



MEMORANDUM

LEGISLATIVE REFERENCE BUREAU

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To: Ald. Michael J. Murphy
From: Tea Norfolk, Legislative Fiscal Analyst – Lead
Date: February 24, 2020
Subject: Virtual Reality of Crash Sites to Teach Youth about Reckless Driving

This memo in response to your request for information regarding whether virtual reality is being used in the United States to teach youth about reckless driving.

The use of Virtual Reality simulators as a teaching tool to prevent distracted driving has been widespread throughout the United States for several years. Programs offered include private companies and public-private partnerships. Following is a brief summary of some of the programs that have been used.

In Massachusetts, an organization called Teen D.R.I.V.E. allows high school-aged youth to use a virtual reality distracted driving simulator. The program travels between schools in the state. Toyota sponsors a similar program called Teen Drive 365 and uses an Oculus Rift virtual reality simulator.

Seattle has adopted Vision Zero, and as part of their platform, the Seattle Department of Transportation partnered with AT&T and Seattle Public Schools to present a driving safety demonstration that included a virtual reality driving simulator. The campaign started in 2010 as an effort to reduce texting while driving.

The California Highway Patrol worked with Impact Teen Drivers to bring AT&T's "It Can Wait" program to California and to provide virtual reality simulation in schools and community events across the state. Students also received Google boxes that can be paired with a cell phone to recreate the virtual reality experience through the ItCanWait.com/VR app.

The Provo City School District uses Virtual Driver Interactive to train approximately 300 students per year on the system. The instructor is able to change the driving conditions to provide an interactive experience for the students.

In Wisconsin, Omro High School's Students Against Destructive Decisions group helped bring the "Arrive Alive" virtual reality simulator to the school. More than 150 students participated in the demonstration.

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