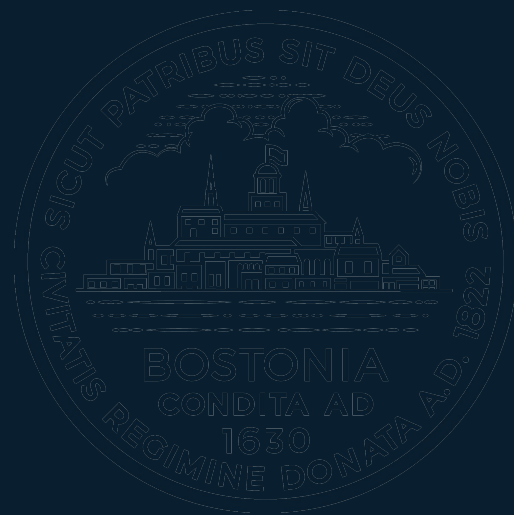


# BOSTON'S



# Safest Driver



City of Boston  
Mayor Martin J. Walsh

Kris Carter, Co-Chair  
Mayor's Office of New Urban Mechanics  
Distracted Driving Summit | September 2018

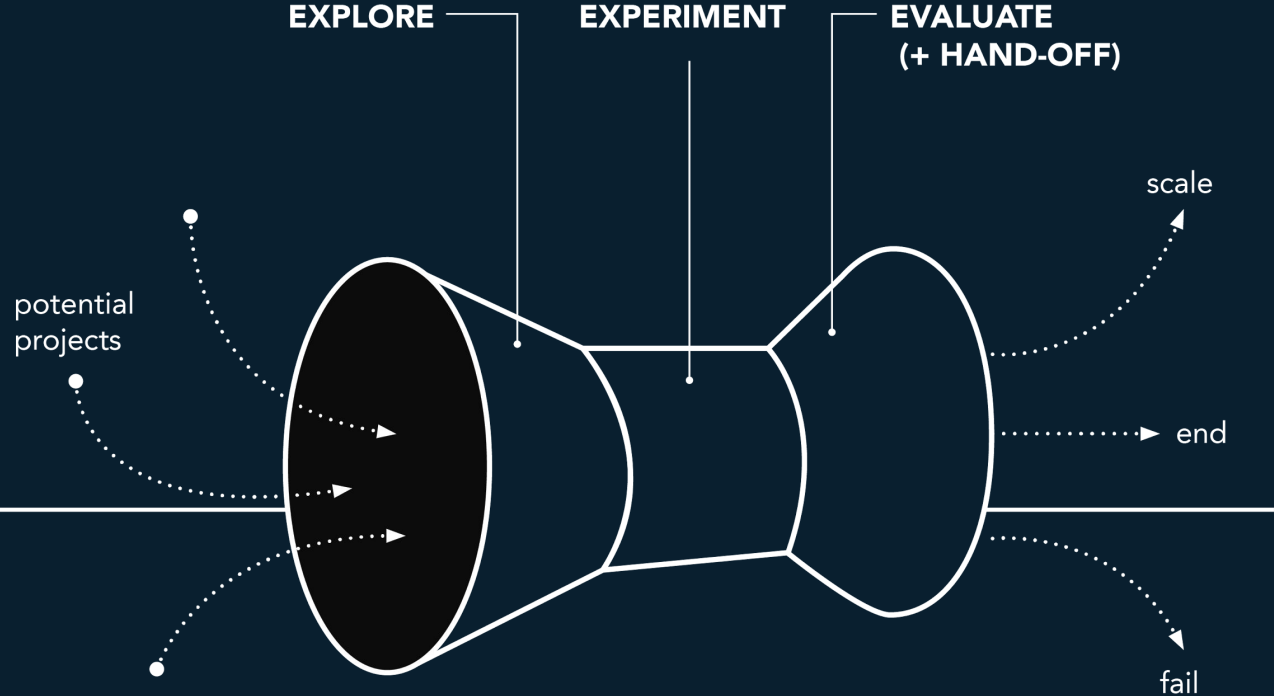


# THE MAYOR'S CIVIC R&D TEAM



Formed in 2010, we **prototype** experiments that offer the potential to significantly improve quality of life for Boston residents and visitors.

