



**ORANGE CONES**  
**NO PHONES**

## **2014 REPORT**

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

*transurban* **FLUOR.**



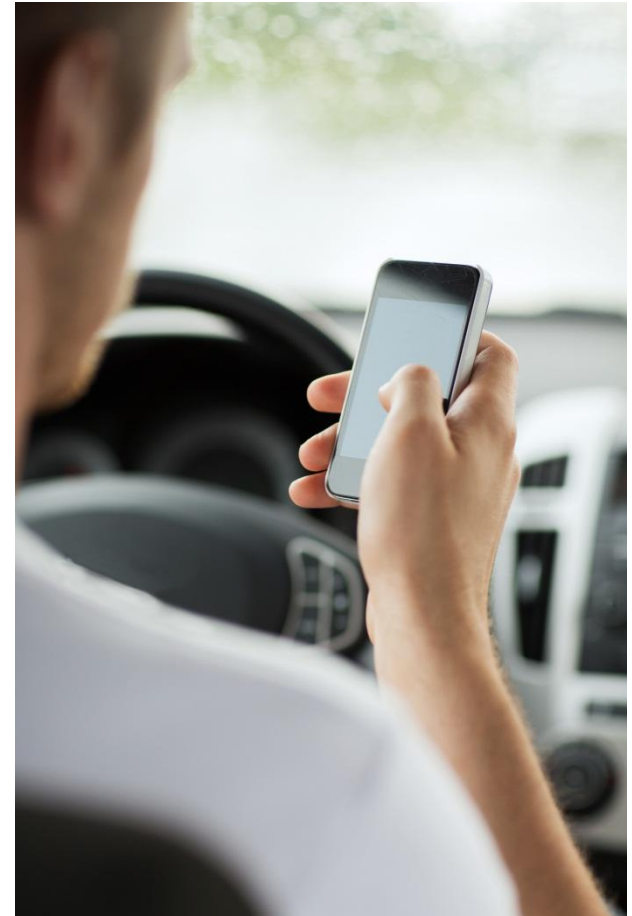
# Distracted Driving on Interstate 95

The National Safety Council estimates that as of May 6, 2014 there have already been **354,913+ crashes** this year involving drivers using cell phones and texting.\*

Distracted driving continues to be one of the top causes of car accidents, so why can't drivers keep their eyes on the road?

In their second annual report of drivers who travel the 95 Express Lanes corridor, Transurban-Fluor and AAA Mid-Atlantic surveyed more than 1,000 frequent Virginia I-95 drivers to examine distracted driving tendencies and how often these behaviors are work-related.






Distracted driving is risky – distracted driving in a work zone is **even more dangerous**. As we work to finish construction of the 95 Express Lanes, driver safety is our top priority.



# Is Distracted Driving Becoming the Norm?

62% of daily I-95 commuters\* are likely to use their cell phone while driving, up from 56% in 2013\*\*

## Top cell phone distractions for the average I-95 driver:\*\*\*

-  **39%** Talking on a phone hands-free
-  **21%** Talking on a phone without a hands-free device
-  **15%** Reading a text
-  **9%** Writing a text
-  **5%** Reading or responding to email



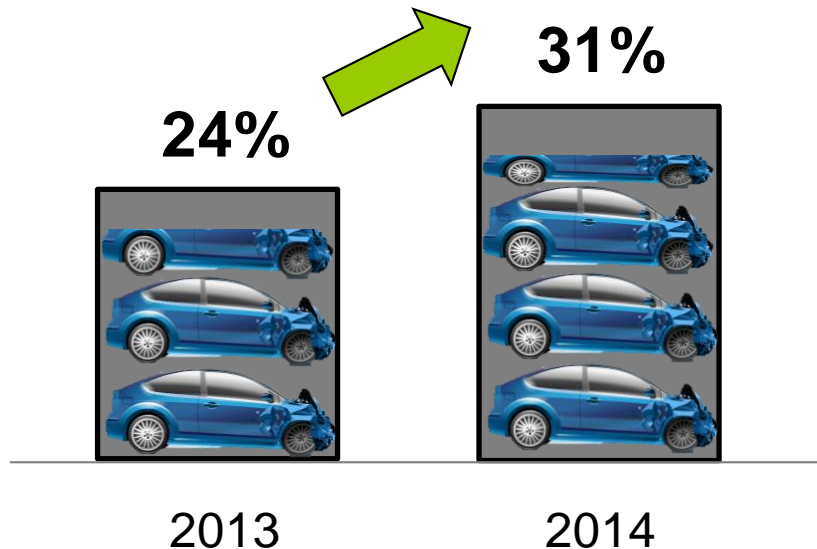
\*Based on those respondents who drive on I-95 at least five days a week. \*\*According to the 2013 Orange Cones. No Phones. report.

