



"ROAD RAGE"

Steve Boydston, CSP

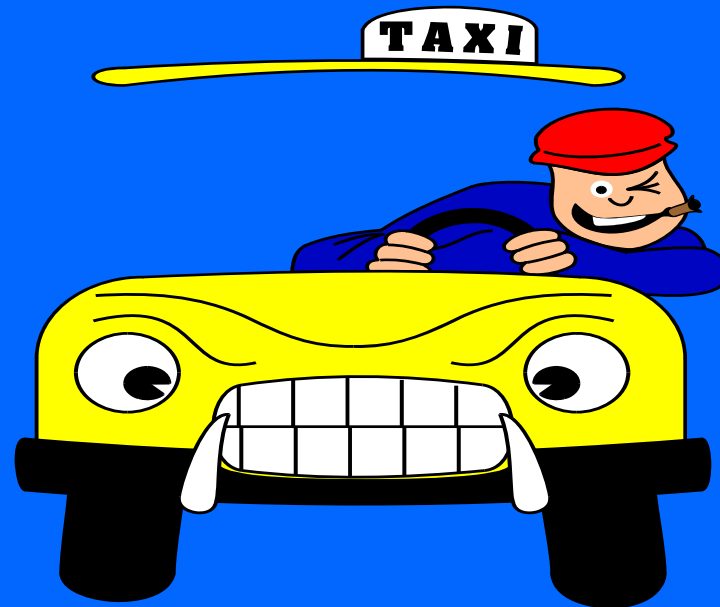
Principal

K.E.Y.S. Consulting Associates

"Road Rage"

⌘ "Road Rage"

- ☑ When stress results in verbal, visual, or physical violence on the roadways.



Public Interest "Obsession"



- ⌘ Information Highway
- ⌘ International Scope
- ⌘ 18,000+ hits on "Road Rage"
- ⌘ "Road Rage" on information highway chat rooms
- ⌘ Recommended solutions
- ⌘ Research studies

Public Opinion Vs Facts

⌘ AIDS

⌘ 1997 Survey

⌘ Americans believe AIDS in top two causes of death

⌘ Actual: Number 8 and declining

⌘ "ROAD RAGE"

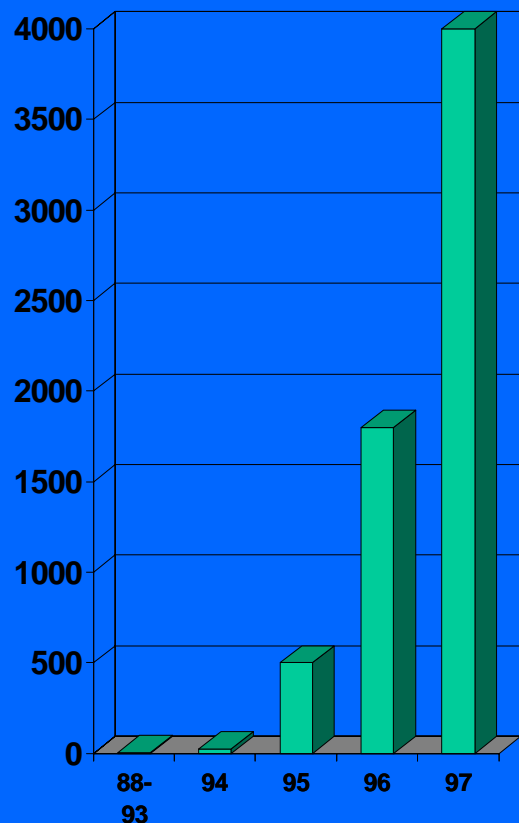
⌘ 1997 Survey

⌘ 74% of Americans believe drivers are more aggressive than 5 years ago

⌘ Limited scientific support

Perceptions driven by anecdotal vs scientific evidence.

