

# Memorandum



DATE March 24, 2017

TO Honorable Members of the Public Safety Committee:  
Adam Medrano (Chair), B. Adam McGough (Vice Chair), Sandy Greyson, Tiffinni A. Young,  
Jennifer S. Gates, Philip T. Kingston

SUBJECT **Cell Phone Use While Driving**

On Monday, March 27, 2017, you will be briefed on Cell Phone Use While Driving by Major Danny Williams, Dallas Police Department. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.



Eric D. Campbell  
Assistant City Manager

[Attachment]

cc: Honorable Mayor and Members of the City Council  
T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Kimberly Bizar Tolbert, Chief of Staff to the City Manager  
Theresa O'Donnell, Interim Chief of Economic Development &  
Neighborhood Services

Majed A. Al-Ghafry, Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Alan E. Sims, Interim Chief of Community Services  
Directors and Assistant Directors

# Cell Phone Use While Driving

Public Safety Committee  
March 27, 2017

Danny Williams, Major  
Dallas Police Department  
City of Dallas



# Presentation Overview

- Background
- Purpose
- Operational or Business Concerns
- Operational Impact



# Background

- Texas Cell Phone Use While Driving (2009)
  - Drivers under 18
  - Learners permit holders
  - School Bus drivers
  - All drivers - using handheld devices in school crossing zones

# Background

- Cell phone bans in the state of Texas (2009)
  - All uses of wireless devices while driving
  - Texting while driving
  - Texting and all manual uses of wireless devices while driving

# Background

- 2008 Council approved Cell Phone Use While Driving warning signs in school zones
- Enforcement in Dallas school zones
- Texas Cell Phone law
- Senate Bill 31



# Purpose



- Distracted driver
- Increase collision risk
- 105,000 crashes
- 422 fatality crashes

# Operational Concerns

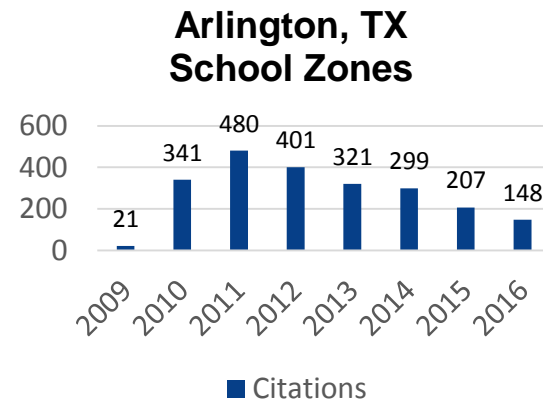
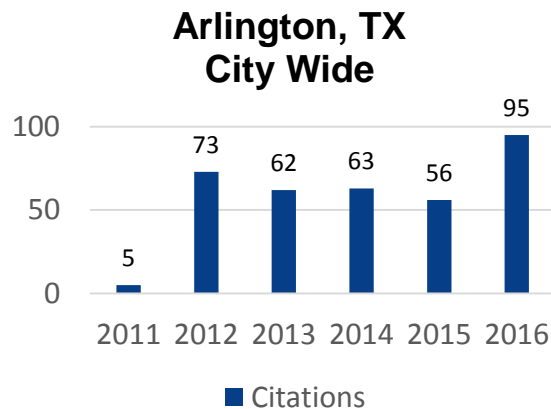


- Enforcement difficulties
- High volume traffic
- Saturated patrols and “spotters”
- School zones



