



CITY OF
Goodyear

Commitment to Excellence



Texting While Driving

PRESENTATION OVERVIEW

- Definitions and explanations
- Nationwide information and what other Arizona cities do
- Considerations for an ordinance
- Alternatives to an ordinance



Texting While Driving

TEXTING FACTS

Texting is considered one of the most dangerous distractions

- 1 out of 4 car accidents in the US are caused by texting and driving
- Texting and driving is 6 times more likely to get you in an accident than drunk driving
- Average speed in the US is 55 mph. Taking five seconds to read a text means the driver travels the length of a football field without looking at the road
- Chances of a crash for any reason is increased by 23 times when you are texting



Goodyear Accident Statistics

JULY 11, 2015 THROUGH JULY 11, 2017

- Total Reported Crashes 1,654
 - Distracted 208
 - Not Distracted 1,446
- Reported Distractions
 - Talking on Hand Held Device 16
 - Talking Hands Free 12
 - Other Distractions 180



Nation at a Glance

WHAT OTHER STATES ARE DOING

- Text Messaging ban: 47 states ban text messaging for all drivers
 - Arizona, Missouri, and Montana do not

Source: Insurance Institute for Highway Safety 2017

Arizona Cities



WHAT DO OTHER CITIES DO?

City	Ordinance / Code	Offense and Fine
Phoenix	Prohibits texting (only) on a personal digital device. Exceptions - public safety personnel on duty, emergency vehicles, some commercial drivers, public transit personnel and anyone in an emergency situation.	Primary offense -Minimum \$100; \$250 minimum if involved in an accident
Tempe	Unlawful use of a mobile electronic device– Driver can be charged if use of cellphone is creating a risk. Exceptions - public safety/emergency personnel on duty, reporting an emergency, some commercial drivers, hands free use, use while parked.	Secondary offense, 1st offense \$100; 2nd offense \$250; Subsequent offense(s) within 24 months \$500
Tucson	Prohibits the use of any handheld wireless communications device while driving. Exceptions - public safety/emergency personnel on duty, emergency communications with hospital or doctor, hands free use if attached to/ integrated in vehicle.	Primary offense -Minimum \$100; \$250 minimum if involved in an accident
Yuma	Prohibits the use of any handheld wireless communications device while driving. Exceptions for public safety/emergency personnel on duty, use if driving on private property, use if legally parked, use if hands free.	Primary offense -Minimum \$100; \$250 minimum if involved in an accident

Arizona Cities



WHAT DO OTHER CITIES DO?

City	Ordinance / Code	Offense and Fine
Oro Valley	Prohibits the use of any handheld wireless communications device while driving. Exemptions for public safety/emergency personnel on duty, hands free use if secured/attached to vehicle, communication during emergency	Primary offense -1st offense \$50; 2nd offense \$100; 3rd offense \$200 \$250 minimum if involved in an accident
Kingman	Prohibits the use of any handheld wireless communications device while driving with few exceptions. Exceptions for public safety personnel on duty, emergency responders, drivers reporting an emergency, some commercial drivers, hands free use or use while parked.	Primary offense -1st offense \$100; 2nd offense \$250; Subsequent offense(s) within 24 months \$500
Sedona	Prohibits the use of any handheld wireless communications device while driving with few exceptions	Primary offense – Minimum penalty of \$100 Minimum penalty of \$500 if involved in an accident



Creating an Ordinance

CONSIDERATIONS

- Texting versus handheld electronic device?
- Exemptions
- Type of penalty, fines?
- Impact on resources/staffing
 - Patrol Staffing, Prosecutor, Court
- Handheld electronic device and texting offenses are difficult to prove in court
- Different ordinances in a variety of cities will create confusion for citizens and visitors

Alternatives



Alternatives to an Ordinance

NEW ARIZONA STATE STATUTE

In April, Governor Ducey signed a bill into law:

- restricting the use of a wireless communication device for minors while driving
- banning any use of a cell phone for a driver with a learning permit and for drivers with a class G driver license for the first six months of driving or until their 18th birthdays
- the new law is effective as of July 1, 2018



Alternatives to an Ordinance

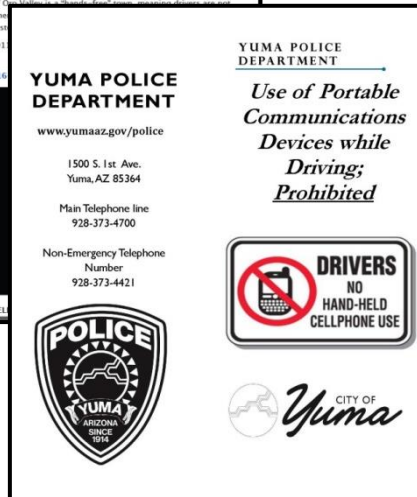
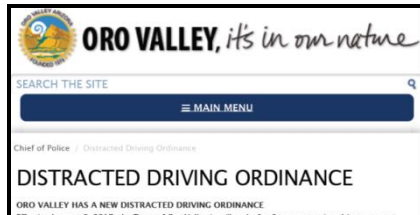
USE EXISTING STATUTES, ORDINANCES

- The Arizona Department of Public Safety uses 28-701A (speed greater than reasonable and prudent) state wide for all distracted driving incidents
- Generally, this statute would only be used when there is “bad driving” associated with cell phone usage/texting.

Alternatives to an Ordinance

EDUCATION CAMPAIGNS

- Public Information Campaigns, Social Media, Community Outreach



Sample Goodyear Brochure



Frequently Asked Questions

Q. Does cell phone use while driving cause traffic crashes?

A. Research shows that driving while using a cell phone can pose a serious cognitive distraction and degrade driver performance. The use of a cell phone while driving increases your chance of getting into a crash by 400%. Texting while driving makes you 23 times more likely to crash.

Q. Is talking on a cell phone any worse than having a conversation with someone in the car?

A. Any activity a driver engages in while driving has the potential to distract him/her from the primary task of driving. Some research findings comparing cell phone use to passenger conversations while driving show each to be equally risky, while others show cell phone use to be more risky. A significant difference between the two is the fact that a passenger can monitor the driving situation along with the driver and pause for, or alert the driver to, potential hazards.



Practice good habits by turning your phone off before you drive so you won't be tempted to answer calls on the road.

A recent AAA study found almost everyone reaches for something, adjusts a control, or gets distracted at some point while driving, which is one of the reasons distracted driving is such a big problem. Driver inattention is a factor in more than 1.6 million crashes in North America annually, resulting in serious injuries, deaths, and an economic impact that some experts say reaches nearly \$40 billion per year.



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What is a text worth?

Distracted Driving and Texting – It can wait!

City of Goodyear
Police Department



Questions?