City of Boston
Mayor Martin J. Walsh

BOSTON'S SAFEST DRIVER

2019 Competition Overview and Results

THE MAYOR'S OFFICE OF
NEW URBAN MECHANICS

Transportation

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INTRODUCTION

The good news is that Boston drivers are no longer the worst in the country, according to Allstate. The bad news is that they're the third worst. According to Allstate[1], the national average for customers is experiencing a crash every 10.6 years. In 2019, Bostonians said they were involved in a collision every 4.9 years. In comparison, the safest-driving city of Brownsville, Texas, leads the way with an average of 14.9 years between collision claims.

But we are trying to improve. In the spring of 2015, Mayor Walsh announced a commitment to eliminate traffic fatalities and serious injuries from our roadways through a Vision Zero initiative. Over the past three years, a Vision Zero Task Force and rapid response teams were formed, data sharing agreements among agencies were executed, nation-leading truck side guard legislation was passed, data analysis with community input was initiated, a comprehensive mobility plan called GoBoston 2030 was launched, and large-scale capital projects have broken ground.

While a lot can be done through street design, increased enforcement, and traditional public information campaigns, much of the initiative's success rests on the ability of Bostonians to change the way they behave when they are behind the wheel of a car. Traffic safety is personal and we need to hold ourselves accountable for results.

Though we have been making progress on our Vision Zero goals, the perception of "The Masshole" driver remains. However, Boston is smart, innovative, and likes to win. We are a city of championship sports teams, Nobel Prize winning scientists, and a generally competitive populous. Capitalizing on the competitive nature of our City, we piloted the first edition of the Boston's Safest

[1] https://www.allstate.com/americas-best-drivers/index.htm

Driver competition in the fall of 2016. The pilot program utilized a smartphone app from a local telematics company to provide a score out of 100 to drivers at the end of each of their trips. Our goal was that, through self-reflection and friendly competition, we could shift behaviors behind the wheel, and if we did it in the right way, make it habit forming.

Among the top 25 percent of drivers using the app in the 2016 competition, we saw phone use drop by 47 percent and their speeding decrease by almost 35 percent. These are staggeringly positive outcomes for what is effectively a public messaging campaign, with a twist. After a very successful pilot that showed reductions in phone distraction, speeding, and hard braking among users, we now want to reshape and scale the program for broader adoption based upon our learnings.

In 2019, we again partnered with Cambridge Mobile Telematics to bring a safe driving competition to some of the largest vehicle trip generators in the entire city through workplace challenges. In the initial pilot of Boston's Safest Driver, we saw the greatest growth of use from informal competitions among friends, family, and co-workers. Building upon this finding, we partnered with the City's Transportation Management Associations (TMAs) to incentivize adoption in both large and mid-size employers.

We saw positive results overall. Similar to the 2016 competition, there were significant reductions in unsafe behaviors in each of the categories. We saw a 33 percent decrease in overall risky behaviors, 48 percent decrease in distraction behaviors, 57 percent decrease in harsh braking, and 38 percent in speeding. In total, 2,920,080 miles were recorded, of which 19,650 were biking trips.

PARTNERS

Based upon this model of working with local employers on driver safety, The National Safety Council selected Boston's Safest Driver for a Road to Zero grant in 2018. The funds supplied through the grant were utilized to bring on a part-time program manager, develop the app, bring on a contest rules consultant, and promote the competition through a broad range of channels.

In late 2018, Liberty Mutual Insurance Corporation ("Liberty") expressed interest in supporting the Boston's Safest Driver program. Liberty provided $25,950 to fund prizes for the winners of the contest, in addition to working directly with Cambridge Mobile Telematics for the development and management of the app.

The City of Boston brought on Promosis, Inc ("Promosis") as the contest and sweepstakes manager of the competition. Promosis assisted with planning, implementing, and administering the contest, including the creation of the legal rules necessary for running a competition like this in Massachusetts.

The City also partnered with three Transportation Management Associations (TMAs) to incentivize adoption in both large and mid-size employers.

- A Better City (ABC) / Allston Brighton TMA: ABC TMA services the neighborhoods of Charlestown, West End, North End, Downtown, Chinatown, Back Bay and Fenway Kenmore. Allston Brighton TMA services the neighborhoods of Allston and Brighton.
- Seaport TMA: a non-profit transportation management association in the South Boston Waterfront working to improve economic vitality in the district by supporting sustainable commute options through advocacy and commuter services.
- Medical Academic and Scientific Community Organization (MASCO): a non-profit organization dedicated to enhancing Boston's Longwood Medical and Academic area for the benefit of those who live, work, study, or receive care in the area

Together, the TMAs covered 151 companies / organizations and 187,000 employees and comprised the workplace challenge portion of the competition.

While we saw a lot of enthusiasm from the TMAs, we were met with more skepticism from employers that were a part of the TMAs. We received feedback that the program was too focused on driving and the employers did not want to encourage their employees to drive to work.

Lastly, we worked with Zipcar, which operates more than 1,000 vehicles in the Boston area, the AARP Massachusetts network, the Safe Roads Alliance, the Boston Cyclists Union, and Walk Boston.

CONTEST STRUCTURE

This year, in addition to the Metro Boston competition, we brought the contest to some of the largest vehicle trip generators in the entire city through workplace challenges. In the initial pilot of Boston's Safest Driver, we saw the greatest growth of use from informal competitions among friends, family, and co-workers. Competitions between divisions of the same organization and between organizations in similar fields were incentivized through engagement activities and creative prizes.

The 12-week contest kicked off on May 6, 2019 and concluded on July 28, 2019. The contest consisted of six two-week entry periods and three separate competitions, with some combined / overall prizes. The categories were as follows: City of Boston, Cities and Towns, Combined City of Boston / Cities and Towns, and Corporate / Workplace. The City of Boston and Cities and Towns entrants were automatically placed in their respective categories based on the zip code in which they reside. The Corporate / Workplace contest was open to employees of companies in the TMAs and entrants did not need to reside in a qualifying zip code. The employees were provided a registration token that was unique to their company.

In addition, we encouraged companies to sponsor and run intra-company competitions, in which employees and/or contractors compete only against themselves within the company.

The prizes were structured as follows:

Combined City of Boston/Cities and Towns Grand Prizes:

Prize Name	Type	Qualifying Metric	Prize
Grand Prize - Least Distracted Driver	Skill based	Must meet minimum qualifying metric in final 2 entry periods	$3,000
Grand Prize - Slow and Steady Driver	Skill based	Must meet minimum qualifying metric in final 2 Entry Periods	$3,000

City of Boston Prize Pool (51 Boston ZIP Codes):

Prize Name	Type	Qualifying Metric	Prize
Bi-Weekly Safest Driver (3 per 2-wk. period)	Skill based	Must have at least 16 trips & 60 miles within 2-week Period	$50
Bi-Weekly Most Improved Driver (1 per five 2-wk. periods)	Skill based	Most improved from previous 2-week period	$50
New Driver to Contest (4 per 2-wk. period)	Sweepstakes	Must have joined Contest that period	$50
Bi-Weekly Car-Free Trips (1 per 2-wk. period)	Sweepstakes	Must have completed at least 2 car-free trips	$50
Grand Prize – Safest City of Boston Driver	Skill based	Must meet minimum qualifying metric in final 2 Entry Periods	$5,000

Cities and Towns Prizes Prize Pool (101 Cities/Towns, excluding Boston):

Prize Name	Type	Qualifying Metric	Prize
Bi-Weekly Safest Driver (3 per 2-wk. period)	Skill based	Must have at least 16 trips & 60 miles within 2-week Period	$50
Bi-Weekly Most Improved Driver (1 per five 2-wk. periods)	Skill based	Most improved from previous 2-week period	$50
New Driver to Contest (4 per 2-wk. period)	Sweepstakes	Must have joined Contest that period	$50
Bi-Weekly Car-Free Trips (1 per 2-wk. period)	Sweepstakes	Must have completed at least 2 car free trips	$50
Grand Prize – Safest Boston Metro Driver	Skill based	Must meet minimum qualifying metric in final 2 Entry Periods	$5,000

Corporate/ Workplace (TMA only) Prize Pool (151 Companies):