# This is how we do it...



## Four Guiding Principles

1. How You Build is Just as Important as What you Build
2. Build Things That People Want and/or Need
3. Use Technology to Build Compassion & Trust
4. Be Delightful

*We will focus the City's resources on proven strategies  
to **eliminate** fatal and serious traffic crashes in Boston by 2030.*



# Vision Zero Engagement

## VISION ZERO BOSTON PROMISES ACTION IN FOUR CRITICAL AREAS:



**Reducing speeds and  
building safer  
streets**



**Tackling distracted  
and impaired  
driving**



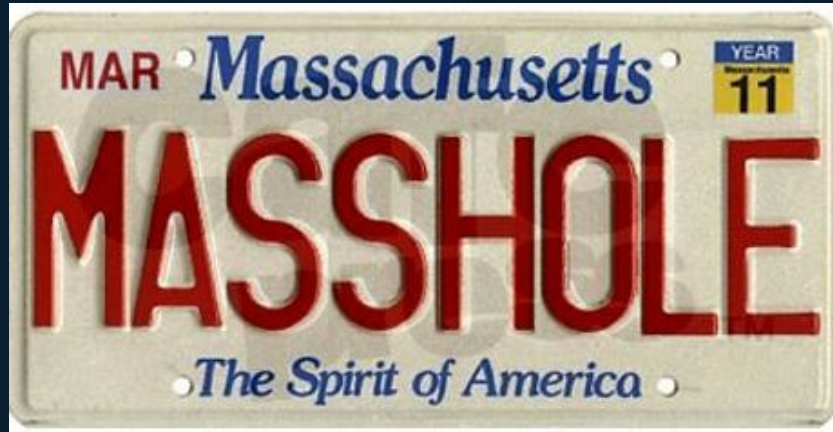
**Engaging Bostonians  
with Vision Zero**



**Holding ourselves  
accountable for  
results**



# Local Pride?



# Some Motivation

Allstate Insurance awards Boston  
“**worst drivers in the nation**” two years in a row.

The typical driver in America gets into a collision once every **10 years**.  
The typical driver in Boston gets into a collision once every **3.7 years**.



# Opportunity to capitalize on another identity

 1903	 1912	 1915	 1916	 1918	 1929	 1939	 1941	 1957
 1959	 1960	 1961	 1962	 1963	 1964	 1965	 1966	 1968
 1969	 1970	 1972	 1974	 1976	 1981	 1984	 1986	 XXXVI
 XXXVIII	 2004	 XXXIX	 2007	 2008	 2011	 2013	 XLIX	 LI



# The Lake Wobegon Effect

---

**93% of drivers surveyed, rate themselves as above average.**

*Svenson, O (1981).*

*"Are we all less risky and more skillful than our fellow drivers?"*

*\*93% is from the USA driver sample*



# Some Inspiration from industry



Allstate  
“DriveWise”



Progressive  
“SnapShot”



Liberty Mutual  
“RightTrack”



