



Just Drive

DELIVER DISTRACTION-FREE



U.S. Department
of Transportation

**Federal Motor
Carrier Safety
Administration**



TREDS

TRAINING, RESEARCH AND EDUCATION
FOR DRIVING SAFETY



Funding for this program is provided by a Cooperative Agreement from the
Federal Motor Carrier Safety Administration.
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// Pre-Survey



Scan with QR Reader or Camera Function



bit.ly/DDF-pre



// Today's Topics



- Scope of the Problem
- Risks and Consequences
- Laws and Regulations
- Strategies to Reduce Distracted Driving
- Fatigue/Drowsy Driving



Scope of the Problem

A red semi-truck is driving on a road towards the right. The background shows a sunset sky with orange and yellow hues, and some distant mountains. The entire image is overlaid with a semi-transparent orange shape that is wider on the right side and tapers towards the left. The text "Scope of the Problem" is centered in white, bold font over the truck.

// Distracted Driving



Anything that takes your attention away from the task of safe driving



Let's Take a Poll

What do you think is the most serious distraction while driving?

#1

// Distracted Driving



Computers
Drinking
Social Media
Video
Email
Passengers
ELD
Smoking
Texting
Eating
Games
Log Book
Dash
Talking
CB
GPS
Radio
Maps
Audiobooks
Pets
Controls





Cell Phones & Electronic Devices



// I use my phone for...



// Caught on Camera



// In the News



- Driver **watching football game on cell phone** crashes into a motorcycle
 - **Charge: felony homicide**
- Driver kills 3 while **talking to his wife via headset**
 - **Charges: 3 counts of reckless homicide**
- Driver **checking text messages** crashes into 10 vehicles; kills three and injures 15
 - **Awards: \$24.7 million**

// The Problem



Phones are getting “smarter”

More people are using them

**We can't put them down...
...even while driving!**





Phones are Getting Smarter



1983: First mobile telephone
- Motorola DynaTAC 8000X

1992: First text message sent

2002: First camera phone


2007: First iPhone released

2019: 5G networks introduced





More People are Using Phones



	2000
Population	282,160,000
Cell phone subscriptions	109,000,000
% of population	39%



Let's Take a Poll

**How many cell phones
do you have?**

#2



Truck Drivers & Cell Phones



In 2019, over 95%
owned a smartphone



// Anyone not have a cell phone?



// Cell Phone Use



60%

Talked handheld

39%

Sent a text



// We Can't Put Them Down



Do you have “Nomophobia?”

Anxiety caused by fear of being without one's mobile phone

[from **no** + **mo**(bile) + **phobia**]

// Nomophobia



Affects **66%** of us

Warning signs include:

- Always leaving phone on
- Obsessively checking phone
- Constantly topping off battery
- Taking phone into bathroom

// Sound familiar?



Let's Take a Poll

**How long would you drive
to retrieve your cell
phone?**



**Why don't
we put our
phones
down?**

What apps
are most
distracting?





Most Severe Distractions



1st

- Social Media
- Web Browsing

2nd

- Watching Videos
- FaceTime



// No Second Chances



// Smartwatches



Requires use of two hands

Reaction time to hazards is longer than cell phone

Handheld vs. hands-free varies among states

// Other Distractions





[Blurred Name]
@BlurredHandle

Replying to [@MackTrucks](#)

What ever happened to just DRIVING when you're behind the wheel?

3:36 PM · Jul 29, 2020 · [Twitter for Android](#)

A red semi-truck is driving on a road towards the viewer. The scene is set at sunset, with a warm orange glow in the sky and on the truck. The truck is a modern model with a large grille and multiple mirrors. The road is a two-lane asphalt road with a white line on the right side. The background shows a desert landscape with some low-lying vegetation and distant mountains. A large, semi-transparent orange shape is overlaid on the image, starting from the top left and extending towards the bottom right, framing the text.

