Course Overview

• Teach public transportation employees about the dangers and consequences of driving while distracted.
• Learn agency's rules and policies with regard to non-agency authorized wireless technologies.
• Learn state's laws and regulations related to wireless technologies.
Course Objectives

- Define the term “distracted”
- Describe the risk of driving while distracted
- Identify tips for preventing distracted driving
- Interpret the regulations, laws and agency policies with regard to wireless devices

Introduction and Discussion

- Each year approximately 32,000 people are killed in motor vehicle crashes and more than 2.4 million people are injured.
- Motor vehicle crashes are the number one cause of death for people ages 1 to 35.
- Almost 80% of crashes and 65% of near-crashes happen within 3 seconds of some form of driver distraction.

Introduction and Discussion

- In 2013, 3,154 people were killed and approximately 424,000 people were injured due to distracted driving.
- Nearly 20% of all distracted driving fatalities involved cell phones.
- 24,000 distracted driving crashes that resulted in injuries involved cell phones.
Truth About Multitasking

Everyone tries to multitask

There are two truths:
- People actually do not “multitask” well
- People do not accomplish both tasks with optimal focus and effectiveness

Multitasking is a Myth

- People do not perform two tasks at the same time.
- The brain handles tasks sequentially, switching between one to the other, performing only ONE TASK at a time.
Multitasking is a Myth

- Our brains can juggle tasks very rapidly, which leads us to erroneously believe that we are doing two things at the same time.
- The brain prioritizes some information for attention and possible action and filters out some of the information.

Multitasking Exercise

- The science of attention, multitasking and more.

https://www.youtube.com/watch?v=vJG698U2Mvo

What is a Distraction?
Distracted Driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increase the risk of crashing. (Source: www.distracteddriving.gov)

Three Types of Distracted Driving

1. **Visual** – Taking your eyes off the road
2. **Manual** – Taking your hands off the wheel
3. **Cognitive** – Taking your mind off what you are doing

Examples of Distracted Driving

- Eating/Drinking
- Texting
- Talking on a cell phone
- Talking to a passenger
- Reading
- Grooming
- Daydreaming
• Distracted driving is the number one killer of American teenagers.
• More than 80% of drivers admit to blatantly hazardous behavior
  (Source: Nationwide Mutual Insurance Survey)
• Drivers on mobile phones are more “impaired” than drivers at .08 BAC
  (Source: University of Utah Study)

• 69% of drivers in the United States between the ages of 18 – 64 report that they talk on their cell phones while driving, while 31% admit to texting while driving.
  (Source: CDC, Injury Center)
• Drivers who use cell phones are four times more likely to get into crashes serious enough to injure themselves

• 23% of fatal crashes in 2011 involved reports of distracted driving
• 18% of injury crashes involved distracted driving
• 5 seconds is the average time your eyes are off the road while texting. At 55mph, that’s the length of a football field.
  (Source: ATSA, 2013)
In 2009, those drivers involved in fatal crashes were reportedly distracted.

The 30 to 39-year-olds had the highest proportion of cell phone involvement.

These statistics are staggering.

It is our job as professional transit operators to “Ensure Safety”

DON’T BE A STATISTIC!

For light vehicles or cars:
– Dialing a cell phone makes the risk of a crash or near-crash event **2.8 times** higher than non-distracted driving;
– Talking or listening on a cell phone makes the risk of crash or near-crash event **1.3 times** higher than non-distracted driving; and
– Reaching for an object such as an electronic device makes the risk of crash or near-crash event **1.4 times** higher than non-distracted driving.
• For heavy vehicles or trucks:
  – Dialing a cell phone makes the risk of a crash or near-crash event 5.9 times higher than non-distracted driving;
  – Talking or listening on a cell phone makes the risk of a crash or near-crash event 1.0 times higher than non-distracted driving;

• For heavy vehicles or trucks (cont):
  – Using or reaching for an electronic device makes the risk of a crash or near-crash event 6.7 times higher than non-distracted driving; and
  – Text messaging makes the risk of a crash or near-crash event 23.2 times higher than non-distracted driving.

