



# Quick Notes

from the Idaho Office of Highway Safety

November 30, 2011

**Save the Date!**  
2012 Highway Safety Summit  
May 7-8, Boise, Idaho

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129  
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**2011 Fatalities on Idaho Roads = 151\***

## General Message from the Highway Safety Manager

Hi Highway Safety Partners:

As we move further into the winter weather and holiday season it is more important than ever to pay close attention to our driving. According to recent studies, driver inattention is the leading factor in most crashes and near-crashes. Primary causes of driver inattention are distracting activities, such as adjusting the radio, talking to passengers, eating and drinking, talking on cell phone and sending text messages.

### How significant is the problem in Idaho?

Over the last 3 years (2008-2010), there have been 179 fatal crashes and 1,199 serious injury crashes involving distracted drivers that have resulted in 192 people killed and 1,534 people seriously injured. This represents 30% of all fatal crashes (and 29% of fatalities) and more than a third (36%) of all serious injury crashes (and 36% of serious injuries).

Most (63%) of the vehicles involved in fatal and serious injury distracted driving crashes were going straight, while 15% were turning left and 11% were negotiating a curve.

Passenger motor vehicles, motorcycles, scooters and mopeds make up the bulk (90%) of the unit types involved in fatal and serious injury distracted driving crashes. Here is a table showing the unit type. The term "F&SI" is Fatal and Serious Injury.

Unit Type	F&SI Crashes	Percentage
Passenger Motor Vehicle	1,129	81%
Motorcycle/Scooter	132	9%
Pedestrian/Bicyclist	39	3%
Commercial Motor Vehicle	47	3%
ATV	35	3%
Other Vehicle Type	8	1%

Idaho drivers represent 84% of the drivers involved in distracted driver crashes, while drivers from out of state represent 14% of the drivers.

### What can I do?

- Keep 100% of your attention on driving
- Practice defensive driving by being aware of others around you and expect the unexpected.
- Don't use a cell phone or any other electronic device while driving. Pull over to talk or text.
- Build time into your trip schedule to stop for food, rest breaks and making necessary phone calls.
- Adjust your seat, mirrors and climate controls before putting the car in gear.
- Secure cargo that may move around.
- Don't attempt to retrieve items out of reach.
- Have items needed within easy reach.
- Pull over to eat. It takes only a few minutes.

- Give yourself time to react. Keep a two second cushion between you and the car in front of you.
- Don't speed – it gives you less time to react.
- Always wear your seat belt and drive sober!

The goal of the Idaho Office of Highway Safety is simple: To eliminate death and serious injury by demonstrating the issues and effects distractions have on our driving. Working together and talking about the value of paying attention to our driving with family and friends will make a difference as we all continue our quest together *Toward Zero Deaths*.

Brent Jennings, PE  
 Highway Safety Manager  
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## Aggressive Drivers Identify with Their Car

By RICK NAUERT PHD Senior News Editor



With apologies or perhaps as depicted by Jason Statham, a new study suggests those who view their car as an extension of themselves have stronger aggressive driving tendencies.

The study looks at how personality, attitude and values contribute to aggressive driving behaviors.

Sadly, aggressive driving causes a third of all accidents that involve personal injuries and two-thirds of all fatal accidents in the United States.

“It explains much of the phenomenon we knew existed,” said Ayalla Ruvio, lead author and an assistant professor of marketing at Temple University.

For instance, “we know men tend to be more aggressive drivers and we know men tend to see their cars as an extension of themselves more than women.”

Ruvio’s article, published online in the *Journal of Psychology & Marketing*, takes a consumer behavior perspective of this phenomenon and features two studies conducted in Israel.

One took a holistic look at the influence of personality, attitudes and values gathered from 134 surveys of men and women with an average age of 23.5.

The second study, of 298 people, built from the first and added the factors of risk attraction, impulsivity, driving as a hedonistic activity and perceptions about time pressures.

