

CASE STUDY

City of Denton Partners with LifeSaver Mobile to Drive Safer Roads

Denton Municipal Court - Denton, Texas
C. Tyler Atkinson, Presiding Judge



Overview

In May 2025, the City of Denton, Texas (population: 175,000) launched an innovative partnership with LifeSaver Mobile to address two of the most common causes of roadway incidents: speeding and distracted driving. Led by Judge Tyler Atkinson, the initiative introduces a modern, behavior-focused approach to traffic safety—one that emphasizes accountability, education, and measurable change.

The Reality on Denton Roads

Some violations rose to the level of *significant public safety risk*, including speeds of **118 mph in a 70 mph zone** and **96 mph in a 45 mph zone**. These are not isolated incidents, but clear indicators of the behaviors this partnership is built to address.



Challenge

Like many municipalities, the City of Denton faced ongoing challenges with drivers exceeding speed limits and engaging with mobile devices while behind the wheel. Traditional enforcement methods—such as fines and deferred adjudication—often relied on trust rather than active behavior change.

Drivers cited for traveling 30 mph or more over the posted speed limit faced penalties of up to \$334, but long-term behavior improvement remained difficult to guarantee.



Solution

Through its partnership with LifeSaver Mobile, the City of Denton implemented a structured program that integrates technology into the judicial process.

Eligible drivers are given the opportunity to enroll in a 6-month LifeSaver Mobile program. After successful completion, drivers benefit from:

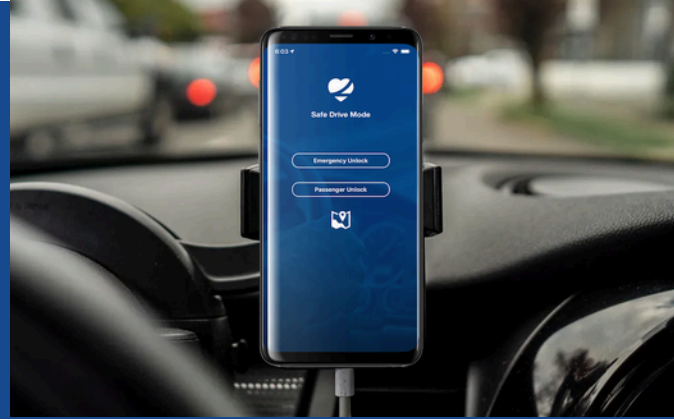
- Reducing their ticket cost
- Preventing the violation from appearing on their driving record
- Mitigating increases to their car insurance

“It definitely changed the way I drive and I feel that I’m a safer driver. I’m very aware of my speed now.”

– Feedback from Denton Resident

LifeSaver Mobile drives measurable behavior change by:

- Automatically detecting when driving begins
- Blocking phone use in real time
- Monitoring speeding behavior and compliance continuously
- Turning enforcement into real-time behavior change



Results & Impact

Behavior Change in Action

Participants have reported noticeable improvements in their driving habits, particularly in reducing phone usage behind the wheel.

Dual Risk Reduction

The program directly targets and helps eliminate two leading causes of crashes:

- Distracted driving (mobile phone use)
- Excessive speeding

Positive Driver Feedback

Drivers have acknowledged that the program increases awareness and reinforces safer decision-making on a daily basis—not just when enforcement is visible.

Community Benefit

By focusing on prevention rather than punishment alone, Denton is creating safer roads for all residents.

Why it Works

The success of this program lies in its combination of:

- ✓ Real-time accountability & behavioral reinforcement
- ✓ Technology-driven monitoring
- ✓ Easy for the court to administer
- ✓ User data is private and secure
- ✓ Qualifies as a Deferred Condition

Instead of relying solely on deterrence, the City of Denton is empowering drivers with tools that actively support safer habits.

“To qualify for a deferred adjudication, defendants cannot receive new citations during their respective deferral period. Now, we have a tool that helps ensure they're actually driving safely. We've moved from hoping for compliance to supporting it in real time.”

C. Tyler Atkinson
Presiding Judge

Key Takeaway

The City of Denton's partnership with LifeSaver Mobile demonstrates how municipalities can modernize traffic safety strategies. By combining judicial oversight with innovative technology, the City of Denton is **setting a new standard** for reducing risky driving behaviors and improving public safety outcomes. This program proves that when cities move beyond enforcement and invest in behavior change, the results are not only measurable — but lasting.