

A blurred background image showing a person's hands on a steering wheel and a smartphone held in the other hand, illustrating distracted driving. The person is wearing a light blue shirt. The background is out of focus, showing greenery and a building.

**DISTRACTED  
DRIVING  
ENFORCEMENT  
STRATEGIES**

**Welcome**



- Pam McCaskill
- Rocky Wehling
- Mary Ann Rayment
- Troy Jackson
- Maria Vegega, Ph.D.
- Sandy Sinclair
- Alex Cabral
- Wil Price
- Liza Lemaster-Sandbank
- Officer Mike Diana, Hartford Police Department
- Jase Herring, Texas Municipal Police Association
- Lt. Stephen Walsh, Massachusetts State Police





## DISTRACTED DRIVING

Inattention that occurs when drivers **divert** their **attention** away from the driving task to focus on another activity.

# What is the Magnitude?

10%

15%

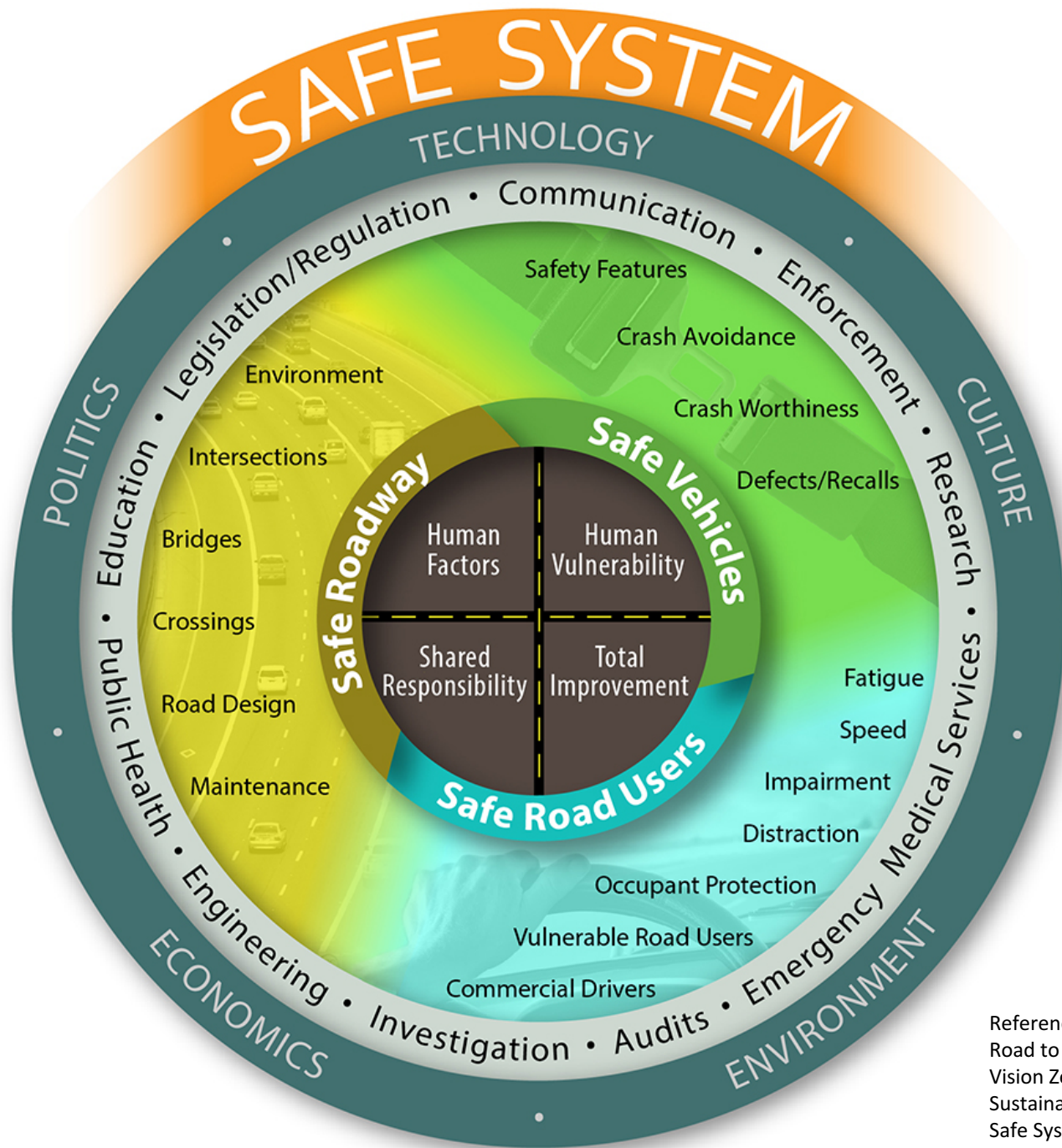


**Manual**

**Visual**

**Cognitive**





Reference:  
 Road to Zero (US)  
 Vision Zero (Sweden)  
 Sustainable Safety (Netherlands)  
 Safe System (Australia, NZ)  
 Towards Zero (Canada)