"Road Rage" Media Driven



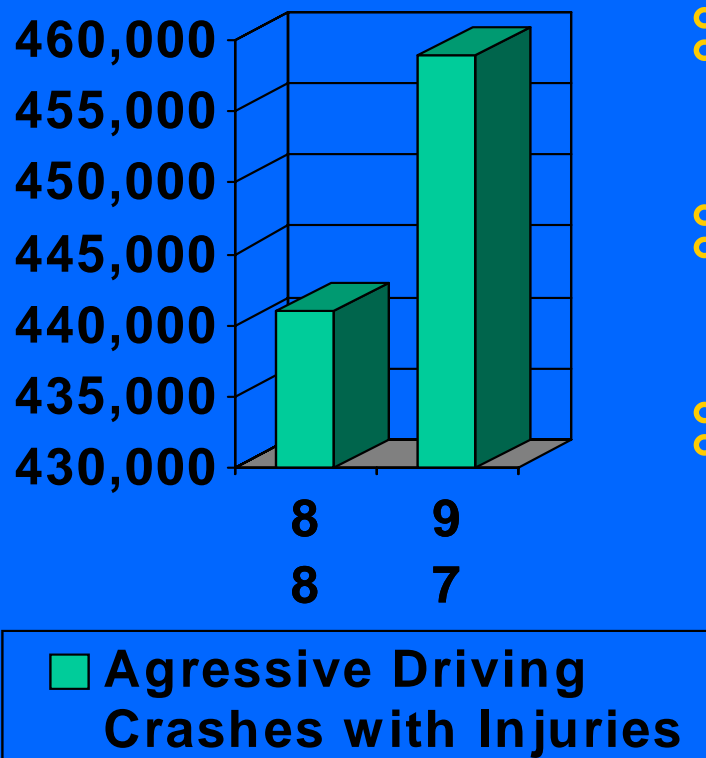
⌘ 1988-1997 Media Reports citing "Road Rage"

⌘ Drives Public Opinion

⌘ Source:

⌘ Atlantic Monthly

"Road Rage" Epidemic?



- ⌘ Increase of 18,000 accidents since 1988
- ⌘ Does not account for increase in miles driven
- ⌘ Source:
 - ⌘ National Highway Transportation Safety Administration

"Road Rage" Epidemic?



- ⌘ 1988 Aggressive Driving 19.2% of all accidents
- ⌘ 1997 Aggressive Driving 20.8% of all accidents
- ⌘ *Limited scientific studies on actual "Road Rage" statistics.*
- ⌘ *Source: NHTSA, USA Today*

Aggressive Driving Not The Trigger

⌘ Aggressive Driving usually contributes to, but is not the trigger for a Road Rage Incident!!

⌘ BUT AGGRESSIVE DRIVING HAS IT'S OWN COST!!!

"AGGRESSIVE DRIVING"

Cost of Driving Selfishly

- ⌘ Estimates up to \$24 Billion in:
 - ⌘ Medical Cost
 - ⌘ Property Damage
 - ⌘ Lost Productivity
 - ⌘ Increased Insurance Premiums (i.e.; 10% increase following reckless driving citation)

INCREASED CONGESTION ON ROADS



- ⌘ Increased construction due to new roads and deteriorating infrastructure
- ⌘ Increases in number of vehicles on road
- ⌘ Emergence of “third rush hour” during lunch time
- ⌘ Studies on animals show increased populations in small environments result in violence

Reducing "Road Rage" Legislation

- ⌘ Limited action at Federal level
- ⌘ 11 states introduced 23 pieces of legislation during 1998.
- ⌘ Arizona and Virginia have enacted specific legislation
- ⌘ Proposed legislation covers increases in fines, penalties, education and enforcement activities

Enforcement



- ⌘ State and local jurisdictions increasing enforcement
- ⌘ Federal and State: Video surveillance of high incidence roadways
- ⌘ Colorado 1-800 reporting number
- ⌘ New Jersey - 53,200 summonses in past year (Report 18% drop in fatalities in 1997)

Private Efforts



- ⌘ Education efforts on causes and prevention
- ⌘ Focus on defensive and courteous driving
- ⌘ “Random Acts of Kindness by Drivers”. Dr. Driving’s web page for courteous driving success stories
- ⌘ Increased emphasis in driving safety classes, Road Rage/Aggressive Driving added to curriculum
- ⌘ 1-800-Rat on Me Stickers

California Legislation Aggressive Driving

⌘ Enforcement

- ☑ Misdemeanor or Felony
- ☑ *6 month Suspension First Offense
- ☑ *1 Year Suspension 2nd Offense
- ☑ Anger Management Course

*Suspension begins on date of person's conviction or upon release from confinement or imprisonment

California Legislation Aggressive Driving

⌘ Education

- ☑ Director of Motor Vehicles prescribes rules & regulations on conduct of driving & traffic violator schools
- ☑ Prescribes an examination of driver attitude and motivation focusing on reducing aggressive driving
- ☑ Danger of drugs and alcohol while driving
- ☑ Material available to public schools
- ☑ Anger management course

Psychological Issues



- ⌘ Perception of anonymity within vehicle
- ⌘ **Self righteousness and intolerance of other driver's errors**
- ⌘ Perceive others actions as insults vs mistakes
- ⌘ Non-traffic related stress probable contributing factor
- ⌘ Can you say ELECTION YEAR!

