



TOWARD ZERO DEATHS
Because your life counts

Taking Distracted Driving by Storm

Kristine Hernandez, Minnesota Toward Zero Deaths

Lisa Kons, Minnesota Safety Council

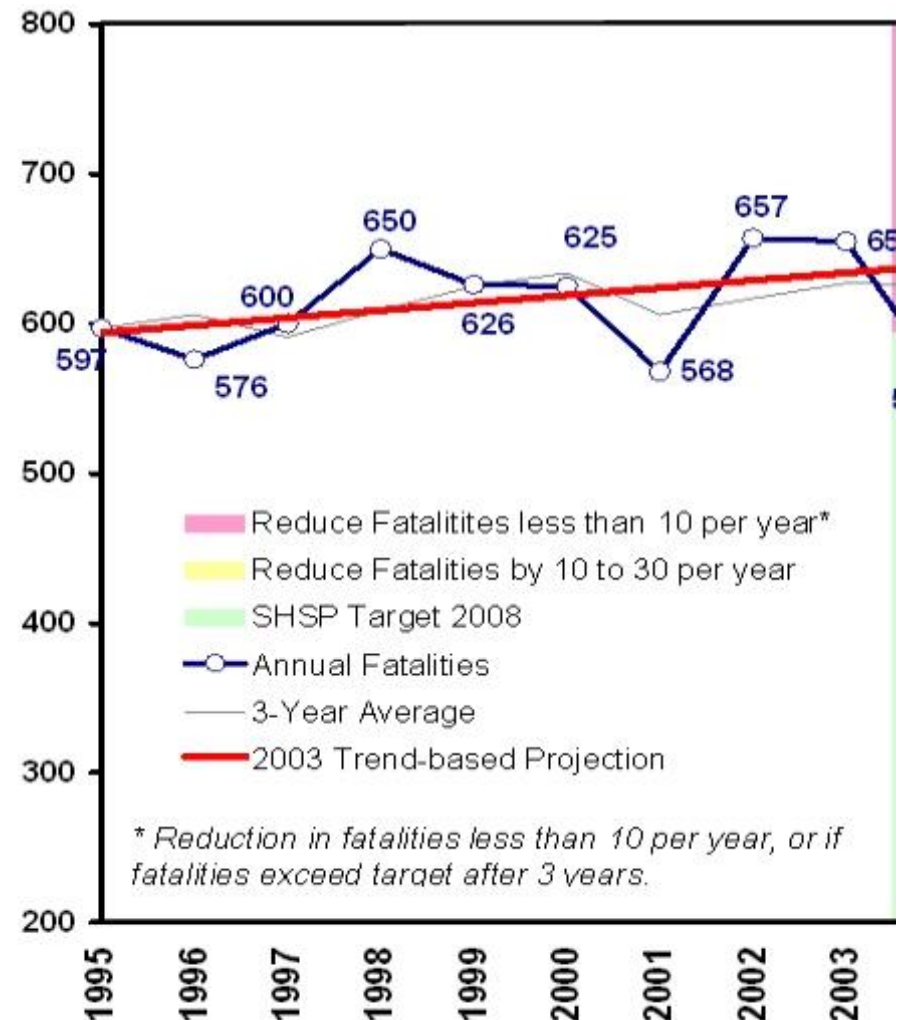
Lt. Heath Dienger, Minnesota State Patrol

Lt. Don Marose, Minnesota State Patrol

April 4, 2016

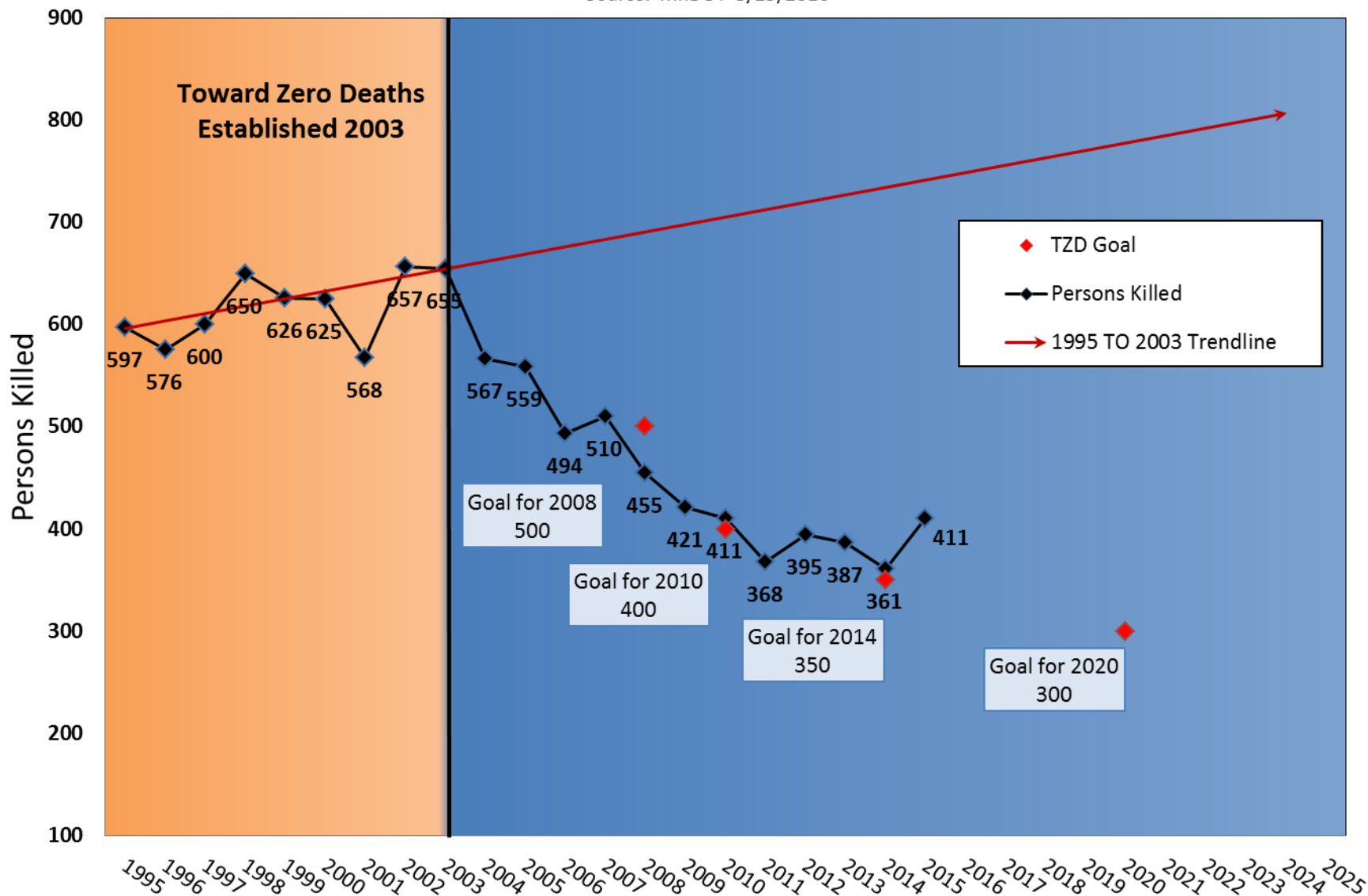
The Problem

- 1995-2002 averaged more than 600 deaths each year
- Traffic fatalities trending upwards



Minnesota Roadway Fatalities

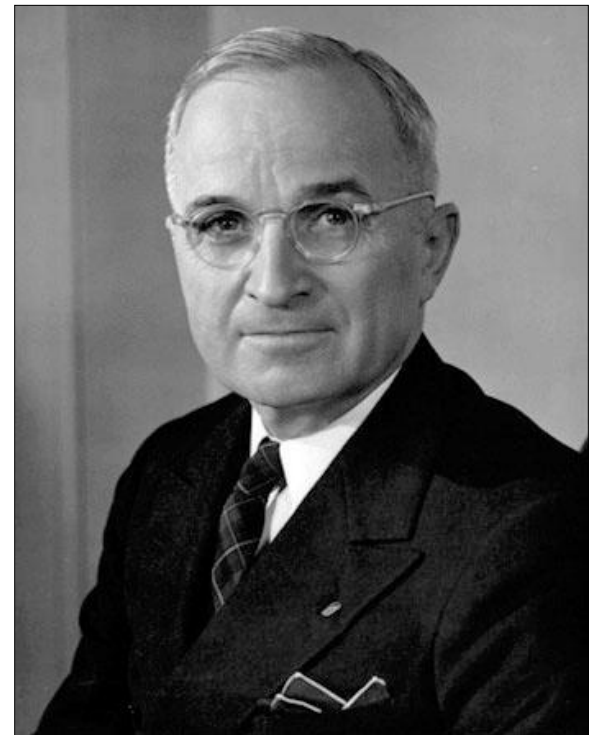
Source: MnDOT 3/29/2016



Minnesota TZD: *13 years of Progress*

*“Progress occurs when
courageous, skilled
leaders seize the
opportunity to change
things for the better.”*

