

MI AE LIPE

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Mi Ae Lipe is a Seattle freelance book editor and designer who also lives another life as a traffic safety advocate. She blogs about driving on her website *Driving in the Real World*, tweets daily driving news on Twitter at @DrivingReal, and writes a monthly column on street driving in *Roundel*, the national magazine of the BMW Car Club of America.

Starting in 2012, she and fellow citizen advocate Mark Butcher worked with the Washington Traffic Safety Commission (WTSC) and the Washington State Department of Licensing (DOL) to raise driver training, testing, and licensing standards in support of Washington's Target Zero program. She and Butcher led and organized a research trip attended by members of the WTSC, DOL, and Washington State driving school owners to the UK to study that country's traffic safety and driver training practices, widely considered among the best in the world. In 2017, she and Butcher were recognized for this work by the National Highway Traffic Safety Administration (NHTSA).

Mi Ae loves solutions grounded in social and behavioral science, experiential learning, psychology, human factors, cultural mores, and common sense. She explores how road safety spiderwebs from root causes through entire ecosystems, and she champions cultural change from individuals to whole populations. She is not afraid to question tradition, inquire incessantly, listen well, and be ever curious and open to tremendous possibility, channeled into actual change.

EDUCATION

Double BA, with honors, English and Mass Communications

University of Wisconsin-La Crosse, 1995

PROFESSIONAL OCCUPATIONS

Editor, Writer, Graphic Designer, Project Manager, Publications Consultant, and founder of What Now Design, LLC

August 2005–present (24 years total experience in publications, especially in helping authors produce and self-publish nonfiction books) www.whatnowdesign.com

Author, *Bounty from the Box: The CSA Farm Cookbook*

September 2015

www.bountyfromthebox.com

AWARDS

Recipient — 2017 National Highway Traffic Safety Administration (NHTSA) Public Service Award

“For your tireless dedication to partnering with government agencies to improve driver training and testing in the State of Washington” <https://wtsc.wa.gov/washington-state-award-winners-lead-the-way/>

Recipient — 2015 Washington State Target Zero Award: Achievements in Traffic Safety

Young Drivers Category

WRITING, EDITING, REVIEWING

Creator and blogger, *Driving in the Real World*

2010–present

www.DrivingintheRealWorld.com

Twitter, @DrivingReal

February 2011–present

<https://twitter.com/DrivingReal>

Columnist, *Roundel*, magazine of the BMW Car Club of America (CCA) (about 75K members)

January 2017–present

https://www.bmwcca.org/roundel_mag

Columnist, *Zündfolge*, newsletter of the BMW CCA Puget Sound Region

June 2014–present

<http://www.bmwpugetsound.com>

Blogger, *Brightmile*, a London-based startup for a driver monitoring app for fleet drivers

November 2020–present

<https://www.brightmile.io>

Blogger and content consultant, *Driver Z* and *ImprovLearning*

2021–present

<https://driverz.com>

Contributor, *Intelligent Instructor*, magazine for UK driving instructors

June and July 2017

“Part 1 and 2: Across the Pond” (article comparing Washington State and UK driver training and testing)
https://issuu.com/firstcar/docs/ii_issue_19_june_2017/48
https://issuu.com/firstcar/docs/intelligent_instructor_july_2017/46

Cowriter with Candace Lightner, founder of Mothers Against Drunk Driving (MADD)

January 2015

“It’s Not Just Alcohol Anymore” (article on drugged driving)

<http://wesavelives.org/its-not-just-alcohol-anymore-more-teens-are-driving-drugged>

Regular contributor, Roadio.com, online magazine for UK driving instructors (now defunct)

November 2013–July 2014

Book Content Reviewer, *Not So Fast*, by Tim Hollister

Spring 2013

<http://www.fromreidsdad.org/not-so-fast>

Book Review, *The Girls Auto Clinic Glovebox Guide*, by Patrice Banks

Roundel magazine, December 2017

Content Creator, Writer, Designer

Social Media Campaign Informing Parents of the Risks for New Teen Drivers

2017–2018

Washington State Department of Health, with funding from the Centers for Disease Control (CDC)

