, Mr. Appel was with the global management consulting firm of A.T. Kearney, Inc. He has led business improvement initiatives for clients in the private and public sectors, with a focus on transportation and infrastructure.

Mr. Appel has over 20 years of experience in transportation and has supported organizations in the railroad, trucking, airline, and ocean shipping industries with growth strategy, supply chain improvement, post-merger integration, public-private partnerships, and other key business and policy issues. Previously, he served as the Special Assistant to the Administrator of the Federal Aviation Administration and as Assistant Director for Pricing and Yield Management at Amtrak. Mr. Appel earned his bachelor's degree from Brandeis University in Economics and Computer Science with Highest Honors, and received his Master of Science in Transportation from the Massachusetts Institute of Technology.

DISTRACTED DRIVING SUMMIT

JANET FROETSCHER
President and CEO, National Safety Council

Janet Froetscher is president and chief executive officer of the National Safety Council (NSC). The National Safety Council saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads through leadership, research, education, and advocacy. NSC is grounded in science and promotes the use of best practices to save lives and prevent injuries. As the first organization to call for a national ban on cell phone use while driving, NSC has taken a leadership role on the issue.

Prior to joining the National Safety Council, Ms. Froetscher served as chief executive officer of the United Way of Metropolitan Chicago and chief operating officer of the Aspen Institute. Ms. Froetscher holds a Bachelor of Arts degree from the University of Virginia and a Masters of Management from the Kellogg Graduate School of Management of Northwestern University.

TRIPP FROHLICHSTEIN
President, MediaMasters, Inc.

With MediaMasters, Tripp Frohlichstein has traveled worldwide to train thousands of people in corporations, associations, governments, and non-profit organizations in message development, working with the media, handling a crisis, giving presentations, and communicating more effectively. In the mid-1990s, Mr. Frohlichstein co-created the concept of message mapping, which enables organizations to more effectively communicate their message.

Mr. Frohlichstein founded MediaMasters, Inc. in 1986 after spending more than a decade at KMOX-TV, the then CBS-owned and operated station in St. Louis. During that period, Mr. Frohlichstein acted in various newsroom management capacities, culminating with assistant news director.

In addition, Mr. Frohlichstein has served as a TV news critic for the St. Louis Post-Dispatch, KMOX-CBS radio, and for the St. Louis Journalism Review. He also spent 20 years as an adjunct professor at Webster University, and, more recently, Washington University in St. Louis.

BARBARA HARSHA
Executive Director, Governors Highway Safety Association

Since April 1988, Barbara Harsha has been the Executive Director of the Governors Highway Safety Association (GHSA) — a nonprofit organization that represents state highway safety offices. GHSA members are charged with implementing their governors' highway safety plans and administering federal behavioral highway safety funds. Ms. Harsha is responsible for directing the organization's Washington Headquarters office, serving as the association's chief liaison with the National Highway Traffic Safety Administration (NHTSA), representing the organization in numerous other capacities, and administering federal grants.

Ms. Harsha frequently represents the states' views on highway safety solutions in a variety of forums. Congress, federal agencies, industry, and the media have all called upon her expertise. Media outlets such as the Wall Street Journal, USA Today and the Chicago Tribune frequently seek her opinion on the highway safety issues of the day.

Prior to joining GHSA, Ms. Harsha spent ten years at the National League of Cities, one of the major public interest groups in Washington. She served as a senior policy analyst for the League's transportation committee and later as the director of policy development. Before coming to Washington, she was a transportation planner with the Southern California Association of Governments in Los Angeles.

She holds a Master's Degree in urban planning from the University of Southern California and a Bachelor of Arts degree from Washington University in St. Louis.

TERRY HOLT
Partner, HDMK

Terry Holt has spent the past three decades managing numerous media campaigns both in the government and private sector. He has served as the director of winning political campaigns and has managed large-scale advocacy efforts such as the Corporate Taskforce on AIDS, the Alliance to Improve Medicare, and Americans for Border and Economic Security.

Mr. Holt has an extensive background in media and national political campaigns, having served as a media and communication strategist on three presidential campaigns, most recently working as the National Spokesman for Bush-Cheney 2004. He has also served as a Senior Advisor to the Republican National Committee.