– Harry S. Truman

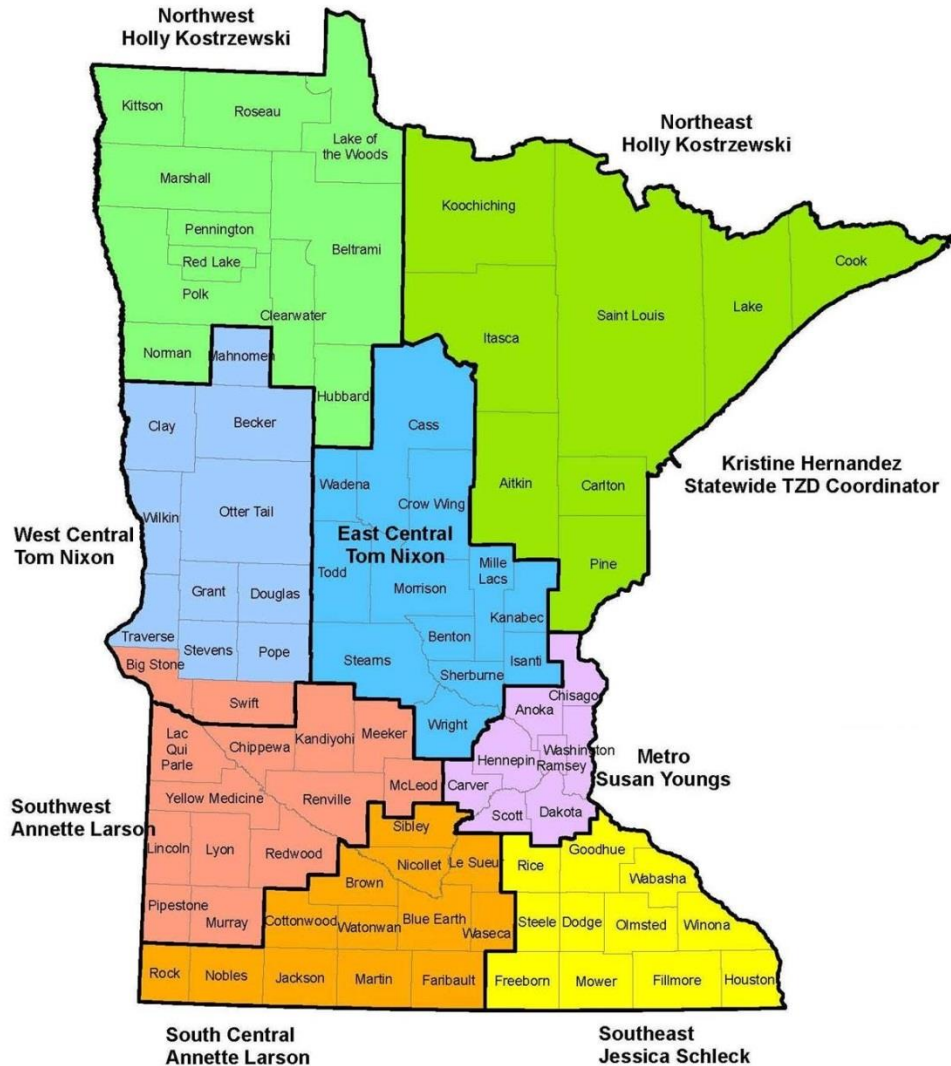


"What's Your Goal?" Video

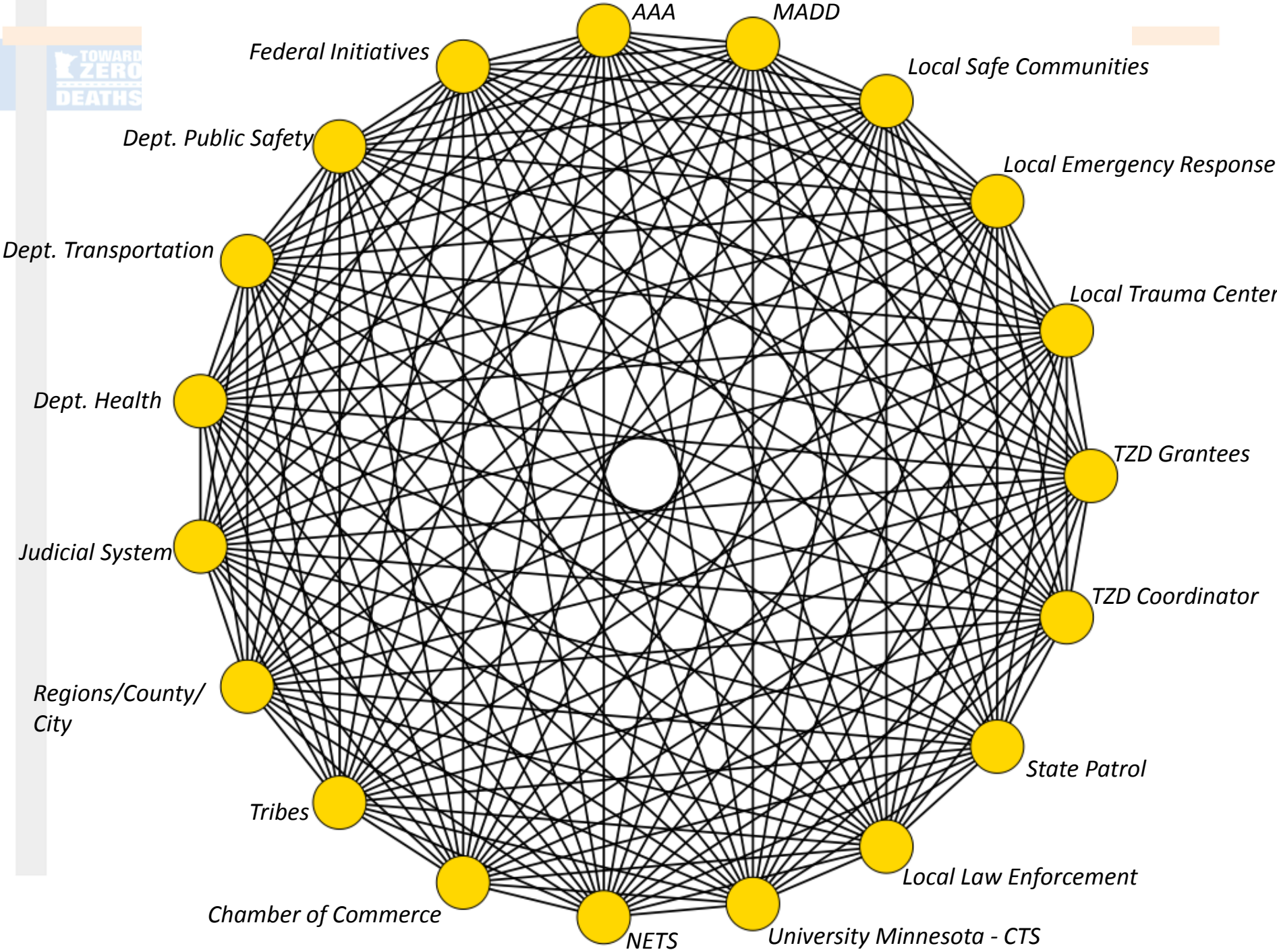
- *Washington*
- *Nevada*
- *Minnesota*
- *Iowa*



Grassroots Engagement



**TSD
Regions**

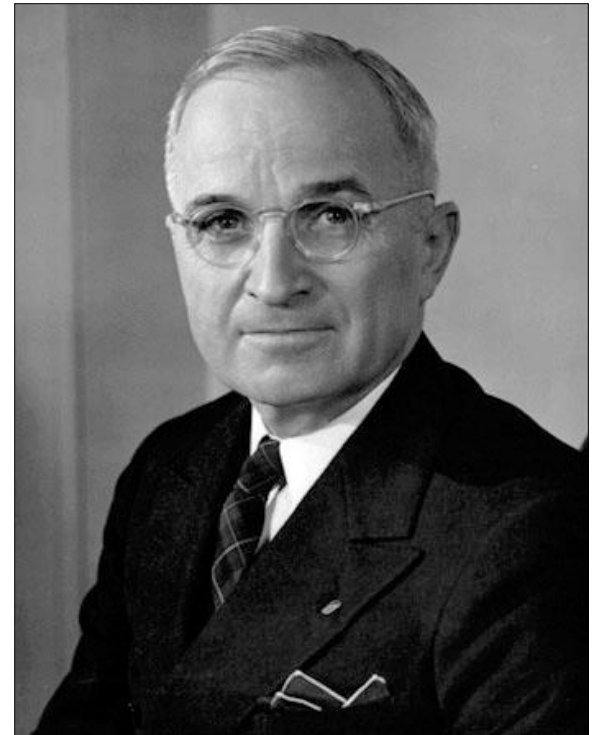


Minnesota TZD:

How to Change a Culture

*“Its amazing what you
can accomplish when
you don’t care who gets
the credit.”*

– Harry S. Truman



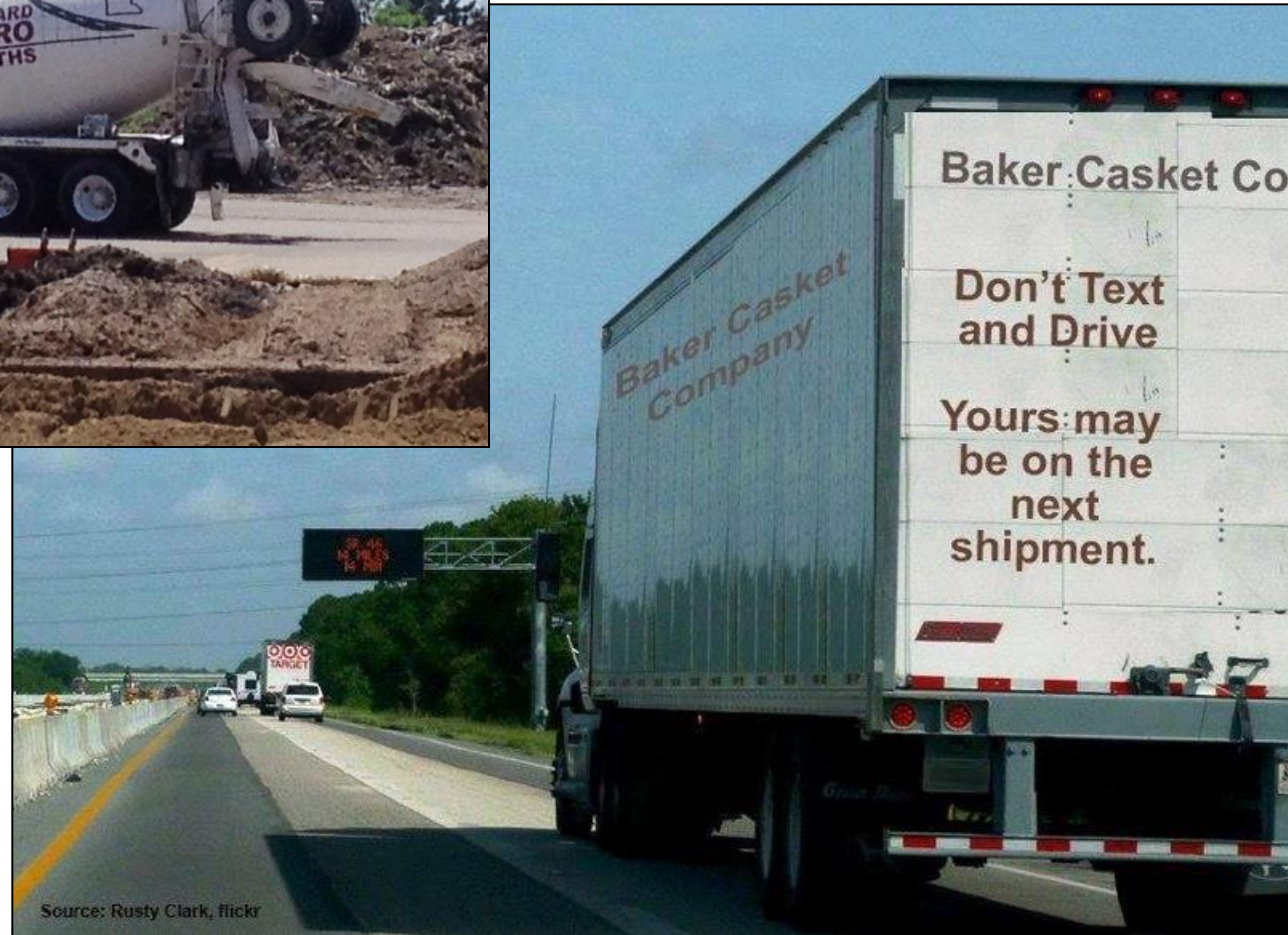
What is *Traffic Safety Culture*?

Shared:

- Values
- Beliefs
- Norms
- Attitudes



Traffic Safety Culture



Private Partners

Safeway Driving School



North Memorial Health Care

Minnesota Roadway Fatalities

Source: MnDOT 3/4/2016

2005 Statewide Trauma System Legislation & BAC for DWI Changed from 0.1 to 0.08

2006 Cell Phone Ban for Permit Holders Under 18 and Provisional Drivers

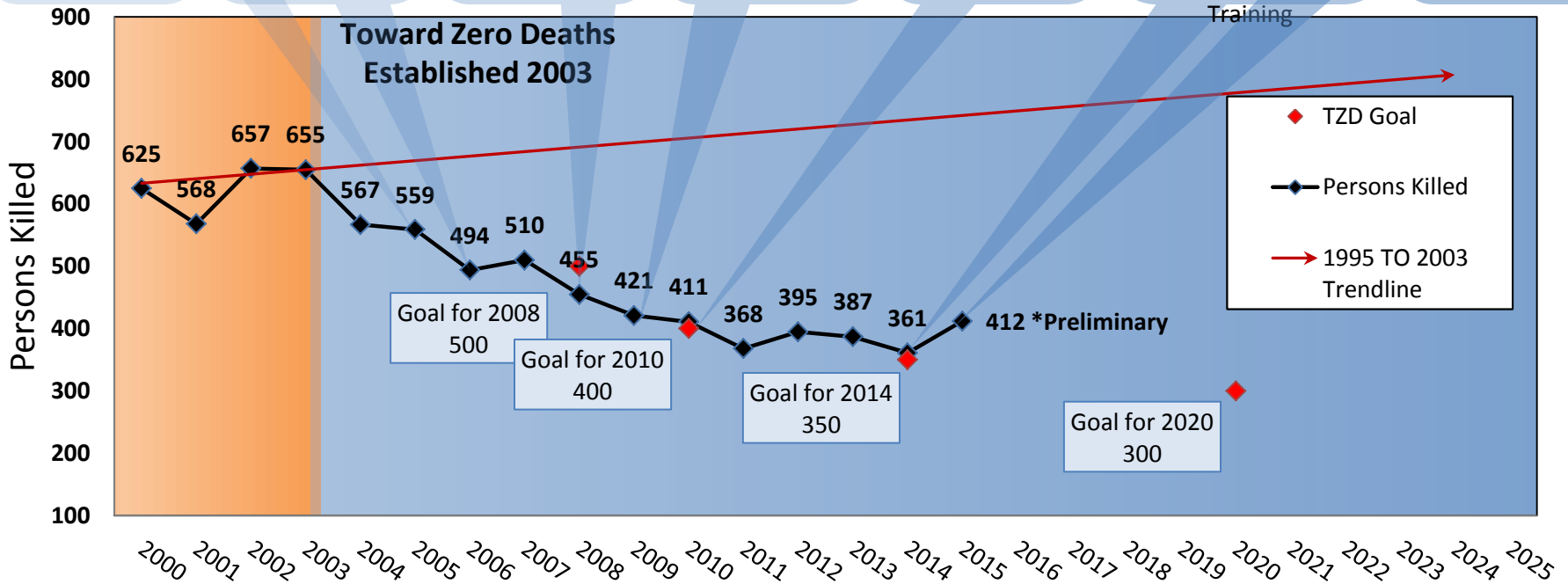
2008 Electronic Communications Prohibited While Driving & Expanded GDL Laws

2009 Primary Seat Belt Law; Booster Seat Law; Expanded GDL Laws

2010 Driver License Sanctions Ignition Interlock

2014 Additional Fines for Work Zone Speed Limit Convictions Increased Hours of Adult-supervised Practice for Teen Provisional Drivers & Require Driver Educators to Offer Parent Awareness Training

2015 Increased fine for texting and driving second offense



Speak Up: Texting + Driving = Illegal



Speak Up: Texting + Driving = Illegal



MnDPS

✓ Subscribed 1,004

1,450

+ Add to Share More

7 0

Published on Apr 14, 2015

Put the phone down and pay attention to driving when you're behind the wheel.

Distracted driving is a leading factor in crashes each year in Minnesota. Law enforcement is the last line of defense when it comes to



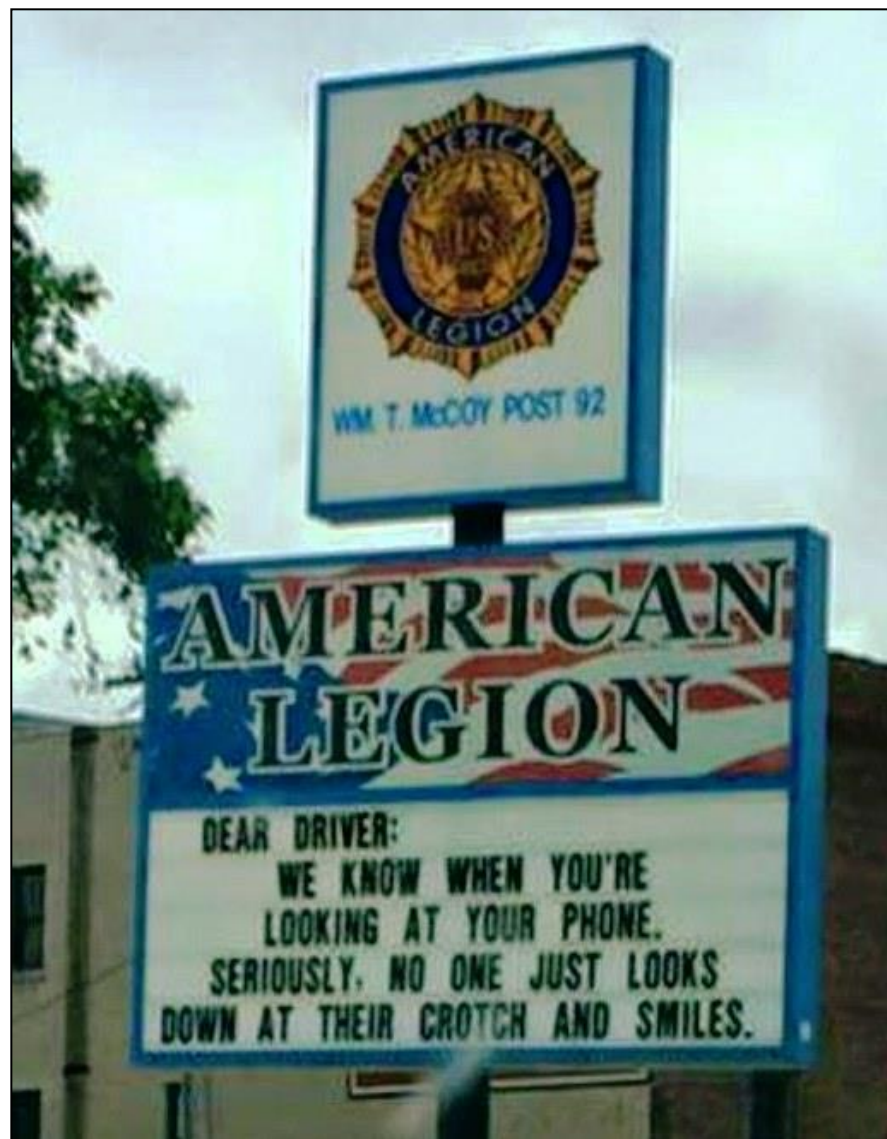
https://www.youtube.com/watch?feature=player_detailpage&v=fr9x1OPh4XU



