



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
- Make **recommendations**
- **Prevent** future occurrences – **advocacy !!**

Non - regulatory

“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



H-14-13 to all states (OUA)



- 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



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**

What's YOUR Plan?



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



NTSB



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