Mr. Holt also enjoys strong ties to Capitol Hill. He is a former spokesperson for current House Republican Leader John Boehner, and was credited by the Wall Street Journal with helping to shape the political and media strategy for Boehner's surprising and successful campaign for House Majority Leader in 2006. From 2001 to 2003, Mr. Holt served as Communications Director for then-House Majority Leader Richard Armey, and he previously served as Communications Director for the House Budget Committee.

Over the years, Mr. Holt has worked with many top political officials and business leaders on media training, providing them with tactics and strategies to improve their media appearances and interviews.

His experience has made him a sought-after political analyst who is frequently quoted in national newspapers and magazines. In addition, Mr. Holt has been a fixture on numerous cable news programs. In 2005, he served as a frequent guest host on CNN's "Crossfire," engaging key political figures in debates about the issues of the day. He has also been a frequent guest on Fox's "Big Story," MSNBC's "Scarborough Country" and CNN's "Situation Room."

JOHN MADDOX
Associate Administrator for Applied Research,
National Highway Traffic Safety Administration, USDOT

John Maddox is the Associate Administrator for Applied Research at the National Highway Traffic Safety Administration (NHTSA) at the U.S. Department of Transportation. He is responsible for overseeing all of NHTSA's activities on Vehicle Safety Research Programs and ensuring that research programs and projects achieve the goals of the agency for reducing fatalities and injuries. Mr.

Maddox and his team have created and published a number of research plans, and are implementing programs in a broad array of safety initiatives such as distraction, crash avoidance technologies, vehicle-to-vehicle communications, crashworthiness, alternative fuel and battery safety, and motorcoach safety, among others.

Prior to joining NHTSA, Mr. Maddox was the Product Compliance Officer for Volkswagen Group North America. In this position Mr. Maddox was responsible for managing all aspects of in-use safety compliance for the Group's vehicles to all American and Canadian Federal Motor Vehicle Safety Standards. This included overseeing the company's field action executive decision and implementation committee, interfacing with NHTSA and Transport Canada, and directing implementation of recall actions. Mr. Maddox spent 5 years in this role at Volkswagen Group North America and achieved significant gains in recall completion and customer satisfaction.

Prior to that, Mr. Maddox was a Senior Research Engineer at Ford Motor Company. He acted in a number of roles over 14 years at Ford Motor Company, including Automotive Safety Office, Advanced Vehicle & Technology, Safety Research, Body/Chassis Engineering and Development, and Alternate Fuel Engineering and Development. Mr. Maddox worked in Dearborn, Michigan, as well as stints in Canada and Australia. He started his career 20 years ago in NHTSA's Office of Defect Investigation.

Mr. Maddox has broad engineering experience in many vehicle systems such as crash safety, fuel systems, all-wheel-drive, and braking, as well as experience in all phases of vehicle design, development, assembly, and field use. He designed and developed the Natural Gas Fuel System for the Crown Victoria NGV, the first such natural gas fuel system to be built on a full speed assembly line alongside the sister gasoline powered vehicle, and the cleanest production vehicle at that time. Among many responsibilities, Mr. Maddox identified and resolved safety, durability, and customer use questions with natural gas fuel systems, including designing and conducting necessary crash tests and other destructive tests.

Mr. Maddox holds a B.S. in Mechanical Engineering from the University of Maryland, and an M.S. in Engineering Management from the University of Detroit-Mercy.

DR. DAN MCGEHEE

Director, Human Factors & Vehicle Safety Research Division, University of Iowa

Dr. Daniel V. McGehee is the Director of the Human Factors and Vehicle Safety Research Division at the University of Iowa Public Policy Center (PPC). In addition to his primary appointment at the PPC, he also holds adjunct appointments in the Colleges of Engineering, Public Health, Injury Prevention Research Center and the National Advanced Driving Simulator. He has been doing driver distraction research related to in-vehicle system design and crash avoidance technologies for 20 years. Dr. McGehee has over 500,000 miles of naturalistic driving research experience and has conducted numerous high fidelity driving simulator studies.