Reality



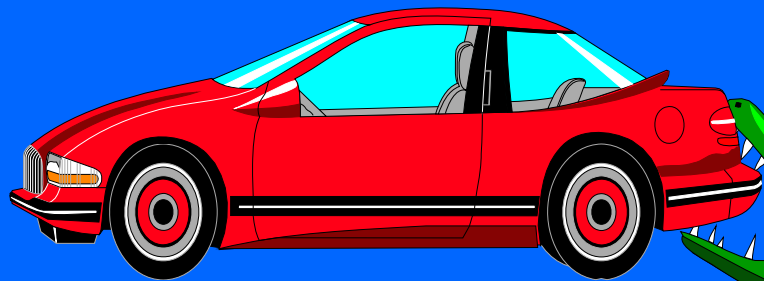
- ⌘ Statistical evidence now indicates an increase in “Road Rage” incidents but is limited due to lack of scientific study.
- ⌘ Incidents do happen with a significant cost to individuals, businesses, and society.
- ⌘ **Through Active Participation, We can make a difference.**

TYPE A DRIVERS

Characteristics

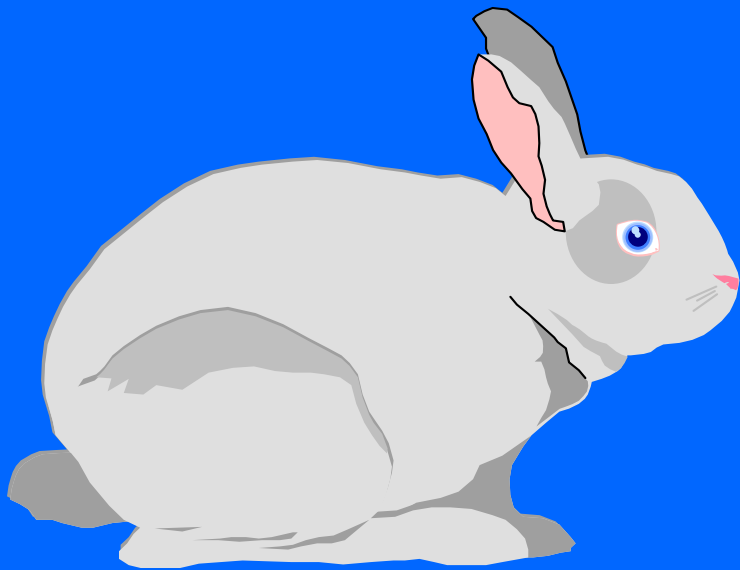
- ⌘ Trying to go from Point A to Point B in shortest amount of time
- ⌘ Anyone ahead of them is the enemy
- ⌘ Seldom signals intentions
- ⌘ Aggressive nature
- ⌘ High likelihood of experiencing "Road Rage"

Type A Drivers Tailgaters



- ⌘ Usually found in left hand lane, but may be anywhere
- ⌘ Flashing "eyes" at night
- ⌘ Watch out for yo-yo species!

