

# **Detering Distracted Driving**

IC23039: Last Updated 03MAR2023

# How did we get here?

- Washington Department of Transportation reported 13,758 crashes in King County caused by distracted driving in 2017.
- This led to the introduction of a new law that prohibits phone use while driving.

## NEW Distracted Driving Law

Effective July 23, 2017

### No hand-held cell phone use while driving.

- Even when stopped in traffic or at traffic light
- Includes all electronic devices even tablets, laptops and video games
- No typing messages or accessing information
- No watching videos or using cameras

### You CAN use your device if you are:

- Hands-free and can start use by a single touch or swipe of your finger
- Parked or out-of-the-flow of traffic
- Contacting emergency services



**Fines:**  
Standard traffic fine of \$136.  
Second offense:  
Fine increases to \$234.

The ticket will be reported to your insurance company.

**Dangerously Distracted:**  
You can get a \$99 ticket for other types of distraction such as grooming, smoking or eating, but only if you are pulled over for another traffic offense.

For more information  
visit: [wadrivetozero.com/  
distracted-driving](http://wadrivetozero.com/distracted-driving)

**TARGET  
ZERO**

# Objectives

- Analyze four years of survey data from King County.
- Identify which influence is most effective in deterring distracted driving.
- Determine which age group(s) to target for media outreach.

Overall Goal: Who and how to help.



