

National Capital Region  
Transportation Planning Board  
Technical Committee

January 10, 2020

Item 7

# San Antonio Safest Driver Contest

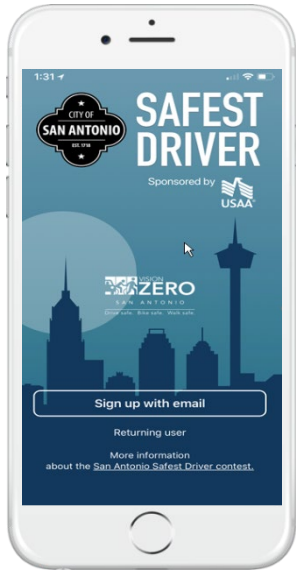


Art Reinhardt, PE, CFM  
Interim Deputy Director  
Transportation & Capital Improvements  
City of San Antonio



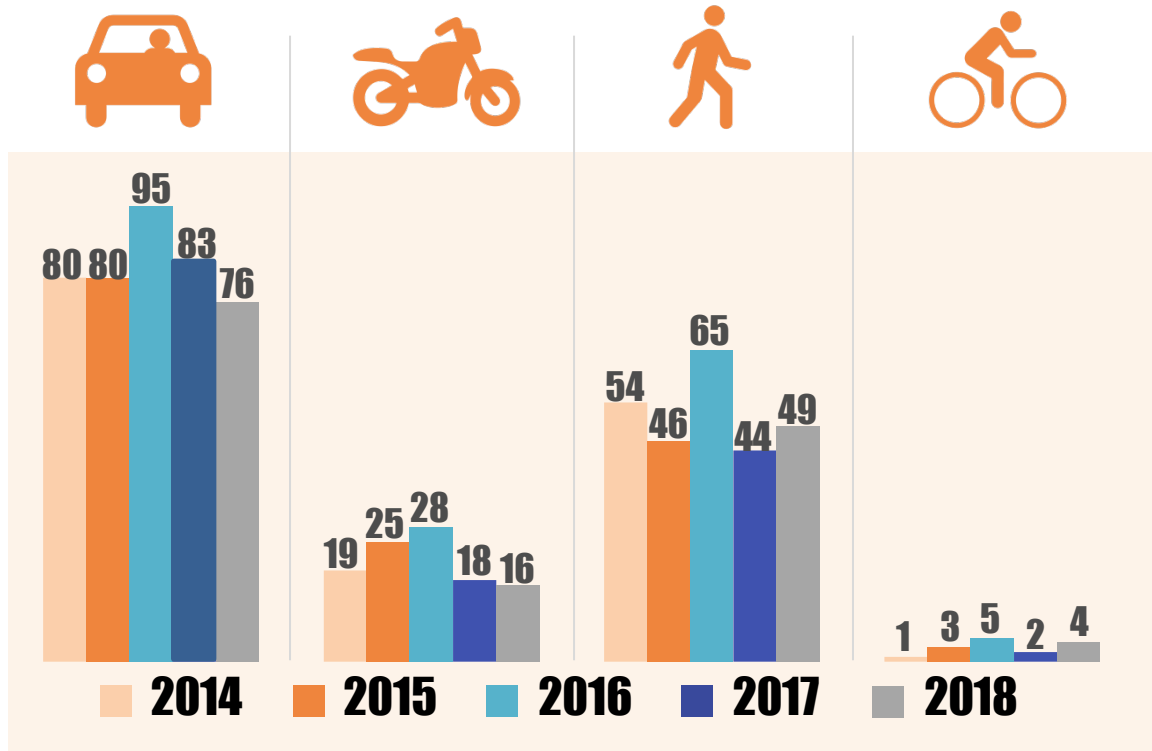


# The Driving Force







Drive safe. Bike safe. Walk safe.