DISTRACTED DRIVING SUMMIT

MADALENE MILANO
Partner, GMMB

Madalene Milano brings more than 22 years of experience in managing, developing, and implementing results-driven communications, including media and constituent relations, advertising, social marketing programs, partnership building, and brand management. Since joining GMMB in 1994, she has provided strategic communications to a number of clients, including the American Cancer Society Cancer Action Network, the Air Bag & Seat Belt Safety Campaign, the Campaign for Tobacco-Free Kids, Mothers Against Drunk Driving, and the Robert Wood Johnson Foundation.

Ms. Milano directs the GMMB team for the Campaign for Tobacco-Free Kids, providing strategic counsel and overseeing the campaign's national and state advertising initiatives aimed at reducing tobacco marketing to kids. Since 2000, Ms. Milano and her team have created ad campaigns to support the campaign's integrated communications and advocacy strategies to increase and protect funding for tobacco prevention, increase tobacco taxes, and pass smoke-free air laws.

Ms. Milano directed the brand revitalization for Mothers Against Drunk Driving (MADD) in 2006, working to reposition its positive brand from an organization fighting drunk driving to a brand ending drunk driving. Breakthrough "interlock" technology had become available that would stop drunk drivers from starting a vehicle if they were legally drunk. This became a big part of the rebranding effort. The *Campaign to Eliminate Drunk Driving* is bringing the power of MADD's national and grassroots capacity together with innovative strategies to end drunk driving.

AL MOFFATT
President and CEO, Worldwide Partners, Inc.

Worldwide Partners is the world's largest network of independent advertising agencies and the 10th largest agency network overall, with 91 partner agencies in 54 countries. As President and CEO, Mr. Moffatt is responsible for leading the growth and strategic direction of the company on behalf of its partner agencies. Under his guidance the past five years, Worldwide Partners has grown over 50% and also has over 20 joint international accounts network-wide.

Mr. Moffatt built his career at some of the finest advertising agencies in the world, including TBWA Chiat/Day, Grey Advertising, and Ketchum Advertising. He was also the youngest person ever appointed as a managing director of a subsidiary office of Ogilvy and Mather. Prior to becoming President and CEO of Worldwide Partners, he was President and founder of nationally acclaimed Moffatt/Rosenthal Advertising in Portland, Oregon.

Over the course of his career, Mr. Moffatt has guided national and international advertising programs for companies such as 3M, Bank of America, Rockwell International, Xerox, Samuel Adams beer, The U.S. National Beef Industry Council, ConAgra Foods, Bausch & Lomb, and AT&T Wireless.

As a thought leader in international marketing and business, Mr. Moffatt is published regularly in prestigious marketing and business publications worldwide on topics ranging from the global economy and branding to business management and advertising.

DISTRACTED DRIVING SUMMIT

DON OSTERBERG

Senior Vice President, Schneider National

Don Osterberg currently serves as Senior Vice President of Safety and Driver Training for Schneider National, Inc., a premier provider of transportation, logistics, and intermodal services. He is responsible for driver training, safety, recruiting, and regulatory compliance and is accountable for the organization's enterprise security.

Named Heavy Duty Trucking's Fleet Innovator of the Year (2009), Mr. Osterberg's extensive involvement has advanced the safety culture within Schneider National and the industry at large. His roles outside of the organization include:

- Chairman, American Trucking Association's Safety Policy Committee
- Chairman, American Transportation Research Institute's Research Advisory Committee
- Former vice chair, ATA Safety Taskforce
- Member, Trucking Industry Committee of the Transportation Research Board
- Member, USDOT's Intelligent Transportation System Advisory Committee
- Past Board member for the Professional Truck Driver Institute (PTDI)

Internally, Mr. Osterberg develops and maintains security initiatives within the worldwide enterprise and leads coordination of all efforts across the physical, informational, and personnel security domains. He crafts and enables risk mitigation activities to secure Schneider's broad portfolio of operations and leads the Enterprise Security Council to focus on identifying issues and creating solutions.

Previously, Mr. Osterberg served as Vice President and General Manager of Schneider Specialized Carriers, Inc., the company's flatbed and specialty transportation division. Prior to his career with Schneider, he served as executive vice president and chief operating officer for Kaufman Supply Co., a subsidiary of WATSCO, Inc.

