AARP Driver Safety
Driving Mobility Forward

Michelle Monje, Program Advisor
Lifesaving March 2020
In the past century the US age for life expectancy has risen from age 47 to age 78. That means the number of older Americans in the population are increasing. Today there are about 35 million people age 65 and older in the US. By the year 2030 the number of those age 65 and older will double to 70 million people. And that also means that by the year 2030 that 1 in 5 drivers on the road will be 65 or older. Older drivers tend to be safer drivers who self-regulate their driving behavior, however they are at greater risk of injury and fatality if they are in a crash. Drivers age 85 and older have the highest fatality rate per mile driven. AND because of the increase in life expectancy many drivers are outliving their safe driving abilities; males on average by 6 years and females on average by 10 years.
In a 2018 AARP Survey, the top three methods adults 50+ preferred to get around by were driving themselves, by walking or by having others drive them.

But what do you do if you can no longer drive yourself, walking is difficult (physically or environment) or there isn’t a friend or family member who can drive you?

- Adults with a disability are less likely to walk, more likely to have others drive them, but are also more likely to use other forms of transportation
  - More focused on transportation convenience
  - More focused on needs and services in transportation

People age 65 and older who no longer drive tend to take 15% fewer trips to the doctor, 59% fewer trips to social events, and 65% fewer trips to visit family, putting them at higher risk to become isolated and depressed. In order for those non-drivers to age successfully they must have travel choices to keep them independent and connected to people and services in their community.

That’s why it is so important for people to have multiple travel choices in their communities. And why the programs and services offered by state and local agencies and national organizations like AARP and AOTA matter so much for people to age successfully in their home community.

Source: AARP Home and Community Preferences Survey, 2018
Source: *Framework for Isolation in Adults Over 50 (2012), AARP Foundation*
In 2019 AARP celebrated its 60th anniversary, and AARP Driver Safety celebrated 40 years of service bringing driver education to local communities. Since it was founded in 1979, the AARP Smart Driver course, originally called “55 Alive”, has “graduated” over 18 million participants. Each year, approximately 500,000 drivers go through the AARP Smart Driver course resulting in an estimated $128 million in savings through insurance discounts and according to self-reported data, 9 out of 10 participants have indicated that they changed at least one key driving behavior as a result of taking the course.

AARP Driver Safety expanded its offerings with programs like CarFit in 2004 (https://www.car-fit.org/), a partnership with AAA and AOTA to make sure older drivers are safely “fitted” to their vehicles and We Need to Talk in 2005 to help caregivers discuss driving retirement and transportation options with an older driver. And in 2006 we developed the first online version of our driver refresher course. In 2012 we began the enormous effort to update our entire driving refresher course and at the end of 2013 the 7th edition of our course launched, AARP Smart Driver (www.aarp.org/findacourse). This was the first edition of our driver refresher course to talk in general about the safety technologies that were emerging in newer cars. Then the vehicle safety technology scene accelerated leaving a huge gap in education, especially for older drivers. So in 2016 AARP Driver Safety partnered with The Hartford to create our first new program in 10 years, Smart DriverTEK (www.aarp.org/findaworkshop). This free 90-minute vehicle technology workshop, developed jointly with The Hartford, provides an overview of nine of the top vehicle technologies and helps participants understand the benefits of these technologies and learn how to use them properly.
**NEW PROGRAMS PILOTS**

- **Ridesourcing Pilot**
  - Workshops and webinars on how to use and the benefits of ridesourcing services (e.g., Uber, Lyft)
  - Workshops being piloted in Columbia, South Carolina and South Dallas in 2020
  - Webinar available online in all states

- **Mobility as a Service Pilot**
  - Ride booking options available via mobile app, computer, or call center for multiple modes of transportation (e.g., public transportation, ridesourcing, volunteer drivers)
  - Currently piloting in Columbia, South Carolina and South Dallas, Texas in 2020

- **Telematics Pilot**
  - Use of an app to offer instant analysis of driving habits along with immediate education to help drivers improve.
  - Data collected can help identify issue areas so we can adjust curriculum and offer relevant programming for drivers

