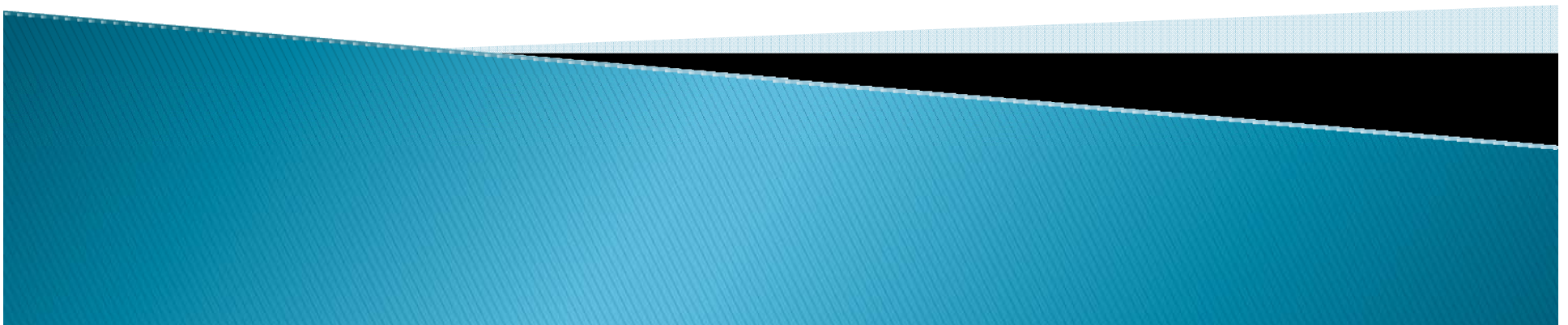


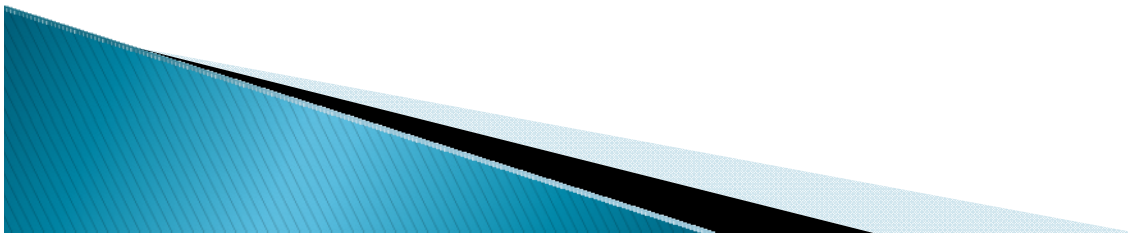
# Distracted Driving: State Legislative Advocacy and AAA Efforts

Justin McNaul  
AAA



# AAA and Traffic Safety

- Core part of founding of AAA in 1902
  - Established school safety patrols in 1920
  - Wrote first driver training book in 1930
  - Advocates and offers programs on wide range of safety topics
- *Teen driver safety*
  - *Child passenger safety*
  - *Senior mobility*
  - *Distracted driving*
  - *Drunk driving*
  - *Truck safety*
  - *Infrastructure improvements*



# AAA Efforts on Distracted Driving

- ▶ National campaign to pass texting bans in all 50 states
- ▶ Supporting full wireless bans for teen drivers
- ▶ Supporting comprehensive distracted driving legislation
- ▶ AAA Foundation for Traffic Safety “safety culture” research
- ▶ Heads Up Driving Week
- ▶ Public outreach through news media, member magazines, member e-newsletters, online



# National Issue Visibility (Cont'd)

Debate on texting behind the wheel — Our view: Distracted-driving campaign requires attitude  
<http://blogs.usatoday.com/oped/2010/01/debate-on-texting-behind-the-wheel-our-vie>

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## OPINION

Views from our editorial board

« Opposing view: 'Impossible to enforce' | Main | Letters: Distracted driving campaign requires adjustment

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### Debate

**Deadly distractions**  
 Distracted driving was involved in 16% of highway fatalities in 2009, up from 12% in 2004. Fatalities involving distraction.

2004	4,978
2005	4,572
2006	5,917
2007	5,988
2008	5,870

Source: NHTSA's National Center for Statistics and Analysis  
 By Veronica Salazar, USA TODAY

**Our view: texting behind the wheel. Distracted driving campaign requires adjustment.**

**New laws help enforcement of education are keys to success.**

Text messaging can be a wonderful thing. A kidnapping Texas managed to text authorities from a car trunk, and earthquake victim in Haiti trapped under a grocery store for help. Both were rescued. Texting has also given Am new, convenient way to contribute to charity: \$30 million counting has been donated by text to Haitian relief effort.