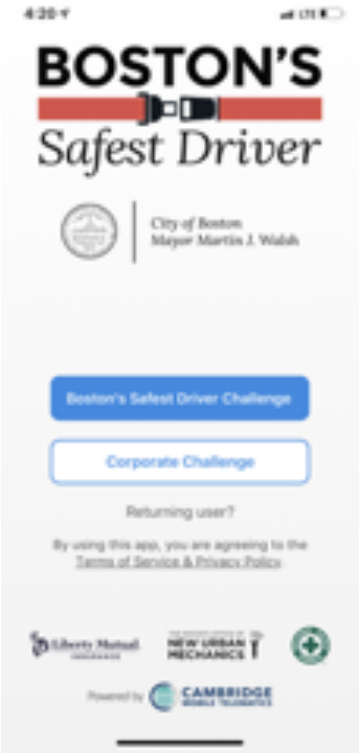
Prize Name	Type	Qualifying Metric	Prize
Bi-Weekly Safest Driver (3 per 2-wk. period)	Skill based	Must have at least 16 trips + 60 miles within 2-week Period	$50
Bi-Weekly Most Improved Driver (1 per five 2-wk. periods)	Skill based	Most improved from previous 2-week period	$50
New Driver to Contest (4 per 2-wk. period)	Sweepstakes	Must have joined contest that period	$50
Bi-Weekly Car-Free Trips (1 per 2-wk. period)	Sweepstakes	Must have completed at least 2 car-free trips	$50
Grand Prize Safest Driver	Skill based	Must meet minimum qualifying metric in final 2 Entry Periods	$2,000
Grand Prize Safest Workplace of Drivers	Skill based		Trophy
Grand Prize Most Non-Driving Trips (sum of workplace divided by # of users)	Skill based		Trophy
Grand Prize Most Users Small Workplace	Skill based	Companies of fewer than 100 employees	Trophy
Grand Prize Most Users Large Workplace	Skill based	Companies of over 100 employees	Trophy

All skill based contest winners were determined by Cambridge Mobile Telematics and notified by Promosis. In the event of a tie among scores in any skill based contest category, the winner will be the tied entrant with the highest mileage for that period; if the mileage is also tied, a random drawing will be conducted between those tied entries to determine the winning entry.

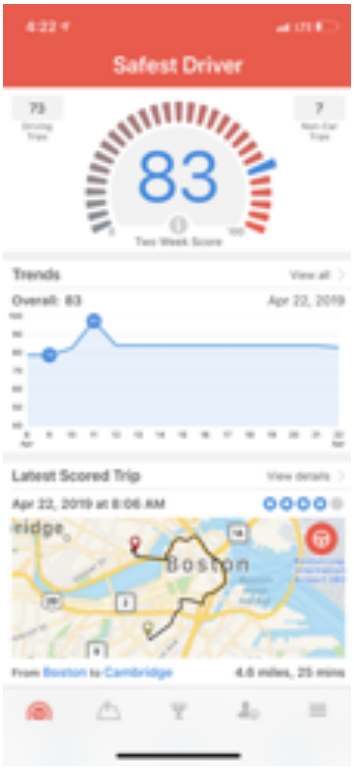
Entrants were eligible to win one skill based contest prize (excluding grand prizes) and one random drawing sweepstake prize per person. If an entrant qualifies to win more than one grand prize, that entrant will receive the higher value prize.

HOW THE APP WORKS

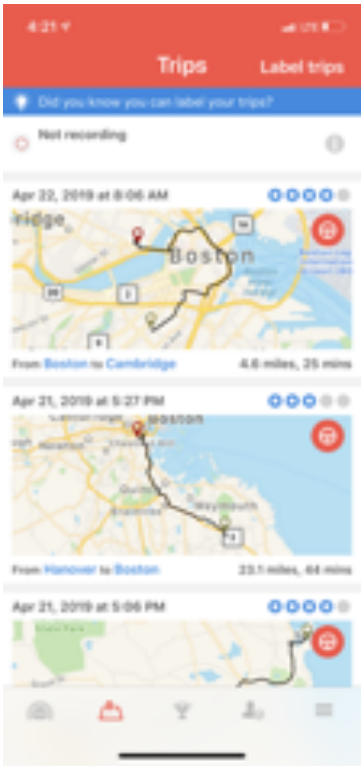
The smartphone application is developed by our partners at Cambridge Mobile Telematics, one of the nation's leading telematics firms. The app is a complete telematics and behavioral analytics solution to accurately measure driving performance and vehicle dynamics. The app leverages raw data from phone sensors to measure five dangerous driving behaviors: speeding, rapid acceleration, harsh braking, sharp cornering, and phone use. By using machine learning and statistics, the app is able to accurately infer key metrics about one's driving behaviors and provide an aggregated score and personalized feedback.
In addition, the app also has the ability to determine if you are a passenger, riding a bicycle, or on public transportation.



Registration page



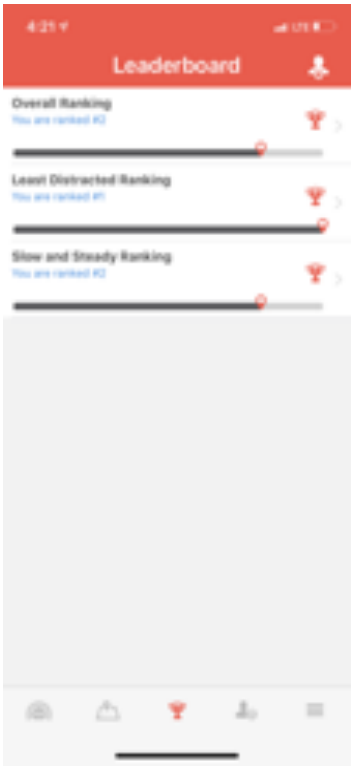
App homepage with user's overall score and last scored trip



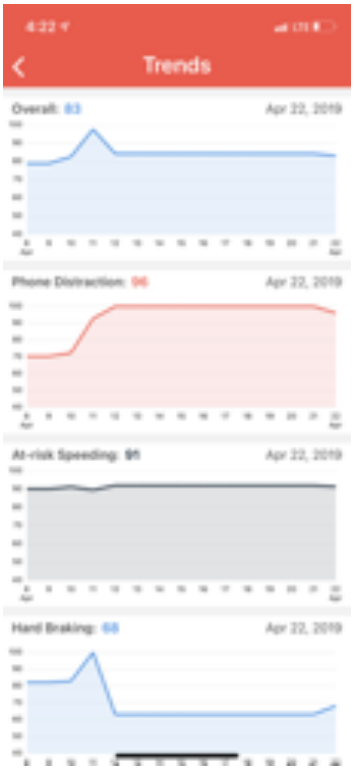
Trip history

All the user has to do is download the app and select the Boston's Safest Driver Challenge (which includes the City of Boston and Cities and Towns categories) or the Corporate Challenge. For those who select the Corporate Challenge, they were prompted to enter a registration token, which was provided to them by their employer. Once the app is downloaded, it runs and logs trip in the background. Once a trip is logged, the user is able to review the trip and identify areas during the trip where the user had a dangerous driving behavior. The app also allows users to see how they rank against others in the city / TMAs and collect badges for sustained safe behaviors.

User's badges



User's place in leaderboard



User's score trends

MARKETING

Boston is a city of championship sports teams and full of people who like to win. Capitalizing on the competitive nature of our City, we created a marketing campaign intended to promote competition within our people. We kicked off the competition with a launch event that featured a Parallel Parking Invitational. We invited two driving schools and a Metro Boston resident to parallel park in a marked space and asked a judging panel to rate their parking ability. The judges included a traffic enforcer, an AARP Safe Driving instructor, and the President of the Safe Roads Alliance.

Second place winner's parallel parking job in action

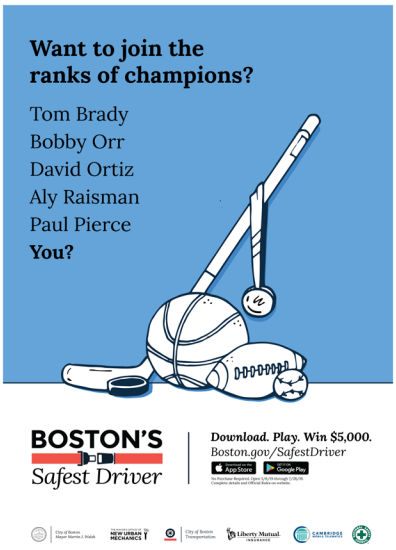
Parallel Parking Invitational contestants

In addition to print advertisements on bus shelters and bus backs, we placed advertisements on television and radio stations. We also ran a robust social media campaign on Twitter, Instagram, and Facebook, posting content from the City of Boston account. Our content included videos from Red Sox's Mookie Betts and Mayor Walsh.

Bus backs (MBTA and MASCO)

We leveraged our relationships with various community groups in the Boston area for in person marketing opportunities, including holding a breakfast event at a Boston Properties building and tabling at a safe driving event at Massachusetts General Hospital. In additional, we played our promotional video at a few Red Sox games and set up a table inside Fenway Park on the concourse.