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Ridesourcing Pilot:
- Educate the 50+ population on how ridesourcing/ridesharing technology works, how to use it and the overall benefits
- Alleviate concerns that the 50+ population may have, including their personal safety and security, and the security of their financial information
- Help caregivers by providing them with an alternative means of transmitting their loved ones
- Offer an alternative to owning a vehicle, achieving cost reductions for those who rarely use their cars, and providing independence to those who otherwise may feel isolated

Mobility as a Service (MaaS): which is a platform where multiple modes of transportation can be sourced. For example, a MaaS platform could include public transportation, bike sharing, volunteer drivers, and Uber and Lyft. ADS is partnering with Feonix-Mobility Rising to provide the MaaS application and servicing, pre and post research, and the educational workshops on how to use the platform.

We are also looking at incorporating education around Ride Sourcing to the AARP Smart Driver Course and We Need to Talk, as travel alternatives when individuals are no longer able to drive, or no longer comfortable doing so for certain trips (e.g., bad weather, at night, etc.).

Telematics: Using a smartphone app or a device embedded in a car, telematics captures multiple data points on drivers and their trip -- such as acceleration, braking, and turning. When combined with thoughtful analysis, telematics can paint a robust picture of a driver -- identifying good and bad driving traits, with tangible potential to improved driving behavior.
Can help shape the future of the classroom and online courses. Telematics will provide us with real-time data about our drivers – **helping us identify any new issue areas that our curriculum should be adjusted to address. Will allow us to better gauge the effectiveness of the course.** If a future course participant is encouraged to download the app prior to taking the course and continues to use the app after the course, AARP would be provided with tangible data showing how driver behavior changed after completing the SmartDriver course.

**New ways to deliver the education:**

Combos: October 2019 offered SDTEK and Rideshare series: technology for driver and rider. 2-hr event, abridged workshop presentations, pop up presence at local events prior month to promote (520 total participants). Will offer again in 2020.

Online “Quick Learnings” launched in July 2019-Short video about use and benefits of ridesharing with engagement questions; Top 2 reasons viewers would use ridesharing are Medical appointments and Fun social outing [https://learn.aarp.org/driver-safety-quick-learnings](https://learn.aarp.org/driver-safety-quick-learnings)


We Need to Talk (WNTT) is a free seminar based on information created jointly by The Hartford and the MIT AgeLab. The purpose of the seminar is to help family members, caregivers, and friends have sensitive and successful conversations with loved ones about driving safety, especially when it is time to limit or stop driving. Conversations about the need to limit or stop driving are very important, but can be difficult for both older drivers and their families and friends. The tips, tools and resources offered in the seminar will help family, caregivers and friends assess an older driver’s driving ability, plan out their conversations and explore alternative transportation options.

AARP Driver Safety Volunteers offer the free in-person seminar in their local community and often announce upcoming dates in local newspapers, events calendars or at the host location. You can also take the online version of the WNTT Seminar by going to [www.aarp.org/wnnt](http://www.aarp.org/wnnt).

An in-person WNTT Seminar is typically 60 or 90 minutes in duration, marketed to the adult children, caregivers, family and friends ages 45-65, attended by a small group of 15-25 participants who the WNTT Facilitator will engage with a combination of conversation, video footage and handouts.

The volunteers rely on community partners to host the seminar and help them with local marketing and registration. If you’re interested in becoming a host and want to find a WNTT Facilitator who can offer the seminar at your location contact us at driver@aarp.org.

The online WNTT Seminar typically takes about 60 minutes to complete, is marketed to the adult children, caregivers, family and friends ages 45-65, engages the viewer with a combination of audio activities, video footage and handouts. The seminar is divided into four parts. Each focuses on a different question.

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**THE WE NEED TO TALK SEMINAR**

| Part 1: The Meaning of Driving |  |
| Part 2: Observing Driving |  |
| Part 3: Planning Conversations |  |
| Part 4: Planning Alternative Transportation |  |

*Taking the keys away from an older driver is not the objective of the seminar. The goal is to keep the older driver safe and have a mobility plan.*

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[Image of the seminar structure]
As I said, AARP launched this seminar in 2005, but transportation has come a long way in the past 10 years, so in 2019 we updated the seminar. The new version launched online in fall 2019 and will launch in-person in spring 2020 as we re-train our current volunteers and hopefully recruit many new volunteers.

