

PREUSSER RESEARCH GROUP, INC.
PRG

Evaluation of a Distracted Driving Demonstration Project

Tara Casanova-Powell

Distracted Driving: What is it?

TALKING TO A PASSENGER

GLANCING AT GPS

TALKING ON HANDS FREE CELL

TALKING ON HAND-HELD CELL

TEXTING

LESS DISTRACTING

MORE DISTRACTING

Distracted Driving: A Growing Problem

Year	Number of Americans with Cell Phones (Approximate)
1987	1,000,000
1997	50,000,000
2009	285,000,000

Lifesavers 2011 March 27th-29th Phoenix, AZ

Social Acceptability

Until this year, cell phone use and texting while driving were likely acceptable practices.



PRC Lifesavers 2011 March 27th-29th Phoenix, AZ

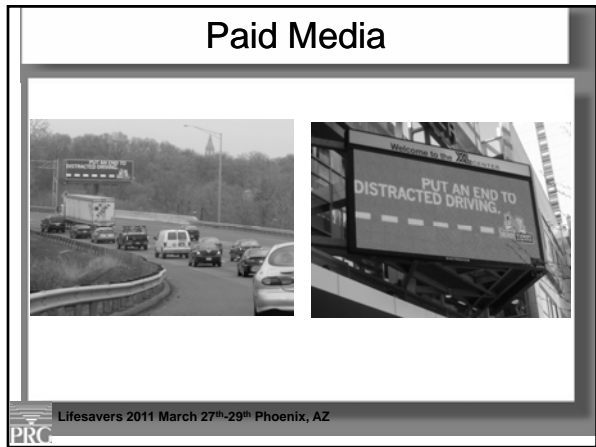


Design

- Locations CT:
 - Intervention: Hartford, East Hartford, West Hartford
 - Comparison: Stamford, Bridgeport
 - 15 observation sites per location
- Locations NY:
 - Intervention: Syracuse (city proper)
 - Comparison: Albany (city proper)
- Observation Site Selection
 - High traffic volume
 - Geographically disperse
- DMV Sites
 - CT : New Britain & Wethersfield (intervention) Norwalk & Bridgeport (comparison)
 - NY: Syracuse & North Syracuse (intervention), Albany(comparison)

PRC Lifesavers 2011 March 27th-29th Phoenix, AZ









Enforcement Hours and Citations Issued

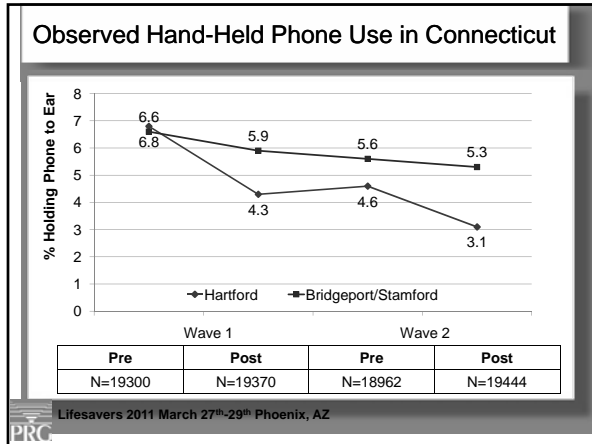
	Wave 1		Wave 2	
	Hartford	Syracuse	Hartford	Syracuse
Dedicated Hours	1,345	1,370	1,856	1,337
Hand-Held Phone Use	2,329	2,185	2,327	1,977
Text/E-mail/Distracton	279	115	21	169
Citations/10K Population	107	167	100	156

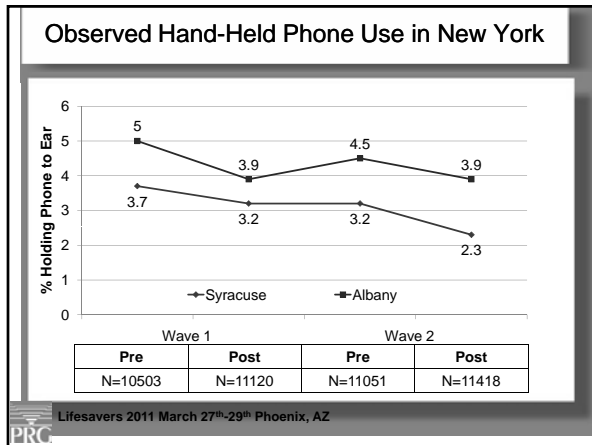
Lifesavers 2011 March 27th-29th Phoenix, AZ

Evaluation: Observations

- Locations around Hartford, CT (Hartford, East Hartford, West Hartford) and Fairfield County (Stamford, Bridgeport—comparison).
- Locations around Syracuse, NY (Albany-comparison)
- 15 observation sites per location. Sites selected based on:
 - High traffic volume
 - Geographic dispersity
- 1 hour at traffic lighted intersections of the green light traffic
- Observed hand held use, blue tooth use, and manipulating devices.

