

TASK FORCE REPORT & RECOMMENDATIONS

Ohio Distracted Driving Task Force

BACKGROUND

While most drivers today understand the dangers of drunk driving, speeding and driving without a seat belt, a new danger has crept into the driving habits of far too many Americans – distracted driving.

Driving distractions are as old as the invention of the car itself. Drivers have long caused crashes by eating and drinking, talking to passengers and reaching for objects behind the wheel. But the rapid adoption of smartphone technology and our ability to access the internet, social media and videos while "on the go" present an increasing danger to Ohioans.

No one leaves the house with the intent of killing or injuring someone while driving and using a smartphone - yet increasingly they do.

That's why in 2018, the Ohio Department of Transportation (ODOT) and the Ohio Department of Public Safety (ODPS) convened a Distracted Driving Task Force with more than 30 stakeholders from across the state. These stakeholders were charged with making recommendations to the agencies and Ohio's new governor on how to reduce the growing number of traffic deaths, injuries and crashes caused by distracted driving in Ohio.

Over a period of eight months, these members met five times to share their experience, personal stories of tragedy, collect research and explore potential solutions. The report that follows is the culmination of their hard work and growing concern.

Distracted driving is a choice and the crashes are 100% preventable. This document is a roadmap for how we can work together to change behavior, prevent crashes and, ultimately, save lives.

About the cover photo:

This photo is of an actual distracted driving crash that happened on State Route 46 in Ashtabula on October 6, 2015.

Learn more about it - https://www.youtube.com/watch?v=OJB9WQhEXY0

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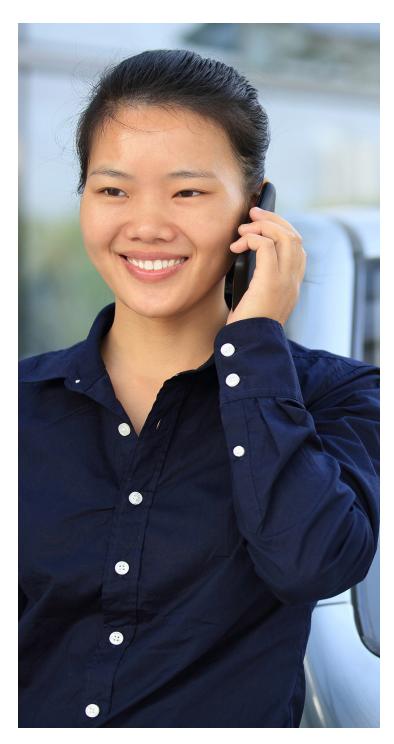
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KEY FINDINGS

- **Vehicle crashes are a threat to public health.** They are consistently the leading cause of unintentional injury deaths in the United States for kids and young adults age 5-24. They are the second leading cause of unintentional injury death for all other <u>ages</u>.
- Since 2013, Ohio has experienced four consecutive years of rising traffic crashes and deaths. Over the past five years, Ohio traffic deaths have grown by 17% and total crashes by 7% (ODOT).
- Several factors played a role in the increased number of crashes including an improved Ohio economy, an increase in vehicle miles travelled (VMT) and stable gas prices. But many Ohioans recognize that distracted driving is also a factor in the rise of traffic crashes on Ohio roads.
- The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as "...any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, fiddling with the stereo, entertainment or navigation system—anything that takes your attention away from the task of safe driving."
- NHTSA further notes that sending or reading a text, or any other visual interaction with an electronic device, takes your eyes off the road for approximately five seconds. At 55 mph, that equates to driving the length of an entire football field with your eyes closed.
- Distracted drivers endanger Ohio families. In 2017, Ohio recorded about 14,000 distracted driving crashes in which 58 people were killed, 493 were seriously injured and over 7,000 injured statewide. However, distracted driving is vastly underreported because it's difficult to prove unless the officer sees it, or the driver admits to it.
- Distracted driving is costly. Each traffic death costs Ohio about \$1.7 million and each serious injury \$157,000 in monetary losses associated with medical care, emergency services, property damage and lost productivity (ODOT). These costs are incurred by the insured and uninsured across Ohio.