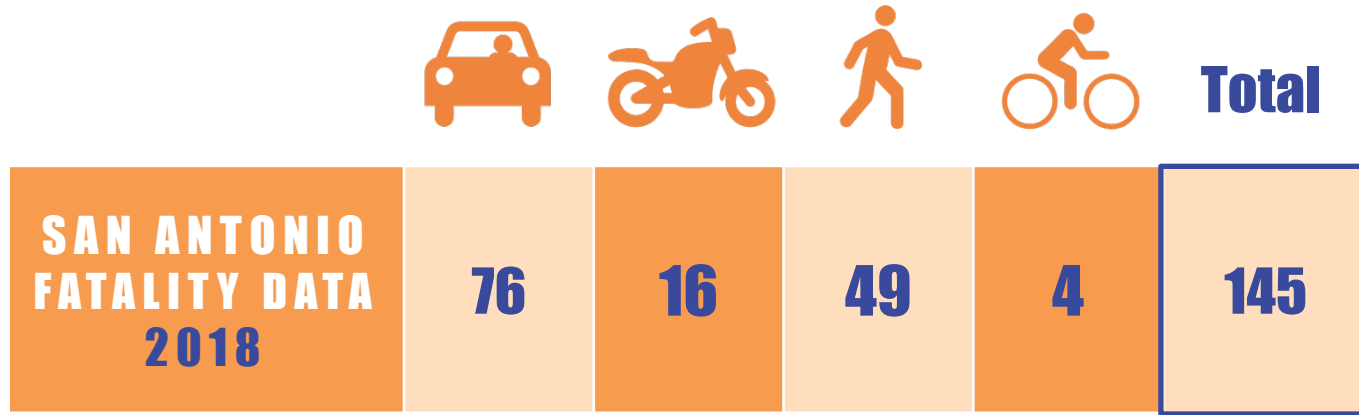
# San Antonio Roadway Fatalities



## 5-YEAR AVERAGE 2014-2018

	<b>83</b>
	<b>21</b>
	<b>52</b>
	<b>3</b>
<b>Total</b>	<b>159</b>

# San Antonio Roadway Fatalities



**2.5**  
City Buses



Education



Encouragement



Engineering



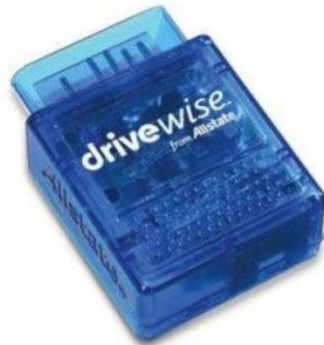
Enforcement



Evaluation

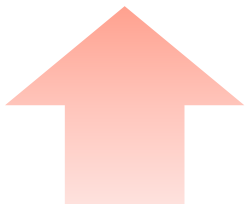


# Changing Driver Behavior

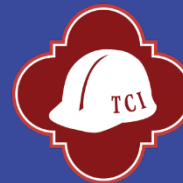




# Unsafe Behaviors



Phone Distraction	At-Risk Speeding	Harsh Braking
<b>3.4X</b>	<b>3X</b>	<b>1.8X</b>



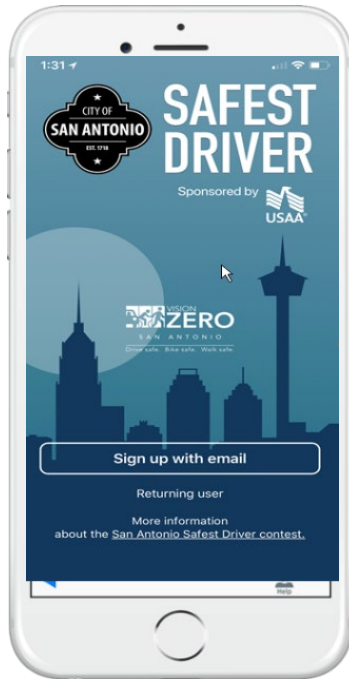
# Innovation Partners







# Contest App



Improve driver & road safety

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Drivers compete & eligible for prizes

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Road condition data captured for City



# Contest App

**San Antonio's Safest Driver**

Driving Trips: 94 (Score) / 4 (Non-car Trips)

Your Score: 94 (Scale 0-100)