<https://drivingintherealworld.com/miae-lipe-portfolio/>

Newsletter Editor, *Fiatisti*, FIAT Enthusiasts Northwest

January 2014–December 2016

www.fiatnorthwest.org

PRESENTING, SPEAKING, AND INTERVIEWS

TRB (Transportation Research Board) 6th International Conference on Roundabouts

May 15–18, 2022, Monterey, California

“Going Nowhere in Circles—and What We Can Do to Help Drivers”

Professional Driving School Association of Washington (PDSAW)

September 2017, Kirkland, Washington

“Visibility Tips”

May 2017, Renton, Washington
Copresenter with Mark Butcher
“UK Study Trip”

May 2015
“6 Ways Being a Better Driver Will Make You a Better Person” <https://pdsaw.org>

Washington Traffic Safety Education Association (WTSEA)
October 10, 2015
“What Makes You a Better Driver Makes You Better at Life” <http://www.wtsea.com>

Guest, *Distracted Drivers Busted* Podcast with Howard Drescher
February 9, 2016 <http://distracteddb.com/distracted-drivers-busted-podcast>

Guest, *DIPOD–The Driving Instructors Podcast* (out of UK)
Show 119, “Washington Study Trip”
October 20, 2016 <http://dipod.libsyn.com/show-119-washington-study-trip>

MEMBERSHIP AND ORGANIZATIONS

Governors Highway Safety Association
May 2022–Present <https://www.ghsa.org/>

Autonomous Vehicle Work Group—Washington State Transportation Commission
March 2019–present
Voting member of Safety Subcommittee; this is one of 8 subcommittees that advise members of the AVWG on the testing and implementation of autonomous vehicles in Washington State
<https://avworkgroupwa.org/>

Washington State Representative Liz Pike’s Teen Driving Safety Task Force
Citizen advocate for young driver training, testing, and licensing standards
May–September 2015 <http://lizpike.housepublicans.wa.gov/>

Washington Traffic Safety Commission’s Young Driver Task Force
Citizen advocate for young driver training, testing, and licensing standards
November 2012–2018 <http://wtsc.wa.gov>

Society of Automotive Engineers (SAE)

May 2014–June 2021

<http://www.sae.org>

FIAT Enthusiasts Northwest

December 2013–present

www.fiatnorthwest.org

BMW Club Puget Sound Region Chapter/BMW Car Club of America

September 2012–present

<http://www.bmwpugetsound.com>

Audi Club Northwest Chapter

January 2010–Present

<http://www.audiclubnw.org>

TRAINING, VOLUNTEERING, AND OTHER RELEVANT EXPERIENCES

Rideshare Driver for Uber and Lyft, Seattle metro area

2018–2020

Civilian Role-player/Actor with Washington State Patrol (WSP), Shelton, Washington

2016–Present

(Civilian actor doing scenarios with WSP cadets in DUI and drug-stop training)

<http://www.wsp.wa.gov/about/about.htm>

Driver Qualification from Advanced Drivers of North America

Bronze level, April 2013, and Silver level, November 2017

(Advanced street driving training in UK's Roadcraft technique)

<http://www.advanceddrivers.com>

Participant, One-Day Training, Dirtfish Rally School, Snoqualmie, Washington

May 2013

(Rally driving)

<http://www.dirtfish.com>

Study Participant, Strategic Highway Research Program's (SHRP) Naturalistic Driving Study

2012

<https://insight.shrp2nds.us>

Track driving with Ross Bentley, racecar driver coach/author, *Speed Secrets*

2011

(High-performance track driving)

<https://speedsecrets.com/ross-bentley>

Various high-performance driving events and car control clinics with the Audi Club NW, BMW CCA PSR, and Northwest Alfa Romeo Club

2010–present

<http://www.audiclubnw.org>

<http://www.bmwpugetsound.com>

<http://nwalfaclub.com>

Driver, 1 million miles+, average 30 to 40K annually in the past 10 years, much of it cross-country and in winter conditions

1988–present

Former Rental Car Hiker (driver) for Avis, National, and Dollar, San Francisco, California

1988–1990

Lifelong Car Enthusiast

Since the age of 11!

RESEARCH, INTERVIEWS, AND NETWORKING

Co-organized and led fact-finding trip to UK

September 24–30, 2016

Our mission: To explore the United Kingdom’s best practices that contribute to its overall traffic safety and consider which of these might ultimately be implemented in Washington State.

