



FACT SHEET

# DON'T LEAVE IT TO LUCK

## City of Seattle and Uber Partner to Curb Drinking and Driving

March 2016

### WHAT IS THIS PARTNERSHIP ABOUT?

The City of Seattle is partnering with technology company Uber on a pilot program that aims to prevent impaired driving. Uber and the City will join forces at events throughout 2016 to raise awareness of the issue and give people easy access to a discounted ride home after they've been drinking. The partnership will kick off on St. Patrick's Day (March 17, 2016) and extend throughout 2016. The City also expects to partner with other transportation providers to expand this program in the future.

The goal of the partnership is to encourage people over 21 to use safe travel options if and when they plan to drink at bars and clubs in Seattle. This partnership is part of [Vision Zero](#) – Seattle's plan to end traffic deaths and serious injuries by 2030.

Uber provides a safe and convenient option for people to get home, especially if they've been drinking.

### HOW WILL IT WORK?

Seattle Department of Transportation (SDOT) and Seattle Police Department (SPD) will be at [Kells Irish Pub](#) in Post Alley on St. Patrick's Day – Thursday, March 17 from 11 AM – 12 PM to launch the partnership.

### Uber Breathalyzer Kiosk

From 8 PM to midnight on St. Patrick's Day, the Uber breathalyzer kiosk will be in action at Kells to help educate people about the legal blood-alcohol limit. Everyone (new and existing users) who gives the breathalyzer a try that night will receive a free ride home up to \$15 in value. This will be the first time the breathalyzer kiosk has been publicly accessible in Seattle.

### uberHOP Routes

During this timeframe, Uber will also have special St. Patrick's Day uberHOP routes running back and forth between Post Alley and residential areas, including Ballard, Capitol Hill, and Queen Anne. So riders can share their trip and stretch the savings even further with Uber's most affordable option.

### Discount Code for New Users

In addition, promotional coasters will be handed out during the event for anyone who's new to Uber to take advantage of a free ride home, up to \$15 in value, by entering the promo code MYRIDEHOME in the Uber app. The promotion will be in effect March 14-20. Learn more at [t.uber.com/myridehome](http://t.uber.com/myridehome).

Other promotions will be implemented with Uber throughout 2016.

Promotional coasters with the special discount code will be distributed to 150 bars in nightlife neighborhoods throughout Seattle (Ballard, Belltown, Capitol Hill, Fremont, Pioneer Square, South Lake Union, and the University District). These neighborhoods have higher frequencies of impairment-related collisions over the past five years. New Uber users will be able to redeem the discount from any neighborhood in Seattle.

Following the launch of this partnership, the City of Seattle will be reviewing data to evaluate the program's success. We will share that data in early 2017.

### WHY IS THIS SO IMPORTANT?

While Seattle is consistently recognized as one of the safest cities in the country, we've had more than 35,000 crashes in the last three years. Each year, close to 20 people die on our streets. And in a typical year, 30 percent of fatal crashes are due to impairment. We're taking action to reverse this trend.

### **WHY IS IT LAUNCHING ON ST. PATRICK'S DAY?**

While it's a great day to celebrate the luck of the Irish, it's also a day when many people have a little too much fun and get behind the wheel. The City of Seattle is proud to partner with Uber to get people home safely on St. Patrick's Day and during other celebratory occasions.

### **WHAT DOES THIS MEAN FOR SEATTLE'S STREETS?**

We're in this together. If you drink, let someone else drive. Grab an Uber, take transit, pre-pay for parking for the next morning. The options are endless. Help make Seattle's streets safer for everyone, because one life lost is one too many.

### **GET INVOLVED**

We're committed to ending impairment-related tragedies on our streets and could use your help.

Contact us if you're interested in partnering with us on this effort:

Jim Curtin, [jim.curtin@seattle.gov](mailto:jim.curtin@seattle.gov) or (206) 684-8874  
Allison Schwartz, [allison.schwartz@seattle.gov](mailto:allison.schwartz@seattle.gov) or (206) 386-4654

Learn more about Vision Zero at [www.seattle.gov/visionzero](http://www.seattle.gov/visionzero). #VisionZeroSEA