The studies found:

- People who perceive their car as a reflection of their self-identity are more likely to behave aggressively on the road and break the law.
- People with compulsive tendencies are more likely to drive aggressively with disregard for potential consequences.
- Increased materialism, or the importance of one's possessions, is linked to increased aggressive driving tendencies.
- Young people who are in the early stages of forming their self-identity might feel the need to show off their car and driving skills more than others. They may also be overconfident and underestimate the risks involved in reckless driving.
- Those who admit to aggressive driving also admit to engaging in more incidents of breaking the law.
- A sense of being under time and pressure leads to more aggressive driving.

Researchers believe the study suggests “ that the perception of the car as an extension of the self leads to more aggressive behavior on the road rather than increased driving cautiousness.”

Moreover, “individuals may view cars and the road space they occupy as their territory and will seek to maintain control over it and defend it as necessary.”

Ruvio said the implications of this study can be seen in numerous cultural contexts because of the strong link between cars and identity.

Examples include “soccer-mom” stigma of minivans, the Thelma and Louise personas, and songs such as Shania Twain’s “You Don’t Impress Me Much,” with its line, “I can’t believe you kiss your car goodnight.”

And for the male gender, the machismo Jason Statham delivers with his string of car scene action skits that frame his personality as an aggressive lead.

Source: [Temple University](#)

## **U.S. Transportation Secretary LaHood Announces Final Rule That Bans Hand-Held Cell Phone Use by Drivers of Buses and Large Trucks**

FMCSA 35-11, Wednesday, November 23, 2011

WASHINGTON – U.S. Transportation Secretary Ray LaHood today announced a final rule specifically prohibiting interstate truck and bus drivers from using hand-held cell phones while operating their vehicles. The joint rule from the Federal Motor Carrier Safety Administration (FMCSA) and the Pipeline and Hazardous Materials Safety Administration (PHMSA) is the latest action by the U.S. Department of Transportation to end distracted driving.

“When drivers of large trucks, buses and hazardous materials take their eyes off the road for even a few seconds, the outcome can be deadly,” said Transportation Secretary Ray LaHood. “I hope that this rule will save lives by helping commercial drivers stay laser-focused on safety at all times while behind the wheel.”

The final rule prohibits commercial drivers from using a hand-held mobile telephone while operating a commercial truck or bus. Drivers who violate the restriction will face federal civil penalties of up to \$2,750 for each offense and disqualification from operating a commercial motor vehicle for multiple offenses. Additionally, states will suspend a driver's commercial driver's license (CDL) after two or more serious traffic violations. Commercial truck and bus companies that allow their drivers to use hand-held cell phones while driving will face a maximum penalty of \$11,000. Approximately four million commercial drivers would be affected by this final rule.

"This final rule represents a giant leap for safety," said FMCSA Administrator Anne S. Ferro. "It's just too dangerous for drivers to use a hand-held cell phone while operating a commercial vehicle. Drivers must keep their eyes on the road, hands on the wheel and head in the game when operating on our roads. Lives are at stake."

While driver distraction studies have produced mixed results, FMCSA research shows that using a hand-held cell phone while driving requires a commercial driver to take several risky steps beyond what is required for using a hands-free mobile phone, including searching and reaching for the phone. Commercial drivers reaching for an object, such as a cell phone, are three times more likely to be involved in a crash or other safety-critical event. Dialing a hand-held cell phone makes it six times more likely that commercial drivers will be involved in a crash or other safety-critical event.

In September 2010, FMCSA issued a regulation banning text messaging while operating a commercial truck or bus and PHMSA followed with a companion regulation in February 2011, banning texting by intrastate hazardous materials drivers.

"Needless injuries and deaths happen when people are distracted behind the wheel," said PHMSA Administrator Cynthia Quarterman. "Our final rule would improve safety and reduce risks of hazmat in transportation."

Nearly 5474 people died and half a million were injured in crashes involving a distracted driver in 2009. Distraction-related fatalities represented 16 percent of overall traffic fatalities in 2009, according to National Highway Traffic Safety Administration (NHTSA) research.

Many of the largest truck and bus companies, such as UPS, Covenant Transport, Wal-Mart, Peter Pan and Greyhound already have company policies in place banning their drivers from using hand-held phones.

