



Advisory Council on Traffic Safety

# ACTS NEWSLETTER

ADVISORY COUNCIL ON TRAFFIC SAFETY

Chester Bankston - Chairman; Hamilton County Commission

Clarence Shattuck - Vice-Chairman; Sessions Court Judge

Monica Baker - Coordinator; Highway Safety Education

Save the Date ... October 26 12:00 NOON

ACTS LUNCHEON.... Golden Corral on Gunbarrel Rd.

TOPIC: MADD - Questions? 209-8204

October 2016

## Report from MADD, Uber Reveals Ridesharing Services Important Innovation to Reduce Drunk Driving

Source: [madd.org](http://madd.org), 1/27/15

Report Estimates Nearly 1,800 Crashes in California Prevented Since July 2012, While 78% of Survey Respondents Say Ridesharing Is Helping Reduce Drinking and Driving.

SAN FRANCISCO, CA -- (January 27, 2015) --

The Big Game consistently ranks as one of the most dangerous times of the year for drunk-driving deaths. But a study conducted by Mothers Against Drunk Driving (MADD) and Uber Technologies, Inc. shows it doesn't have to be that way. Released today, the study demonstrates that not only is Uber a convenient transportation option but that it can also be a powerful tool in the fight to reduce the number of drunk-driving crashes.



MADD and Uber worked together to produce the report: "More Options. Shifting Mindsets. Driving Better Choices". Among the findings: In California, drunk-driving crashes fell 6.5% among drivers under 30 in the markets where Uber operates following the launch of uberX in the state. That represents potentially 60 fewer drunk driving crashes each month -- a total of 1,800 crashes avoided -- since July 2012. California is Uber's home state and longest-running market and demonstrates for a possible similar reduction in other Uber markets.

The report also includes a survey of attitudes about ridesharing services and their role in combating drunk driving. Nearly 4 in 5 (78%) respondents said friends are less likely to drive home after drinking since ridesharing services like Uber started operating in their city. A remarkable 93% of people would recommend Uber as a safer way home to a friend who had been drinking.

[For more details, the full report is available here.](#)



## Commissioner's Corner



Chairman Bankston  
ACTS Chairman  
District 9

Thank you for the opportunity to serve as the chairman of the ACTS council. I look forward to this unique opportunity because I understand that all of the members of the council do very important work. Whether you're

in enforcement, planning, or community education, I know you're improving the safety of Hamilton County residents. I'm constantly impressed by the collaborative efforts of our local law enforcement and traffic safety community, and I look forward to getting to know all of you through the course of my tenure.

"With so many reliable and accessible options at people's fingertips, there are no more excuses to drink and drive," said Colleen-Sheehey Church, MADD National President, whose 18-year-old son was killed in a drunk and drugged driving crash. "Uber's proven commitment to keeping the roads safe is critical to helping us create a future of no more victims." "This study shows us that when empowered with more transportation options, people are making safer, better choices that are helping save lives," said David Plouffe, Senior Vice President for Policy & Strategy at Uber. "We were proud to partner on this research with the experts at MADD – whose leadership in this area spans more than 30 years – and we want to thank our driver partners and the millions of riders on the Uber platform who are making this progress possible."

### More Options.

The report released today builds upon a study conducted by Uber in May 2014, which estimated that the entrance of Uber in Seattle coincided with a more than 10% reduction in the number of arrests for DUI. The new report found ridesharing is having a significant impact across America's cities, providing people with smarter alternatives to getting behind the wheel if their plans include alcohol.

In Miami, Uber ridership is peaking at the same hour that historically has been the worst for drunk driving. In Pittsburgh, demand for Uber spikes at closing time for bars. In Chicago, three-fourths of Uber trips on New Year's Eve were requested within 1/8 mile of establishments with liquor licenses.



Uber's entry into the Emerald City was associated with a 10% decrease in DUI arrests.

### Ongoing Efforts.

Since July of 2014, Uber has been proud to partner with Mothers Against Drunk Driving as part of a broader effort to raise awareness around drunk- and impaired-driving and reduce the rate of alcohol-related crashes. Uber will donate \$1 to MADD for every trip taken on Sunday, February 1, 2015 between 3:00 PM and 12:00 AM ET when users enter the promo code ThinkandRide.

The joint MADD/Uber report shows how critically important this issue is to Americans: 86% of people in the U.S. are concerned about drunk driving while nearly 2/3 want their leaders to do more to keep drunk drivers off their streets. Uber and MADD will continue to work together to combat drunk driving and make the roads safer for everyone.

### Survey Methodology

The survey results included in this report are from a poll conducted by Benenson Strategy Group. The interviews took place from December 1-4, 2014 and included 807 interviews with a representative general population sample from the largest cities where Uber operates. All interviews were conducted over the internet. The margin of error for the entire data set is 3.38% at the 95% confidence level.



### About Mothers Against Drunk Driving

Founded by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving® (MADD) is celebrating its 35th anniversary by creating a future of NO MORE VICTIMS™. MADD is the nation's largest nonprofit working to end drunk driving, help fight drugged driving, support the victims of these crimes and prevent underage drinking. MADD supports drunk and drugged driving victims and survivors at no charge, serving one person every ten minutes through local MADD victim advocates and at 1-877-MADD-HELP. Learn more by visiting [madd.org](http://madd.org) or calling 1-877-ASK-MADD.

### About Uber Technologies, Inc.

Uber is evolving the way the world moves. By connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers. From our founding in 2009 to our launches in over 260 cities today, Uber's rapidly expanding global presence continues to bring people and their cities closer.

## Our Speakers, Katie Reed and Marius Rush from MADD

Katie Reed joined MADD in August 2016 as the victim service specialist for East Tennessee. Katie works with victims across the eastern part of the state to provide emotional support, information on victim compensation, educational brochures, advocacy, and referrals. Katie graduated Cum Laude from Georgia Southern University with a BS in Justice Studies. Katie resides in Chattanooga with her husband, Will, and their two pets, Ellie and Belle.

Marius Rush is the MADD East Tennessee Development Director.

## Need more news hot off the presses?

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<http://health.hamiltontn.org/>



Chattanooga-Hamilton County Health Department



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Highway Safety Coordinator  
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Chattanooga, TN 37403

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**Wednesday, October 26**  
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