**Trends**  
Overall: 93.6 Jun 17, 2018

**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** (4 stars)

In San Antonio 15.7 mi, 28 min

**Today at 6:03 AM** (5 stars)

In San Antonio < 1 mi, 2 min

**Today at 4:52 AM** (5 stars)

**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**

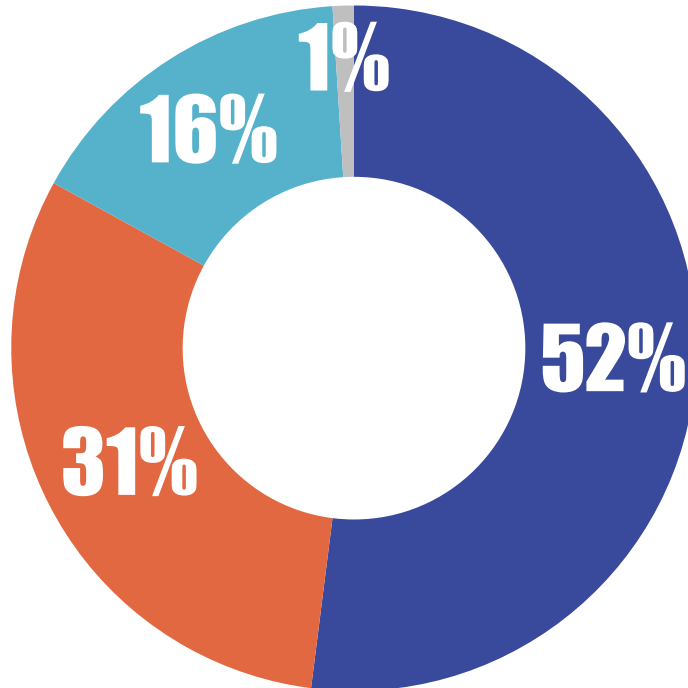


# Contestants

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



# 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



Harsh Braking



Speeding

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%

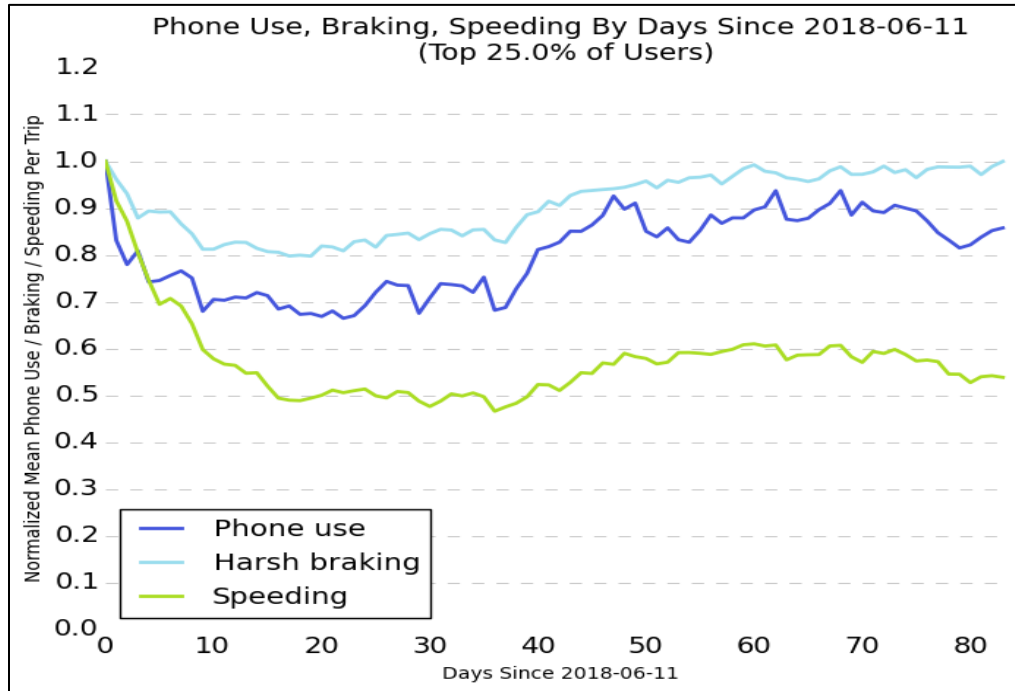