# Safety Countermeasures



**Engineering**



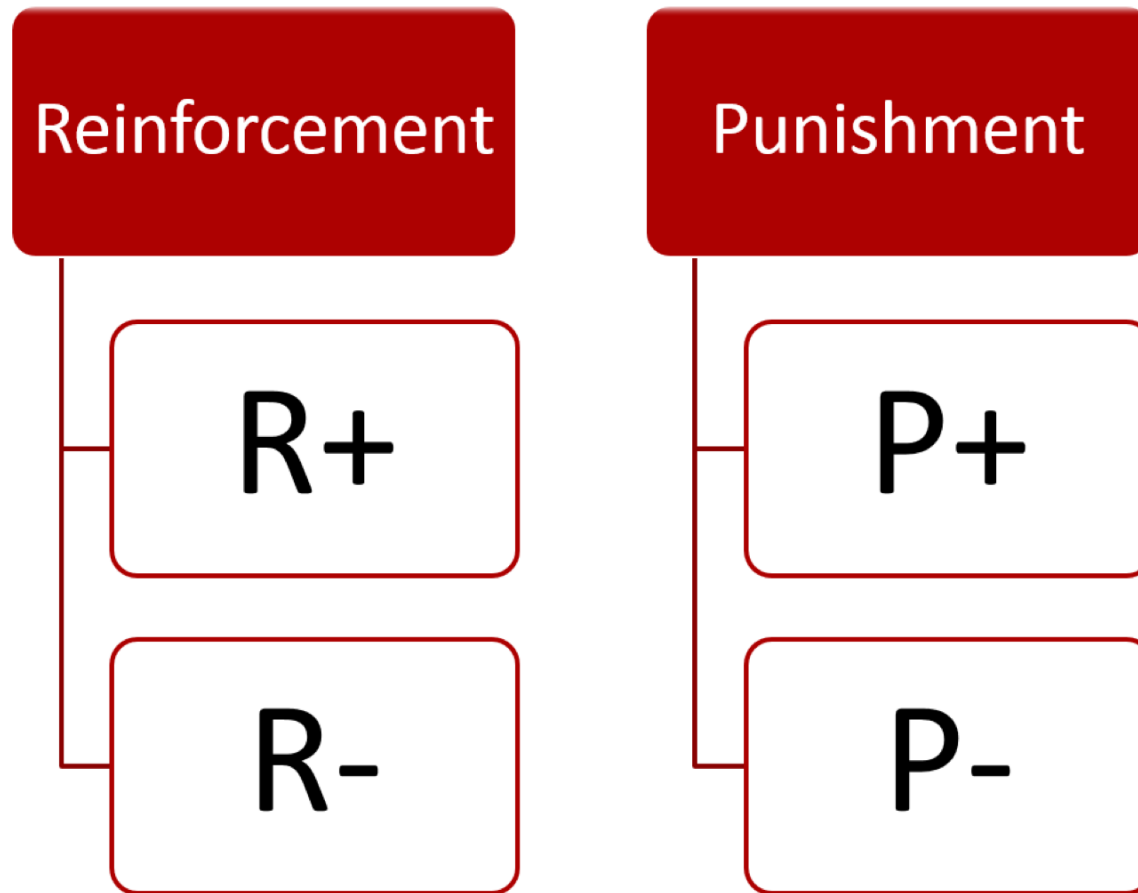
**Education**



**Enforcement**



# Deterrence & Social Learning





| State/Country  | Handheld Ban   |                         |   | Text Messaging |                |                |
|----------------|----------------|-------------------------|---|----------------|----------------|----------------|
|                | All            | School Bus              | Novice  | All            | School Bus     | Novice         |
| Virginia       |                | Yes                     | Yes   | Yes            | Yes            | Yes            |
|                |                | Primary                 | Primary < 18                                      | Primary        | Primary        | Primary        |
| North Carolina |                | Yes                     | Yes   | Yes            | Yes            | Yes            |
|                |                | Primary                 | Primary < 18                                      | Primary        | Primary        | Primary        |
| Kentucky       |                | Yes                     | Yes   | Yes            | Yes            | Yes            |
|                |                | Primary Law             | Primary < 18                                      | Primary        | Primary        | Primary        |
| West Virginia  | Yes<br>Primary | (Covered under all ban) | Primary < 18 with learner or intermediate license | Yes<br>Primary | Yes<br>Primary | Yes<br>Primary |
| D.C.           | Yes<br>Primary | Yes<br>Primary          | Yes<br>Learner's Permit                           | Yes<br>Primary | Yes<br>Primary | Yes<br>Primary |
| Maryland       | Yes<br>Primary | (Covered under all ban) | Yes<br>Primary < 18                               | Yes<br>Primary | Yes<br>Primary | Yes<br>Primary |
| Delaware       | Yes<br>Primary | Yes<br>Primary          | Learner or Intermediate License<br>Primary        | Yes<br>Primary | Yes<br>Primary | Yes<br>Primary |

| Researchers                                   | Time Period | Focus   | Findings  |
|---|-------------|---|---|
| Nikolaev, Robbins, & Jacobson (2010)          | 1997-2007   | County level fatal crashes and injury crashes per licensed driver in New York                   | Reduction in fatal crash rates from handheld cell phone bans  |
| Sampaio (2010)                                | 1997-2007   | County level fatal crash rate per licensed driver in New York (Pennsylvania as a control group) | Reduction in fatal crash rate from handheld cell phone bans   |
| Anyanwu (2012)                                | 2000-2009   | Fatal crash deaths in the United States   | Reduction in fatalities with handheld cellphone bans  |
| Cheng (2015)                                  | 2004-2010   | Cellphone usage and fatal crash rates in the United States                                      | Reduction in cellphone usage<br>No significant reduction in fatal crash rates   |
| Burger, Kaffine, & Yu (2013; 2014)            | 2008        | Crashes in California   | No significant reduction in crashes after cellphone ban went into place   |
