

# Seattle's Safest Driver Wrap Up

January 2018

On November 20, 2017, we kicked off Seattle's Safest Driver, an app-based safe driving competition, in partnership with PEMCO Insurance.

## OUR GOAL




was to spark behavior change and build awareness around Seattle's Vision Zero effort to end traffic deaths and serious injuries on city streets by 2030.

## Ch-ch-changes!

Here's what happened over the course of the contest.

Across the top 50% of users,  
we saw:

And across the top 25% of users,  
we saw even greater improvement:

Phone distraction	↓ 20%		↓ 35%
Harsh braking	↓ 18%		↓ 30%
Speeding	↓ 16%		↓ 28%



Speeding and distraction are two of the top contributing factors to crashes in Seattle. Behavior change is hard to achieve, so these results are really promising!

## By the numbers

After 8 weeks of competition, we saw more than 4,000 app downloads and participation from residents of King, Pierce, Kitsap, and Snohomish counties.

In addition to tracking car trips, the app tracked transit and bike trips. Here's a summary of mileage totals by mode:

Mode	Distance (mi)	Number of Trips	Avg. Distance (mi)
Car (driver)	2,384,910	291,699	8.2
Passenger	195,560	14,931	13.1
Train	92,333	9,443	9.8
Bus	66,318	10,896	6.1
Bike	11,708	6,729	1.7

## What a few participants had to say about it

*The Seattle's Safest Driver app has really made me realize how easy it is to get lost in everyday thoughts while you drive. It has opened my eyes to the problem of using your phone while driving. For most people it has become second nature. Best advice I can give is put your phone in your glove box and forget about it 'til you get where you're going. A text can wait. It's not worth someone's life.*

*Hey! Don't worry about me. Back in December I got a Least Distracted award (\$50 Amazon gift card - already spent), so I am way cool on the cell phone thing. When I am driving I just leave it alone and keep my eyes on the road at all times. More drivers should be like me 😊.*

*It was a definite challenge for sure, I found myself paying attention to what everyone else is doing to stay safe. This challenge paid off in more ways than one, I was able to get a couple more miles per gallon by being mindful of how I drive without any sacrifice to my commuting time.*

### Next steps

The app continues to be available until February 11, after which we'll get another report to see if behavior change has sustained, and we'll go from there.

### Questions?

Contact SDOT's Allison Schwartz at [allison.schwartz@seattle.gov](mailto:allison.schwartz@seattle.gov) or (206) 386-4654.

Learn more at [www.seattle.gov/safestdriver](http://www.seattle.gov/safestdriver) and [www.seattle.gov/visionzero](http://www.seattle.gov/visionzero).



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