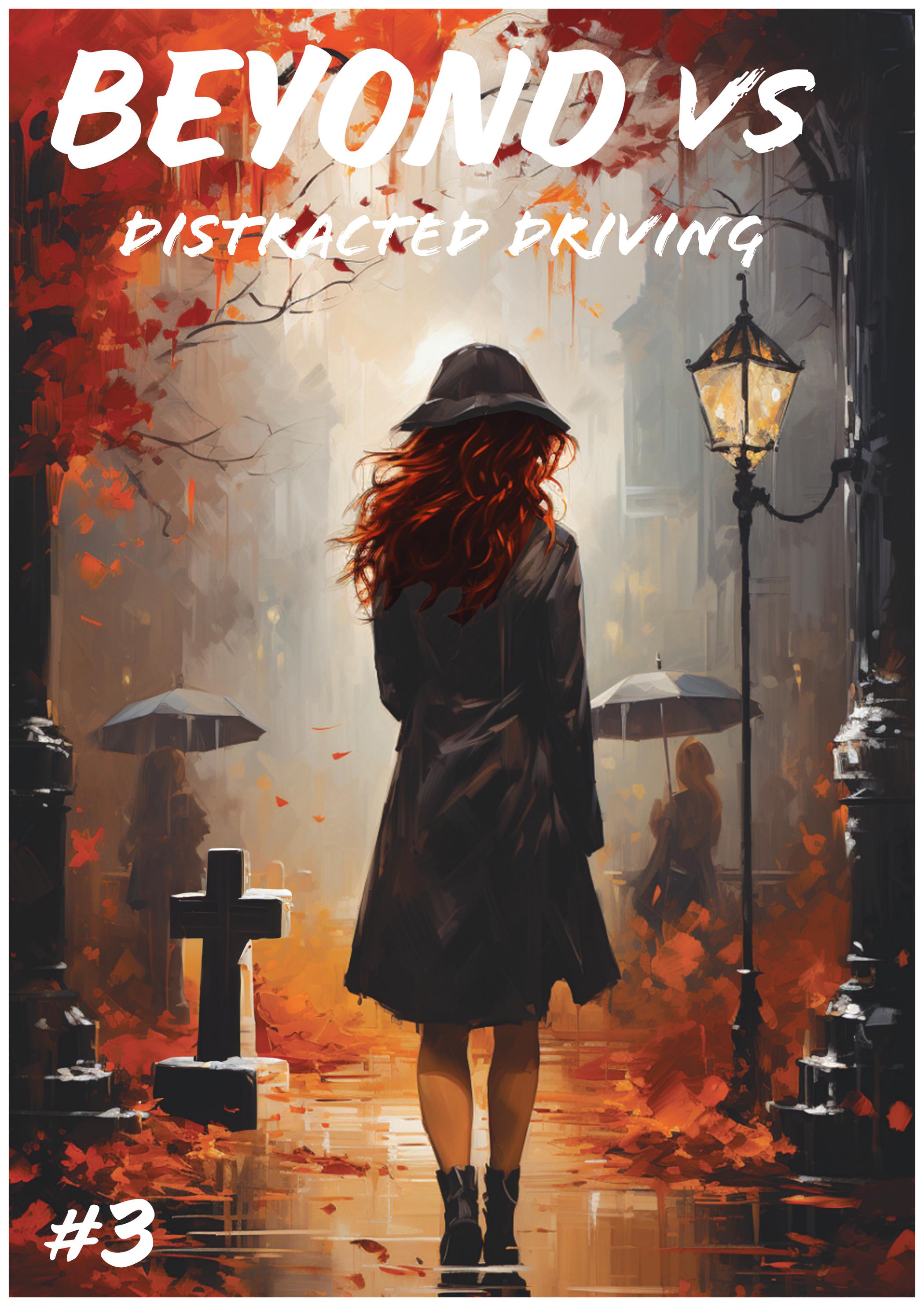


BEYOND VS

DISTRACTED DRIVING

#3





I DETECT THAT YOU ARE FEELING SAD, BEY. WHAT HAPPENED?

MY FRIEND'S COUSIN DIED TODAY. I DIDN'T REALLY KNOW HER, BUT I'M PRETTY SHAKEN UP.



I'M SO SORRY. DO YOU KNOW WHAT HAPPENED?

