

# “Making a Difference”

## Giving Back to Our Community



# Teen Driver Safety

the Transportation Engineering Perspective

# Credentials

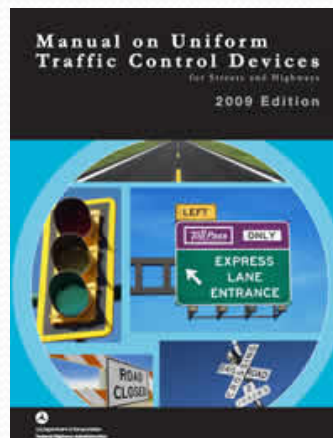
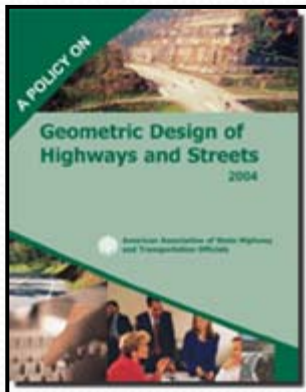
- Who are we?
  - Lincoln-Omaha-Council Bluffs Association of Transportation Engineers (LOCATE)
- What do we do?
  - Design roads and improve traffic flow
  - Safety improvements





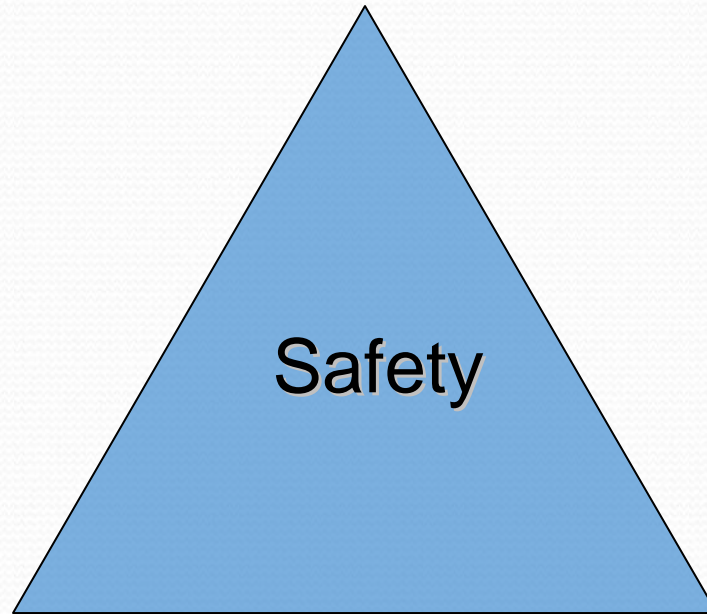
# Credentials, cont.

- Why are we here?
  - Encourage safer habits & choices / raise awareness
  - Reduce crashes
  - The highway system won't work if drivers don't do their part



# 3 E's of Traffic Safety

Education



Engineering

Enforcement



# Don't become a statistic

- approx. 40,000 crash deaths each year



Rescue or recovery?

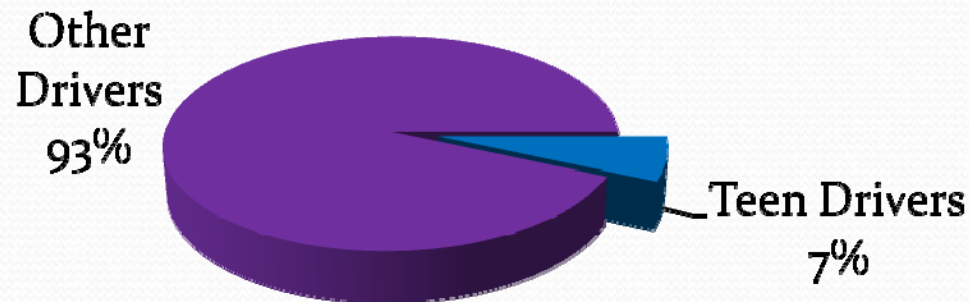
# Not Anonymous Deaths

- Some of your classmates will die in a crash in 10 years
- Crashes are the leading cause of death for ages 15-24
  - Firearms is 2<sup>nd</sup>
  - Crashes also leading cause for ages 25-44 (cancer 2<sup>nd</sup>)

