Diving into Distracted Driving
The Syracuse Study

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NYS Governor’s Traffic Safety Committee
April 7, 2011
Today we are going to look at an overview of the DDEP which took place in Syracuse, NY.

We will look at:
- History
- Overview
- Purpose
- Components
NHTSA was looking for States which had cell phone laws, an identified city with a population of 100,000-250,000 and were able to provided a partial match funding.

New York Governor’s Traffic Safety Committee applied to the RFA and was awarded a $200,000 grant in December 2009.
Overview of Project

- NHTSA selected New York and Connecticut to participate in the demonstration project.
- The City of Syracuse was the target site and Albany was the control site for New York.
- Project used the “Click It or Ticket” (CIOT) model which has increased seatbelt use nationally.
Data was collected before, during and after media and enforcement phases.

Earned and paid media announced vigorous enforcement.

High visible enforcement on each day of the four scheduled wave enforcement periods.

Media event announced program results and gave credit to all involved at the completion of DDEP waves.
Purpose of Project

- To implement and evaluate a demonstration program to change the attitudes of motorists about distracted driving and to reduce related unsafe driving behaviors due to the use of hand-held cell phones and texting.

- To develop a “Model Program” suitable for replication by other States to decrease distracted driving behaviors.
DDEP Components

- Tagline and logo
- Media
  - Paid
  - Earned
  - Outreach Materials
- Surveys
  - Pre and post
- Enforcement
  - Roll call training
  - Reporting
  - Results
DDEP Tagline and Logo
Media

- Paid Media
  
  NHTSA created television commercials and audio commercials.
Media

- Earned Media
  - Articles
  - Media ride along

- Outreach Materials
  - DDEP Flyers
  - DDEP ticket holders
  - DDEP lens cleaning cloths
Surveys

- Road side spotters
- Local Department of Motor Vehicle Offices for pre and post wave
Enforcement

- Joint Cooperation of three agencies
  - New York State Police
  - Syracuse City Police Department
  - Onondaga County Sheriff’s Office
Roll Call Training

- The training was designed to explain the:
  - Purpose
  - Problem
  - Planning
  - Operational Procedures
Law enforcement involvement was the key to the project’s success.

Uniformity of purpose by the three agencies was vital to the perception of the public.

- **ZERO TOLERANCE, NO WARNINGS FOR TARGETED VIOLATIONS**
Media was being used to raise public awareness and change driving behaviors.

The need for law enforcement to:
- Abide by the law whenever possible
- Adhere to your agency’s cell phone policies/procedures

Law enforcement supports safety statues by demonstrating safe driving practices.

NUMBER ONE COMPLAINT: MIXED MESSAGES
Gadgets in Emergency Vehicles Seen as Peril – NY TIMES

- Most wired vehicles on the road, with dashboard computers, sophisticated radios, navigation systems and cell phones.

- Gadgets are widely seen as distractions to be avoided behind the wheel, there are many who are required to use them, at high speeds, while weaving through traffic, sirens blaring.
Kick Off Press Event – SU

- **Guest of Honor:**
  - US DOT Secretary – Ray La Hood
  - NHTSA Administrator – David Strickland
  - Governor – David Paterson
  - DMV Commissioner/Chair of GTSC – David Swarts

- **Law Enforcement**
DDEP Details

- **Wave 1**
  - 10 days – 7 am – 7 pm per day
- **Wave 2**
  - 10 days – 6 am - 12 pm per day
- **Wave 3**
  - 14 days – 24 hours per day
- **Wave 4**
  - 14 days – 24 hours per day

- All agencies rotated throughout the city
- Checkpoints and roving patrols
- Reported higher success with unmarked vehicles
- Reported easier observation from taller vehicles (SUV – Tahoe)
DDEP Reporting

- Each agency
- Each officer
- Every day
- Agencies tallied daily numbers and emailed to GTSC
- GTSC tallied all agencies numbers for NHTSA analysis
## DDEP Results

<table>
<thead>
<tr>
<th></th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cell Phone</strong></td>
<td>2185</td>
<td>1977</td>
<td>2341</td>
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<tr>
<td><strong>Texting</strong></td>
<td>115</td>
<td>169</td>
<td>183</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td>2300</td>
<td>2146</td>
<td>2524</td>
</tr>
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Questions
Thank You

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