



Together with NEXTEL

Driver Safety

Presentation for JCOTS Advisory Committee on Technology in Government

Public Affairs, Sprint
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Importance of Wireless Safety

- With more than **190 million wireless users** in the US, the issue of wireless phone use while driving has become increasing more important.
- As **wireless technology continues to advance**, it will continue to provide further means to **enhance automobile safety** and **driver security**, while reducing possible driver distractions.

Hands-free Legislation

- Currently, **all states have existing laws** regarding potential distractions behind the wheel. However...
 - More than **40 states** have proposed legislation to regulate wireless phone use while driving.
 - Hands-free laws have been enacted in four states – **New York, New Jersey, and Connecticut, Illinois** – and the **District of Columbia**.

Enforcing Driver Safety

- Law enforcement officers already have the ability to cite drivers for reckless or inattentive driving.
- These laws should be **enforced**, rather than creating new legislation that only focuses on potential distraction.
- Ultimately, legislating wireless phone use while driving does not address the real driver safety issue – **distractions**.

Evaluating the Legislative Approach

- Government statistics and respected research studies reveal the **focus on wireless phone use** while driving is well **off point**.
- Independent studies, various federal safety officials, and numerous state representatives have all concurred that such **legislation**:
 - **Is ineffective**
 - Most likely **has a negligible impact** on safety
 - **Obscures the greater issue** of driver distraction

Driver Safety Research

- **Automobile Association of America (AAA)** distracted driving study:
 - **Top Distractions:** Eating, drinking, talking to other passengers, adjusting radio controls, applying make-up, and reading
 - **Cell phones were the 8th** most common distraction out of 9
 - **AAA's recommendation:**
 - **Need a broad educational campaign** regarding distracted driving and further research



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Driver Safety Research

- **Virginia Commonwealth University (VCU) study (March 2003)** conducted for the Virginia Department of Motor Vehicles:
 - **Top distractions:** Rubbernecking, driver fatigue and looking at scenery
 - **Cell phone ranked 6th** in the study's list of distractions
 - Annually, driver distraction accounts for roughly 13 percent of all traffic crashes in Virginia, according to DMV

Driver Safety Research

- The **AEI-Brookings Joint Center** released a study in July 2004 entitled **The Impact of Driver Cell Phone Use on Accidents**:
- Conclusions:
 - No **statistically significant reduction in accidents** from mandating hands-free usage
 - **Previous estimates** of the impact of wireless phone usage might have been **overstated by 36%**

Driver Safety Research

- **The National Council of State Legislatures:**
 - Every state^{*} reporting crash data shows that **wireless phone use is a factor in less than one percent of accidents.**

➤ *California, Florida, Michigan, Minnesota, Oklahoma, Pennsylvania, and Tennessee

Promoting Driver Safety

- The **Cellular Telecommunications & Internet Association (CTIA)** and its member carriers have been **leaders in educating drivers** on all the distractions they face behind the wheel.
- We urge drivers to ask themselves, "**Will this call distract me from driving safely?**"

Promoting Driver Safety

- CTIA promotes safe driving through its Public Service Announcement campaign—
“With Wireless, Safety Is Your Call.”
- Distributed to more than **1,500 television stations, 500 cable television operators, and 3,500 radio stations**
- Other initiatives include:
 - Bill inserts
 - National education campaigns
 - Safety tips on CTIA and carrier websites

Sprint and Focus on Driving

- Sprint's **Focus on Driving** education program overview:
 - Driver safety awareness is best addressed through **proactive education** of drivers, rather than legislation
 - Focus on Driving is an **attentive driving educational** program targeting high school drivers education classes
 - Successful education efforts must instruct drivers about **all distractions**

Sprint and Focus on Driving

- **Focus on Driving – The Program:**
 - A 50-minute turnkey program designed by Sprint
 - Available free of charge for inclusion into any drivers education, health or civics curriculum
 - Successful education efforts must instruct drivers about **all distractions**
- **Includes:**
 - Teacher and student guides
 - Classroom video and posters
 - Parent/student pledge
 - AAA Foundation for Traffic Safety Distraction Study chart
 - Quiz and answer key

Sprint and Focus on Driving

TAKING THE WHEEL IS A TON OF RESPONSIBILITY.