The seminar has four main parts:
- What is the meaning of driving? In this part, we talk about the meaning of driving, and what its loss might mean to older adults.
- How do you know if someone’s driving is a problem? In this part, we talk about the importance of observing older adults’ driving abilities objectively so that you can determine if their driving is becoming a problem.
- How can you have sensitive and successful conversations about driving safety? In this part, we learn about what you can do to have proactive and productive conversations with your older adult about their driving.
- How can you plan transportation alternatives to driving? And in the final part, we learn about other ways of getting where you need to go when driving is not an option and how to make a plan that fits the older adult’s needs.

In each part of the seminar we use videos and audio files of sample conversations and scenarios to model those experiences for participants. In the discussions, participants have a chance to consider how to apply the suggestions to their individual situations and can use the handouts for further guidance and to make notes and plans.
Videos are used to model conversations and activities that families may have as they go through their journey. After showing a video the Facilitator will start a discussion with the participants and then deliver key points for them to take away from the section.
The video is the ideal example, a family using a situation that occurred to have a conversation without over reacting and made suggestions to help the older driver showing they were concerned about his safety. In 2014 and 2016 The Hartford conducted new surveys with older drivers and families about who they wanted to talk to and why.

SOURCES:
The Hartford’s 2014 Family Conversations with Older Drivers Survey was fielded online by TNS from Oct. 16, 2014 to Nov. 2, 2014 and was completed by 4,884 adults 18+ and representative of the U.S. household population. Get the full infographic here: [2014 survey The Hartford conducted](#)

Zeldis Research conducted a nationwide online survey of 2,015 drivers age 50+ for The Hartford. The survey was fielded in March 2016. Age and gender distribution within the sample was balanced to census data. Get the full infographic here: [Infographic](#)
Listening activities help participants practice conversations they may have in their own situations. The Facilitator plays the audio clip and then asks the participants to suggest responses. This is typically followed by a summary reinforcing key points to be learned by the exercise.
We often talk about how difficult the transition can be for the older drivers, but it’s not always easy for the families and caregivers either. The surveys from The Hartford found some interesting information about their side of the experience. It’s important to have a plan for conversations and alternate transportation, but if not everyone in the family is in agreement it can make the experience more frustrating for everyone.

SOURCE:
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WNTT Participants are given these handouts to help them assess driving skills and plan conversations with the older drivers. There is the companion publication from The Hartford that contains the Warning Signs observation sheet, the Getting There worksheet to plan what their transportation needs are, and Transportation Cost worksheet that helps the caregiver and older driver understand the true cost of owning and operating a vehicle so they can compare that to the cost of using other transportation options. As part of the seminar they are given hand outs to help them identify what driving may represent to the older driver and figure out what approach to take to help the older driver find a new way to fill that need, and to plan out the conversations they want to have over time with that older driver. Participants who come to the in-person seminar may also get a local transportation guide prepared by the Facilitator to help them start their search for other transportation options.

The WNTT publication from The Hartford, as well as all their other publications on driving and home safety, can be downloaded or ordered from their website for free: https://www.thehartford.com/resources/mature-market-excellence/publications-on-aging One that our volunteer Facilitators may refer to participants where cognitive issues may be a variable is At the Crossroads.
GET MORE INFORMATION

➤ Take the WNTT seminar online www.aarp.org/wntt

➤ Download the companion publication from The Hartford https://www.thehartford.com/resources/mature-market-excellence/publications-on-aging

➤ Interested in hosting or partnering with an AARP Driver Safety volunteer to start the program in your location contact us at drive@aarp.org
Need more information?

drive@aarp.org

www.aarp.org/drive
Facebook.com/aarpcorp
Twitter.com/aarpcorp
YouTube.com/AARPDriverSafety

TOYOTA This program is supported by a generous grant from Toyota to AARP Foundation.
Today, across the United States, one in seven drivers is over age 65, many of whom are hardly ready to put the brakes on driving just yet. AARP Driver Safety offers multiple programs to help millions of drivers stay confident and safe behind the wheel for as long as possible.

