

BUILDING A BETTER ROAD:

Built Environments & Distracted Driving



Our study reveals that built environments, such as the length of a roadway segment, number of lanes, the location of the road (being in an urban area) are associated with higher crash frequencies. On the other hand, roundabout was confirmed to be effective in reducing crash severities in general, but with a more significant effect on mitigating the severity of distracted driving related crashes.

Saw a **35% increase in fatal accidents** related to Distracted Driving.

DISTRACTED DRIVING:

18% of overall Ohio crash fatalities and 16% of Ohio serious injuries



- Distracted driving crashes are **MOST LIKELY TO OCCUR ON INTERSTATE HIGHWAYS**
- Distracted driving related crashes are up to **49% MORE SEVERE WHEN THEY OCCUR ON A HIGHWAY SYSTEM**
- Distracted driving crashes are up to **2x MORE LIKELY TO BE FATAL IN A WORK ZONE**
- Distracted driving crashes are **5-10x MORE LIKELY TO BE FATAL THAN SEVERE IN A REAR END AND/OR ANGLE** (lane change head on)

Roundabouts were found to be the **single most effective road design in reducing rate of crashes and crash severity.**

Overall, within the data (2013-2017) **no fatal crashes within roundabouts**

MOST EFFECTIVE MEANS:



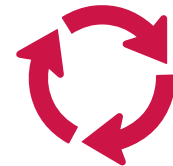
Medians



Better signage at work zones



Asphalt shoulders



Roundabout first policy

Join the conversation:

The RISK INSTITUTE

Enterprise Risk, Insurance, Capital Management

➤ fisher.osu.edu/centers/risk

📍 @Risk_Institute

🔍 search The Risk Institute

📱 @RiskInstitute

PCI

Property Casualty Insurers Association of America

Advocacy. Leadership. Results.