# The Paradox: an app for safer driving

## The Five Evaluated Behaviors

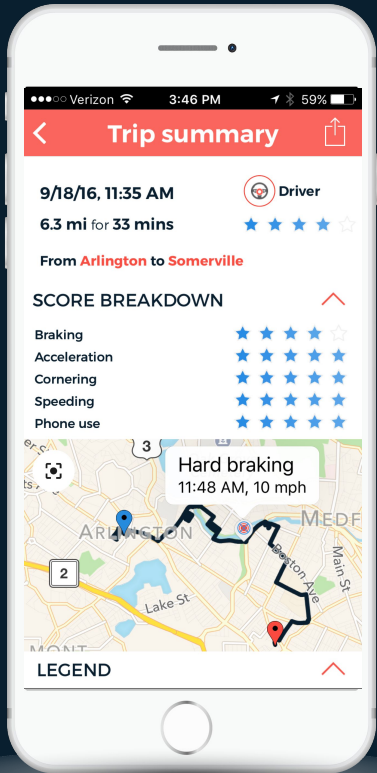
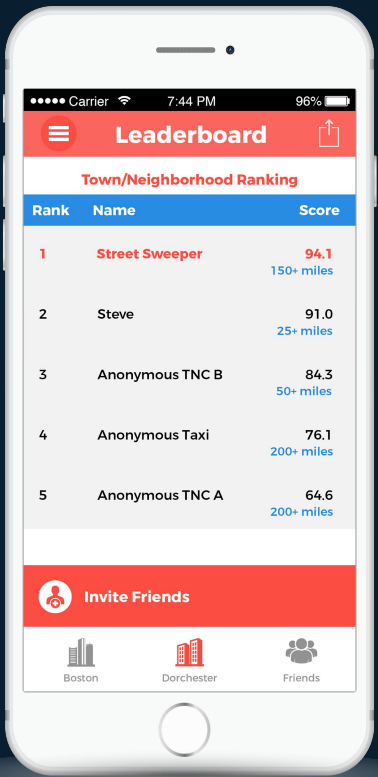
1. Phone Distraction
2. Speeding
3. Rapid Acceleration
4. Harsh Braking
5. Harsh Cornering



CAMBRIDGE  
MOBILE TELEMATICS



# Leaderboards & Detailed Trip Results





# Things we are known for:

Revolutions.

Championships.

~~Good Driving.~~

*Join the competition.*

*Boston.gov/SafestDriver*



City of Boston  
Mayor Martin J. Walsh



ARBELLA<sup>®</sup>  
INSURANCE FOUNDATION



CAMBRIDGE  
MOBILE TELEMATICS

THE MAYOR'S OFFICE OF  
NEW URBAN  
MECHANICS

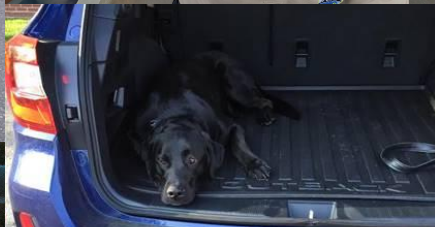
Vision  
Zero  
City of Boston



Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Google Play and the Google Play logo are trademarks of Google Inc.



# Weekly Winners for drivers, cyclist, and transit riders



# Safe driver app / marriage counselor

---

*“This app finally allows me to prove to my husband I’m a better driver. **We LOVE IT!!**”*  
*Carrie, Charlestown*