# Question Areas

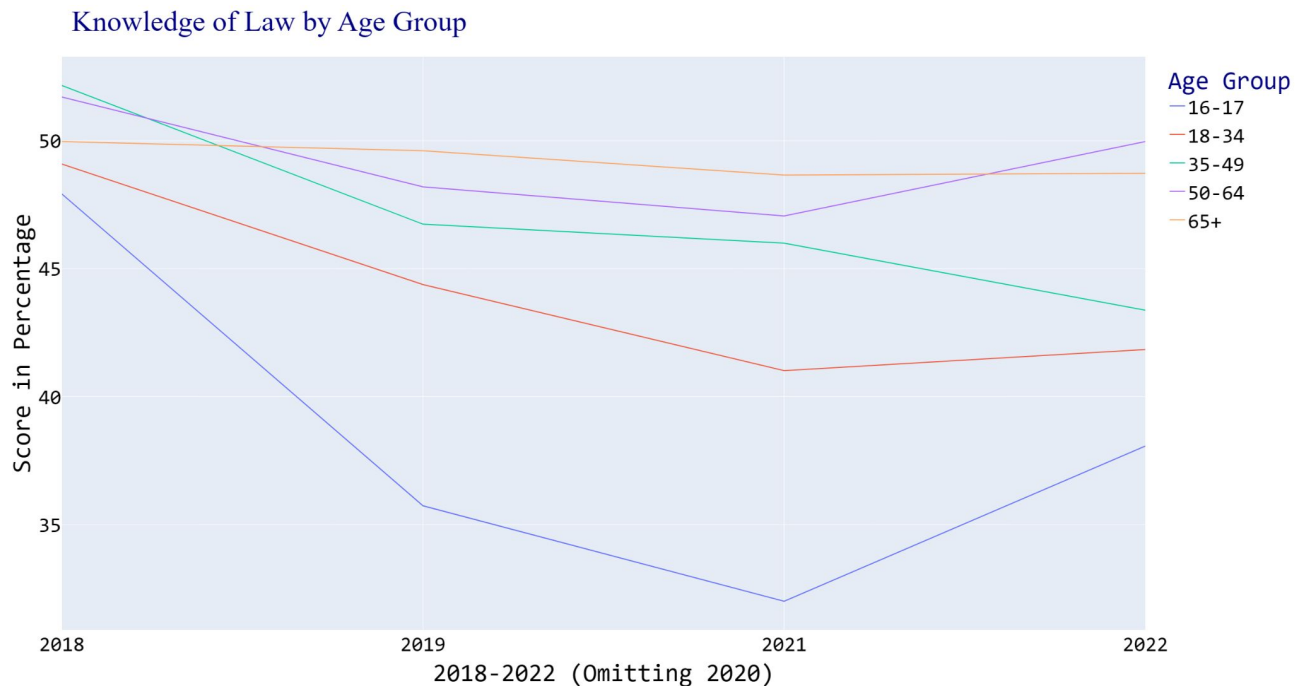
Legal  
Awareness

Who Admits to  
Distracted  
Driving

Factors  
Leading to  
Prevention

# Legal Awareness Levels

- Legal awareness of the E-DUI law decreased over the four years
- As the age group increased, awareness levels were more consistent
- Legal awareness level of 16-34 year olds were lowest of all the age groups



# Admitting to Distracted Driving

Question: In the past 30 days, how often have you...

**Read a text  
message or  
email while  
driving**

**Typed a  
message or  
email while  
driving**

**Used any app  
on your cell  
phone other  
than GPS  
while driving**

**Talked on a  
handheld  
cell phone  
while  
driving**

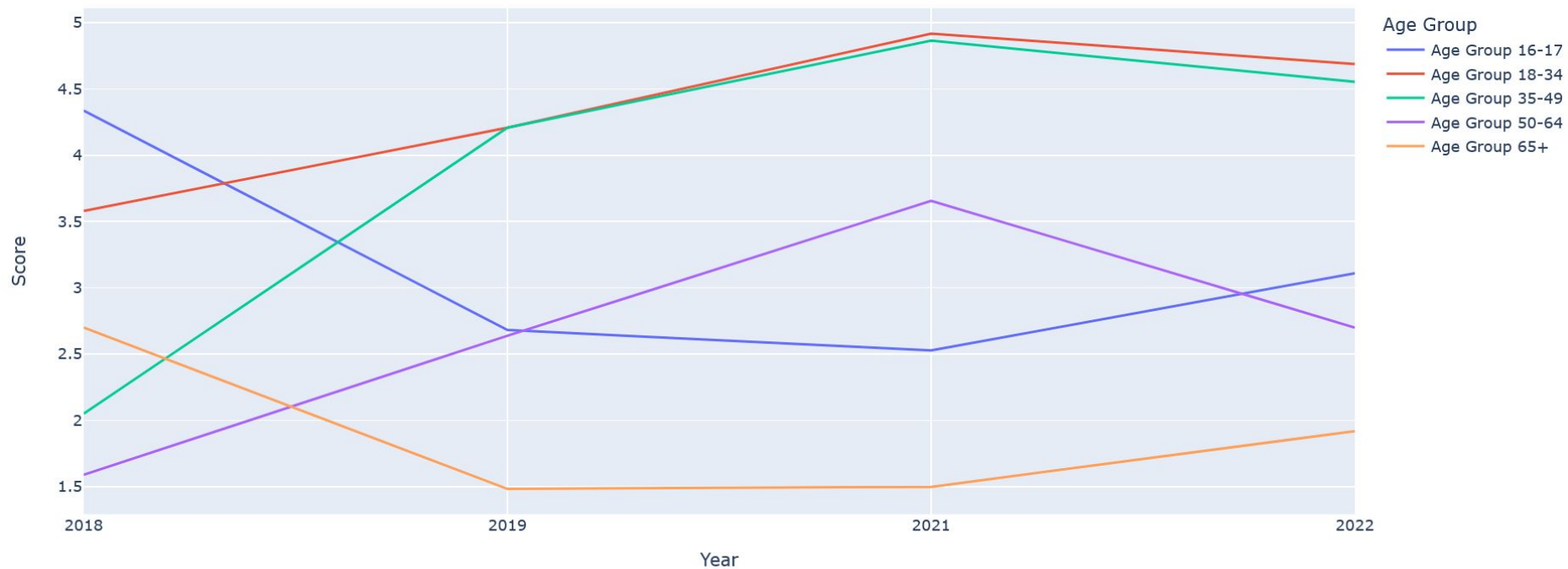
**Talked on a  
hands free  
cell phone  
while  
driving**