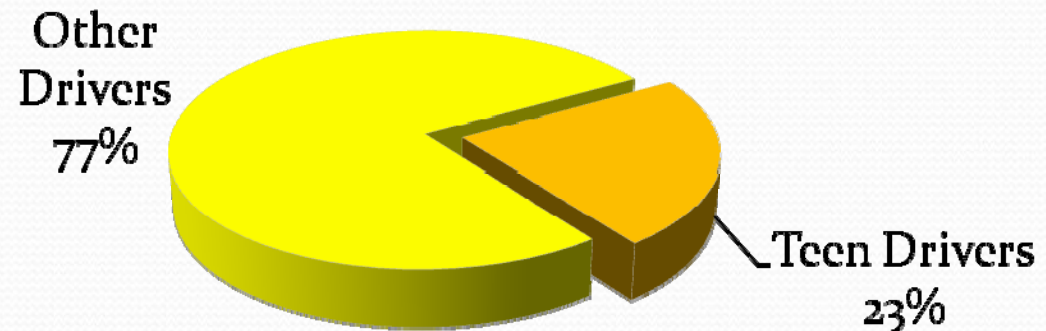


# Teen Drivers are More At-Risk

## Licensed Drivers in Nebraska



## Crash Involvement





# Why do people still die?

- Crash deaths CAN be prevented with easy choices



# Three Easy Choices

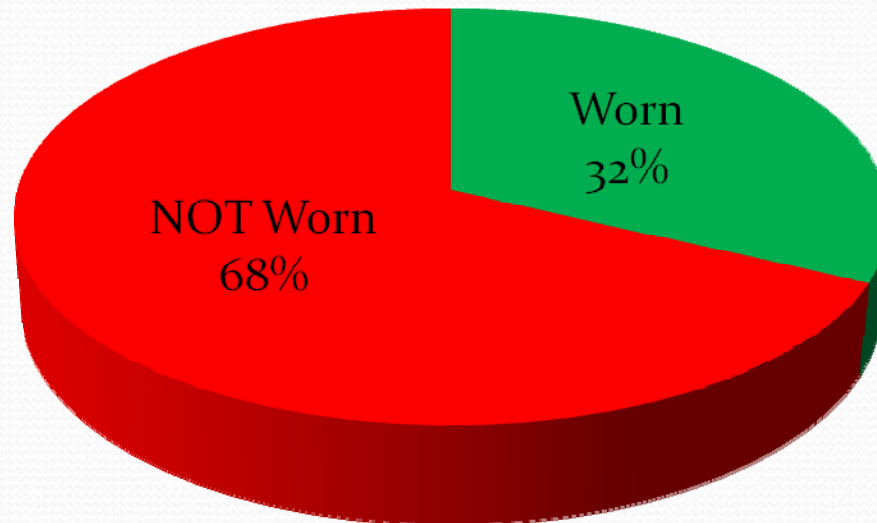
- Seat Belts
- Distracted Driving
- Impaired Driving



