

TRAFFIC SAFETY PRESENTATION

DISTRACTED DRIVING & WALKING - CAUSE, EFFECT & SOLUTIONS



Wednesday, March 28 @ 6pm
OPEN TO PUBLIC
SCPD Community Room - 155 Center Street

The presentation examines distracted driving and walking as well as solutions to address such behavior. Distracted driving and walking have become increasingly serious concerns with the popularity of cellphones and smartphones.



Studies have shown that drivers require more reaction time and pedestrians become less attentive to their surroundings when distracted by cell phones.

Nearly all drivers, **91%**, reported owning a cellphone, and more than **50%** say they use them while driving.



Co-presenting with SCPD is AT&T

When it comes to texting and driving, it can wait.

To drive home the message, AT&T is bringing a virtual reality simulator to the presentation. Participants safely experience first hand



how dangerous it is to take their eyes off the road and glance at a phone.

For more info contact sgarner@cityofsantacruz.com