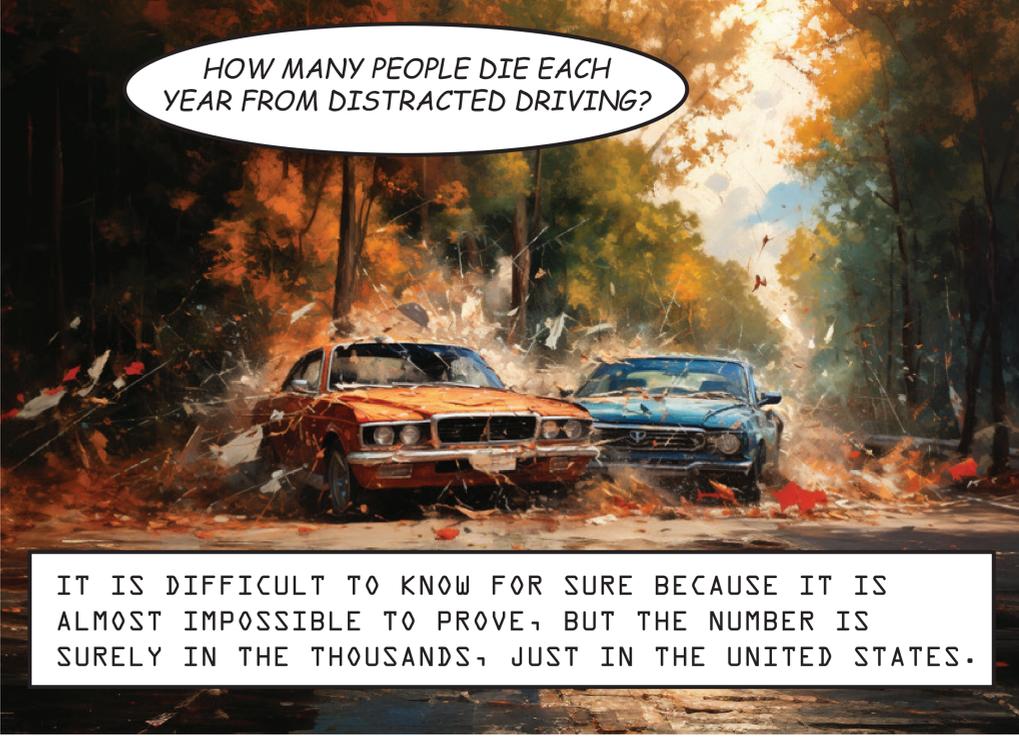
SHE WAS GOING TO CLASS AND WAS HIT BY AN SUV. THEY AREN'T EXACTLY SURE WHAT HAPPENED YET, BUT THEY THINK THE OTHER DRIVER WAS TEXTING AND DRIVING.

SUCH A SAD LOSS OF LIFE.



I'M NOT GOING TO LIE AND SAY THAT I NEVER USE MY PHONE WHILE DRIVING, BUT I REALLY TRY NOT TO. I GUESS I DIDN'T REALIZE HOW DANGEROUS IT ACTUALLY CAN BE.

DISTRACTED DRIVING IS EXTREMELY DANGEROUS.

