

UTC Project Information	
Project Title	Analysis of an Incentive-Based Smartphone App for Young Drivers
University	Texas A&M Transportation Institute
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Funding Source(s) and Amounts Provided (by each agency or organization)	165917-121 (State Match / Non-Federal) \$50,556 165918-121 (State Match / Non-Federal) \$18,416 608361-121 (Federal) \$44,284
Total Project Cost	\$113,256
Agency ID or Contract Number	Grant No: 69A3551747115 Project: TTI-01-01
Start and End Dates	March 1, 2017 through August 31, 2018
Brief Description of Research Project	Car crashes are the leading cause of injury & death for young people in the U.S. TTI researchers, in partnership with an app development company, have developed a smartphone app designed to incentivize young drivers to drive distraction-free. The beta test version of the app was field-tested from May through August 2017, with very promising results. The test user base consisted of 200 drivers that logged 52,000+ miles. The purpose of this project is to assess (on a much larger scale) if the app has any impact on distracted driving and if related incentives (applied over a portion of the test period at varying levels) have a measurable impact as well. The deployment goal of this project will be to provide the smartphone app on Android and iOS platforms free of charge and achieve a use base of at least 1,000 users. The app will be promoted for use by young drivers, but will be available to the general public.
Describe Implementation of Research Outcomes (or why not implemented)	A paper containing the highlights of the analysis and overall progress to date was prepared and submitted for potential presentation/publication at the annual 2018 Transportation Research Board (TRB) Meeting, as well as the annual (2018) Lifesavers Conference. The TRB Paper can be considered a meaningful start of a preliminary report and has been provided as documentation of progress to date.
Place Any Photos Here	

<p>Impacts/Benefits of Implementation (actual, not anticipated)</p>	<p>For the FY 2017 iteration of deployment, statistically significant reductions in distracted driving (at the 95 percent confidence level) were shown to have occurred when incentives were awarded for distraction-free driving to the user group. A paper containing the highlights of the analysis and overall progress to date was prepared and submitted for potential presentation/publication at the annual 2018 Transportation Research Board (TRB) Meeting, as well as the annual (2018) Lifesavers Conference. The TRB Paper was presented in January at a podium presentation (January 9, 2018), and a presentation was also recently made at the National Lifesavers Conference this quarter/reporting period (April 24, 2018) – both serving as indications of the importance of (and interest in) the work being conducted in this project.</p>
<p>Web Links</p> <ul style="list-style-type: none">• Reports• Project website	<p>https://www.vtti.vt.edu/utc/safe-d/index.php/projects/analysis-of-an-incentive-based-smartphone-app-for-young-drivers/</p>