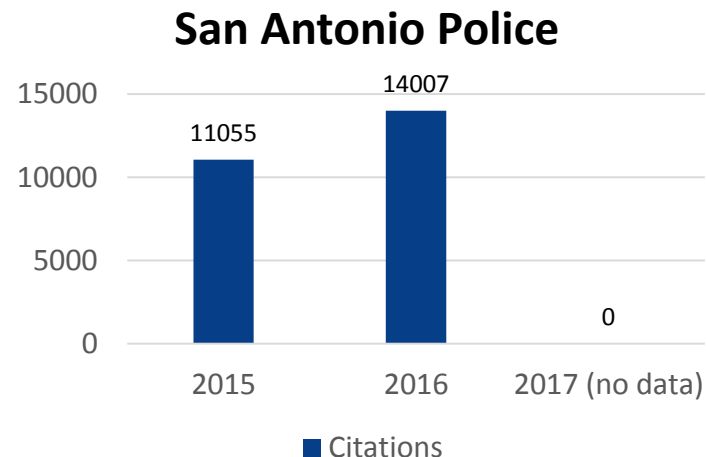
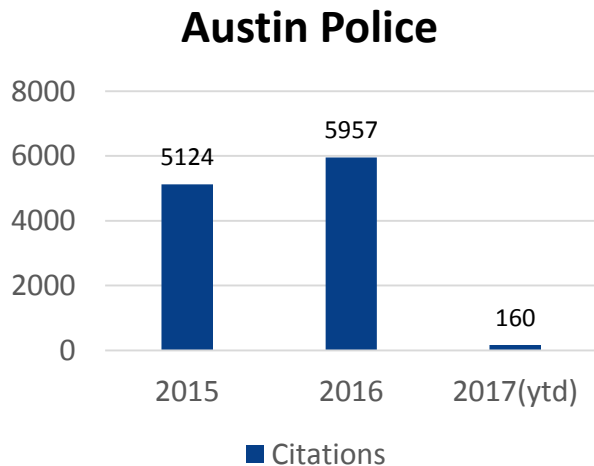
# Operational Concerns

- Arlington-comprehensive Cell Phone Use While Driving ordinance
- Ordinance includes dialing and talking – defense-emergency, hands free, GPS/affixed



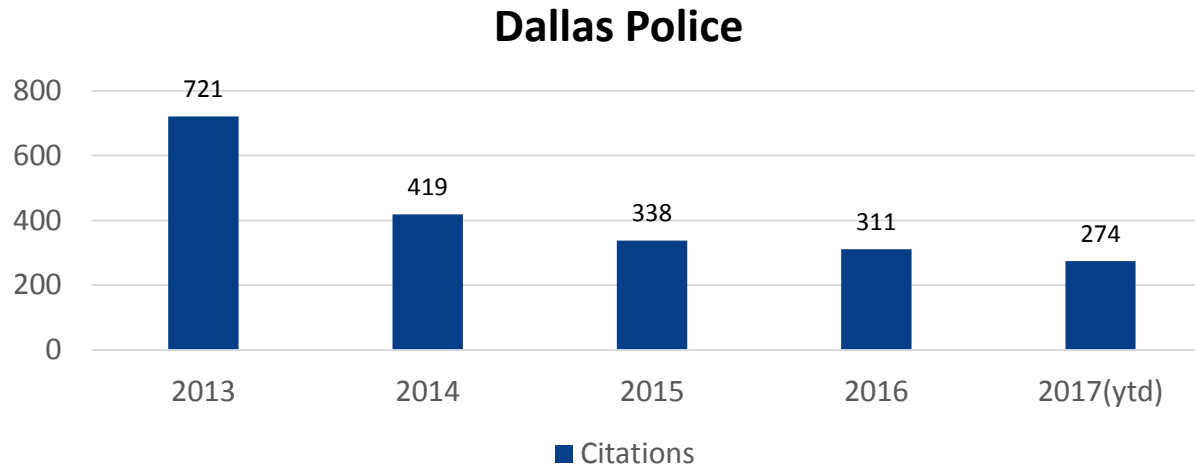
# Operational Concerns

- Both cities have a comprehensive Cell Phone Use While Driving ordinance
- Dialing and talking - defense if stopped, emergency, hands free, GPS/affixed



# Operational Concerns

- School Zone Enforcement
- Defense - if vehicle is stopped, emergency call, hands free, GPS/affixed



# Operational Concerns



- Public awareness
- Grace period
- Enforcement campaign
- Informational packets
- Unmarked vehicles
- Grant enforcement



# Operational Concerns

- Alternative enforcement
  - Impeding traffic
  - Fail to signal lane change
  - Following to closely
  - Fail to maintain a single lane of traffic

# Proposed Action

- Comprehensive Cell Phone Use While Driving ordinance
- Ordinance wording
- Public service announcements (radio/TV)
- Signage

# Cell Phone Use While Driving

Public Safety Committee  
March 27, 2017

Danny Williams, Major  
Dallas Police Department  
City of Dallas

