

# Moving Towards Hands-Free

A Case for Support, Jennifer Smith, CEO



#HandsFreeGeorgia



**DISTRACTIONS**.ORG

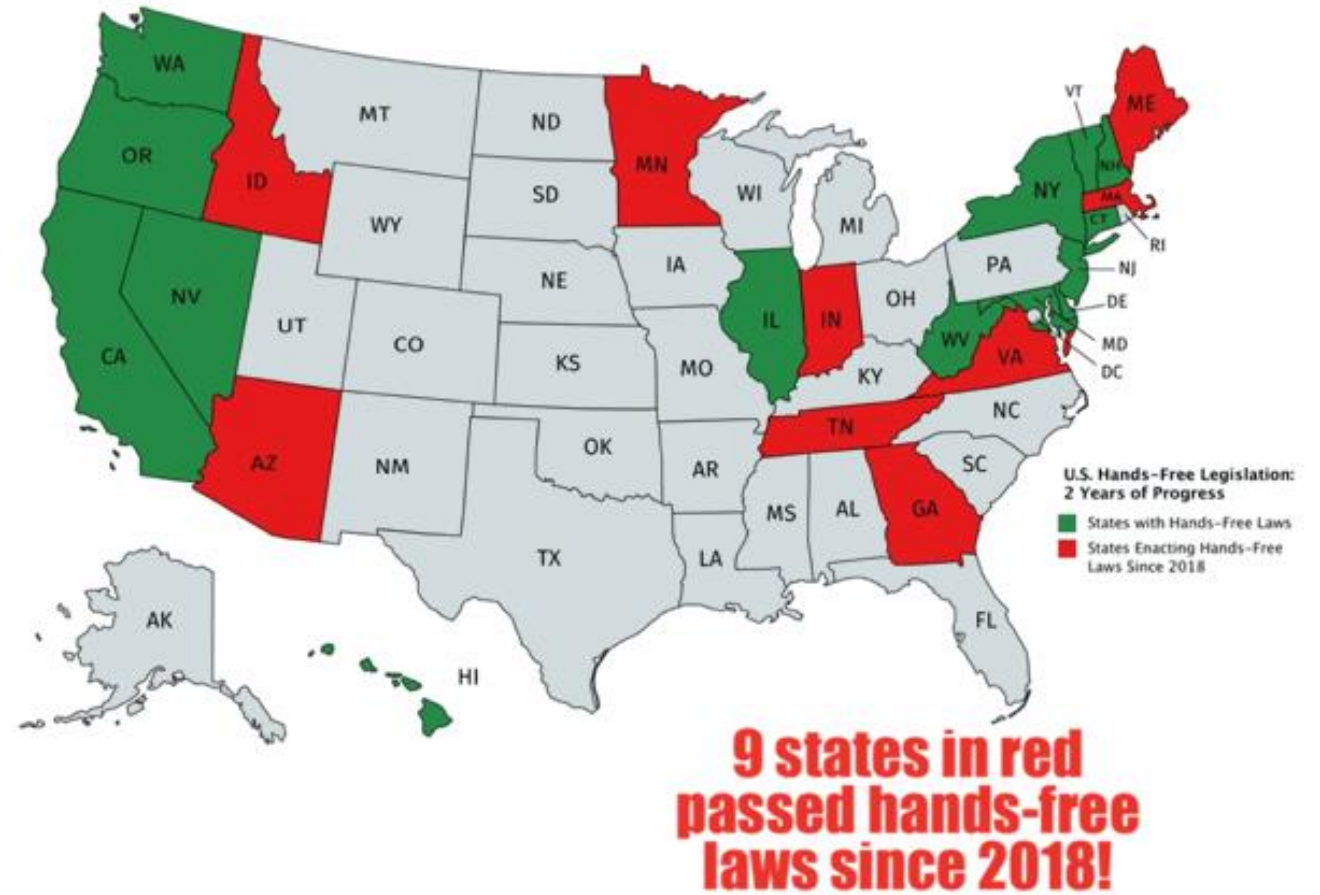
Changing Minds and Saving Lives

# Who are we:

[StopDistractions.org](http://StopDistractions.org) is a grassroots non-profit organization dedicated to eliminating the lifelong devastation that results when a loved one is killed or injured in a distracted driving crash. We bring together distracted driving victims, victim survivors, foundations and the general public to build awareness and recognition to this reckless behavior. We are the faces of distracted driving.

