TRANSPORTATION COMMITTEE

DECEMBER 14, 2017

San Antonio Safest Driver Contest

Art Reinhardt, PE, CFM

Assistant Director | Transportation & Capital Improvements

Education

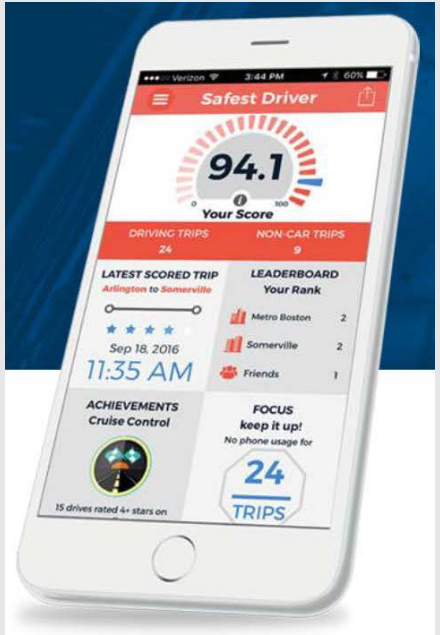
Encouragement

Engineering

Enforcement

Evaluation

Boston's Safest Driver



- 90 day contest
- Goal to make roads & drivers safer
- Reduce unsafe behaviors through feedback & tips
- Nudge drivers through incentives & competition
- Provide valuable feedback to city on road conditions

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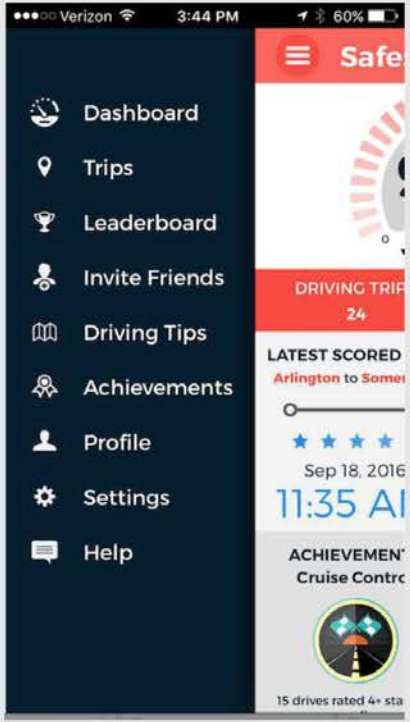
Inspiration

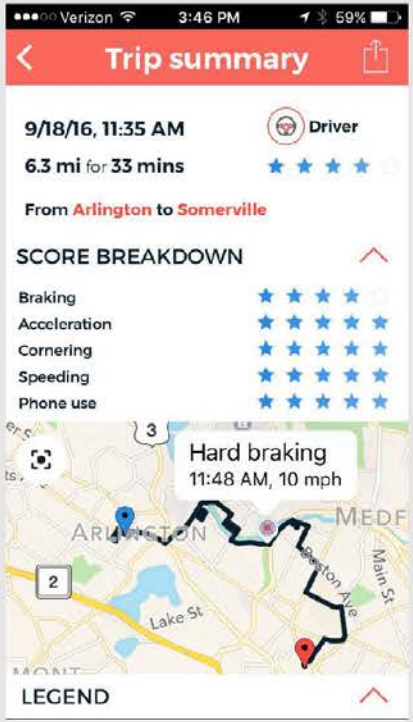
Allstate
"DriveWise"

Progressive
"SnapShot"

Liberty Mutual
"RightTrack"