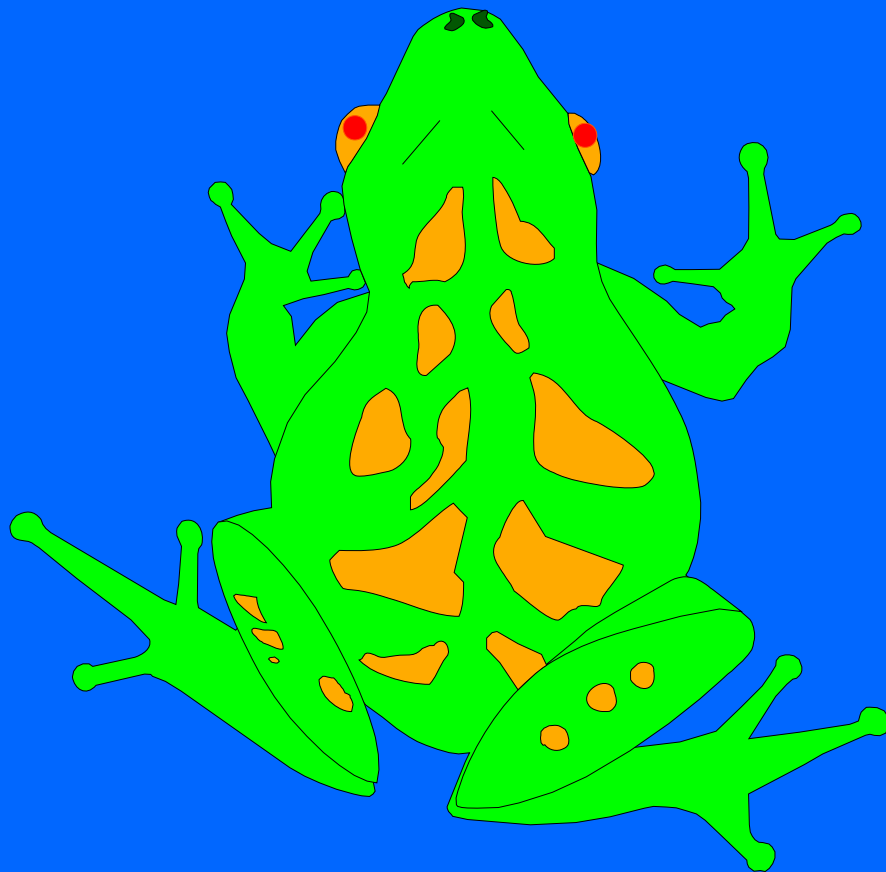
Type A Drivers Feeder Hoppers



- ⌘ Normally found around traffic backups
- ⌘ Exits & Re-enters highways increasing congestion
- ⌘ May create own exits
- ⌘ **FREQUENTLY MULTIPLIES**

TYPE A DRIVERS

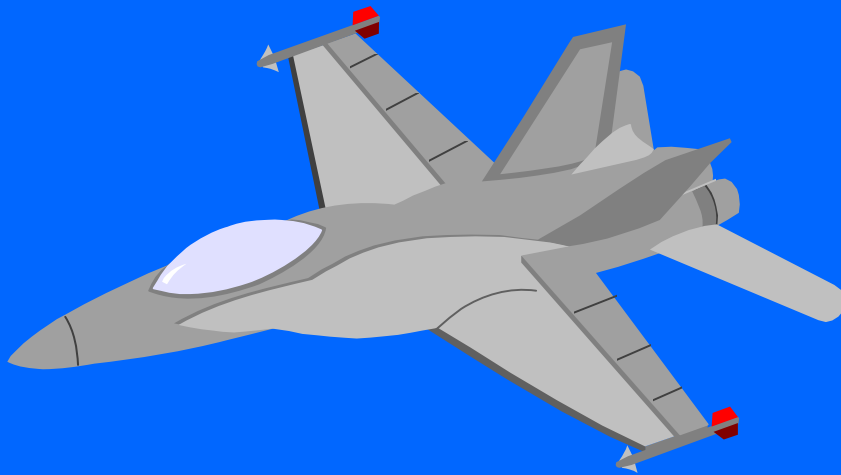
Lane Jumpers



- ⌘ Jumps from lane to lane frequently
- ⌘ Rarely signals
- ⌘ Short sighted - Will change lanes for a two car length opening
- ⌘ **WAITS UNTIL LAST SECOND TO MERGE FOR EXITS**

TYPE A DRIVERS

Fighter Pilots



- ⌘ High Speeds
- ⌘ Sudden Lane Changes
- ⌘ May fly in formation with other "pilots"
- ⌘ Obviously driving on a mission
- ⌘ Occasional unwanted "Victory Rolls"

TYPE A DRIVERS

Protect Yourself



- ⌘ Most Road Rage incidents involve two or more Type A Drivers, Passengers, and Pedestrians
- ⌘ Get out of their way!

MULTI-TASKERS

The New Breed



⌘ Characteristics:

- ⌘ Controlled starts and stops
- ⌘ Usually stays in one lane. Whichever one that is.
- ⌘ Into time management
- ⌘ May be a reformed Type A
- ⌘ Used to multitask at stop lights and during backups. Now multitask at high speeds.

