
The DRIVE Coalition

www.drivecoalition.org

Proposal by

Seward Square Group and Eris Group



DISTRACTED DRIVING: THE URGENCY

- In less than 6 months, a **benign debate** about teens and texting has morphed into a **full-throttle assault** on mobile technology.

- **Jan 26, 2010**: LaHood announces **federal ban** on text messaging for commercial truck drivers. At press conference, LaHood goes **beyond** his prepared remarks:

“My goal is to eliminate all mobile devices in all vehicles New technologies do not fit with my high standard of zero distractions in vehicles, period.”

“It doesn’t fit in with my philosophy of people being distracted ... to put more technology [in cars] doesn’t meet the high standard that I’m talking about. You can’t drive safely when you’re trying to adjust your GPS system or radio.”

- **April 8, 2010**: LaHood announces **first enforcement crackdown** campaigns on distracted driving. Similar pilot programs on **drunk driving** and **seatbelts** ultimately became federal mandates, where **government dictates** behavior behind the wheel.



United States
Department of Transportation



OPRAH WINFREY

THE MOST POWERFUL PERSON IN MEDIA

Her website has an entire “**No Phone Zone**” on distracted driving, calls it “an **epidemic** that is sweeping through our country, claiming lives and **destroying families.**”

“My biggest hope for the No Phone Zone Campaign is that it becomes mandatory that no one uses their phone in the car.”

- (New York Times)



OPRAH'S BULLHORN

Recent “tweets” to Oprah’s **3.7 million followers**



Her Facebook page has **1.5 million fans**



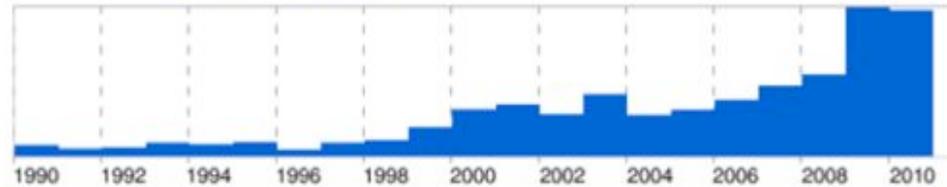
TIME IS OF THE ESSENCE

- With industries remaining **silent**, national transportation authorities and media celebrities have **hijacked the debate**, a dire consequence to reasonable regulation.
- Auto, tech, and insurance industries, among others, have become **collateral damage** in this transportation battle. **Failure to act** will result in a scenario with **51 separate battles**, instead of just one where a coalition can lead the debate.
- Even worse, stakeholders **will get caught flat-footed** by federal preemption and **forced** into a position *against* something, instead of being *for* something: *enhanced driver education and enforcement*.

Stark upward trend in distracted driving stories in recent years:

Google News Timeline: Articles on "Distracted Driving"

1990-2010 [Search other dates](#)



DRIVE Coalition

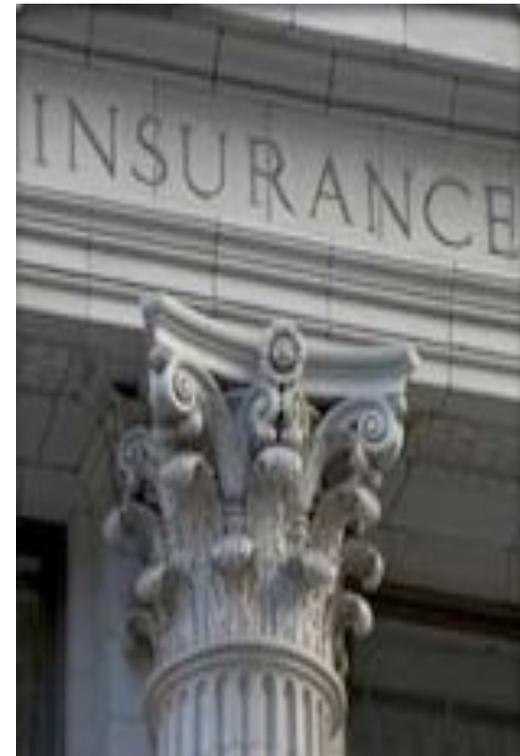
Drivers for **R**esponsibility, **I**nnovation and **V**ehicle **E**ducation

Mission: “*DRIVE knows that all forms of distracted driving are dangerous, no matter the distraction. Our mission is to improve public safety, raise awareness to the next level by modernizing driver education curricula, and to promote enforcement and ongoing education for all drivers as the solution to distracted driving.*”

- **Jim Hall**, former **NTSB Chairman** 1994-2001, leading adviser to governments and private clients on **transportation safety** and security and crisis management, will be the face of DRIVE.
- Served government and private sector clients for **more than 5 decades**, led major **investigations** for US Air 427, TWA 800, Egypt Air 990, AMTRAK crash in Bourbonnais, IL, and Carnival Cruise Line accident near Miami.
- Appeared on almost **every major television news program**, including *60 Minutes, Today, Nightline, Larry King, Fox & Friends, BBC News.*

Recruiting DRIVE Members

- **Manufacturers:** Motorola, Nokia, RIM, Apple
- **Wireless:** Verizon, AT&T, T-Mobile, Sprint
- **Car Makers:** GM, Ford, BMW, Toyota, Honda, VW, Mercedes
- **Associations:** Auto Alliance, AAA, CTIA, CEA, TIA, U.S. Chamber
- **GPS:** Microsoft, TomTom, Google, Garmin
- **Public Safety:** Police chiefs, National Center for Missing & Exploited Children, EMTs/911, nurses/emergency physicians, MADD, National Biking Safety Network, Children's Safety Network
- **Insurance companies:** Allstate, Geico, Nationwide, State Farm, Travelers



DRIVE TWO-PRONGED STRATEGY

Government Relations



- Facilitate meetings with key regulatory agencies (DOT, FCC, NHTSA)
- Hill Leadership, Committee Chairs, and Key Members
- Testimony on behalf of DRIVE members

Public Relations



- Visibility in high-profile Labor Day launch
- Tracking media impact and metrics on progress
- Providing industry cover

TIMELINE

Launch around Labor Day and before the Highway Bill debate

TASK	KEY DATES
Recruit DRIVE members	Begin immediately, need launch-ready commitments by mid- August
DRIVE message development	Begin immediately, completed by late July
Initial media reporter outreach	Conducted during July
Government relations outreach	Begin immediately and ongoing, with major allies' commitments secured by August 1
Scientific study/white paper to support DRIVE's positions	Commissioned immediately, completed by mid- August
www.drivecoalition.org website	Begin July 1, must be finalized by mid- August
DRIVE launch and media rollout	Begin September 1 , ongoing through September