

Seattle's Safest Driver 2.0 Wrap Up

Using technology to change behavior for the better

July 2019

Background

Based on the success of an initial contest in 2017/2018, we launched Seattle's Safest Driver 2.0 in spring 2019, in partnership with PEMCO Insurance and Cambridge Mobile Telematics. The app-based safe driving competition ran for 8 weeks, May 13 – July 7, 2019, with a \$5,000 grand prize on the line.

Our goal

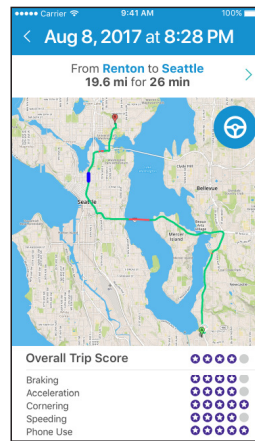
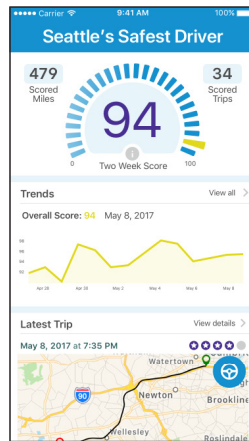
Change behavior and tie back to Seattle's Vision Zero initiative to end traffic deaths and serious injuries on city streets by 2030.

How it works

The app tracks 5 measures:

- Speed
- Phone distraction
- Rapid acceleration
- Harsh braking
- Sharp turns

After each drive, you get a score with feedback, and see where you rank amongst other participants.



Results



2,100+ participants



25% decrease in risky behavior



85 (out of 100) - average overall score



Big reductions in speeding and distraction - 2 top causes of crashes

Across all participants

Across top 25% of participants (~400 people, score of 95+)



Speeding

↓ 45%

↓ 55%



Phone distraction

↓ 9%

↓ 15%

Questions?

Contact SDOT at (206) 684-ROAD (7623) or DOT_ROAD@seattle.gov

Learn more at www.seattle.gov/safestdriver and www.seattle.gov/visionzero.



What people had to say

While Seattle's Safest Driver and Vision Zero are data-driven efforts, they're also very much human-centered efforts. Hearing people's experiences reminds us of that, of how important this work is, and how we each have a role to play.



Grand prize winner, Seattle resident Scott Hogan:



Plan ahead, plan ahead, plan ahead. Don't put yourself in a position to be late - you make bad decisions and take chances that aren't worth it.



Sarah from Seattle

My hope is that drivers will put down their phones and pay close attention to their surroundings. Hand in hand with this, it's incredibly important for people riding bikes to foster a safe and supportive environment in the cycling community.



Frank from Auburn

I can honestly say I wasn't aware of how out of the loop I am with speed limits, including streets in my own neighborhood, and roads that I travel each day. It's really been a great opportunity for me to fine tune my driving skills, as I truly did not realize how much improvement I needed.