MULTI-TASKERS

The New Breed

- ⌘ Putting on make-up
- ⌘ Shaving
- ⌘ Eating & Drinking
- ⌘ Watching Movies
- ⌘ Reading
- ⌘ Computing
- ⌘ Changing clothes
- ⌘ **Cell Phones**
- ⌘ Writing
- ⌘ Navigating

- Frequently oblivious to other drivers around them
- Extremely dangerous if also a TYPE A Driver
- **EVIDENCE OF THESE ACTIVITIES HAVE BEEN FOUND ON THE FLOORBOARDS OF CARS FOLLOWING FATAL ACCIDENTS**

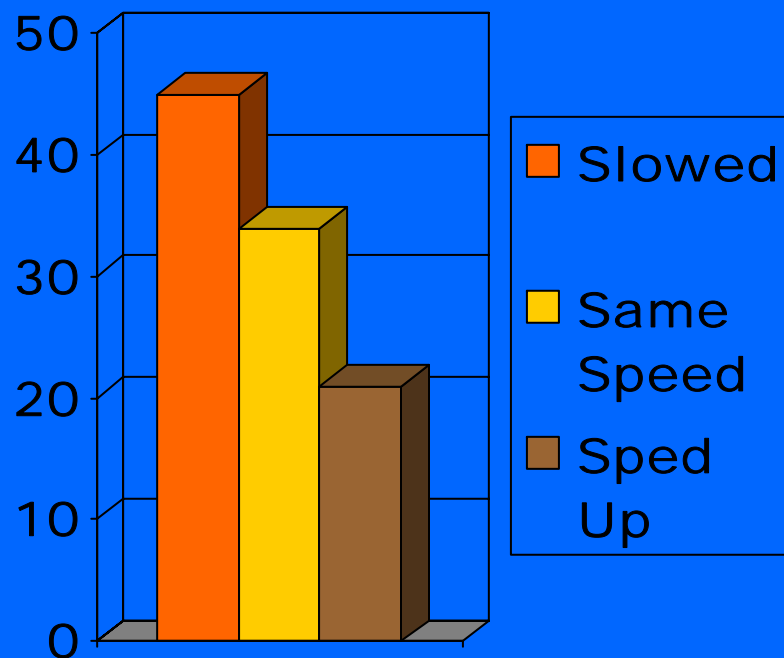
The Study

A horizontal yellow brushstroke with a textured, painterly appearance, extending across the width of the slide below the title.

Changing Driving Behaviors
through Observation &
Humor

Signaling to Change Lanes

Other Drivers Response to Signal

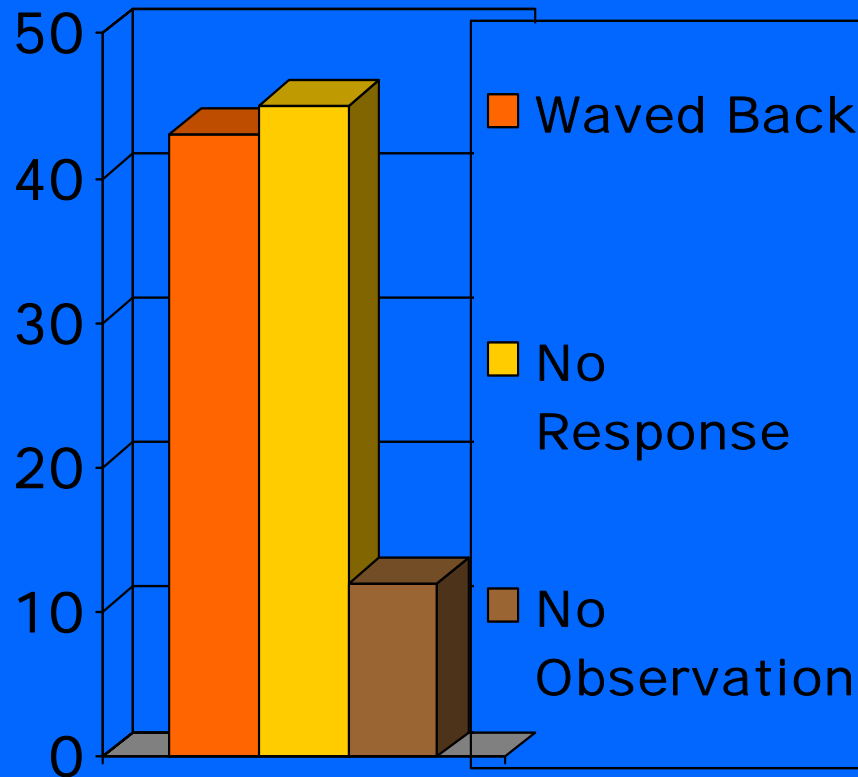


⌘ Perception is that other drivers would speed up to prevent driver from entering their lane.