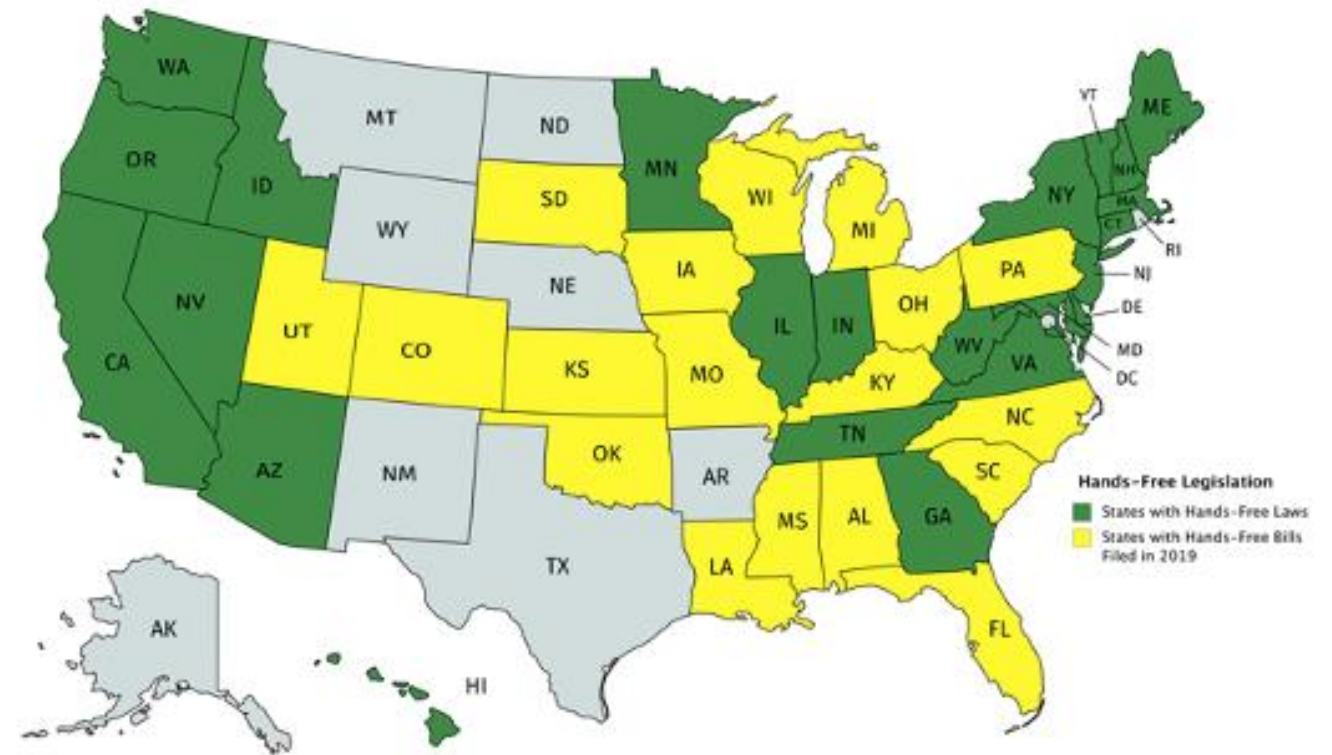


# 24 States + D.C. have Hands-Free Laws





# States with 2020 Hands-Free Legislation Filed



\* MT, ND, & TX not in session in 2020

# Wireless data traffic has increased year over year



● 37.06 Trillion  
in 2019  
(30% growth year over year)

96x

MORE DATA USED IN 2019  
THAN 2010

Source: CTIA 2020 Annual Report

# Driver cellphone interactions increase 57 percent

January 24, 2019



IIHS data 1/17/2019- Americans are using their phones in riskier ways while driving, worsening the nation's crisis- according to a new reporting.

Drivers were observed manipulating their phones 57% more than they were in 2014.

People are talking on the phone less but manipulating more which includes texting, browsing, shopping, etc...

2019 Snapshot

Over 160 billion miles analyzed

# Distracted driving is 10X worse than in 2018



Phone Addicts  
**SPEND 28%**  
of their driving time  
**ACTIVELY IGNORING  
THE ROAD**

2019 Zendrive Distracted Driving Study

The infographic features a central illustration of a smartphone with a grid of 15 app icons. Five icons are highlighted in yellow, and each has a small red notification dot in its top right corner. The background is dark grey with white and red text. A small green leaf logo is visible in the bottom right corner.