KEY FINDINGS CONTINUED

- Auto insurance rates are impacted by distracted driving. The Ohio Department of Insurance noted that big insurers raised their rates 4.1% in 2017, the highest jump in a decade. Distracted driving was cited as a factor.
- New technology is causing Ohioans to become more distracted behind the wheel. Although mobile phones were first used simply for phone calls or to send and receive texts, law enforcement officers now see motorists who are web browsing, shopping, accessing social media and streaming videos while driving.
- Mobile phones and smartphones are more dangerous than other distractions. For example, studies have shown that a driver talking on a mobile phone will look but fail to see up to 50% of the information in their driving environment. This "inattention blindness" occurs when the brain shifts between the task of driving and using a mobile or smartphone.

Switching between tasks also slows a driver's reaction time to potential hazards. Reaction time continues to slow with the time and complexity of the mobile or smartphone use.

- People continue to use devices while driving because the technology is addictive. Technology today is designed to hook and maintain people's attention through push notifications and app design. Notifications whether it is breaking news, emails, texts or a "like" on Facebook trigger the release of a brain chemical called dopamine that makes people feel good, so people keep checking their phones.
- Strong laws and enforcement are necessary to change driver behavior. Education alone will not be enough to break the dependency on mobile devices while driving. Ohio's experience in reducing impaired driving is a good example. Since Ohio and other states began increasing enforcement and the penalties for impaired driving (DUI), the number of deaths attributed to this behavior has steadily declined.

- Ohio has two statewide distracted driving laws that are difficult to communicate and not easily enforced. The state needs one statute that clearly defines the distractions that are prohibited under the law. The law must include primary enforcement for all drivers so officers that observe the behavior can correct it before it leads to a crash.
- Distracted driving penalties are too low to change behavior and reduce crashes. A typical fine is \$150 or less, which can be waived by a judge or by taking an online distracted driving course. Ohio penalties should be proportionate to the amount of potential harm and harm caused. The fines and penalties for driving under the influence of alcohol are much higher than distracted driving, yet both behaviors similarly endanger Ohioans.
- States with primary, hands-free laws have seen reductions in traffic deaths. Of the 15 states and the District of Columbia that have enacted these laws before 2018, 12 saw a decrease in their traffic fatality rates within two years after passing and enforcing their new laws. Two states do not have available data (NHTSA).
- In 2018, Georgia became the 16th state to pass a primary hands-free law with <u>stronger penalties</u>. From July 1 through September 30, Georgia saw a 14% reduction in total traffic deaths. More states, including Florida, are considering primary laws with stronger penalties in 2019.

INTRODUCTION

Too often when we drive Ohio's streets and highways, we might be tempted to ask: "Who's driving?" It's becoming far too common for people to be doing something other than driving including talking on the phone, texting, reading, eating or watching a video. While many of the things we do when driving seem automatic, we forget that driving is a complex task that requires our full time and attention.

We also take the devastation caused by traffic crashes for granted. Motor vehicle crashes are among the top two causes of injury death throughout a person's lifetime. In addition to thousands of deaths, many more people suffer serious lifechanging injuries in motor vehicle crashes.

Traditionally, most serious injuries and deaths have resulted from alcohol, speeding and unbelted drivers and passengers. But Americans are increasingly concerned about the dangers of distracted driving, which studies have shown can be as dangerous as driving drunk, when the driver is engaged in the activity.

Each day in the United States, approximately nine people are killed and more than 1,000 injured in crashes that are reported to involve a distracted driver (NHTSA).

In 2017, Ohio recorded about 14,000 distracted driving crashes in which 58 people were killed and over 7,000 injured. But the actual number of crashes, injuries and deaths is likely much higher.

Currently, there is no reliable method to accurately determine how many crashes involve distractions, including mobile devices, across the United States. That's because:

- Police must often rely on drivers to admit to mobile phone use. This is not possible when drivers are not forthcoming or are seriously injured or deceased.
- Witness memories and statements may be inaccurate.
- Police may not fully investigate mobile phone use
 if a more obvious violation is identified, such as
 speeding or lane departure, or if a more serious violation is
 involved such as alcohol or other drug impairment.
- Crash reports may not be updated if mobile phone use is identified as a contributing factor during the police investigation, or in criminal or civil court cases.

- Mobile phone records can be difficult and expensive to obtain from wireless companies.
- If mobile phone records are obtained, data must align with the crash. If the distraction involves mobile data instead of texting or talking, a forensic analysis of the phone is needed, which adds time and cost.

Because distractions are under-reported, people underestimate the magnitude of the threat.