Safe Driving App





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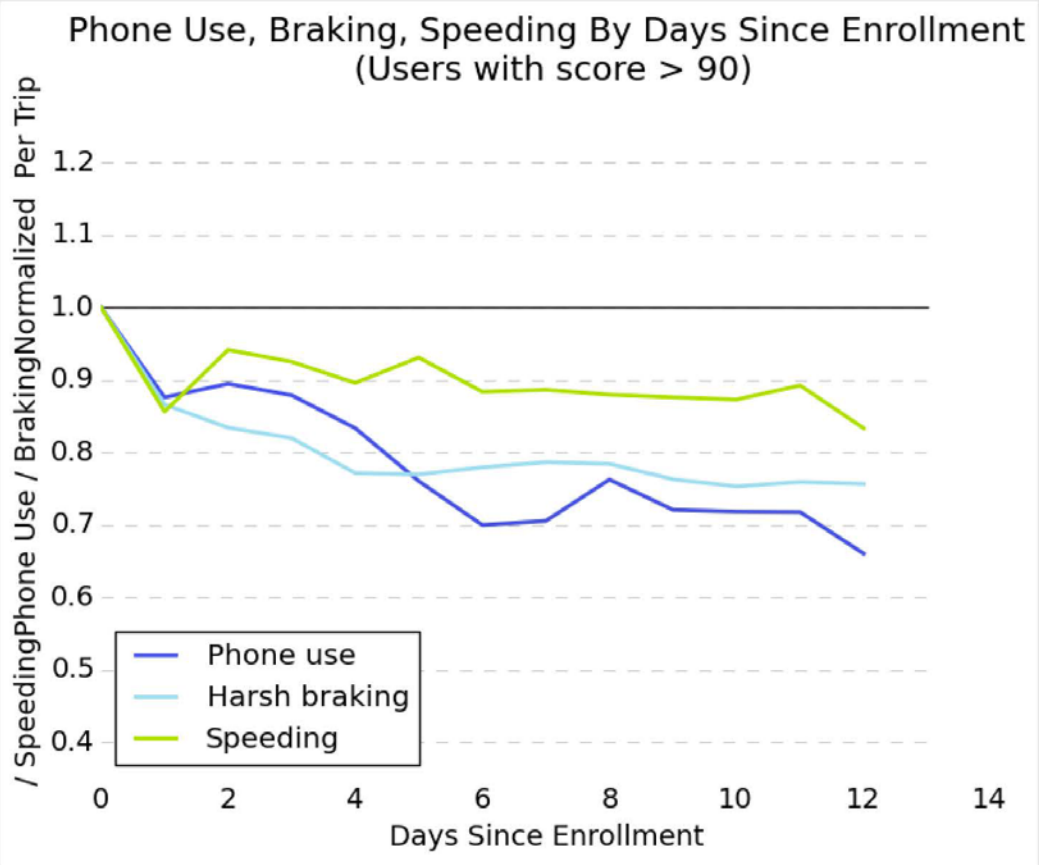
Results

Total miles: 3,030,793

- 274,428 driving trips
- 36,446 non-driving trips
- 5,588 biking trips
- 19,143 miles biking

For the most active users (top 25%), there were significant reductions in unsafe behaviors:

- 47% in phone use
- 37% in harsh braking
- 35% in speeding



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Key Learnings

- **Events:** where are people slamming on brakes / speeding / using their phone
- **Trips**: where do trips start and end
- **Trip mode:** car vs passenger vs bike vs bus vs train
- **Paths:** what roads do people use

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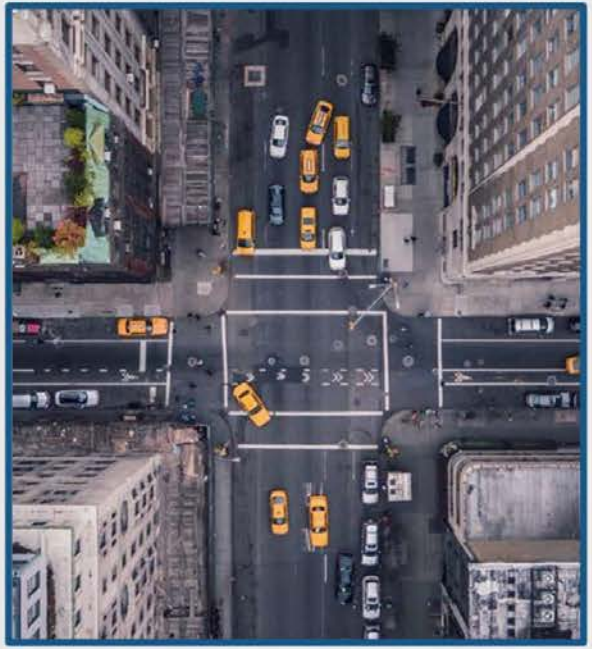
Feedback

"This app finally allows me to prove to my husband I'm a better driver. We LOVE IT!!"

Carrie, Charlestown

Analytics

Risky intersections



Path use (bicycle use case)

