Let’s Discuss

Safety Today

Overview of Safety Insights

Demo

Coming Soon

Discussion
SAFETY TODAY

how has the COVID crisis impacted traffic safety?
Less drivers, more risk?

Can COVID-19 teach us something for the road safety epidemic?

The Roads Are Quieter Due to Coronavirus, but There Are More Fatal Car Crashes

COVID-19 Cuts Car Crashes — But What About Crash Rates?

Fatal crashes spike during 'stay at home' order on Minnesota roadways

Driving Safely In The Time Of Coronavirus And Why It Matters
Some early data

- **Increase in fatalities**
  - MN: 100%
  - CT: 40%

- **Increase in speeding**
  - Los Angeles: 30%
  - NYC: 57%

Sources:
- NYC: https://www.njecho.com/opinion/data-may-implication-coronavirus-auto-premium-reductions-were-premature/
A few resources

What are public agencies doing to respond to the crisis?

- NACTO COVID-19 Transportation Response Center
- National League of Cities COVID-19 Local Action Tracker
- COVID-19 Resources from NHTSA
- Lots more!

TRACKING THE COVID-19 RESPONSE
Find and share critical information on COVID-19 in cities, towns, and villages

The NLC Covid Action Tracker is the most complete collection of municipal responses to COVID-19. The information below was collected through active research and direct submissions from local leaders.

1,700 POLICIES TRACKED TO DATE
494 CITIES AND GROWING
94,520,621 CITIZENS IMPACTED BY POLICIES TRACKED
OVERVIEW

SAFETY INSIGHTS
It’s clear that the mobility model we have today simply will not work tomorrow.

We are going to build smart cars... but we also need to build smart roads, smart parking, smart public transit systems, and more.

-Bill Ford
Safety is Evolving

Planning and managing safety initiatives has been reactive up until now

- Crash data only tells part of the story
- Not enough time to go back and analyze the impact of past decisions
- Ad hoc and location-specific project planning

With the right tools, safety initiatives can become proactive instead

- A detailed view of safety, including non-crash events like near misses
- Predicting impact before investing
- Analyzing an entire system for most effective and impactful solutions

Helping turn the inevitable into the preventable
SAFETY INSIGHTS

A comprehensive view of safety in your community that shifts safety planning from reactive to proactive, and saves time, money, and most importantly, lives.
How it Started

We are a patent-pending, award-winning product; we were a finalist in the USDOT’s 2019 Solving for Safety Competition, finishing ahead of many leaders in the traffic safety industry.

“Detroit’s own Ford Motor Company...one of the most innovative...insights through simulation, novel use of data and technology...high degree of technical approach, design and desirability, analytics depth, and technology transfer readiness, and team qualification...” -DOT Judges
Current Status

Beta product launched Nov '19

80+ users from 10+ public agencies in Southeast Michigan

Early discussions for expanding to new geographies
The Three-Step System

1. VISUALIZE DATA
The Three-Step System

VISUALIZE DATA

IDENTIFY HOTSPOTS
The Three-Step System

VISUALIZE DATA

IDENTIFY HOTSPOTS

SIMULATE SOLUTIONS
Powered by...

- Crash Data
- Connected Vehicle Data
- IoT Data
- Infrastructure Data
Using best-practice methodologies from...

-& others!
WE’VE BEEN BUSY...

New features & functionality

Based on what we heard from users since Dec ‘19

- Crash counts for clustered crashes
- Concentric circles for overlapping crashes
- Added helper tooltips
- Share feedback in the application
- Save & load sessions
- Filter for all communities in SE MI (200+)
- ‘Remove’ irrelevant countermeasures
- Sortable countermeasure columns
- Nested countermeasures
- 5-years of crash data
- Performance optimization
- Crash charts for time, type, factors, etc.
Coming Soon

‘PROJECTS’
PROJECT TYPES IN DEVELOPMENT

EVALUATE LOCATION
‘I want to select a specific project area, analyze it, and come up with solutions’

ALLOCATE FUNDS
‘I have a particular solution in mind, I just want to know where to install it for optimal return/impact’

PRE- AND POST-ANALYSIS
‘I want to know the impact of an intervention on crashes/vehicle events to understand the actual impact’

GENERATE CV REPORT
‘I want automatic, interactive reports generated and sent to me that highlight recent (daily/weekly) trends and hotspots in connected vehicle event activity’
WHAT’S NEXT?

Continue **beta testing** with users around Southeast Michigan

Discussing **opportunities** to bring the tool to new geographies

Prioritize & make **improvements** based on what we hear
Learn more!

If you have more questions, please reach out, we’d love to chat further

safetyinsights.ford.com

Cal Coplai
ccoplai@ford.com