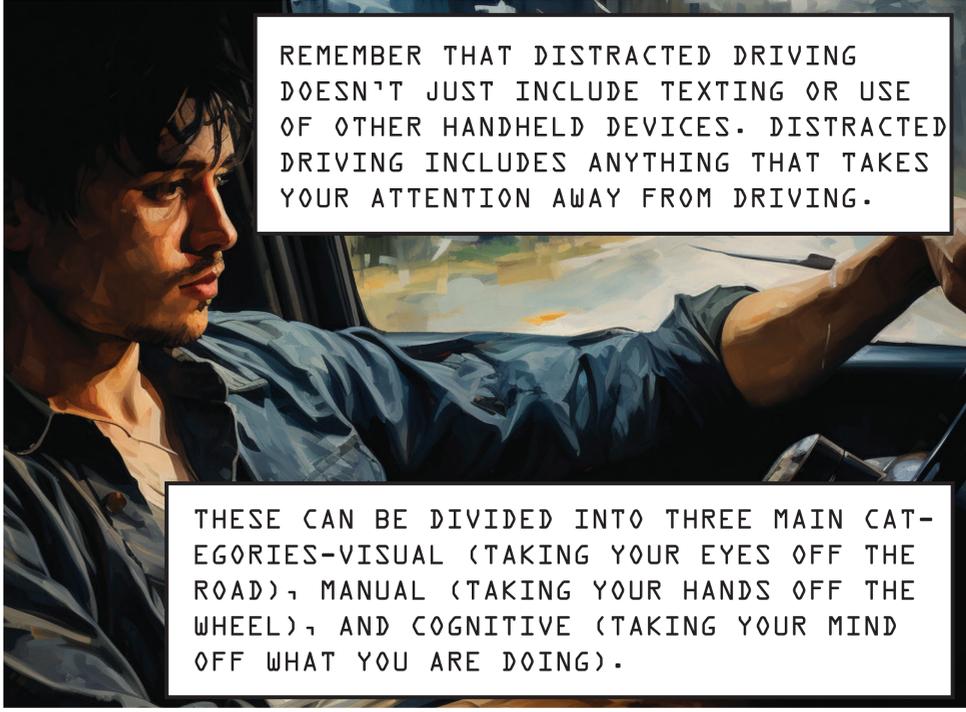


HOW MANY PEOPLE DIE EACH YEAR FROM DISTRACTED DRIVING?

IT IS DIFFICULT TO KNOW FOR SURE BECAUSE IT IS ALMOST IMPOSSIBLE TO PROVE, BUT THE NUMBER IS SURELY IN THE THOUSANDS, JUST IN THE UNITED STATES.

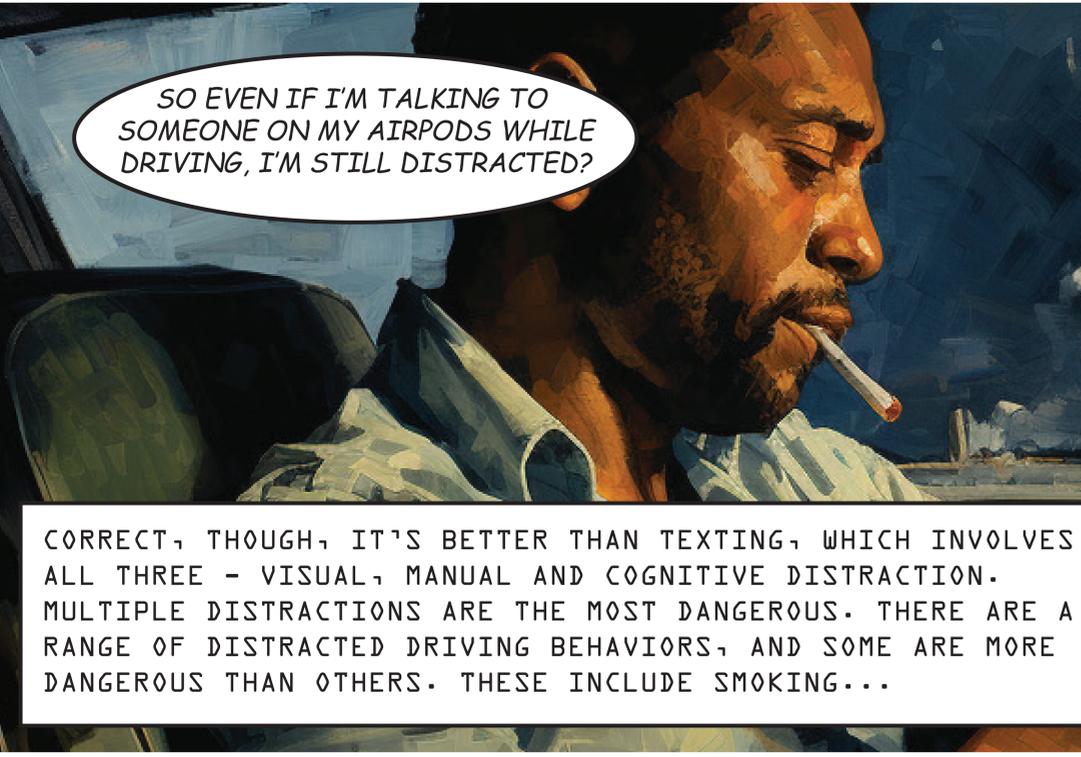


I ALWAYS SEE PEOPLE TEXTING WHILE DRIVING, AND IT MAKES ME UPSET... BUT SOMETIMES I DO IT TOO. I FEEL LIKE SUCH A HYPOCRITE.