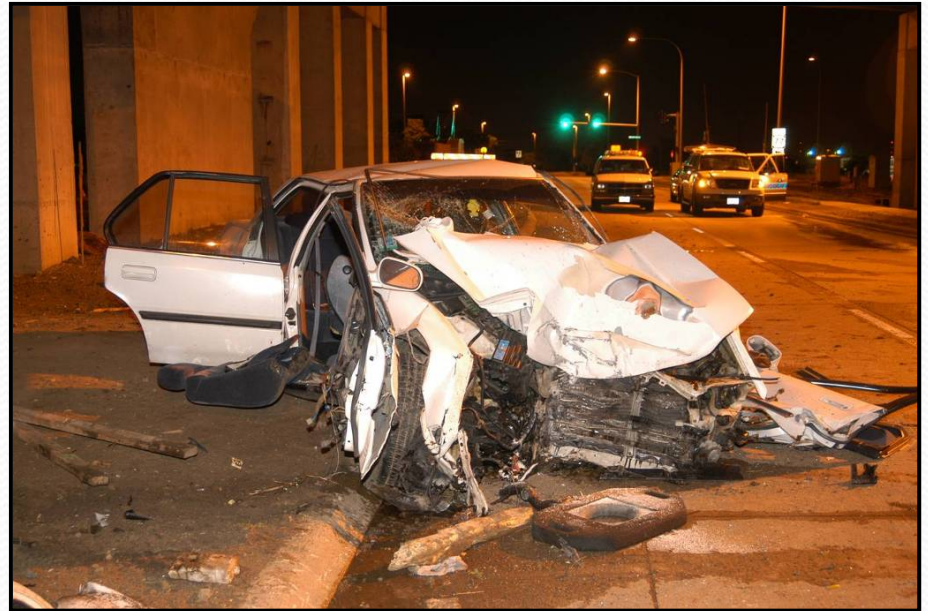
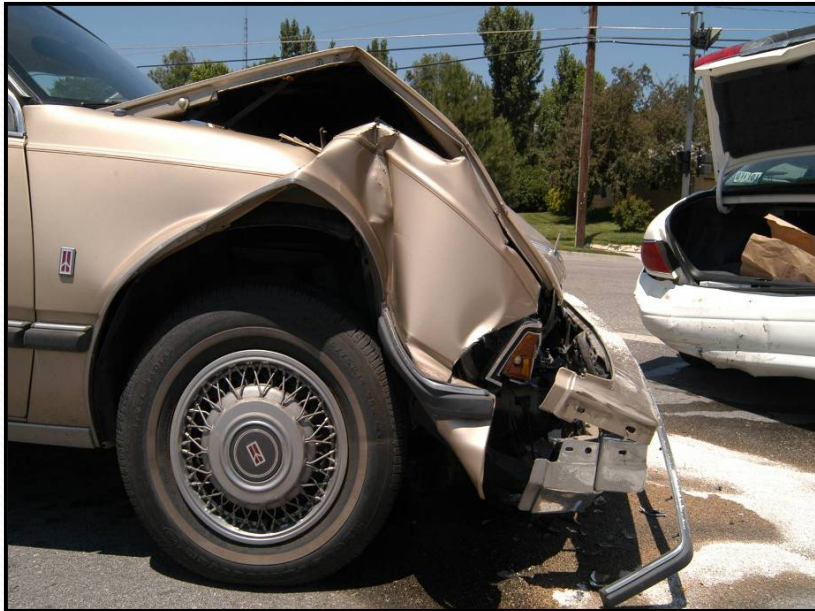


# Who wears their seatbelt?

- In Nebraska in 2009, 68% of fatal crash victims were **NOT** using their seat belts



# Which crash was fatal?



- Low speed
- Middle-aged man
- Not buckled up

- ◆ High speed
- ◆ 4 teens
- ◆ Buckled up



# Drive Cam Video



# Why wear seat belts?

- Unexpected events
- Protect yourself
- Protect others





# No Seatbelt – No Excuse



# Causes of Fatalities

- Lack of Using Seat Belts
- Distracted Driving
- Impaired Driving



# Distracted Driving



# A distraction is anything that...

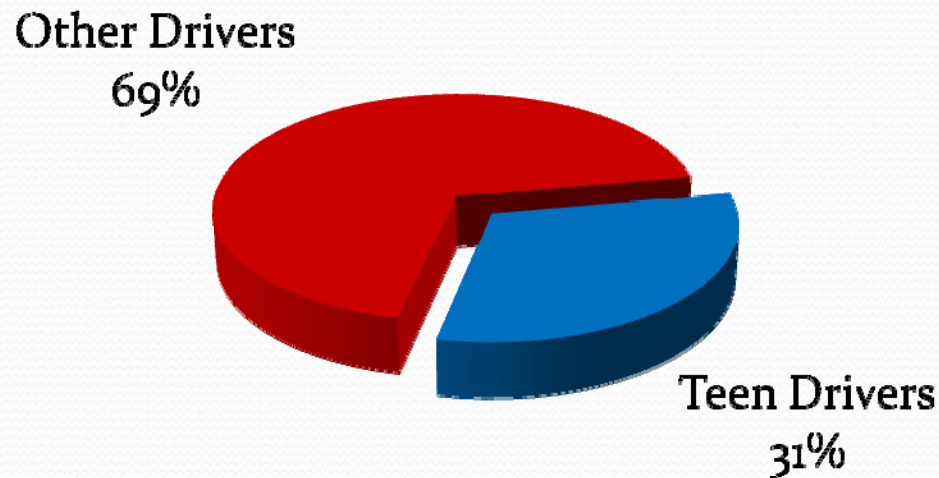
- takes your hands off the wheel
- takes your eyes off the road
- takes your mind off the task at hand