# During COVID distracted driving increased

## Pandemic Driving: Unpacking the Rise of "Worried Lead-Footers"

We analyzed the behavioral data from five weeks prior to the first stay-in-place order (February 6 - March 15) and compared it with the data generated over the course of the next five weeks—a time frame in which most of the lockdowns were announced (March 16 - April 19).

### RESULTS

27%  
increase

Speeding



38%  
increase

Phone usage

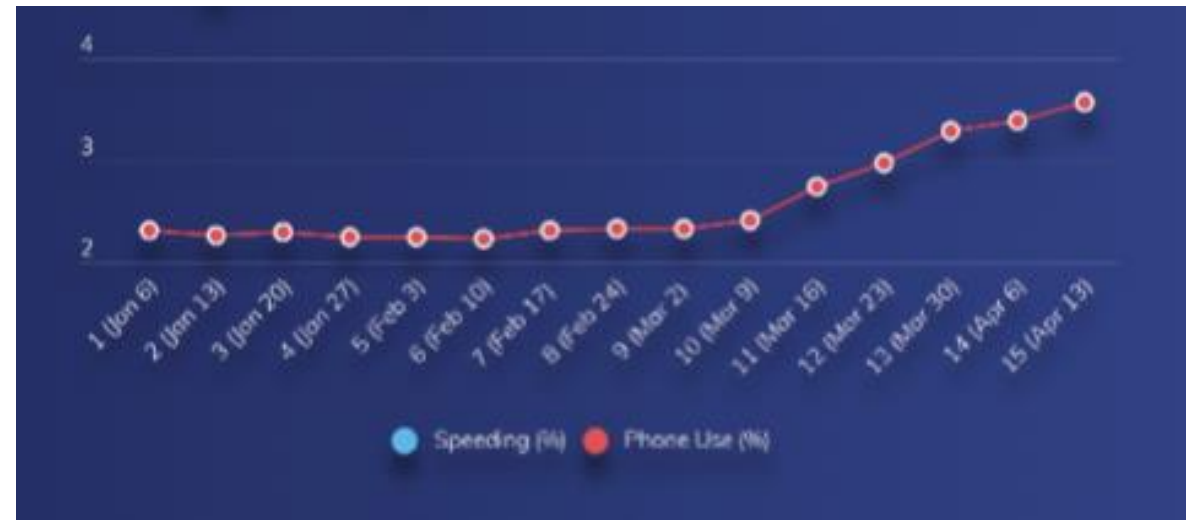


25%  
increase

Hard Braking



As a result, every minute spent on the road is riskier; every mile driven is riskier.







## Financial Aspects:

- Allstate said in Feb. 2017 there's a "striking" correlation between the rise in smartphone use and crashes.
- Smartphone Addicts Behind the Wheel Drive Car Insurance Rates Higher  
Insurers increasingly blame distracted drivers as costs related to crashes outpace premium increases, Wall Street Journal
- Since 2011, the average insurance premium has jumped 16% to \$926  
Insurance companies say the sharp spike is partly caused by more drivers distracted on their smartphones and getting into crashes.

### Other Costs:

Public Health Threat  
Loss of Life

Medical / Injury  
Property Damage

# Public Polling Overwhelmingly in Support

## Tennessee

Would you support or oppose enacting a “hands-free” law that would prohibit holding a phone to talk or text while driving?

	<u>Support</u>	<u>Oppose</u>	<u>Undecided</u>
• Statewide	91%	6%	3%
• Democrat	93%	5%	2%
• Republican	89%	7%	4%
• Independent	91%	6%	3%

#HandsFreeTennessee



## Polling - Arizona

*A bill has been proposed in the Arizona State Legislature that would prohibit a driver from holding and operating a portable wireless communication device for activities such as phone calls and texting while the vehicle is in motion. Drivers would be permitted to operate their communication device through any type of blue tooth device that allows for voice-based communication. Exceptions for handheld use are made in the case where the vehicle is stopped at a traffic light or if the driver is reporting an illegal activity or summoning help. Exceptions are also made for certain individuals working in their professional capacity including public safety. Violators would be guilty of a petty offense and subject to a fine between \$75 and \$149 for the first offense and between \$150 and \$250 for each subsequent offense.*

*Knowing just what you know right now, do you support or oppose this proposal? [Definitely/Probably Yes/No]*

64.8% Definitely Support  
21.3% Probably Support  
3.8% Probably Oppose  
8.5% Definitely Oppose  
1.8% Don't Know/Refused

GOP: 84.4% Support  
Dem: 89.1% Support  
PND: 82.5% Support  
IND: 90.6% Support





**88.3%**  
***Support***

88.3% in Michigan Support Requiring Hands-Free Driving Devices

By a margin of 88.3 – 90%, Michigan voters support legislation that would prohibit drivers from holding their cell phones while they are driving and require them to only use a hands-free device. 77.5% of voters STRONGLY SUPPORT hands-free legislation.