JCDecaux ads

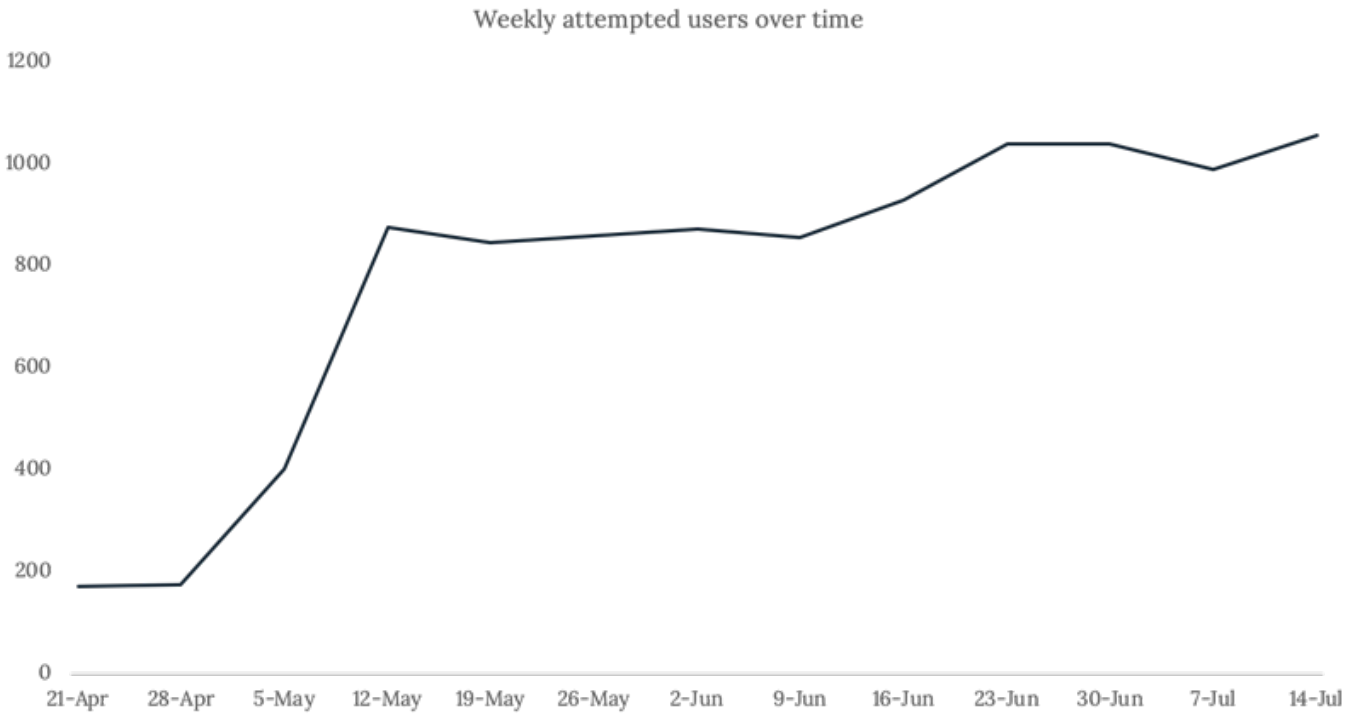


Mookie Betts [video]

Mayor Walsh [video]

USER ADOPTION

In 2016, we saw nearly 5,000 downloads. This year, with the introduction of the corporate/workplace challenge, we set a goal of 10,000 downloads. However, we only saw ~2,000 downloads. We hypothesize that Bostonians are more weary of location tracking apps due to increase in data breaches. In addition, the concept of telematics was more novel in 2016. The below chart shows the number of weekly attempted downloads, which represents users that recorded at least on successful trip.



The launch event was held on April 30 and the app was available for download the week prior. The number of weekly attempted users increased dramatically in the two weeks after the launch event and then leveled off thereafter. We saw two additional increases in users: the first around June 10th, which is when we started running ads on television and tabling at Red Sox games, and around July 10, which is when we started running ads on the radio.

RESULTS AND DATA ANALYSIS

To provide drivers with feedback on their behaviors, data must be collected. We drafted a robust privacy policy to explain in a transparent way what was collected and what it could be used for during the contest. No data corresponding to individual drivers was sent to the City of Boston. Data was anonymized by CMT and provided to us as a summary report at the end of the competition.

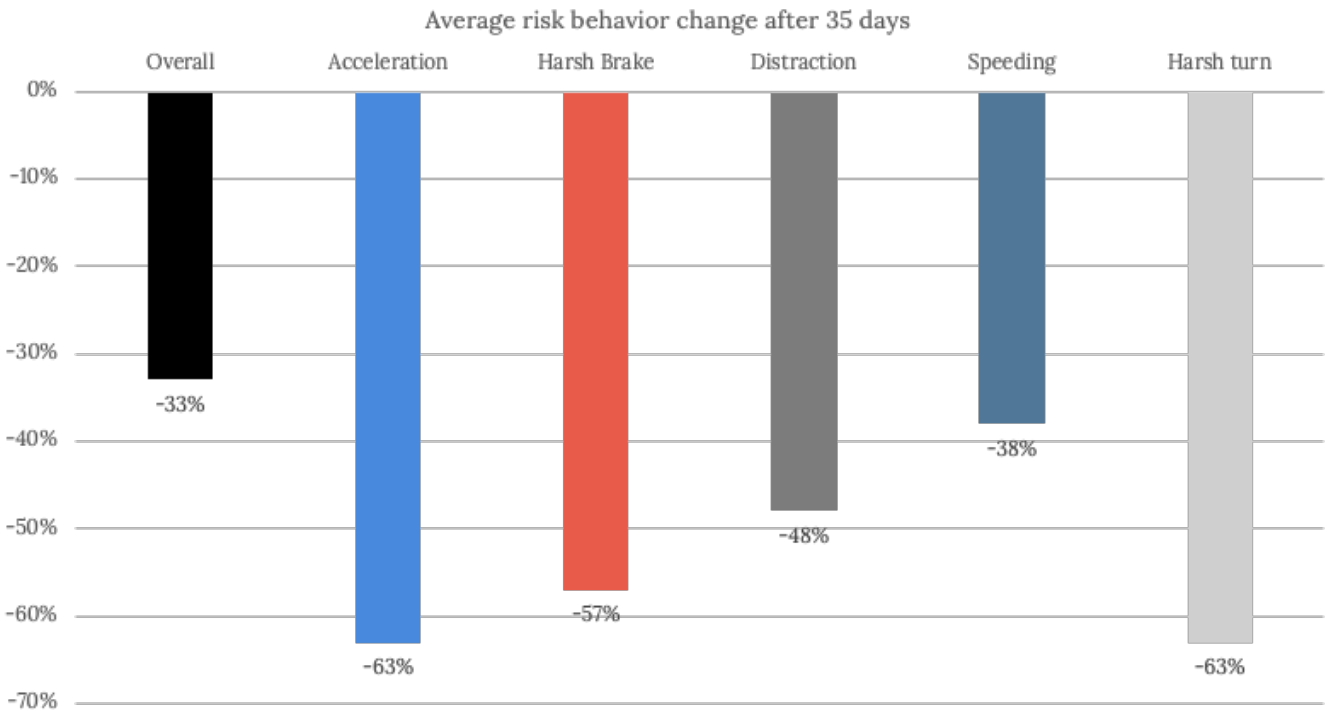
This contest was largely about the user being able to reflect on their own driving habits. The aggregated and anonymized data was provided to the City to provide insight on how users performed over time on each of the metrics. In addition, the City of Boston and surrounding areas could be improved with better data. Data aggregated over the duration of the competition showing problem areas could be useful to City of Boston urban planners and engineers.

We present our findings from the data analysis in this section.