REMEMBER THAT DISTRACTED DRIVING DOESN'T JUST INCLUDE TEXTING OR USE OF OTHER HANDHELD DEVICES. DISTRACTED DRIVING INCLUDES ANYTHING THAT TAKES YOUR ATTENTION AWAY FROM DRIVING.

THESE CAN BE DIVIDED INTO THREE MAIN CATEGORIES-VISUAL (TAKING YOUR EYES OFF THE ROAD), MANUAL (TAKING YOUR HANDS OFF THE WHEEL), AND COGNITIVE (TAKING YOUR MIND OFF WHAT YOU ARE DOING).



SO EVEN IF I'M TALKING TO SOMEONE ON MY AIRPODS WHILE DRIVING, I'M STILL DISTRACTED?

CORRECT, THOUGH, IT'S BETTER THAN TEXTING, WHICH INVOLVES ALL THREE - VISUAL, MANUAL AND COGNITIVE DISTRACTION. MULTIPLE DISTRACTIONS ARE THE MOST DANGEROUS. THERE ARE A RANGE OF DISTRACTED DRIVING BEHAVIORS, AND SOME ARE MORE DANGEROUS THAN OTHERS. THESE INCLUDE SMOKING...

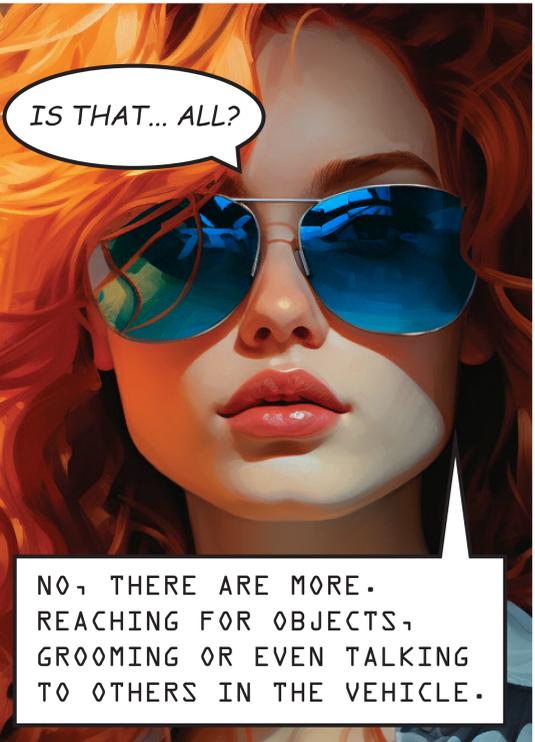


...HAVING CHILDREN OR PETS UNRESTRAINED IN A VEHICLE...

...OR EATING.



...ADJUSTING THE RADIO OR GPS...



IS THAT... ALL?

NO, THERE ARE MORE. REACHING FOR OBJECTS, GROOMING OR EVEN TALKING TO OTHERS IN THE VEHICLE.



IS IT ALWAYS THAT DANGEROUS? IT'S USUALLY JUST A GLANCE.

IF YOU LOOK AT YOUR PHONE FOR JUST 5 SECONDS, YOU WOULD DRIVE THE LENGTH OF AN ENTIRE FOOTBALL FIELD AT 55 MPH.