# Results Over Three Months

Total Miles: 3,030,793

274,428  
*driving trips*



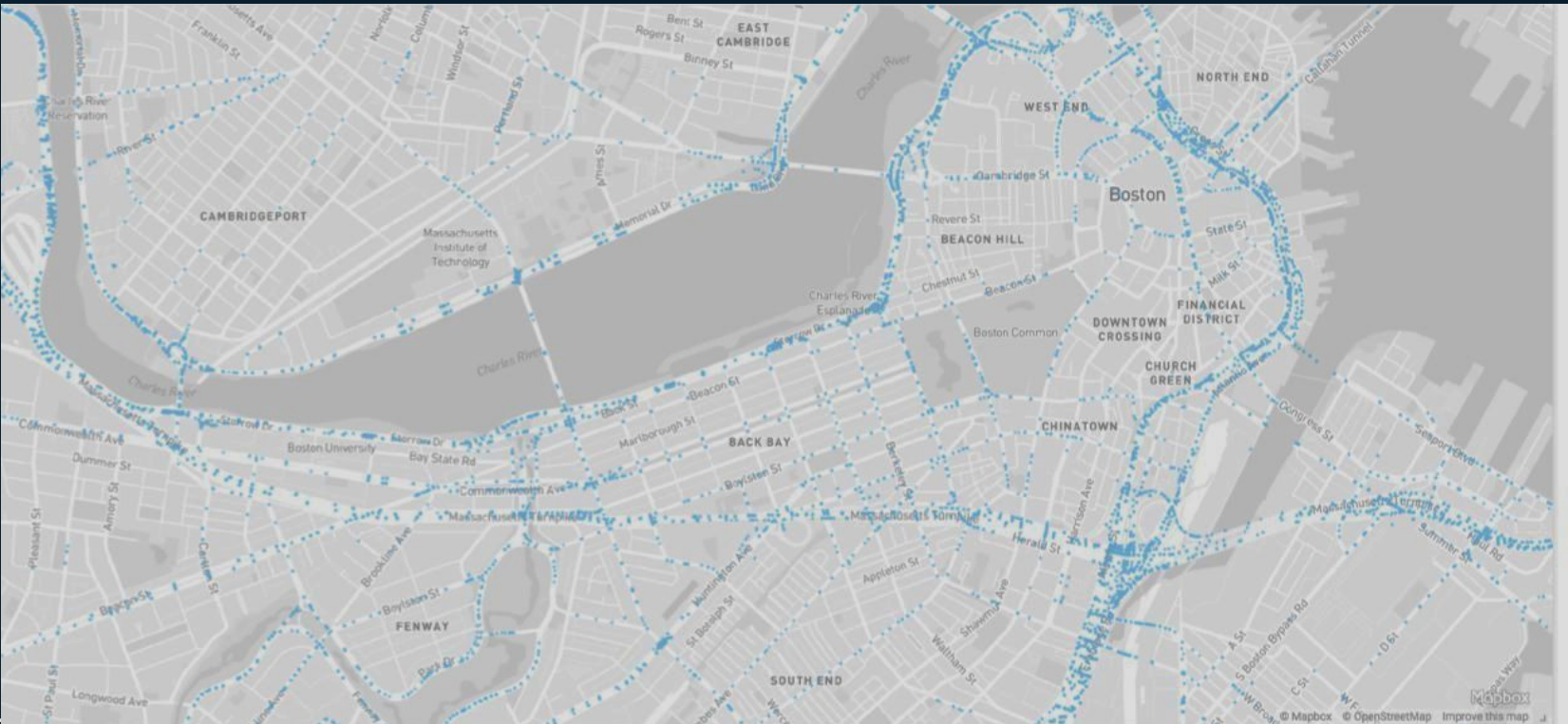
36,446  
*non-driving trips*



5,588 *biking trips*  
19,143 *miles biking*



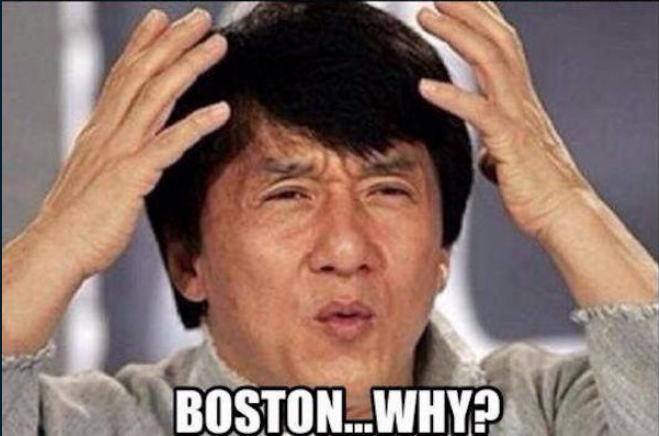
# Events - Speeding [ > 6 mph over speed limit]



