

Metropolitan Washington Council of Governments
Transportation Safety Subcommittee

June 4, 2019

San Antonio Safest Driver Contest

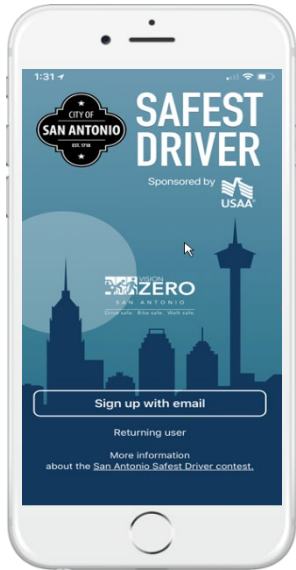


Art Reinhardt, PE, CFM
Interim Deputy Director
Transportation & Capital Improvements
City of San Antonio



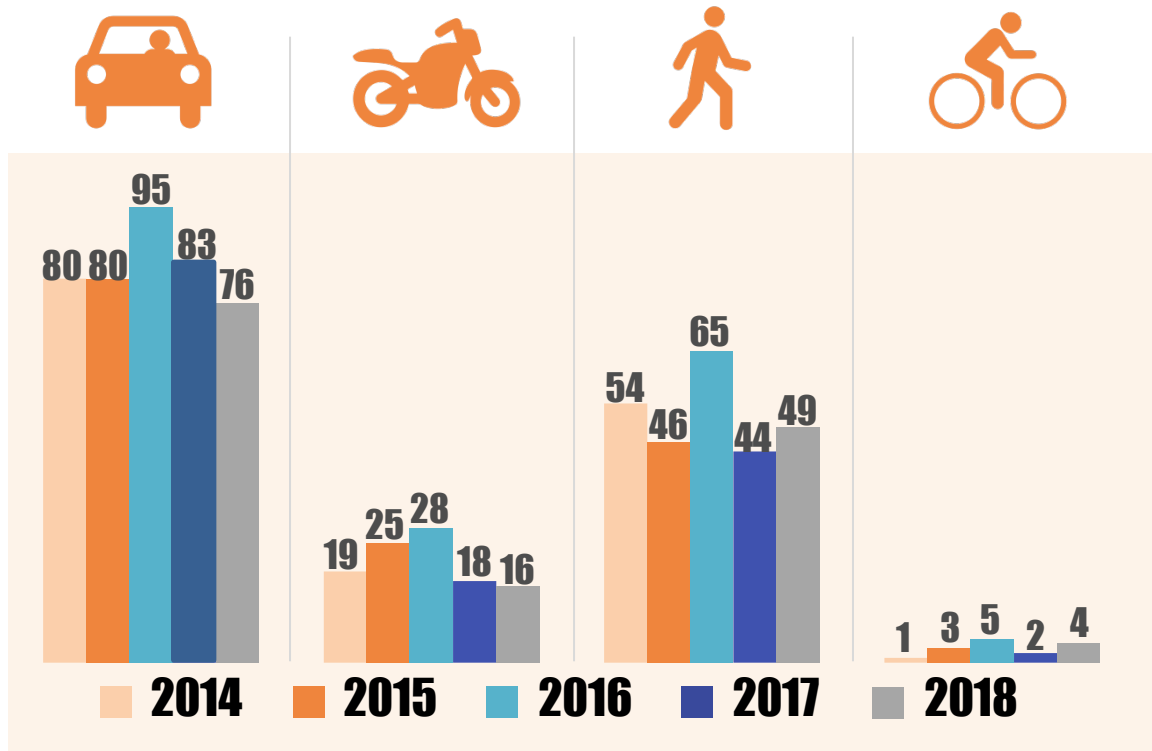


The Driving Force







Drive safe. Bike safe. Walk safe.

