BOSTON’S Safest Driver
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...

EXPLORE

EXPERIMENT

EVALUATE (+ HAND-OFF)

potential projects

scale

end

fail
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?
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
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
Leaderboards & Detailed Trip Results

Town/Neighborhood Ranking

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Score</th>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Street Sweeper</td>
<td>94.1</td>
<td>150+</td>
</tr>
<tr>
<td>2</td>
<td>Steve</td>
<td>91.0</td>
<td>25+</td>
</tr>
<tr>
<td>3</td>
<td>Anonymous TNC B</td>
<td>84.3</td>
<td>50+</td>
</tr>
<tr>
<td>4</td>
<td>Anonymous Taxi</td>
<td>76.1</td>
<td>200+</td>
</tr>
<tr>
<td>5</td>
<td>Anonymous TNC A</td>
<td>64.6</td>
<td>200+</td>
</tr>
</tbody>
</table>

Invite Friends

Boston  Dorchester  Friends
Things we are known for:
Revolutions.
Championships.
\textcolor{red}{Good Driving.}

Join the competition.
Boston.gov/SafestDriver
Weekly Winners for drivers, cyclist, and transit riders
“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

BOSTON...WHY?
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 Roseclair 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

Phone Use, Braking, Speeding By Days Since Enrollment
(Users with score > 90)
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