



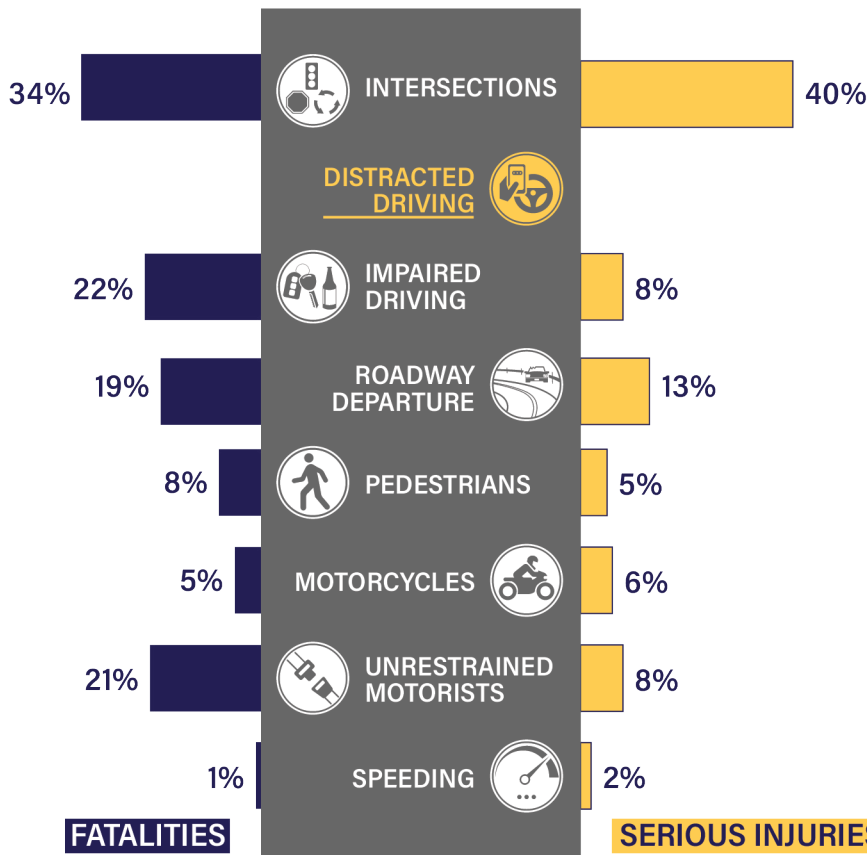
Emphasis Area 2

Distracted Driving

Distracted driving is frequently associated with talking or texting on a cell phone; however, distracted driving also includes other distractions such as eating or grooming while driving, or any distraction that takes the driver's attention away from the task of safe driving. Sending or reading a text takes your eyes off the road for 5 seconds, which equates to traveling the length of a football field with your eyes closed at 55 mph. Delaware's hands-free cell phone law went into effect on January 2, 2011; however, continued efforts are needed to fight this complex behavioral issue.



Distracted Driving Emphasis Area Overlap with Other Emphasis Areas (2015-2019 Crashes)



EMPHASIS AREA OBJECTIVE

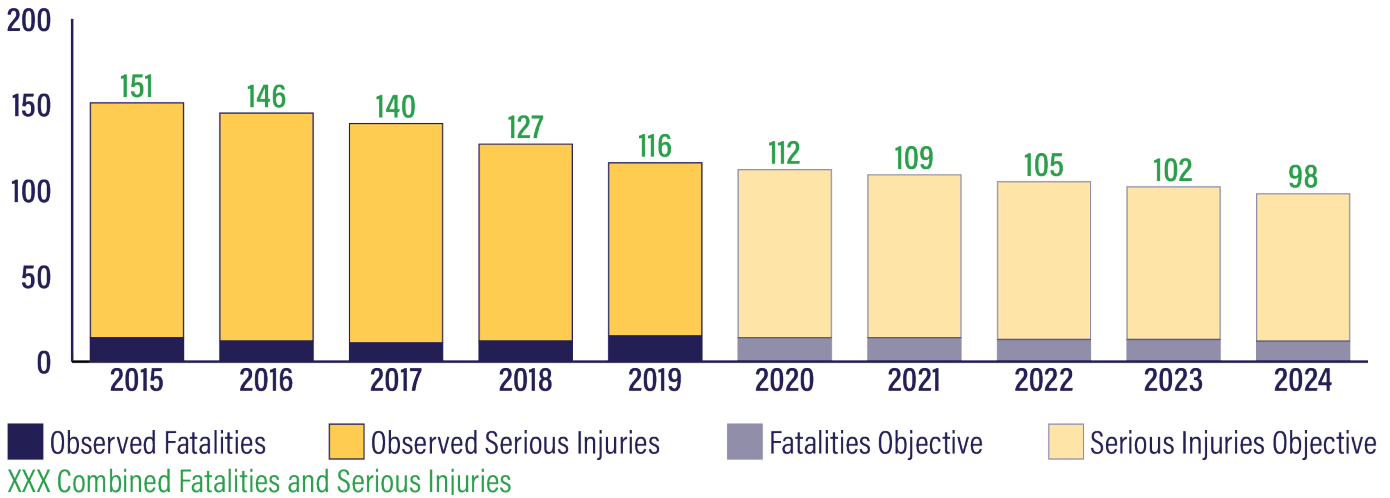
REDUCE
Distracted Driving
Fatalities & Serious Injuries by
15%
 from **116 to 98,**
 over the next **5 years.**