TYPES OF DRIVING DISTRACTIONS

There are three recognized types of distractions while driving:



Visual – Taking your eyes off the road. Examples include texting, Internet browsing, turning around to discipline or talk to children in the back seat, or otherwise glancing at objects inside or outside the vehicle but unrelated to the road.



Manual – Taking your hands off the steering wheel. Examples include holding a mobile phone, eating, drinking, smoking, putting on makeup, etc.



Cognitive – Taking your mind off the road. Examples include talking to another passenger, talking on the phone, a crying infant, thinking about other activities and responsibilities, etc.

Each form of distraction is dangerous on its own, but many instances of distracted driving involve two or more.

Drivers make dozens of decisions per mile that we take for granted. That is why it is so critical to be alert and aware while driving.

SCOPE OF THE PROBLEM

New technology is causing Ohioans to become more distracted behind the wheel.

According to the Cellular Telecommunications Industry
Association (CTIA), the rate of smartphone ownership
doubled from 2011 to 2018. Today, there are over
400 million mobile devices in the United States or
1.2 devices per person.

According to the Pew Research Center, 95% of all Americans own a mobile phone of some kind and 77% of Americans own smartphones.

Because of the widespread adoption of smartphones, our consumption of wireless data grew 40 times between 2010 and 2017, setting a record for consumer demand.

Although Americans first used mobile phones to make calls, or send and receive text messages, now they're using them for web browsing, shopping, accessing social media and streaming videos – sometimes while driving. The mobile phone has become so important to Americans that many say they would choose it over coffee, dating, chocolate or beer (CTIA survey).

Most drivers acknowledge that driving distracted by technology is dangerous, but many do it any way.

About 88% of drivers surveyed by The AAA Foundation for Traffic Safety in 2017 said distracted driving is a bigger problem today than three years ago.

However, many drivers said they still use technology while driving. According to an online survey from AT&T's It Can Wait program, 81% of people said they text while driving, while 60% said they email and 50% access social media.

According to the 2015 National Survey on Distracted Driving conducted by NHTSA, about four in 10 (42%) drivers report answering their mobile phones when driving at least some of the time.

AT&T's It Can Wait program research also found more than one-third of drivers call distracted driving a habit. It has become so common that nearly a quarter of people don't see it as a major problem. **But it is a problem.**

Multiple studies show that distracted driving significantly increases the risk of a crash. For example, a study by the Virginia Tech Transportation Institute found that engaging in visual-manual tasks, such as reaching for a phone, dialing and texting with a hand-held or portable device, tripled the risk of a crash.

Distracted drivers, while engaged in the behavior, exhibit similar behaviors to drunk drivers including slow reaction times, erratic speeds, weaving and sudden breaking.

Drivers also suffer from "inattention blindness."
Talking on a mobile phone while driving has been shown to divert one-third of the brain's processing power away from driving. As a result, drivers may be looking at the road but failing to see and process 50% of the driving environment, which endangers other people.



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OHIO STATISTICS

OVERVIEW

the driver admits to it.

This section provides general crash data for distracted driving in Ohio. It was compiled by ODOT. Although this data is the best information available, it is incomplete.

Distracted driving is vastly underreported because it's difficult to prove unless the officer sees it, or

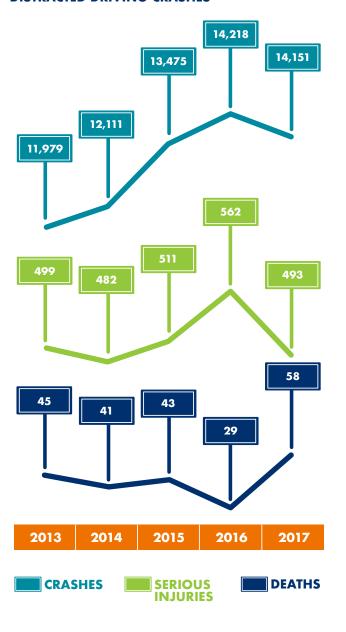
Of the distracted driving crashes that were reported in Ohio between 2013-2017, 216 people died, 2,547 people were seriously injured, and 65,934 crashes occurred statewide.

Ohio changed its crash report form in 2013 to provide more specific data fields on distractions. Officers can specify if a driver was distracted by a phone, texting/emailing, electronic communications or other device, or another distraction inside the vehicle.

