



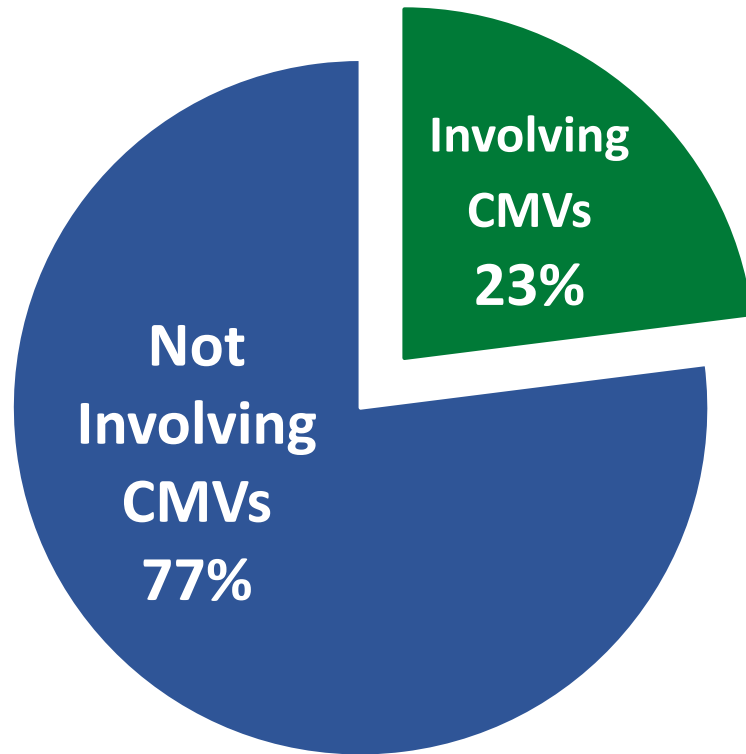
in partnership
with



High-Risk Commercial Motor Vehicle Notifications

Kaitlyn Stewart, EIT
September 20th, 2021

Interstate Fatalities - 2019



Challenge

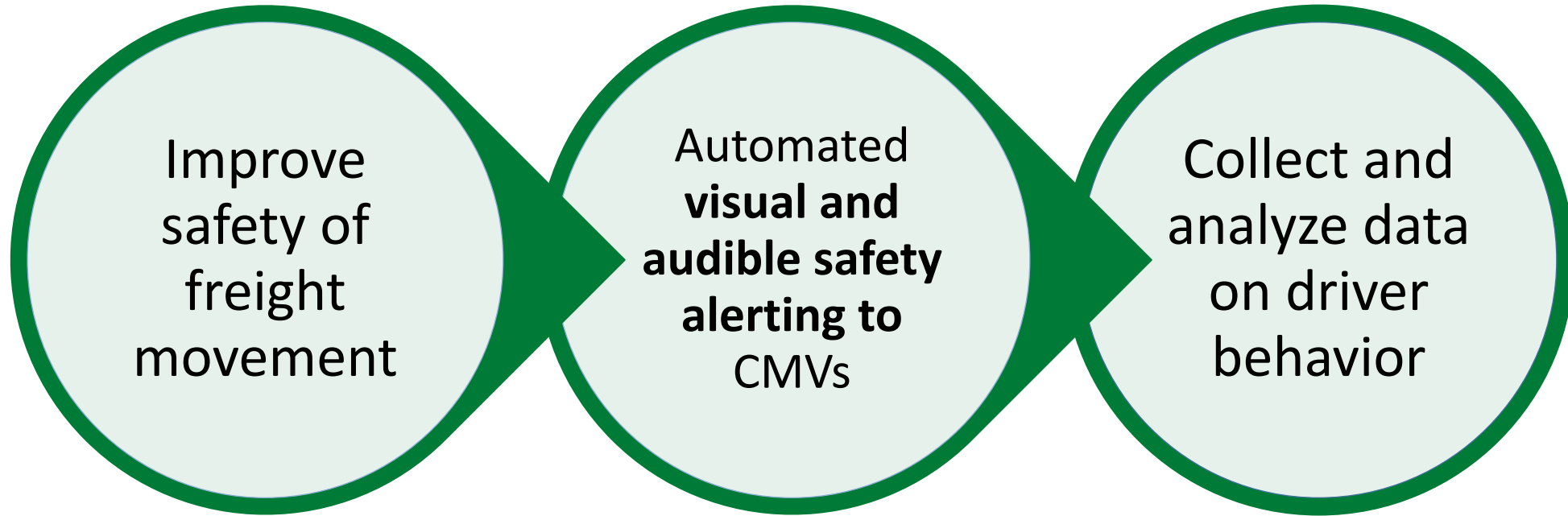
- High value, low cost
- Improve driver experience and driver safety

Why Drivewyze??