# What's the Problem?

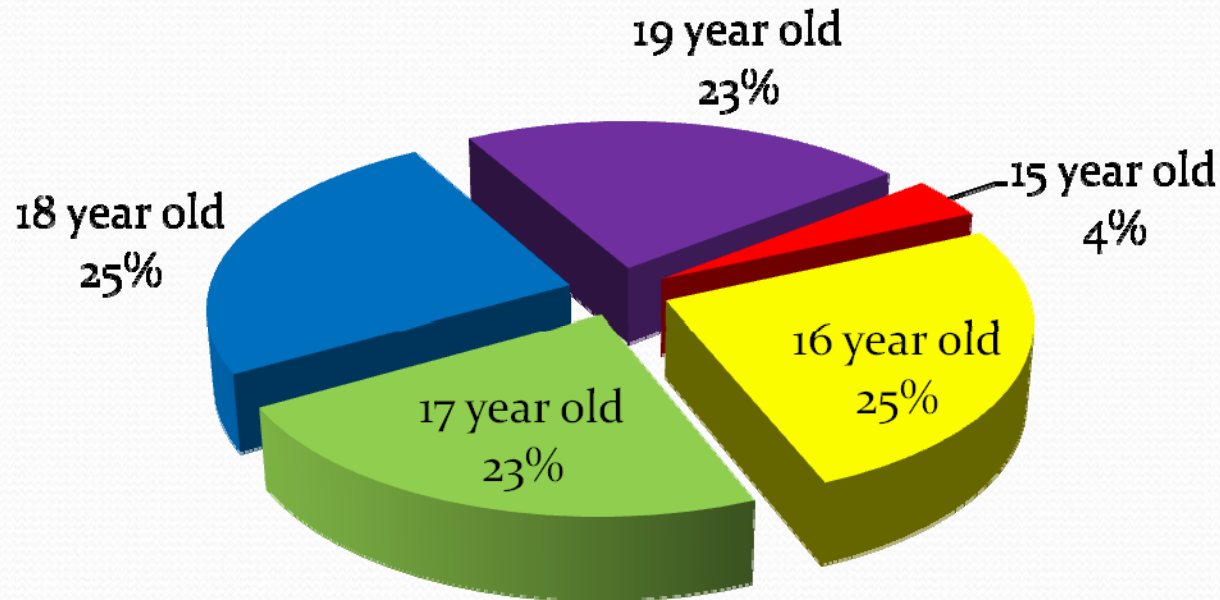
- Who drives?
- Who has a cell phone?