Mr. Osterberg also served as an infantry officer in the U.S. Army, retiring at the rank of Colonel. His military career included tours of duty in Europe, southwest Asia, and the continental United States. He served as the strategic advisor to the President of the United States and chairman of the Joint Chiefs of Staff while serving on the National Airborne Operations Center staff, battalion command of the Army's airbase defense battalion, and chief plans officer for the 1st Infantry Division during Operation Desert Storm. In his final military assignment, Mr. Osterberg led a U.S. delegation that assisted Romania in drafting their national military strategy as a precondition for NATO accession.

He holds a bachelor's degree from the University of Wisconsin-La Crosse and a master's degree from the U.S. Army Command and General Staff College. He is a graduate of the U.S. Army's Airborne School, Ranger School (Distinguished Honor Graduate); Infantry Officer Basic and Advanced Courses; Command and General Staff College; School of Advanced Military Studies; Armed Forces Staff College (joint professional military education) and the U.S. Army War College.

DISTRACTED DRIVING SUMMIT

JOHN D. PORCARI
Deputy Secretary, U.S. Department of Transportation

John D. Porcari became Deputy Secretary of Transportation on June 1, 2009. As Deputy Secretary, he serves as the Department's chief operating officer with responsibility for the day-to-day operations of 10 modal administrations and the work of more than 55,000 USDOT employees nationwide and overseas.

Before becoming Deputy Secretary, Mr. Porcari had served as Secretary of the Maryland Department of Transportation since January 2007, a position he also held between 1999 and 2003. The Maryland Department of Transportation is built on the USDOT model, encompassing responsibilities for transit, highways, ports, aviation, toll authority, and motor vehicles. His accomplishments in that position include transforming the state's capital program for transportation to require all projects to be consistent with the principles of smart growth, overseeing the $1.4 billion expansion of Baltimore/Washington International Thurgood Marshall Airport, a plan to double transit ridership in the state by 2020, and a strategic plan for maritime commerce that resulted in contracts with long-term minimum tonnage guarantees at the Port of Baltimore.

Between 2003 and 2007, Mr. Porcari served as Vice President for Administrative Affairs at the University of Maryland, College Park. He previously served as Deputy Secretary of Transportation for Maryland and as Assistant Secretary for Economic Development Policy at the Maryland Department of Business and Economic Development. Prior to his positions in the state government, he served as vice president of a civil engineering and land use consulting firm.

JOE ROSPARS
Founding Partner, BSD

A Blue State Digital (BSD) founding partner, Mr. Rospars served as the New Media Director for Barack Obama's presidential campaign where he oversaw all online aspects of the unprecedented fundraising, communications, and grassroots mobilization effort.

Mr. Rospars led a wide-ranging program that integrated design and branding, web and video content, mass email, text messaging, online advertising, organizing, and fundraising. Prior to the Obama campaign, Mr. Rospars led BSD's work with Governor Howard Dean at the Democratic National Committee, during Dean's campaign for party chairman, and at Democracy for America. Mr. Rospars also was a writer and strategist in new media for Dean's 2004 Presidential campaign. He holds a bachelor's degree in political science from the George Washington University.

MOLLY RAMSDELL
DC Office Director, National Conference of State Legislatures

Molly Ramsdell is Director of the Washington, DC office of the National Conference of State Legislatures (NCSL), directing the NCSL's state-federal affairs division. During Ms. Ramsdell's 14 years at NCSL, she has served as staff liaison for a number of NCSL's standing committees including Transportation, Budgets and Revenue, Environment and NCSL's Executive Committee Task Force on Homeland Security and Emergency Preparedness. Her work with the committees and

task force included leading NCSL's activities before Congress and the administration on a host of issues.

Ms. Ramsdell is the author of NCSL's Mandate Monitor, a publication that tracks federal mandates and the cost shift to states. Prior to joining NCSL, Ms. Ramsdell was a research associate at the Intergovernmental Health Policy Project at the George Washington University in Washington, DC.

Ms. Ramsdell holds a master's degree in public health from the George Washington University School of Medicine and Health Sciences. She also completed her undergraduate work at George Washington University.

ROBERT RIVKIN

General Counsel, U.S. Department of Transportation

Robert S. Rivkin was sworn in on May 18, 2009, as the 21st General Counsel of the U.S. Department of Transportation, following unanimous confirmation of his appointment by the U.S. Senate.