Lt. Governor Geoff Duncan

Project Goals



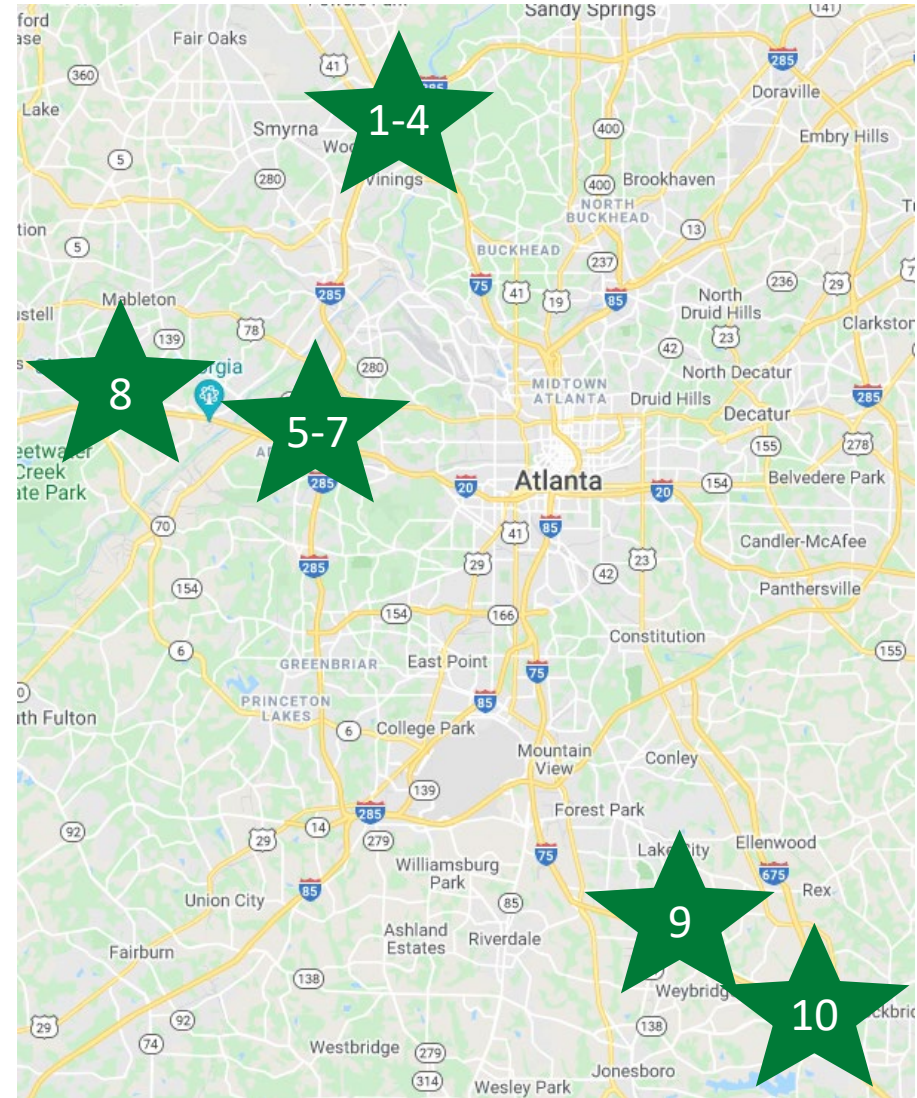
Location Determination

Evaluated high risk areas using crash data:

- Severity
- Crash Type
- Vehicle Type (involving CMV)

Other factors considered:

