The Impact of Accident Event Recording Technology on Transportation Businesses

How to manage video based safety systems

Sponsored by Cline Wood University
How DriveCam Works

- 1.3M events reviewed every month
- Exonerate drivers with video evidence
- Prevent at-fault collisions through driver coaching
Video-based safety platform

Hardware
- Cellular-based Video Event Recorder
- Fuel Efficiency Display (optional)
- Peripherals
- Expansion Hub (HW Integration)
- Installation Guides

Analytics
- RiskPredict®
- Driver Profiling
- Data Aggregation
- Industry Benchmarking

SaaS
- Full SaaS
- Anytime/Anywhere Access
  - DriveCam Online
    - Integrated Coaching
    - Dashboards/Alerts/Reports
  - API/Web Services
  - Mobility

Services
- Driver Risk Management with...
  - On-boarding/Implementation
  - Installation/Deployment
  - Training
  - Expert Event Review
  - Best Practice Program Reviews
  - Fleet Tracking
  - Fuel Management
  - Compliance Management
  - Integrated Driver Training
We partner with industry leaders

For-Hire Carriers

- >1,050 Clients between DriveCam and RAIR Compliance solutions
- ~260K Units on-air with a <1% failure rate
- Installed on 85K Class Eight Trucks
- 98% Renewal Rate
- ~300 Company employees and growing

(R) Designates RAIR-only clients

Private Fleets

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Changing Driver Behavior:

Using Technology to Provide Driver Feedback
Safety Foundation – Collision Avoidance
Modifying Driver Behavior Can Prevent Nearly All Collisions


Cause of Collisions

- Driver 90%
- Environment 30%
- Vehicle 10%

1 Major Collision
29 Minor Damage or Near Collisions
300 No-Damage Risky Incidents

Change risky behaviors here

Collision Prevention

Fatigued Driving  
Near collision

Following Too Close  
Rear End Collision

Unsafe Lane Change  
Near Collision

Distracted Driving  
Distracted by cell phone, driver hard brakes to avoid rear end collision
Video Enhanced Analytics:  
*Predicting Collision Drivers*
Video Enhanced Analytics

Why is Reviewed Video Critical?

50 MILLION VIDEO ‘ANSWER KEY’ MAKES CONTINUOUS LEARNING POSSIBLE

Reviews Video ‘Answer Key’
- Risk scores correlated to real risk (collisions)
- Answer key for detecting truly risky maneuvers
- Continuous Learning
- Enhances Video AND Non-Video Algorithms

Full Video and Audio
- Trigger Root Cause
- Identify Driver Behaviors
- Evidence to Coach Driver

Answer key for detecting truly risky maneuvers

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Lytx, Inc. utilizes advanced analytics to deliver insights.

**Interpretation:**

Of collision drivers, **Driver Condition behaviors are most correlated with a collision. Drivers that have a Driver Condition behavior are approximately 8 times greater odds to be involved in a collision within six months.**
Prevalent Types of Distracted Driving

What we see through in-cab video: Distracted driving observed in about 20% of the risky events we capture

<table>
<thead>
<tr>
<th>Distraction Type</th>
<th>% of All Risky Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handheld Cell Phone</td>
<td>4.3%</td>
</tr>
<tr>
<td>Hands Free Cell Device</td>
<td>0.4%</td>
</tr>
<tr>
<td>Food/Drink</td>
<td>0.9%</td>
</tr>
<tr>
<td>Other Communication...</td>
<td>0.3%</td>
</tr>
<tr>
<td>Passengers</td>
<td>0.1%</td>
</tr>
<tr>
<td>Other Distraction</td>
<td>13.1%</td>
</tr>
<tr>
<td>Other Electronic Devices</td>
<td>0.2%</td>
</tr>
</tbody>
</table>
Risk Prediction: Safety Scores

**WHAT IS A DRIVER SAFETY SCORE?**

- Driver’s probability of being involved in a future collision
- Daily quantification of 100’s of input variables
- Compares drivers to the profile of drivers who have experienced a collision

**HOW IS DRIVER SAFETY SCORE UTILIZED?**

- Accessed via DriveCam Online
- Drivers are Ranked by Risk Probability

### Driver Score Ranking

<table>
<thead>
<tr>
<th>Rank Number</th>
<th>Driver</th>
<th>Home Group</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Butch Lawless</td>
<td>San Diego</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>Larry Garner</td>
<td>San Diego</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Eric Collins</td>
<td>Escondido</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>Chris Gold</td>
<td>San Marcos</td>
<td>29</td>
</tr>
<tr>
<td>5</td>
<td>Nate Handels</td>
<td>Escondido</td>
<td>31</td>
</tr>
<tr>
<td>6</td>
<td>Trevor Hoffman</td>
<td>San Diego</td>
<td>35</td>
</tr>
<tr>
<td>7</td>
<td>Bob Lundberg</td>
<td>Orange County</td>
<td>37</td>
</tr>
<tr>
<td>8</td>
<td>Colleen Gilman</td>
<td>Escondido</td>
<td>39</td>
</tr>
<tr>
<td>9</td>
<td>Josh Boseman</td>
<td>San Marcos</td>
<td>40</td>
</tr>
<tr>
<td>10</td>
<td>Russ Peterson</td>
<td>East County</td>
<td>60</td>
</tr>
<tr>
<td>11</td>
<td>Michael Shilling</td>
<td>Downtown</td>
<td>79</td>
</tr>
<tr>
<td>12</td>
<td>Kristen O'Neil</td>
<td>Orange County</td>
<td>98</td>
</tr>
<tr>
<td>13</td>
<td>Nikki Kalipolis</td>
<td>San Diego</td>
<td>100</td>
</tr>
</tbody>
</table>
3 Essential Building Blocks to Improve Driver Risk

Expose Risk

Capture data and evidence of poor driving behavior.

Identify & Prioritize

Use data to identify the riskiest drivers and develop and prioritize a coaching plan.

Coach & Improve

Coach and train the riskiest drivers. Reward safe drivers for their performance.
Contact Cline Wood University for a copy of the slides or for additional information:

(866) 707-3479
university@clinewood.com
www.clinewood.com

Questions?
Backup
2014-15 TRUCKING CAPTIVE “X” RESULTS WITH DRIVECAM
14 MEMBERS HAVE DEPLOYED DRIVECAM

Overall reduction in coachable events and event severity:

- 51% reduction in Distracted Driving
- 69% reduction in event severity
- 45% reduction in coachable events

Example of other risky behaviors being improved:

- 69% reduction in traffic violations
- 32% reduction in drivers unbelted
- 63% reduction in following too close

*data normalized per 100 vehicles
DriveCam Pricing

– **Trial Pricing**
  - $59/month/vehicle
  - 90 days, no commitment
  - Promotional trial pricing available for webinar attendees
  - Contact Megan Hails Mhails@Lytx.com prior to 10/1/15

– **Deployment Pricing**
  - $30 to $59 per month, per vehicle
  - 3 or 5 year contract pricing