Risks & Consequences



CMV Enforcement



Michael Poffenberger

CHP Commercial Enforcement Officer

// Distracted Driving



*Distraction is **second** most common driver-related factor in **fatal collisions** for large truck drivers*



// Large Truck & Bus Fatal Crashes

From 2009 to 2018,
fatal crashes
increased by

45%





Large Truck Crash Fatalities



67%

Passenger
Vehicle
Occupants



16%

Large
Truck
Occupants



15%

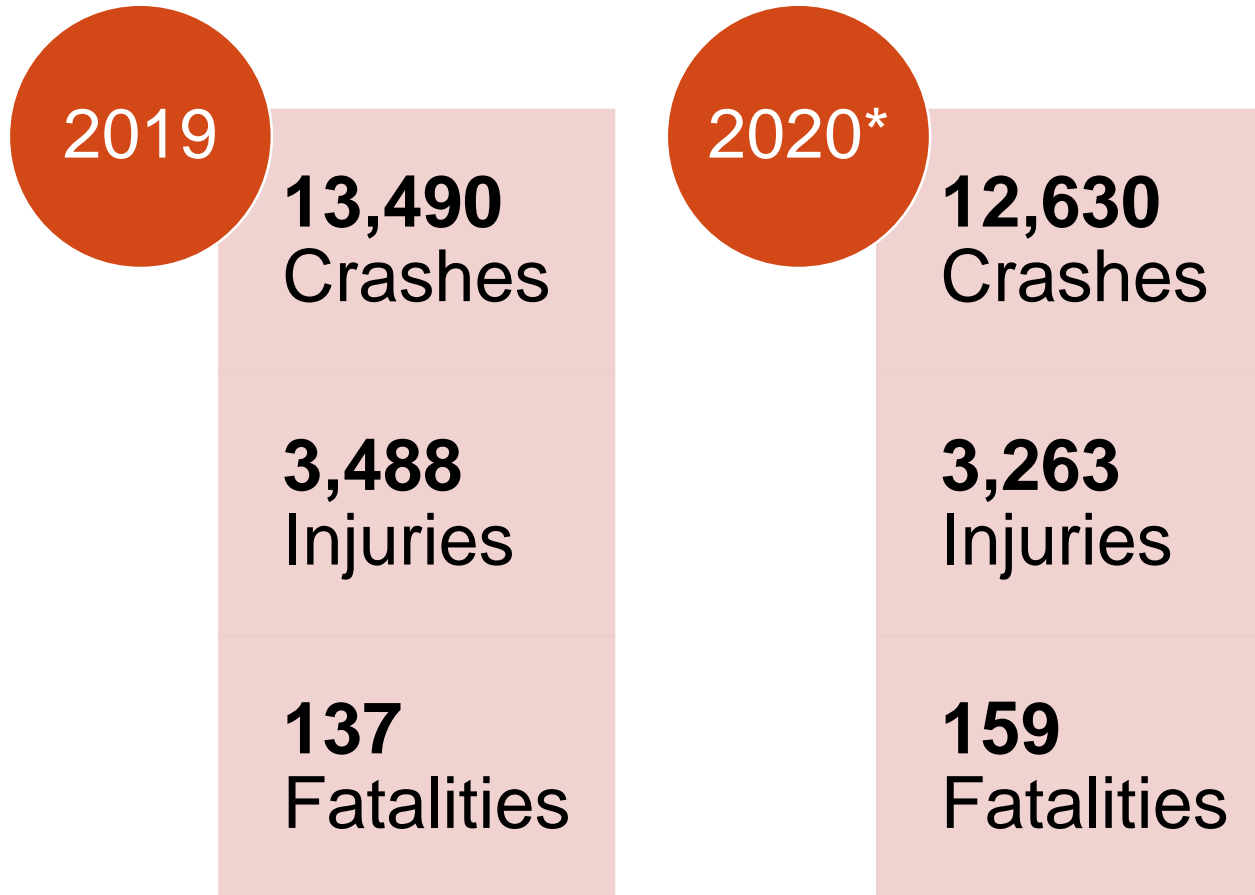
Motorcyclists
Pedestrians
Bicyclists



// North Carolina



CMV-Involved Crash Statistics



**2020 statistics as of 11/30/2020*

// Car-Truck Collisions



Truck drivers are not the cause of most crashes due to:

- More driving experience
- Use of safety procedures
- Having more rules and regulations
- Fewer trucks on the road

Driver at fault:

10%
Both

23%

Truck

77%

Passenger
Vehicle

// Dispatching Devices



Crashes or near crashes



Nearly 10x more likely when a driver is using a **dispatching device**



Distracting Task and Risk



Writing
nearly 9x
crash risk



Map reading
7x
crash risk



Types of Distraction



// Three Types of Distraction



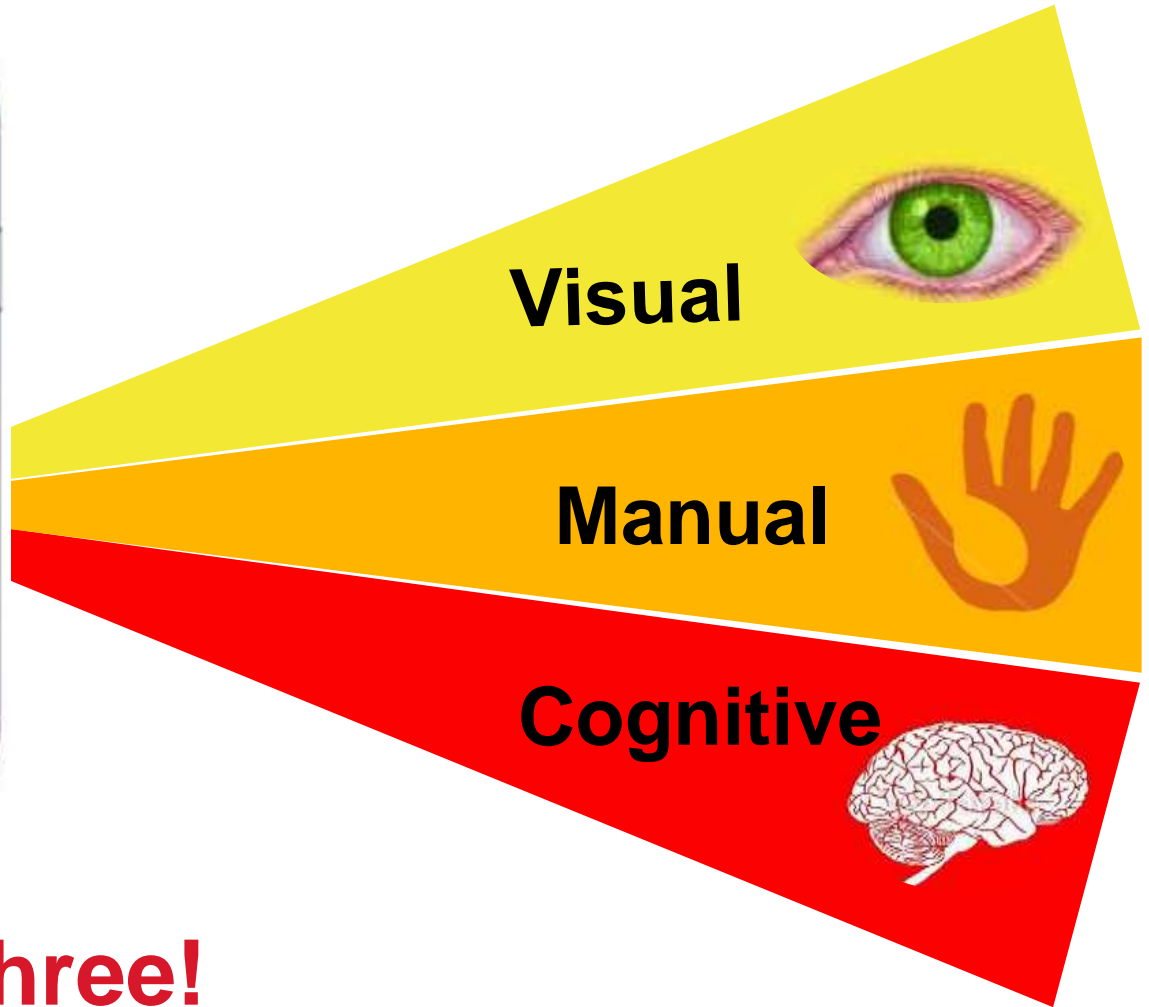
Visual



// Three Types of Distraction



**Texting
involves all three!**



// Cognitive Distraction



- Your brain cannot perform two thinking tasks at same time
- It switches quickly between tasks

Attention to driving becomes secondary to phone conversation



// Let's Multi-task



Say:

- Alphabet **A-K**, then
- Numbers **1-11**

Now alternate...