Beginning in January 2019, Ohio will once again change its crash report form. The distractions fields will again be revised for more clarity. The new fields will include:

- 1 Manually operating an electronic communication device (texting, typing, dialing)
- 2 Talking on hands-free device
- 3 Talking on hand-held device

DISTRACTED DRIVING CRASHES



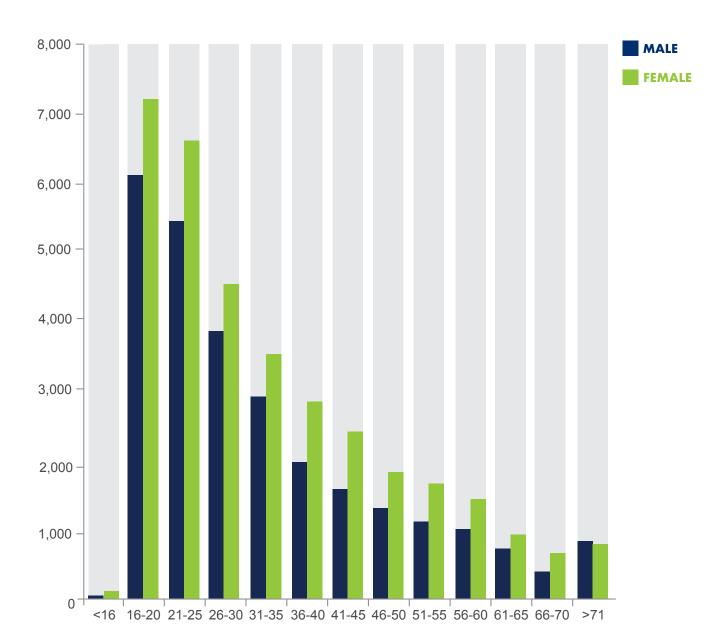
AT-FAULT DRIVERS BY AGE GROUP

Men and women age 16-20 had the highest number of distracted driving-related crashes followed by drivers age 21-25, between 2013-2017.

Ohio law makes it illegal for drivers under the age of 18 to use any electronic communications device, but it fails

to target drivers age 18-25 who are also within the highest risk group. In addition, laws that separate drivers for enforcement by age make it difficult for officers to enforce the law because it's difficult to determine the age of the driver.

AGE OF AT-FAULT DRIVER IN ALL DISTRACTED DRIVING CRASHES



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WHEN CRASHES OCCURRED

Most distracted driving-related deaths and serious injuries occurred during the summer months, when Ohioans are driving more, and declined when the weather got colder.

DISTRACTED DRIVING-RELATED DEATHS AND SERIOUS INJURIES BY MONTH



The number of serious injuries in distracted driving-related crashes increased in the afternoon hours between 1-6 p.m. The number of deaths in distracted driving-related crashes spiked at 6 a.m. and then followed a similar trend to the serious injuries in the afternoon hours.

Crashes, in general, tend to be higher during late afternoon and evening when more drivers are on the road.

DISTRACTED DRIVING-RELATED DEATHS AND SERIOUS INJURIES BY TIME OF DAY



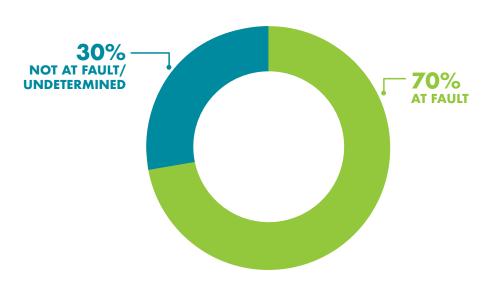
CONTRIBUTING FACTORS

AT FAULT

Seventy percent of distracted driverrelated deaths and serious injuries are due to crashes in which the distracted driver was at fault.

Although 30 percent of distracted drivers were not "at fault" for causing the crash – it's more likely a crash could have been avoided if they were not engaged in the distracted behavior.

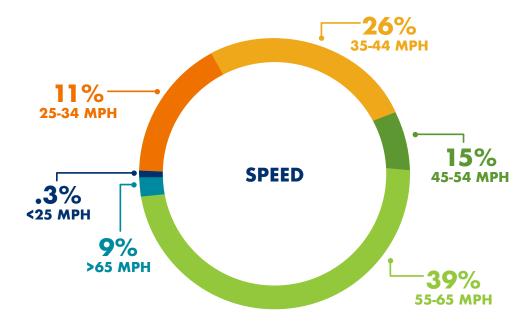
DISTRACTED DRIVING-RELATED DEATHS AND SERIOUS INJURIES BY DRIVER AT FAULT



SPEED

Thirty-nine percent of distracted driverrelated deaths and serious injuries occurred when people were driving between 55 and 65 miles per hour (mph). The next highest number of deaths and serious injuries occurred at speeds between 35 and 44 mph (26%).