Source: Michigan 2020 General Election Policy Survey



Detroit Regional Chamber

Glengariff Courp, Inc.

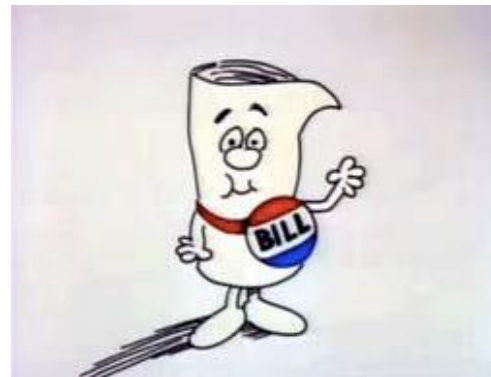
January 2020



The proposed hands-free bill will ban the use of hand-held cell phones while driving.

You can still use gps and make & take calls hands-free.

Hands-free laws give law enforcement and the public a clear interpretation of the law, if the phone is in your hand then you are in violation. No more grey areas or loopholes this law makes enforcement easy and possible.



Results of hands-free  
laws?

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# PEDIATRICS®

OFFICIAL JOURNAL OF THE AMERICAN ACADEMY OF PEDIATRICS

Article

## Distracted Driving Laws and Motor Vehicle Crash Fatalities

Michael R. Flaherty, Alexander M. Kim, Michael D. Salt and Lois K. Lee

Pediatrics June 2020, 145 (6) e20193621; DOI: <https://doi.org/10.1542/peds.2019-3621>

In the United States, primarily enforced distracted driving laws are associated with a lower incidence of fatal MVCs involving 16- to 19-year-old drivers. [Bans on all handheld device use and texting bans for all drivers are associated with the greatest decrease in fatal MVCs.](#) Adoption of universal handheld cellphone bans in all states may reduce the incidence of distracted driving and decrease MVC fatalities.

Strong highway safety laws coupled with well-publicized enforcement are proven countermeasures for changing driver behavior.

## TASK FORCE REPORT & RECOMMENDATIONS

Ohio Distracted Driving Task Force

### REDUCTION IN FATALITIES PER 100 MVMT (MILLION VEHICLE MILES TRAVELLED)

State	Approx. year of law's passage	Fatality rate increase/decrease %
		From year before passage to 2 years after
California	2008	-31.1%
Connecticut	2005	-1.1%
Delaware	2010	-3.1%
District of Columbia	2004	-45.5%
Hawaii	2013	-27.4%
Illinois	2014	7.4%
Maryland	2010	-9.1%
Nevada	2011	-6.9%
New Hampshire	2015	n/a
New Jersey	2007	-21.6%
New York	2001	-1.8%
Oregon	2017	n/a
Vermont	2014	-13.4%
Washington	2007	-22.3%
West Virginia	2013	-23.3%
<b>Average</b>		<b>-15.3%</b>

Source: National Highway Traffic Safety Administration (NHTSA) Fatality Analysis Reporting System (FARS)

Highlighted results indicate a more than 20% statistical decrease in fatality rates over the period.

# 12 OUT OF 15

States and the District of Columbia experienced a decrease in fatality rates within two years after their hands-free law passed, while two other states (New Hampshire and Oregon) do not have sufficient data to report.



Six of these states and the District of Columbia saw a greater than 20% decrease in fatality rates.



# Bloomberg

Public Safety

*Photographer: Jaap Arriens/NurPhoto via Get*

## **A Distracted Driving Crackdown Is Coming**

“The public is finally at the point where they’re fed up. They know this is a massive problem.”

### **Report: GA Hands-Free Law decreases traffic fatalities, insurance claims**

Insurance rates had risen 12.6% in that same time period and now rates have either stabilized or have gone down up to 2.5% in the state.