Lifesavers 2011 March 27th-29th Phoenix, AZ

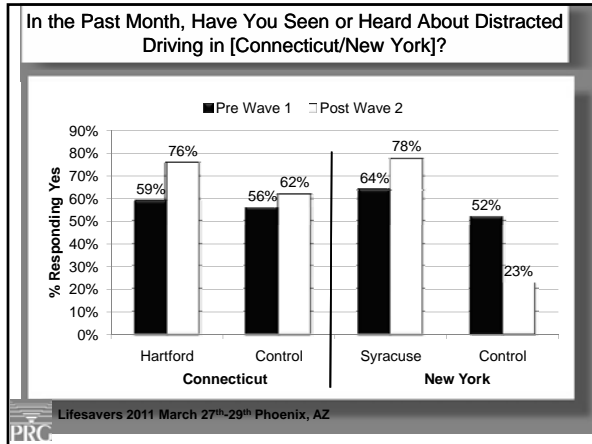


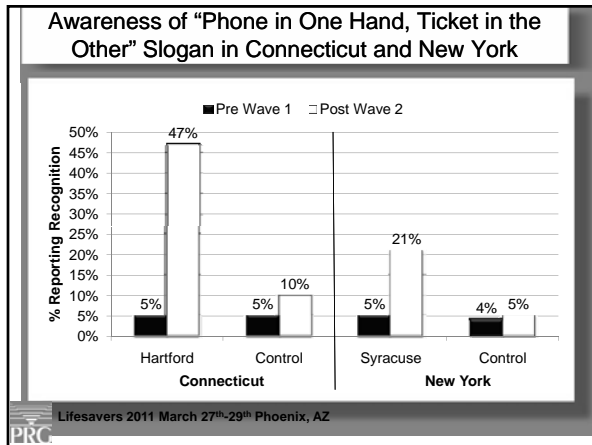


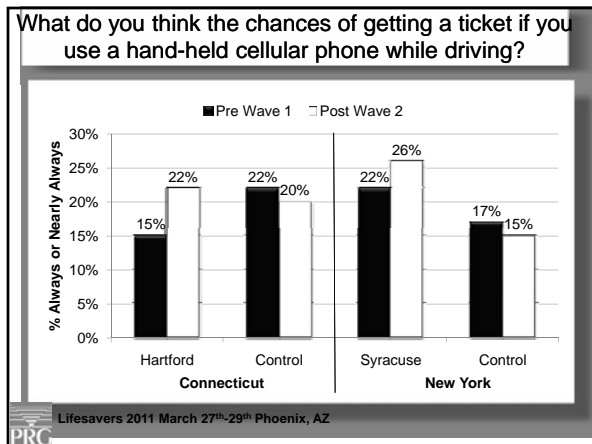
Evaluation: Awareness Surveys

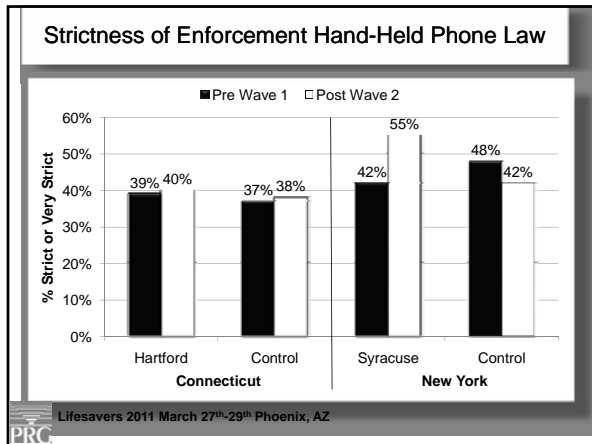
- ▲ CT-New Britain, Wethersfield (Hartford Area)
Norwalk, Bridgeport (comparison)
- ▲ NY-Syracuse, N. Syracuse
Albany (comparison)
- ▲ 1 page survey

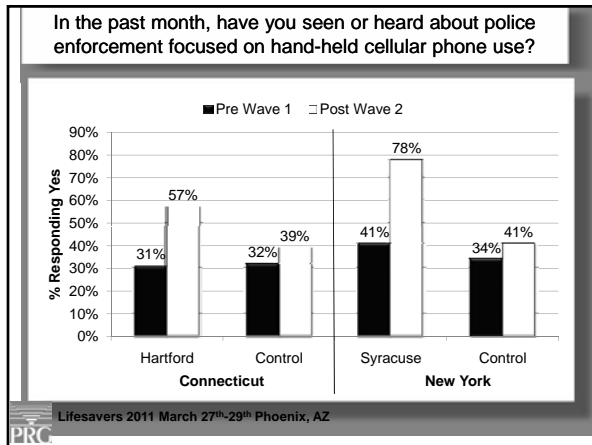
Lifesavers 2011 March 27th-29th Phoenix, AZ












Conclusions

- Cell phone ticketing was great.
- Observation data show a decrease in use.
- Awareness data-remarkably high
 - 6 in 10 heard something about distracted driving.
 - Although motorists believe dangerous, still do it.
- There was an increase in:
 - message recognition
 - perceived strictness of enforcement
 - those who got a ticket
 - those who heard of enforcement

Lifesavers 2011 March 27th-29th Phoenix, AZ

Questions?



 Lifesavers 2011 March 27th-29th Phoenix, AZ

Contact Information

Tara Casanova-Powell
Preusser Research Group
7100 Main St. Trumbull, CT 06611
203-459-8700 ext. 109
tcasanova@preussergroup.com

Funded by: US Department of Transportation
National Highway Traffic Safety Administration
COTR: Ian Reagan

 Lifesavers 2011 March 27th-29th Phoenix, AZ
