

## **NO TEXTING While Driving Resolution**

**WHEREAS**, the City of San Diego holds the health and safety of its citizens as a paramount concern; and

**WHEREAS**, wireless phone use has become ubiquitous through our community, California, and the nation as a whole; and

**WHEREAS**, the use of text messages has grown exponentially in recent years; and

**WHEREAS**, any time a driver attempts to send an electronic text message while driving, his or her attention is diverted from the road; and

**WHEREAS**, a recent Pew Internet & American Life Project study found that 26% of American teens of driving age say that they have texted while driving, and 48% of all teens 12 to 17 say that they have been a passenger while a driver has sent a text message; and

**WHEREAS**, a recent Nationwide Insurance study showed that eighty percent of respondents support some type of ban on sending text messages or emails while driving; and

**WHEREAS**, a recent Virginia Tech study showed sending electronic text messages while driving makes an accident 23 times more likely; and

**WHEREAS**, a study conducted by The Transport Research Laboratory in the United Kingdom showed that sending text messages while driving is riskier than driving under the influence of alcohol or drugs; and

**WHEREAS**, a driver that attempts to send electronic text messages while driving is not just a hazard to themselves, but to passengers, other drivers, and pedestrians as well; and

**WHEREAS**, the United States Department of Transportation has banned all commercial truck and bus drivers from sending electronic text messages while driving, with the support of the drivers' unions; and,

**WHEREAS**, it is illegal to send electronic text messages while driving in the state of California;

**BE IT RESOLVED** that the City of San Diego promotes safe driving across California and hereby joins AT&T in its effort to educate the general public about the danger of texting while driving.



May 18, 2010

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Honorable Marti Emerald  
Councilmember  
City of San Diego  
202 "C" street,  
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Dear Councilmember Emerald:

*No text message is worth dying over. It can wait.*

That is the central message in an aggressive new public awareness campaign AT&T has launched. AT&T is taking a strong stance on the risks of texting while driving in hopes that people using wireless products and services do so safely. A recent study by Virginia Tech Transportation Institute found those who text while driving are 23 times more likely to be involved in some type of safety critical event as compared to those drivers who don't text while driving. And nationally, the nonprofit National Safety Council blames 28 percent of traffic accidents annually on motorists talking or texting while driving.

We encourage the City of San Diego to adopt a **No Texting While Driving Resolution**. A resolution, such as the one drafted and attached, promotes the health and safety of all San Diego residents, acknowledges the serious risks of texting while driving, and promotes safe driving across the state.

In addition to the City Resolution, there are other ways to spread the message about this important issue with residents, as well as your employees, constituents, friends and family members. Here are a few ideas that can help make a difference:

- Link to AT&T's online education and resource center ([www.att.com/txtngcanwait](http://www.att.com/txtngcanwait)) from your intranet and public-facing web sites
- Place one of our awareness ads in your print or e-newsletter
- Take AT&T's Facebook pledge not to text and drive, and encourage others to do so
- Implement a "no texting while driving" employee policy
- Ask employees to tag e-mails with the message: "This message is not worth reading or responding to while driving"
- Download our poster and educational brochure and post in employee or public areas

Visit our web site at [www.att.com/txtngcanwait](http://www.att.com/txtngcanwait) to learn more about the campaign and download educational resources.

We hope you feel as strongly as we do about this issue, and will join us in a concerted effort to reduce accidents through education and awareness outreach. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "DM", written over a circular scribble.

Cc: Don Mullen, Chief of Staff



## Texting & Driving ... It Can Wait: Parent & Teen Pledge

Dear Parent and Teen,

In our 24/7 world, text messaging is increasingly becoming the way we communicate today. Unfortunately, some people may be texting from behind the wheel of a moving vehicle.

Did you know that a recent study by Virginia Tech Transportation Institute found those who text while driving are 23 times more likely to be involved in some type of safety critical event as compared to those drivers who don't text while driving\*?

You can help ensure that America's roads are safer. Please read and discuss the tips below with your whole family. Then make it official by signing the pledge.

- **Be smart.** Never text while driving. No text message is worth being distracted and getting into an accident.
- **Be caring.** Don't send a text to anyone when you know they are driving, or to anyone you know is likely behind the wheel.
- **Be in control.** Remember it's your phone. You decide if and when to send and read texts so take control. Consider turning your phone off, setting it to silent or even storing it in the glove box before hitting the road.
- **Be an example.** Don't send the wrong message by texting while you drive. Your family and friends will follow your example.

I, \_\_\_\_\_ and \_\_\_\_\_ have read and discussed the tips and pledge to be safe drivers by not texting while driving.

For more information or resources on texting and driving, visit [www.att.com/txtngcanwait](http://www.att.com/txtngcanwait). In addition, be sure to visit [www.facebook.com/att](http://www.facebook.com/att) to take the pledge to not text and drive online, and encourage your friends and family to do the same.

\* The Virginia Tech Transportation Institute ([http://www.vtti.vt.edu/PDF/7-22-09-VTTI-Press\\_Release\\_Cell\\_phones\\_and\\_Driver\\_Distracton.pdf](http://www.vtti.vt.edu/PDF/7-22-09-VTTI-Press_Release_Cell_phones_and_Driver_Distracton.pdf))