But the ubiquity of texting — Americans send about 135 million text messages a month — has an increasingly familiar downside. Nearly each year involve distracted driving, according to National Highway Traffic Safety Administration data. That's more than the deaths from the wars in Iraq and Afghanistan so far.

Although the distracted-driving category also includes such as talking on cellphones, conversing with passengers and texting while driving is the clearest menace because it requires looking away from the road. New laws are needed and, important, new attitudes.

Surveys show overwhelming public support to ban driving while texting, but only 19 states and Washington, D.C., outlaw it. As USA TODAY's Larry Copeland reported Monday, 23 states are debating legislation to do the same. Too often, it takes an accident to spur action.

New laws, though helpful supplements to existing restrictions, enforcement is difficult because so much texting goes on in private. It's necessary to overcome the irresistible temptation some drivers feel to send an electronic message.

The experience with other highway safety issues, such as drunken driving and seat belt use, suggests it takes a combination of laws, enforcement and education to change behavior and reduce the carnage.

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- Letters: Frustration apparently drove engineer into IHS building
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## Driver phone bans' impact doubted

Updated 1/29/2010 2:44 AM | Comments 509 | Recommend 12 | E-mail | Share

By Larry Copeland, USA TODAY

### ALL CRASHES

Despite exponential growth in the number of cellphone subscribers, the number of fatal and non-fatal crashes reported by police has remained fairly flat.

Number of all crashes (fatal and non-fatal) reported by police:

1993	6,105,915
1994	6,495,988
1995	6,699,415
1996	6,769,583
1997	6,624,149
1998	6,334,573
1999	6,279,036
2000	6,393,624
2001	6,322,963
2002	6,315,708
2003	6,327,955
2004	6,181,027
2005	6,159,350
2006	5,973,213
2007	6,024,008
2008	5,810,691

Source: National Highway Traffic Safety Administration, Insurance Institute for Highway Safety

A national crackdown on takes an unexpected turn shows that the number of not drop in three states after they banned using handheld cellphones.

The Highway Loss Data Institute, an affiliate of the Insurance Institute for Highway Safety (IIHS), examined in crash damage in New York, California and Washington after handheld bans took reduction in crashes.

"Absolutely, we were surprised results," says Adrian Lund, Insurance Institute study director. "The key finding was where handheld phone use was high, the new laws that ban handheld phones didn't reduce crashes as much as we hoped." Lund, who says more research might have stayed the same. "The key finding was where handheld phone use was high, the new laws that ban handheld phones didn't reduce crashes as much as we hoped."

**TEXTING BAN: Federal rule would crack down on teens: Half say they've**

Lund, who says more research might have stayed the same. "The key finding was where handheld phone use was high, the new laws that ban handheld phones didn't reduce crashes as much as we hoped."

California, Connecticut, New York and Washington and the District of Columbia have already banned handheld cellphones while driving.

The Governors Highway Safety Council AAA said the study's findings should not be taken as a sign that banning texting while driving is unnecessary.

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## Texting while behind the wheel

States in dark blue ban texting for all drivers. Light blue indicates states weighing legislation to ban texting for all drivers. Gray indicates states with no active legislation. White indicates states with no legislative session scheduled for 2010.

Source: AAA

Updated 1/25/2010 6:30 PM | Comments 556 | Recommend 29 | E-mail | Save | Print | Reprints & Permissions | RSS

### States go after texting drivers

By Larry Copeland, USA TODAY

The fight against distracted driving may be at a tipping point as 23 states debate legislation to ban texting while driving, a practice 19 states already prohibit.

"Legislators are looking to see if it (texting) is enough of a safety issue that they need to intervene," says Anne Teigen, a transportation specialist for the National Conference of State Legislatures, who says 194 bills concerning various forms of distracted driving, including texting, are being debated in 34 states. "They often get involved because there's a high-profile accident that had to do with texting. Also, because everybody has a cellphone now."

Tina Derby sends text messages while driving in Concord, N.H.