## Crashes Involving Cell Phone Distraction



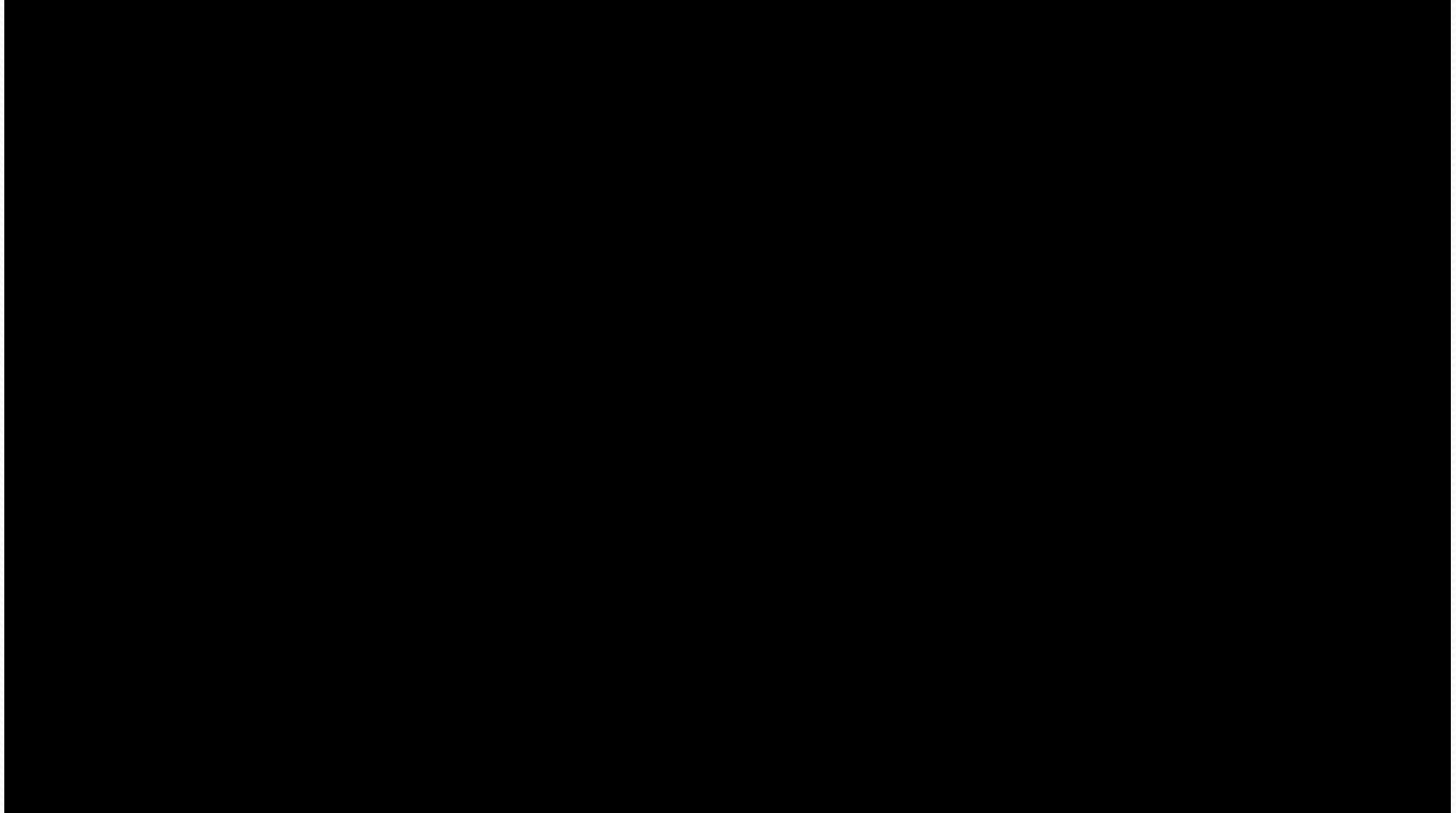
# Teen Cell Phone Crashes

- All teen ages are equally bad drivers

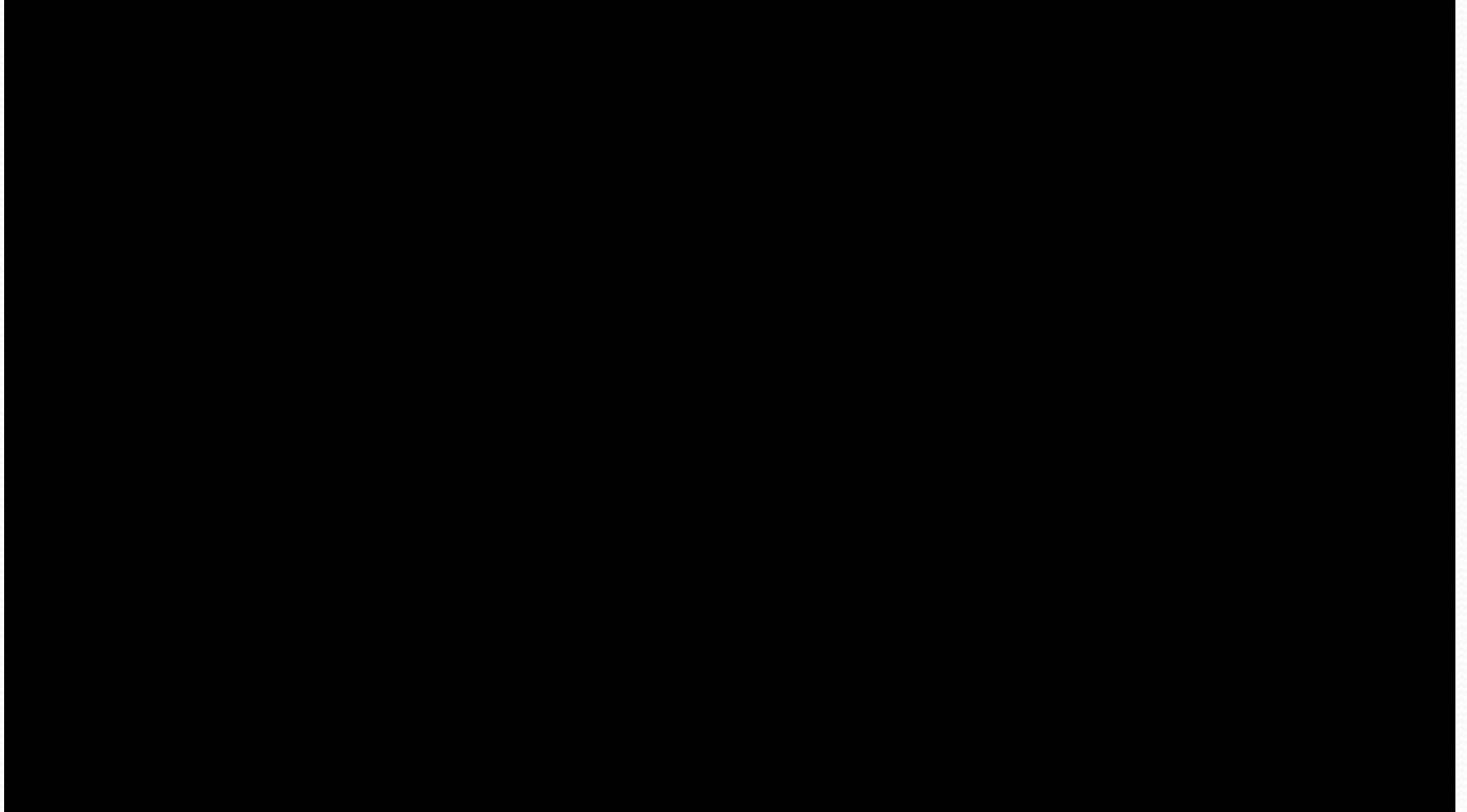




# AT&T: The Last Text



# 10-85 Echo





# Nebraska's Distracted Driving Law

- Enacted April 9, 2010
- Secondary Offense
- Fines
  - 1<sup>st</sup> Offense: \$200 plus 3 license points
  - 2<sup>nd</sup> Offense: \$300 plus 3 license points
  - 3<sup>rd</sup> and after: \$500 plus 3 license points