O/D pair & travel-time analysis

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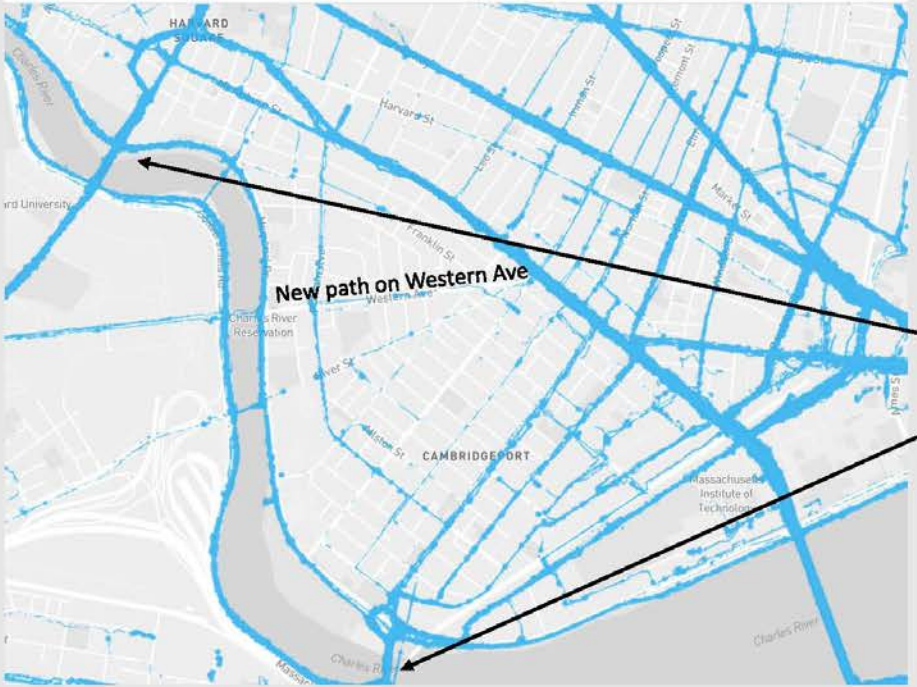
Bikers aren't using new bike path



Map of 6,000 bike trips

Bikers headed NE/SW actually use BU bridge & JFK Bridge , not new path

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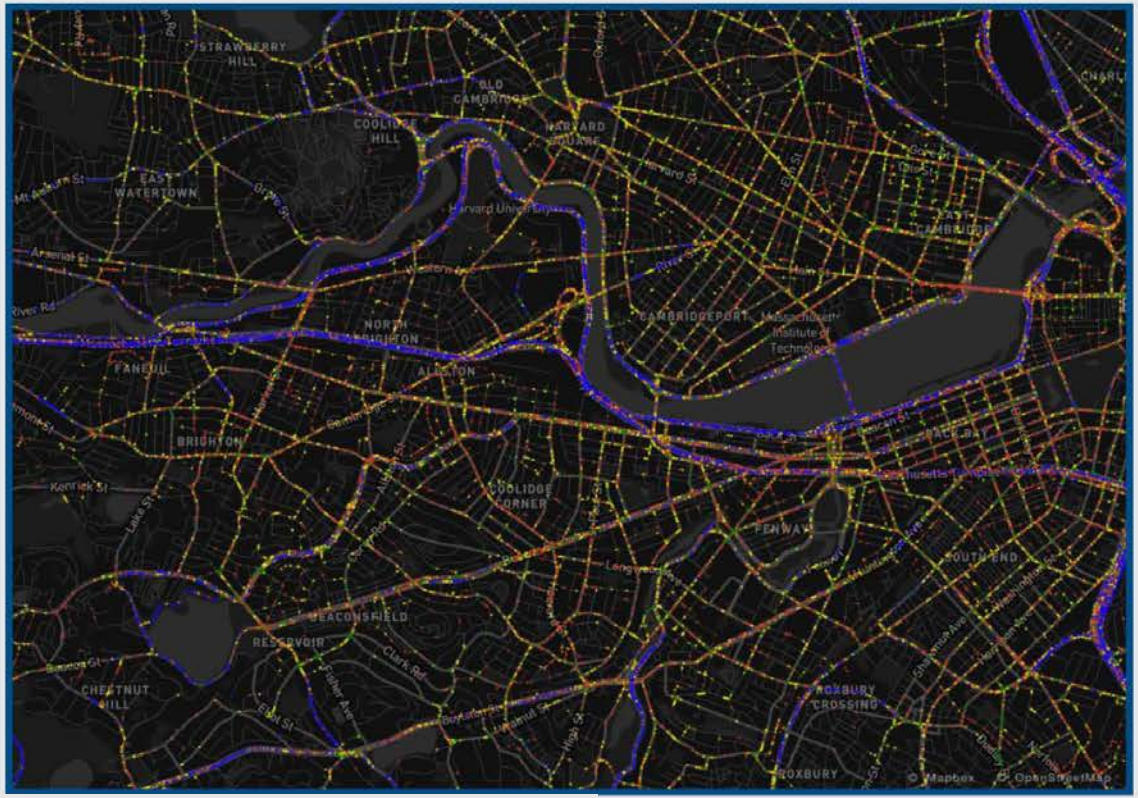
Events in Boston Area



Blue = Speeding
Red = Phone distraction
Yellow = Braking
Green = Accel
Orange = Cornering

1. Drivers on Longfellow bridge
   are on their phones **a lot!**

2. Lots of harsh braking along
   Memorial Drive

3. Speeding on the Pike, but also some other specific roads

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Next Steps

JAN 2018	Contract with CMT Costs less than $50,000
JAN-APR 2018	Build, develop, & test app Seek sponsorships for contest & prizes
APR 2018	Projected launch date Distracted Driving Awareness Month
ONGOING MARKETING	Safest Driver Contest promoted by COSA, other transportation agency partners, & insurance companies

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