

# Distracted Driving

## Adjudication

--Use Rule 9 interns to appear in traffic infraction court

- Thurston County saw a 50% drop in dismissed infractions
  - Interns only cost \$13/hour but increased fine payments result in additional FTEs for prosecutors
- Kitsap County saw a 90% drop when it placed a half-time deputy prosecutor along with a radar expert in traffic court. Revenues generated would have paid for three deputy prosecutor positions (from Sergeant Mike Merrill, KCSO)

--Involve prosecutor's offices in high-profile distraction cases

## Citations

--Make distracted driving offenses "moving violations." (so it affects insurance)

--Make the fines unable to be reduced

--Enhance fines when for distracted drivers who are also committing another violation

--Cell phone citations should place a sanction on registered owner of vehicle

## Engineering

--Targeted rumble strips

- At horizontal curves or in known problem areas

--Investigate "[Bare or Naked Streets](#)" concept. Currently roads in Washington are designed in way that makes distracted driving easier. Roads are wide, well-signed, and don't take very much attention on the part of the driver. Some countries have taken traffic control devices out so every road user must be more diligent—increases perceived risk.

## Enforcement

--Conduct High Visibility Enforcement patrols directed at distracted driving.+++++

--Use volunteer, civilian spotters to help police during distracted driving emphasis patrols.

--Encourage law enforcement officers to investigate distraction during crash investigation; look for cell phones. Roll Call training video.

--Improve officer reported distraction on collision report.

--Eliminate option on collision reports for "Possible distraction, unknown". This option distorts good statistics.

--Track citations given by law enforcement agencies with no cell phones while driving policies v. those who don't. Do agencies with policies ticket more?

--Conduct distracted driving patrols around late night entertainment events with a large young audience.

- Consider using volunteers as plain clothes "spotters" for waiting LE.
- Encourage law enforcement agencies to require adherence to cell phone and driving law(s) by officers. WASPC resolution?
- Give officers permission to ask to see cell phone for visual comparison (search warrant?)

### **Technology/Cell Phone Industry**

- Apps or in-car devices that turn off cell phones in cars
  - Educate about them, advertise (PSAs)
  - Provide tax incentives for those who purchase (like Energy Star Program)
- Encourage cooperation among cell phone companies to responsibly share records when law violations caused near-misses, or cell phone violations in combination with other violations (compound violations.)
- Use photo enforcement to capture cell phone violators.
- Promote applications which shut off phones while driving.

### **Data/Research**

- Police Traffic Collision Report (PTCR) redesign:
  - Clarify distracted driving codes
  - Remove "Inattention" (contributes to bad data) (whoops – you got it here! Sorry).
- Need more research/study on cognitive effects of using technology when driving.
- Should be tracking all distractions by categories below.
- Collect annual data on hands free, texting, hand held categories using NHTSA protocol
- Monitor/track citations for distraction

### **Law/Legislation**

- We need a clear law that addresses clearly different types of distracted driving:
  - Cell phone use
  - Texting
  - GPS, DVD, other gadgets
  - Animals
  - Grooming
  - Reading
  - Any other distracting behavior
- Current RCW is poorly written
  - Law needs to refer to no cell phone use/texting when car is "running" on a public roadway (to clear up ambiguity about use at traffic lights, etc)
  - RCW reference defining cell phones is incorrect?
  - Make the law the same as CVD cell phone law; no device in hand at all

- Oregon's law only allows cell phone use when the phone is mounted on dash.
- Change laws to allow for immediate, brief examination of cell phone records (just for use; no privacy violation for callers/texters on the other end of the line)
- Impound cell phone
- RCW should include points
- Officers feel like they are harassing those they pull over with hearing aids (they are exempt from the law and officers don't know they have them until they already have them pulled over)
- Encourage cities/counties to pass ordinances that are tougher than the state law (already have inattentive driving ordinances in [Puyallup](#) [\$250], [Snohomish](#) [\$250])

### **Education**

- Add distracted driving to driver test and guide
- Start education younger kids (pre school) about distracted driving so they can help keep parents accountable.
- Use young people as spokespeople for distracted driving ads targeting young people.
- Work with businesses/organizations to encourage employee bans/agreements on cell phone use and other distracted driving habits.
- Educate drivers about how the type of phone conversation while driving affects cognitive ability differently ("home for dinner by six" v. "How are we going to pay the bills this month.")
- Educate drivers, parents about the addictive nature of cell phone use/texting (Pavlov's dog response to any new information coming in—texts, tweets, fb alerts.) Should we apply treatment or diversion tactics? Impound cell phone.
- Visual reminder (victim sticker, slogan) attached to phone to question "is this call/text that important at this moment?"
- Marketing campaign directed to parents addressing setting an example
- Marketing campaign with Sean White crashing on snowboard as phone rings in pocket "FOCUS"
- Marketing campaign addressing pedestrian distraction
- Avoid using PSA's which are gory. Counterproductive.

### **Other**

- Website for personal accountability- Contracts/Oath to not drive distracted (get insurance discount?)
- Cell phone cancellation pouches. Place cell phones in these metal shielded pouches which prevent the phone from sending/receiving signals prior to driving. --Engage insurance companies to retrieve usage data and reward good behavior (could be used to support parents.)
- Cell phone rest areas; safe, well-lighted areas for cell phone/text conversations.