The final hand-held cell phone ban rule can be accessed [here](#). To learn more about the U.S. Department of Transportation's efforts to stop distracted driving, please visit <http://www.distraction.gov>

## **Youthful Drivers**

Classes for the Alive at 25 program have expanded to more communities in efforts to raise traffic safety awareness among 15-24 year old drivers. The recent training for instructors was held from October 31 through November 4. Todd Bilbo from Boise Police Department, Rod Herman from Nampa Police Department, and Jared Willmore from Madison County Sheriff's Office joined Dennis Gibbons from the Colorado State Patrol Family Foundation in offering the Instructor Development course. Todd, Rod and Jared completed the National Safety Council Instructor Trainer course in August, 2011.

Two families who have lost children in traffic crashes and representing the Brandon and Paul Foundation, the Ondrish and Nichols families attended to talk with the instructors. When asked what they feel is the most important message that can be shared at Alive at 25 classes, the two families readily agreed that buckling the seat belt is a priority to emphasize.

Completing the training were: Clint Andrus from Elmore County Sheriff's Office, Ken Baisch and Ken Danson from Twin Falls County Sheriff's Office; Mark Ford, John Gonzales, Randy Goodspeed and Will Stoy from Meridian Police Department; Rich Ivey and Tyler Jussel from ISP Region 3; Dale Johnson from Kootenai County Sheriff's Office; Jeremiah Jones from Teton County Sheriff's Office; Matt Pavelek from Nampa Police Department; Natalie Rogers from Mountain Home Police Department; and Mark Zakarian McCall Police Department.

The above instructors join currently certified instructors: Kent Chalmers from Rexburg Police Department; Andy Hitt from ISP Region 4; Dave Thomas, Todd Bilbo, Evan Bradley and Glen Rawson from Boise Police Department; Jared Willmore from Madison County Sheriff's Office; Tyler Carson from Orofino Police Department; Thomas Gearrey, Angela Jolley, Aaron Coleman, Rod Herman and Nathan Hoiosen from Nampa Police Department; Jack McAvoy and Kevin Smart from Kootenai County Sheriff's Office; Robert Taylor from Cassia County Sheriff's Office; Jay Warren from Canyon County Sheriff's Office; and Todd Howell from Bingham County Sheriff's Office.

**IDAHO TRANSPORTATION DEPARTMENT**  
**OFFICE OF HIGHWAY SAFETY**  
**Fatalities By the Month\***

**October 2011**

		MONTH	TOTALS 3-Yr Average (08,09,10)			CUMULATIVE TOTALS 3-Yr Cum. Average (08,09,10)		
2008	2009		AVERAGE	2010	2011	AVERAGE	2010	2011
19	11	JANUARY	13	8	6	13	8	6
8	17	FEBRUARY	11	7	3	23	15	9
18	17	MARCH	17	15	8	40	30	17
16	17	APRIL	15	11	14	55	41	31
30	18	MAY	21	16	12	76	57	43
23	12	JUNE	18	19	18	94	76	61
18	26	JULY	23	26	16	117	102	77
21	29	AUGUST	26	29	11	144	131	88
22	29	SEPTEMBER	26	28	26	170	159	114
21	17	OCTOBER	22	28	17	192	187	131
19	19	NOVEMBER	18	17		210	204	
17	14	DECEMBER	12	5		222	209	
<b>232</b>	<b>226</b>	<b>YEAR TO DATE</b>	222	<b>209</b>	<b>131</b>			

\*Data limitations: This report is based on information provided by law enforcement agencies on crashes resulting in a death that occurs within 30 days of the crash.

Data is preliminary and is subject to change. Totals of this report are the number of persons killed. Averages are rounded.

# CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to [lisa.losness@itd.idaho.gov](mailto:lisa.losness@itd.idaho.gov)