# “Last 30 Days” Questions Analysis

- Weighted points based on responses.
- Points added and averaged for score out of 10.
- Total averages for each age group by year.
- Additional graph to indicate only “regularly” or “fairly often” responses

1 → Regularly (10 pts)  
2 → Fairly Often (9 pts)  
3 → Rarely (7 pts)  
4 → Just Once (4 pts)  
5 → Never (0 pts)  
6 → Not Sure (6 pts)

"Last 30 Days" Questions Scores by Age Group





"Last 30 Days" Questions Scores by Age Group (for "Regularly" and "Fairly Often" Responses Only)



# FACTORS

## Social Factors

Request to stop from family,  
friends, and vehicle  
passengers

## Technology

- Bluetooth capabilities to permit hands-free cell phone use
- App to auto-respond to texts and calls
- Technology to block cell phone signals in vehicle

## Tickets

Traffic ticket cost of \$124  
and more than \$240

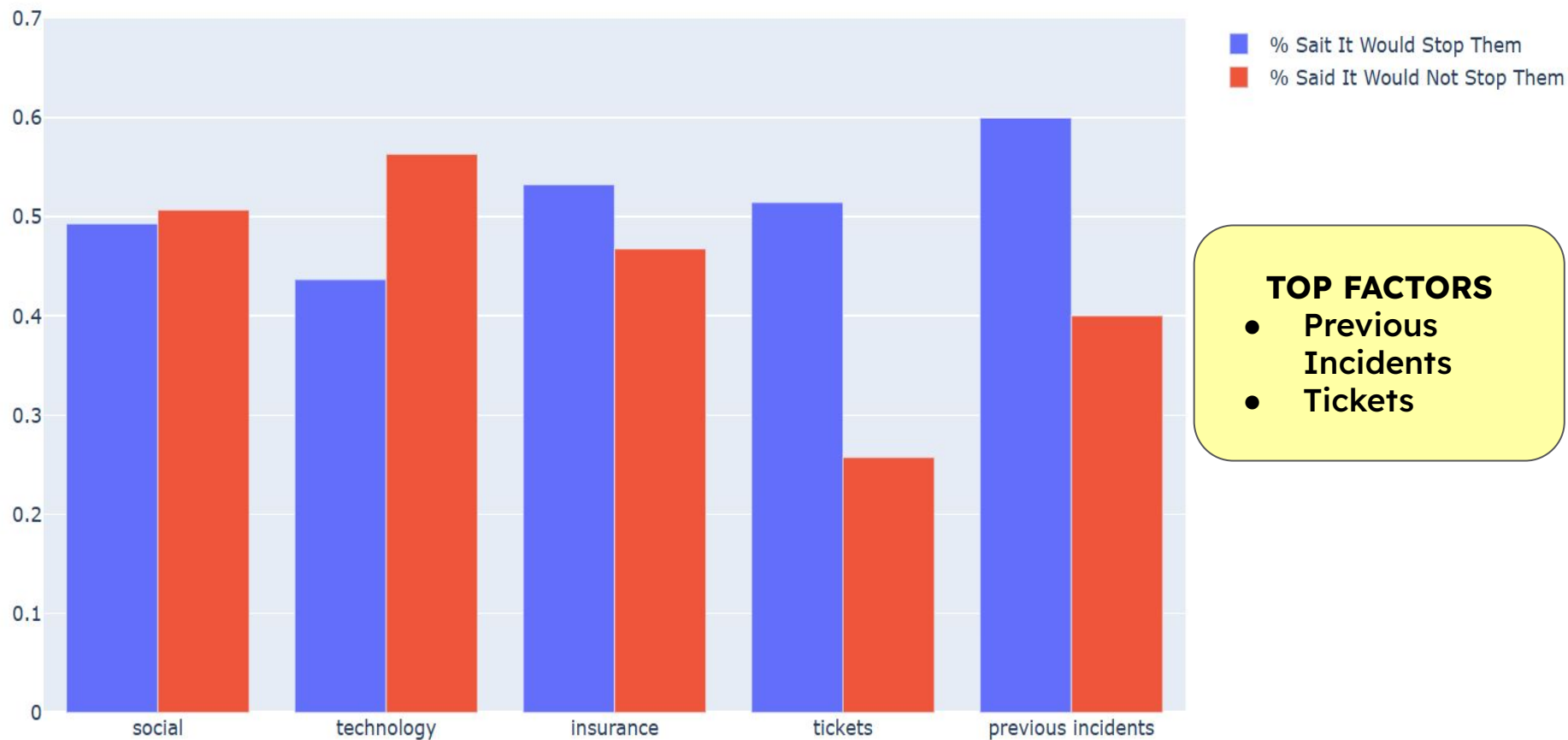
## Insurance

Traffic ticket reported to  
car insurance

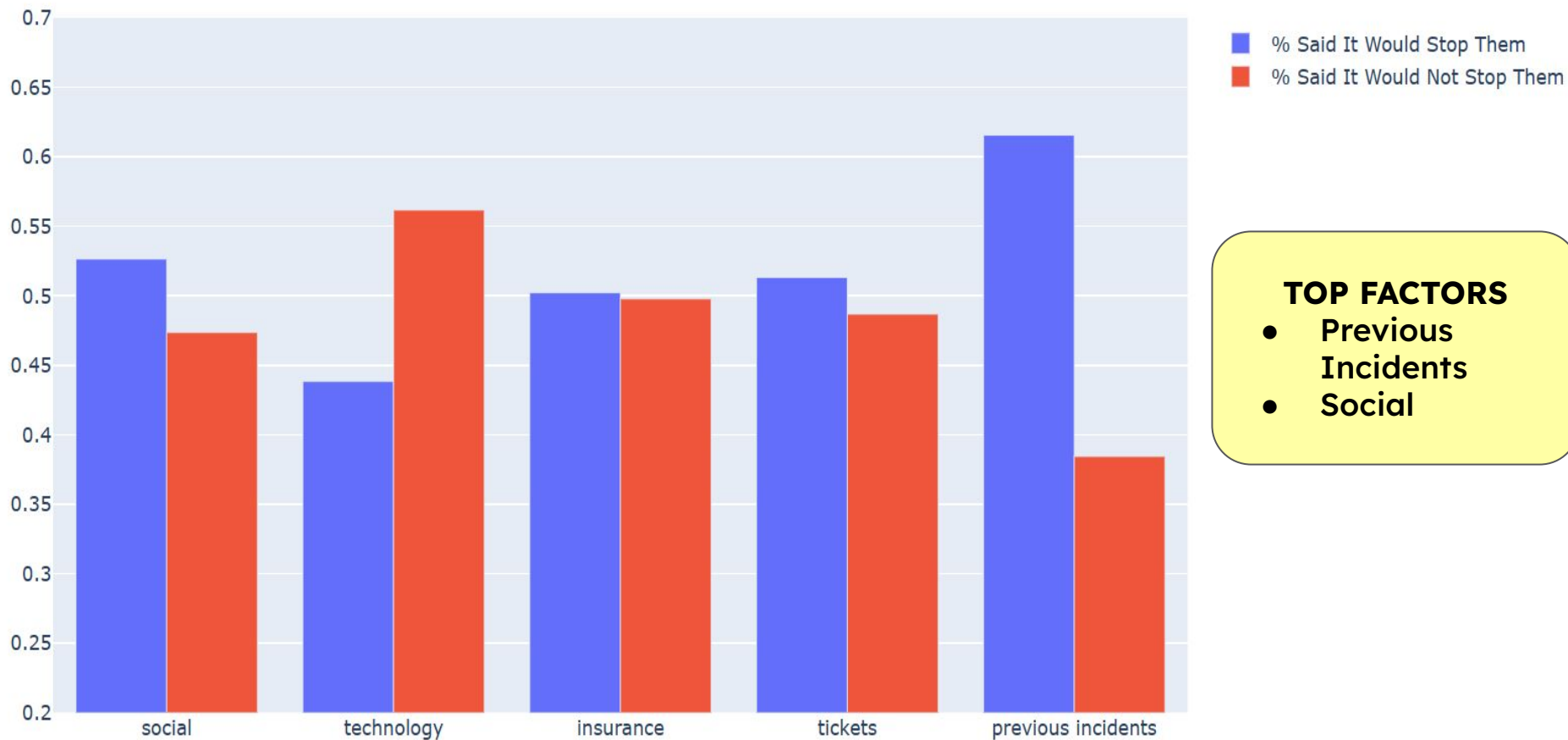
## Previous Incidents

- Crashing your car because you were using a cell phone while driving
- Killing someone with your car because you were using your cell phone

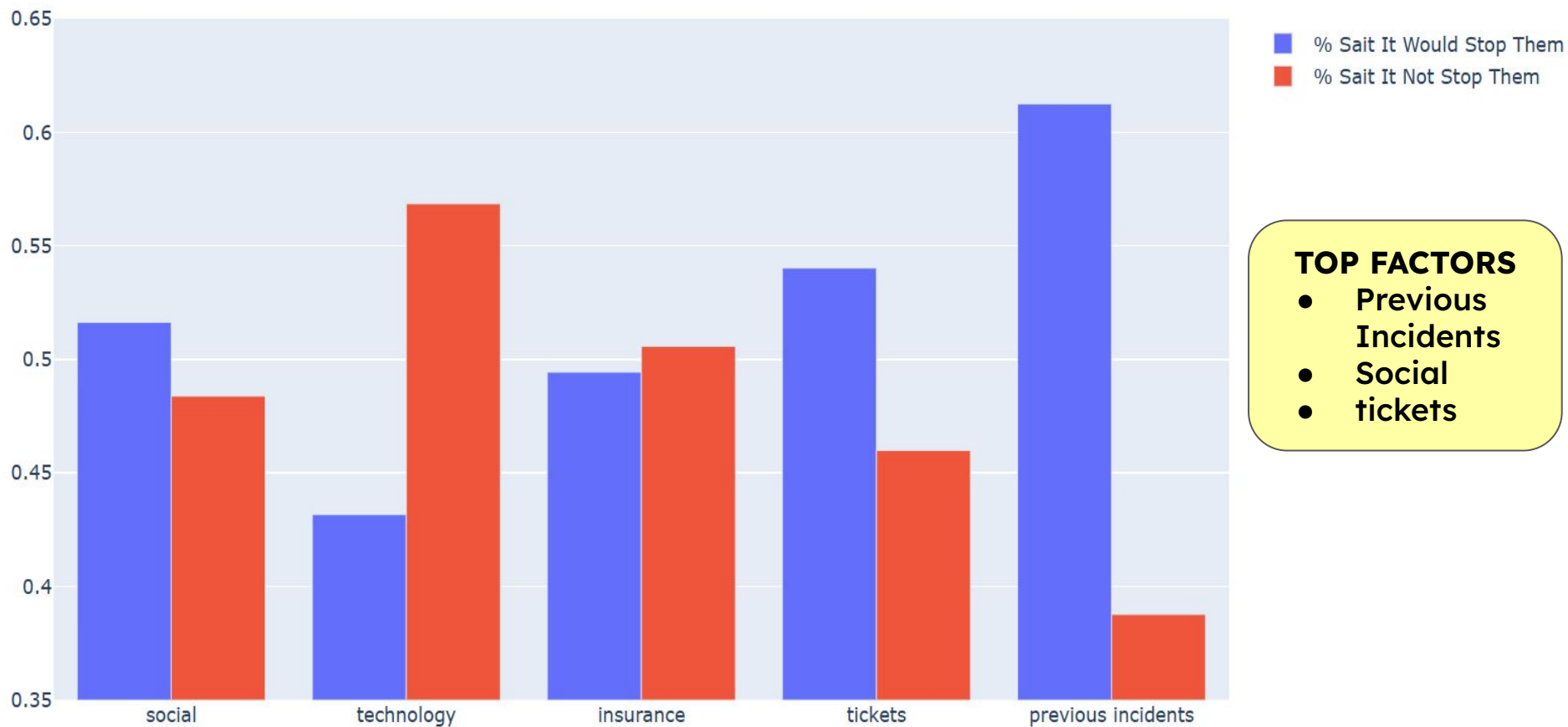
## Overall Leading Factors For All Age Groups



