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100 Area Businesses with More Than 100,000 Employees Commit to Ending Distracted Driving in Construction Zones; Rally Around Orange Cones. No Phones. Employer Safety Pledge

Alexandria, Va. – Today, Virginia Secretary of Transportation Sean T. Connaughton thanked businesses in Northern Virginia for their commitment to ending distracted driving in construction zones. On November 18, Secretary Connaughton, Transurban-Fluor, AAA Mid-Atlantic and the Dulles Corridor Metrorail Project responded to research revealing an increase in distracted driving on I-495 (the Capital Beltway), despite major construction being underway, by launching the Orange Cones. No Phones. Employer Safety Pledge – a challenge to regional employers to commit to taking meaningful steps to reduce distracted driving. The program specifically challenged at least 100 employers to take the pledge within 100 days. The business community’s response has been overwhelming with 100 businesses signing up for the Pledge ahead of the 100 day mark. By getting the commitment of these businesses to join the fight against distracted driving, more than 100,000 employees within Northern Virginia will be reached with anti-distracted driving programs and education campaigns.

“I commend the business owners and managers who stepped up to take the Orange Cones. No Phones. Safety Pledge. These businesses are leading the way in making Virginia’s roads safer,” said Sean T. Connaughton, Virginia Secretary of Transportation. “The majority of distracted drivers on the Capital Beltway use their phones behind the wheel to address work-related issues. By making driving distracted culturally unacceptable within these organizations, employers are eliminating as much as half of the risk posed to their employees and communities.”

Orange Cones. No Phones. partners launched the Employer Safety Pledge after research from Transurban-Fluor and AAA Mid-Atlantic revealed that perceived pressures from work were driving people to use their phones while behind the wheel. The research, which surveyed regional drivers to understand distracted driving on the Capital Beltway and how it impacts driver safety, found that 55 percent of Beltway drivers currently use their phones while driving.

“By taking the Orange Cones. No Phones. Employer Safety Pledge, we have committed to changing our own culture to emphasize safety over responsiveness,” said Inova Business Partner, Knox Singleton, CEO of Inova Health System. “By seeing first-hand the consequences of distracted driving every day in our hospital emergency rooms, we recognize how critical it is to take an



aggressive approach against distracted driving to protect the safety of our employees, as well as the communities we are privileged to serve. By working in partnership with other area businesses and the region's transportation leaders, we are trying to do our part in this life-saving effort.”

Of those Beltway drivers on the phone, half are responding to work-related issues. In fact, of distracted drivers using a phone on the road to address a work-related issue, 57 percent do so because they feel their employer expects an immediate response. In addition, more than half of the same group - 52 percent – say that their employer does not have a formal policy regarding distracted driving.

“Northern Virginia businesses get it – distracted driving puts the lives of their employees and others in danger,” said Tim Steinhilber, Transurban-Fluor's General Manager for the Capital Beltway HOT Lanes Project. “This is a powerful stand for business leaders to take, and we believe that as a result of their leadership, distracted drivers will get the message that no e-mail or text is worth a life.”

To help employers raise awareness about the dangers of distracted driving, Orange Cones. No Phones. partners created an online e-toolkit with materials and information specifically designed to reduce distracted driving, including:

- Intranet copy for internal communications
- Copy and banner advertisements for websites
- Safety tips for drivers
- Broadcast e-mail to send to employees
- Distracted driving research statistics
- Social media resources (Facebook and Twitter)
- Distracted driving FAQs

To take the pledge or to see the names of employers that have already taken the pledge, please visit www.orangeconesnophones.com.

About Orange Cones. No Phones.

Launched in 2009, Orange Cones. No Phones. is a partnership between Transurban-Fluor and AAA Mid-Atlantic, supported by Federal Highway Administration, Virginia Department of Transportation, Virginia State Police and Fairfax County Police. Focused on reducing distracted driving in the Capital Beltway HOT Lanes construction corridor, to date the campaign has reached target-drivers with more than 10 million impressions via media, advertising, high school assemblies, social media and in-person events. For more information on Orange Cones. No Phones. visit www.orangeconesnophones.com.

For more information on the Capital Beltway HOT Lanes project and how the new HOT Lanes will impact you and your community, visit www.virginiahotlanes.com.

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