

From: [Julie Castaneda](#)
To: [COB_mail](#)
Subject: FW: Pima County Cellphone Ordinance Expansion
Date: Tuesday, May 2, 2017 3:57:15 PM

From: Mark Spear [REDACTED]
Sent: Tuesday, May 2, 2017 7:01 AM
To: District4 <District4@pima.gov>; District1 <District1@pima.gov>
Cc: DIST2 <DIST.2@pima.gov>; District3 <District.3@pima.gov>; District5 <District5@pima.gov>
Subject: Pima County Cellphone Ordinance Expansion

Dear Supervisors,

Here is an analysis of studies of cellphone laws effectiveness.

The overall result is that it is inconclusive that any of the laws and ordinances produce any significant impact on safety.

I will provide some of the comments and a link to the multiple study analysis.

Here are the comments:

"Thus, despite the proliferation of laws limiting drivers' cellphone use, it is unclear whether they are having the desired effects on safety."

"The effects of texting bans on the rates of drivers' texting are unknown."

"However, the crash risk associated with using a cell-phone while driving is not well understood."

"On the issue of texting while driving, even less is known. There are no studies estimating actual crash risk associated with texting."

"Because it is difficult for roadside observers to differentiate texting from other phone manipulations, observation surveys of drivers generally combine texting with other types of phone manipulations."

"In California, Louisiana, and Minnesota, there were significant modest increases in collision claim rates after the bans took effect, relative to the control states."

"The study notes that the difficulty of enforcing texting bans and, perhaps, lack of compliance may explain in part why collision claim rates did not decrease following the bans. As for the increase in collision claim rates observed in three states, the report suggested texting drivers may have responded to the bans by hiding their phones from view, thereby increasing the potential danger."

"Well-enforced traffic laws have been a highly effective countermeasure for reducing risky driving behaviors and the associated crashes, deaths, and injuries. However, it is not clear at this point that laws limiting drivers' cellphone use are having the same beneficial effects. A review of the research on the effects of driver cellphone and texting

bans found mixed results. As discussed throughout the review, there is considerable unsettled evidence with regard to the patterns of drivers' phone use or the effects of use on crash risk."

"Thus, even as states increasingly are enacting laws limiting drivers' phone use, it is unclear the laws will have the desired effect on crashes."

"Understanding the effectiveness of cellphone and texting bans is essential because states increasingly are expending resources on enacting, enforcing, and publicizing them, and it is important that limited resources be directed to proven countermeasures with the greatest potential impact on safety."

Here is the link to the analysis of the multiple studies.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4001674/>

Mark Spear
Systems Engineer
Traffic Safety Researcher


Note: I will be available at the Board of Supervisors meeting.