

Distracted Driving

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Distraction ?

- Definition:
 - From Latin: *distrahere*, "to pull apart"
 - **Distraction** is the diversion of attention of an individual from the chosen object of attention onto the source of distraction
 - The AFFECT then is:
 - Distraction is the **LACK** of **ATTENTION**



CAUSES ?

- Lack of interest
- Greater interest
- Great intensity, novelty or attractiveness
- **Inability to pay attention**



Causes (cont.)

- Distraction can occur from:
 - VISUAL -Takes your eyes off the road
 - COGNITIVE -Takes your mind off the road
 - MANUAL – Takes your hands off the wheel



What We Know About Cell Phone Driving

Comparison of the Cell Driver and Drunk Driver

Strayer, Drews, et al, University of Utah - 2004

- No difference between hand held and hands free
- Cell phone drivers have ***slower reaction times*** and were ***more likely to get in a crash*** than drunk drivers (at the .08 level)

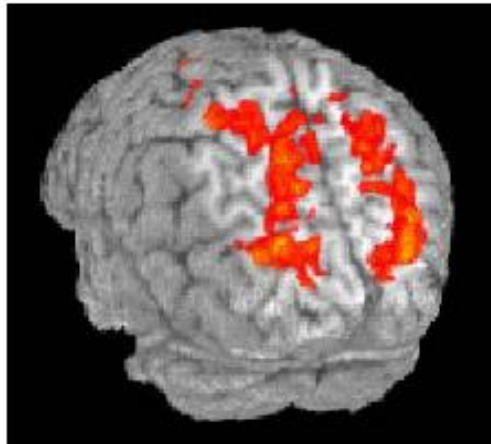


Sentence Listening

The Main Result:

The parietal activation associated with driving decreases substantially (by 37%) with sentence listening.

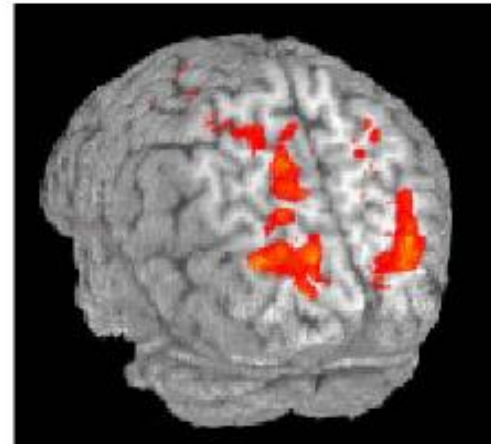
Driving Alone



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Driving with
Sentence Listening



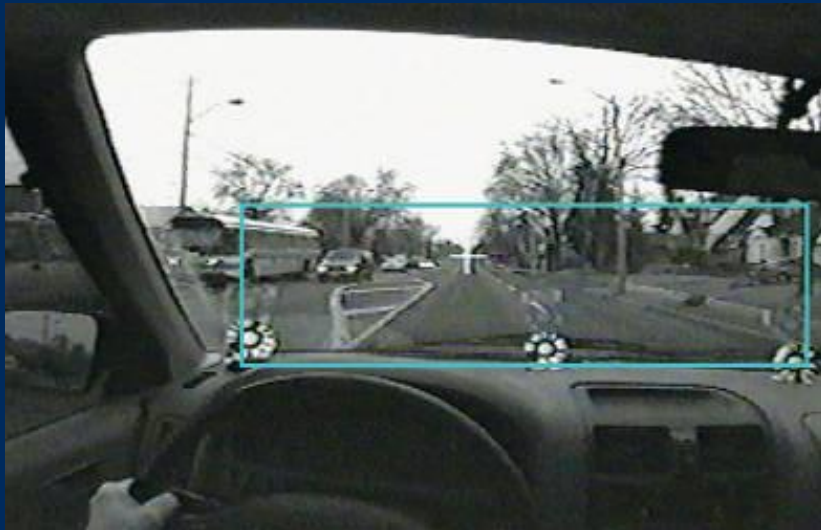
Multi-tasking: Impairs Performance

- Just listening to sentences on cell phones decreased activity by 37% in the brain's parietal lobe which perceives movement, integrates sensory information and also has importance for language processing
- Listening and language comprehension drew cognitive resources away from driving
- Also decreased activity in brain's occipital lobe which processes visual information

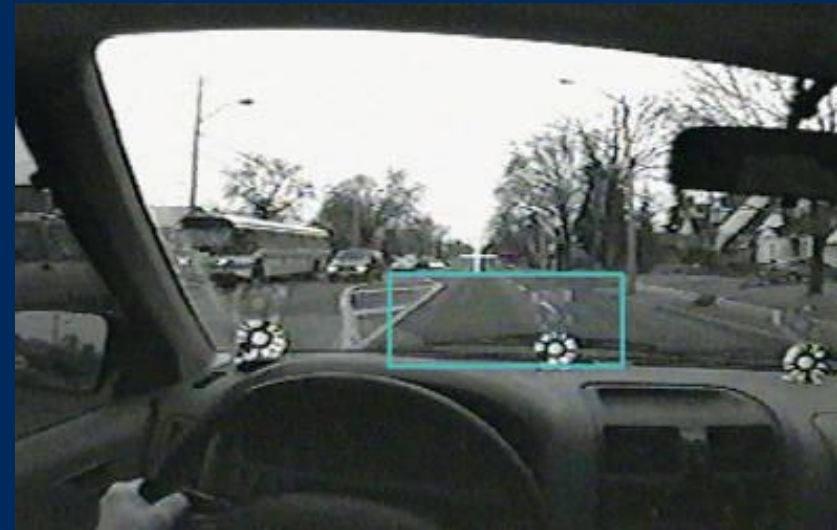


Inattention Blindness

A Narrowed Scope



Where drivers not using a hands-free cell phone looked.