Distracted Driving

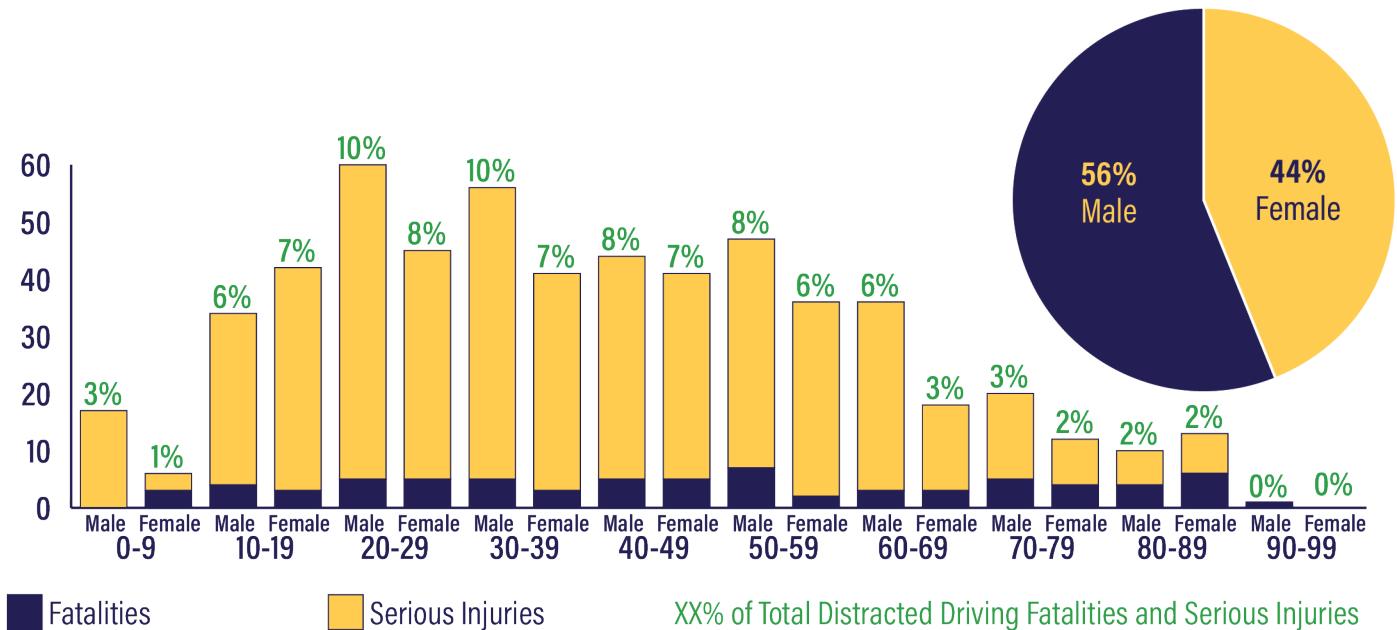
Crash Data Summary (2015-2019)

Distraacted Driving Crash Definition: Persons fatally or seriously injured in a crash that involved distracted or inattentive driving. Driver distraction includes use of cell phone/texting, grooming/applying makeup, attending to children, having a verbal dispute, use of headphones, use of other electronic devices, eating, external distraction, or other inside the vehicle distraction.