OVERALL RESULTS

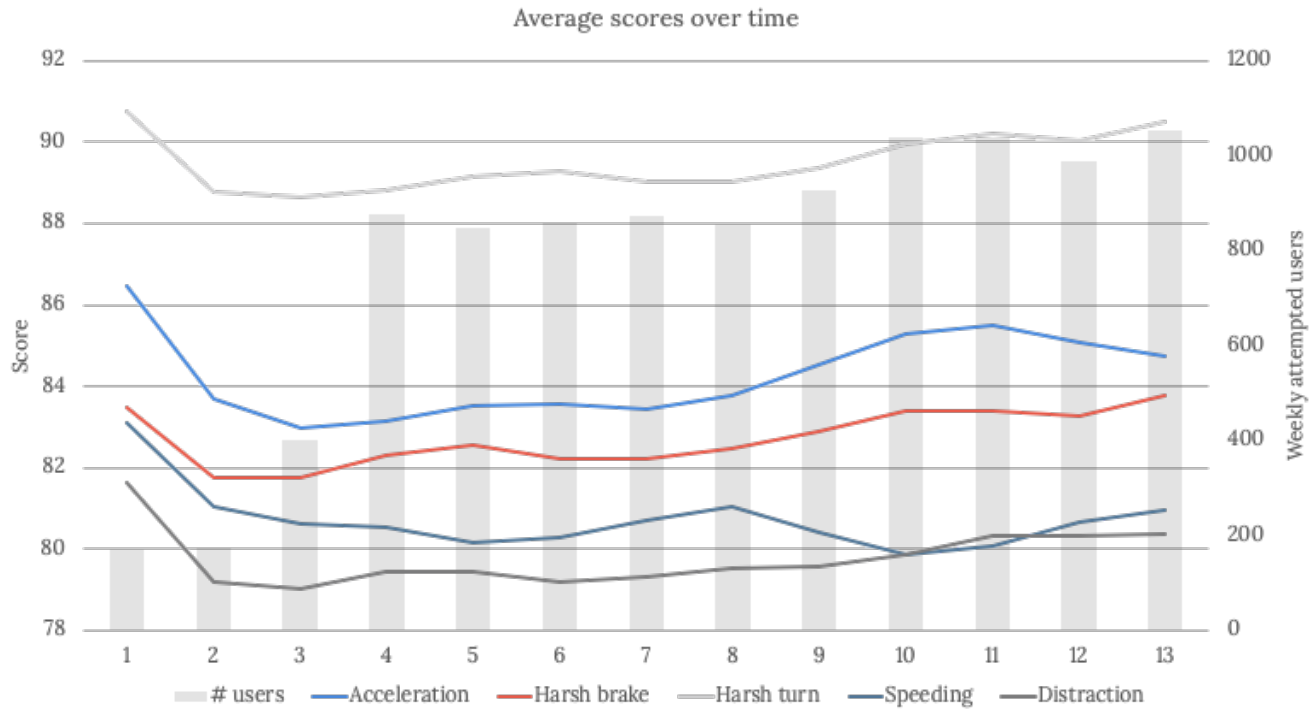
We saw positive results overall. The below graph shows the average risk behavior change after 35 days of usage. There were significant reductions in unsafe behaviors in all the categories. These results are also in line with our 2016 competition findings, where we saw a 47% decrease in distraction behaviors, a 37% decrease in harsh braking, and a 35% decrease in speeding in the top 25% most active users. (Chart on the following page)

In total, 2,920,079 miles were recorded, of which 20,370 miles were biking trips.



AVERAGE SCORES OVER TIME

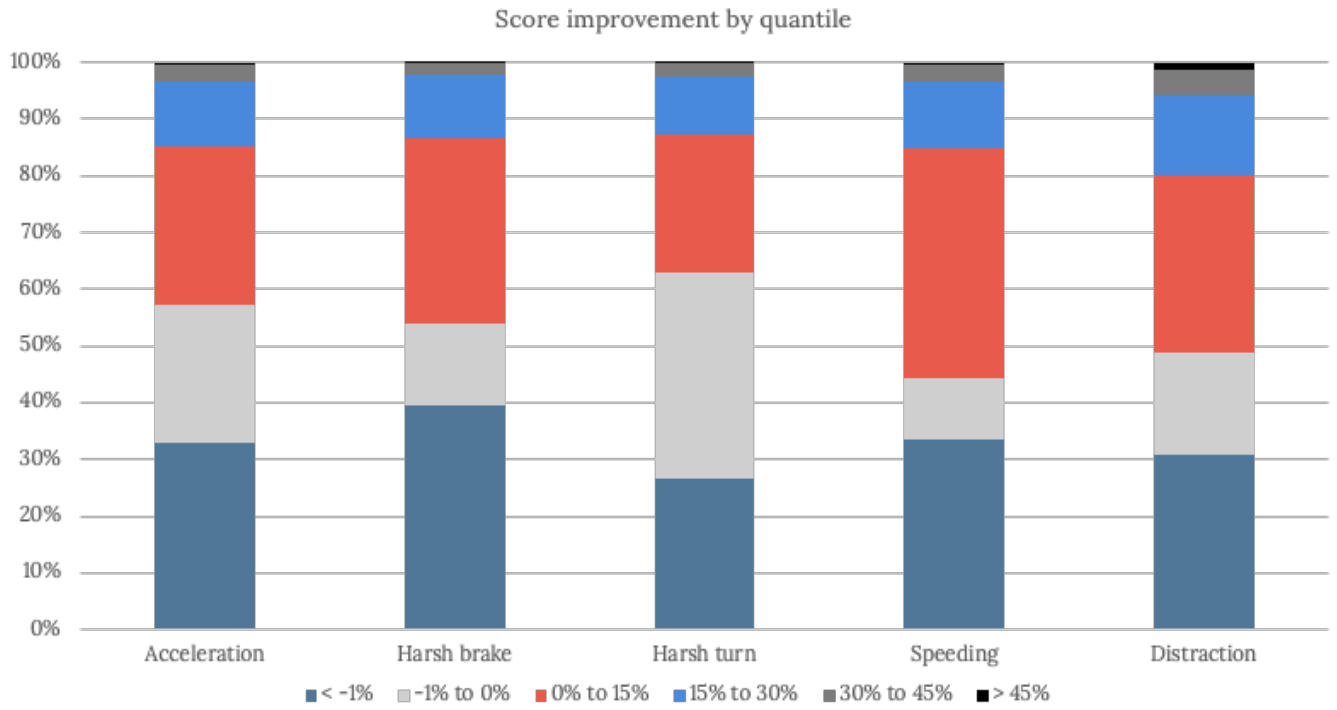
In addition to the end of competition scores, we are also interested to see how participants' scores changed over time. The below graph shows the score trend for each category over the 12 weeks of the competition and the number of weekly attempted users, or the users that have either recorded a successful trip or have had a hidden trip in the week.



We can see a sharp decline in scores in the first couple of weeks where there are the fewest number of users. The app requires a short calibration period, which might explain the volatility in the initial weeks. Over time, we see the scores slowly creep back up.

We were also curious to see what percentage of users saw significant improvement in their scores and what percentage actually got riskier. The below graph sorts users into quantiles of improvement in scores. To determine the quantiles, we calculated the difference between the user's last week and the first week score and divide the difference by the first week. A positive percentage represents an improvement.

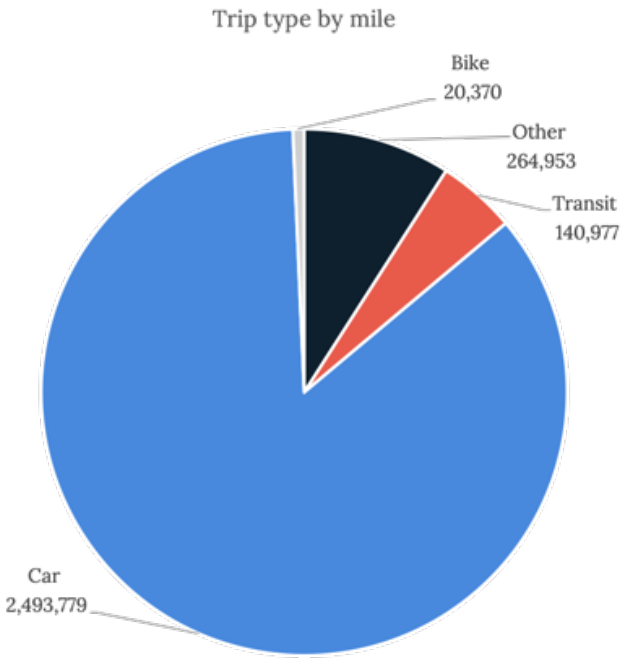
As an example, the first quantile includes the users who saw a percentage improvement of between -100% to -1%, meaning this group actually became riskier over time. On the other side of the spectrum, the sixth quantile group of users saw greater than a 45% improvement in scores.

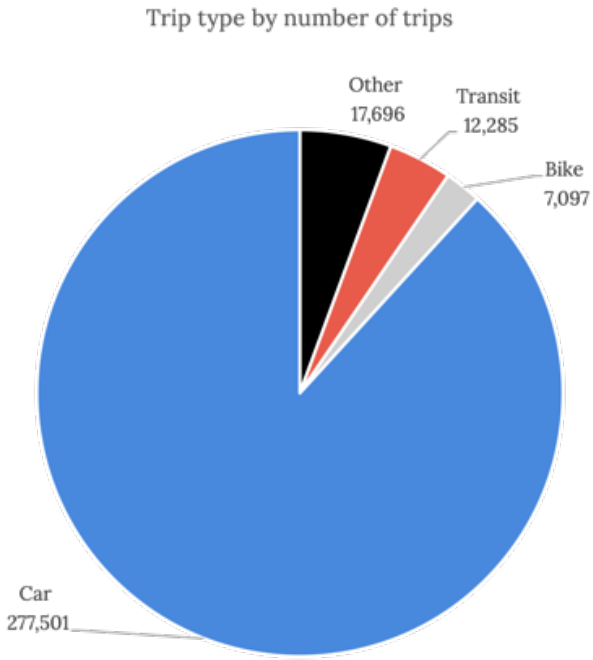


While it is notable that 50 - 60% users either became riskier or did not exhibit a change in behavior, it is important to keep in mind that this analysis includes all users who downloaded the app. It also appears that the biggest improvements in behavior came within the speeding and distraction categories.