DISTRACTED DRIVING-RELATED DEATHS AND SERIOUS INJURIES BY SPEED



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CONTRIBUTING FACTORS CONTINUED

OTHER FACTORS

One of the leading factors of distracted driving-related deaths and serious injuries involves roadway departure, where a driver left the roadway and struck another object. Also in these distracted driving crashes, 44% involved a young

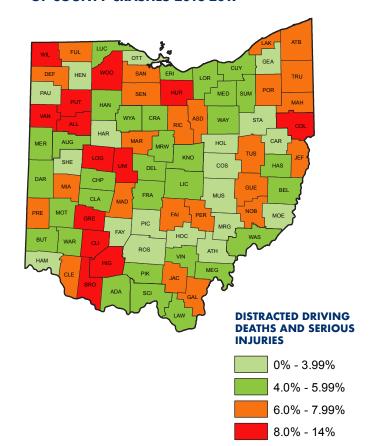
driver; 29% involved unbelted drivers and passengers; 36% happened at intersections; and 27% involved rear-end crashes.



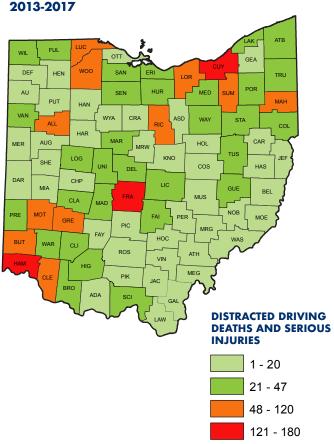
WHERE CRASHES OCCURRED

As a percentage of all the traffic deaths and serious injuries within a county, distracted driving was often higher in rural counties, including a cluster in western Ohio.

DISTRACTED DRIVING-RELATED DEATHS AND SERIOUS INJURIES BY PERCENTAGE OF COUNTY CRASHES 2013-2017



Urbanized counties had the highest total number of distracted driving-related deaths and serious injuries. These counties also have some of the highest numbers of total crashes in the state. DISTRACTED DRIVING-RELATED DEATHS AND SERIOUS INJURIES BY COUNTY 2013-2017



OHIO LAW

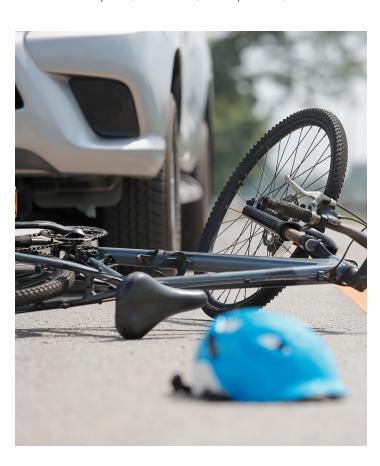
Over the years, Ohio has passed legislation in a good faith effort to curb driving distractions, yet crashes have continued to rise.

In 2012, Governor John Kasich signed Ohio's first "texting" law that made it illegal for all drivers to text while driving in Ohio. The law took effect in August 2012 and remains in effect today.

The law makes it illegal for drivers under the age of 18 to use any electronic communications device for any reason while driving. It's a primary offense, so an officer can stop a young driver for violating the law.

Penalties and exceptions for drivers under 18 include:

- **First violation:** \$150 fine, driver's license suspended for 60 days.
- **Second violation:** \$300 fine, driver's license suspended for one year.
- **Exceptions:** Pre-programmed GPS or emergency calls to police, ambulance, fire department, etc.



However, the law is considered a secondary offense for drivers 18 or older. Police can only ticket an adult driver if he or she is pulled over for another traffic offense. The maximum penalty is \$150.

In 2018, the Ohio legislature passed a second distraction-related bill, House Bill 95, which was meant to combat distracted driving by "enhancing" existing moving violation penalties.

For example, a driver operating a vehicle outside marked lanes who is also engaging in a distracted behavior, may face an enhanced fine of up to \$100 in addition to a fine for the lane violation. Other violations such as failing to stop for a red light or stop sign, speeding and other moving violations similarly could result in potentially higher fines.

Law enforcement is not required under the law to prove a driver was texting at the time of a crash or violation. Instead, they need to prove that a moving violation has occurred and the driver was "distracted" at the time.