By Jim Cole, AP

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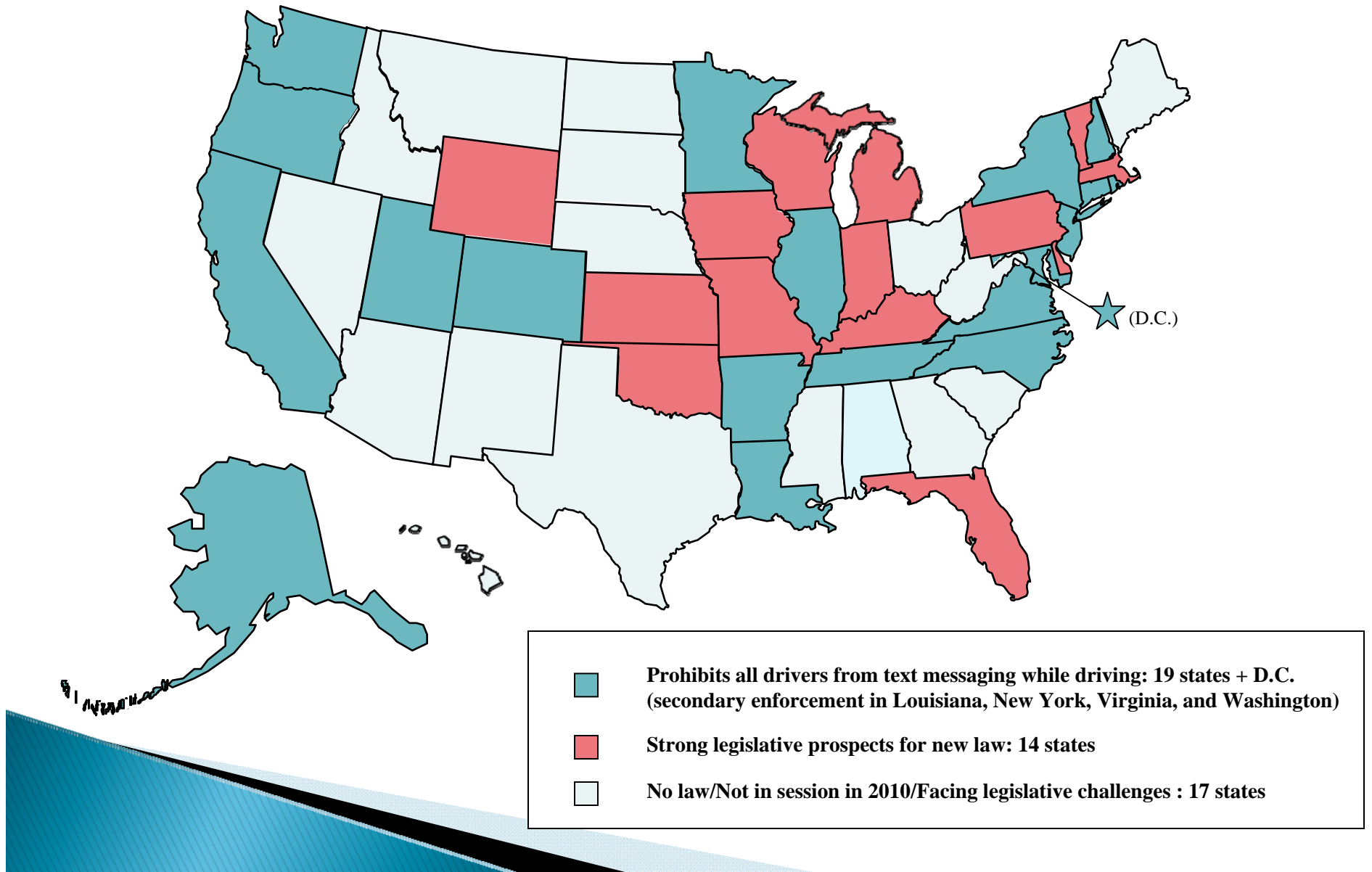
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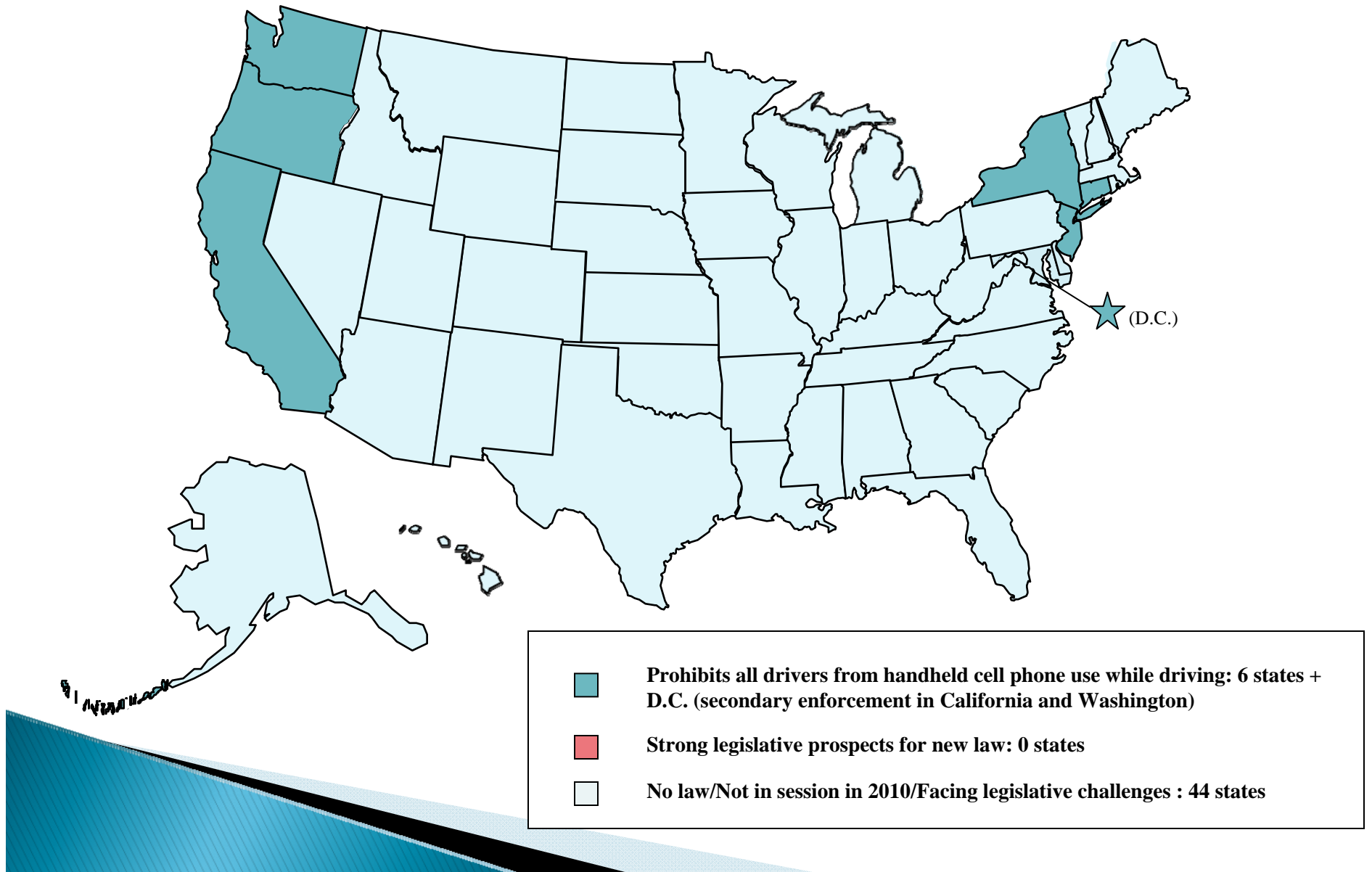
# All Driver Text Messaging Laws

