DISTRACTED DRIVING Track as of 3/27/19

Understanding the Science of Distracted Driving
Surveys confirm that the public believes driving distracted is dangerous, but the problem persists and is likely more extensive than data suggest. But what can be done about it? Don’t miss this foundational session that will explore the latest trends and behavioral science of distracted driving. It will set you up to better understand the progress and challenges that will be addressed in the other distracted driving workshops where you’ll learn about evidence-based solutions in policy, programs and technology innovation.

Before the Stop: Legislating Distracted Driving Laws
States continue to grapple with how best to tackle the problem of distracted driving, which often includes debating legislation. But when states do not implement such laws, cities look to enact their own ordinances to mitigate the problem locally. Oregon, Washington and Georgia recently amended their texting laws to ban all uses of hand-held electronic devices, while several others continue to examine the issue in a comprehensive manner. Learn about the struggles and successes of getting a distracted driving law passed on a local or state level and explore federal efforts to reduce distracted driving as well as FAST Act funding guidelines for states looking to enact or revise their distracted driving law.

After the Stop: Investigating & Prosecuting Distracted Driving
The NHTSA publication, "Investigation and Prosecution: Distracted Driving Guide" focuses on the complexity and diversity of distracted driving laws. An expert panel working to enforce distracted driving laws as well as investigate and prosecute distracted driving cases will bring this guide to life and share how they’ve worked around legal challenges and how they make enforcement work.

How Big Is the Distraction Problem? Addressing the Data Crisis
Traffic safety practitioners need data to justify legislative advocacy and program funding, but express frustration with the lack of good local distracted driving crash data. Learn about the challenges associated with this problem from law enforcement’s perspective and tactics and best practices to advocate for standardizing data collection forms including citations and crash reports. And explore alternative sources of data, such as smart phone-based telematics, that can be used to describe the distracted driving epidemic for policymakers and media.

Reducing the Distraction Risk for Law Enforcement
Law enforcement has traditionally been required to multi-task in their vehicles, which is exacerbated by the use of personal electronic devices in their vehicles. Combining these distractions with the complex decisions and actions required in first response situations can lead to unintended consequences. The Training, Research and Education for Driving Safety (TREDS) program developed Distraction Overload: Risk Reduction for First Responders to address the issues specific to law enforcement. The curriculum addresses behaviors that can reduce the focus on driving, crash risks from distraction and fatigue, officer exemptions, potential civil liability, and practical strategies to reduce distracted driving. An overview of the program will be presented and evaluation results will be discussed as well as how the program can be adapted and utilized in your own jurisdiction.

Leveraging Technology to Combat Distracted Driving
Is it possible to use technology to make NOT using cellphones while driving the social norm? Review the latest data on the use of “do not disturb while driving” settings on Apple and Android phones. Also explore how behavioral economics is being applied to smart phone telematics and usage-based
insurance to incentivize safe behaviors. Consumers can also choose to download blocking apps that reward their use with discounts on favorite brands. How do these approaches work? Are they effective? What do the telematics tell us about consumer behavior? Panelists will briefly share what is known and then engage in a moderated discussion on the possibilities and limitations of technology and what you can promote to drivers in your state or community.

**Unintended Consequences of Vehicle Safety Technologies & Potential Solutions**

Vehicle technology is becoming more prevalent in the vehicle fleet with some advanced driver assistance systems being standard. What are the safety trade-offs when these technologies are placed in our vehicles? Learn about the unintended consequences of vehicle technologies and some potential solutions.

**Collaborating with Employers to Address Distracted Driving**

Employers are a grossly underutilized partner in addressing traffic safety. Partnering with companies to adopt and enforce strong policies, provide educational programming and incentivize employees are proven strategies for changing behavior. Focusing on all employees – not just fleet drivers – and encouraging safety practices both on and off the job are essential for creating a culture of safety and effective risk management. Learn best practices for partnering with business, and about strategies and resources companies can utilize to effectively incorporate transportation safety into their safety culture.