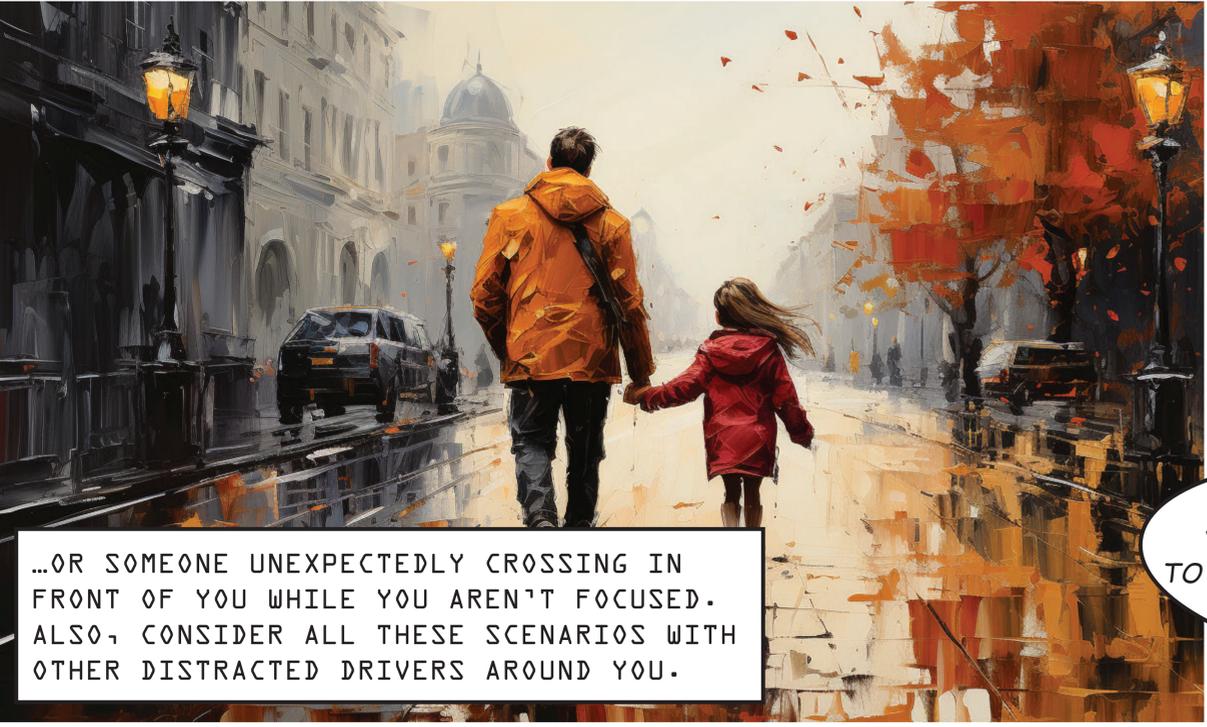


EVEN IN IDEAL CONDITIONS IT IS DANGEROUS, BUT OTHER FACTORS CAN INCREASE THE SEVERITY.

LIKE WHAT?



IMAGINE LOSING FOCUS FOR AN ENTIRE FOOTBALL FIELD AND THEN INCLUDE ELEMENTS LIKE SNOW, CONSTRUCTION OR UNFAMILIAR ROADS...



...OR SOMEONE UNEXPECTEDLY CROSSING IN FRONT OF YOU WHILE YOU AREN'T FOCUSED. ALSO, CONSIDER ALL THESE SCENARIOS WITH OTHER DISTRACTED DRIVERS AROUND YOU.



OKAY, I GET IT. YOU'RE WAY MORE LIKELY TO GET IN AN ACCIDENT WHEN DRIVING DISTRACTED

MANY EXPERTS IN TRANSPORTATION SAFETY PREFER YOU DON'T CALL THEM 'ACCIDENTS'.

WHY?

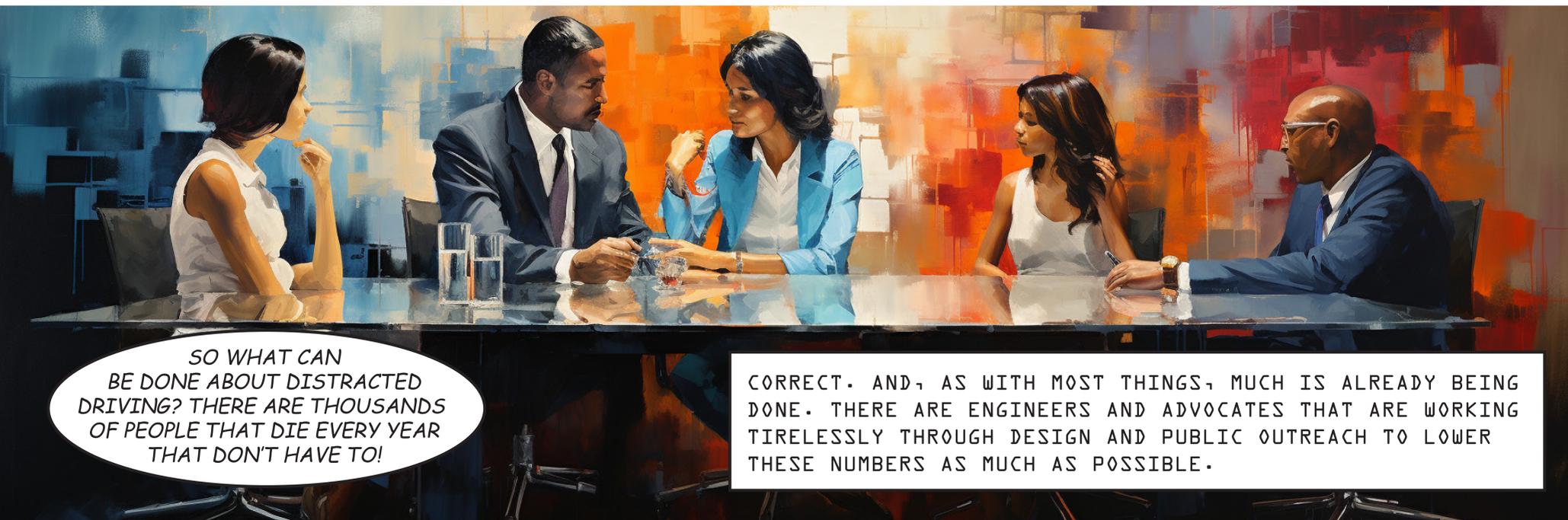
SOME ARGUE THAT BY LABELING THESE INCIDENTS AS 'ACCIDENTS' IT IMPLIES NO ONE IS RESPONSIBLE, AND DOWNPLAYS THE PREVENTABILITY OF THESE EVENTS.