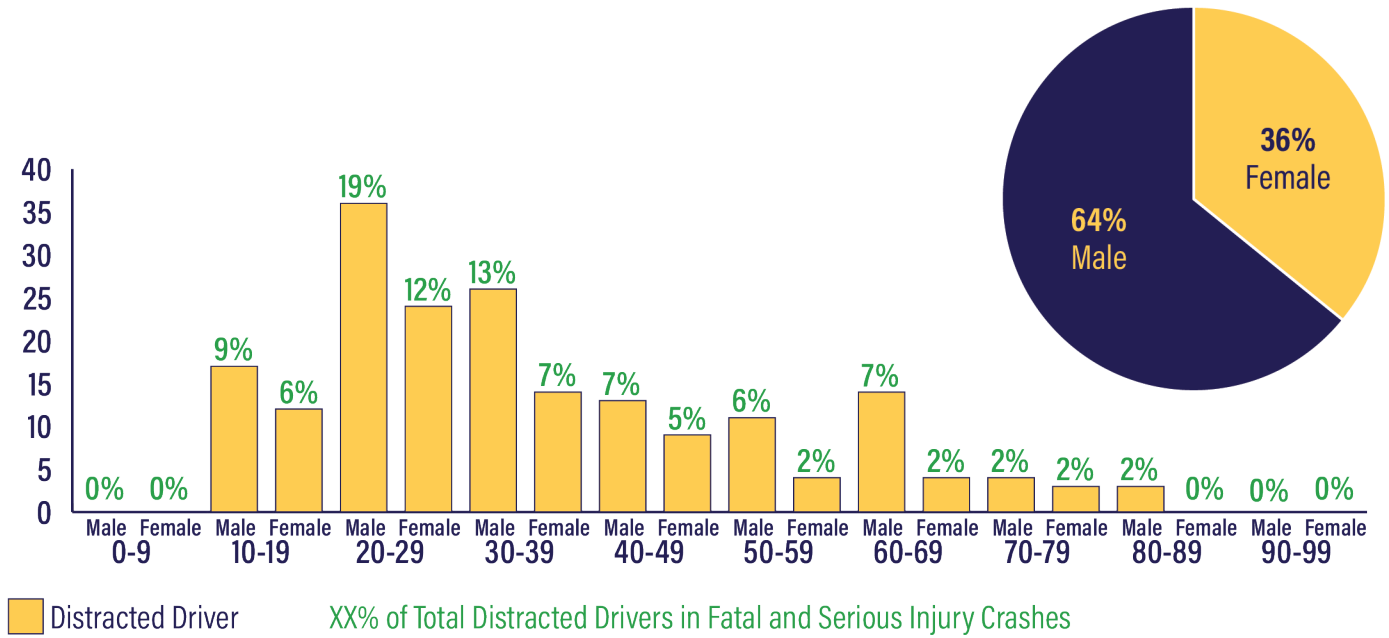
Distraacted Driving Fatalities and Serious Injuries (5-Year Rolling Averages)