⌘ Occurred in 21% of the observations

Signaling to Change Lanes

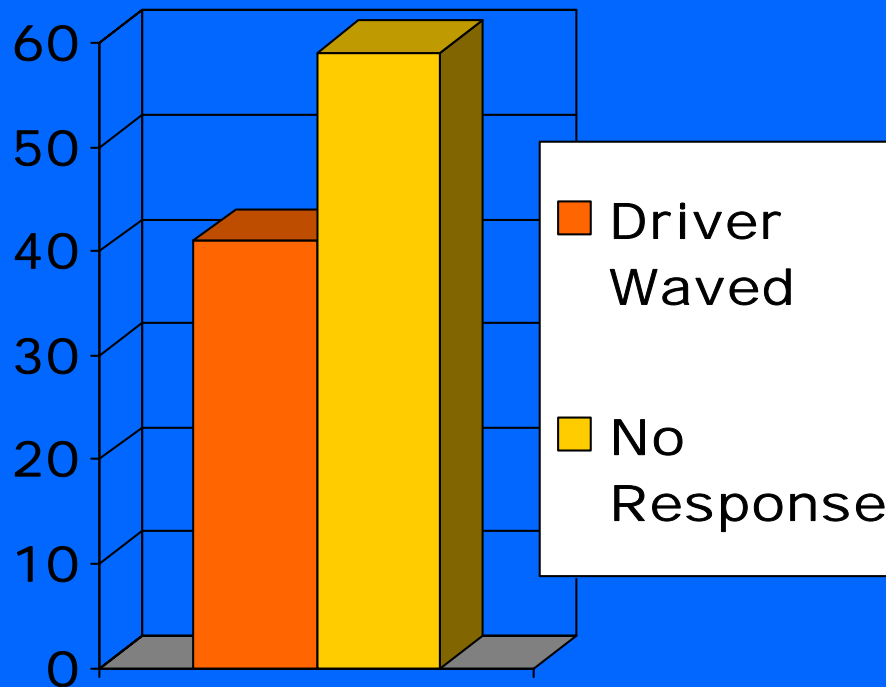
Other Driver's Response to Thank You



- ⌘ Over 40% of driver's acknowledged thank you
- ⌘ Positive communications can take place between vehicles

Let Line Jumper Merge

Other Driver's Response

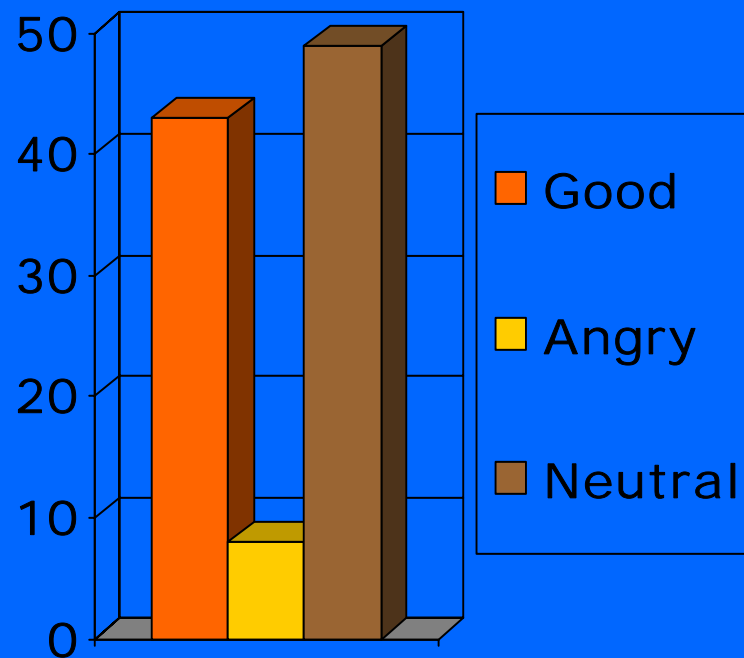


⌘ 59% waved thank you!

⌘ 41% Gave no response.