I TOTALLY GET THAT. I CAN'T BELIEVE I'VE NEVER THOUGHT OF THAT BEFORE.



SO WHAT CAN BE DONE ABOUT DISTRACTED DRIVING? THERE ARE THOUSANDS OF PEOPLE THAT DIE EVERY YEAR THAT DON'T HAVE TO!

CORRECT. AND, AS WITH MOST THINGS, MUCH IS ALREADY BEING DONE. THERE ARE ENGINEERS AND ADVOCATES THAT ARE WORKING TIRELESSLY THROUGH DESIGN AND PUBLIC OUTREACH TO LOWER THESE NUMBERS AS MUCH AS POSSIBLE.



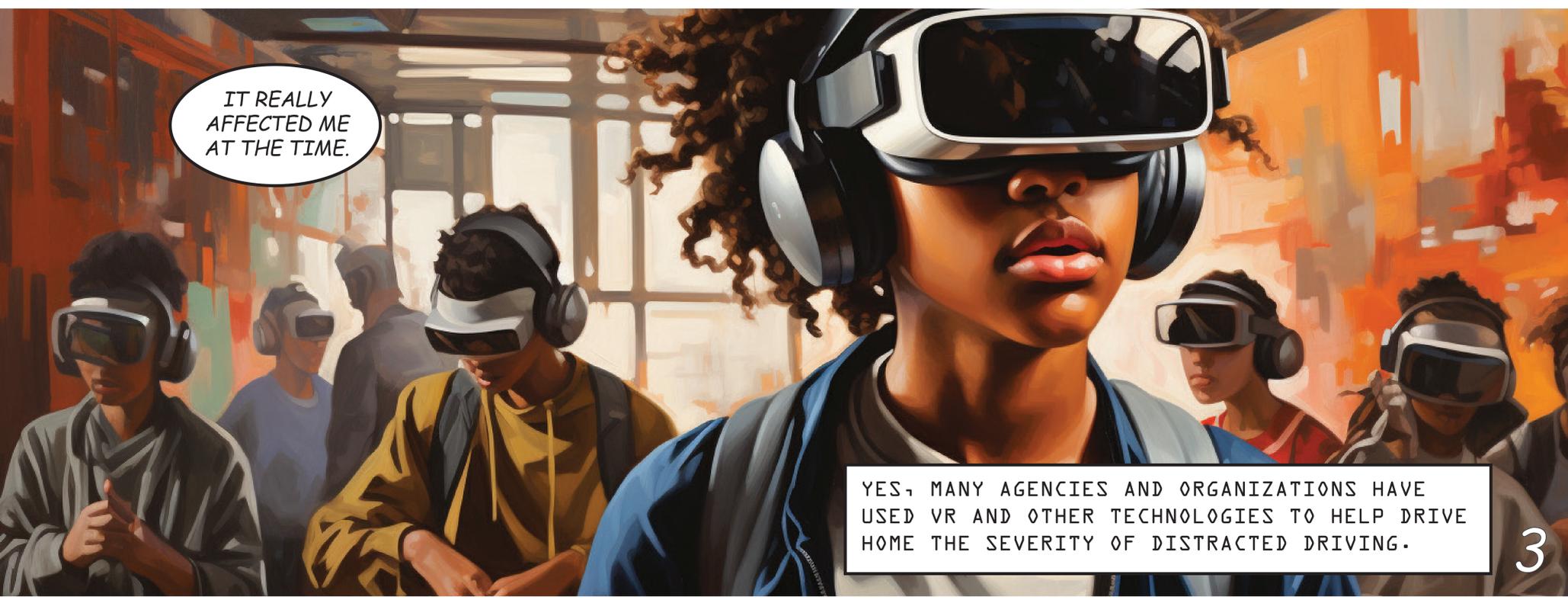
INITIATIVES SUCH AS 'ZERO FATALITIES' INFORM THE PUBLIC OF THESE DANGERS USING A VARIETY OF OUTREACH METHODS, INCLUDING ADVERTISING AND IN-PERSON MEETINGS.