TRIP DISTRIBUTION

The app recorded a total of 2,920,079 miles over 314,579 trips. The following pie charts breakdown the trips into four categories: car (excluding passenger trips), bike, transit (including bus and train), and other (including airplane, boat, walking, passenger trips). Unsurprisingly, the app recorded the greatest number of car trips, followed by other types of trips, transit trips, and finally bike trips.





GEOGRAPHIC DISTRIBUTION

We saw the greatest number of participants from the neighborhood of Dorchester, with 127 participants, followed by 96 participants from Allston, and 77 participants from Roxbury. Neighborhoods or municipalities that make up the top ten are as follows:

- Somerville, 70
- South Boston, 65
- East Boston, 60
- West Roxbury, 56
- Jamaica Plain, 54
- Quincy, 54
- Cambridge, 51

CORPORATE CHALLENGE

As mentioned in the earlier sections, the Corporate / Workplace contest was open to employees of companies in the TMAs and entrants did not need to reside in a qualifying zip code. The employees were provided a registration token that was unique to their company. We also allowed non-TMA companies to participate and provided them a registration token if they reached out.

A total of 16 companies joined the corporate challenge. Dana-Farber Cancer Institute logged the greatest number of trips and miles, with 5,462 trips and 115,027 miles. In second place was Vertex Pharmaceuticals with 4,384 trips and 75,756 miles. Vertex also accounted for the greatest number of non-car trips in the corporate / workplace challenge. Overall, the corporate / workplace challenge accounted for 6.8% of the total number of trips recorded and 14.9% of the total number of miles recorded.

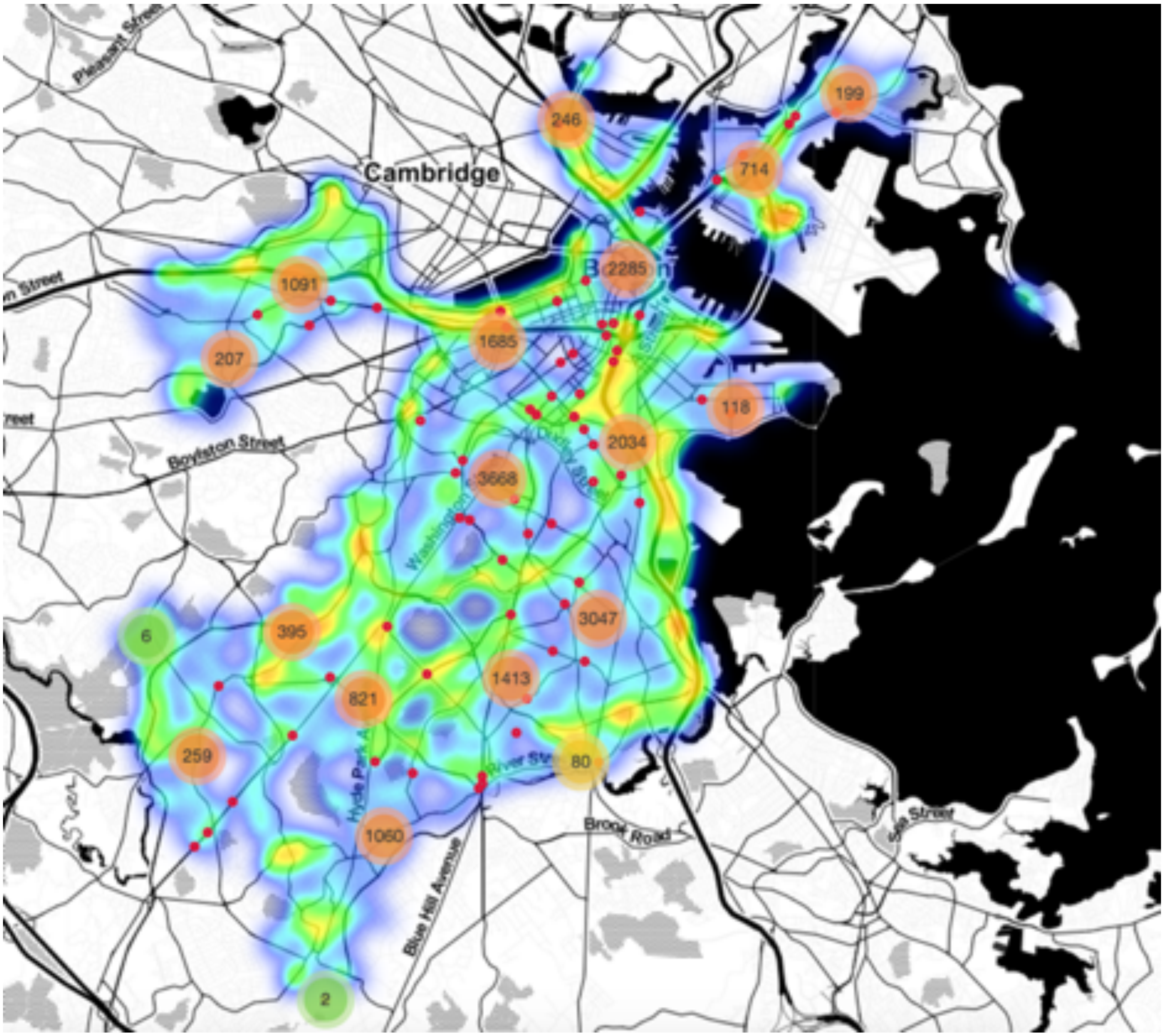
MAP ANALYSIS

The best use of the data generated by the competition is for self-reflection by individual drivers in real-time during the contest, these immediate feedback loops are a best practice in behavior change. However, there are a few other things obtained from the competition that could be helpful for improving transportation in and around Boston. For example, alerts triggered in the app that occur on the same street segment repeatedly are aggregated and anonymized and sent to the City for further analysis.

In this section we'll map the incidents per category where possible and overlay them on the high crash corridor map to see if there is any overlap in problem areas.

Speeding

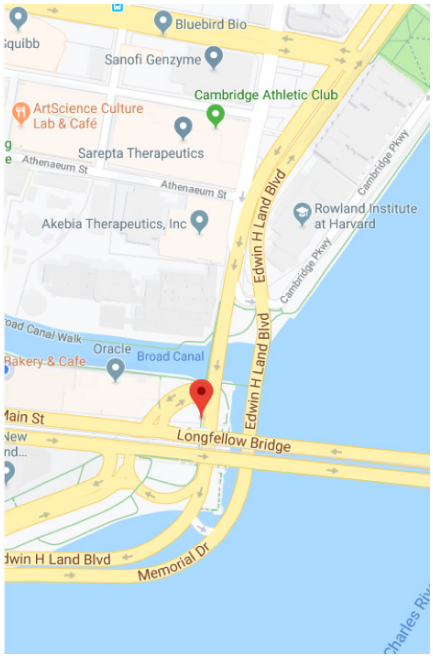
The below map shows the high crash corridor map overlaid on the heat map of speeding incidents. Crash incidents are in clustered numbers and fatal incidents are represented by red circle markers. The blue, green, yellow, and orange colors represent areas with the least to most number of incidents, respectively.



As we can see on the map, there is a lot of speeding on major roadways, particularly along the I93, the Pike, and Storrow Drive. The 2016 competition saw similar results.

The three intersections with the highest number of speeding incidents recorded by the app in the Metro Boston area are: 1) Longfellow Bridge as it merges with Main Street in Cambridge, 2) Soldiers Field Road by the Newell Boathouse, and 3) the Riverway section by the Boston University Fenway Campus.