A-1, B-2...

A red diagonal slash mark is located in the bottom right corner of the slide.

// Tunnel Vision



Driver not on cell phone



Driver talking hands-free

Drivers talking on cell phones **look at,** **but fail to see,** up to 50 percent of their surroundings



// Inattention Blindness



While driving and using a cell phone have you ever missed...

- Turn or off ramp
- Stop sign or red light
- Brake lights in front of you
- Pedestrians or bicyclists
- Object in the road
- Arrived at destination with no recollection of trip

You look, but you don't see



Distraction Hangover



Cognitive distraction
continues after receiving
a call or text

Brain remains distracted
up to **20-25 seconds**



// Texting Challenge



1. With phone in hand, turned on
2. At sound of horn, pull up contact
3. Text message **“Be there in 10”**
4. Say “DONE” when ready to SEND





“Be There in 10”



**Average text = 4.6 seconds
@55mph = longer than a football field**



// 4.6 Seconds



// In a Matter of Seconds



Test Your Knowledge



// Is Risk the Same?



Talking to co-driver



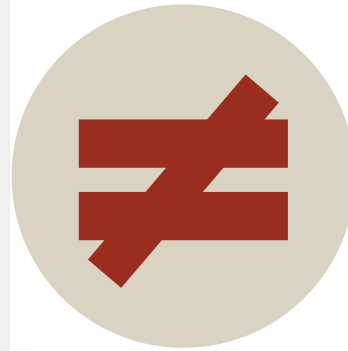
Talking on cell phone



Let's Take a Poll

**Does talking to a co-driver
pose the same risk as
talking on a cell phone?**

// Is Risk the Same?



Talking to co-driver

Talking on cell phone

No, due to “Shared Awareness”

A red diagonal line in the bottom right corner of the slide.

// Is Hands-free Safer?



Talking Hands-free



Talking Handheld





Hands-free safer than handheld?

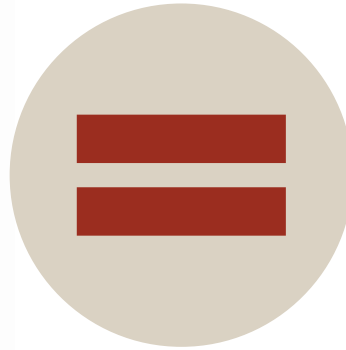




Is Hands-free Safer?



Talking Hands-free



Talking Handheld

No, both have up to 4x crash risk



**Who Takes Longer to
React?**

// Who Takes Longer to React?



Let's Take a Poll

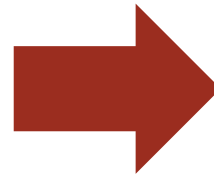
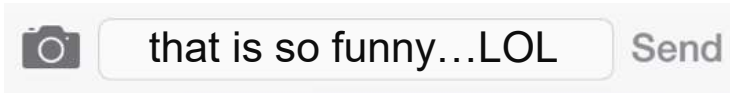
Who takes longer to react...

A. driver with .08 BAC

B. driver on cell phone

**Drivers talking on cell phones
have longer reaction times**

// Texting



Crash risk up to 23x

Voice-to-text is more distracting
than typing texts by hand

Laws & Regulations



A wide-angle photograph of a two-lane asphalt road stretching straight into the distance in a desert. The road has a yellow center line and white edge lines. The landscape is flat and arid, with sparse, low-lying vegetation. In the far distance, there are low mountains under a sky with scattered clouds, illuminated by the warm light of a sunset or sunrise.

True or False?

**Under federal rules,
commercial vehicle drivers can
use handheld
cell phone while driving**

FALSE!



§392.82 CFR Handheld phone use is banned

§392.80 CFR Texting is banned



True or False?

**CMV drivers may talk on
phone while driving if using
hands-free device**

// **TRUE!**



Talking hands-free legal



NOT RISK-FREE HANDS-FREE IS NOT RISK-FREE HANDS-FREE





True or False?

**Legal to hold a phone when
using map or GPS functions
while driving**

// **FALSE!**



§ 20-137.4A

NC General Statute

Illegal to **hold and operate** handheld
electronic communications devices
while driving

A thick red diagonal line graphic located in the bottom right corner of the slide.