ACTUALLY, I REMEMBER SOMETHING LIKE THAT. SOMEONE CAME TO MY HIGH SCHOOL WITH A VR HEADSET, AND WE WERE ABLE TO WATCH THIS IMMERSIVE EXPERIENCE WHERE THE CAR YOU WERE DRIVING ACTUALLY CRASHED FROM DISTRACTED DRIVING.



IT REALLY AFFECTED ME AT THE TIME.

YES, MANY AGENCIES AND ORGANIZATIONS HAVE USED VR AND OTHER TECHNOLOGIES TO HELP DRIVE HOME THE SEVERITY OF DISTRACTED DRIVING.





I ASSURE YOU THAT WAS NOT INTENTIONAL.

WOW, 'DRIVE HOME'? PUNS WHILE TALKING ABOUT SOMETHING SO SERIOUS?



SURE, WHATEVER. I DO FEEL LIKE A LECTURE ON PUBLIC TRANSIT IS COMING...

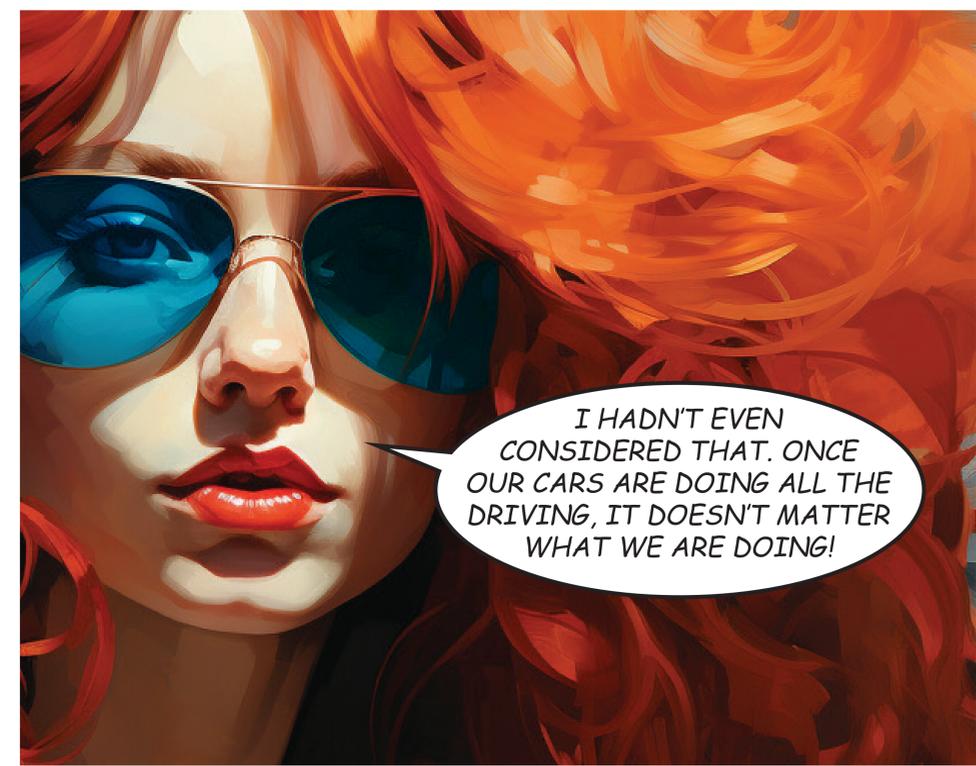
YOU ARE CORRECT AGAIN, BEY. DISTRACTIONS OF ALL KINDS ARE PERFECTLY SAFE WHEN SOMEONE ELSE IS DRIVING. THIS INCLUDES LIGHT RAIL AND BUSES...