*“Handheld wireless communication devices include, but is not limited to, mobile or cellular telephones, text messaging devices, personal digital assistants, pagers, or laptop computers.”*

# Mechanism of Destruction

More than “not paying attention”



# After 1 second

25 mph



45 mph



75 mph



How far do you travel?

$$v = \frac{d}{t}$$

# After 2 seconds

How far do you travel?

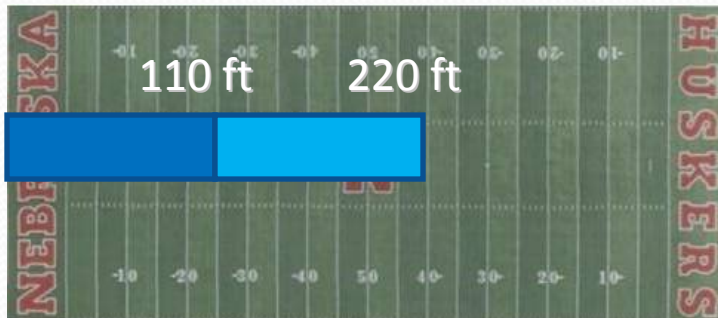
25 mph



45 mph



75 mph





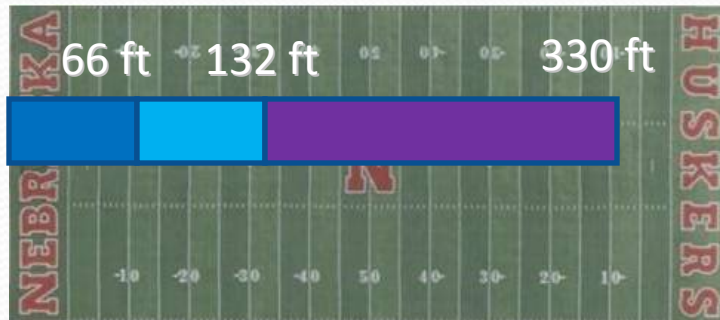
# After 5 seconds

How far do you travel?