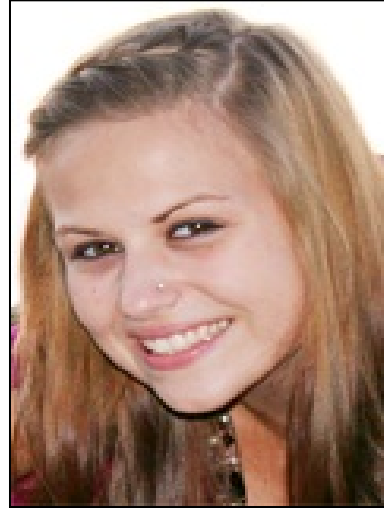
MnDOT Work zone Safety Campaign 2014



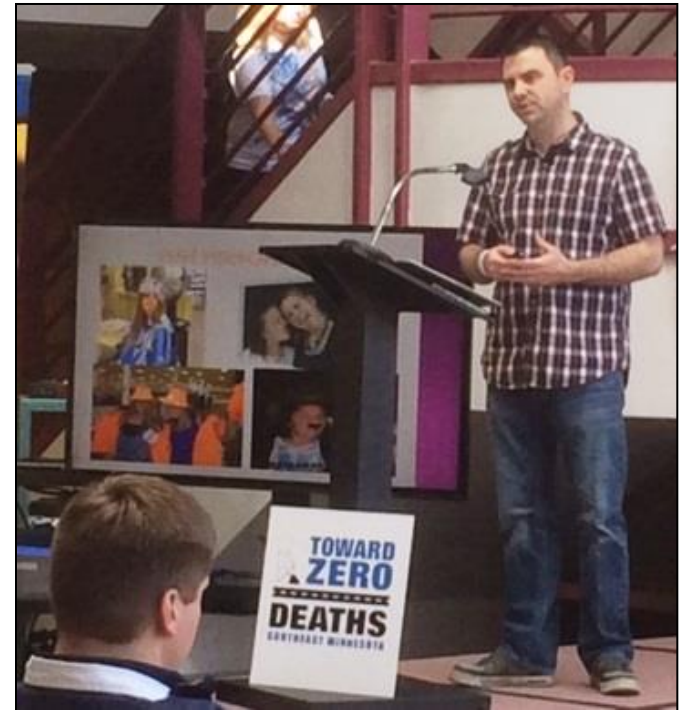
Traffic Safety Culture in Communities



Personal Impact Statement



*Matt Logan, parent
“Remembering D.J.”*



Distracted Driving Card

(TZD Southeast
Region:
Regional Pilot
Program)



Deianerah J. Logan
Killed September 2012

The Lesson of the Purple Rock

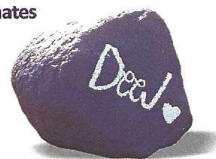
"Deej" Logan was excited about her first day of school as a senior. That day ended in tragedy when Deej ran into the back of a school bus while driving home after school. She was texting and hit the bus without ever slowing down. It took rescuers an hour to pull

her from the wreckage. She died several hours later at an area hospital without ever regaining consciousness.

From the family:

"Cell phones are a distraction for many while driving. As parents, we need to educate and live by example by limiting our phone use while in the car. Our beautiful D.J. was a good kid – with good grades, great friends, a perfect driving record and she loved life. She made a mistake like all teenagers do in the process of growing up. Except this time, there is no growing up. We would much rather be grounding her for this mistake than never hearing her laughter fill the house again. We can only pray that others can learn from her."

DJ's Byron High School classmates painted a rock purple (her favorite color) as a permanent memorial to her and to remind students not to text and drive.



- It's illegal for drivers under age 18 to use a cell phone while driving. Turn ringers off and put phones out of reach to avoid the urge to answer or dial. Have passengers handle calls.
- Set mirrors and music (not too loud) before driving.
- Don't eat or drink while driving.
- Know trip directions in advance. Park at a safe location to look at a map.
- Drive well rested. If you feel tired, find a safe place to rest. An open window or loud music won't help.

Distractions Endanger Everyone's Safety

Each year in Minnesota, distracted or inattentive driving is a factor in one in four crashes, resulting in at least 65 deaths and 250 serious injuries.

Minnesota's "No Texting While Driving" Law

It is illegal for ALL drivers to read/compose/send text messages and emails, or access the Internet using a wireless device while the vehicle is in motion or a part of traffic — including when stopped in traffic or at a traffic light.

Violations are up to \$300

TZD Southeast Region: Distracted Driving News Conferences



State Patrol Video “Gone Too Soon”





TZD South Central Region: Outreach Events & News Conference



TZD South Central Region: Nontraditional Distracted Driving Events



Southwest TZD Region

Marshall & Minneota High Schools



A PERSONAL POINT

During a poignant and meaningful event Tuesday, Marshall students were delivered a strong message about what can happen if they make bad choices behind the wheel.

Photos by Jenny Kirk, Brad and Heather Bigler's SUV that was hit by a drunk driver in 2012 was displayed at the Marshall High School on Tuesday. Brad Bigler, who lost his five-month-old son, Drake, in the crash, addressed students at an emotion-packed event.

“If someone is going to make a bad decision, I want someone to have the courage to step up.” — Brad Bigler

By Jenny Kirk
jkirk@marshalljournal.com

MARSHALL — One decision can alter the lives of countless people, speakers said at a special assembly Tuesday morning at Marshall High School.

One man — a repeat drunk driving offender — chose to get behind the wheel of his Dodge Ram truck after drinking too much alcohol on July 28, 2012. A short time later, his vehicle crossed the center lane and struck Heather and Brad Bigler’s SUV, killing their five-month-old son, Drake.

“It looked like a tornado hit,” said State Trooper Amy Churchill, who was one of the first on the scene after the crash near Starbuck. “There was debris all over.”

Thanks to the efforts of Charlie Aulen and Kevin Amundson of State Farm, MADD allowed organizers to borrow the Biglers’ mangled SUV and put it on display at MHS, providing students the opportunity to witness the destruction first-hand.

“That’s terrible,” one student said as he stared at the wreckage on Tuesday.

When she arrived at the crash site, Churchill recalls Brad Bigler and his wife’s grandmother, Sharon Schuler, screaming in pain. Bigler was wearing a suit — the family had been at a wedding — and was covered with blood, she said. As emergency personnel tended to the victims in the SUV, Churchill dealt with the driver of the other vehicle, who, according to the criminal complaint, had a blood alcohol content of 0.351 — more than four times the legal limit in Minnesota.

Takeigha, brother, Nash, and so many others who loved him.

“I had been a state trooper for a little over a year at that time, and I learned very quickly that crashes affect a lot of people,” Churchill said. “I don’t work on July 28th. I visit Drake’s memorial at the crash site on my own time. The crash affected me as well as ambulance workers, firemen and others. I saw EMTs and paramedics — grown men — crying.”

Though it was clearly difficult, Brad Bigler shared his experience with the MHS students, no doubt hoping his story and message will help prevent others from experiencing similar fates.

“I think of all the emotions and so much fear,” he said. “And I think of my wife, what she had to go through, to see him hit us, to hear the noise of shredded metal and the flipping and tossing of our car. And then to go from screaming to silence.”

Bigler was emotional as he recalled his wife’s efforts to get out of the vehicle so she could help her family members.

“She’s trying to get out of the car, but the roof was pressed down on top of her,” Bigler said. “She looked over on the other side of the car and sees it’s completely shattered off. She crawls out of the car, and she sees me lying on the ground, and she goes to her baby, who isn’t making any noise.”

As her husband fought for his life, Heather Bigler was forced to say good-bye to Drake.