Let Line Jumper Merge

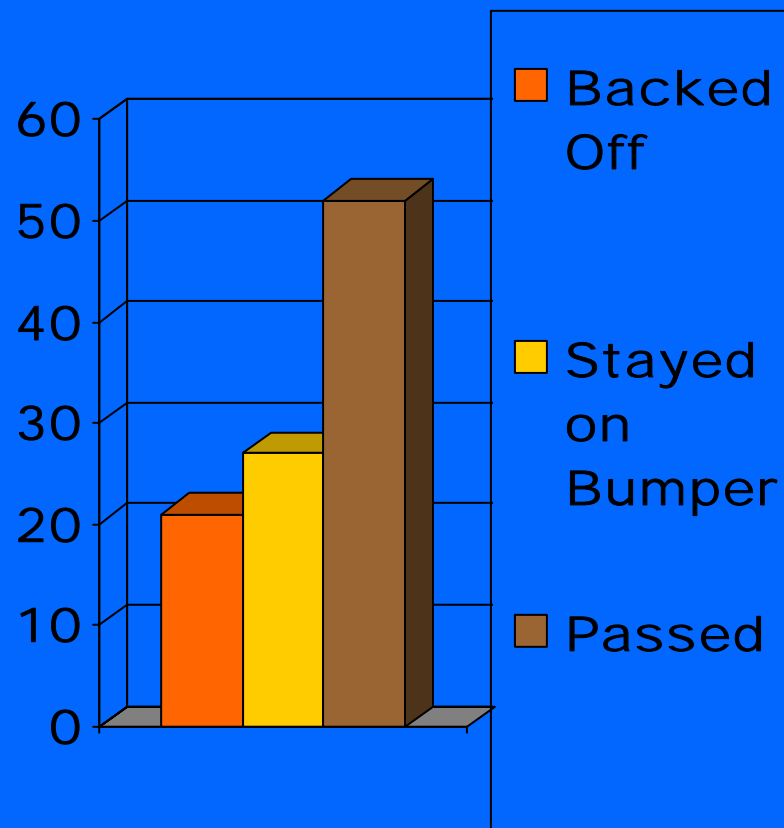
Observer's Response



- ⌘ 43% had positive response.
- ⌘ Positive response by observer corresponded with Line Jumper Thank you!
- ⌘ 8% were mad when driver didn't wave thanks.

