

National Transportation Safety Board



Driven to distraction...

We CAN do something about it !!!!

Bruce Landsberg – Vice Chairman, NTSB

Objective

- What happened The investigation
- Why it happened

Non - regulatory

- Make recommendations
- Prevent future occurrences ac/Vocacy/!



"Accident" vs. Crash?"

- Accident unpredictable, unusual, without fault, a natural event
- Crash No Surprise: repetitive, fatigue, inattention, distracted, impaired, intentional



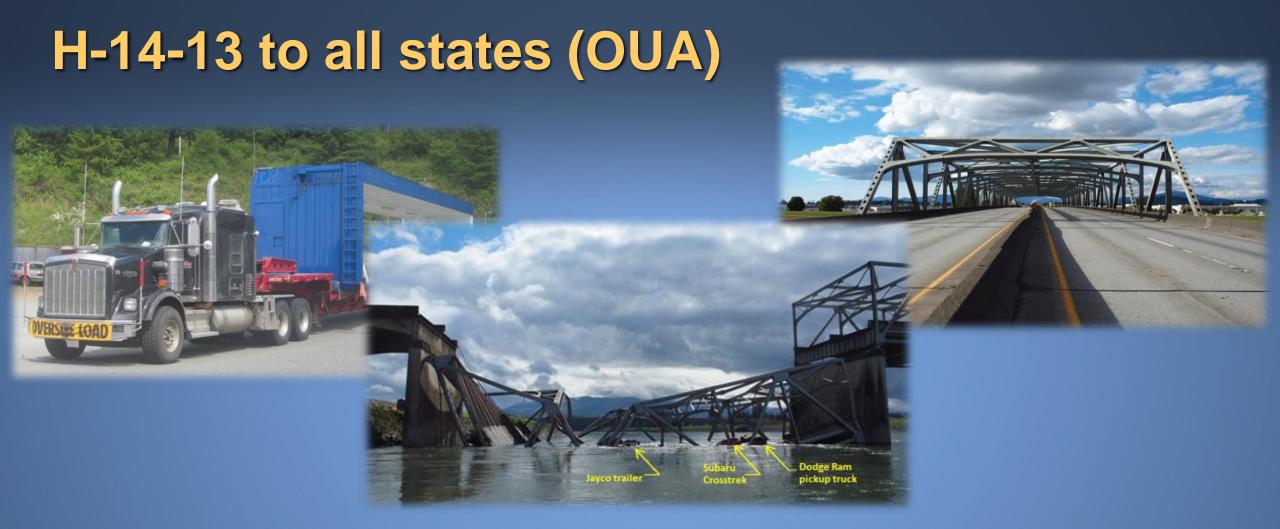
H-11-039 – to all states (OUA) Grays Summit, MO 2010 – 2 fatal, 38 injuries

19-year-old driver pickup truck – 11 min. prior to crash, sent / received 11 text messages

- Ban non-emergency use of driver's cell
- Use high visibility enforcement
- Targeted campaigns to educate







 Ban cellphone use by pilot/escort except for related duties – Mt. Vernon, WA



To NHTSA: H20-1, H20-2 (OAR)

• Expand NCAP to see ALL obstacles (Mountainview – Tesla)



• Est. Standards for Level 2 automation monitoring, complacency, misuse...





Trust but verify = behavior change











NHTSA Estimate of Annual Crash Cost

100,000 Hundred thousand 1,000,000 Million 1,000,000,000 Billion 1,000,000,000 Trillion



Takeaways

- Trust but Verify Monitor non-punitively
- Self Assessment We're not good at it!



- There are NO invisible shields
- Driver Assist AEB highly recommended!!!
- Faster & more effective to use technology



Safety isn't everything, It's the only thing!







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