The cost for the violation is \$100 or drivers can choose to complete a distracted driving course.

The law required ODPS to create a distracted driver course for offenders who plead guilty or are convicted of a specific traffic violation while distracted. This course is available in lieu of paying the enhanced court fine, providing the offender pays the total amount of the fine established by the violation and submits written evidence of completion of the distracted driver course.

The one-hour course discusses what distracted driving is, who is a distracted driver, mobile phone distractions, the risks and consequences of driving distracted, and combating distracted driving.

OHIO LAW CONTINUED

These laws are well-intentioned, but insufficient to change behavior and reduce crashes.

- Ohio's new law is vague. It does not adequately define specific activities that constitute "distraction," nor does it define activities that "impair" a driver from operating a vehicle safely. Without a clearly defined law to set expectations, motorists are less likely to follow it, officers are less likely to enforce it and courts are less likely to convict offenders.
- Multiple laws are confusing and more difficult to enforce. A distracted driving violation, depending on its nature and circumstances, could potentially be prosecuted under one or two statutes. This uncertainty can cause many officers to charge drivers with another violation that is easier to prove. The confusion may also cause a judge to dismiss charges because of ambiguity in the law. Adding to this confusion is a patchwork of municipal laws that are different, based on the jurisdiction.
- Two laws make it difficult to educate the public.
 The state needs one statute that clearly defines the distractions that are prohibited under the law and the penalties for violating the law.
- Secondary enforcement is less effective. Ohio drivers 18 or older cannot be pulled over for distracted driving unless they commit another traffic offense. Primary enforcement would allow officers to observe and correct the behavior **before** it leads to a crash.

Another benefit of a primary offense law is that the offense is more likely to be specified on the traffic citation or the crash report form, which will improve the data collected by Ohio.

• Distracted driving penalties are too low. A typical fine under either law is \$150 or less. The fines can be waived by a judge or by taking an online distracted driving course. By comparison, Ohioans could be charged a \$500 fine for littering, which likely causes no physical harm.

Ohio penalties should be proportionate to the amount of potential harm and the harm caused.

The fines and penalties for driving under the influence of alcohol are much higher than distracted driving, yet both behaviors similarly endanger all road users. For example, a first-time DUI conviction in Ohio includes mandatory penalties, including three days in jail, high fines and a license suspension for up to three years.

• Enforcement of the law is critical to changing behavior and reducing crashes. Very few citations have been written for distracted driving over the past six years since Ohio's first distracted driving law was passed. Although it's too early to draw similar conclusions for Ohio's newest law, officers will be reluctant to enforce the law for the reasons stated above.



EFFECTIVENESS OF PRIMARY HANDS-FREE LAWS

Many states have enacted primary, hands-free laws to curb distracted driving and crashes. Although hands free is not risk free, these laws make it easier for officers to enforce distracted driving laws and discourage distracted driving behavior.

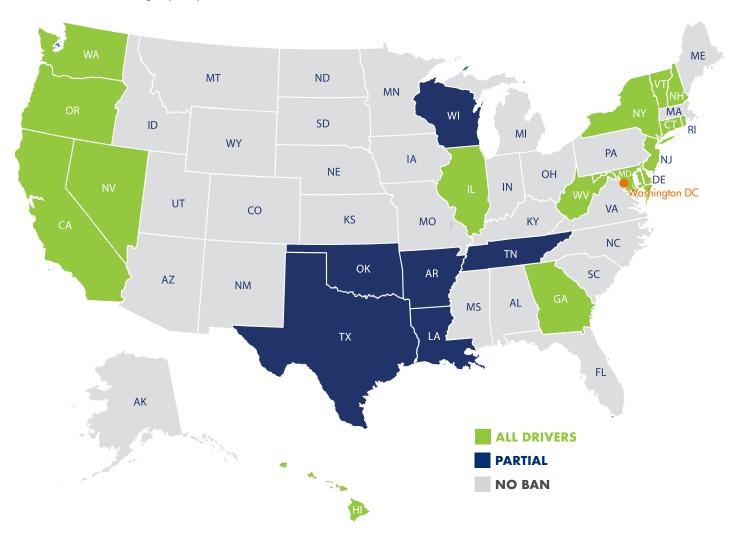
To determine the effectiveness of a hands-free law, the Task Force reviewed NHTSA data of fatalities per 100 million VMT and a recent report produced by the Georgia General Assembly.

