



DISTRACTED DRIVING

The Distracted Driving Challenge Area focuses on strategies to reduce instances of distracted driving through education and awareness countermeasures. Distracted Driving describes any driver action that takes eyes or mind off of the task of driving, or hands off of the wheel. Note that Distracted Driving is especially challenging to identify and is likely underreported in crash data.

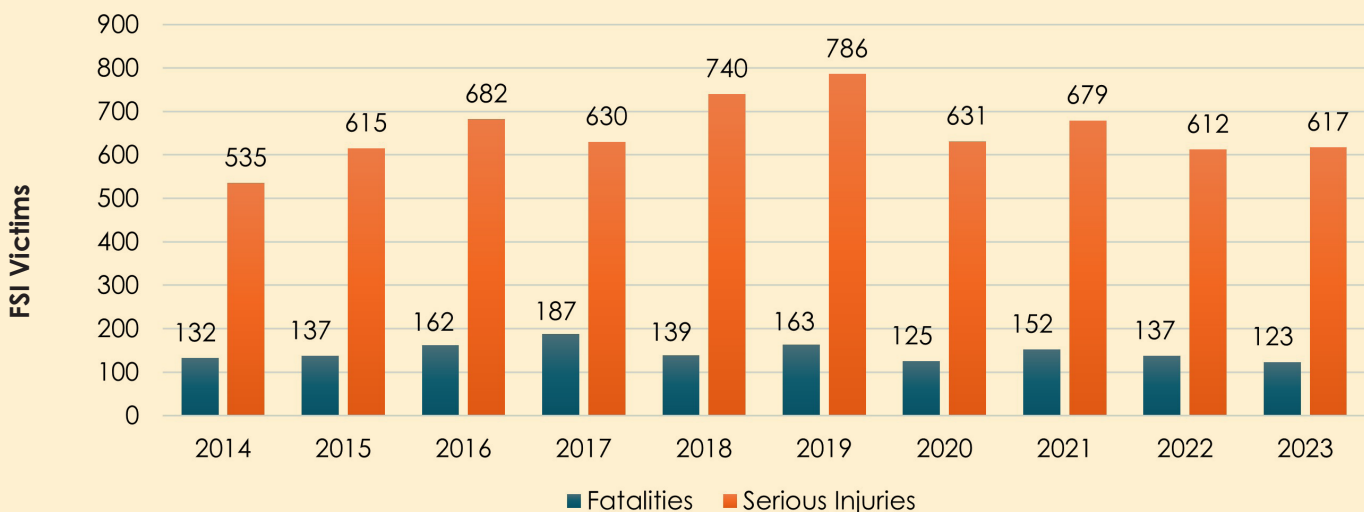
Defined as: All fatalities and serious injuries involved in a crash related to Distracted Driving.

Distracted Driving Fatal and Serious Injury (FSI) Victims

7,984

4% of statewide FSI victims

FSI Victims by Year



Top Three Challenge Area Overlaps

Distracted Driving FSI crashes also involve:



37%

Speed Management/
Aggressive Driving



31%

Lane Departures



29%

Pedestrians

Crashes often involve more than one factor and overlap with multiple Challenge Areas. See related fact sheets for overlapping Challenge Areas, as addressing one Challenge Area can improve the safety outcomes of the others.

Share of FSI Victims: State Highways vs. Local Roads



32%
State
Highways

VS

68%
Local
Roads



Share of FSI Victims: Rural vs. Urban Roads¹



24%
Rural
Roads

VS

76%
Urban
Roads



Source: All crash data is from Statewide Integrated Reporting System (SWITRS) 2014–2023 unless otherwise noted.

1. Rural and urban data determined by 2020 US Census "Urban Areas" dataset. FSI crashes with unknown geolocation were excluded.