Where drivers using a hands-free cell phone looked.



Driving is a Risky Activity

- Each year, more than 40,000 people are killed in motor vehicle crashes and over three million are injured.
- Almost 80 percent of crashes and 65 percent of near-crashes happen within three seconds of some form of driver distraction.
- Multitasking is a contributing factor in 93 percent of crashes and minor collisions.



Multi-tasking: Impairs Performance

- Driving involves a more complex set of tasks than walking:
 - Visual
 - Manual
 - Cognitive
 - Auditory
- A driver's job is to watch for hazards, but this cannot be done when brain is overloaded



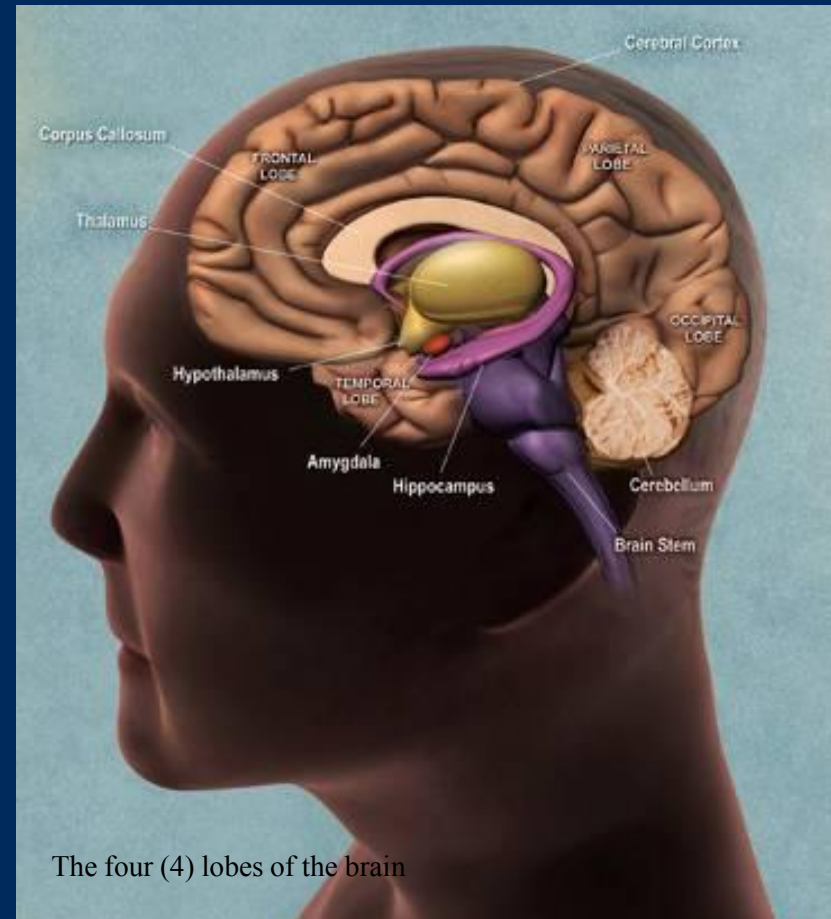
MULTI-TASKING – A BRAIN DRAIN

Multitasking for the brain is a myth

Human brains do not perform two tasks at same time

Brain handles tasks sequentially

Brain switches between one task and another



The four (4) lobes of the brain



Consequences



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Transit is NOT immune

Transit creates its own distractions through:

- Business practices
 - Radio procedures
- Customer relations
 - Handling questions/fare processes
- Route/Equipment familiarity



APTA BUS SAFETY COMMITTEE

- Transit Safety Representatives gathered 2008-2009
- Develop a set of standard/guidelines
 - Distractions that Drivers can control
 - Distractions that Agency can control



Driver Controls

- Personal use of Cell Phone
 - Turned off/off person
 - End of line or emergency use only
- Other personal electronic devices
 - Turned off/off person
 - End of line only
- Customer Relations



Agency Controls

- Radio Procedures
- Run Card/Reference tools
- Route Qualification
- Bus Design
- ??



POLICY

- Who should be covered by your policy ?
 - ANYONE driving an agency vehicle
 - Revenue Vehicles
 - Equipment Service Workers
 - Mechanics
 - Drivers
 - Non-Revenue Vehicles
 - Drivers making road relief
 - ALL Staff using agency vehicle or driving personal vehicle on Agency business.



IMPLEMENTATION

- EDUCATE
 - Union
 - Employees
- IMPLEMENT
 - Grace Period
- REINFORCE



Policy Implementation Plan

Week 1	Week 2	Week 3	Week 4
<i>Inform</i>	<i>Educate</i>	<i>Implement</i>	<i>Reinforce</i>
NSC Cell Phone Ban Press Release	Frequently Asked Questions	Presentation Script for Policy Rollout	Tips for Distraction Free Driving
Call to Action	Distracted Driving Top 10 List	Policy	Pocket Policy Card
Article to Inform	Distracted Driving One Hour Training Course	Voice Mail Greeting	Safety Stuffer
Voice Mail to Employees	Pull Over Poster		Focus on Your Driving Poster