“Heather was holding her baby as he

Point Ductos

Safe Roads Week

Southwest TZD Region



Meeker County Fair
July 2015

**Southwest Central Safe
Communities Coalition:**
Three “After Prom” events with
Distract-A-Match game, May 2015

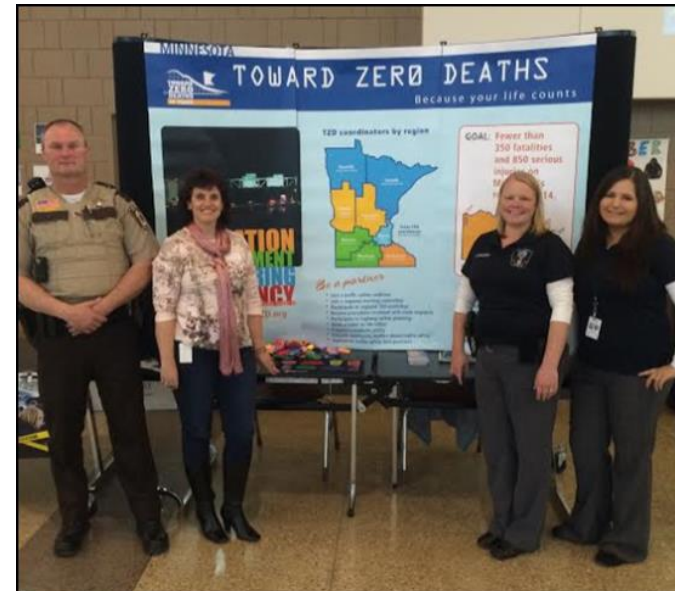


TZD Metro Region Distracted Driving



**Nontraditional
enforcement efforts**

**TZD
Information
tables**





TOWARD ZERO DEATHS
Because your life counts

Employer Outreach

Presented by:

Lisa Kons, Continuing Education Coordinator, Minnesota Safety Council
Coordinator, Minnesota Network of Employers For Traffic Safety

The most
DANGEROUS
thing most people will do today is
their drive to and from work!



Minnesota Distracted Driving

- Driver distraction is involved in 80% of crashes
- Driver inattention/distracted is a leading factor in crashes
- Driver distraction 65% of near crashes
- 61 fatalities

What do these people have in common?

They Work!



Traffic crashes cost employers a staggering \$47 billion annually!

- Lost productivity
- Absenteeism
- Insurance costs
- Workers' compensation
- Property Damage



Employers

- Make distracted driving safety a company-wide initiative
- Implement policies
- Support traffic safety campaigns
- Host a breakfast or brown bag lunch seminars on distracted driving safety
- E-blasts



Educate your most valuable asset: your EMPLOYEES about traffic safety!





Distracted Driving Events



It Can Wait





Outreach Events

Distracted Driving Simulator



AT&T - It Can Wait

Janesville on 9/23

Janesville High School

Media Events on 9/25

Eastview High School, Apple Valley

Minnesota vs. North Dakota

October 5-9, 2015

3,070

Businesses

35

Nation Wide

7,459,572



The Numbers Talk

- In 2014, the Minnesota NETS program exhibited at 28 events reaching more than 7,000 employees
- Provided 42 traffic safety presentations reaching 2,485 employees



Partnerships

- Businesses/Employers
- Traffic Safety Partners
- Law Enforcement
- Community/Schools



Together we **CAN** save lives!

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Lt. Heath Dienger

Minnesota State Patrol



What's the problem?



This is the Problem

Subject Vehicle with Texting Driver



The Innocent Victim

Subject (grey vehicle) crossed center line and hit victim head on...Victim lost



More Victims

Shakopee teen charged for allegedly texting before Eagan car crash

A 17-year-old Shakopee girl faces criminal charges after Dakota County prosecutors say she caused a car crash that injured three people, including a 15-month-old boy, because she was reading a text message.

The girl, who was not named because she is a juvenile, was charged this week with felony criminal vehicular operation involving gross negligence and misdemeanor careless driving because of the July 14 crash at Diffley and Nicols roads in Eagan.

The girl told police she was reading a text message while driving eastbound Diffley Road.

The 15-month old boy suffered a serious head injury, while his mother and her friend were hospitalized.

...ing attention to the road.

...ding to sleep after three hours of sleep.

The 15-month-old boy, who had been belted in a car seat in the back seat, was taken to Regions Hospital in St. Paul, where he underwent surgery. He was later transferred to Gillette Children's Specialty Healthcare in St. Paul and has since been released.

"This was a terrible crash that could have been prevented (and) that resulted in life-threatening injuries to a child," Dakota County Attorney James Backstrom said.

"We hope this young victim fully recovers from this traumatic brain injury."

Distracted or inattentive driving is a factor in one in four crashes each year in Minnesota, Backstrom added.

The girl, who was petitioned into juvenile court, will make her first court appearance Nov. 25.

Nick Ferraro can be reached at 651-228-2173. Follow him at twitter.com/NFerraroPiPress.

Top 5 Contributing Factors (2010-2014)

Fatal Crashes

1. Speeding
2. Fail to Yield
- 3. *Driver Inattention***
4. Chemical Impairment
5. Driving Left of Center

Injury Crashes

- 1. *Driver Inattention***
2. Fail to Yield
3. Speeding
4. Following too Close
5. Weather

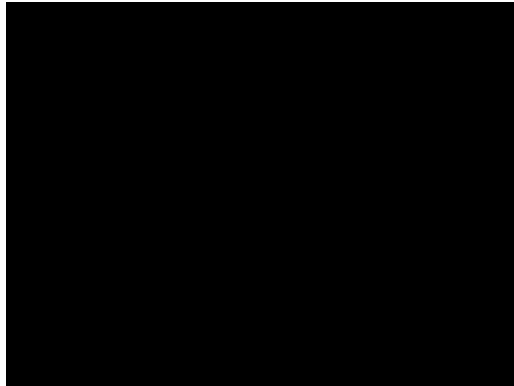
Property Damage Crashes

- 1. *Driver Inattention***
2. Fail to Yield
3. Speeding
4. Following too Close
5. Weather

TZD West Central, Northeast, Northwest Regions

Nontraditional Distracted Driving Efforts





East Central, Northwest & Northeast TZD Regions Collaborative Enforcement Efforts:

■ Local Agencies

- Bemidji
- Brainerd
- Breezy Point
- Cross Lake
- Duluth
- Grand Rapids
- Hermantown
- Pequot Lakes
- Polk
- Pennington County Sheriff's Office
- Thief River Falls

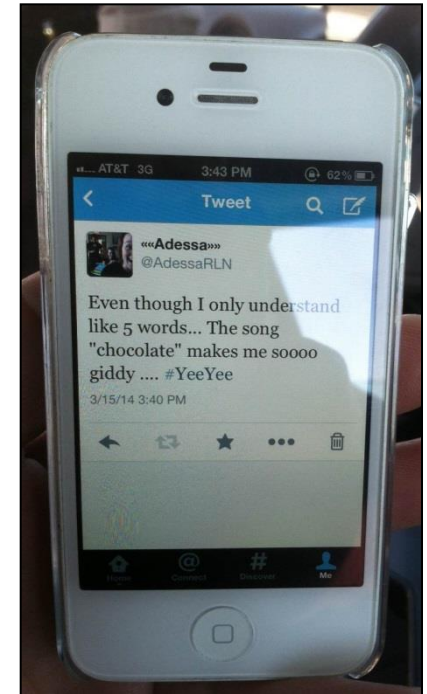


- **Minnesota State Patrol**
(Districts 2700, 2800, 3100, 3200)

Northern Minnesota Distracted Driving Law Enforcement Pilot Project 2013-2014 Detail Year Summary

HOURS	STOPS	TEXTING CITED	TEXTING WARNED	SEATBELT	DAR/DAS	INATTENTIVE DRIVING CITED	INATTENTIVE DRIVING WARNED	Misc
49/144 Officer hours	135	51	32	19	3	1	12	15

Oct. 15th 2014, MEA (Wednesday)



214 | NUMBER OF VEHICLES STOPPED

ARRESTS/CITATIONS	WARNINGS	TYPE OF VIOLATION
14	14	TEXTING/ELECTRONIC DEVICE
62	26	SEATBELT
1	1	CHILD RESTRAINT
		DWI
	38	EQUIPMENT VIOLATIONS
25	45	OTHER MOVING VIOLATIONS
8		DAR/DAS/DAC/NO VALID MN DL
15	35	MISCELLANEOUS VIOLATIONS NOT ALREADY REPORTED



