



**Governor's Traffic Safety Advisory Commission
Distracted Driving Action Team
Tuesday, October 27, 2015
1:00 PM**

**Michigan State Police Headquarters
333 S. Grand Avenue, Lansing, Michigan 48909
1917 Room**

Attendance	
Name	Agency
Jim Santilli, Chairman	Traffic Improvement Association of Michigan
Tom Artushin, Vice Chairman	Ford Motor Company
Kim Ault	Michigan Department of Transportation
Chris Civiero	Ford Motor Company
Sgt. Kim Comerford	Bloomfield Township Police Department
Linda Fech	Michigan Office of Highway Safety Planning
Lt. Randy Holton	Michigan State University Public Safety
Kim Lariviere	Michigan Department of Transportation
Lt. Gary Megge	Michigan State Police
Dave Morena	Federal Highway Administration
Nick Metzger	State Farm
Anne Readett	Michigan Office of Highway Safety Planning
Officer James Shoemaker	Bloomfield Township Police Department
Kendall Wingrove	Michigan Office of Highway Safety Planning
Linda Wheeler	Citizen

Agenda Item: Call to Order and Introductions
Discussion: Not Applicable
Action: Jim Santilli called the meeting to order at 1:03 PM and began with attendee introductions.

Agenda Item: Review of July 28, 2015 Meeting Minutes
Discussion: None.
Action: A motion was made by Nick Metzger to approve the July 28, 2015 meeting minutes. Seconded by Tom Artushin. The motion was approved with all in favor and none opposed.

Agenda Item: Chairman's Report
Discussion: Santilli discussed the distracted driving initiatives he is aware of throughout Michigan and the nation.
Action: Not Applicable

Agenda Item: Vice Chairman's Report
Discussion: Artushin stated Ford Motor Company continues to conduct distracted driving awareness initiatives through Ford's "Driving Skills for Life" program. Furthermore, the automotive industry remains committed to enhancing the safety of everyone through the advancement of vehicle technology.
Action: Not Applicable

Agenda Item: Old Business - Distracted Driving Enforcement Discussion
Discussion: A discussion was held regarding the continued challenges law enforcement officers face regarding Michigan's texting law.

 Artushin asked if any distracted driving enforcement initiatives are planned in the near future. Santilli stated some agencies, such as the Michigan State Police and Bloomfield Township Police Department, have been conducting their own distracted driving enforcement mobilizations.

 Santilli asked the OHSP employees if federal funding will be available during 2016 for distracted driving enforcement. Anne Readett stated funding will likely not be available as Michigan does not qualify under the current federal requirements.

 Santilli stated he will speak with Bob Stevenson, Executive Director of the Michigan Association of Chiefs of Police, to see if Lt. Gary Megge and the Bloomfield Township Police Department can be added to the Mid-Winter Training Conference Agenda.

Lt. Randy Holton recommended developing a 5-7 video that can be shown to law enforcement officers during roll call.

Santilli formed a sub-committee to focus on the distracted driving enforcement challenges. Sgt. Kim Comerford and Lt. Randy Holton agreed to serve on the committee. Santilli will also be seeking other law enforcement commanders to participate.

Action: Not Applicable

Agenda Item: Old Business - Michigan Traffic Safety Summit Call for Topics

Discussion: General Motors and Ford Motor Company submitted a joint proposal to host a panel discussion on automotive safety technology.

Lt. Megge submitted a request to present "Why We Crash."

Action: Not Applicable

Agenda Item: Old Business - 2016 Distracted Driving Awareness Month Discussion

Discussion: The 2016 Distracted Driving Awareness Month will take place during the month of April.

Kendall Wingrove stated the Michigan Office of Highway Safety Planning plans to increase distracted driving awareness among all ages during Distracted Driving Awareness Month.

Santilli stated TIA and State Farm will be hosting a distracted driving billboard competition for high school students. Each high school will receive an invitation to participate. The goal is for students to create a billboard design to encourage the public to keep their eyes on the road and hands on the wheel. A panel of traffic safety professionals and students will select the final design, which will be featured on billboards throughout Michigan during April.

Action: Not Applicable

Agenda Item: Old Business - Action Plan Progress Update

Discussion: Dave Morena recommended adding mini-study data to the Distracted Driving Action Plan during the next update.

Lt. Megge spoke with the Commander of the Michigan State Police 2nd District Motor Unit about focusing more on distracted driving.

Linda Wheeler continues to give distracted driving presentations.

Kim Lariviere stated the Michigan Department of Transportation remains committed to using rumble strips and cable median barriers to prevent run-off-the-road crashes. Morena stated rumble strips reduced crashes by approximately 48%. Also, the southeast and southwest Michigan regional traffic safety plans are nearing completion.

Readett stated that in addition to conducting a safety belt survey, the Michigan Office of Highway Safety Planning funded a hand-held vs. hands-free cell phone survey during 2015.

Lt. Holton stated the Michigan State University Department of Public Safety has been focusing on its "Move Safe Campaign," which focuses on bicyclists, drivers, and pedestrians. Distracted bicyclists and pedestrians has been an increasing concern. Safety messages are being communicated through signs, posters, table tents within the cafeterias, radio shows, etc. There are more than 20,000 bicyclists on campus.

Linda Fech has been working on the "Strive for a Safer Drive" program. She also recommended adding data from Lt. Megge and the Bloomfield Township Police Department to a future *Safety Network* newsletter.

Nick Metzger gave an update on State Farm's "Celebrate My Drive" program.

Action: Not Applicable

Agenda Item: New Business - Discussion of AAA Foundation for Traffic Safety Report Regarding Hands-Free Technology

Discussion: Santilli recommended that everyone review the AAA Foundation for Traffic Safety Report Regarding Hands-Free Technology.

Action: Not Applicable

Agenda Item: New Business - Discussion of Topics for Future Team Meetings

Discussion: A discussion was held. Santilli stated he'd like to host a future meeting at Mcity and General Motors so Action Team members can learn more about technology that can reduce distracted driving crashes.

Action: Not Applicable

Agenda Item: Action Team and Public Comments
Discussion: None
Action: Not Applicable
Agenda Item: Adjournment
Discussion: Not Applicable
Action: Santilli adjourned the meeting at 3:01 PM
<u>Future Meeting Dates</u> 2016 Dates To Be Determined