March 1, 2010



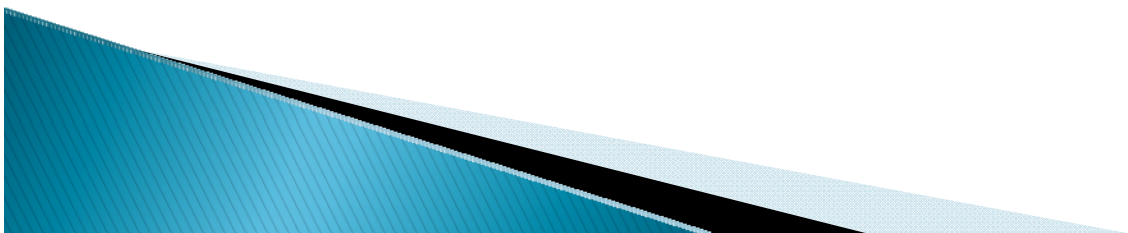
# All Driver Handheld Cell Phone Bans

March 1, 2010



# Federal Activity to Address Texting

- ▶ In 2009, 6 bills introduced to sanction or incentivize states to adopt texting and handheld bans
- ▶ \$50 million for incentive grants and public education included in President's 2011 proposed budget
- ▶ Transportation reauthorization bill is vehicle but unlikely to become law in 2010



# How Bicyclists Can Help

- ▶ Texting campaigns in states are atypical for traffic safety
- ▶ Write, call your legislators
- ▶ Write your newspapers
- ▶ Join other safety groups on other safety issues that impact all road users
  - Teen driver safety
  - Drunk drivers