For more information,
visit the SHSP Crash
Data Dashboard:

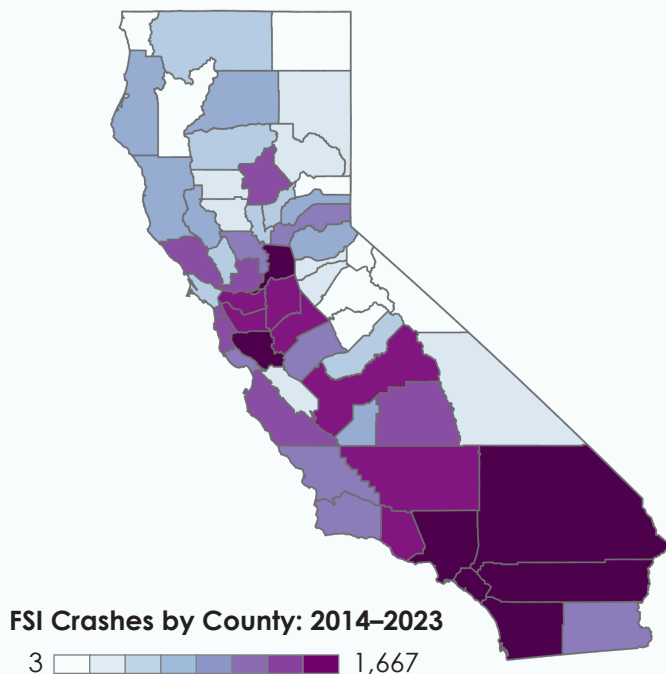




DISTRACTED DRIVING

FSI Crash Frequency and FSI Crash Rate by County

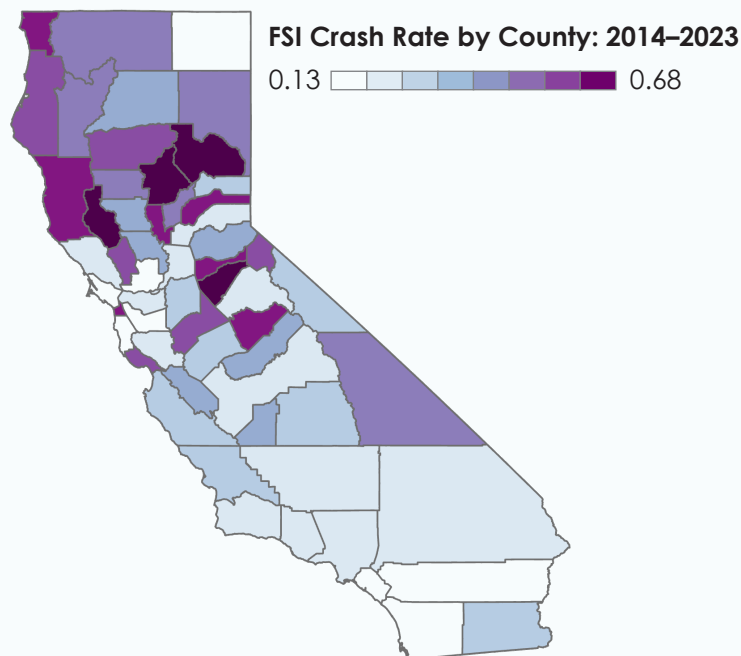
FSI Crash Frequency



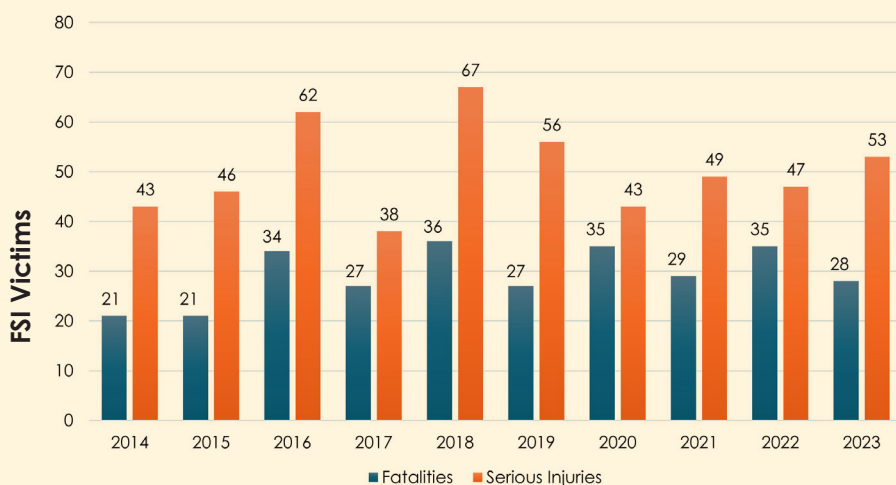
DVMT Source: Highway Performance Monitoring System