**AARP Smart Driver™ Course**

It never hurts to refresh your driving skills and knowledge. The award-winning AARP Smart Driver course not only updates your awareness of new road design and traffic laws, it may also qualify you for a multiyear discount on your car insurance.*

To find a nearby classroom course, visit [aarp.org/findacourse40](https://aarp.org/findacourse40).

To register for the online course, visit [aarp.org/drivesafe14](https://aarp.org/drivesafe14).

*Consult your insurance agent for details.

**AARP Smart DriverTEK℠**

Technology is changing the driving experience. AARP Smart DriverTEK, a collaborative educational program developed jointly by AARP and The Hartford, is a free 90-minute in-person or online workshop that familiarizes drivers with all of the latest car tech features.

Register for an AARP Smart DriverTEK in-person or online workshop at [aarp.org/sdtek](https://aarp.org/sdtek).

**CarFit℠**

You can improve your safety — and reduce your risk of injury during a crash by making the proper adjustments to ensure your car “fits” you properly. CarFit is a free educational program created by the American Society on Aging and developed in collaboration with AAA, AARP and the American Occupational Therapy Association that addresses these safety concerns and provides information that can increase your mobility.

Find a CarFit event at [car-fit.org](http://car-fit.org).

**We Need To Talk**

It’s a tough subject, but there comes a time when mature drivers ultimately need to hang up their car keys. We Need to Talk offers a free in-person or online seminar that will help you assess your loved one’s driving skills, provide tools to help you navigate this important conversation and determine alternative options to help them stay connected and independent.

Get started at [aarp.org/wntt](https://aarp.org/wntt).

For information on how to volunteer with AARP Driver Safety, visit: [aarp.org/volunteernow](https://aarp.org/volunteernow)
What is CarFit?
CarFit is a community-based educational program that promotes continued safe driving and mobility among older drivers by focusing attention on safety, comfort, and fit. CarFit was created in 2006 in collaboration with AAA (American Automobile Association), AARP and the American Occupational Therapy Association (AOTA). The program is designed to:
- Help older drivers find out how well they currently fit their personal vehicle
- Highlight actions they can take to improve their fit
- Promote conversations about driver safety and community mobility

Watch this brief video for an introduction to CarFit

Why is CarFit important?
Older drivers are often the safest drivers in that they are more likely to wear their seatbelts, and less likely to speed or drink and drive. However, older drivers are more likely to be killed or seriously injured when a crash does occur due to the greater fragility of their aging bodies. (Source: NHTSA)

Driver safety programs improve adult driver safety by addressing cognitive abilities and skills, however, older drivers can also improve their safety by ensuring their cars are properly adjusted for them. A proper fit in one's car can greatly increase not only the driver's safety but also the safety of others.

In what ways can CarFit potentially improve road safety?
Three examples underscore the importance of the CarFit program to road safety:
- **Example one:** Knowing how to properly adjust one's mirrors can greatly minimize blind spots for drivers who may wish to change lanes
- **Example two:** Good foot positioning on the gas and brake pedals is important. If the driver is reaching with his or her toes to press on the pedals, it can cause fatigue in one's leg and slowed reaction times
- **Example three:** Drivers run a risk of serious injury if they are sitting closer than 10 inches to the steering wheel

Where are CarFit events taking place?
- Events, led by trained volunteers, are being held throughout the country
- Individuals wishing to take part in a CarFit Checkup should visit [www.car-fit.org](http://www.car-fit.org) and look at the calendar of upcoming events
• If there are no events listed near you, please continue to check the site periodically for new postings by our volunteers

**What does the CarFit Checkup look like?**

• Free to attend
• Open to drivers of all ages, but with a focus on individuals 50 and older
• AARP, AAA, or AOTA membership is not required
• Pre-reservation typically required
• Approximately 20 minutes to complete checkup
• At an event, a team of trained CarFit Technicians work with each participant to ensure they "fit" their vehicle properly for maximum comfort and safety
  o Review 12-point checklist that highlights key areas of the driver's fit to the personal vehicle
• Attendees typically leave with:
  o Goody bag which may contain the following materials:
    ▪ Local Resource Guide
    ▪ CarFit Brochure
    ▪ OT Adaptive Device Sheet
    ▪ BGE Mirror Settings/Enhanced Mirror Settings Sheet
    ▪ Tire Information Sheet

For more information, please visit [www.car-fit.org](http://www.car-fit.org) or email us at [info@car-fit.org](mailto:info@car-fit.org).
AARP Smart DriverTEK℠ Fact Sheet

What is Smart DriverTEK?
AARP Smart DriverTEK is a FREE AARP Driver Safety educational program developed jointly with The Hartford. The program is experienced through a 90-minute workshop. The program will help attendees:

- Become more up-to-date on available safety technologies in cars.
- Recognize how technologies might enhance driving safety and extend safe driving years.
- Improve their understanding of the benefits of vehicle safety technologies.
- Learn how to properly use vehicle safety technologies.