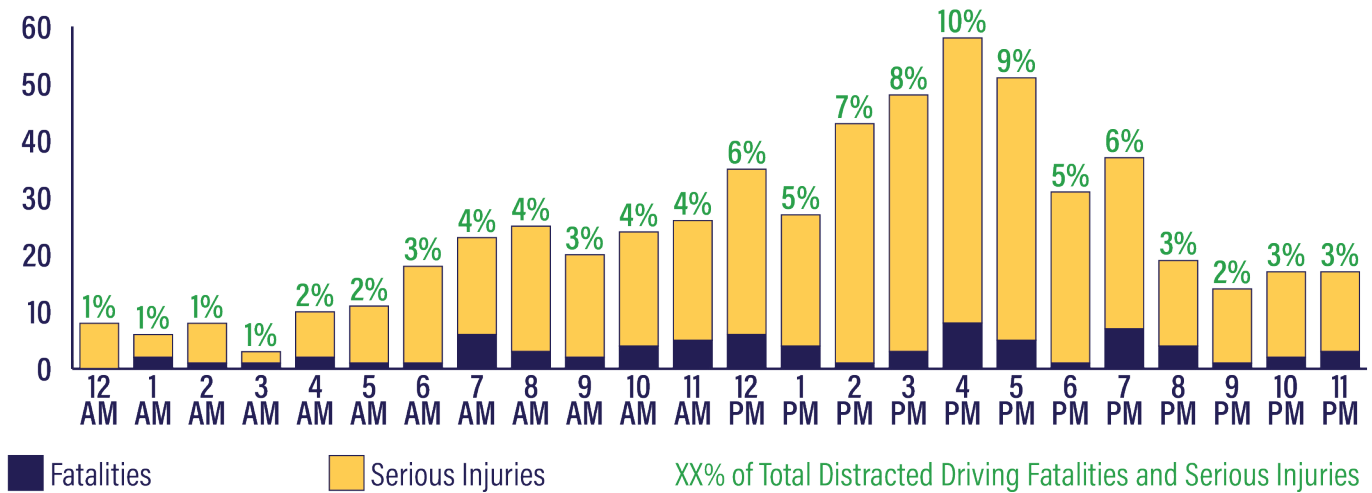
Age/Gender of Crash Victim



Age/Gender of Distracted Drivers



When?



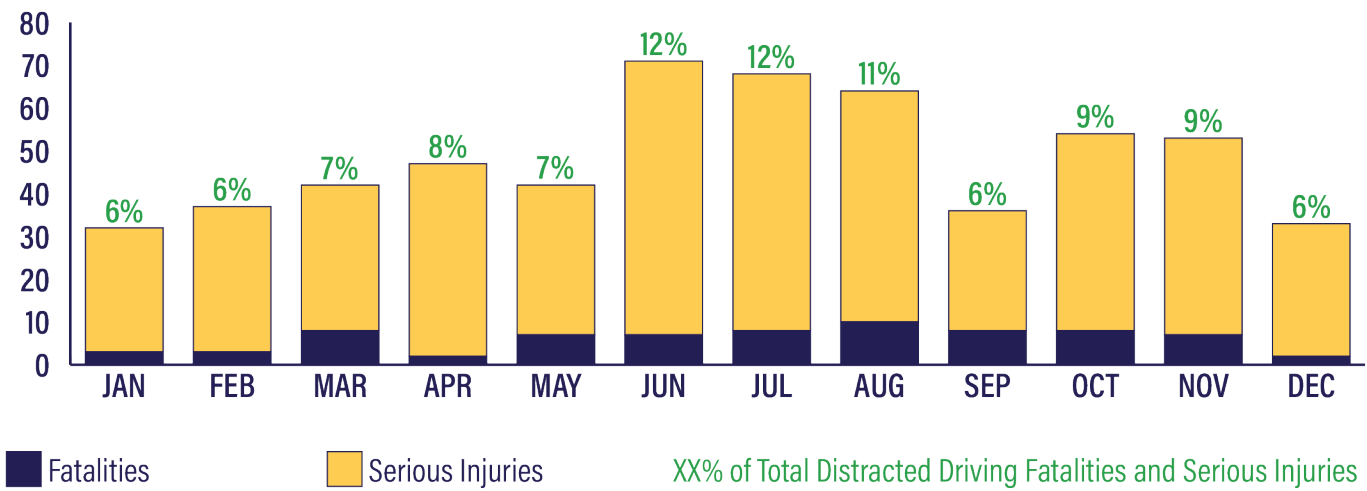
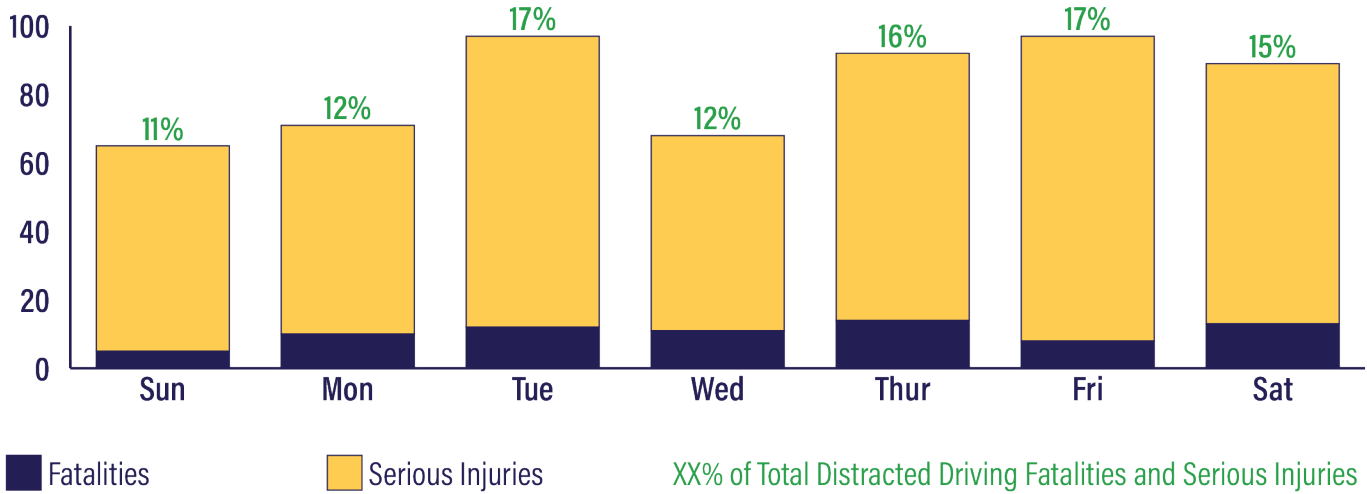
	12 AM	1 AM	2 AM	3 AM	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	Total
Sunday	2		1		2	3	3			6	5	3	5	8	2	3	1	5	9	2	1	1	1	2	65
Monday	1	2			1	3		1	5	2	3	2	6	2	8	10	7	7	3	5	2	1			71
Tuesday				2		2	4	9	4	4	2	7	3	1	12	2	16	10	5	2	4	6	1	1	97
Wednesday			2		2	1	4	2	1	2	3	2	3	4	5	11	5	6	2	4	5		3	1	68
Thursday	2				1		4	6	10	2	4	1	6	4	5	11	8	8	4	7	2		3	4	92
Friday	3	1	1		1	1	2	2	3	2	1	6	7	6	3	6	13	11	6	7	2	2	5	6	97
Saturday		3	2	3	3	1	1	3	2	2	6	5	5	2	8	5	8	4	2	10	3	4	4	3	89
Total	8	6	8	3	10	11	18	23	25	20	24	26	35	27	43	48	58	51	31	37	19	14	17	17	579

