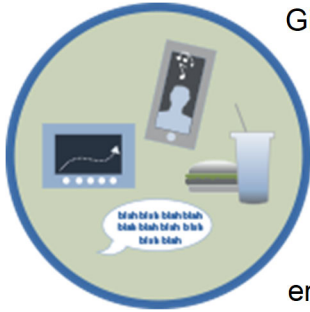


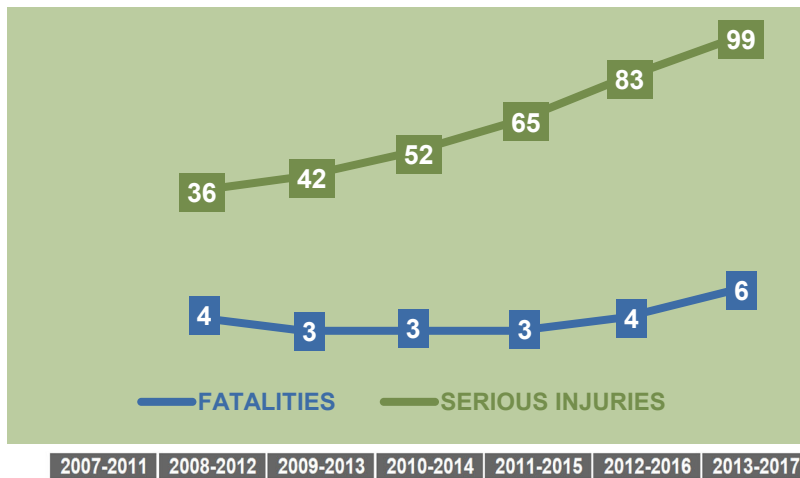
Emphasis Area: Distracted Driving



Given emerging significance at the state and national level, Distracted Driving, including fatigued driving, is addressed by NOACA as an emerging safety issue in the region, and its effect on other emphasis areas. It is believed that distracted and fatigued driving has been historically under-reported; however, with heightened awareness by law enforcement and throughout society in general, reported incidents are expected to increase. In 2019, the Ohio Department of Public Safety will make additional changes to its crash reporting form (OH-1) to enable enforcement officers to better categorize the types of driver distraction.

NOACA examined crash data available as far back as 2008 to evaluate the five-year rolling averages since the annual ODOT safety performance measure worksheets do not summarize crashes for the Distracted Driving emphasis area.

DISTRACTED DRIVING 5-YR AVERAGE TRENDS



Crash Trend for Distracted Driving Fatalities

▲ 50%

5-Year Rolling Average from 2012 to 2017

Performance Measures:

Number of distracted-driver-related fatalities

Number of distracted-driver-related serious injuries

Targets:

2% reduction in distracted driving fatalities each year between 2017 and 2023, from 6 to 5

2% reduction in distracted driving serious injuries each year between 2017 and 2023, from 99 to 88

Strategies:

Promote outreach strategies that convey a message against distracted driving

Support appropriate policy change that addresses distracted driving

Emphasis Area: Distracted Driving

Performance Measure #1: Number of distracted driver-related fatalities

TARGET: 2% reduction in distracted driving fatalities each year between 2017 and 2023, from 6 to 5

Performance Measure #2: Number of distracted driver-related serious injuries

TARGET: 2% reduction in distracted driving serious injuries each year between 2017 and 2023, from 99 to 88

Strategy #1: Promote outreach strategies that convey a message against distracted driving	
Action	Measure
Participate in regional and local safety meetings, coalitions and committees	# meetings attended
Promote partner messaging	# messages promoted
Promote distracted driving awareness events conducted at high schools and public venues	# messages promoted

Strategy #2: Support appropriate policy change that addresses distracted driving	
Action	Measure
Support local and state actions that create or strengthen laws which address distracted driving	# actions supported