



## Driving Insights No. 27

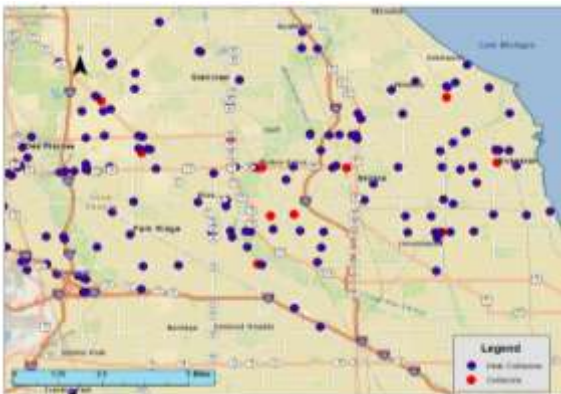


### Transit Industry: Focus on Hotspots and Drivers

DriveCam is pleased to continue its *Driving Insights™* Series with a look at collisions and near collisions in the transit industry. By focusing on the identification of driving “hotspots”, our study found that the majority of collisions and near collisions occurred at intersections. Furthermore, we uncovered that the primary cause of these incidents was poor driver awareness. This newsletter focuses on the importance of determining driving “hotspots” and how they can help operators identify specific areas of concern.

DriveCam’s video event recorder enables the identification of both collisions and near collisions that could have been avoided. In this transit industry study, we mapped nearly 200 bus collisions and near collisions that occurred between January 2010 and June 2011 in the Chicago area.

#### Collisions/Near Collisions in Chicago



- As seen on the map, many of the collisions and near collisions occurred at or near intersections in this region of Chicago. This information is consistent with an NHTSA study that found 40% of fatal crashes occur at intersections.
- The majority of collisions and near collisions that occurred at intersections were the result of poor driver awareness.

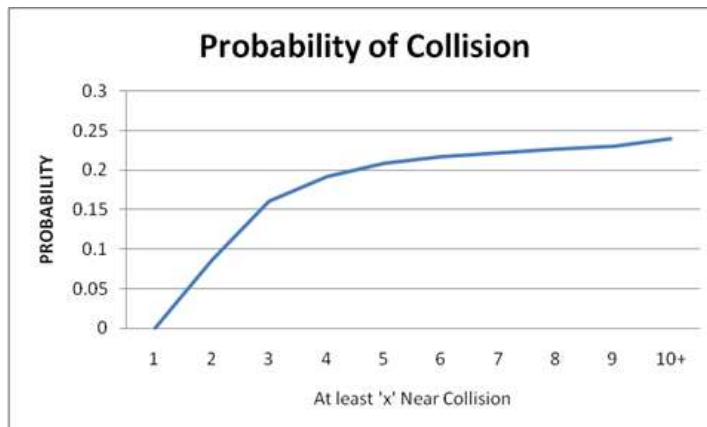
By identifying intersections as an area of concern, operators can focus driver training on the appropriate defensive driving maneuvers for approaching and entering an intersection:

- Look far ahead to identify problems early and avoid sudden stops
- Reduce speed
- Scan the intersection before entering...even if the light is green!
- Maintain enough following distance to compensate for sudden moves of other drivers

In addition to identifying geographical areas of concern, hotspot mapping adds another dimension to driver risk management by providing further insight into the driving behaviors and patterns of transit drivers.

## The Relationship Between Near Collisions and Collisions...and the Impact of Luck

In a recent study, DriveCam compared drivers who were involved in near collisions, as defined as a close call with another vehicle, object, pedestrian or animal, to determine if the number of near collisions a driver has relates to the likelihood that he or she would be in a collision. As the graph below demonstrates, DriveCam concluded that drivers who are repeatedly involved in near collision situations are more likely to be involved in a collision – in fact, drivers with at least 3 near collision events were nearly 2 times more likely to have been involved in a collision than a driver with 0 near collision events.



This strong correlation between near collisions and collisions raises the question of what keeps a near collision just a “close call”. While these avoidances may, at times, be attributed to the driver’s good defensive driving, it is interesting to consider the concept of luck. Luck is impossible to measure; however, it is a factor that should be regarded when assessing these results - without luck, how much higher might the correlation be?

### About DriveCam Insights

DriveCam’s *Driving Insights* is designed to provide insight for executives and managers throughout a variety of transportation industries. It is derived from DriveCam’s extensive database of driving events from over 3 billion driving miles – the largest in the world. *Driving Insights* is released on a regular basis.

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As proven experts in the science of safe and efficient driving, DriveCam prevents collisions and reduces fuel costs by improving the way people drive. Our solution addresses the causes of poor driving by combining data and video analytics with real-time driver feedback and coaching, resulting in reductions in collision-related costs and fuel consumption in over 150,000 commercial vehicles. In addition, DriveCam has monitored and analyzed data from over 3 billion driving miles and holds the world’s largest database of risky driving, which is continually used to improve proprietary analytics and deliver insights into transportation industry trends. DriveCam was recently recognized as #30 in *The Wall Street Journal’s* listing of Top 50 Venture-Backed Companies. For more information, visit [www.drivecam.com](http://www.drivecam.com).