XX Distracted Driving Fatalities and Serious Injuries during Day of Week and Hour of Day

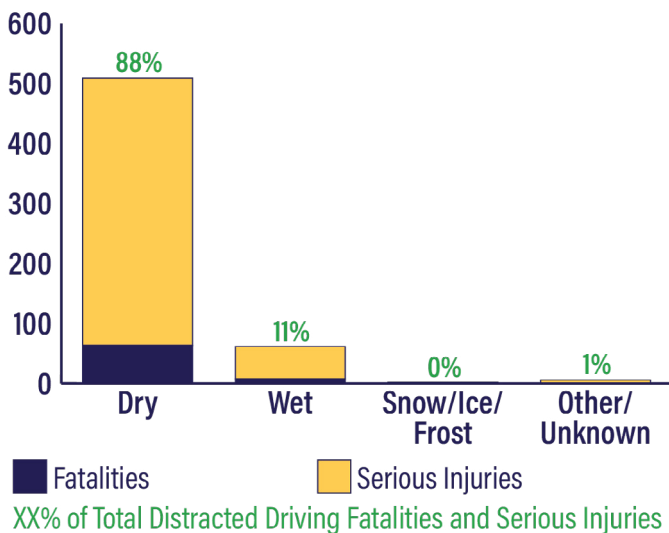
Lower Frequency

Higher Frequency

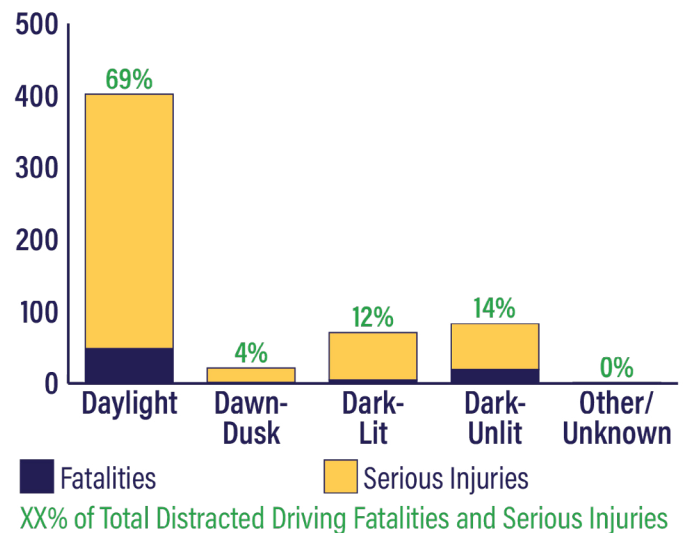
When?