# Events - Phone Use



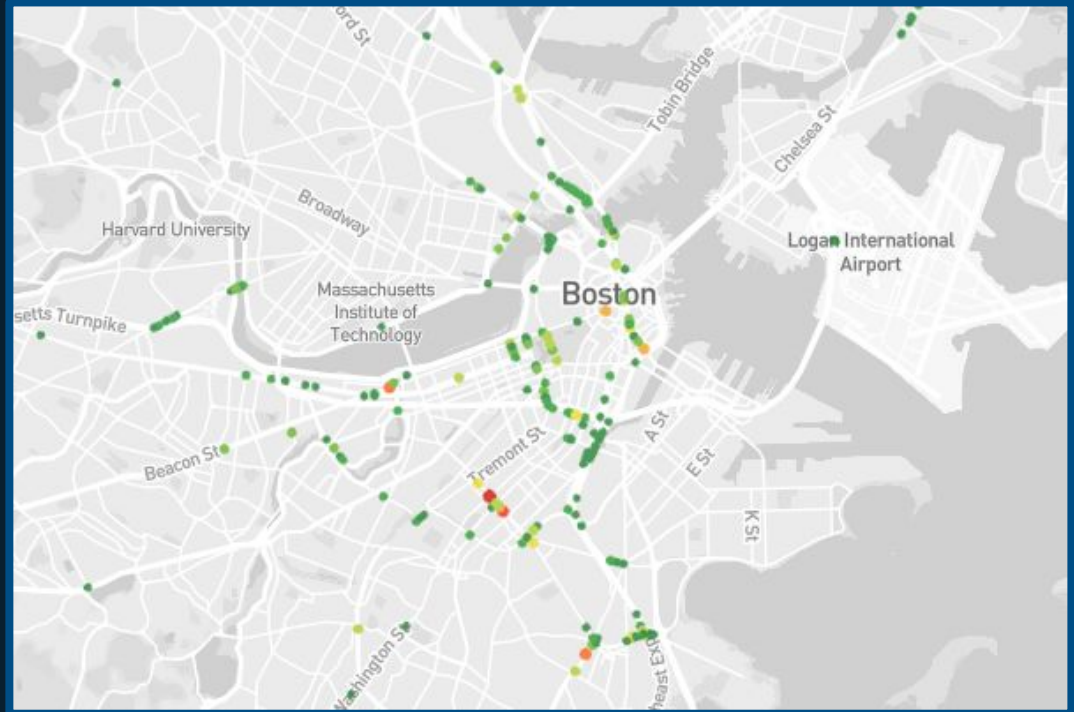
# Expert-level roads



# Analyzed “Dangerous Road Segments”

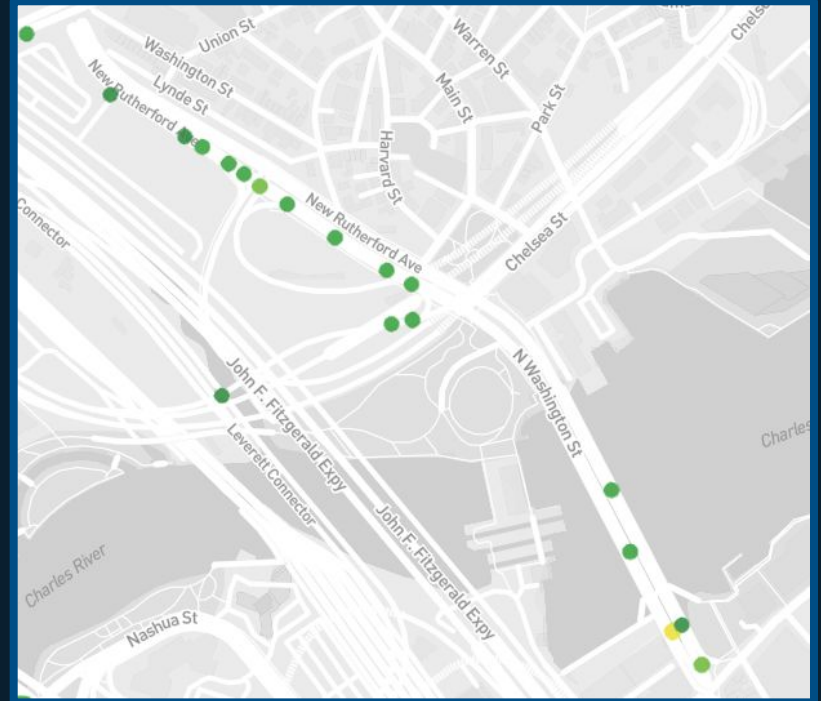
Dangerous road segments were identified based on driving behavior in the Boston area.