As of December 2018, a total of 15 states and the District of Columbia have a primary, hands-free law governing mobile phone use while driving. Of note, New Mexico does not technically have a statewide ban, but rather a Local Option by Jurisdiction law against handheld mobile phone use.

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STATES WITH HANDS-FREE LAWS MARCH 2019

Source: Insurance Institute for Highway Safety



The following is a chart of the fatality rate percentage increase/decrease for the 15 states and the District of Columbia that have primary hands-free laws:

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

Fatality rate increase/

State Approx. year of law's passage 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 2007 -21.6% New York 2001 -1.8% Oregon 2017 n/a Vermont 2014 -13.4%			decrease %:
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 2005 n/a New York 2001 -1.8% Oregon 2017 n/a	State		beforé passage
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New Hampshire 2015 n/a New Jersey 2007 -21.6% New York 2001 -1.8% Oregon 2017 n/a	Maryland	2010	-9.1%
Hampshire New Jersey 2007 -21.6% New York 2001 -1.8% Oregon 2017 n/a	Nevada	2011	-6.9%
New York 2001 -1.8% Oregon 2017 n/a		2015	n/a
Oregon 2017 n/a	New Jersey	2007	-21.6%
	New York	2001	-1.8%
Vermont 2014 -13.4%	Oregon	2017	n/a
	Vermont	2014	-13.4%
Washington 2007 -22.3%	Washington	2007	-22.3%
West 2013 -23.3% Virginia		2013	-23.3%
Average -15.3%	Average		-15.3%

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.

In 2018, Georgia and Rhode Island passed primary hands-free laws with stronger penalties.

There are multiple factors that contribute to a reduction in fatalities. Many states that passed primary, hands-free laws have experienced a reduction in their fatality rate. This task force believes that hands-free laws with primary enforcement are an important strategy to reduce traffic deaths and crashes in every state.

12 **SET 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.

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

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RECOMMENDATIONS

Based on the task force's meetings, statistics and other data provided by our members, this task force is recommending the following actions. This includes asking Governor Mike DeWine to convene a statewide roundtable in 2019 with key stakeholders and Ohio leaders, including members of the Ohio General Assembly, to consider these recommendations and other ideas to prevent distracted driving crashes in our state.



Recommended Change	Discussion	Why Recommend		
Enact a strong Distracted Driving Policy for all state employees.	Studies have shown that people with workplace rules, such as drinking and driving or seat belt use, are more likely to model those behaviors off the clock too.	The State of Ohio should lead by example by adopting strong policies that prohibit distractions, especially hand-held or hands-free mobile devices. These distractions cause crashes and increase an employer's health care costs and risks of liability. Traffic crashes are a major contributor to health care costs, a substantial budget item for most employers.		
Include the distracted driving laws in the ODPS "Digest of Ohio Motor Vehicle Laws."	The last three editions of the digest did not include HB 99 passed in 2012. Since then, Ohio has passed a second law, HB 95. Novice drivers need to a that distracted driving is law. Including the law in signifies its importance of that the law will be taug Ohio's Driver Training Pa			
Work with the State Board of Education to add distracted driving to the Health Curriculum in Ohio High Schools.	The State Board of Education and schools are reluctant to add content to the state required curriculum.	Yet, traffic crashes are the number one cause of unintentional death by injury for teens and young adults. Distracted driving should be required teaching for the health of Ohio students and the road users around them. It will help Ohioans develop safe driving habits that will continue into adulthood.		
Increase the amount of time and content dedicated to distracted driving in Ohio's Driver Education curriculum.	In addition to modeling good driving etiquette and providing experienced instruction, driving schools reinforce safe driving practices.	Young drivers (15–24) have the highest rate of crashes among any age group. Ohio needs to reinforce the dangers to young drivers and build safe driving practices that will continue into adulthood.		

