



City of Arts & Innovation

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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National Campaign To End Distracted Driving – Final Report *Silence the Distraction*

In California, Police, Sheriff and CHP officials joined the Office of Traffic Safety (OTS), the National Highway Traffic Safety Administration (NHTSA), and the National Transportation Safety Board (NTSB), as well as law enforcement throughout the country, to focus on the education and enforcement against distracted driving.

From 12:01 a.m., Friday, April 1, 2016, through midnight, Saturday, April 30, 2016, officers throughout the City of Riverside issued 192 citations for distracted driving. 158 of those citations were for the use of a cell phone and 26 citations were written for texting while driving. In 2015, Riverside reported 218 citations written for distracted driving during the nationwide campaign in the month of April, with 181 citations written for the use of a cell phone and 16 written for texting while driving. The number of citations written for texting while driving has increased by 62% compared to last year, during the April campaign. Also, two traffic collisions were reported in the City of Riverside, where an associated factor of the collision was “inattention” due to distracted driving.

Although the purpose of these campaigns is not to write as many citations as possible, sometimes citations are necessary for drivers to understand the importance of focusing on their driving.

WHAT IS DISTRACTED DRIVING?



Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger and bystander safety. These types of distractions include:

- Texting
- Using a cellphone or smartphone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting a radio, CD player or MP3 player

Because text messaging requires visual, manual and cognitive attention from the driver, it is by far the most alarming distraction.

The purpose of the campaign is to raise awareness about the dangers of distracted driving in an attempt to change behavior and save lives, not just in April but all year-round. The California Office of Traffic Safety, Police, Sheriff and the CHP reminds everyone the best way to end distracted driving is to educate all Americans about the danger it poses.

<https://www.facebook.com/Avoidthe30/>

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