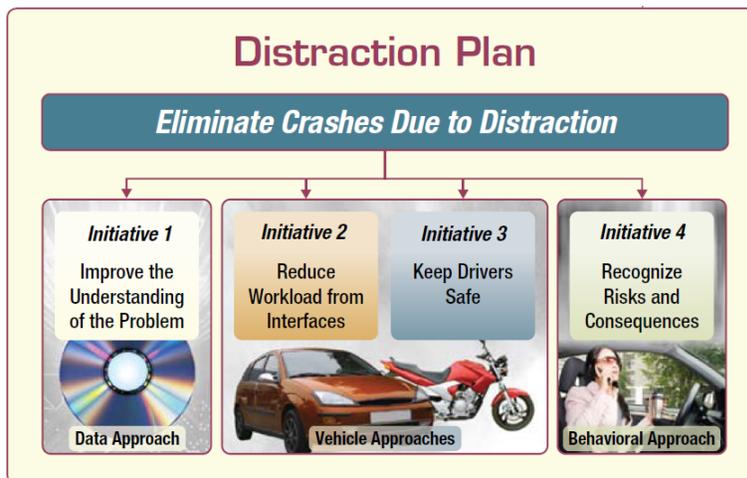


Overview of NHTSA Distraction Plan

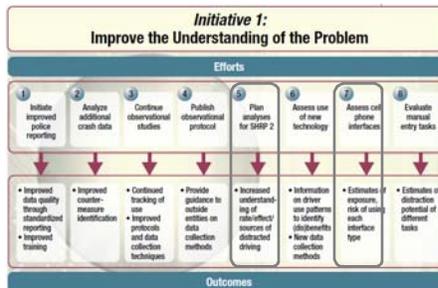


NHTSA Distraction Plan



Improve Understanding

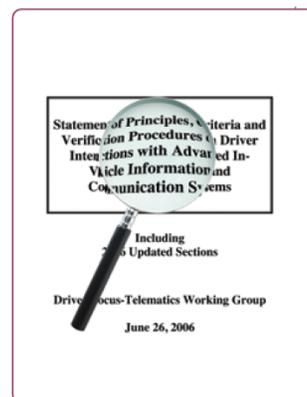
- Plan analyses for TRB naturalistic driving study
 - Outcome: Better understanding of driver behavior
 - Status: Ongoing. Data will be delivered in 2013
- Assess cell phone interfaces
 - Outcome: Estimate of use, distraction potential for each interface



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Reduce Workload (Distraction) from Interfaces

- Guideline development
 - Phase 1: In-vehicle visual-manual interfaces
 - Refines current Alliance Guidelines
 - Completion: August 2011
 - Phase 2: Portable devices
 - Expands scope of current guidelines
 - Completion: August 2013
 - Phase 3: Voice interfaces
 - Also expands current scope
 - Completion: August 2014



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Keep Drivers Safe

- Quantify benefits of crash avoidance systems
 - Outcome: Enhanced estimate of benefits
 - Status: In contracts, completion in 2013
- Assess effectiveness of cell phone filters
 - Outcome: Estimate of effectiveness
 - Status: In contracts, completion in 2011



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Recognize Risks and Consequences

- Evaluate laws and high-visibility enforcement
 - Outcome: Estimate of effectiveness of laws
 - Status: Ongoing, completion in 2011
- Draft sample law
 - Outcome: Draft language for lawmakers
 - Status: Complete



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Rollout Strategy

- Stakeholder Briefing
 - Week of April 19
- Publish as final document to:
 - DOT and NHTSA websites
 - Docket, with instructions that all comments will be considered for 2011 revision