FSI Crash Rate

FSI Crashes per HMVMT (Hundred Million Vehicle Miles Traveled)



Yearly Trend for FSI Victims in Tribal Areas^{1,2}



Distracted Driving makes up **4%** of tribal area FSI victims.

Since 2014, FSI victims in tribal areas increased by **29%**, versus the overall statewide increase of **11%**.

Source: All crash data is from SWITRS (2014–2023) unless otherwise noted.

1. Tribal boundaries provided by University of California, Berkeley's Safe Transportation Research and Education Center.

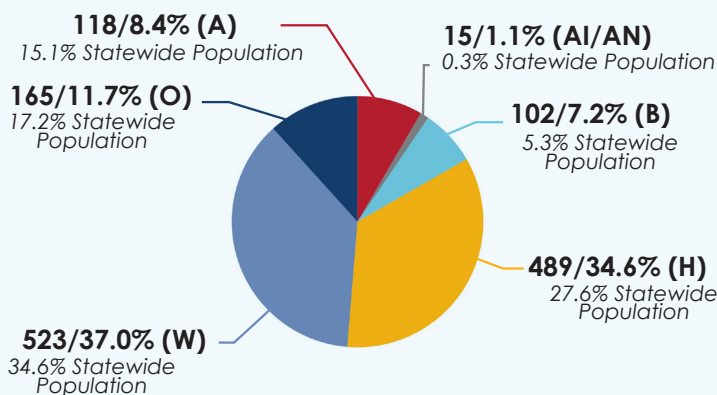
2. Tribal areas defined as areas within 5 miles of tribal boundaries.