// Fines



Up to

\$2,750

for **drivers** cited for using
handheld phone

A decorative red diagonal slash mark located in the bottom right corner of the slide.

// Fines



Up to

\$11,000

for **employers** who allow or
require drivers to use
handheld phones

A red diagonal line graphic located in the bottom right corner of the slide.

// Multiple Offenses



Violation of hands-free or texting laws in 3-year period:

- **Second violation**
 - minimum 60 days suspension
- **Third and subsequent violations**
 - minimum 120 days suspension





Collision Reporting – DMV 349



DMV-349 (Rev. 4/2018)

THIS REPORT IS FOR THE USE OF THE DIVISION OF MOTOR VEHICLES. THE DATA IS COLLECTED FOR STATISTICAL ANALYSIS AND SUBSEQUENT HIGHWAY SAFETY PROGRAMMING. DETERMINATIONS OF "FAULT" ARE THE RESPONSIBILITY OF INSURERS OR OF THE STATE'S COURTS.

Do not write in these spaces

Date Received by DMV

No. of Units Involved Form ___ of ___ Supplemental Report Non-Reportable

1 Date County Time 23:00 Local/Patrol Area

2 L O C A T I O N Relation to Roadway Surface ___ Crash occurred In Near ___ Munic

3 On ___ (Highway Number, or Highway, Street ramp or service road, indicate on line) At or from ___ (Use Highway Number, Street Name or Adjacent County or State L

Unit # ___ Vehicle Pedestrian Hit & Run

4 Driver First Middle Last

5 Address City State

Same Address on Driver's License? Yes No Driver's Phone Numbers H() W()

6 D.L. # CDL License D.L. Class

DOB (mm/dd/yyyy) 34 Vision Obstruction 35 Physical Condition

7 37 Alcohol/ Drugs Suspected 38 Alcohol/ Drugs Test 39 Results (If known)

Owner Same as Driver?

Address Same Address as Driver?

City State Zip City State Zip

Distraction Includes:

- Electronic communication device (cell phone, texting, etc.)
- Other electronic device (navigation device, DVD player, etc.)
- Other inside the vehicle
- External distraction (outside the vehicle)

// The Truth Will Come Out



- GPS locations
- Text messages
- Call logs
- Web browser use
- Photo metadata
- Open-source data



// Consequences



CRIMINAL?



// A Lifetime of Regret



// Personal Liability



Punitive damages can be assessed
against drivers **personally**
to punish for improper behavior

