

Driving for work: considering familiarity

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PhD, Psychology, University of Waikato 2018. Thesis title: Mind Wandering during Everyday Driving

- Burdett, B. R., Charlton, S. G., & Starkey, N. J. (2019). Mind wandering during everyday driving: An on-road study. *Accident Analysis & Prevention*, 122, 76-84.
- Burdett, B. R., Starkey, N. J., & Charlton, S. G. (2017). The close to home effect in road crashes. *Safety science*, 98, 1-8.
- Burdett, B. R.D., Locke, S. M., & Scrimgeour, F. G. (2017). The economics of enhancing accessibility Estimating the benefits and costs of participation. International Transport Forum Discussion Paper.
https://www.youtube.com/watch?v=5l9gGM_nRs0

Outline

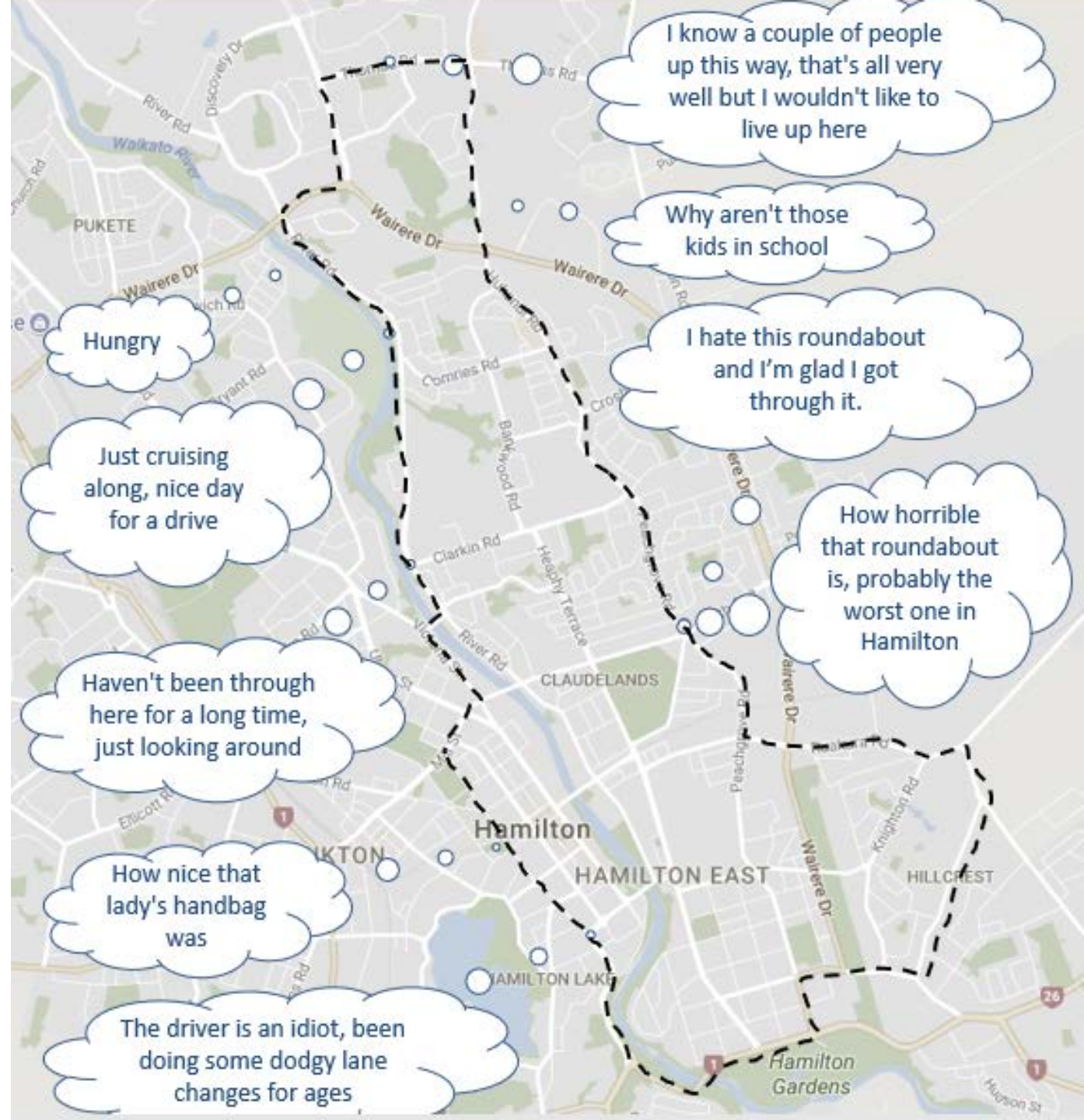
- **Driving for work: why familiarity is a factor**
 - Familiar vehicle and familiar trips
- **How to stay safe in familiar conditions**
 - What individuals can do
 - What organisations can do



I have no lid upon
my head
but if I did
you could look
inside and see
what's on my mind

Dave Matthews Band

What
drivers are
thinking
about...



Most daydreaming →



← Most driving focus

Most daydreaming:
Familiar vehicle
Familiar trip



Most driving focus:
Unfamiliar vehicle
Unfamiliar trip

Lots of crashes happen where drivers don't expect danger

We can fix that as engineers through speed management and low-traffic neighbourhoods

...meanwhile, what can drivers and workplaces do?

For individuals: Drive Fresh



For organisations: route planning

- Stick to urban motorways, the highest quality rural roads and expressways as much as possible
- Allow time for lower speeds on local streets
- Encourage schedules that allow regular breaks, at least once every two hours
- Driving in busy times, in darkness, or difficult weather takes more energy: schedule more breaks



For organisations: broader considerations

- A five-star vehicle is only safer if it is the right vehicle for the job
- The safest trip is a trip not made! Allow remote working
- Promote public transport for work trips



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