

June 2019 Executive Committee Distraction Policy Session

Human Cognition Breakout Report

June 20, 2019

Key Themes

- ✓ *For Prior Generations, the Vehicle was the extension and connection to your world.....But now the phone is!!*
- ✓ *Dramatic Changes Take Time - i.e. seatbelts, smoking, recycling*
- ✓ *Information only gets you 20%, regulations and laws gets you 60%, add enforcement you might get 80%*
- ✓ *We have heard the argument that it's the device, not the car. Well then how close are we from full integration into the vehicles, and what can we do to further these efforts? (i.e. all cars fully handling texts audible)*
- ✓ *There has been substantial amounts of research on distraction on a wide varieties of topics and lot of data collected!*

Potential Actions

- ✓ *In order to move the needle on safety today, need to initiate a Synthesis study pulling together information on best practices, what worked, what tools were more effective, Informational? Enforcement? What are most effective drop incident rates.*
- ✓ *This could form basis for a Research Road Map going forward*
- ✓ *What is effect of push by NHTSA to make systems less distracting? Is Industry following/ adhering to these guidelines?*
- ✓ *Need a systematic or programmatic study pulling information together on distracted pedestrians, cyclists, scooters (and other new modes) how changes can be made to reduce risks*