DISTRACTED DRIVING

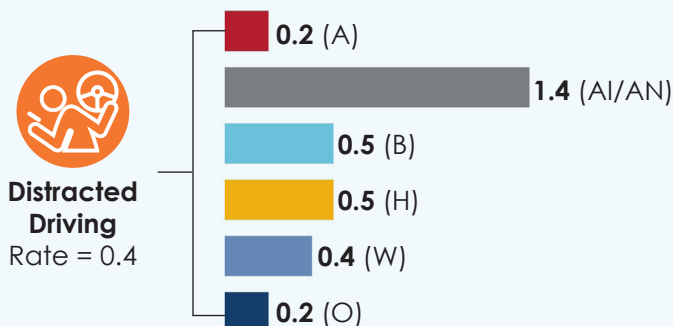
Race/Ethnicity in Traffic Fatalities

Distribution of California Traffic Fatalities by Race/Ethnicity



Fatality Rate by Race/Ethnicity

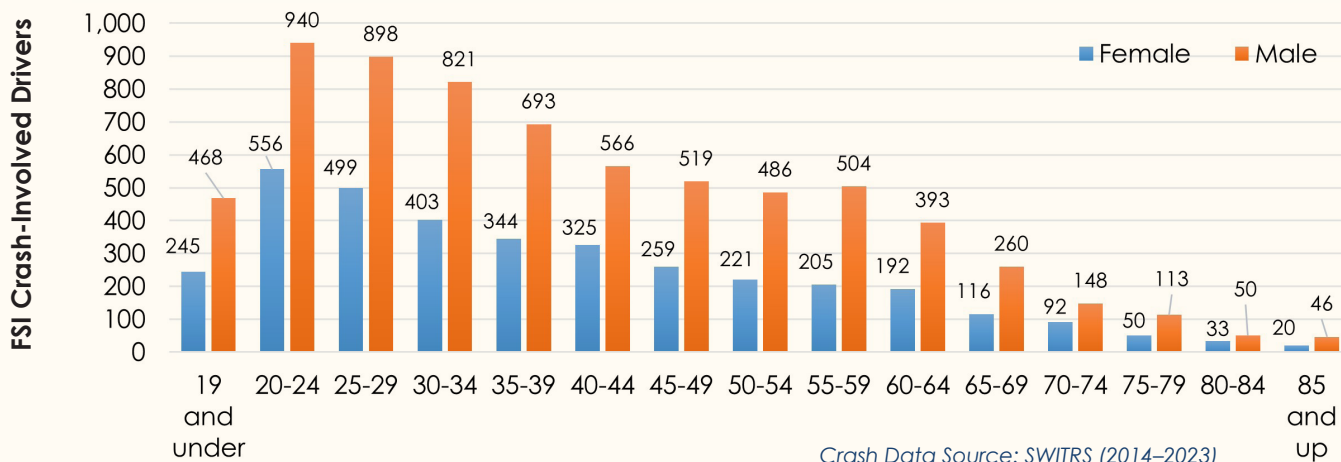
(Fatality Rate per 100,000 Population)



■ Asian (A)
 ■ American Indian/Alaskan Native (AI/AN)
 ■ Black (B)
 ■ Hispanic (H)
 ■ White (W)
 ■ Other (O)

Comparison of Crash-Involved Drivers by Age and Sex

Male drivers are **1.9x** as likely to be involved in a Distracted Driving FSI crash



Income Impact in Traffic Fatalities^{1,2,3}

Increased Rate of Fatalities in Disadvantaged Communities Versus Non-Disadvantaged Communities

Statewide
Fatalities



40%
Higher

Distracted
Driving
Fatalities



28%
Higher

1. Income data is available for the Census Tracts where a traffic fatality occurs and not the individual (i.e. this data represents the income information of the Census Tracts where the crash occurred and not the income of the crash victim).

2. Disadvantaged communities were determined using 2023 ACS 5-Year estimate data for median household income at Census Tract level. The 2023 ACS 5-Year Estimate data was used to determine fatality rates per 100,000 population.

3. Assembly Bill 1550 stipulates that 80% of statewide median household income to be used as threshold for disadvantaged communities. 2023 threshold is \$77,067.

Source: US Census Bureau 2023 ACS 5-Year Estimate data and FARS 2014–2023 unless otherwise noted



DISTRACTED DRIVING

Top Three Crash Types*



25%

Vehicle/
Pedestrian



20%

Rear End



16%

Broadside

Top Three Primary Crash Factors*



23%

Unsafe
Speed



18%

Improper
Turning



13%

Pedestrian
Violation

Potential Countermeasures to Mitigate Distracted Driving FSI Crashes

These countermeasures have been selected as data-backed strategies to improve traffic safety within the Distracted Driving Challenge Area. See related fact sheets for overlapping Challenge Areas, as addressing one Challenge Area can improve the safety outcomes of other Challenge Areas.



Graduated Driver Licensing
(GDL) Passenger Limits for
Young Drivers²



High-Visibility
Cell Phone Use
Enforcement²



Employee Programs on
Distracted Driving (Training,
Outreach, Policies)²

Countermeasure References and Resources

1. [28 Proven Safety Countermeasures](#), supported by Caltrans and FHWA
2. [NHTSA Countermeasures that Work, 2023](#)
3. [Caltrans Local Roadway Safety Manual \(Version 1.7, April 2024\)](#)

Source: All crash data is from SWITRS unless otherwise noted.

*Percentages are calculated based on a total of 7,020 Distracted Driving FSI crashes.