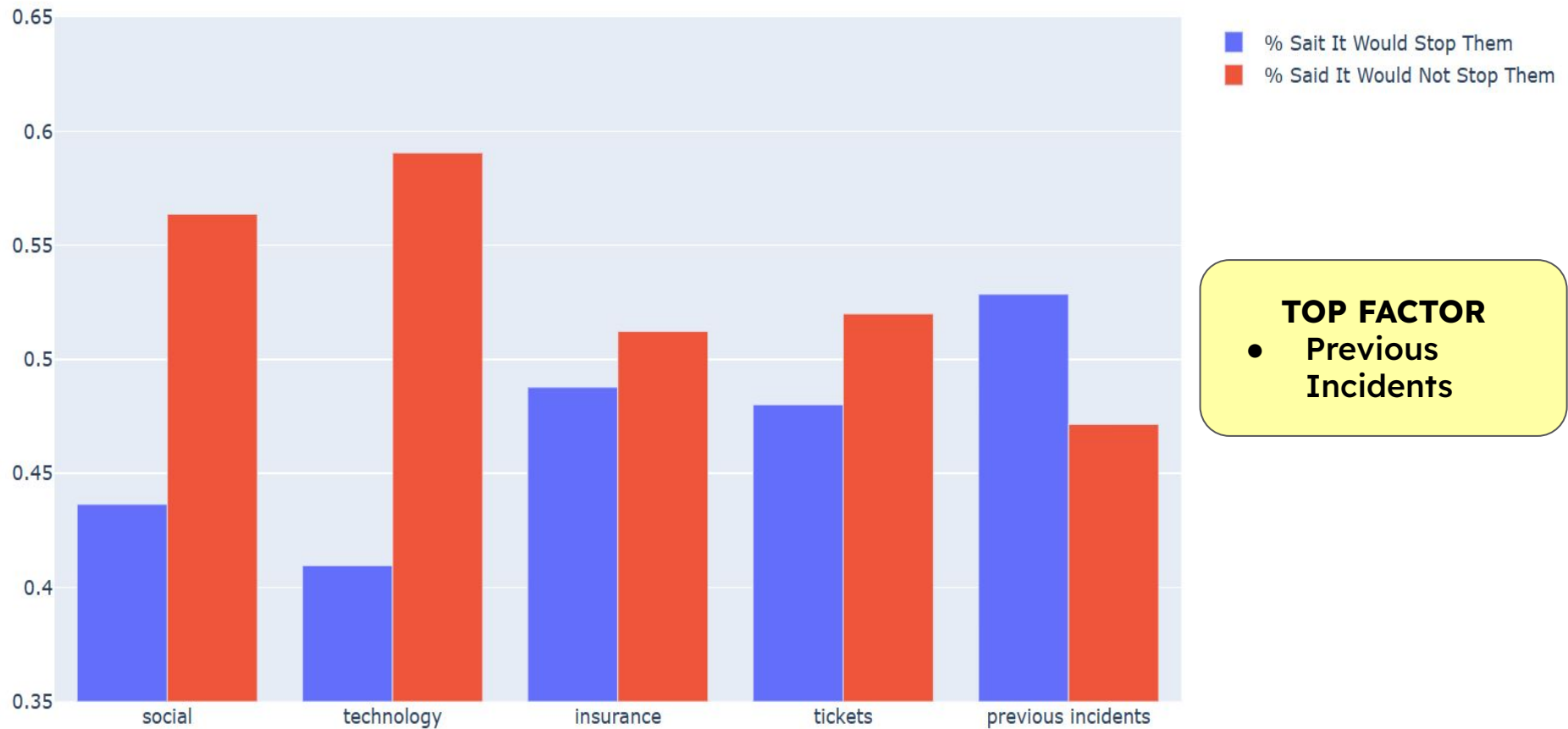
## Age Group 1 (16-17)



