

Safer Streets in Chicagoland

presented by ACTIVE TRANSPORTATION ALLIANCE *on* 03.10.2010



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Purposes of this Presentation

- Review legislative updates on distracted driving
- Share youth leadership best practices in curbing distracted driving



Who is the Active Transportation Alliance

- Active Transportation Alliance is a Chicago region non-profit advocacy organization that works to improve conditions for bicycling, walking and transit, and engage people in healthy and active ways to get around.
- We have more than 5,100 members and 1,000 volunteers that work with us
- We envision a region with 50% fewer crashes and one where 50% of all trips are made by walking, bicycling and transit.



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Distraction on the Roadways

- Nearly 6,000 people died in 2008 in crashes involving driver distraction in the United States. [\[1\]](#)
- IDOT estimates that cell phones were the primary or secondary cause of 1,001 crashes in Illinois in 2008. [\[2\]](#)
- Distracted driving is most common amongst teenagers. [\[3\]](#) This is the same age cohort identified by Illinois Department of Transportation (IDOT) as having the greatest risk for crashes. [\[4\]](#)

[\[1\]](#) National Automotive Sampling System General Estimates System

[\[2\]](#) "Quinn Signs Distracted Driving Bills Into Law", State Journal Register, Aug. 6, 2009

[\[3\]](#) "Driver Electronic Use in 2008", NHTSA Traffic Safety Notes, Sept. 2009

[\[4\]](#) 2010 Illinois Highway Safety Performance Plan



Distracted Driving Legislation in IL State Level

Drivers under the age of 19 are prohibited from using wireless phones while driving — with or without hands-free devices.

HB 71 - All drivers prohibited from text messaging and related activities such as emailing and Internet use. The new law went into effect on January 1, 2010.

HB 72 - Motorists prohibited from use of cellular phones in school speed zones and construction/road maintenance zones. This law went into effect on January 1, 2010

School bus operators prohibited from using cell phones while driving if passengers are present.



Distracted Driving Legislation on Local Level

- City of Chicago

2005 - All drivers talking on mobile phones must use hands-free devices.

2008 - Text messaging prohibited while driving.

2010 - Chicago's City Council increased fines for talking on a handheld cell phone while driving. The fine for cell-phoning and causing an accident jumped to \$500.

- City of Evanston

On February 8, 2010 the City Council unanimously approved a ban on the use of handheld cell phones and text messaging while driving. Fines range from \$50-\$200.



Activating the Activists

- **Secretary of State, Jesse White and the Chicago Task Force**
 - Local advocates pushed for the Secretary of State to take on the cause of distracted driving. They called for a resolution to make the Secretary the head of a task force that would gather info and make recommendations. The final report recommended the passage of a texting ban and several other laws.
- **Building Coalitions with Local Advocates**
 - Local advocates including Evanston residents, Evanston Bicycle Club, and Alderman Jane Grover built a coalition to advocate for a distracted driving ordinance.
- **Building Coalitions with other Advocacy Orgs –Matthew C. Wilhelm and Stop for Maya**
 - Partnering with the victims and families who suffer distraction road crashes and deaths.
- **Educating the Next Generation of Advocates – Drive With Care Program Students**



Educating and Encouraging the Next Generation of Advocates

- Embracing roadway safety within the service leadership curriculum in partnership with the Chicago Public Schools through the Drive With Care Program



Drive With Care Students engage with Stop For Maya. Stop for Maya is a non-profit group which was created after the tragic death of 5 year old Maya Hirsch. Maya was struck and killed by a car at a crosswalk as she was heading home from Lincoln Park Zoo with her mother and brother.

Educating and Encouraging the Next Generation of Advocates

- **Drive With Care Program Highlights**

- Partnership with 3 Chicago Public Schools, developing ~30 student leaders per school.
- Annual Pledge Drives, creating Campus awareness. 1,500 pledges and counting.

- **New! Drive With Care Leadership and Education Curriculum**

- IL Standards-based curriculum, two hours of classroom instruction per week
- Subject areas include safety, civic engagement, urban planning and street design, and multi-modal lifestyles
- Projects include the pledge drive, research papers, letters and meetings with local politicians, and field trips: state capitol, UIC Urban Planning School and Harold Washington library.

You can pledge to
**DRIVE
WITH CARE**

1.
I will drive with care.

2.
I will show that I care about all different people and share the road with children, seniors, persons with disabilities, pedestrians, bicyclists and other motorists.

3.
I will avoid distractions. I will not text or talk on my cell phone while driving.

4.
I will obey all traffic signals and stop signs.

5.
I will stop for pedestrians at crosswalks and intersections.



Empowering the Next Generation of Advocates



Mayor Richard M. Daley and Drive With Care Students



Alderman Edward M. Burke and Drive With Care Students

Educating and Encouraging the Next Generation of Advocates

Investment

- Program Coordinator
 - Develop School Partnerships and Standards-Based Curriculum
 - Mentor / Coach Students
 - Assist with Community Outreach and Advocacy
- Program Materials
 - Scholarship incentives
 - Online social networking platform
 - Community and campus events

Return

- Youth leadership pipeline
- Youth peer-to-peer social change agent
- Civic engagement and safety advocacy
- Multi-modal awareness as a lifelong skill



Conclusion

- Roadway safety legislation is gaining traction in the Illinois on state and city levels, due in part to community coalitions of victims, political leaders, cyclists, pedestrians and advocacy groups.
- Youth leadership programs can complement existing legislative initiatives and provide a foundation for social change while empowering the next generation of advocates and community leaders.



*Walter Payton College Prep Day of Service
Pledge Drive lead by Curie Students*

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