



News Release

Earn Rewards for Safe Driving

Manitoba drivers needed for new study on driving rewards

Winnipeg, June 8, 2009 – The Centre for Sustainable Transportation (CST) is looking for Manitoba drivers who want to be rewarded simply for driving safely.

“This project focuses on positively changing the behaviour of road users by issuing rewards rather than punishments, the usual enforcement-based practice,” said the CST’s research director, Terry Zdan. “It offers participants an incentive to make Manitoba’s roads safer.”

The program, called SafeMiles, automatically tallies points earned by driving within the posted speed limits and a safe distance from the vehicle in front using new, onboard technology. A radar and GPS feedback system will provide drivers with real-time information on their speed and following distance.

Drivers can log into a secure, online site and can redeem their “good driving” points for various rewards including gift cards and weekend getaways. Here they will also be able to monitor their driving behaviour, including fuel consumption.

“The Centre is excited to bring another innovative pilot project to Manitoba,” said Arne Elias, CST’s executive director. “We are delighted to work together with Transport Canada to explore new technologies – some manufactured in Manitoba – to make roads safer and transportation more sustainable.”

The objective of this project is to investigate the effects of technical and behavioural measures to influence vehicle speeds in terms of their potential impact on road safety, fuel consumption and greenhouse gas (GHG) emissions. The project is funded by Transport Canada.

If you’d like to put your driving habit to the test and earn rewards for doing so, visit www.centreforsustainabletransportation.org or email safemiles@uwinnipeg.ca. For more information on the SafeMiles project, visit www.safemiles.net.

– 30 –

The CST at The University of Winnipeg is a membership-based, non-profit organization that facilitates best practices for the movement of people and goods over the long-term. The Centre bridges academic, business, and public interests to identify and help craft winning transportation solutions that benefit society and the environment and enhance mobility.

For more information, contact:

Jolene Bergen, Communications and Membership Coordinator
The Centre for Sustainable Transportation
(204) 988-7180 or email j.bergen@uwinnipeg.ca.

SafeMiles: Earn Rewards for Safe Driving

PROJECT OVERVIEW

SafeMiles is a Canadian field trial using onboard equipment to study driving behaviour. The trial is being conducted in Manitoba with drivers from the Winnipeg Capital region to monitor speeding and tailgating, two dangerous driving habits.

Based on the *Belonitor* trial conducted in the Netherlands by the Dutch Directorate-General of Public Works and Water Management (Rijkwaterstaat), the study looks into the use of positive incentives to encourage safer driving habits. *Belonitor* is a contraction of the words "belonen" (to reward) and "monitoren" (to monitor).

WHY PARTICIPATE?

By participating in this study, Manitoba drivers can earn rewards while learning to drive safer. By receiving real-time feedback, drivers will know when they are exceeding the speed limit or driving too close to the vehicle in front of them. Correcting this behaviour not only makes our roads safer, but drivers earn points they can redeem for valuable prizes including gift cards and weekend getaways.

For a listing of eligibility requirements, visit www.centreforsustainabletransportation.org.

WHAT HAPPENS?

The trial will take place between July and November with installations beginning on July 20, 2009. The trial consists of a two week baseline period during where no feedback is provided or points are earned, followed by a 12 week reward period with feedback and points earned. This trial will end with another two week baseline, again where there is no feedback provided or points earned.

Using four icons, the feedback system alerts the driver when they are within the speed limit and a safe distance from the vehicle. Drivers earn one "good driving" point for every 15 seconds when both speed and headway are compliant. At the end of the trip, the amount of points earned is displayed.

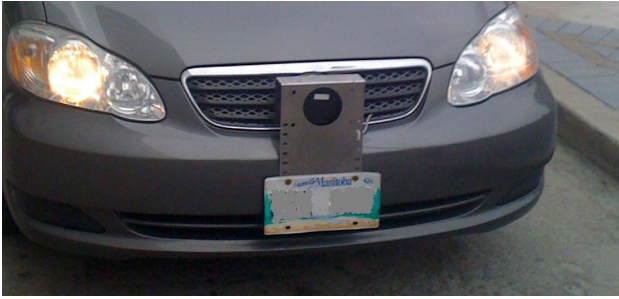
These "good driving" points are converted into reward points. The driver logs in to a secure website (www.safemiles.net) to monitor their driving behaviour and fuel consumption, view the points they've accumulated and redeem them for a variety of rewards.

EQUIPMENT

On-board equipment installed in participants' vehicles includes:

- A feedback display unit, called OttoView-CVS41, that incorporates a digital speed map, a GPS receiver and a wireless transmitter,
- A connection to the vehicle's on-board diagnostic system to measure fuel use, and
- A small radar distance sensor mounted on the vehicle's front bumper.

All equipment has been tested to ensure it will not affect vehicle performance or damage participants' vehicles.



Radar unit mounted on car



In vehicle, onboard feedback equipment

PROJECT PARTNERS

Transport Canada is the funding partner and has contracted GW Taylor Consulting to conduct this study.

Persen Technologies (persentech.com) is coordinating the study in Winnipeg and supplying the in-vehicle, feedback devices.

The Centre for Sustainable Transportation (centreforsustainabletransportation.org) is coordinating participants for the SafeMiles project.

The Dutch Ministry of Transport is supply equipment for the SafeMiles project.

FOR MORE INFORMATION:

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Or visit www.centreforsustainabletransportation.org/safemiles
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