1) Longfellow Bridge

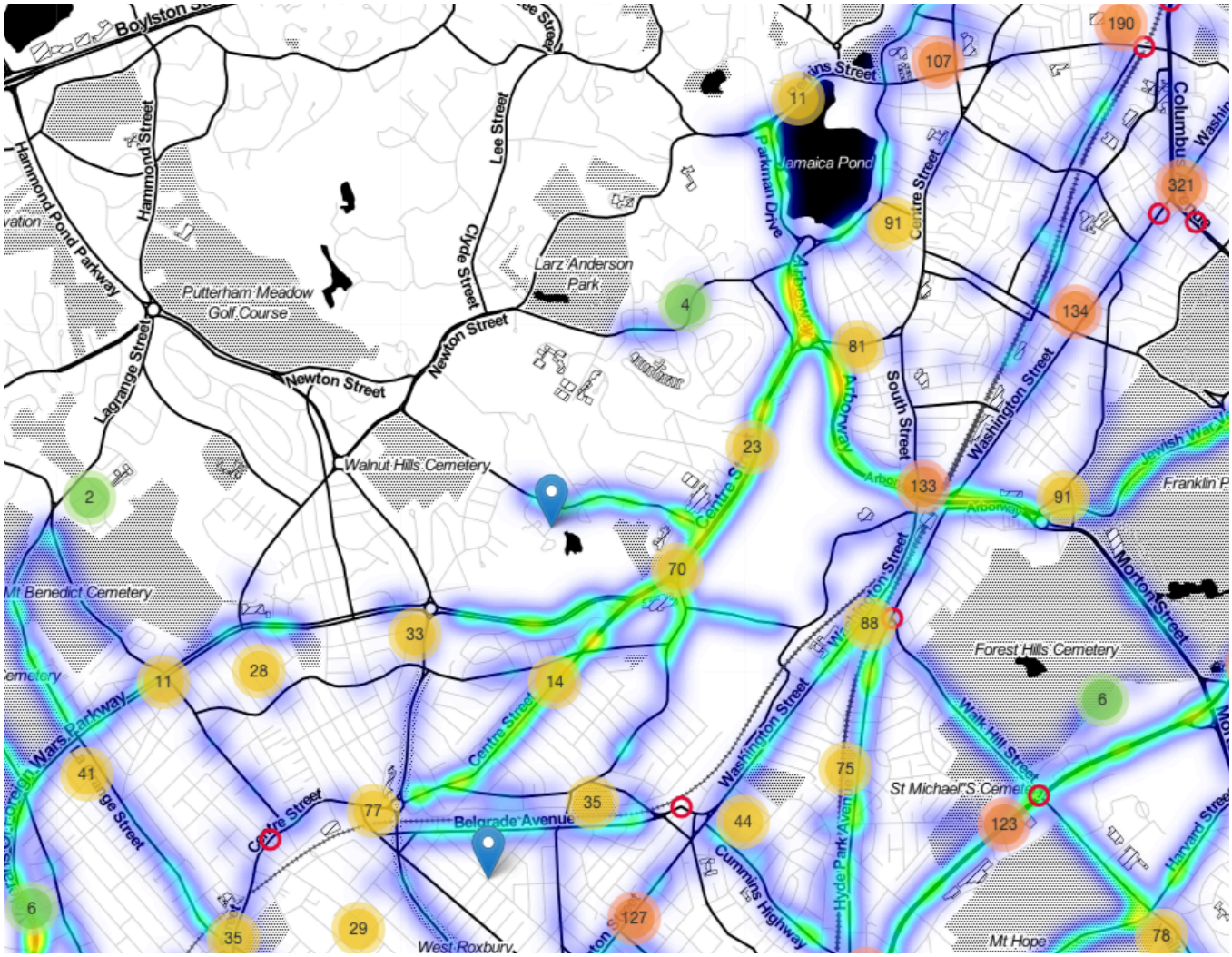


2) Soldiers Field Road

3) Riverway

Source: Google Maps

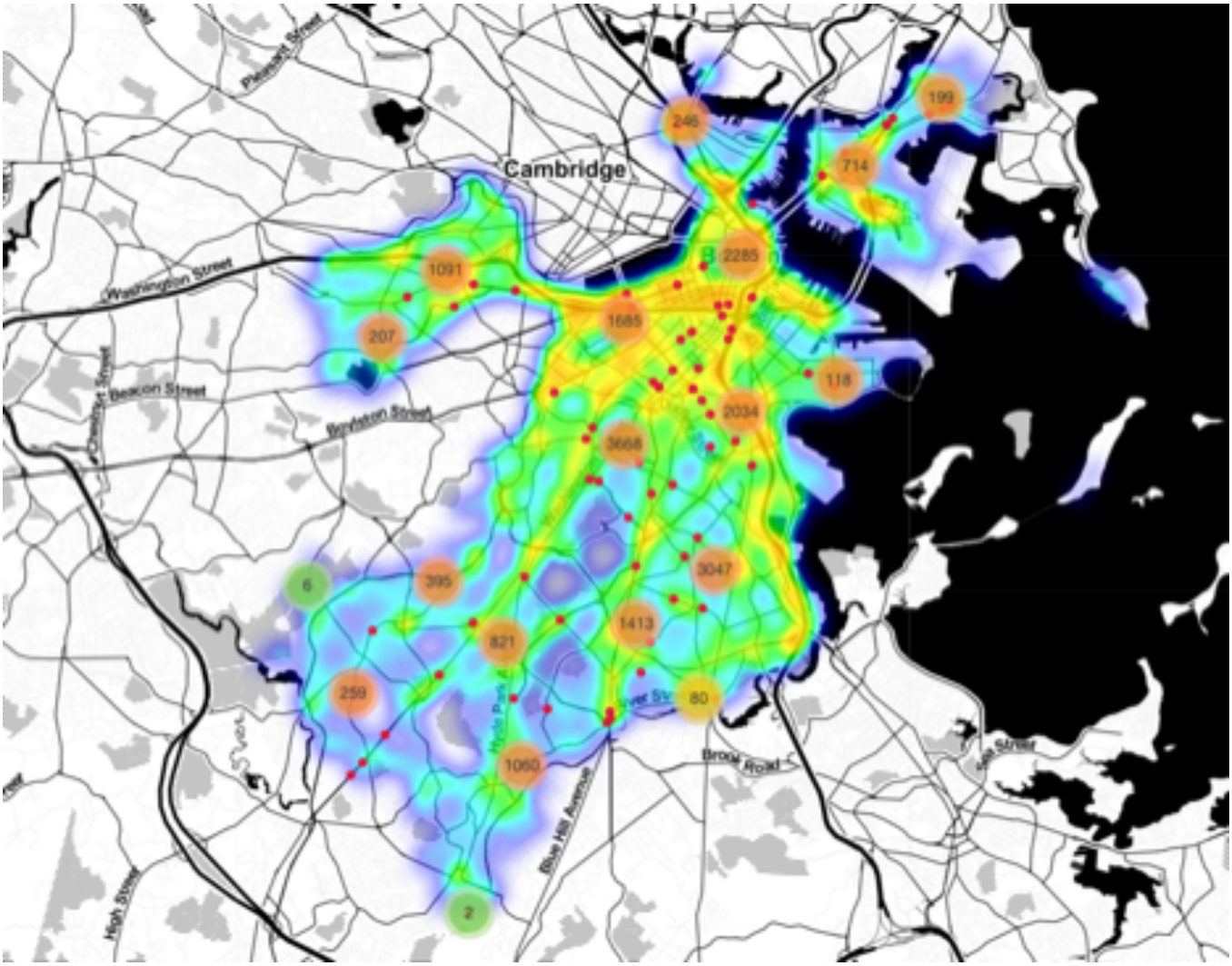
Other speeding-related problem areas include the Arborway. Centre Street in Jamaica Plain, Columbus Avenue, and Melnea Cass Boulevard. On Columbus Avenue, the section between Malcolm X Boulevard and Heath Street saw a high number of speeding incidents. The intersection of Columbus Avenue and Heath Street is the site of a fatal 2017 crash between two vehicles.



Along Centre Street (zoomed in map above) , the stretch between Allandale Street and Weld Street saw the highest number of speeding incidents. While the app recorded incidents all along Melnea Cass Boulevard, the section between Albany Street and Shawmut Avenue saw the highest number of speeding incidents. There have been three fatal crashes on Melnea Cass Boulevard since 2015.

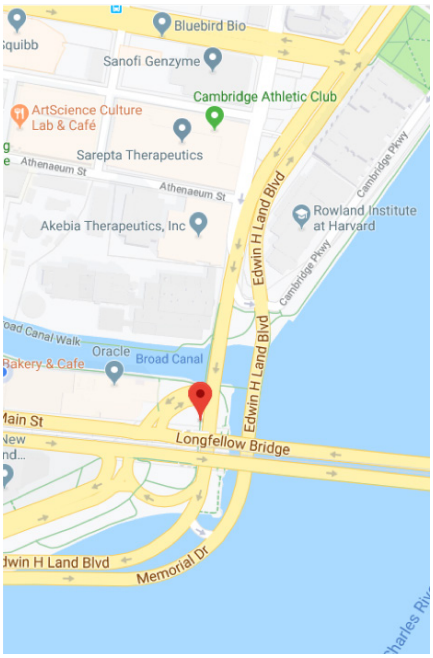
Distraction

The map below shows the high crash corridor map overlaid on the heat map of distraction incidents. Crash incidents are in clustered numbers and fatal incidents are represented by red circle markers. Drivers are on their phones a lot, especially along major roadways, in Back Bay, in the South End, and in Longwood.



