



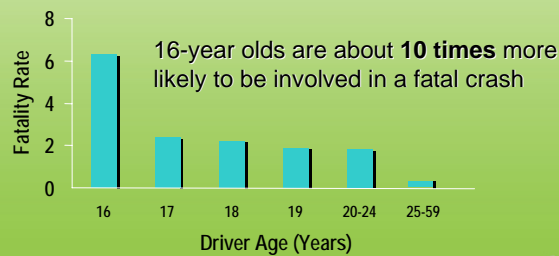
Texas Institute of  
Transportation Engineers  
Summer 2006 Conference

June 24, 2006



## The Novice Driver Problem

Fatality Rate per 100 Million Vehicle Miles Traveled





## Teenage Drivers – A Tragic Story

- Motor vehicle crashes are the **number-one killer of teens in America**
- Car crashes account for 2% of all deaths in U.S.
  - They account for **70% of teen injury deaths**



## Teenage Drivers – A Tragic Story



- On average, one teen injured in a car crash every 15 minutes (approx. 100 times as many injuries as fatalities)
- Over **500 Texas teens** are killed in car crashes each year
- Cars driven by teens kill over 800 per year in Texas





## Tragedies Put in Perspective

- **Approx. 6,000 teens per year** killed in traffic crashes in U.S.



## Tragedies Put in Perspective

- Equivalent of one commercial airliner full of teens crashing every week





## Key Statistics

- In U.S., teens are involved in 15% of crashes
- In Texas they are in 22% of crashes



Source: National Highway Traffic Safety Administration statistics



## Key Statistics

- Drinking and driving involved in only 12% of 15 & 16-year old driver crashes
- Campaigns directed at this issue are **missing 88% of the problem** for this age group



### Teen driver in fatal crash was not drunk

**Scholarship fund**

Max Snyder, the father of Bryan K. Snyder, has announced a scholarship fund in Bryan's memory.

Bryan's blood alcohol level was 0.13 percent, which means he was legally drunk. The state's legal limit for driving is 0.08 percent.

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After reading the story in Wednesday's Journal and...

Source: National Highway Traffic Safety Administration statistics





## Key Statistics

- Total economic cost of crashes with drivers age 15 to 20 years old = **\$41 Billion per year**



Source: National Highway Traffic Safety Administration statistics



## The Highest Risks

- Driver inexperience
  - Coupled with following situations/conditions*
  - Driving at night
  - Distractions
    - Teen passengers in the vehicle without an adult
    - Cell phones
  - Low seat belt use
  - Speeding/racing
  - Alcohol/drugs

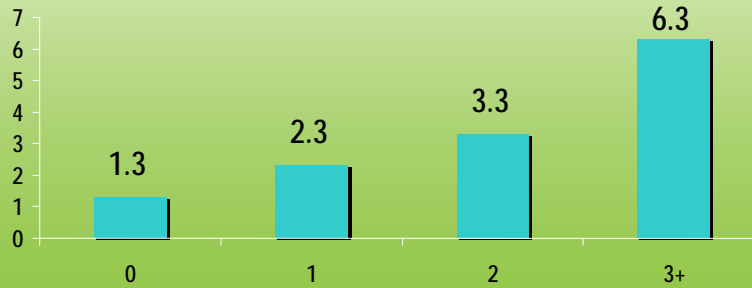






## Crash Rates by Number of Teen Passengers

Ages 16-17, per 10,000 trips



Source: Insurance Institute for Highway Safety



## Additional Issues

- Reduction in exposure to basic education due to lack of driver education in public schools





## Additional Issues

- Parent-taught driving
  - Surveys have shown parents have same fundamental awareness deficiencies
- 40% of Texas teens currently licensed via parent-taught driving
- On-road test by DPS no longer required – 87% of licensed teens are **not** taking the on-road test



## Additional Issues

- More distractions in the vehicle
  - Cell phones
  - DVD players
  - In-vehicle guidance systems





## Additional Issues

- No significant impact of **Graduated Driver Licensing** in Texas (recent TTI study)
  - Only 30% of teens were aware of new law (2003 survey of 2,500 students)



## Project Goal

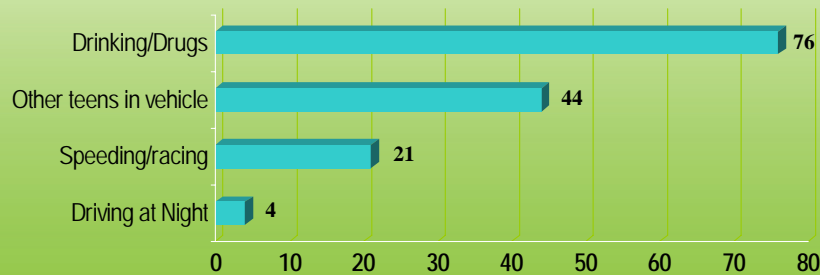
- To establish a sustainable peer-to-peer program that will increase awareness of teen driving risks and decrease the frequency of crashes involving teen drivers.







## Teenage Knowledge of Highest Risks (Pre-Pilot Project)



## Awareness Changes from Pilot Project

Driving/Risk Factor	Awareness Before	Awareness After	% Change
Driving at night	4%	13%	+202
Other teens	44%	67%	+51
Speeding	21%	30%	+44
Alcohol/drug use	76%	80%	+6



## Project Resources

- Base “kit” of materials such as:
  - Website: **t-driver.com**
    - Video testimonials
    - Short-story video
    - On-line materials
      - Logo
      - Business card



## TDS Business Card



*Keep Our Drive Alive*

### Know Your Risks

1. Be extremely careful when driving at night.
2. Avoid distractions, like cell phones and too many teen passengers.
3. Don't speed.
4. Always wear a seat belt.
5. Don't drive under the influence of alcohol.



## TDS Poster



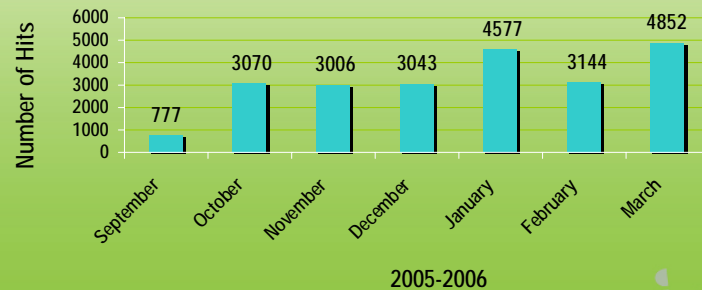
## Additional Resources

- Templates and/or samples for wrist bands, key chains, air fresheners, t-shirts, etc.
- Webinar "Talk Show" for teens
- "How To" guide for students/student organizations





## t-driver.com Web Statistics



## Additional Benefits

- “Service Learning” opportunities to reinforce key facts/risks
- Helps obtain “Community Service” credits
- Develops responsibility and leadership skills in youth



## Deployment in Texas 2006-2007 School Year (~ 50 schools)



## Future Plans

- Create a clearinghouse of materials for:
  - Teens
  - Parents
  - Educators







## Statewide Efforts

- Texas Annual Student Council Conference, Arlington – April 2006
- Texas PTA Conference, Austin – July 2006
- Texas Association of School Administrators, Houston – October 2006



## Funding Partners





## How Can You Help ?

- Corporate Funding Opportunities (\$1,000+ recognized on website, etc.)
- Personal tax-deductible donations
  - Can dedicate to loved one



## Teen Testimonials





## Program Contacts

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[t-driver.com](http://t-driver.com)