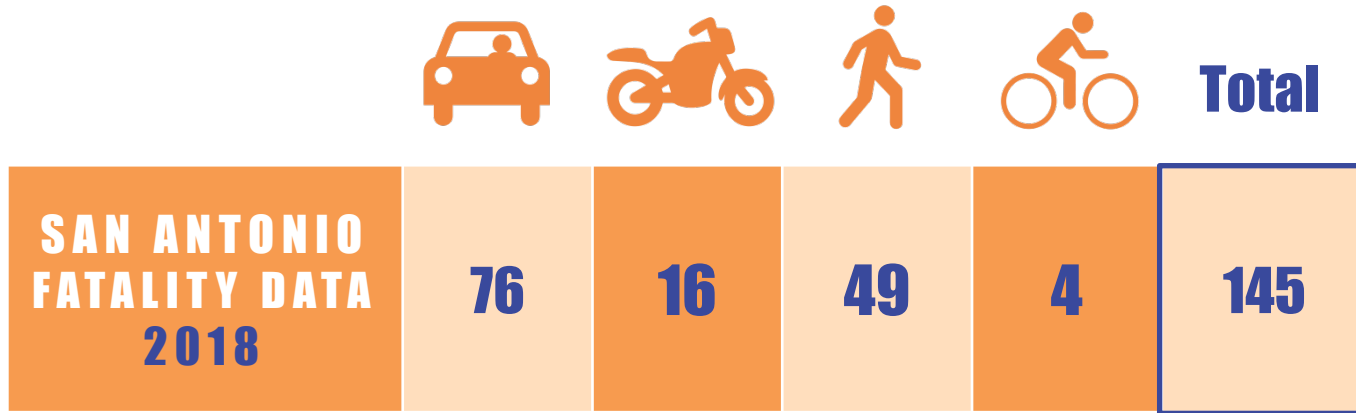
San Antonio Roadway Fatalities



5-YEAR AVERAGE 2014-2018

	83
	21
	52
	3
Total	159

San Antonio Roadway Fatalities



Updated: January 11, 2019



Education



Encouragement



Engineering



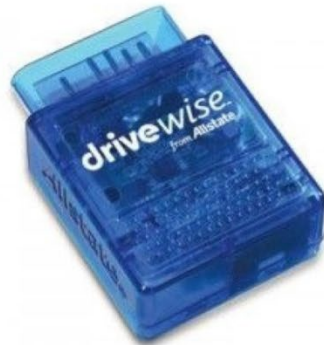
Enforcement



Evaluation

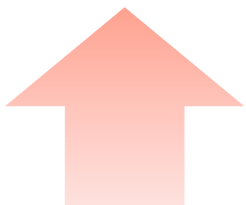


Changing Driver Behavior





Unsafe Behaviors



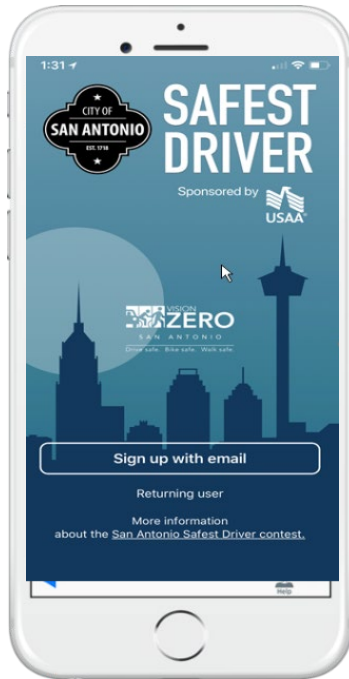
Phone Distraction	At-Risk Speeding	Harsh Braking
3.4X	3X	1.8X

Innovation Partners





Contest App



Improve driver & road safety

Drivers compete & eligible for prizes

Road condition data captured for City



Contest App

San Antonio's Safest Driver

94 Driving Trips | 4 Non-car Trips

94
Your Score

Trends
Overall: 93.6 Jun 17, 2018

Jun 5 Jun 7 Jun 9 Jun 12 Jun 14 Jun 16

Latest Trip
Today at 7:01 AM

Leaderboard

San Antonio Overall Ranking
You are ranked #4888

San Antonio Distraction Ranking
You are ranked #2941

Friends Ranking
You are ranked #10

Trips LABEL TRIPS

Did you know your trips record in the background?

