

**Canadian Memorandum of Understanding (MOU)
regarding drivers' distraction countermeasures**

(submitted by Canada)

Road Safety and Motor Vehicle Safety Regulation Directorate of Transport Canada (Canadian federal ministry of transport) consulted with the Canadian public, industry and other Canadian stakeholders to identify potential initiatives for limiting the problem of driver distraction from the in-vehicle devices (<http://www.tc.gc.ca/roadsafety/tp/tp14133/en/menu.htm>).

Transport Canada searched public opinions on this issue using a survey and focus-group discussions. Stakeholders' comments were received on the discussion document in September 2003 and meetings and workshops were held with industry and provincial stakeholders to discuss strategies. These consultations indicated that a memorandum of understanding with the automotive industry was viewed as the preferred interim strategy. The purpose of an memorandum of understanding between Transport Canada and the automotive industry would be to set out the general terms and conditions with regard to limiting driver distraction from in-vehicle telematics devices. The parties to this memorandum of understanding would recognize and acknowledge:

- that distraction is a safety problem and that in-vehicle telematics devices should be designed to minimize their potential to distract drivers;
- that there are currently no performance criteria that have been proven effective in minimizing distraction across a range of technologies;
- that there are general guiding principles that can help designers limit distraction;
- that the most appropriate approach towards addressing the safety concerns associated with telematics is for manufacturers to develop corporate policy (processes) to ensure that driver-vehicle integration considerations are addressed, consistent with the basic principles.

Negotiations on terms of this memorandum of understanding are underway with the goal of reaching an agreement by early 2006.

Canada will keep ITS group informed of the progress of this memorandum of understanding during the upcoming WP.29-ITS sessions.