\*\*\*Respondents asked to select all that apply

# Increasing Impact

31% of drivers admit that they have had an incident or a near miss while driving distracted, up from 24% in 2013\*

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



# Why Do We Do It?

54% of respondents who use their cell phones while driving say they are “at least occasionally” responding to a work-related issue; one in four (23%) say they are “always” or “usually” responding to work

Why do drivers feel the need to respond to work-related issues while driving?\*



An immediate response is expected (31%)



Always trying to multitask/save time (27%)



To make sure it's not an emergency (17%)



Just habit (15%)



Curiosity (6%)



**Importantly:**



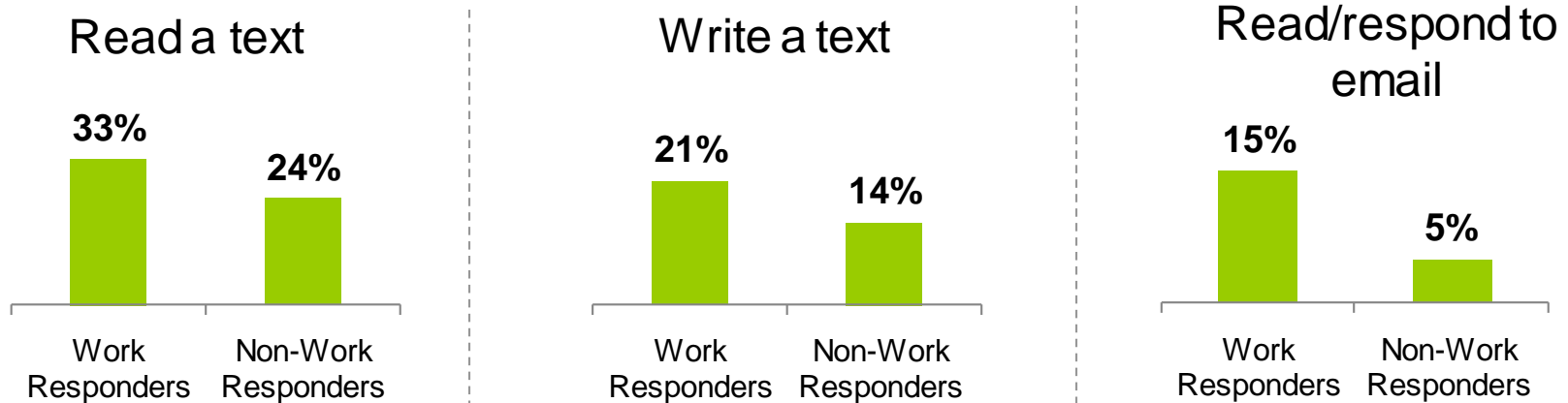
Just **18%** of respondents say their employer has a policy regarding the use of cell phones while driving



# The Case for a Work-Free Commute

Drivers who confess to using their cell phones for work purposes while driving are more likely to have distracted driving habits

## **Work responders are more likely to:**



Work responders are also more likely than non-work responders to have experienced an incident or near miss – 40% to 30%

# Silver Lining?

61% of cell phone users say they have changed their habits while driving through the I-95 construction zone

## Habits changed:



**18%** no longer read/write texts or emails



**11%** no longer talk on their cell phones



**32%** only use hands-free devices



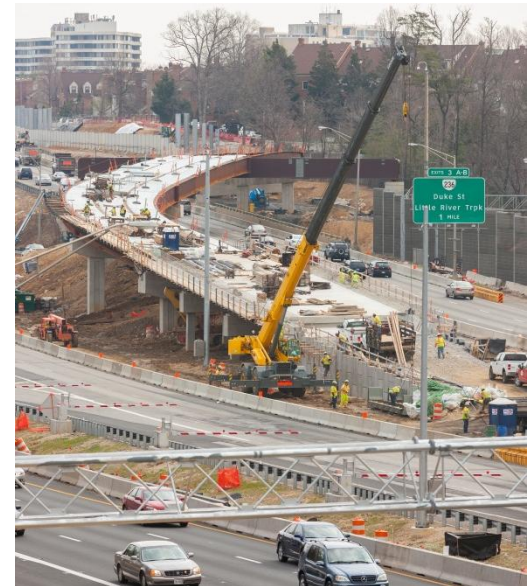
**Orange Cones. No Phones.** promotes safe driving habits in construction zones. Awareness of this program has increased among I-95 drivers over the past year from **46%** in 2013 to **61%** in 2014



# Staying Safe This Summer

In Spring/Summer 2014, drivers will continue to see construction activities and lane closures across the entire 29-mile 95 Express Lanes Corridor. Upcoming work includes:

- Sound wall advancement on the outside of the roadway
- Continued median work to place foundations for overhead signage and tolling equipment
- Final pavement work on the four new flyover ramps that will carry future Express Lanes traffic from the median to the mainline of I-395/95
- On-road testing of tolling equipment



*There are approximately 1,500 workers each day in the project corridor, spending between 130,000-150,000 hours working “in the field” each month. We appreciate you staying off your phone in our work zone to keep our workers and fellow I-95 drivers safe.*



# Background and Methodology

## 95 Express Lanes Background

The 95 Express Lanes are high occupancy toll (HOT) lanes that will operate on I-95 to provide drivers with faster, more predictable travel options. The project will add capacity and extend and improve the performance of the existing HOV lanes. The 95 Express Lanes will operate from I-95 near Garrisonville Road in Stafford County to the vicinity of Edsall Road on I-395 in Fairfax County

## Research Methodology

Online survey of 1,023 frequent I-95 drivers who live in Northern Virginia, executed March 2014

## Research Demographics

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



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