...AS WELL AS SHARED RIDE SERVICES LIKE TAXI AND UBER.



AND, HOPEFULLY SOON, AUTONOMOUS VEHICLES WILL DRAMATICALLY CHANGE WHAT IS ACCEPTABLE DRIVING BEHAVIOR.



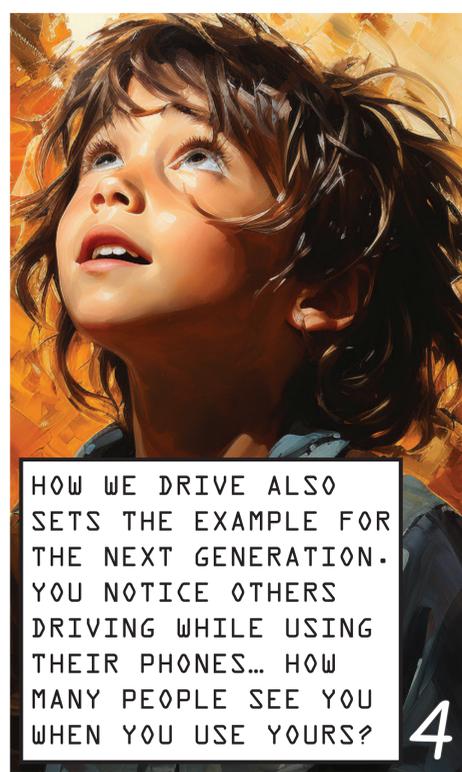
I HADN'T EVEN CONSIDERED THAT. ONCE OUR CARS ARE DOING ALL THE DRIVING, IT DOESN'T MATTER WHAT WE ARE DOING!



CORRECT, BEY. EVEN SLEEPING IN CARS COULD BE ACCEPTABLE ONCE AUTONOMOUS VEHICLES SURPASS THE SAFETY OF HUMAN DRIVERS. IF THERE IS ONE THING THAT COULD ELIMINATE THE DANGERS OF DISTRACTED DRIVING, IT MAY BE SELF-DRIVING VEHICLES.



AND DON'T FORGET, THERE ARE OTHER REASONS TO NOT DRIVE DISTRACTED. IN MOST PLACES IT IS AGAINST THE LAW TO USE MOBILE DEVICES WHILE DRIVING AND PENALTIES CAN INCLUDE TICKETS OR MORE SERIOUS LEGAL CONSEQUENCES.



HOW WE DRIVE ALSO SETS THE EXAMPLE FOR THE NEXT GENERATION. YOU NOTICE OTHERS DRIVING WHILE USING THEIR PHONES... HOW MANY PEOPLE SEE YOU WHEN YOU USE YOURS?



I THINK THE BEST THING I CAN DO IS JUST STOP DRIVING DISTRACTED MYSELF. GETTING MYSELF HURT WOULD BE AWFUL, BUT HURTING OR KILLING SOMEONE ELSE IS ONE OF THE MOST HORRIFIC THINGS I CAN IMAGINE.



IT HAPPENS MORE THAN WE'D LIKE TO ADMIT, BEY.



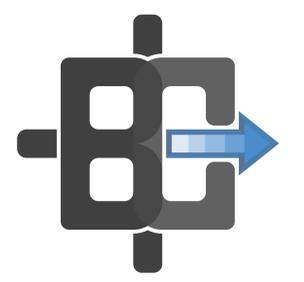
WELL, I CAN AT LEAST START WITH MYSELF. YOU HEARD IT HERE FIRST, OND. I'M DONE DRIVING DISTRACTED. FEEL FREE TO WARN ME IF I'M TEMPTED.

IF YOU WERE WEARING ME WHILE DRIVING, YOU WOULD LITERALLY BE DRIVING DISTRACTED.

SOMETIMES YOU CAN BE, JUST... THE WORST.



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