# Georgia passed a hands-free law in July 2018:



Traffic fatalities are **DOWN 3.4%** from 2017 to 2018 (the largest decrease in 10 years).<sup>1</sup>



Phone use while driving **DROPPED 22%** in the first month.<sup>2</sup>

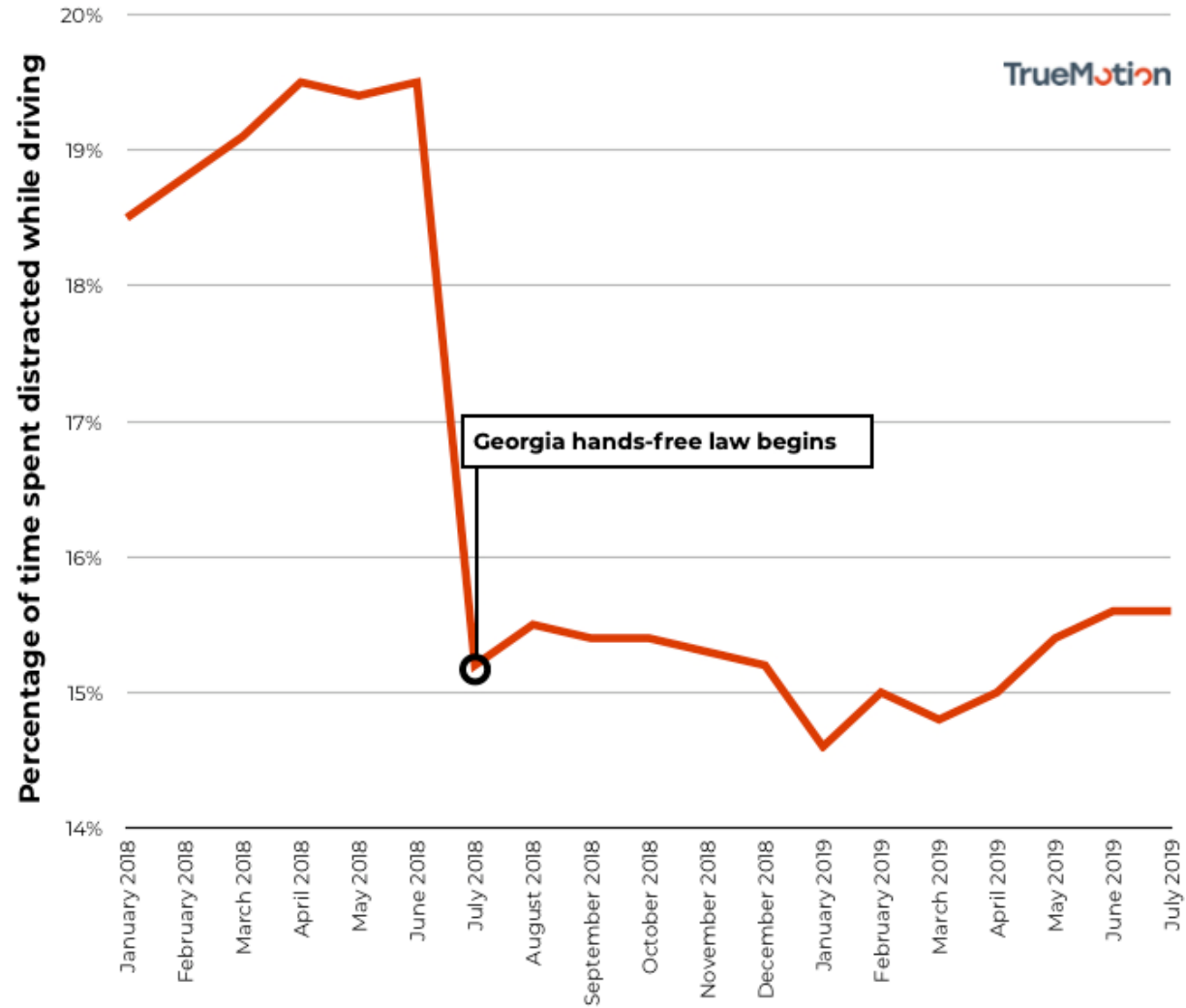


**15% REDUCTION** in commercial motor vehicle fatalities over 2017.<sup>3</sup>



In 12 states traffic fatalities **DECREASED 16%** within 2 years of passing handheld bans.<sup>4</sup>

# DISTRACTED DRIVING IN GEORGIA



## Heads up, drivers! Cherokee County deputies cracking down on distracted driving

**34** Fatalities in 2017

**18** Fatalities in 2018 (hands-free law in eff. 7/1)

**09** Fatalities in 2019 (as of 12/19)



#HandsFreeGeorgia

“Usually then, they'll try to minimize it and say, 'Well, yeah, I was holding my phone but I wasn't texting on it. I was just holding it,'" Turcotte said. “We're trying to take as much corrective action as we can to keep people safe on the roads. We've only had one fatality this year and we'd really like to keep it that way.” Lt. Pete Turcotte, April 2019



# #HandsFreeGeorgia



Fatalities down 7% in 18 months of date law went into effect  
with estimated 150 lives saved since 2017.  
This was after a 34% rise in fatal crashes in Georgia from 2014-16.