These tend to be major roadways, where the heaviest congestion occurs during rush hour.

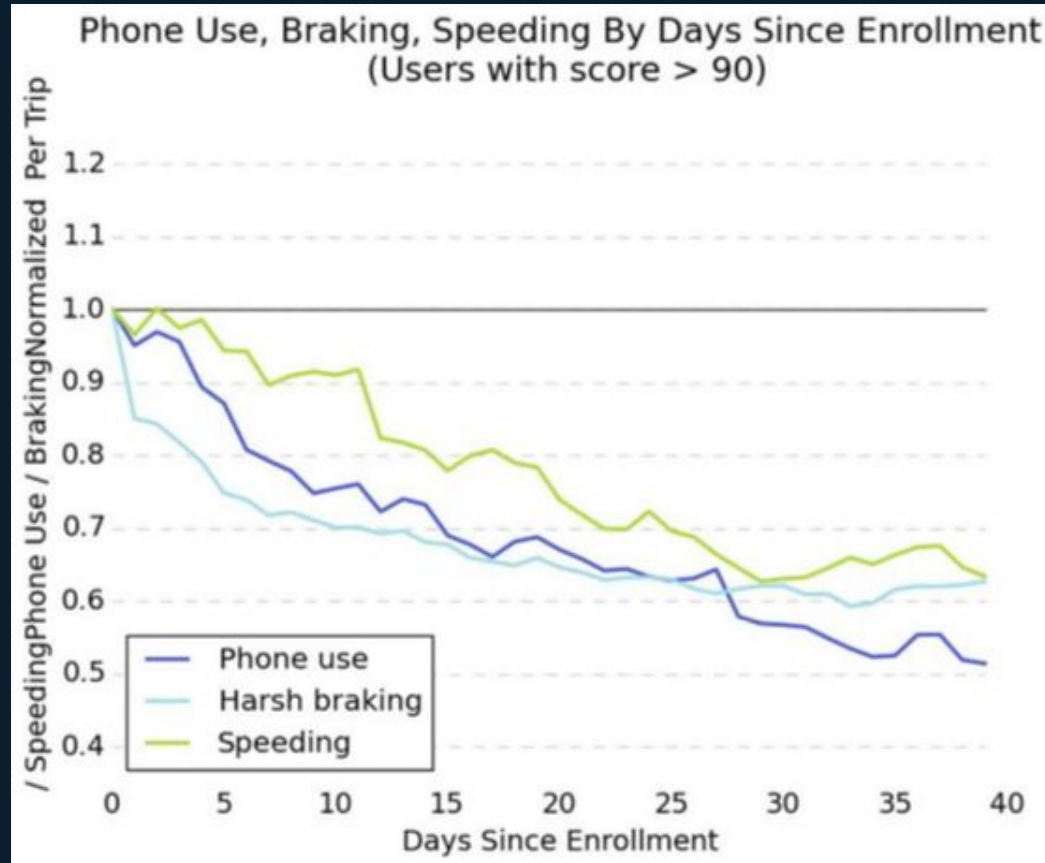


# Five “Most Distracted” Segments to inform investments

- Massachusetts Avenue from Shawmut Avenue to Harrison Avenue
- Columbia Road from Stoughton Street to Roseclaire Street
- Congress Street from Purchase Street to North Street
- Beacon Street and Commonwealth Avenue intersection
- North Washington Street Bridge and New Rutherford Avenue



# Stickiness...after 40 days



# Who Won? We All Win!

*In the top 25% of users...*

*Phone distraction* scores dropped by 47%

*Harsh braking* scores dropped by 37%

*Speeding* scores dropped by 35%



# Boston's Safest Drivers *and* Mayor Walsh



1st Place  
\$3,000



2nd Place  
\$1,000





# **Boston.gov/Mechanics** **Boston.gov/SafestDriver**

@newurbanmechs | @kris\_w\_carter | newurbanmechanics@boston.gov