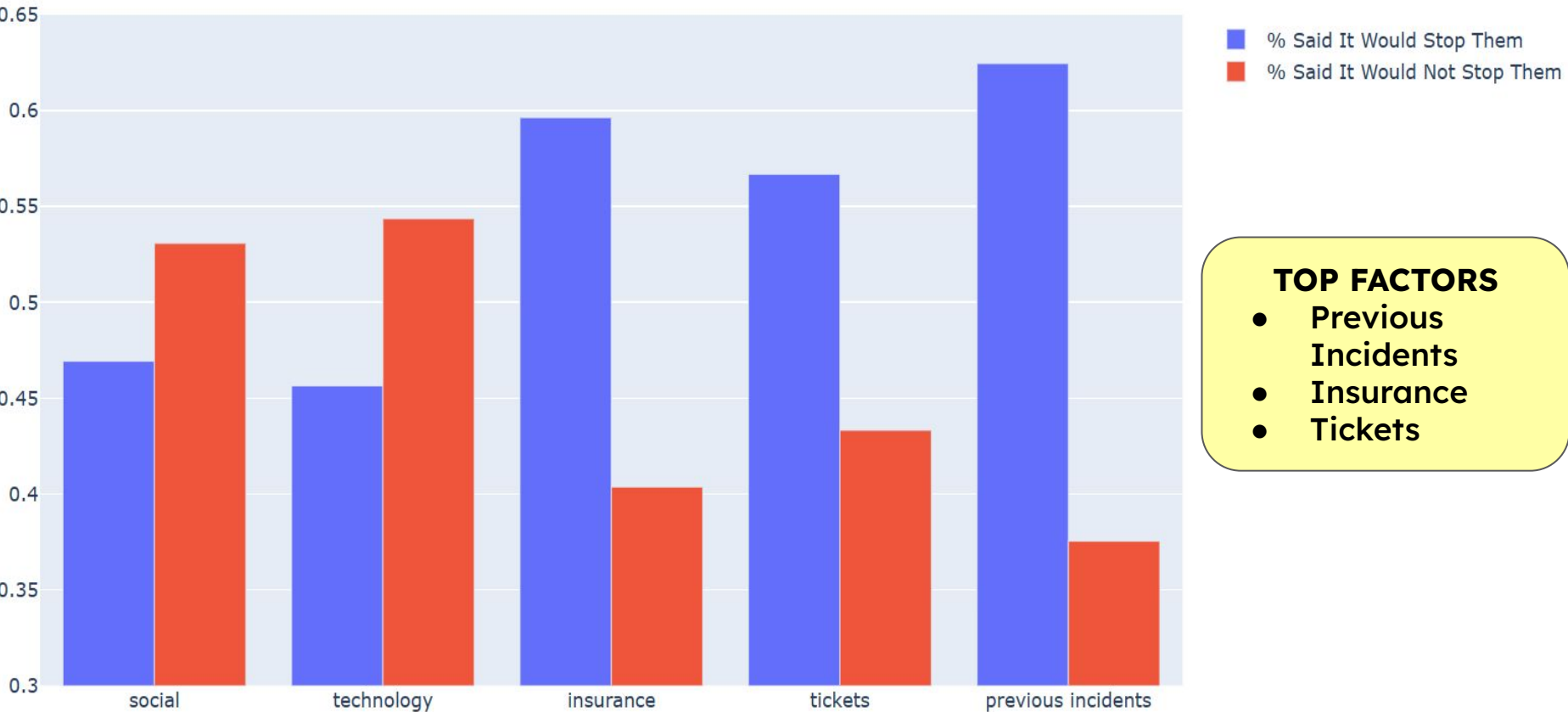
## Age Group 2 (18-34)



