

Remarks prepared for:

**David Strickland, Administrator
National Highway Traffic Safety Administrator**

“Blueprint for Ending Distracted Driving”

National Launch Press Event

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Sacramento, CA

- **Good morning everyone. I am very happy to be in Sacramento to make a couple of important announcements about distracted driving.**
- **For the last three years I have been honored to join Secretary Ray LaHood in the Department of Transportation’s efforts to focus attention on a serious roadway safety issue that continues to claim thousands of lives each year: distracted driving.**

- **When DOT got involved in this issue, distracted driving wasn't even on the map for most people. Only 18 states had anti-texting laws and another 7 states had complete bans on the use of hand-held devices. Now, 39 states have texting bans and 10 ban all hand-held phone use.**
- **We're proud of the role we've played. And we know we have much more work to do.**
- **Distracted driving is an epidemic. In 2010, there were 3,092 fatalities in distracted-affected crashes and 408 fatalities involving cell phone use.**

To capitalize on the important work in this area over the past few years, today in Washington, DC and

Delaware the Secretary is announcing his “Blueprint for Ending Distraction Driving.”

The Blueprint outlines a path forward for our partners that builds on the work we’ve done to date. These are concrete steps that we can take to reduce the risk of distracted driving.

- Included in the “Blueprint to End Distracted Driving” is some federal support for this important project.**
- First, we need to pass and enforce tough laws. We know that combining good laws, effective enforcement, and a strong public education campaign worked for “Click It or Ticket” and for drunk driving.**

- **This approach also worked for two previous distracted driving pilot projects that DOT sponsored in Hartford and Syracuse last year. We think it will work on a larger scale, too.**
- **Now we are taking this high visibility enforcement strategy to two states. I'm pleased to announce that California is one of two states that will receive federal support to initiate expanded "Phone in One Hand, Ticket in the Other" pilot projects. California will be receiving about \$1.5 million in federal support for this project. These funds will go toward increased law enforcement, more media, and a good scientific evaluation.**

- **The California demonstration effort will take place in eight counties comprising 3.8 million residents. There will be statewide implementation of the pilot through three one-week waves between Fall 2012 and Summer 2013.**
- **In addition to the Blueprint to End Distracted Driving, DOT is also addressing the issue of in-vehicle technology itself.**
- **Earlier this year we announced a proposal to create distraction guidelines for automakers developing electronic devices that are built-in to cars and trucks when they come off the line.**

- **We're also looking at guidelines that would deal with phones and other devices people bring into cars—and later we may examine voice commands for hands free functions.**
- **DOT is committed to providing information and advice to anyone and everyone who wants to join in this effort. Personal responsibility for putting down that cell phone is a good first step—but we need people to do more. You can find more information on how to get involved at Distraction.DOT.gov.**
- **Finally, we need Congress to do their part to end distracted driving. The bipartisan transportation bill that passed the Senate provides \$39 million to stop texting while driving. Congress should act now on this important bill.**