| Kolko   | 1997-2005   | State-level crash deaths in the United States   | No significant effects of associated with cell phone bans on fatal crash deaths   |
| Ehsani, Bingham, Ionides, and Childers (2014) | 2005-2012   | Crash rates and crash trends in Michigan  | No significant effect of texting bans on crash rates  |
| Lim and Chi (2013b)                           | 2000-2010   | Crash rate deaths within the United States  | No significant effects from cellphone bans<br>Reduction in fatal crash rates of younger drivers                                 |
| Jacobson, King, Ryan, & Robbins (2012)        | 1997-2008   | Injury Crash Rates in New York (Pennsylvania as a control group)                                | Decrease in injury rates during the post-ban period   |
| Jackson (2017)                                | 2010-2014   | Fatal Crashes and Fatalities in the United States   | Reduction in fatal crashes in states with handheld cell phone bans<br>No reduction in fatal crashes in states with texting bans |

# Electronic Communication Laws

- Familiarize yourself with State laws
  - Nuances
  - Gaps
  - Prohibitions
- Familiarize yourself with Federal Laws
  - Commercial motor vehicle operators, hazard materials
  - Transit operators
  - Federal employees



# Distracted Driving Enforcement



# Cues of Potential Distraction

1. Observing driver's prohibited behavior
2. Detecting vehicle-in-motion cues:
  - ✓ Device observed in driver's hand, or to their ear
  - ✓ Continually looking down at a potential object below bottom of vehicle window
  - ✓ Unsafe vehicle movements
  - ✓ Inconsistent speed
  - ✓ Vehicle not tracking smoothly in lane; swerving
  - ✓ Slow response to traffic signals



# Distracted Driving Enforcement Daily Operations

- Enforcement of all traffic laws should be a core value of daily patrol operations
- Enforcement should not be limited to just traffic officers

*Law enforcement officers should comply with their agency policies on enforcement, and apply distracted driving laws in accordance with State laws*

# Distracted Driving Planned Operations

- High Visibility Enforcement
- Generally short-term in duration
- Focus on specific locations and times where crashes are occurring
- May be of varying scale
- Require substantial planning and resources
- Measuring results

# Elements of HVE



Enforcement



Publicity



Visibility



# How HVE Works



# Objectives

Increase awareness of the need to avoid use of personal electronic devices while driving

Increase the number of citations issued for distracted driving violations

Heighten perception among drivers that a citation is likely if they use a personal electronic device while driving

Reduce the number of distraction-affected crashes

# Implementing HVE





# High Visibility Enforcement Considerations

The background image shows two police officers in uniform. One officer is seen from the back, wearing a tan helmet and a light-colored uniform. The other officer is facing forward, wearing sunglasses and a light-colored uniform, smiling. They are standing outdoors, possibly near a police vehicle, with a blurred background.