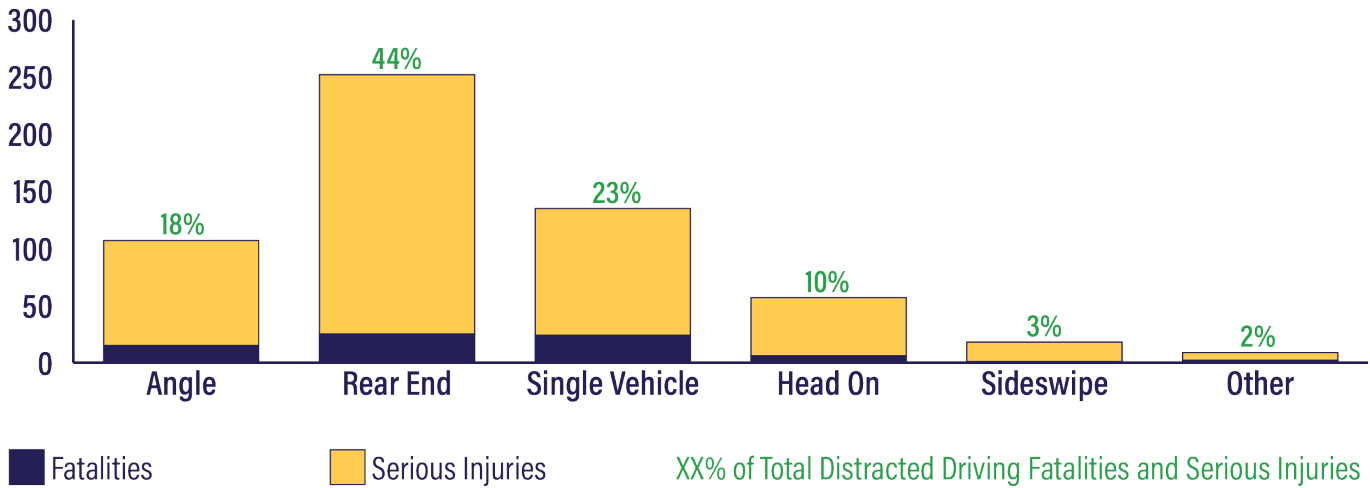
Surface Condition



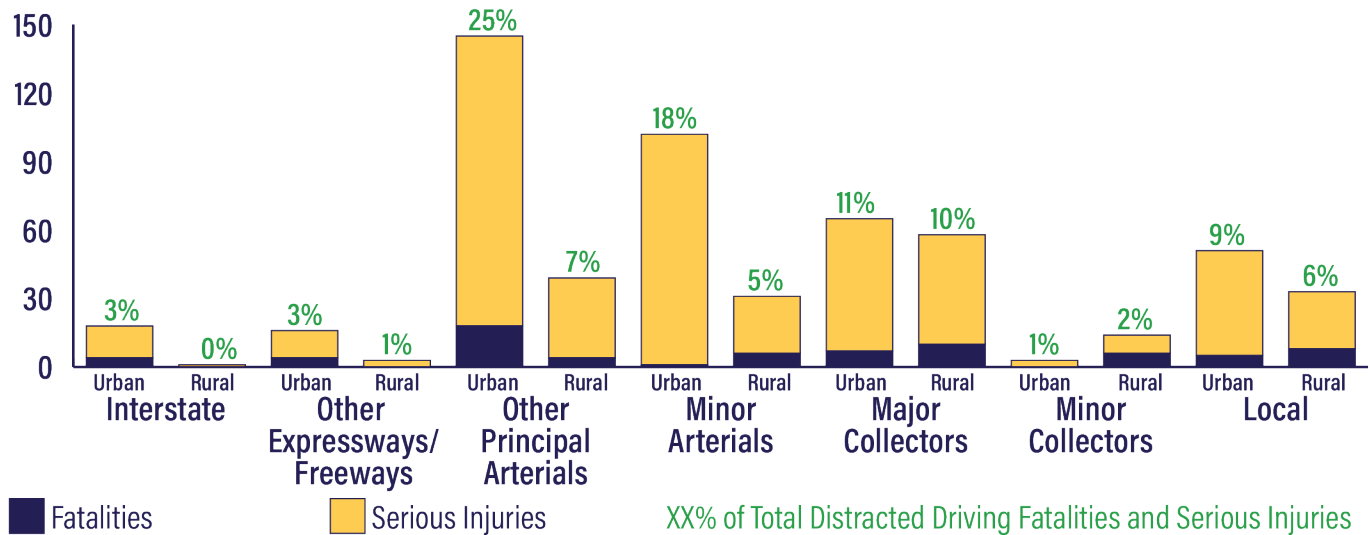
Lighting Condition



Manner of Impact



Roadway Functional Classification

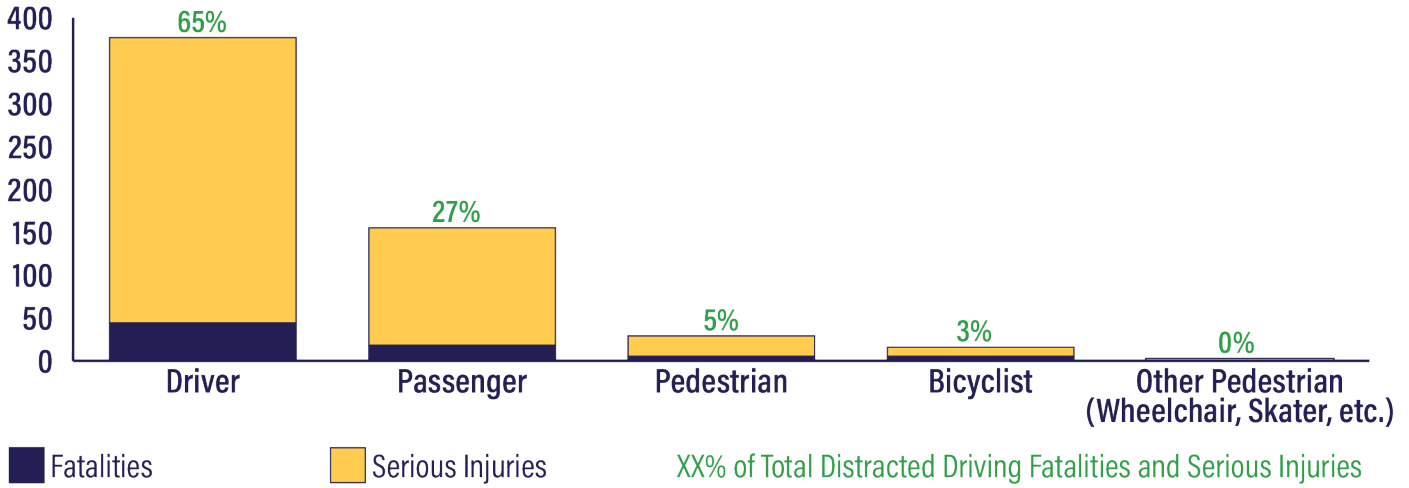


2015 to 2019 Distracted Driving Fatalities & Serious Injuries

- 69% occurred in urban areas
- 61% occurred along arterial roadways
- 45% occurred in New Castle County
- 44% were rear end crashes
- 35% were 20 to 39 years old
- 31% occurred during dark/dawn/dusk conditions
- 17% were rear end crashes between 2 PM and 6 PM
- 12% occurred on wet/snowy/icy roadways



