



Incentives to encourage safer driving behaviour

Incentives are actions, systems or approaches that promote or encourage desired behaviour. In this study, the researchers focused on safer driving incentives for the next Road to Zero action plan.

A safer driving incentive is anything that increases the perceived benefits of cautious driving. Incentives may be extrinsic (such as financial rewards) or intrinsic (such as positive feedback).

In this study the researchers:

- reviewed international literature
- reviewed current best practices in other countries
- interviewed key international and national representatives in this field.

Literature review

Safer driving incentives are complex, and many factors influence their success. Those targeting younger drivers and fleet schemes show the best results. Layering or multiplying incentives can improve outreach to all groups.

However, some incentives have had negative impacts on safer driving behaviours. Two examples are:

- time discounts on the graduated driver licensing system process
- rewarding existing good driving behaviour instead of safer driving behaviour.

Recommendations

Below are four sets of recommendations. The first three are aligned with specific Road to Zero focus areas. The fourth set includes general recommendations for safer driving interventions.

Incentives aimed at young/novice drivers

Road to Zero focus area: Road user choices

1. Develop a suite of initiatives that incentivise safer driving behaviours in younger drivers, including:
 - a. in-vehicle technology for immediate and ongoing feedback rewards
 - b. parental/guardian feedback of safer driver behaviours (safe and unsafe behaviours)
 - c. financial incentives (eg insurance or registration discount) that are earned based on evidence of safer driving indicators (ie safer speeds, no traffic offences, no crashes)
 - d. gamification (eg gaining awards and points for driving safely, achieving recognition of safer driving skills or levels, sharing with influential peer groups).
2. Explore opportunities that increase participation and engagement with existing driver safety education programmes for novice drivers (eg the Drive programme).
 - a. Capture and apply lessons from mature, successful incentive-based safety education programmes (eg Ride Forever), including financial discounts earned by completing education levels.
3. Partner with insurance companies to introduce safer driving incentives that use:
 - a. safety-led education and training (ie following the model offered by the Ride Forever programme)
 - b. in-vehicle objective evidence of safer driving behaviour (ie using a pay-how-you-drive model).

Workplace-based incentives

Road to Zero focus area: Work-related road safety

4. Create a public-private governance group that promotes and facilitates work-related driver safety through evidence-based workplace incentives, including:
 - a. fleet-recognition awards
 - b. group-based and individual driver gamification (ie, awards and recognition for safer driving).

This group could also:

- a. encourage trials of fleet and office (ie group-based) and individual driver gamification
- b. acknowledge and promote knowledge-sharing of incentive-based case studies and what works and what does not.

Infrastructure-based incentives

Road to Zero focus area: Infrastructure improvements and speed management

5. Trial incentive-based environmental feedback in the form of dynamic speed messaging signs in specific locations (eg schools, pedestrian crossings).

General recommendations to support safer driving incentive success

6. Review central funding around safer driving interventions.
7. Monitor the effectiveness of existing initiatives in New Zealand (including the Drive programme).
8. Use a clear definition of incentives to expand people's understanding of the wider range of tools available (ie beyond rewards).
9. Develop a process and framework to review the design of any safer driver incentive. Ensure it follows best practice and is evidence-based, including:
 - a. ensuring the incentive is directly linked to safer driver behaviours and not eroded by other competing motivations (eg the use of time discounts for earlier access to employment)
 - b. using multiple incentives, including complementary extrinsic and intrinsic incentives.
10. Financial (extrinsic) rewards should focus on small, achievable, frequent rewards.
11. Investigate incentives for safe vehicle operation at an institutional level.



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