Today at 7:01 AM
In San Antonio 15.7 mi, 28 min

Today at 6:03 AM
In San Antonio < 1 mi, 2 min

Today at 4:52 AM

Driving tips

TIP 1
Avoid Speeding

Please pay attention to posted speed limits. Not only will this keep you safe, but you can also avoid getting a ticket. When you speed, you have less time to react to unexpected situations on the road. In turn, other drivers around you also have less time to react to your situation. Stay safe!



Safest Driver Contest Prizes

Sponsored by  USAA®

Earned Prizes

Overall Safest Driver
Least Distracted Driver
Safest Military Driver

3 Grand Prize
Winners of
\$10,000

54 Bi-Weekly
Winners of
\$500



Random Drawing of App Users

One Grand Prize
Winner of **\$2,000**

18 Bi-Weekly Prize
Winners of **\$150**

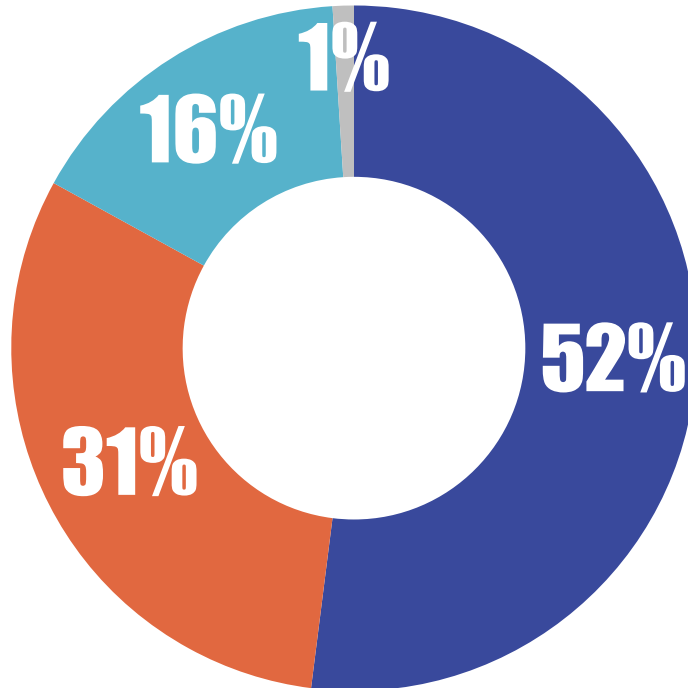


Contestants

	Users
CITY of <u>BOSTON</u>	5,407
 City of Seattle	4,150
	14,149



Contestant Ages



- 18 - 37 years
- 38 - 53 years
- 54 - 72 years
- 73+ years



Contestant Survey

My driving behavior improved with San Antonio's Safest Driver app...