- Planning
- Data Analysis; Problem Identification
- Resources
- Enforcement approach
- Communications/coordination
- “Political permission”

# Resources

A hand is shown drawing a red circle on a topographic map. The map features contour lines, roads, and various numerical labels such as 63, 55, 61, 53, 52, 54, 73, and 32. The background is a dark, semi-transparent rectangle containing the text and list.

- Staffing
- Equipment
- Logistical support
- Educational materials
- Public Information Officer



# Spotter Technique







# Highway Enforcement









# Secondary Roadways



A photograph of two law enforcement officers in uniform. The officer on the left is seen from the back, wearing a tan helmet and uniform, sitting on a motorcycle. The officer on the right is facing forward, wearing sunglasses, a tan short-sleeved uniform shirt, and a duty belt with a radio and holster. He is smiling. In the background, a blue and white Sheriff's vehicle is visible with the word "SHERIFF" on the side. The scene is set outdoors under a clear blue sky.

# Paired Officer Enforcement

# Motorcycle Patrol









# Enforcement Techniques

- Techniques and approaches will vary based on location, available staffing, weather, and time of year
- Enforcement operations may include a small number of law enforcement officers

Or

- Large and highly organized efforts can include multiple agencies





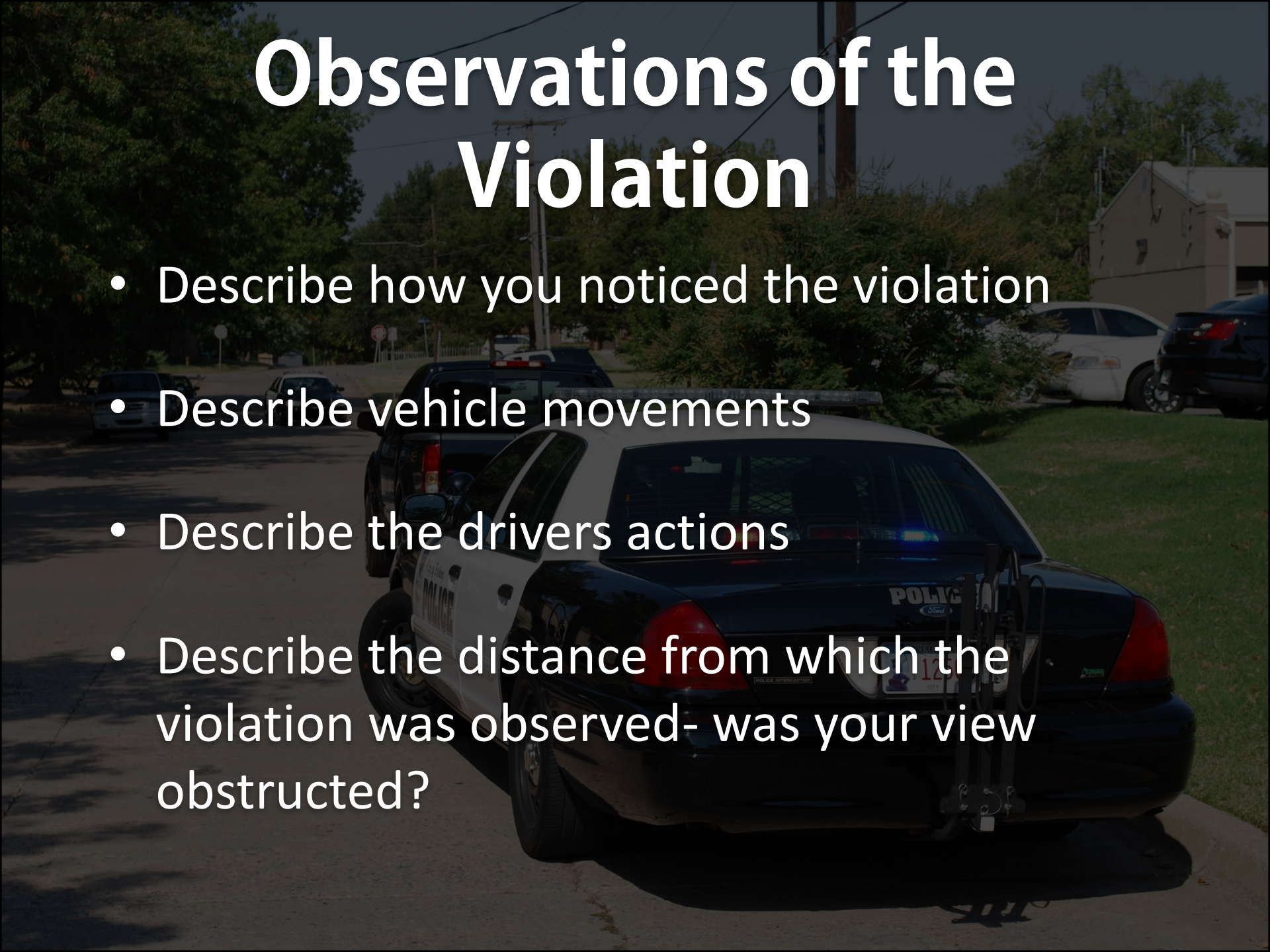


# What to Document



# Observations of the Violation

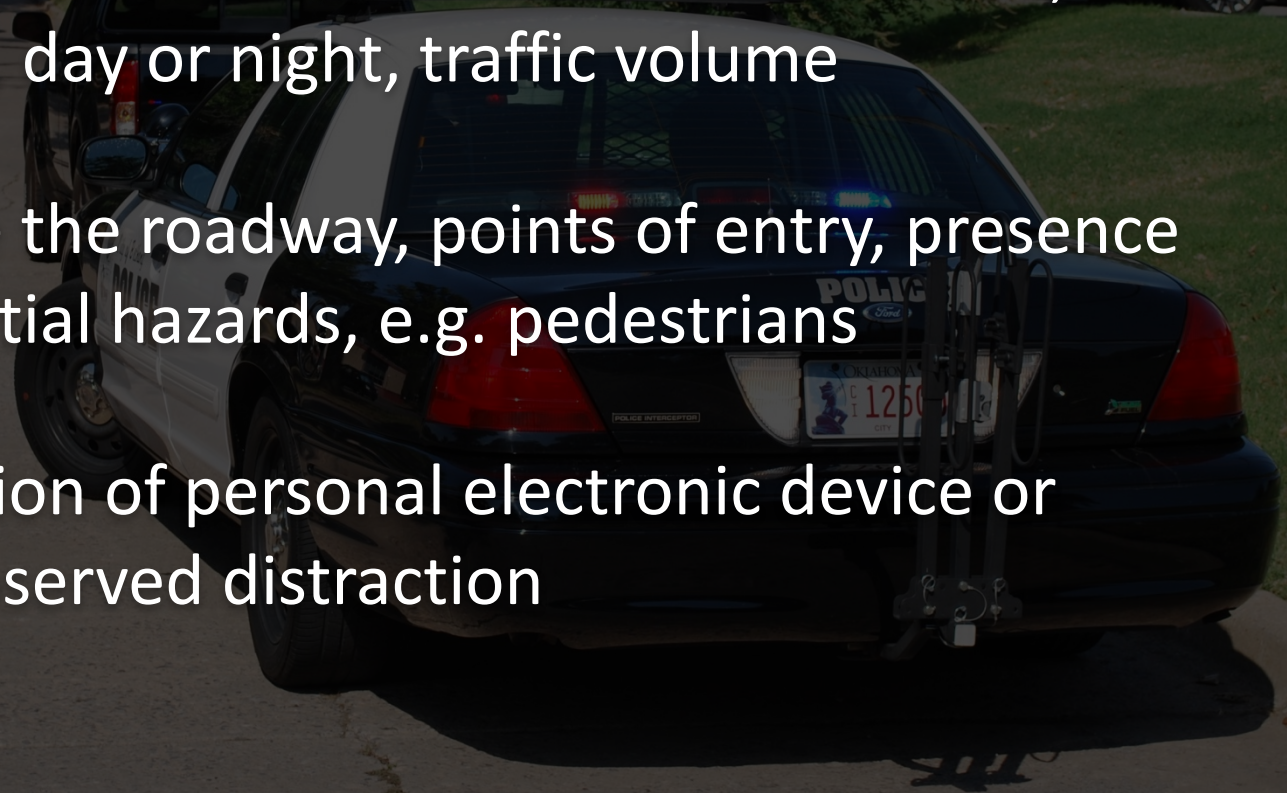
- Describe how you noticed the violation
- Describe vehicle movements
- Describe the drivers actions
- Describe the distance from which the violation was observed- was your view obstructed?





# Observations of the Violation

- Vehicle speed, lane position, direction of travel
- Note conditions at the time of the violation; weather, day or night, traffic volume
- Describe the roadway, points of entry, presence of potential hazards, e.g. pedestrians
- Description of personal electronic device or other observed distraction



# Numbers Mean Something!

35,092



# Numbers Mean Something!

1

# Numbers Mean Something!

0

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virtual-live training at  
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# Thank You!