25 mph



45 mph



75 mph



# Stopping Sight Distance

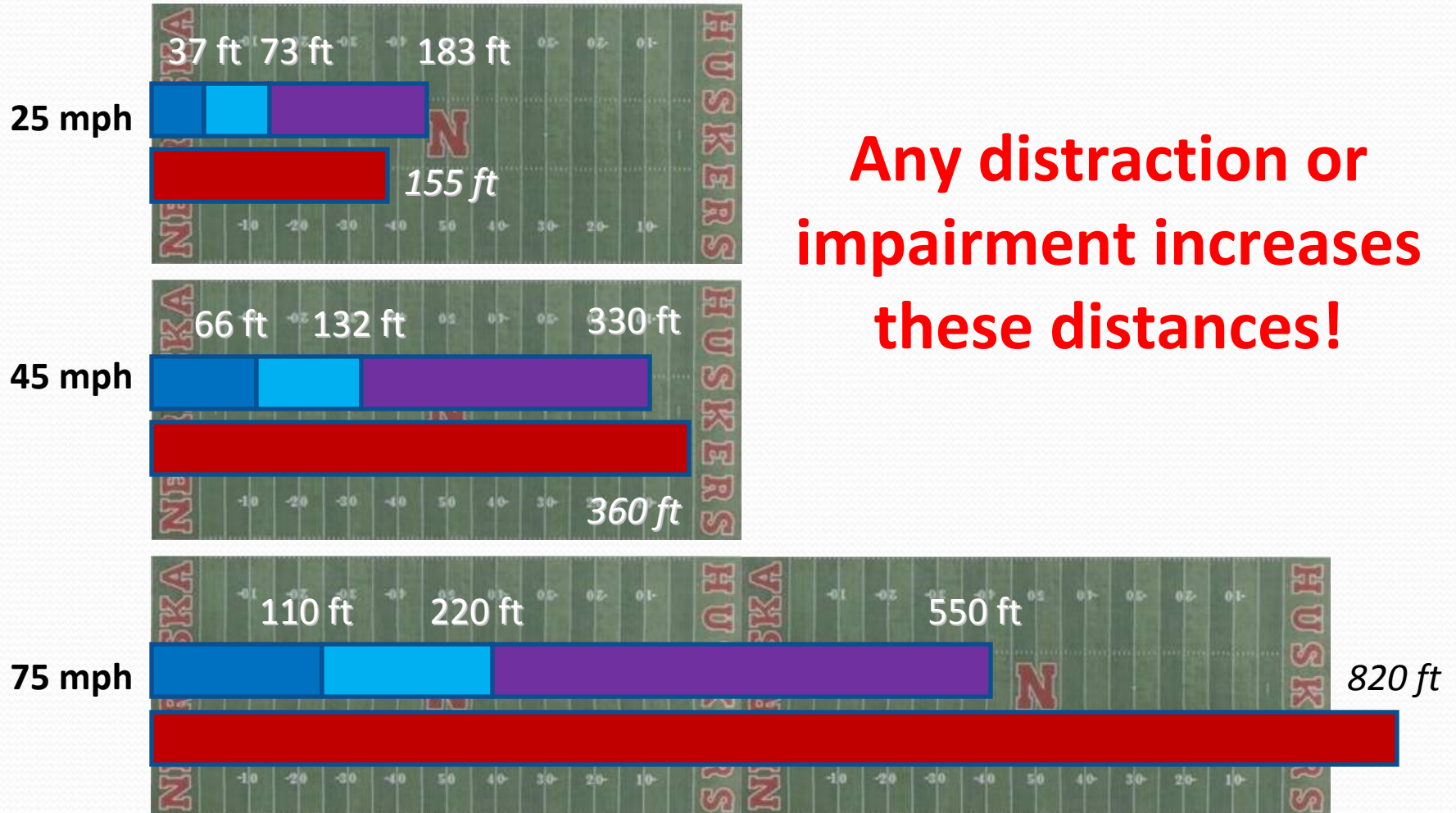
$$SSD = 1.47Vt + \frac{V^2}{30 \left( \frac{a}{g} \pm G \right)}$$