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Recommended Change	Discussion	Why Recommend	
Enact one "Hands-Free" law with primary enforcement in the state of Ohio.	Prevents Ohio drivers from having physical contact with their mobile phones or other telecommunications equipment, including all mobile phones, tablets, iPads, smart watches, etc. The types of distractions must be clearly defined. As of December 2018, 15 states and the District of Columbia have a primary "hands-free" law.	The main benefit of this option is enforceability. Law enforcement officials from across the state have made it clear that having two laws is more difficult to enforce than one law that clearly defines the distractions that are prohibited under the law. Hands-free laws also make it easier for officers to see if a driver is distracted by a phone or other hand-held device.	
Increase the fines, points and penalties for distracted driving.	The current fine for a distracted driving citation is \$150. There are currently no points assigned to drivers older than 18.	When compared to Ohio's statutory fines and points for driving under the influence, as well as other states' fines for distracted driving, this figure is too low to deter the behavior.	
Increase the penalty for harm caused.	Under current law the penalty range is the same whether a distracted driver causes no harm, damages property, causes mild injury or serious injury (which is defined in ORC), or kills someone. This drastically reduces both the deterrent effect of penalties and the justice afforded the victim(s).	Drunk driving laws build this into the law from the start by making the offense an F3 or F2 depending on whether serious injury or death results. Statutes relating to financial sanctions for the benefit of victims distinguish among degrees of harm. At least 10 states (AL, AR, CO, LA, MD, NJ, OK, OR, PA, TX) and Washington, D.C. have this provision as part of their distracted driving laws.	

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EDUCATION

Recommended Change	Discussion	Why Recommend	
Dedicate funding to publicize and enforce a distracted driving law.	Activities would include annual enforcement/media campaigns and the distribution of educational materials and other initiatives.	Changes in driver behavior have proven to be associated with the enactment of effective laws and their enforcement. Hand-held use decreased up to 34% in states that utilized high-visibility enforcement and education campaigns following mobile phone bans (NHTSA).	
Post signs and distribute educational materials at points of entry to the state. This includes at state borders, airports and where people rent vehicles.	This is typically done when important driving laws are passed to inform drivers of the changes and to warn drivers from other states.	Signage will be needed to educate Ohioans, as well as visitors traveling in and through the state.	
Convene a summit or roundtable each year to evaluate distracted driving in Ohio.	Virginia has held annual summits since 2013. The day-and-a-half events include national experts, break-out sessions, and exhibits for hundreds of attendees. The problem is examined from the perspectives of advocacy, enforcement, company policies, education and research. (drivesmartva.org/distracted-driving-summit/)	The summit or roundtable is needed to 1) Review progress on the recommendations in this report, 2) Evaluate the success of recommended actions, and 3) Identify additional actions that have been successful elsewhere that could be applied in Ohio. A report would be submitted to the Governor and Ohio Legislature following each event.	



EDUCATION

Recommended Change	Discussion	Why Recommend
Identify and implement ways to promote continued education and culture change.	Overall, we would like to see distracted driving become as culturally unacceptable as drunk driving. We recognize this culture change will take time to develop. However, given the long-term benefits of safety and saved lives, we believe such an initiative is worthwhile.	Underway - ODOT contracted with The Ohio State University (OSU) in January 2019 to conduct a literature review of social and cognitive science, and public health research to identify best practices for distracted driving communication. OSU will then develop and test distracted driving messages to identify which messages have the largest impact on driver perceptions, attitudes and behavior. This information can be used in the future to develop a coordinated statewide educational campaign. This should include a focus on early education. Studies have shown that children who are taught traffic safety such as seat belt use in public schools can influence family behavior. A statewide campaign must also target parents. Studies have shown that teens are more likely to drive distracted if a parent drives distracted.



	Recommended Change	Discussion	Why Recommend	
	Conduct a survey of local and state law enforcement officers to document the challenges of enforcing Ohio's distracted driving laws.	Distracted driving laws won't reduce crashes unless they are enforced. If officers don't want to enforce laws or if they're unable to enforce laws as they're written, then Ohio will not see a decline in distraction-related crashes.	Ohio needs law enforcement feedback and support to make distracted driving laws enforceable and effective in reducing crashes. Underway - ODOT contracted with OSU to conduct the survey in January 2019. The Ohio State Highway Patrol, Buckeye Sheriffs and Chiefs of Police will solicit responses from their members. This information will be provided to the Governor and Ohio Legislature to inform decision making.	
	Research what role the built environment, legislation and Driver Education play in the frequency and severity of distracted driving crashes.	The Risk Institute at The Ohio State University conducted research in 2018 that showed distracted driving crashes in Ohio tend to be higher in certain road environments.	Underway - ODOT is contracting with The Risk Institute to conduct additional research in 2019. This research will expand on previous efforts by: 1) Comparing Ohio data to other states, and 2) Determining what role legislation and driver education curriculum has on the frequency and severity of crashes in other states.	