Person Type



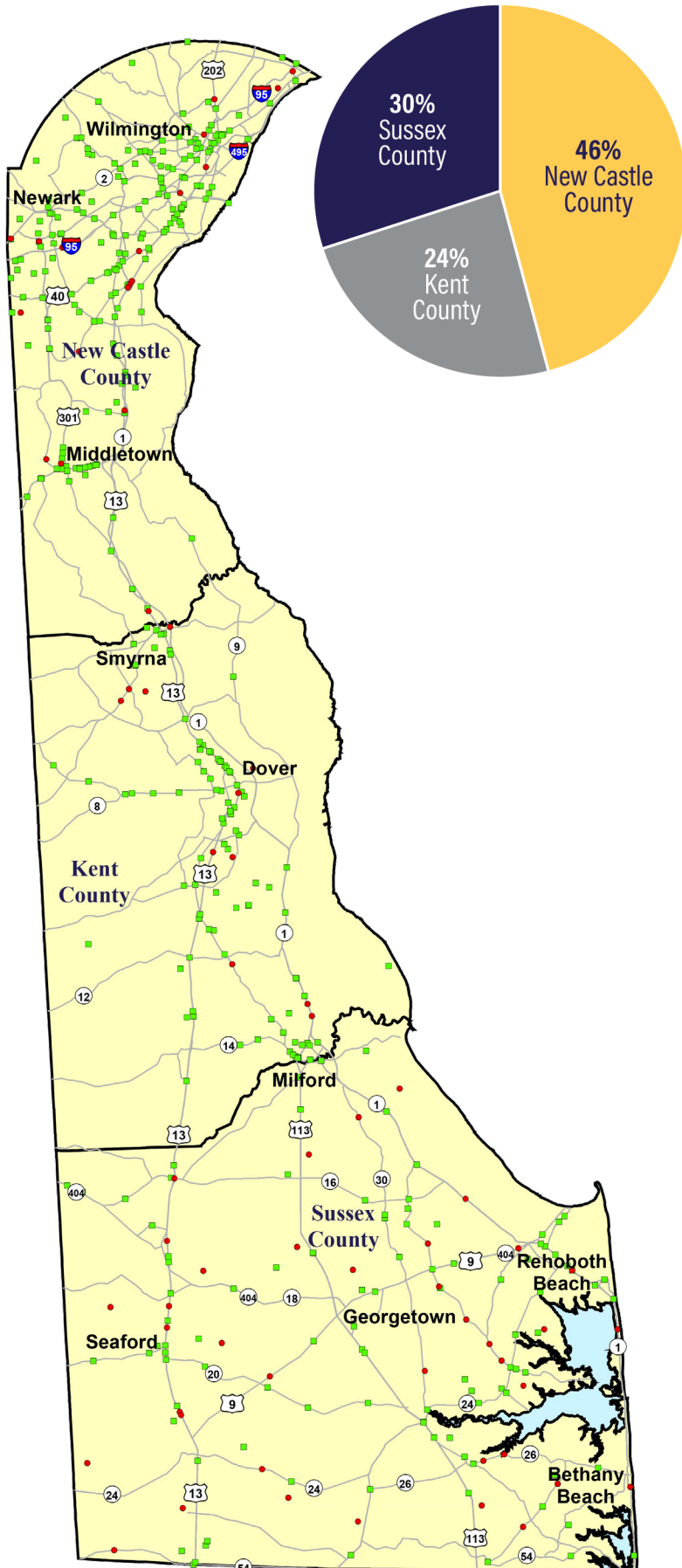
Follow the road,
not the feed.

Driving and scrolling don't mix. **Put the phone down. Buckle up.**
The only thing your eyes should be looking at is the road.
Those notifications, they can wait.

ArriveAliveDE.com/JustDrive

JUST DRIVE
BUCKLE UP
ARRIVE ALIVE DE

Where?



Each symbol represents a crash location. Multiple crashes may have occurred at or near the same location; therefore, symbols may overlap. Additionally, multiple fatalities and/or serious injuries may have resulted from a single crash.

- Fatality
- Serious Injury

Emphasis Area Strategies: Distracted Driving



Strategy 1: Develop and distribute consistent public information messages to increase public awareness of the laws and dangers of distracted driving.

- 1.1 Continue to incorporate distracted driving messaging into safety campaigns.
- 1.2 Partner with stakeholders to promote distracted driving awareness by encouraging employers to implement policies to eliminate distracted driving.
- 1.3 Increase young driver awareness of the dangers of distracted driving through revisions to the Driver Education curriculum.
- 1.4 Incorporate distracted driving education into defensive driver education programs.



Strategy 2: Increase distracted driving enforcement programs.

- 2.1 Conduct high visibility enforcement campaigns targeted at reducing distracted driving.
- 2.2 Identify best practices for distracted driving enforcement.



Strategy 3: Support legislative action to strengthen distracted driving efforts.

- 3.1 Consider expanding distracted driving laws to eliminate the use of hands-free devices.
- 3.2 Investigate the need for enhancements to the existing cell phone law to incorporate new technologies into the list of banned devices.
- 3.3 Support legislative enhancements to incorporate points on a driver's record for cell phone violations.



Strategy 4: Improve roadway infrastructure to minimize the consequences of distracted driving.

- 4.1 Continue to install shoulder and centerline rumble strips to alert distracted drivers when they drift out of the travel lane.



Strategy 5: Improve data collection and monitoring of distracted driving trends.

- 5.1 Provide law enforcement training regarding properly identifying distracted driving as a contributing factor in crashes to better quantify the distracted driving problem.
- 5.2 Evaluate citation data related to cell phone usage while driving to determine if the data could be used as an additional source for problem identification.
- 5.3 Improve field level accessibility of data related to previous violations/warnings to law enforcement.