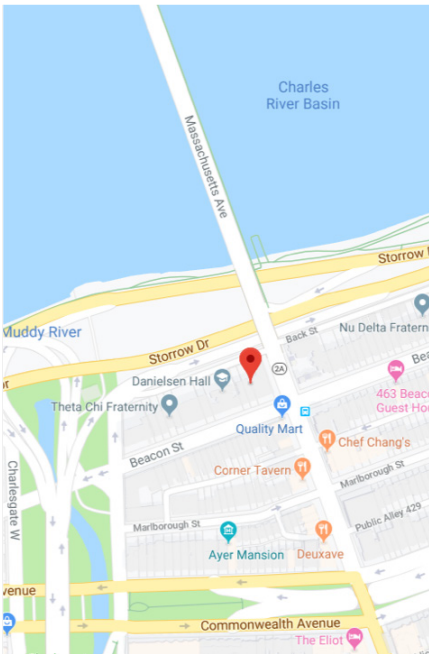
The top three areas recording the highest number of distraction incidents by the app are: 1) Longfellow Bridge as it merges with Main Street in Cambridge, 2) Longfellow Bridge as it approaches Cambridge Street in Boston, and 3) the intersection of Massachusetts Avenue and Beacon Street (the site of a fatal 2015 truck/bike crash).

1) Longfellow Bridge (Cambridge)



2) Longfellow Bridge (Boston)

3) Massachusetts Avenue and Beacon Street



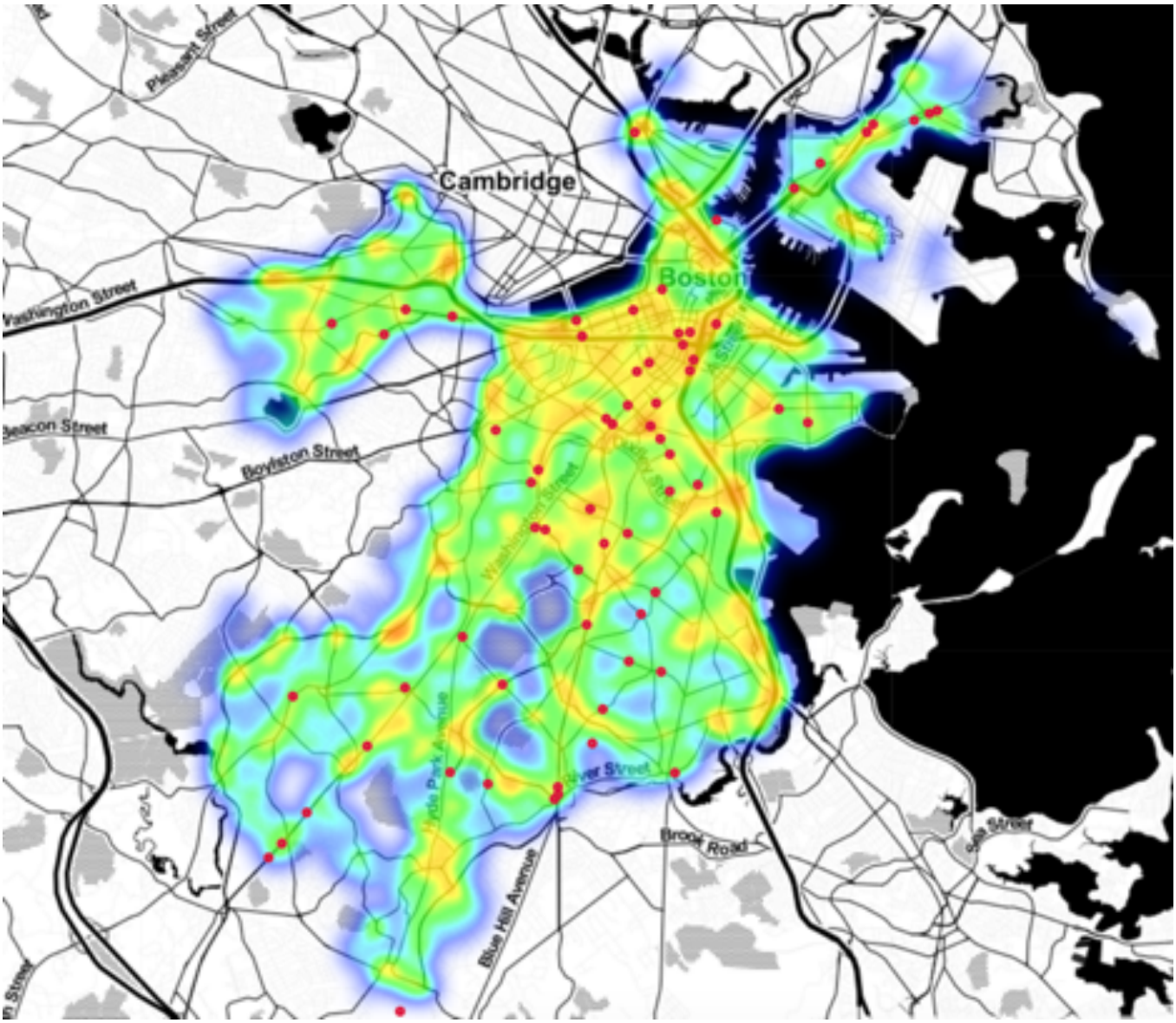
Source: Google Maps

Other high level of distraction-related problem areas include:

- Intersection of Brookline Avenue, Boylston Street, and Park Drive (the site of a 2019 fatal truck/bike crash)
- Intersection of Longwood Avenue and the Riverway
- Huntington Avenue between Massachusetts Avenue and Tremont Street (the site of a 2012 fatal bus/bike crash)
- Intersection of Malcolm X Boulevard and Columbus Avenue
- Intersection of Massachusetts Avenue and Melnea Cass Boulevard (the site of a fatal 2019 car/pedestrian crash).

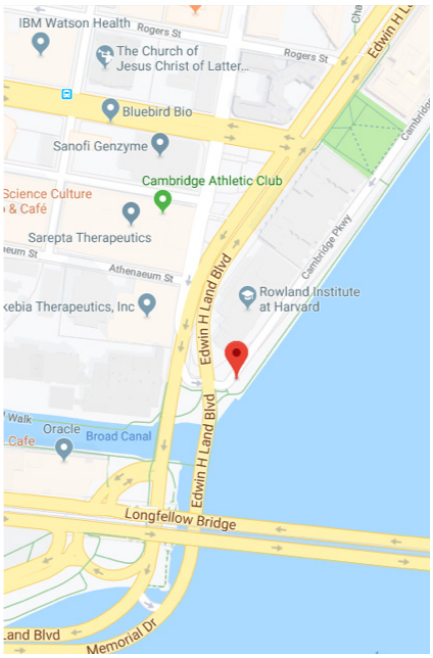
Harsh braking

The below map shows the high crash corridor map overlaid on the heat map of distraction incidents. Crash incidents are in clustered numbers and fatal incidents are represented by red circle markers. The harsh braking heat map looks fairly similar to the distraction heat map. We see a lot of harsh braking activity on the major roadways and at major intersections.

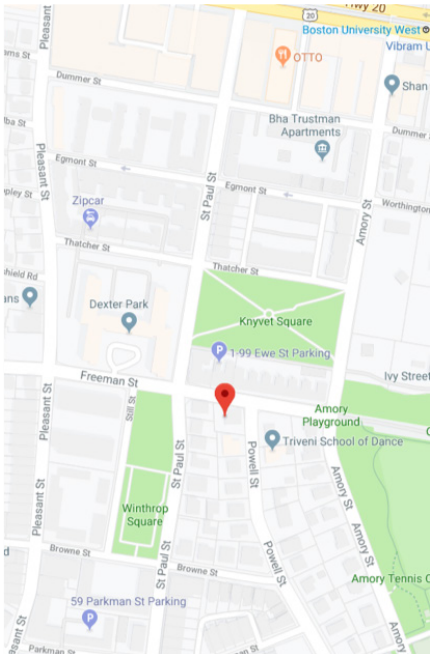


The top three worst areas for harsh braking incidents recorded in the app are: 1) Cambridge Parkway as it merges onto Edwin H Land Boulevard, 2) the intersection of Powell Street and Freeman Street, and 3) the intersection of the I-93 Frontage Road and the Massachusetts Avenue Connector leading into Melnea Cass Boulevard.

