

CITY OF SEATTLE SAFE RIDE PARTNERSHIP

Invitation to Participate

OVERVIEW

The City of Seattle is collaborating with transportation companies 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 on city streets by 2030.

As part of this program, we invite all transportation providers to partner with us to help reduce injuries and fatalities on our streets due to impaired driving. We recognize your contribution in helping to get people where they’re going safely, and would like to work cooperatively towards this goal in an official capacity. Help us make Seattle’s streets safer for everyone, because one life lost is one too many.

POTENTIAL PARTNERSHIP OPPORTUNITIES

- Press events to announce unique partnerships with transportation providers (during key events/holidays when likelihood of impairment is higher)
- Distribution of free/discounted rides and promotional materials
- Targeted promotions surrounding holidays and/or special events to promote getting home safely with free/discounted rides

REQUEST

Promotion Solutions

We would like each potential partner company to determine how best to deliver these types of promotions and associated messaging to customers. This could include, for example geo-targeting application users based on location/time of night.

Funding

If selected, your company will work with the City to determine how to best fund this promotion and future ones like it.

Targeted Neighborhoods

Targeted neighborhoods for promotions include: Ballard, Belltown, Capitol Hill, Fremont, Pioneer Square, South Lake Union, and the University District. These neighborhoods were selected based on collision data showing higher frequencies of impairment-related collisions over the past five years.

Selection Process

To be considered as a partner in this campaign, your company must provide the following information:

- Provide a detailed promotion solution that includes, but is not limited to:
 - The number of free rides you are willing to offer
 - The number of discounted rides you are willing to offer
 - The level of discount you are willing to offer
 - Access to any proprietary features and technologies that would support this effort
 - The number of customers that you have access to
 - Be specific on how you could push messaging/promotions to your customers and promote this type of effort (email, social media, collateral, events/promotions, etc.)
 - Track and report number of rides redeemed as part of promotion

If you’re interested in partnering with us on this effort, please contact:

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