



**ORANGE CONES
NO PHONES**

2013 REPORT

**Distracted Driving
on I-95 in Northern Virginia**

transurban **FLUOR.**



Distracted Driving on Interstate 95

Eight out of 10 traffic crashes in Virginia are related to a **distracted driving** incident.*

Distracted driving is always risky. Distracted driving in a work zone is *exceptionally dangerous*.

As work ramps up on the 95 Express Lanes, driver safety is our top priority.

Transurban-Fluor and AAA Mid-Atlantic surveyed more than 900 frequent Virginia I-95 drivers to examine distracted driving tendencies and how, if at all, drivers change their behavior in construction zones.







*<http://www.drivesmartva.org/?/current-projects/distracted-driving/>

Seatbelt? Check. Mirrors? Check. Phone..?

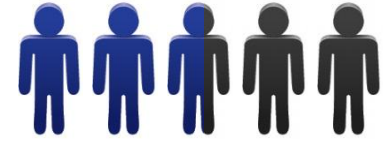
More than half of frequent I-95 drivers use their phone while driving; close to one in five text while driving

Which of the following are you likely to do while driving? Please select all that apply.

-  **11%** write a text
-  **17%** read a text
-  **24%** talk on the phone without a hands-free device
-  **39%** talk on the phone with a hands-free device

56%

are likely to use their phone while driving



*Self-described “occasional” phone-users may be distracted more often than they think – **three out of four** (77%) recall using their phone while driving within the past week*

Distracted Drivers Common in the Commonwealth

If you're not the distracted driver, chances are they're in the lane next to you



94%

of frequent I-95 drivers have seen someone engage in **dangerous, distracted behaviors** while driving

"I have seen many people texting or calling without hands-free devices while driving."

"One was texting and another was reading a book."

"Smoking, eating AND talking on the phone all at the same time. They were using their knees and elbows to control the car!"

"I've seen men shaving and women putting on makeup."

"I have seen people texting, making telephone calls, eating, reading the newspaper and trying to read a paper map."

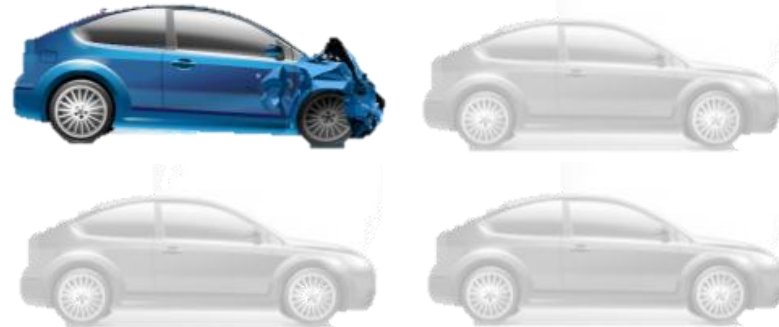
Serious Injury Can Result

Nearly a quarter of frequent I-95 drivers report they've experienced a near miss or incident as a result of distracted driving

Have you ever had an **incident** or a **near miss** while driving distracted?

- Yes, incident – **3%**
- Yes, near miss – **20%**

That's **one in every four** cars.



*Additionally, half of frequent I-95 drivers (49%) say they have driven with someone whose distracted driving behaviors made them **nervous or scared for their safety***

Phone Use Multiplies Risk

Texting and other cell phone use dramatically increases the odds of an incident or near miss

Texters

Nearly **3x** as likely**



42% of those who read or write texts while driving have had an incident or near miss

Phone Users*

Exactly **2x** as likely**



30% of those who use their cell phone while driving have had an incident or near miss

Non-Phone Users

Least likely



Non-phone users are the least likely to have had an incident or near miss at just 15%

Construction on I-95 in Full Swing

95 Express Lanes construction is underway along a 29-mile stretch of I-95 from near Edsall Road in Fairfax County to Garrisonville Road in Stafford County. The project includes:

- Converting the HOV lanes to express lanes
- Adding a third lane to the Express Lanes system for 14 miles from the Edsall Road area south to Prince William Parkway
- Improving the existing two HOV lanes for six miles from Prince William Parkway to Route 234/Dumfries
- Extending the current system nine miles south to Stafford County
- Building nine new bridges, including four flyovers
- Approximately 1,500 workers each day in the project corridor
- Between 130,000-150,000 hours working “in the field” each month



Distracted *and* Stubborn – A Dangerous Group

Despite awareness of dangers, distracted drivers are not changing their habits – even in construction zones



Still, **one in three** drivers distracted by cell phones **have not** changed their habits while driving within the I-95 construction zone



Just 20% have specifically opted to not read/write texts or emails in construction zones

Just 14% have specifically opted to not talk on cell phones in construction zones

Methodology

Methodology

Online survey of 943 frequent I-95 drivers, executed February 27-March 7, 2013.

Demographics

All qualifying respondents drive through the 95 Express Lanes construction zone at least a couple of times per month. Fifty-four percent of respondents drive this portion of I-95 on a weekly basis, if not daily.



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