Date	Event Description
Nov 29, 2011	<b>Alive at 25</b> , Kootenai County Fire Station #2, <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Dec 5, 2011	<b>Alive at 25</b> , Boise Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Dec 10, 2011	<b>Alive at 25</b> , Nampa Civic Center, <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Dec 10, 2011	<b>Alive at 25</b> , Meridian Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Dec 16, 2011	Traffic Incident Management Workshop, ITD Headquarters E. Annex Conf. Rm., 3293 Jordan, St., Boise, ID, <a href="mailto:bryan.smith@itd.idaho.gov">bryan.smith@itd.idaho.gov</a> for more information
Dec 17, 2011	<b>Alive at 25</b> , Kootenai County Fire Station #2, <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Dec 17, 2011	<b>Alive at 25</b> , Meridian Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Dec 17, 2011 – Jan 3, 2012	Impaired Driving, Statewide Traffic Enforcement Mobilization
Dec 30, 2011	<b>Alive at 25</b> , Nampa Civic Center, <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Jan 14, 2012	<b>Alive at 25</b> , Rexburg City Hall, <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Jan 14, 2012	<b>Alive at 25</b> , Meridian Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Jan 28, 2012	<b>Alive at 25</b> , Meridian Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Feb 7 – 20, 2012	<b>Seat Belts</b> , Statewide Traffic Enforcement Mobilization
Mar 10 – 18, 2012	<b>Impaired Driving</b> , Statewide Traffic Enforcement Mobilization
Apr 19-30, 2012	<b>Aggressive Driving</b> , Statewide Traffic Enforcement Mobilization
May 7-8, 2012	<b>2012 Highway Safety Summit, Boise Centre on the Grove</b>
June 14-16, 2012	<b>Lifesavers Conference</b> , Orlando, Florida, <a href="http://www.lifesaversconference.org">www.lifesaversconference.org</a>
July 19-20, 2012	<b>Northwest Alcohol Conference</b> , Boise, Idaho <a href="http://www.northwestalcoholconference.org">www.northwestalcoholconference.org</a>

## **WEBINAR "Safety and Operations of the Pedestrian Hybrid Beacon (HAWK) and Rectangular Rapid Flashing Beacon (RRFB)"**

Date: November 30, 2011, 1:00 p.m. to 2:30 p.m. EDT

Presenters: Kay Fitzpatrick (TTI), Richard Nassi (Pima Assn of Governments) & Ron Van Houten (Western Michigan Univ.)

Hosts: FHWA & PBIC

Cost: None

Details & registration: <http://bit.ly/tkeUoi>

**Quick Reference Guide** – click on the topic to go directly to website.

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2010 Idaho Crash Report](#)

<b>Program Area</b>	<b>Idaho State Links</b>	<b>Federal Links</b>
Impaired Driving		<a href="http://www.nhtsa.gov/Impaired">http://www.nhtsa.gov/Impaired</a>
Distracted Driving	<a href="http://www.itd.idaho.gov/ohs/DistractedDriving.htm">http://www.itd.idaho.gov/ohs/DistractedDriving.htm</a>	<a href="http://distraction.gov/">http://distraction.gov/</a>
Teen Drivers	<a href="http://www.idahoteendiving.org/">http://www.idahoteendiving.org/</a>	<a href="http://www.nhtsa.gov/Teen-Drivers">http://www.nhtsa.gov/Teen-Drivers</a>
Bike & Pedestrian Safety	<a href="http://www.itd.idaho.gov/bike_ped/index_new2.htm">http://www.itd.idaho.gov/bike_ped/index_new2.htm</a>	<a href="http://www.nhtsa.gov/Pedestrians">http://www.nhtsa.gov/Pedestrians</a> <a href="http://www.nhtsa.gov/Bicycles">http://www.nhtsa.gov/Bicycles</a>
Seat Belt Safety	<a href="http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm">http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm</a>	<a href="http://www.nhtsa.gov/Driving+Safety/Occupant+P+rotection">http://www.nhtsa.gov/Driving+Safety/Occupant+P+rotection</a>
Child Passenger Safety	<a href="http://www.itd.idaho.gov/ohs/ChildSafety/index.html">http://www.itd.idaho.gov/ohs/ChildSafety/index.html</a>	<a href="http://www.nhtsa.gov/Safety/CPS">http://www.nhtsa.gov/Safety/CPS</a>
Aggressive Driving		<a href="http://www.nhtsa.gov/Aggressive">http://www.nhtsa.gov/Aggressive</a>
Motorcycles		<a href="http://www.nhtsa.gov/Safety/Motorcycles">http://www.nhtsa.gov/Safety/Motorcycles</a>
Senior Driving		<a href="http://www.nhtsa.gov/Senior-Drivers">http://www.nhtsa.gov/Senior-Drivers</a>