Perception-Reaction Time

Braking Distance



# Stopping Sight Distance



# No text is *that* important

- Choose to avoid distractions
- Buckle up



# Causes of Fatalities

- Lack of Using Seat Belts
- Distracted Driving
- Impaired Driving

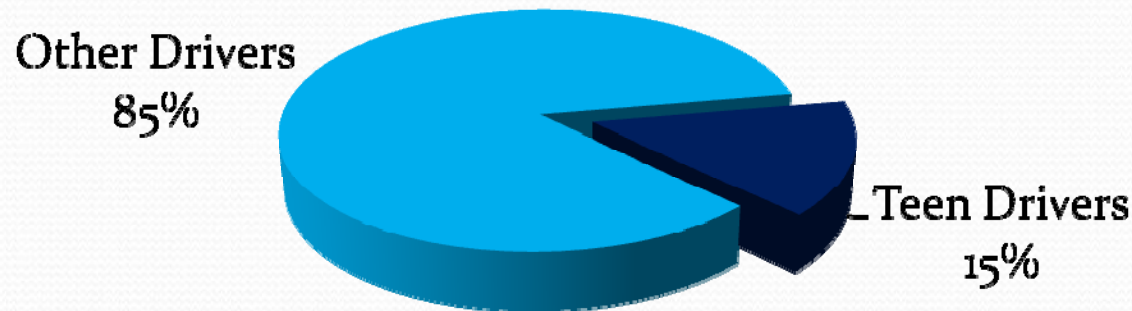
# Impaired Driving

- Alcohol
- Drugs
- Fatigue





# Alcohol-Related Crashes



- Should be lower!
- Under-age drinking happens
- If you drink, **DO NOT** drive
- Call your parents – beats the alternatives

# Blood Alcohol Content

- Age 21 and over: 0.08 BAC
- Age 20 and under: Zero Tolerance





# Impaired goggles



Green Strap:  $BAC = 0.04 - 0.06$



Blue Strap:  $0.06 - 0.08$  Night



Black Strap:  $0.08 - 0.15$



Red Strap:  $0.10 - 0.17$  Twilight

# Make A Difference!

- Wear your seat belt
- Keep your eyes and mind on the road
- Don't drink and drive





# For more information

- [www.dmv.state.ne.us/highwaysafety/index.html](http://www.dmv.state.ne.us/highwaysafety/index.html)
- [www.drivingskillsforlife.com](http://www.drivingskillsforlife.com)
- [www.zerofatalities.com](http://www.zerofatalities.com)
- [www.deathbycellphone.org](http://www.deathbycellphone.org)

# MAD Campaign Statistics (9-14-11)

- 56 school visits
- 8 local high schools
- 4,860 students
- 20+ volunteer presenters (LOCATE members)





# MAD Results

"I have been meaning to send you a note for some time now. I wanted to thank you so much for showing the driving safety video in class. Ashley said it was pretty a pretty graphic movie and I hope you didn't get a lot of grief from other parents for that. I think these kids are old enough to deal with reality. I have to say that prior to watching the video the only times our seatbelts were ever worn was maybe when we were on the interstate or Ashley was practicing driving. There were even times when she was driving that I caught her trying to text!!! **But let me tell you that since that movie she will not allow ANYONE to get in our vehicle with out buckling up and she won't even let me answer the phone while I'm driving! It has already become a habit to buckle up when we get in the car and even though she has not received her license yet, I know that when she does she will continue to buckle her seatbelt and I hope she will always remember the images of that movie and doesn't let her cell phone distract her for a second!** Thank you from the bottom of my heart for showing that video, I hope you show it to every class you teach at LHS! You are saving lives and will probably never know it!"

~ Lincoln High School parent



# MAD Results

2008 GOVERNOR'S  
TRANSPORTATION SAFETY CHALLENGE  
SPECIAL RECOGNITION AWARD  
**Lincoln, Omaha, Council Bluffs Assn.  
of Traffic Engineers**

*For assisting the State of Nebraska in reducing the  
annual traffic fatality rate by  
addressing the following emphasis area:*

**Young Drivers**

April 8, 2009

Date



Governor, Dave Heineman





# Questions?

- Contact Information:

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