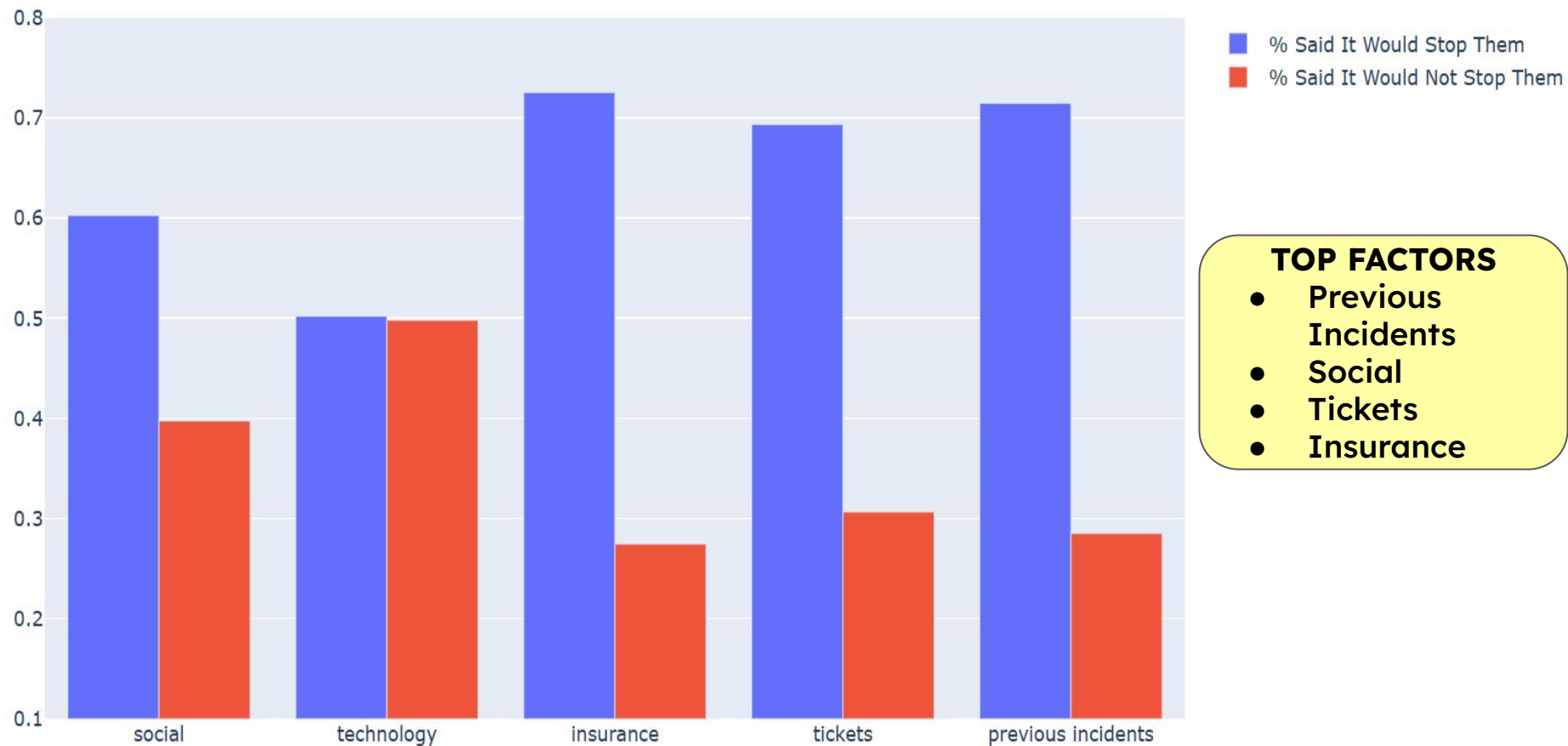
## Age Group 3 (35-49)



Age Group 4 (50-64)



## Age Group 5 (65+)





# Recommendations

Punishments more  
influential than  
rewards

Younger age  
groups more  
active on phones



Increase fines  
for law  
violations

Aim outreach at  
those on younger  
end of 18-34  
group (18-24)