

Proclamation



Bob Buckhorn, Mayor

WHEREAS, cellular phones provide a number of services that enhance our lives in ways that not long ago were unimaginable and provide various means of communicating with one another, including text messaging which has become the most common smartphone activity; and

WHEREAS, smartphone driving distractions include texting, web surfing, selfies and video chatting, and it is estimated between seven and ten individuals engage in these activities while driving, and sixty-two percent keep their smartphones within easy reach; and

WHEREAS, smartphone usage while driving takes one's eyes off the road and distracts drivers from the cognitive attention critical for the safety of the person driving, passengers, pedestrians, and other drivers, and texting while driving takes the driver's eyes off the road for an average of 4.6 seconds, creating an increased risk of up to 23 times more; and

WHEREAS, distracted driving is a serious problem in the United States and while approximately 95 percent of drivers state they disapprove of it, more than 431,000 crashes a year are caused by distracted drivers, many resulting in fatalities, and many were preventable had the driver waited until the vehicle stopped before using his or her smartphone; and

WHEREAS, believing drivers should keep their eyes on the road, not on their phone, AT&T launched its "**It Can Wait**" campaign in 2010 and is committed to putting an end to distracted driving by focusing on educating the public, especially teenagers, and the pledge to never drive distracted includes *pledging to care for those around me and put my phone down when I'm driving, to share the message that distracted driving is never okay, and to be aware that I am never alone on the road*; and

WHEREAS, locally, AT&T is hosting an "**It Can Wait – Pledge Day**" on Friday, October 21, 2016 at H.B. Plant High School in Tampa, Florida to encourage others to make a lifelong commitment to never allow their smartphones to distract them from safe driving.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the city of Tampa, Florida do hereby proclaim Friday, October 21, 2016 as

"IT CAN WAIT – PLEDGE DAY"

in the city of Tampa, Florida and encourage all residents to take the pledge to never drive distracted.

Dated in Tampa, Florida, this 11th day of October, 2016.



Bob Buckhorn

Mayor

City of
Tampa
Florida