TZD Southeast Region: Nontraditional Distracted Driving Efforts

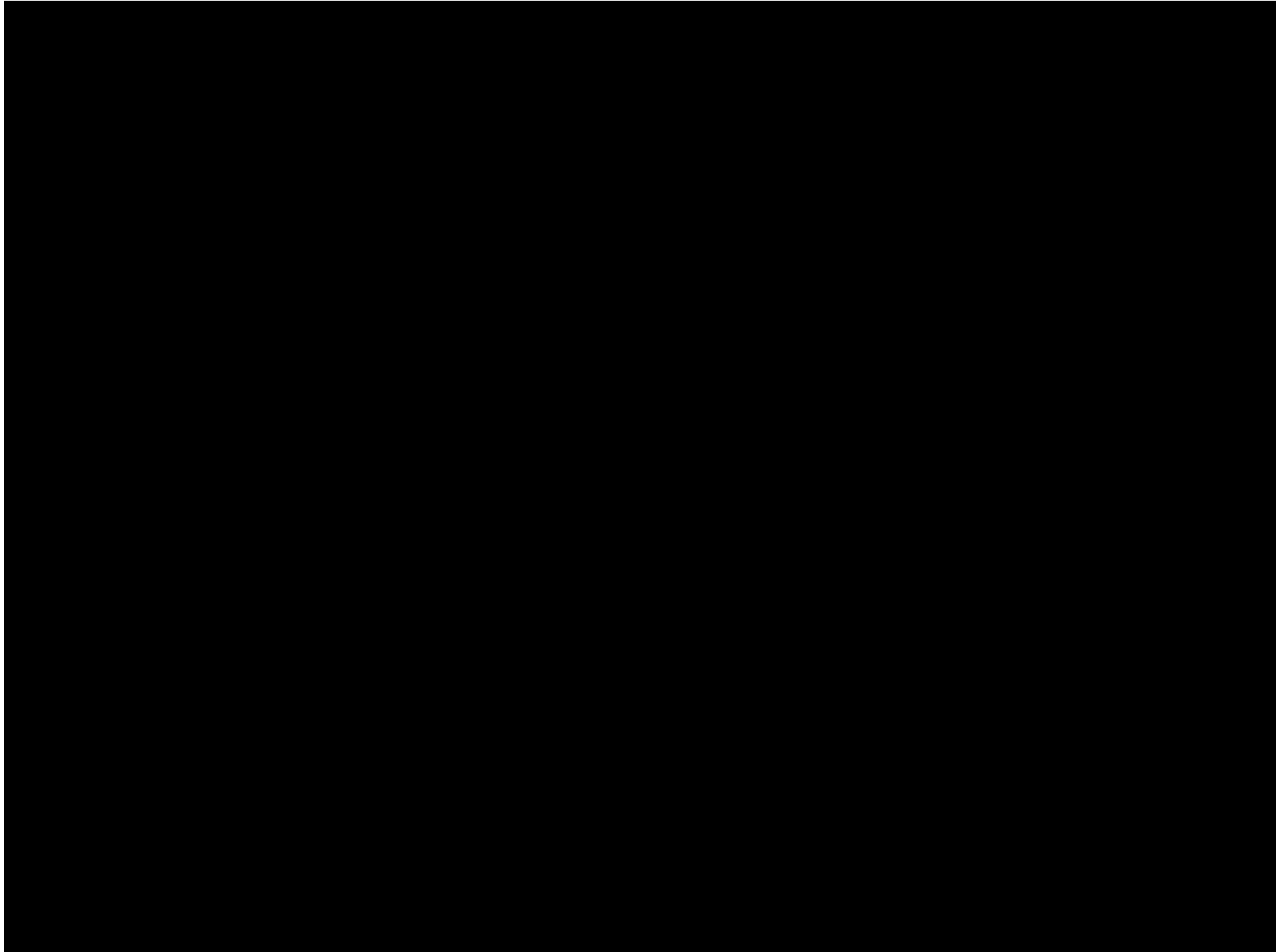


State Patrol Using New Tactic to Catch Distracted Drivers



Video:

<http://www.kaaltv.com/article/stories/S3399604.shtml?cat=10728>



DRIVE TO STAY **ALIVE** IN SHERBURNE COUNTY

Most Minnesotans **CHOOSE** to **FOCUS** on their driving and not be distracted. In fact, over **70%** of driver's were observed in a recent Minnesota survey* focusing on their driving and **NOT** on something extra in or around their vehicle.

REMEMBER...

- ⇒ **YOU** have the ability to make our roads safer
- ⇒ **YOUR CHOICE** can affect countless others
- ⇒ **BE INTENTIONAL** when behind the wheel
- ⇒ **FOCUS** on **SAFE** driving!!!

Thank You for Making a Difference!!!

*Source: MN Office of Traffic Safety, Distracted Driving Survey, 2015 where 11,471 drivers were observed.

Distracted Driving is a **KNOWN*** Crash Factor in Sherburne County

- 2,849 (or 25%) of car crashes reported
- 12 traffic deaths (13% of fatalities)
- 43 incapacitating injuries (or 22%)

Distractions may include having interaction with passengers, cell phone handling and/or conversations, texting, eating & drinking, etc.

*Since 2005

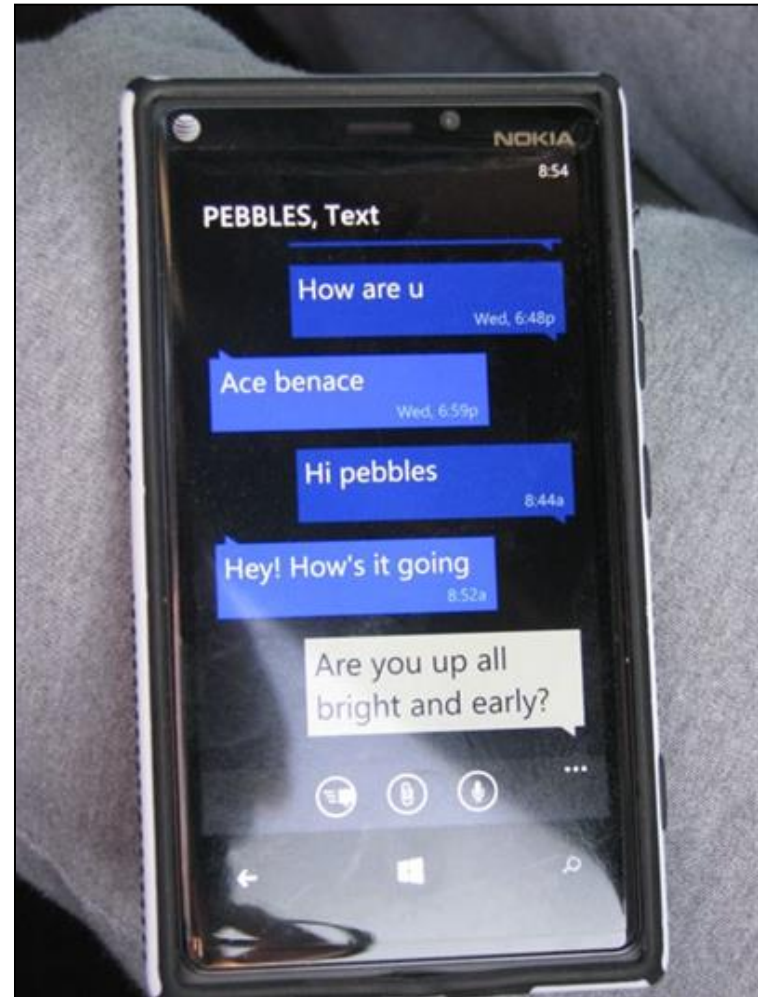
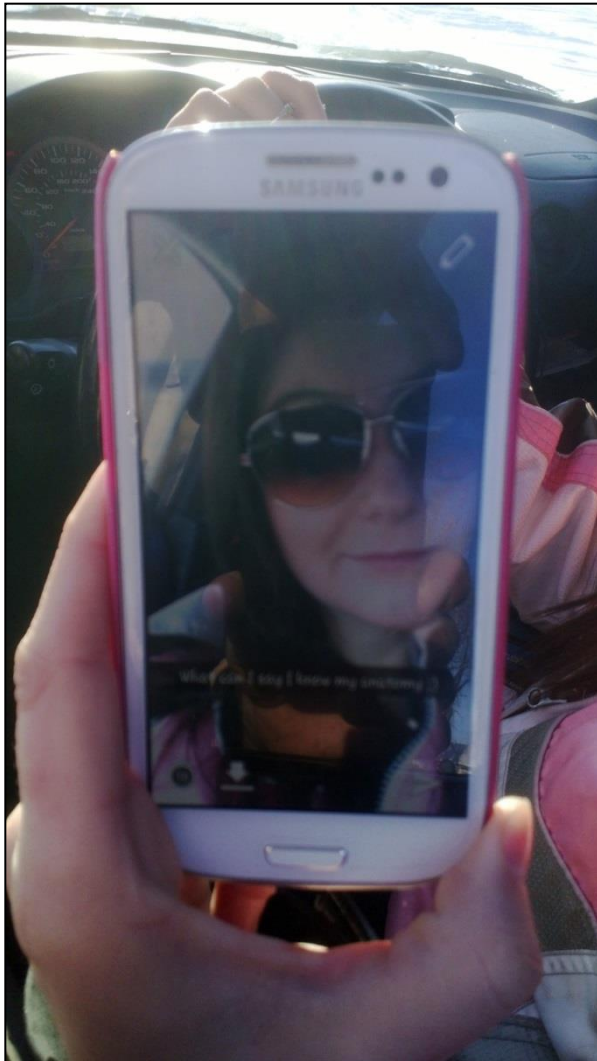
Sponsored by the following agencies:



Sherburne County
Attorney's Office

DRIVE TO STAY **ALIVE** IN SHERBURNE COUNTY

Snapchat – Texting - GPS



Success Factors



- Promote best practices and lessons learned
- Collaboration with other agencies
- Unmarked SUV's
- Stationary vs. moving
- Time of day (afternoon/early evening)

Texting while Driving Enforcement Tips

Situation: Driver is stopped for suspected texting while driving and they state that they were just dialing a phone number or using GPS.

- Obtain consent to check phone. (Most people give consent)
- Ask if you can handle phone instead of having them do it. (That way they don't have a chance to exit out of texting app).
- Check what are the most recently used applications etc. texting, Facebook. (This disproves someone's story that they were just making a phone call or using GPS).
- Match up times that text messages were sent/received to when you saw driving conduct or crash occurred.

