

Minnesota Statewide Distracted Driving Survey

Client: Office of Traffic Safety, Department of Public Safety
 Services: Transportation Data Collection and Research



Greenway provided specialist transportation planning, data collection and project management input to DPS's effort to collect distracted driver behavior data. Working with statistics and research experts Dr Larry Cook (University of Utah) and Dr Robert Scopatz (VHB Inc), Greenway developed the observation protocol and survey plan to optimize field data collection and analysis for 200 sites. It is the most comprehensive look at distracted driving data to support law enforcement efforts and evaluate Minnesota's no texting law as well as other distracted behaviors. This resulted in the cost-effective collection of 11,000+ observations of driver behaviors on state roads. The project methodologies include VMT-based sampling, on-line GIS-based mapping for field staff, daily data transmission and extended quality control monitoring in the field.

Top Driver Distractions

Distraction Type	Percentage
Rear passenger interaction	11.9%
Cell phone handling	4.8%
Cell phone conversation	4.4%
Eating	2.2%
Smoking	2.1%
Reaching for objects (undetermined)	1.7%
Drinking	1.6%
Front passenger interaction	1.2%
Other	0.7%
Total	29.1%

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Greenway developed a survey methodology to undertake Minnesota's and one of the first statewide distracted driving survey in the US. Tasks included:

- Identify observable distracted driving behaviors
- Develop observation protocol
- Develop sampling methodology
- Site selection and scheduling
- Sample size and error estimation
- Field staff training
- Database programming
- Data collection and quality control
- Analysis and reporting



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Vehicle **SUV** Commercial Use? Site ID **992**

Car **Van/Minivan** **SUV** **Pickup Truck**

Distracted? Not Distracted, or select all that apply

Cell Phone Conversation Passenger Front

Cell Phone Handling Passenger Back

Drinking Reaching for object

Eating Smoking

Other distraction

Gender **Female** Age **16-29**

Male **Female** **11-15** **16-29**

Passenger? **Yes** **30-64** **65+**

Yes **None**

Record **Post-Survey**

05:30:20 pm