We invited two people from state government: Loni Miller, Driver Training Schools Program Manager for the [Washington State Department of Licensing](#) (DOL) (our equivalent of the DVSA) and Angie Ward, Young Drivers Program Manager for the [Washington Traffic Safety Commission](#) (WTSC). Invitations were also extended to the driver education associations in Washington, and two people from the commercial training industry immediately accepted: Joseph Giammona, CEO of [The Driver Training Group](#), which operates [Swerve](#) and [911 Driving Schools](#), and J. C. Fawcett, owner/operator of [Defensive Driving School](#).

Our first day was spent at the [DVSA Training Academy](#) at Cardington, where Deputy Chief Driving Examiner Neil Wilson, Driver Policy Advisor Graham O’Brien, and Deputy ADI Registrar Jacqui Turland gave us an overview of their impressive examiner/approved driving instructor (ADI) training program, philosophy, and test scoring system. In the afternoon we went on ridealongs where we witnessed examiner roleplaying, and then Neil and Graham demonstrated the new [sat-nav \(GPS\) portion of the independent driving test](#).

We spent our second day visiting [Dr. Lisa Dorn](#), Associate Professor of Driver Behavior of Cranfield University, to learn about the fascinating role that psychology, self-awareness, and the GDE matrix play in driver training, as well as the use of vehicle telematics to measure and monitor driver behavior.

On our third day, we traveled to London, where we met with Jo Parry, Head of Marketing at the [Department of Transport](#) and responsible for the [THINK! road safety campaign](#). Here we explored their remarkable long- and short-term strategies for communicating safety issues to the public, how they craft their messages, and measure efficacy. That evening, we met with Mawuli Ladzekapo, cofounder of [Roadio](#) (for which I wrote several articles about traffic safety in 2014).

Day 4 found us at the doorstep of [IAM Roadsmart](#) headquarters in Chiswick, where Richard Gladman, Head of Driving and Riding Standards, and Rebecca Ashton, Head of Driving Behavior, eagerly filled us in on their mission, activities, and approaches to post-licensure advanced street driving training across all ages. We were delighted when CEO Sarah Sillars stopped in for a few minutes to talk with us.

On our last day, we traveled to Welwyn Garden City, where [ADINIC](#) chair Lynn Barrie had kindly arranged for us to go on ridealongs with ADIs Linda Western, Nick Ibbott, and Peter Boxshall to observe in-car teaching with an actual learner student and a couple of roleplaying colleagues. In many ways, this is where the rubber hits the road, so to speak—an opportunity to see what is actually taught behind the wheel and how.

BMW of North America (headquarters), Woodcliff Lake, New Jersey, with technical manager for BMW Group safety engineering and intelligent transportation systems Mike Hernandez; senior ADAS product-development engineer Matt Krzywicki; and product spokesperson Oleg Satanovsky

April 2019

(Interview and product demo for April 2020 BMW CCA *Roundel* article on advanced driver-assistance systems [ADAS])

Consumer Electronics Show (CES), Las Vegas, Nevada

January 2020

(Research on ADAS and autonomous vehicle technology for April 2020 BMW CCA *Roundel* article)

Ann's Driving School, San Francisco, California, with founder Judy Lundblad

Various years since August 2016

(Adult street driver training)

<http://www.fearlessdriver.com>

WMST, Everett, Washington, with founder Christopher Johnson

Various dates in 2016 and 2017

(Teen and adult street driver training)

<https://gowmst.com>

Meeting with Washington State Legislative Representative Shelley Klobe

May 2016 (invited by Rep. Klobe)

NASA Car Control, Napa, California

August 2016

(Teen car control clinic)

<http://nasacarcontrol.org>

Primo Driving, Los Angeles, California, with founder Mark Primo and staff

September 2019

(Teen street driver training)

<https://www.primodriving.com>

Cullington Concepts, Fresno, California, with founder John Cullington

April 2013

(Teen street driver training)

<http://cullingtondrivingconcepts.com>

Driving MBA, Chandler, Arizona, with staff

April 2013

(Teen street driver training)

<https://drivingmba.com>

Andy Pilgrim, racecar driver, traffic safety advocate for parents and teens

March and October 2015

<https://www.theparentdrivingzone.com>

Journalist Ridealongs with Washington State Patrol (WSP)

(Daytime and nighttime DUI enforcement shifts)

2016

<http://www.wsp.wa.gov/about/about.htm>

Lifesavers Conference (attendee)

2013-2017

<http://www.lifesaversconference.org>