As General Counsel, Mr. Rivkin is counsel to Secretary Ray LaHood and serves as the Department's Chief Legal Officer, with authority to resolve all legal questions concerning the Department's policies and programs and its more than 55,000 employees and $70 billion budget. Rivkin oversees the activities of more than 500 lawyers in the Department and its 10 operating administrations, safeguarding the integrity of the decision-making process and promoting compliance with all applicable laws. He is responsible for the Department's regulatory program, including airline consumer protection, litigation and enforcement activities, and the preparation of transportation legislation.

Before becoming General Counsel, Mr. Rivkin was Vice President and Deputy General Counsel of Aon Corporation, a Chicago-based global risk management and insurance brokerage firm. He was responsible for the business counseling, litigation, regulatory affairs, employment law, and government affairs functions that supported all of Aon's businesses across the Americas. From 2001 to 2004, Mr. Rivkin served as General Counsel of the Chicago Transit Authority, America's second-largest transportation system with over 4,000 buses and rail cars serving Chicago and 40 suburbs. Previously, he practiced law as a partner at the Chicago law firm now known as Schiff Hardin, L.L.P., served as Director of Programs and Policy for the City of Chicago's Law Department, and prosecuted federal criminal cases as an Assistant United States Attorney for the Northern District of Illinois. Mr. Rivkin also has worked at the British Parliament and at the European Commission in Brussels, Belgium. He graduated magna cum laude from Harvard College, received his J.D. from Stanford Law School, where he was an associate editor of the Stanford Law Review, and clerked for Judge Joel M. Flaum of the U.S. Court of Appeals for the 7th Circuit.

Mr. Rivkin previously served on the Transportation Committee and as a Director of the Chicago-based Metropolitan Planning Council. He was also a director of the Illinois Chamber of Commerce, City Year Chicago, and Leadership Greater Chicago. Mr. Rivkin is a member of the Chicago Inn of Court, the Economic Club of Chicago, and the Chicago Council on Global Affairs. He and his wife, Cindy Moelis, have two daughters (Stephanie and Claire) and a son (Alexander).

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JENNIFER SMITH
President and Founder, FocusDriven

Jennifer Smith worked as a real-estate agent before taking the reins of FocusDriven, an organization that seeks to increase public awareness of the dangers of driving while distracted by cell phone use. Ms. Smith's mother, Linda Doyle, was killed in an automobile accident in 2008. She was hit by another driver while he was talking on his cell phone.

Ms. Smith co-founded the group in November 2009 with four other survivors of people killed by distracted drivers. The charity formed after she and other families who have suffered a similar loss met Transportation Secretary Ray LaHood at the first Distracted Driving Summit in Washington, DC. Secretary LaHood suggested the issue needed an advocacy group like Mothers Against Drunk Driving to create public awareness.

KATIE THOMSON
Counselor to the Secretary, U.S. Department of Transportation

Katie Thomson is Counselor to Transportation Secretary Ray LaHood. She advises the Secretary on chief policy issues and initiatives, including distracted driving, energy, fuel economy, and climate change. She also serves as the Department's lead in the Obama Administration's interagency efforts to address energy and climate issues. Prior to joining USDOT, Ms. Thomson was a partner at Sidley Austin LLP in Washington.

Ms. Thomson graduated summa cum laude with high distinction from the University of Illinois with a Bachelor of Arts degree in history and Japanese language. She obtained her law degree from the University of Pennsylvania in Philadelphia.

SHANNON TRICE
Captain, Syracuse Police Department

Captain Shannon Trice is a graduate of Cornell University and the FBI National Academy. He has a long and distinguished career in law enforcement with a career-long interest in traffic enforcement. At the Syracuse Police Department, he is the Commanding Officer at a national, state, and local award winning Traffic Division.

The Traffic Division is currently working with the U.S. Department of Transportation on an important demonstration program testing the effectiveness of high-visibility enforcement of distracted driving laws. The management team of Captain Trice and Sergeant Joel Cordone are directing the Division's use of innovative techniques for enforcing the New York State handheld cell phone law. These approaches show great promise as a means for changing critical distracted driving behaviors.