

# Technology and Distracted Driving

A DRIVING FORCE FOR SAFETY



TRAFFIC INJURY  
RESEARCH FOUNDATION

# Refine or Develop Methods

- **Consensus was yes for both**
- **Public perceives government as more credible in setting performance standards**
- **But shared responsibility**
- **Need multi-sectoral approach -- government, industry, service providers and users**



# Refine or Develop Methods

- **Not ready to set performance standards, need more research**
- **Research/evaluation takes time and money**
- **Manufacturers' want to get technology on vehicles quickly at minimum cost**



# Refine and Develop Methods

- **Testing has to keep up with technology development**
- **Need to consider cumulative effects of multiple technology – e.g., cell phones and route guidance**



# Refine and Develop Methods

- Focus on specific groups such as novice and older drivers
- Need same performance standard for OE and aftermarket
- Standards shouldn't limit innovation
- Better to have an interim solution while we develop standards – e.g., educating public



# Use/Purpose of Information

- **Users have a responsibility to operate equipment safely**
- **Guidelines needed for when to use and not use technology**
- **Drivers should be trained in the use of technology (but by whom?)**



# Use/Purpose of Information

- **NCAP-type ratings of the safety of telematics**
- **Labeling indicating equipment might be unsafe**
- **Developing consensus by expert panel as to what is safe equipment**



# Technology to Reduce Risk

- Yes, consensus that it is important
- EDR's for monitoring telematic use
- Active safety devices such as ACC, collision warning and lane departure devices need to be further evaluated
- Need to consider behavioural adaptation to this technology



# Technology to Reduce Risk

- **Manufacturers' should be doing more active safety research**
- **Constrained by consumers do not want to pay for safety add-ons**
- **New funding mechanisms should be considered – e.g., surcharge on telematics equipment**



# Technology to Reduce Risk

- **Government and industry should continue to work towards an MOU on performance standards**
- **In the interim, government, industry and NGOs should raise awareness about the risks of using telematics**