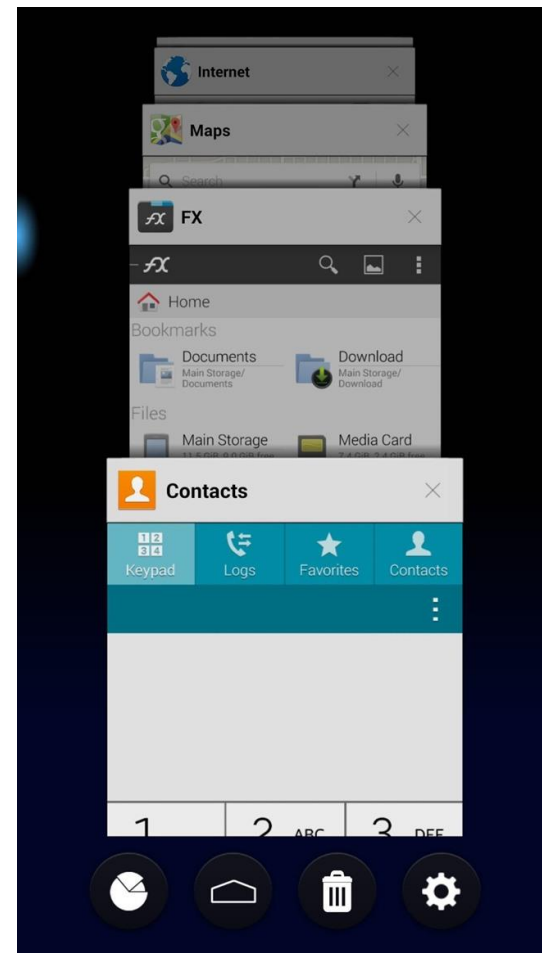
I Phone

Press home button twice and most recently used apps appear



Android Phones

Press button next to red arrow and most recently used apps appear



Capturing Distracted Driving

Prepared by Sgt. Scott Melander
Woodbury Police Department



Presented by Lt. Don Marose
Minnesota State Patrol

Where to Begin

- Drunk Driving is compared to Distracted Driving in driving behaviors
- Drunk driving starts with:
 - Clear traffic violation
 - Driving behaviors giving a reasonable officer suspicion of drunk driving

The Next Step

Do the same thing for distracted driving

- More likely your stop is going to be based on reasonable suspicion

Reasonable Articulable Suspicion

Unlike probable cause that uses a reasonable person standard, reasonable suspicion is based upon the standard of a *reasonable police officer*

“Normal” Driver Behaviors

- Head is up looking out of vehicle
- Keeps the vehicle centered in lane
- Stop light
 - Watching cross traffic
 - Staring at red light or car in front of them
 - Light turns green, vehicle goes without delay

Distracted Driver Behaviors

- The opposite of the last slide
- Gradual drifting towards or over lane lines
- Quick jerks or corrections back to center
- Constant tapping of brakes as they buffer off the vehicle in front of them
- Green light, and don't begin to move

Cell Phone Distracted Driver

- Using the phone but not holding it to ear
- Don't appear to be talking
- Are they scrolling or sliding finger across screen
- Are they tapping buttons or typing
- Head down facing phone, quick glance up
- Glow inside vehicle (nighttime)

Nighttime



Other Distracted Drivers

- Reading the map
- Reading the newspaper
- Group map reading
- Dog in lap

Other Distracted Drivers



169.475 Use of Wireless Communication Device

Subd 1 Definition: For purposes of this section, "electronic message" means a self-contained piece of digital communication that is designed or intended to be transmitted between physical devices. An electronic message includes, but is not limited to, e-mail, a text message, an instant message, a command or request to access a World Wide Web page, or other data that uses a commonly recognized electronic communications protocol. An electronic message does not include voice or other data transmitted as a result of making a phone call, or data transmitted automatically by a wireless communications device without direct initiation by a person.

What is illegal?

- Texting
- Email
- Instant Messaging
- Command or Request to access www
- Other Data
 - If you are in a WiFi area you are not using data, therefore Data is the www
- Bluetooth or Siri – Direct initiation by a person

GPS?

- Is a smart phone a phone or GPS?
- Smart phones have a GPS receiver
- Does the GPS function if you turn off your WiFi and you place your phone in Airplane mode (in other words no data)?
- Short answer is NO
- Must purchase and download maps

Could this be better?

- Specifically write in GPS
- What about apps that aren't using data
 - Games
 - Cell phone camera
 - Typing and scrolling for contacts
- Misdemeanor vs. petty
- Enhance to Gross Misdemeanor or Felony for Property Damage/Personal Injury Crashes
- We have increased the fine on 2nd offense to \$225 (fine) plus court costs

Distracted Driving Violations

- Reckless 169.13 s1 (New 2015)
- Careless 169.13 s2
- Fail to Drive with Due Care 169.14 s1

Where to find these violations

- Survey released in 2014 by AT&T....
- 98% of all drivers who text regularly are aware of the dangers of texting and driving
- 3/4 of the 98% still admit to texting and driving
- 2/3 of the 98% **admit** to texting while at stop signs or stop lights
- 1/4 of the 98% **admit** to doing while driving

2/3 Text while Stopped

Go to busy intersections where traffic is backed up, slow moving or stopped to find these violations

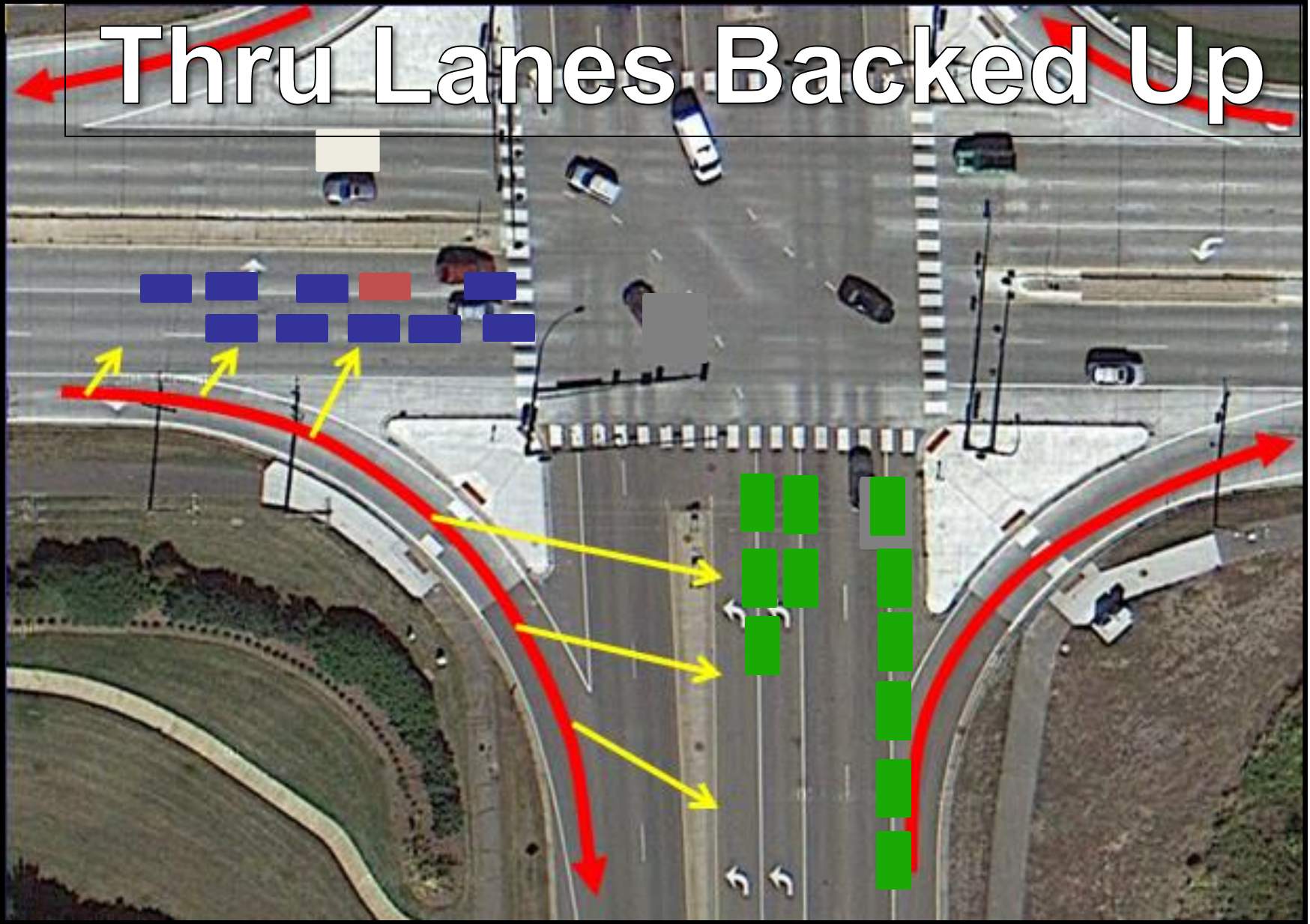
- If the thru lane(s) are backed up take the turn lanes or the open thru lane
- If the turn lanes are backed up use the thru lanes
- Cross traffic in left turn lanes best observed from right angle, right turn lane
- Opposing traffic

Once you find the backup

- Drive slowly up to stopped vehicle(s)
- Drive up on the 45 or just before/after B pillar
 - Remember they are buried in their phone they wont see you, even in a FULLY MARKED SQUAD
 - Look through side windows, look at side view mirrors, rear view mirror, through rear window
 - Look for those previously mentioned indicators
 - Hands holding phone, head up & down, thumb tapping, finger scrolling, no talking, slow to go no green, etc....