Watch this 90-second video for an introduction to Smart DriverTEK: https://youtu.be/7-L-rbiHVyQ
Click here for a 30 Second version https://youtu.be/Ts258TGsLXE

Why was AARP Smart DriverTEK developed?
Cars are becoming more technologically advanced every day and show no sign of slowing down. This means there’s more safety technology in today’s cars than ever before. However, many drivers, especially mature drivers, aren’t familiar with how to use the technology to keep them safe.

In 2016, The Hartford and the MIT AgeLab released research on “Vehicle Technology Preferences Among Mature Drivers” revealing that three-quarters of drivers aged 50 and older who plan to buy a new car in the next two years will actively seek out high-tech safety features. In 2017, The Hartford and AARP Driver Safety found that 4 out of 10 people prefer to learn about these technologies through an in-person workshop by a trusted national organization or a local car dealer. These findings pointed to an opportunity for AARP and The Hartford to co-develop a robust in-person education program that helps drivers learn how to maximize the value of ever-evolving vehicle safety features.

What does a typical Smart DriverTEK in-person workshop look like?
- 90-minutes in length.
- Led by trained AARP presenter.
- Typically 15 to 25 drivers in attendance.
- Includes:
  - General overview of new vehicle technologies.
  - Step-by-step guide of how these technologies work and how they can benefit drivers, via interactive discussion and engaging video segments
- Attendees leave with a vehicle technology checklist, which will offer guidance on desired technologies when shopping for a new car, or what features may already be in their car.
- Open to drivers of all ages with a focus on drivers 50 and older.
- AARP membership is not required.
- Simple registration process through AARP’s website or by calling the AARP Event Registration team.
Where are Smart DriverTEK in-person workshops taking place?

- Presently, workshops are taking place in 31 markets in 20 states. The workshop is offered for free in all markets.
  - AZ: Phoenix, Tucson
  - CA: Los Angeles / Long Beach
  - CO: Denver/Parker/Boulder
  - FL: Boynton and Delray Beaches, Broward County, Jacksonville, Orlando/Mt. Dora, Tampa/St. Pete/Spring Hill and The Villages
  - GA: Atlanta Metro Area
  - IL: Chicago Area
  - IA: Des Moines/Iowa City
  - MD: Maryland areas
  - MA: Boston/MetroWest
  - MI: Lower Peninsula
  - MN: Twin Cities/Southern Minnesota
  - NV: Las Vegas/Henderson
  - NM: Albuquerque area
  - NY: Buffalo, Long Island, Westchester County
  - OH: Cincinnati
  - OR: Portland / Southern Coast
  - PA: Philadelphia
  - SD: Sioux Falls
  - TX: Austin, Dallas/Fort Worth, Houston, San Antonio
  - WA: Seattle

- We are COMING SOON to 4 additional states: KS, LA, SC, VT
- Our community-minded host locations offer the space for free.

What if I don’t live near a Smart DriverTEK in-person workshop?
The AARP Smart DriverTEK workshop is also available online for free. This workshop is still 90 minutes long and has interactive modules that participants work through at their own pace.

To register for the online version of the workshop, please visit: [www.aarp.org/sdtekonline](http://www.aarp.org/sdtekonline)

How do participants feel about the workshop?

- **93%** Say vehicle safety technology will keep me safer on the road.
- **88%** Say the information will help me when I purchase my next car.

> “I am getting a new car this year, and I wanted to become knowledgeable about all the new safety features now available in new cars.” — Nancy E.

> “This workshop and the checklist are extremely helpful for mature drivers and any consumer who wants to learn about new auto technologies that will help all drivers.”