Bus Operator Distractions

• Radio
• MDT
• Passenger assistance
• Route maps
• Fareboxes
• GPS

Managing our level of distraction is critically important!
Public Transportation Operators Who Have Driven While Distracted

- Missed stops
- Run red lights
- Weaved
- Missed fares
- Hit vehicles, street fixtures, and other fixed objects
- Hit, injured, and have killed pedestrians

The Transportation Industry

The public transportation industry has had a number of very serious accidents as a result of distracted driving.

Alexandria, VA

Driver was using a cell phone
Los Angeles, CA
Operator was text messaging
25 people killed and 102 injured

Boston, MA
Operator was texting
49 People Injured

April 2014
National Distracted Driving Enforcement and Advertising Campaign Event
Anthony Foxx
U.S. Transportation Secretary
"At DOT, we’ve come to understand that [the] combination of public awareness, strong laws, and tough law enforcement can make a difference changing dangerous driving habits."

Anthony Foxx, USDOT Secretary

U.S. bans truckers, bus drivers from texting while driving

By Ashley Halsey III, Washington Post Staff Writer
Wednesday, January 27, 2010

On Tuesday, the federal government formally barred truckers and bus drivers from sending text messages while behind the wheel, putting its imprimatur on a prohibition embraced by many large trucking and transportation companies.

“We want the drivers of big rigs and buses and those who share the roads with them to be safe,” said U.S. Transportation Secretary Ray LaHood. “This is an important safety step, and we will be taking more to eliminate the threat of distracted driving.”
Our ability as professional transit operators to manage the level of distraction while driving is critically important.

We must ensure safety first!

Managing Distractions

Personal Electronic Devices

Agency-Authorized or Required Equipment or Material Distractions

Insert Agency Policy Here
Passenger Distractions

- Avoid unnecessary communications. If conversation cannot be avoided, do so while maintaining focus on the safe operation of the vehicle.
- Anytime the conversation impacts safe driving, pull the vehicle off the road to finish the conversation.

Fitness for Duty and Fatigue Management

- Notify your agency if you believe you are not fit for duty due to fatigue, illness, medication, or other causes.
- People with undiagnosed sleep disorders are at greater risk for accidents caused by fatigue.
- Over-the-counter and prescribed medications may affect your ability to safely perform your job.

Seasonal Increase in Roadway Activity

- Population increases in winter months.
- Increasing the likelihood of additional distractions and delays in service.
- Drivers may not be aware of state driving laws.
In 2010, the FDOT, USDOT, and FTA developed this training program to educate public transportation employees about the dangers of distracted driving.

Show “Curbing Transit Operator Distracted Driving” video

http://www.distraction.gov/stats-research-laws/state-laws.html

Rule Chapter 14-90, FAC

Rule Chapter 14-90, Florida Administrative Code (FAC)
- Language addressing wireless communication devices
- Requirements for driver education program that addresses wireless communication devices and distracted driving
Wireless Communications Device
– An electronic or electrical device capable of remote communication.
– Examples include cell phones, personal digital assistants (PDAs) and portable computers (commonly called laptop computers).

Personal Wireless Communications Device
– An electronic or electrical device that was not provided by the bus transit system for business purposes.

Wireless Communication
• A wireless communication plan and procedure that provides for the safe operation of the bus transit vehicle and assures that:
  – The use of a personal wireless communication device is prohibited while the transit vehicle is in motion.
Wireless Communication (continued)
– All personal wireless communications devices are turned off with any earpieces removed from the operator's ear while occupying the driver's seat.

• A policy on the use of a wireless communications device issued to the operator by the bus transit system for business related purposes.
• Policies developed shall assure that:
  – Guidelines are developed that allow for the use of a wireless communications device in emergency situations.

– The use of a wireless communications device does not interfere with the operator's safety related duties.
The Bus Transit System shall develop a driver educational training program on:
- the proper use of a wireless communications device issued to the operator by the Bus Transit System while in the performance of their safety related duties
- the hazards associated with driving and utilizing a wireless communications device

Our Agency’s Policy

Insert Agency Policy Here

Curbing Transit Operator Distracted Driving in Review

- Define the term “distracted”
- Describe the risk of driving while distracted
- Identify tips for preventing distracted driving
- Interpret the regulations, laws and company policies with regard to wireless devices