Compact Disk 2 oz.



Car 2,800 lbs.



A Safe Driving Message From Nextel.



Together with NEXTEL

Sprint and Focus on Driving

TAKING THE WHEEL IS A TON OF RESPONSIBILITY.

Fast Food 32 oz.



Car 2,800 lbs.



A Safe Driving Message From Nextel.

Sprint and Focus on Driving

TAKING THE WHEEL IS A TON OF RESPONSIBILITY.

Mascara 0.6 fl oz.



Car 2,800 lbs.



A Safe Driving Message From Nextel.



Together with NEXTEL

Sprint and Focus on Driving

TAKING THE WHEEL IS A TON OF RESPONSIBILITY.

Cell Phone 4.3 oz.



Car 2,800 lbs.



A Safe Driving Message From Nextel.



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Sprint and Focus on Driving



TAKE THE PLEDGE.

Sign the pledge on the reverse side of this card stating that you will always "Focus on Driving,"

Have your parents review and sign the pledge as well.



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Sprint and Focus on Driving



KNOW THE FACTS

TEENAGE DRIVERS HAVE VERY HIGH RATES OF BOTH NONFATAL AND FATAL CRASHES COMPARED WITH DRIVERS OF OTHER AGES.

TRAFFIC CRASHES ARE THE LEADING CAUSE OF DEATH AMONG 15-20 YEAR OLDS IN THE U.S.

IN 2001, 3,608 TEENS WERE KILLED IN CAR CRASHES NATIONWIDE.¹

1 Insurance Information Institute

AVOIDING THE DANGERS OF DRIVER DISTRACTION

Driver Distraction Study – AAA Foundation for Traffic Safety

- 1) 29.4% Outside object, person or event
- 2) 11.4% Adjusting radio/cassette/CD
- 3) 10.9% Other occupant in vehicle
- 4) 7.2% Moving/other objects in vehicle
- 5) 2.8% Adjusting vehicle controls
- 6) 1.7% Eating and/or drinking
- 7) 1.5% Using/dialing cell phone
- 8) 0.9% Smoking-related
- 9) 34.2% Other/unknown distractions



11.4%
of collisions occur due
to adjusting the car
stereo while driving

2 Network of Employees for Traffic Safety

Sprint and Focus on Driving

- **Focus on Driving** – Our Objective:
 - Educate high school age drivers about the importance of attentive driving
 - **Focus on all distractions** that have been shown to be leading causes of traffic collisions
 - Reach drivers at the earliest possible learning stage, **before bad habits often take hold**
 - **Encourage student leaders** to actively address a community and civic concern

Sprint and Focus on Driving

- **Focus on Driving – Our Partnerships:**
 - **Florida Highway Patrol and Washington State Patrol** endorsed
 - Partnership with **National Association of Secondary School Principals**
 - Presently talking with **Virginia State Police** and **Virginia Department of Motor Vehicles**

Driver Safety and Teens

- **Communication between parents and children is critical** to driving safety:
 - Over **800,000 children reported missing** each year.
 - **78% of teens are ticketed or crash** by the time they are 18
 - **1 in 20 teens per year is fatally or seriously injured** in a motor vehicle crash

Teen Arrive Alive

➤ **Teen Arrive Alive –**

- Uses Nextel technology to help parents enforce safe driving habits

➤ **GPS –**

- Locate, track direction and speed, find lost/missing children

➤ **“How’s my driving” decal program –**

- Decal with toll free number to report safety concerns
- Parents receive immediate alerts
- Teens can also be notified to modify their behavior
 - Commercial “How’s My Driving?” programs have been proven to reduce accidents by 32% to 58%

Driver Safety

Presentation for the Virginia JCOTS