Distracted Driving

47%



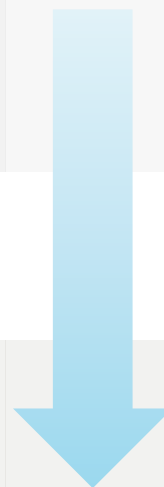
Harsh Braking

39%



Speeding

45%



1,043 Survey Responses



Initial Contest Results

CITY of BOSTON



City of Seattle



Distracted Driving

47%

35%

29%



Harsh Braking

37%

30%

17%



Speeding

35%

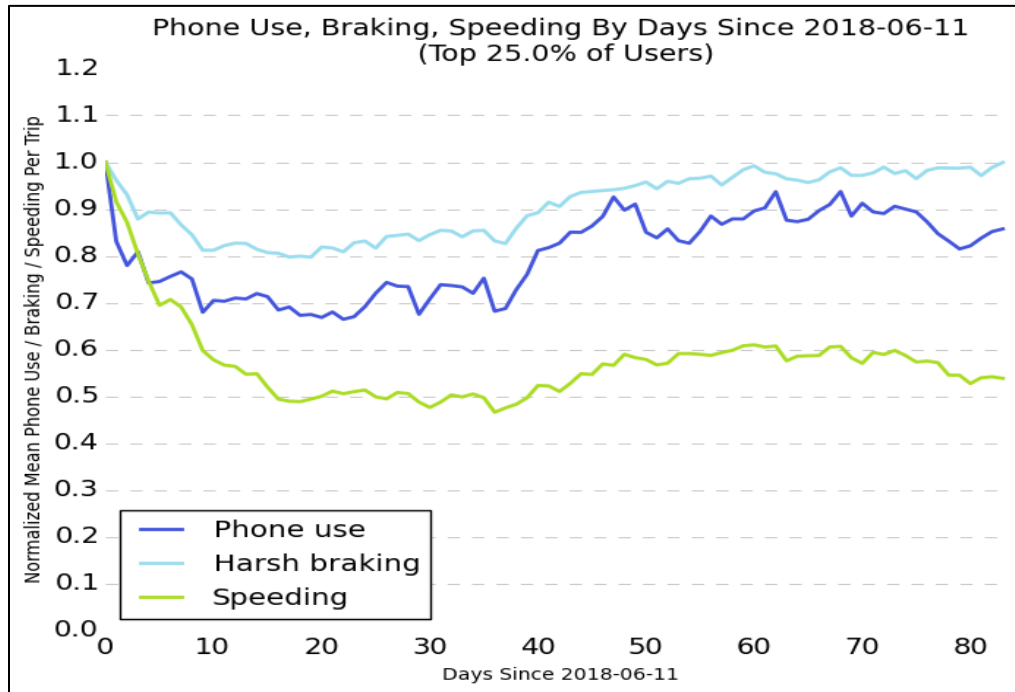
28%

45%

Top 25% of App Users



Overall Contest Results



Distracted Driving **15%**

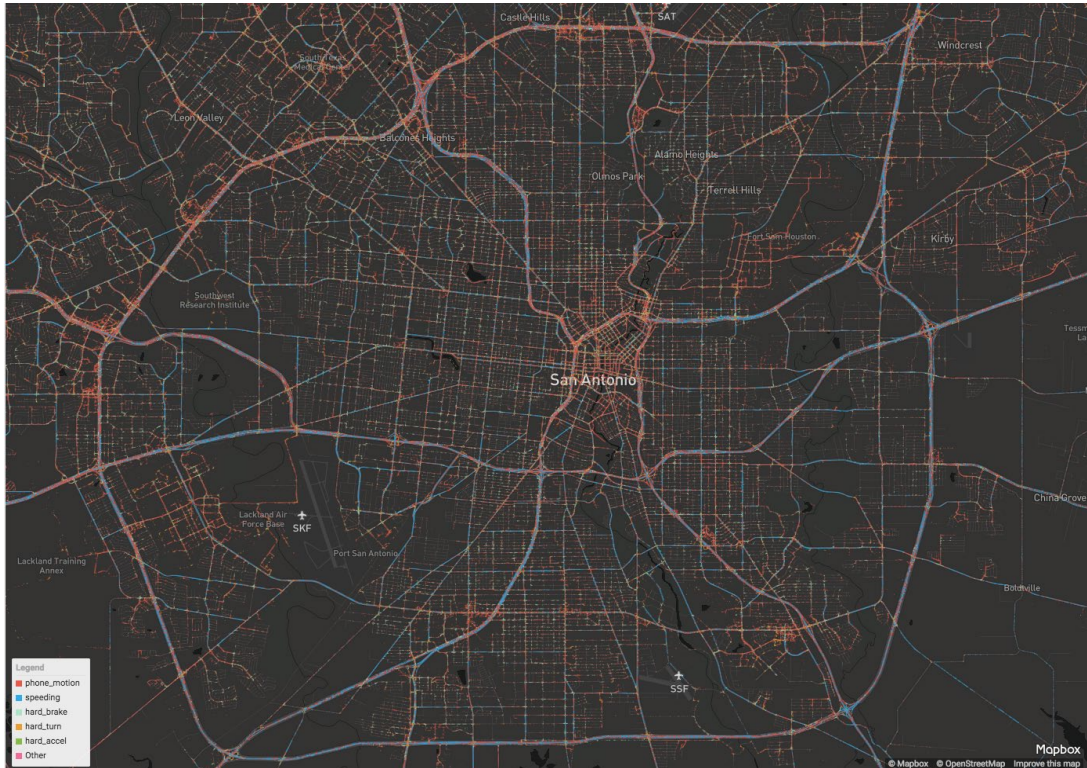
Harsh Braking **0%**

Speeding **46%**

Top 25% of App Users



Our Roadways



- Blue = Speeding
- Red = Phone Distraction
- Aqua = Braking
- Green = Acceleration
- Orange = Cornering



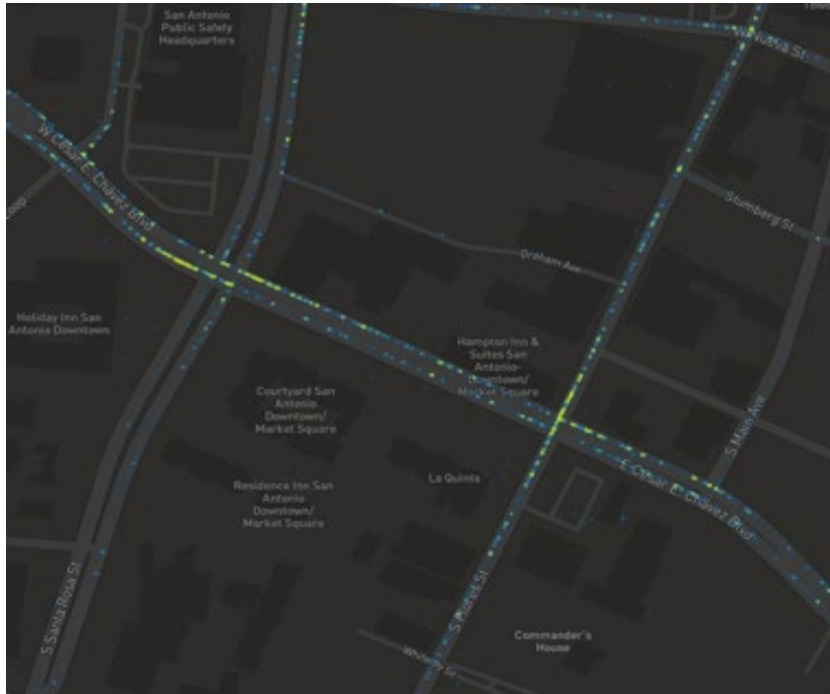
Our Roadways



Distracted Driving



Our Roadways



César Chávez Blvd. near Santa Rosa St.



Distracted Driving



Feedback

“Being a father, it’s made me aware to drive safer for myself and others in the road.”

“My wife likes the way I drive now. Happy wife, happy life.”

“It kept me honest on the road. My family saw my new safety awareness not only me but for everyone else on the road.”





Feedback



“It was fun and eye opening being in a vanpool and being able to see three results of other driver’s habits.”

“It improved my gas mileage! I went from filling up once a week to once every 2 weeks. I averaged 31 mpg.”





Lessons Learned



Contest
Sponsorship
& Partnership



Engage
Business
Community



Bonus Points



Replace
Sweepstakes



Miles Driven
Prize Levels



Safer Drivers



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San Antonio Safest Driver Contest