Slow for Tailgator

Gator's Driving Reaction

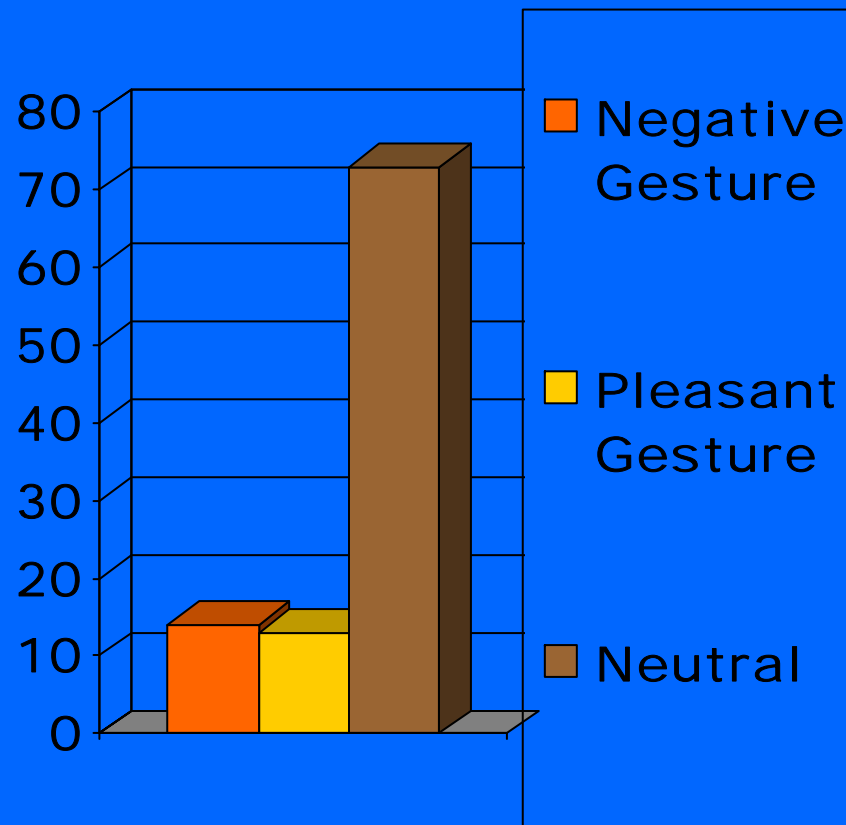


⌘ 73% backed off or passed

⌘ 27% stayed on bumper

Slow for Tailgator

Gator's Emotional Reaction

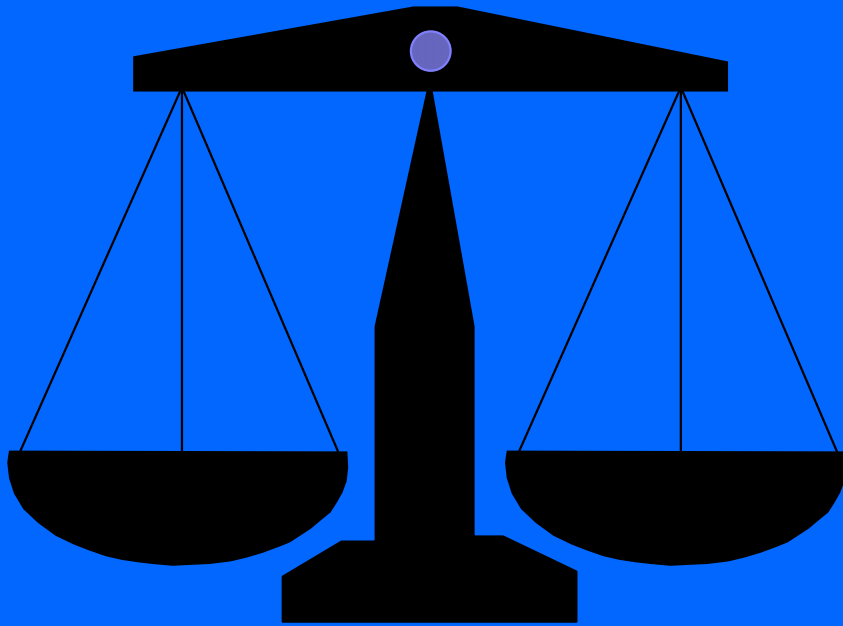


⌘ 14% Negative Gestures

⌘ 13% Positive Gestures (Wave)




The Trigger



- ⌘ The Self Righteous Driver
- ⌘ Let he who is without sin cast the first stone!
- ⌘ **Laughter or Anger**
- ⌘ **It's Your Choice!!!**
- ⌘ Factor relates to non-driving violence also!

REMEMBER, IT'S NOT ALL ABOUT YOU!!!

What you can do!



- ⌘ Drive defensively, drive courteously
- ⌘ Limit visual and audible feedback on the roads to the positive. **Remember, your kids may be in the back seat.**
- ⌘ Be humble! If you screw up. Apologize.
- ⌘ Don't be self righteous. There are tombstones that could read, "He had the right of way".

THE PROJECT

The Next Step



⌘ Objectives:

- ⌘ To provide positive feedback to reinforce courteous driving.
- ⌘ To measure reaction of other drivers and observers under specific traffic situations.
- ⌘ To prove you can change other driver's behavior!

THE PROJECT

HOW



- ⌘ Follow instructions in which you perform specific driving behaviors
- ⌘ Observe reactions
- ⌘ Provide positive feedback only if warranted
- ⌘ Record observations after completing journey
- ⌘ Mail completed cards

THE PROJECT

What's In It For You!

- ⌘ Warm feeling for Actively Participating in reducing stress related confrontations on the roadway
- ⌘ Opportunity to give positive feedback to reinforce other drivers safe driving habits
- ⌘ Participate in a research project to measure the effects of courteous driving
- ⌘ Set a good example for children.

What Will Happen to You!

- ⌘ Greater awareness of your own driving behaviors
- ⌘ Increased awareness other's driving behaviors
- ⌘ Possible short term increase in "Judgmental Driving Attitude"
- ⌘ Less stress! More Fun! Reduced Risk!
- ⌘ Apply concepts to non-driving confrontations
"The SOCCER DAD"

What's in it for me???



- ⌘ A legacy to the past
- ⌘ Service in the present
- ⌘ A vision for the future

The Nutty Professor



We Can Make a Difference!!!