



# Research In Progress

## Evaluation of a Distracted Driving Demonstration Project

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This contract will evaluate distracted driving demonstration projects in Hartford, CT and Syracuse, NY. The contractor shall work with State Highway Safety Office (SHSO) and local law enforcement agencies to collect and analyze data to evaluate four high-visibility distracted driving enforcement campaigns a year in each community. Before and after each high visibility enforcement mobilization, within the program communities and a control community in each State, the contractor shall (a) measure the public awareness of the distracted driving program and publicity, and (b) observe drivers' cell phone use. The contractor shall draw general conclusions about the effectiveness of the demonstration projects to increase drivers' awareness of the danger of distracted driving, their knowledge of their State's law banning the use of hand held cellular phones, awareness of stepped up enforcement of the law, and their awareness of paid media messages about the enforcement.

This contract also includes the first administration of NHTSA's National Distracted Driving Survey, which will collect information about American drivers' attitudes and self-reported behaviors from a nationally-representative sample of 6000 respondents.

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| <b>Start Date:</b>          | December 10, 2009       |
| <b>End Date:</b>            | June 9, 2012            |
| <b>Contractor:</b>          | Preusser Research Group |
| <b>Contract Number:</b>     | DTNH22-06-D-00047 TO#8  |
| <b>Total Contract Cost:</b> | \$592,023               |

**Last Updated:** December 2012