Driving Insights No. 20

DRIVECAM
The Driver Science Company™

Transit Drivers: It's Not All About the Cell Phone

DriveCam is pleased to continue its *Driving Insight* Series with a look at recurring distracted driving behaviors among transit drivers. The key finding in our analysis shows drivers who have been involved in a collision are twice as likely to regularly use a handheld cell phone compared to those drivers who have not been involved in a collision.

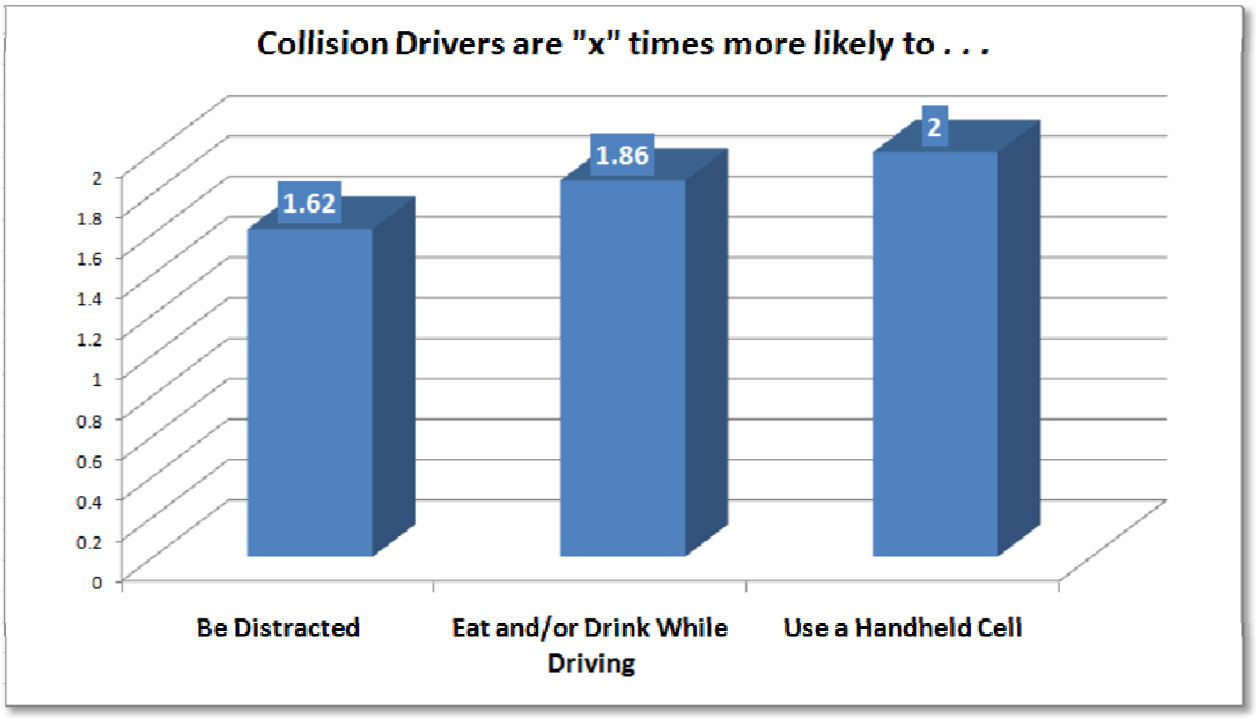
Although this is interesting, DriveCam found that while handheld cell use is the most commonly identified risky distraction, eating and/or drinking while driving is not far behind. In fact, drivers involved in one or more collisions are 1.8 times more likely to regularly eat or drink while driving.

Background: DriveCam's Video Event Recorder provides the unique ability to identify when a collision has occurred. DriveCam does not review collision events for legal reasons; however, video review of a driver's prior non-collision risky behaviors allows DriveCam to better understand those behaviors that act as leading indicators of collisions. Identifying these behaviors provides safety managers a focused direction in coaching and training.

Methodology: This newsletter focuses on the analysis of over 20,000 drivers in the transit industry who were active between June 2009 and June 2010. The difference between collision and non-collision drivers' distracted driving behaviors was evaluated for this study in order to identify the distractions with a statistically significant difference. Once these distractions were identified, the probability of a collision given the number of times the distraction was observed was calculated.

Key Insights: Drivers involved in one or more collisions are:

- 1.6 times more likely to be regularly distracted by any type of identified distraction (handheld cell, food/drink, GPS, etc).
- 1.8 times more likely to be regularly distracted by food and/or drinks.
- 2.0 times more likely to be regularly distracted by a handheld cell phone.



- Note that other distractions, most interestingly, hands-free cell devices, did not show a statistically significant behavior difference between collision and non-collision drivers in the transit industry.

About DriveCam Insights

DriveCam's *Driving Insights* is designed to provide insight for executives and managers throughout a variety of transportation industries. It is derived from DriveCam's extensive database of driving events from over 3 billion driving miles – the largest in the world. *Driving Insights* is released on a regular basis.

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