BOSTON’S Safest Driver
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

The image shows a Massachusetts license plate with the word "MASSHOLE" and a bumper sticker that reads "MASSHOLE."
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
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
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
Things we are known for:
Revolutions.
Championships.
Good Driving.

Join the competition.
Boston.gov/SafestDriver
“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 overspeed limit]
Events - Phone Use
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 Safest Backseat Driver

1st Place

2nd Place