**All  
Fatalities  
Down  
7%**

## 2019 reductions in fatalities:

30% reduction - bicyclists  
11% reduction - pedestrians  
10% reduction - ages 15-24  
11% reduction - ages 25-65  
11% reduction - intersections  
12% reduction - lane departures

**Bicyclist  
Fatalities  
Down  
30%**

Insurance rates had risen 12.6% in that same time period and now rates have either stabilized or have gone down up to 2.5% in the state.



#HandsFreeMinnesota

Enacted Aug. 1, 2019

## DPS: Distraction-related fatalities drop since 'hands-free law' enacted

20	2018 Fatalities – 381 / 2019 Fatalities - 364	
All	From Aug. 1, 2018 – Jan. 12, 2019	Distraction
Fatalities	201 fatalities reported – 14 were distraction related = 7%	Fatalities
<b>Down</b>		<b>Down</b>
<b>4.67%</b>	From Aug. 1, 2019 – Jan. 12, 2020	<b>2%</b>
	182 fatalities reported – 9 were distraction related = 5%	

9,727 drivers have been cited since the law went into effect

Of the drivers cited between 8/1/19 - 12/31/19:

<b>All Ages Are Issued Citations</b>	<input type="checkbox"/> 3,518 were 16-29 years old
	<input type="checkbox"/> 4,520 were 30-49 years old
	<input type="checkbox"/> 1,655 were 50-75 years old

"I would say that the law is working" said Mike Hanson, Director of the DPS Office of Traffic Safety. "The fact that law enforcement saw and identified and took action almost 10,000 times in the last 5 1/2 months, it shows us the law is effective and it is very workable from a law enforcement standpoint. We just need more Minnesota drivers to make that decision to park the phone. Be distraction free when you're behind the wheel."

Source: Minnesota Department of Public Safety (DPS)

## Distracted Driving Crashes 2018

Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Total
6	6	3	4	8	6	60
552	594	558	585	485	472	6,186
1,411	1,610	1,552	1,678	1,606	1,573	18,440
1,969	2,210	2,113	2,267	2,099	2,051	24,686

## Distracted Driving Crashes 2019

Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Total
10	8	8	4	3	8	66
482	497	566	591	511	506	6,107
1,370	1,401	1,419	1,578	1,601	1,481	17,565
1,862	1,906	1,993	2,173	2,115	1,995	23,738

Down  
3.84%

## 2020 - Year to date In Tennessee

Fatalities  
Down  
9.6%

Crashes  
Down  
4.1%

#HandsFreeTennessee



TN Traffic Fatality

Fatality YTD

122

9.6% ▼

As of 2/21/2020 6:05:05 AM

Fatal & Serious Injury Crashes

Crashes YTD

608

4.1% ▼

As of 2/21/2020 6:10:43 AM

## **It doesn't cost constituents any additional \$\$\$**

Any smartphone can work with voice activation for free. (Apple - Siri, Android - FREE apps to download to work with voice tech, Google Assistant).

Currently, over 90% of the population own a smartphone.

If a mount is needed those can be found online for very low price \$5 and under.



- Texting laws are unenforceable and obsolete. It is too difficult to see what the driver is doing on their phone (texting, dialing, holding, etc) The laws are outdated and obsolete due to drivers taking the word texting literally. They claim they are not texting, instead they are snapchatting or on social media.
- Law enforcement has training developed already on how to enforce these laws. This is offered as a free course through NHTSA/DOT Traffic Safety Services. IACP (Intl. Assoc. of the Chiefs of Police) also has a toolkit for enforcement.

# Key Points for Support

- Current laws are unenforceable, need expanded language. People don't just "text" anymore
- No organized opposition
- No individual opposition
- Overwhelming public support – Polling #'s
- Broad coalitions pushing legislation
- The law will work! Data on reduction in crashes, fatalities, insurance rates, & use (telematics data)