For a current schedule of workshops visit: [www.aarp.org/findaworkshop](http://www.aarp.org/findaworkshop)

Questions? Contact: drive@aarp.org

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What is the Ride@50+ Program?
The AARP Ride@50+ Program is a new Mobility as a Service (MaaS) pilot, currently serving the Columbia, South Carolina area, developed by AARP Driver Safety in partnership with AARP Livable Communities and powered by Feonix – Mobility Rising. Built on the MaaS framework, the Ride@50+ Program offers a simple, affordable, and efficient solution to finding local transportation alternatives to driving for people of all ages via calling toll free, using the smartphone app, or a desktop computer. AARP’s Ride@50+ Program is a one-stop shop for:
- Finding available transportation options near you
- Scheduling/booking your preferred mode of transportation
- Payment

What is Mobility as a Service (MaaS)?
Different from single mode ridesourcing options like Uber and Lyft, MaaS is a platform where multiple modes of transportation can be sourced. For example, a MaaS platform could include public transportation, paratransit, bike sharing, volunteer drivers, and Uber and Lyft drivers.

Why has AARP Driver Safety developed the Ride@50+ Program?
- Technology is changing how we get around with new transportation options, and ways to access those options, proliferating in tandem with technological advancements.
- Transportation should not be a limiting factor when it comes to living a full life and MaaS technology aims to increase mobility, decrease social isolation, and improve medical outcomes.
- With increased availability, awareness, and training, it is possible to increase older adults’ comfort with the usage of MaaS technology options.

Where is the Ride@50+ Program taking place?
- Presently, the program is available in the Columbia, South Carolina area
- Coming soon to South Dallas, Texas and Ann Arbor, Michigan in 2020 – 2021

What does the Ride@50+ Program look like?
There are multiple ways to engage with the program:
- Schedule a ride via:
  - Smartphone app
  - Calling toll free
  - Desktop computer
- Sign up for 90-minute in-person, 25-minute online, or video program training:
Open to people of all ages, but with a focus on individuals 50 and older and other vulnerable individuals.

AARP membership is not required.

Free to attend.

Led by a trained presenter.

Includes:

- Information about local transportation options
- General overview of Ride@50+ Program and its potential benefits.
- Step-by-step guide of how these services work
- Hands-on experience scheduling rides and using available transportation options.

For more information, please visit https://feonix.aarp.org/ or call us at 1-888-851-2131.*

*This is not an AARP site. A different privacy policy and terms of service will apply.
Background

Through its Driver Safety program, AARP develops and deploys transportation education and programming designed to help drivers and riders remain safe, independent, connected, and confident as they age. AARP Driver Safety entered into a partnership with eDriving® to pilot its safe driving application (app) called Mentor, which can be downloaded to a user’s mobile phone and used to measure a driver’s behaviors such as acceleration, braking, cornering speed, and distraction. Both parties collaborated on a three-month pilot. The pilot studied the willingness of drivers age 50+ to engage with the telematics app in order to improve safety by learning how to best accommodate this segment of the population.

Objectives

AARP Driver Safety sought to learn the following:

• Will the use of a safe driving app improve the driving skills of 50+ drivers?
• Will the 50+ population demonstrate sustained interest/use of a safe driving app?
• What do drivers age 50+ find useful in a safe-driving app?

Methodology

The Driver Safety Telematics online study of adults age 50+ was fielded among AARP’s proprietary non-probability panel from September 26, 2018 through January 26, 2019. This interventional study was conducted in four stages.

1. Driving Behavior Screening Survey: 3,889 respondents in this beginning phase. 1,579 panelists were ultimately invited to move on to the next stage.
2. eDriving®’s Mentor Mobile App: 550 participants successfully installed the mobile app on their phones and began capturing their driving/trip data. 403 participants then qualified to move on to the next stage of the survey.
3. Driver Safety Online Community: Of the 403 participants who qualified for this stage, 300 actively participated.
4. Driving Behavior & App Usage Survey: This post survey was sent to all 550 participants from Stage 2. 477 of those participants responded to the survey.

Participants were incentivized to participate in the various stages. The total allowable amount was $48.25 (see table to the right).