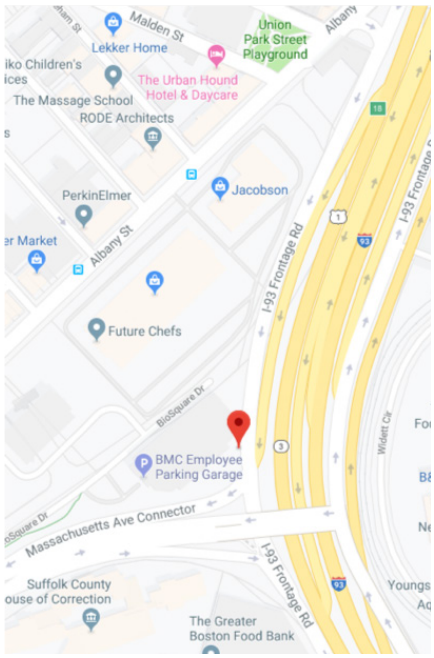
1) Cambridge Parkway



2) Powell and Freeman Street



3) I-93 and Massachusetts Avenue Connector



Source: Google Maps

Other harsh braking-related problem areas include:

- Intersection of Boylston Street, Brookline Avenue, and Park Drive (the site of a 2019 fatal truck/bike crash)
- Intersection of Beacon Street and Park Drive
- Intersections along Commonwealth Avenue in Back Bay and by Boston University
- Intersections along the Riverway
- Intersection of Columbus Avenue and Heath Street (the site of a fatal 2017 crash between two vehicles)
- Intersections along the Arborway
- Melnea Cass Boulevard between Tremont Street and Massachusetts Ave (area includes a fatal crash from 2017 and two in 2019)

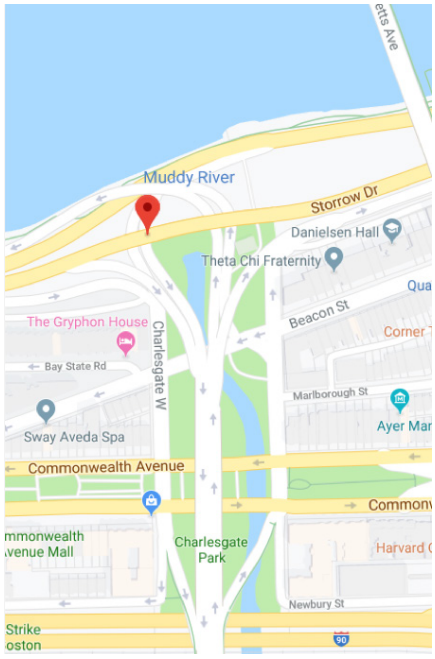
Hard cornering

The below map is a density map of the hard cornering alerts that the app recorded. As we can see, there is not nearly as many incidents recorded as the previous three.

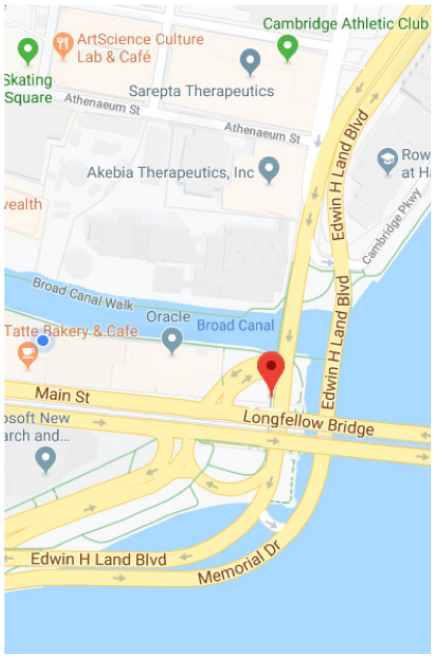
The top 3 worst areas for hard cornering incidents recorded by the app are 1) the East Boston Expressway offramp as it merges with George R. Visconti Road, 2) section of Storrow Drive that cross over Charlesgate, and 3) Edwin H Land Boulevard by the Longfellow Bridge.

1) East Boston Expressway

2) Storrow Drive



3) Edwin H Land Boulevard



Source: Google Maps

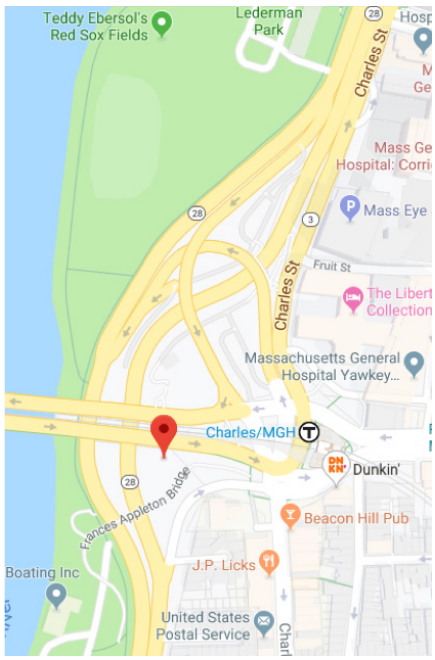
Hard acceleration

The below map is a density map of the hard acceleration alerts that the app recorded. Again, we can see there is not nearly as many incidents recorded as the first four.

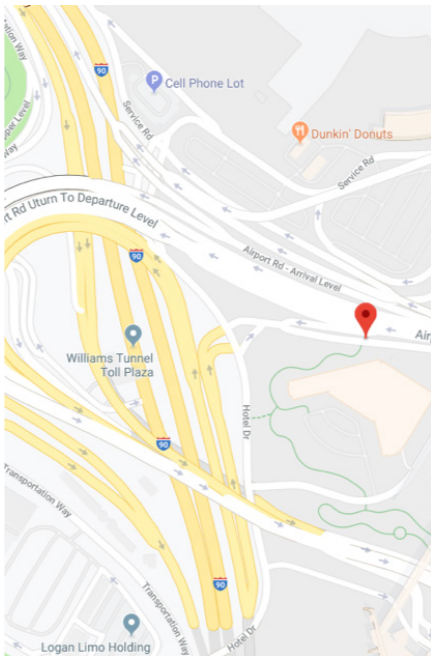
The top 3 worst areas for acceleration are 1) Park Drive, between Brookline Ave and Beacon Street, 2) Longfellow Bridge as it approaches Cambridge Street, and 3) Airport Way (the road that connects Hotel Drive and Logan Memorial Way around the Hilton Boston Logan Airport Hotel).

1) Park Drive

2) Longfellow Bridge (Boston)



3) Airport Way



Source: Google Maps

CONCLUSION

To date, Boston has achieved significant milestones on the implementation of the City's Go Boston 2030 transportation plan and the Vision Zero Action Plan. As of November 1, 2019, more than half of the 58 projects and policies identified in the Go Boston 2030 plan are currently underway. In 2018, there were 10 fatal traffic crashes in 2018, down from 14 in 2017 and 21 in 2016. While we are making headway towards our goals, there is still a lot of work to be done.

The Vision Zero Boston campaign must continue to be a city-wide conversation. Much of the initiative's success rests on the ability of Bostonians to change the way they behave when they are behind the wheel of a car. Boston's Safest Driver was a way for the City to engage Bostonians with Vision Zero and make traffic safety personal.

The City learned a great deal from the competition, both about how an app can change driver behavior and about how Bostonian's interact with the City's roads. In addition to further examining the intersections and corridors noted in the map analysis section, we make the following recommendations.

Continue to work with the State and neighboring municipalities

While there are a number of City of Boston streets and corridors that we must make more safe, we also need to work with others on those we do not control. As an example, the data suggests that the Longfellow Bridge and the surrounding intersections, both on the Cambridge and Boston sides, allow for drivers to exhibit dangerous behaviors. The data shows that there is a lot of speeding, phone distraction, and hard acceleration. Other examples include Park Drive, the Riverway, and the Arborway.

Future competition considerations

We received feedback from both employers and users of the app that the competition was too focused on driving. We were met with hesitation from certain employers who said that they did not want to promote a driving competition because they were encouraging their employees to consider other modes of

tranportation. When we were advertising to the public to download the app, many said that they didn't drive and therefore this didn't apply to them, even after we reiterated that there were prizes for non car trips as well.

For future competitions that might use telematics, the City of Boston should consider changing the name to Boston's Safest Commuter so as to not exclude those who don't drive. In addition, the City should consider larger prizes for non driving trips.

Finally, we found that the largest bump in users came after the in-person launch event. Subsequent bumps came after television ads and radio ads. For future competitions, the City should consider hosting more in-person events and media ads.

Continue to engage residents on transportation related issues

The Vision Zero Boston campaign must be a city-wide conversation. To that end, we must continue to not talk at residents but engage with residents about what they want to experience on their streets and in their communities. Boston's Safest Driver is just one example of an opportunity for people to get involved and help us achieve our shared goal of eliminating traffic fatalities and serious injuries.

In September 2019, we partnered with Fundación MAPFRE to launch an interactive public action campaign called Look Both Ways Boston to reinforce critical road safety rules and encourage empathy among those sharing the streets of Boston. The event featured a virtual reality experience in which users got behind the wheel to test their safe driving skills in different scenarios and several interactive exhibits to demonstrate critical safety issues.

Innovative public safety campaigns such as Boston's Safest Driver and Look Both Ways Boston further the goals of Go Boston 2030 and Vision Zero Boston. We will continue to look for opportunities to engage with residents beyond the conventional community meeting model.

THANK YOU!

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