TOWARD

Thru Lanes Backed Up



Options for Thru Lanes

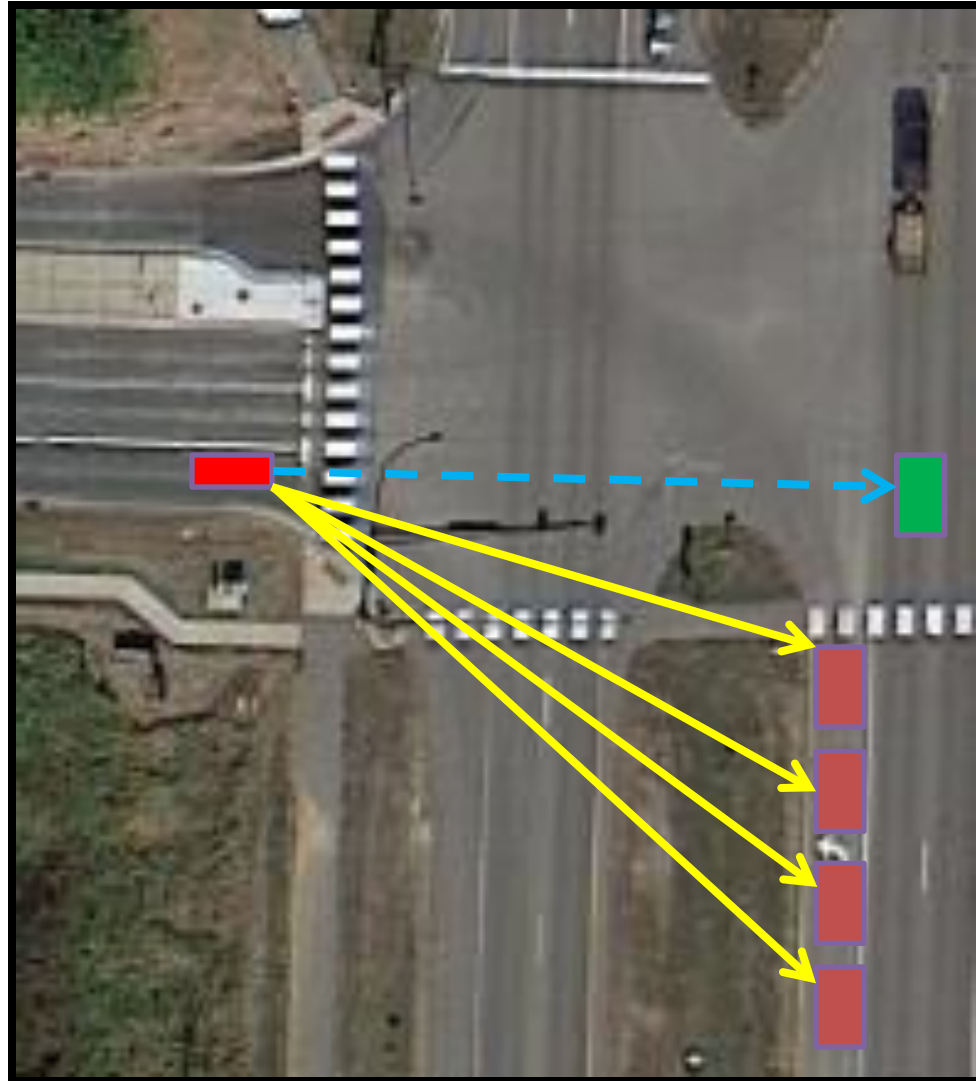
- End destination doesn't matter... **take best line**
- Going somewhere specific... **take line that works best**



Backed up Turn Lane



Cross Traffic



Cross Traffic



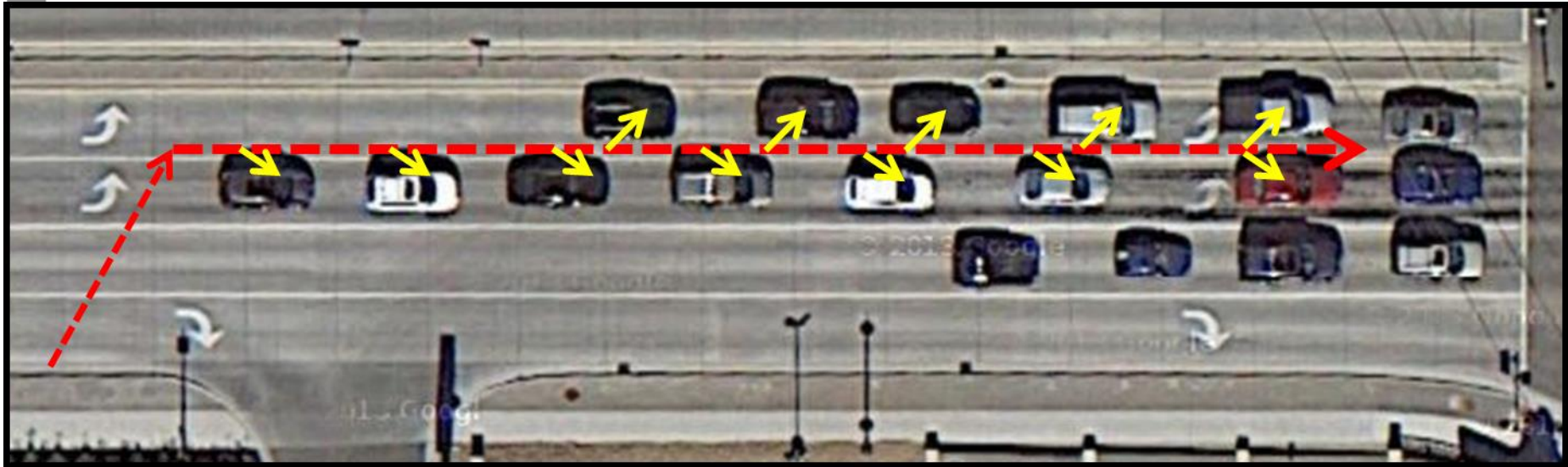
1/4 Text While Driving

- Watch cross traffic while you are stopped
 - You will get snap shots of head down looking into their lap
 - You may get to see the phone you may not
 - You may see enough to make the stop, you may need to chase them down and observe more
- Same techniques as stopped but both of you are moving

Squads I have Used

- Marked Tahoe
- Marked Explorer with light bar
- Marked Explorer without light bar
- Unmarked Explorer
- Unmarked Taurus
- Investigator Vehicles

Bike Patrol



- Be Careful, watch for green light, take your lane or make an exit before green
- Great for seatbelts too

Two Person Squad

- Department doesn't have or won't buy a GoPro
- One person drives
- One person handles video camera
- Benefits
 - Passenger is closer to right sided violations
 - Driver can drive and passenger can observe and record

Documentation of Evidence

- Squad Video
 - Start recording
 - Move camera angle to capture
- GoPro Video
 - Great quality
 - Post editing
 - Squad Safety - No view finder point in general direction and record
 - Bike Patrol on Helmet



Narrate Evidence

Can't capture on video

Narrate what you are seeing

- Eyes Up, Eyes down or Head Up, Head Down
- Typing, scrolling, zooming
- Type of phone – Smart phone or Flip phone
- Color of phone or phone case
- Talking or not talking
- Holding phone to ear or talking to passengers

Actual Traffic Stop

- Aim for Admissions and Compliance
- Don't use the hard nose approach
- Officer Friendly
- Observations
 - Do you see the phone?
 - Where is it?
- Do you know why I stopped you?
- What were you doing at stop light on your phone?

Question or Statement

- Do you mind showing me?
- Once they grab the phone watch closely!
 - If they try to tilt or shield ask them not to
 - As they are opening ask them not to do anything once unlocked
 - Usually their last app is still open
 - If it isn't still open, be familiar with how different phones work

Other Options

- Again questions and not orders!
- Do you mind showing me:
 - Your call history
 - Text messages
 - Emails
- You may get the positive confirmation like a time stamp of last text sent/received or they may just give up and tell the truth

Citation Notes

Subj veh was NB in left turn lane stopped at red light. As I came up along side of subj veh, using the subj veh side view mirror, I could see subj holding a smart phone in his right hand. Subj face was facing the phone and the phone was connected to a charging cord. As I moved up closer, the light turned green. Subj was slow to start, then began to make his turn. Once moving, subj went back to looking at his phone again. Subj appeared to be reading as I did not see him talking, he never held up to ear. Could not see if subj was scrolling or typing.

Citation Notes Car Side

Subject didn't know why stopped. Subj was then asked what he was doing on his phone at last intersection. Subj. replied he had a call coming in that he cancelled. I asked him if he was willing to show me? He said sure, grabbed his phone, punched in password. When the Subj phone unlocked the open screen was an email. When asked about the email, I told him that is what he was doing, he apologized and agreed that he was reading an email.

Other Thoughts

- Window Tint
 - More of it because it's cool or because it makes it harder to see seatbelts and cell use
- Be Careful
 - Pay attention to your actions so you don't crash!
- When specifically looking for Use of Wireless Device, 3-5 an hour by myself

Questions?

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