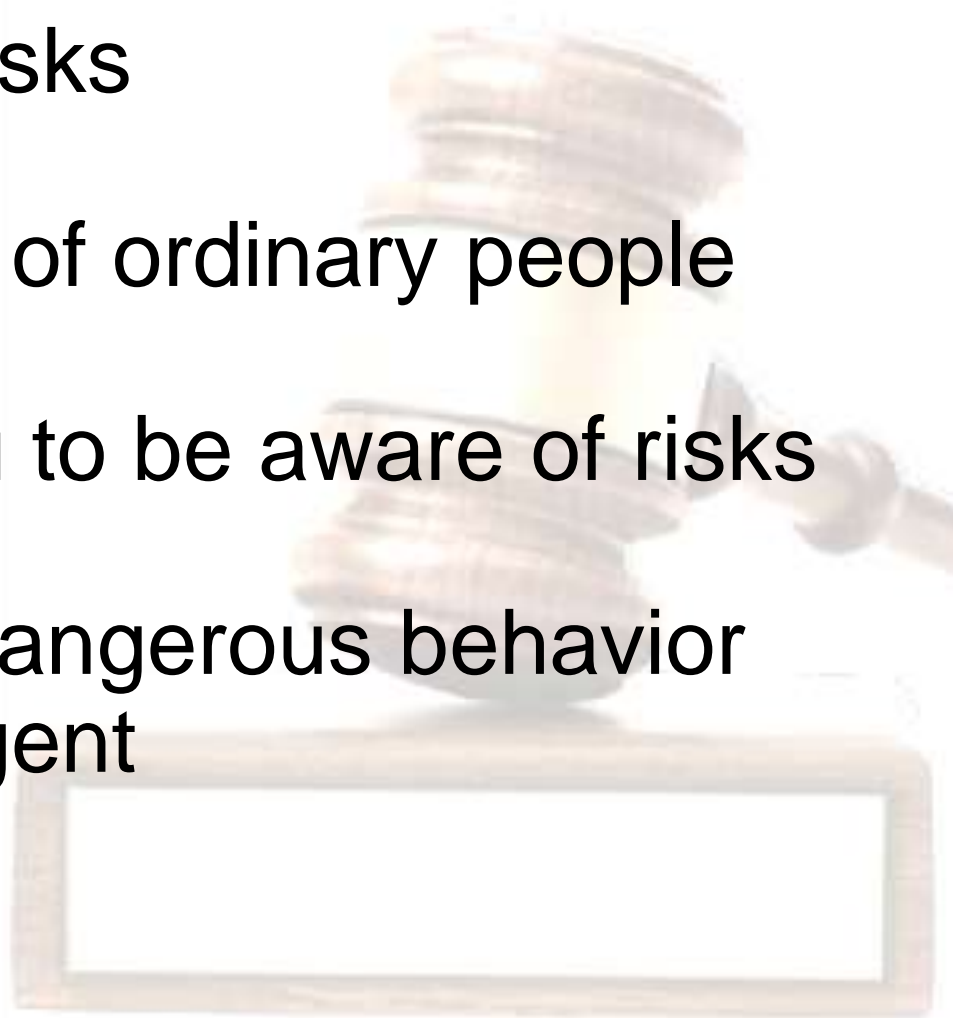
Regardless of company liability

A red diagonal line in the bottom right corner of the slide.

// **Big Awards in Court**



- Public aware of risks
- Juries comprised of ordinary people
- Juries expect you to be aware of risks
- Failure to avoid dangerous behavior considered negligent



A white bus is driving on a road through a rocky, desert-like landscape. The scene is overlaid with a large, semi-transparent orange shape that covers most of the image. The text "How do you avoid distracted driving?" is written in white, bold, sans-serif font across the center of the orange overlay.

**How do you avoid
distracted driving?**

// Strategies



// Make a Pledge



Who loves me, who needs me:

My spouse

My child

My parents

With these people in mind, I pledge
to take steps to stop driving distracted.

// My Commitment



I commit to this first step:

Use a phone app to

let others know

I am driving

Drowsy Driving

A semi-truck is driving on a road during sunset. The truck is white with a red cab and is moving from left to right. The background shows a desert landscape with mountains in the distance under a warm, orange sky. The text "Drowsy Driving" is overlaid in white, bold, sans-serif font across the center of the image.

// Drowsy Driving Facts



- Commercial drivers average **less than 7 hours** of sleep per night
- **55%** reported driving while sleepy or falling asleep at the wheel
- Fatigued driving results:
 - **33%** made serious driving errors
 - **8%** caused a collision



Effects of Drowsy Driving



- Cognitive impairment
- Delayed reaction times
- Memory lapses
- Difficulty staying in lane
- Impaired judgment



Similar to driving distracted or intoxicated!





Lack of Sleep Mimics BAC



0 hours



3 hours



6 hours

Amount of Sleep in a 24-hour Period

// Drowsiness and Crash Risk



5 to 6 hours of sleep = **2x greater**

Less than 4 hours of sleep = **11x greater**

A red diagonal slash graphic located at the bottom right corner of the slide.

// Signs and Symptoms



Blinking or yawning



Feeling restless or irritable



Can't keep your head up



Missing exits or traffic signs



Unable to focus



Drifting or tailgating



// In the Blink of an Eye



Let's Take a Poll

**What are some methods
you have used to stay
awake while driving?**

Only remedy for
lack of sleep?

// Remedy for Lack of Sleep?



SLEEP!





Risks and Consequences

Laws and Regulations

Safe Driving Strategies





***“Baseball is like driving,
it's the one who
gets home safely that counts.”***

**Tommy Lasorda
Baseball Legend**



Not Worth the Risk





Distracted Driving

[No Texting Rule](#)

[Mobile Phone Restrictions](#)

Related Links

- [News Release: U.S. Transportation Secretary Ray LaHood Kicks Off Second Nationa...](#)
- [News Release: Teens to Join Roadway Safety Leaders and Families of Distracted D...](#)
- [U.S. Transportation Secretary](#)

Distracted Driving



What You Need to Know

New texting and mobile phone restrictions for commercial motor vehicle (CMV) drivers

The FMCSA and the Pipeline and Hazardous Materials Safety Administration (PHMSA) have published rules specifically prohibiting interstate truck and bus drivers and drivers who transport placardable quantities of hazardous materials



TREDS

TRAINING, RESEARCH AND EDUCATION
FOR DRIVING SAFETY

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A background image showing a person from behind, sitting in a car and looking at a smartphone while driving. The car's dashboard and steering wheel are visible.