Methodology

<table>
<thead>
<tr>
<th>Stage Description</th>
<th>Incentive Amount</th>
</tr>
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<tbody>
<tr>
<td>Stage 1: Pre-survey: Driving Behavior Screening Survey</td>
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<tr>
<td>Stage 2: Driving App Usage: eDriving®’s Mentor Mobile App</td>
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<tr>
<td>Stage 3: Community Participation: Driver Safety Online Community</td>
<td>$ 30.00</td>
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<td>Stage 4: Post-survey: Driving Behavior and App Usage Survey</td>
<td>$ 10.00</td>
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<tr>
<td>Total Allowable Incentive</td>
<td>$ 48.25</td>
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Results

• A 176-point average FICO Safe Driving Score® increase among “poor” and “risky” drivers by the end of their eighth week of driving with Mentor.
• 60% of participants saw their FICO® Safe Driving Score increase between the study’s start and finish.
• 85% of participants viewed Mentor’s 3-5-minute interactive micro-coaching modules.
• Three-quarters (76%) of participants cited Mentor's learning modules as having a positive impact on their driving behavior.
• More than three-quarters (75%) believed the app could help them extend their driving years as they aged, according to surveys administered throughout the study.

*The FICO Safe Driving Score® was developed by industry analytics leader FICO® in partnership with eDriving®. It is a validated, predictive score that identifies drivers’ likelihood to be involved in a future incident or collision. Drivers with low scores have a much higher crash involvement rate than drivers with high scores.

Conclusion

The data from the pilot suggests that adults age 50+ who actively utilize a telematics application maintain safe driving behaviors and a portion actually improve. Road distractions and speeding both declined among the best drivers. Additionally, the majority of pilot participants shared very positive perceptions of the app itself and a high willingness to engage with the educational tools provided.

Acknowledgements: AARP Research would like to thank Mr. Matthew Petrie for his help with data analysis for this study.

For more information contact: Aisha Bonner, abonner@aarp.org or Matthew Sampson, msampson@aarp.org
The Community Challenge is AARP’s livable communities grant program which seeks to:
- Improve communities with small but engaging and tangible projects
- Jump-start progress for longer-term change
- Demonstrate improvements that benefit all ages

The program was first launched in 2017 and provides funding to eligible nonprofits and municipalities.

### AARP COMMUNITY CHALLENGE BY THE NUMBERS

- **$3.6 million** granted for "quick-action" projects
- **376** grants delivered in first three years
- **56%** of grants have gone to local nonprofits
- **44%** of grants have gone to local governments

### PROJECT CATEGORIES FUNDED

- **58% PUBLIC PLACES**
  - Improve open spaces, parks and access to other amenities

- **28% TRANSPORTATION**
  - Increase connectivity, walkability, bikeability, and access

- **7% HOUSING**
  - Increase accessible and affordable housing options

- **4% OTHER**
  - Address other community priorities

- **3% SMART CITIES**
  - Engage residents and use data in decision-making

- **NEW CIVIC ENGAGEMENT**
  - Bring residents and local leaders together to address challenges

### APPLY FOR A 2020 GRANT TODAY!

Have a great project idea for your community? Eligible applications for the 2020 grant program will be accepted from February 5 - April 1, 2020 at 11:59 pm ET.

To learn more and apply: [aarp.org/CommunityChallenge](http://aarp.org/CommunityChallenge)
Projects have been funded in all 50 states, D.C., Puerto Rico, and the U.S. Virgin Islands.

By executing a temporary project to test a concept, grantees have successfully implemented a permanent change.

“This pilot project is now scheduled to be implemented as a permanent street improvement, with additional traffic calming and infrastructure projects along the surrounding streets.”
– Tennessee grantee

Demonstration projects are inspiring support from the private sector and philanthropic partners and funders.

“As a result of the successful AARP grant, we’ve been awarded a grant from a local foundation to create a program with a local university and medical center.”
– New Jersey grantee

Grantees experience greater recognition and develop enhanced partnerships.

“More than 500 people have visited our project to learn more after the initial installation.”
– Oregon grantee

Demonstration projects are inspiring public-sector investment.

“Our design efforts catalyzed city-led fundraising for the project, with $100,000 coming from Capital Improvement Project Funds.”
– Utah grantee

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