28%

**45%**

Top 25% of App Users



# Overall Contest Results



Distracted Driving **15%**

Harsh Braking **0%**

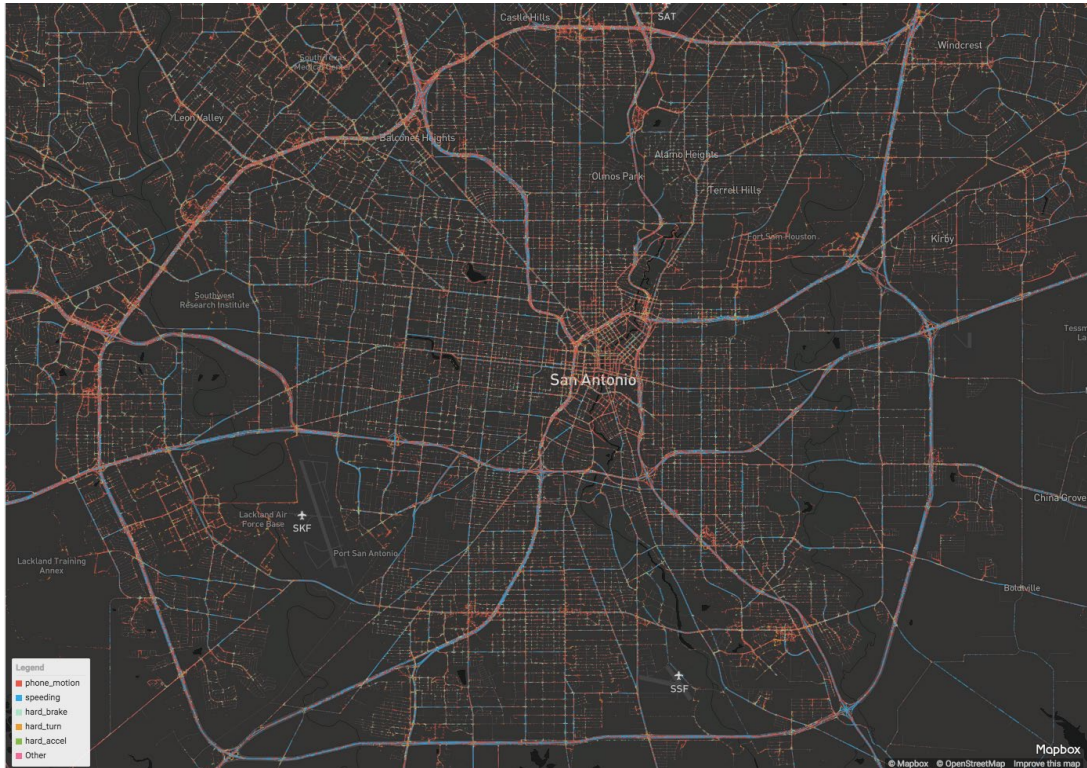
Speeding **46%**

Top 25% of App Users





# Our Roadways



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



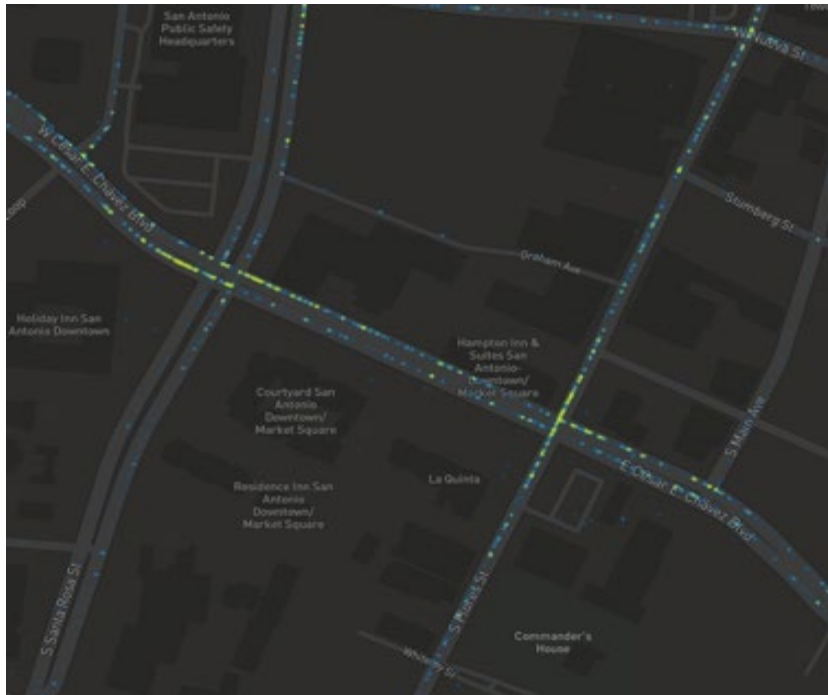
# Our Roadways



## 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



Winners Luncheon



Safest Driver & Safest Military Driver

Art Reinhardt, PE, CFM  
Interim Deputy Director

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# San Antonio Safest Driver Contest