Distracted Driving

Education and resources to promote roadway safety

[READ MORE](#) ▶



// Up Next



- **Post-Survey**
- **TREDS Follow-Up Activities**
- **Questions**



// Post-Survey



Scan with QR Reader or Camera Function



bit.ly/DDF-post



A semi-truck is driving on a road during sunset. The scene is overlaid with a large, semi-transparent orange shape that frames the text. The truck is a white cab with a long trailer, moving from left to right. The background shows a desert landscape with mountains in the distance under a warm, orange sky.

UC San Diego TRENDS Follow-Up Activities



What it is...



To reinforce distracted driving messages

- 8 videos - 60 seconds or less
- 1 Online survey - less than 3 minutes
- Voluntary participation
- Contact information is confidential
- Drawing to win prizes



// How it Works...



Step 1

- Driver provides phone or email to TREDS today

Step 2

- TREDS sends links to 8 videos and 1 survey

Step 3

- TREDS holds drawing for prizes and winners announced

A screenshot of a survey form displayed on a smartphone. The browser address bar shows 'surveymonkey.com'. The form contains two questions. Question 1 asks for a preferred language to view videos, with radio buttons for 'English' and 'Spanish'. Question 2 asks for a preferred method to receive messages, with radio buttons for 'Email Address' and 'Cell Phone Number'. At the bottom, there are two buttons labeled 'Prev' and 'Next'.

AA surveymonkey.com

* 1. Please select your preferred language to view the videos:

English

Spanish

* 2. Please select the preferred method to receive messages and provide your information.

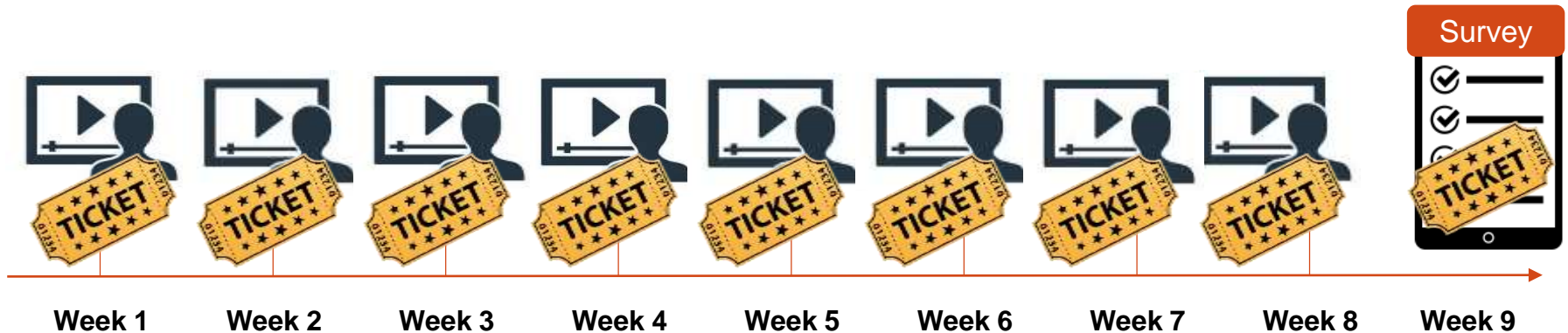
Email Address

Cell Phone Number

Click **NEXT** to continue.

Prev Next

// Earning Raffle Entries



Complete 9 activities = 1 **Bonus Entry**
10 Possible Entries



Prizes

- \$250 VISA® Gift Card
- \$150 VISA® Gift Card
- \$100 VISA® Gift Card

// TREDS RAFFLE SIGN-UP



Scan with QR Reader or Camera Function

bit.ly/DDF-Raffle



Provide TREDS with email or text number



Questions?