- Roadway Geometry
- AADT and Truck %



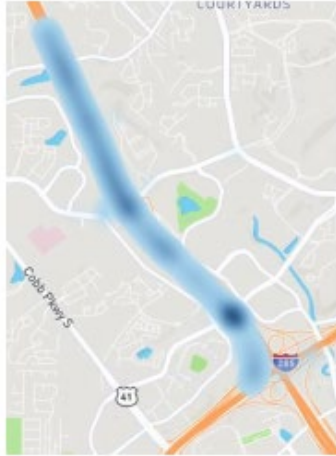


Messaging

- Crash type – what are we preventing?
- Succinct/not distracting

Locations 1 through 4 – Cobb Cloverleaf I-75 at I-285

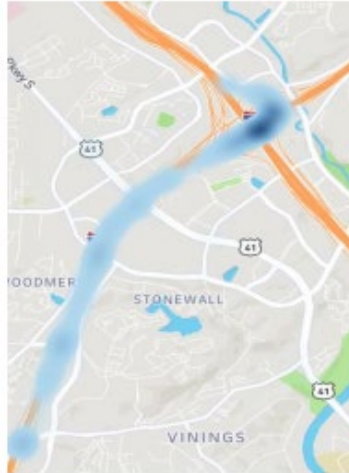
1. I-75
SB



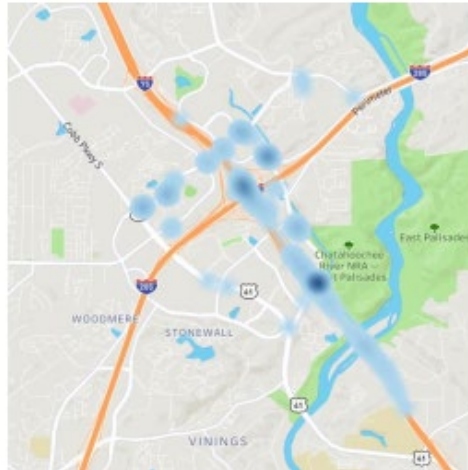
4. I-285
EB



2. I-285
WB



3. I-75
NB



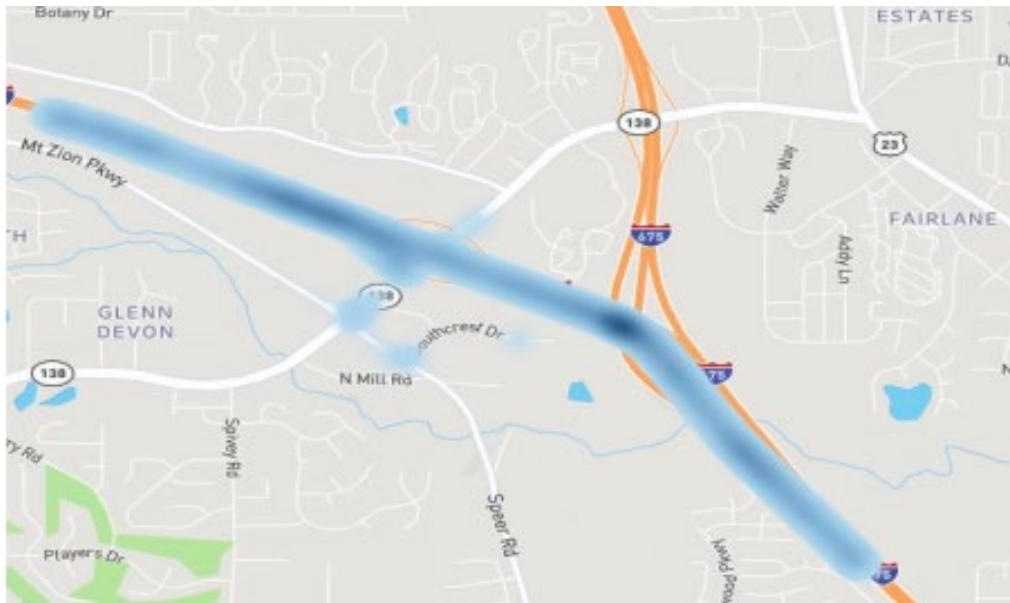
Accident Type:

Sideswipe – Same Direction
Rear-End



Density Plot of Hard Braking Events

Location 10 – I-75 SB at I-675



Density Plot of Hard Braking Events

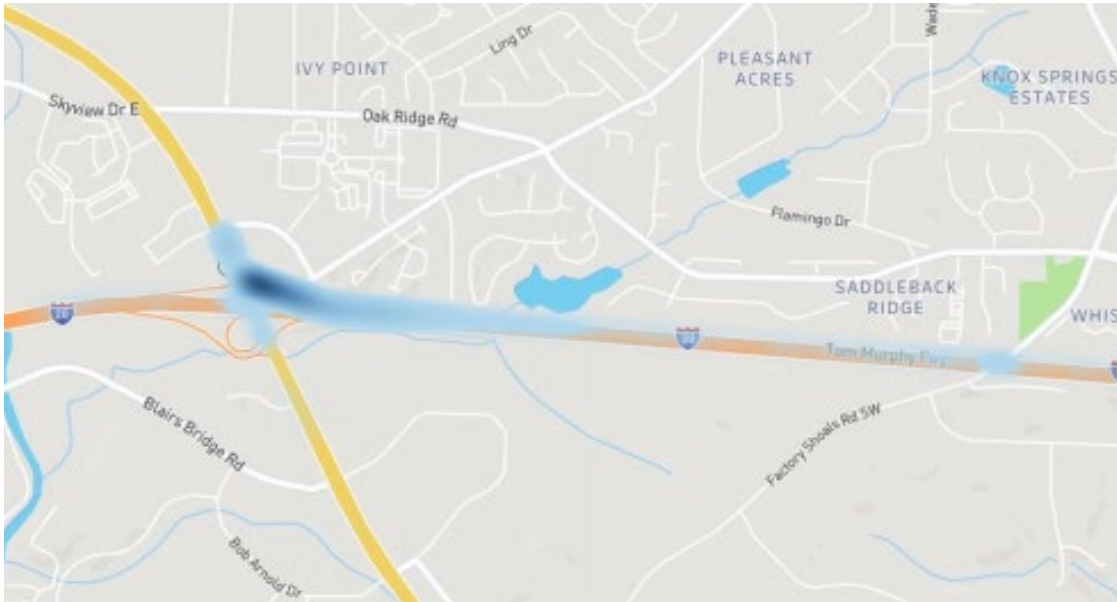
Accident Type:
Run off the road



Location 8 – I-20 WB at Thornton Rd

Accident Type:

Sideswipe – Same Direction
Rear-End

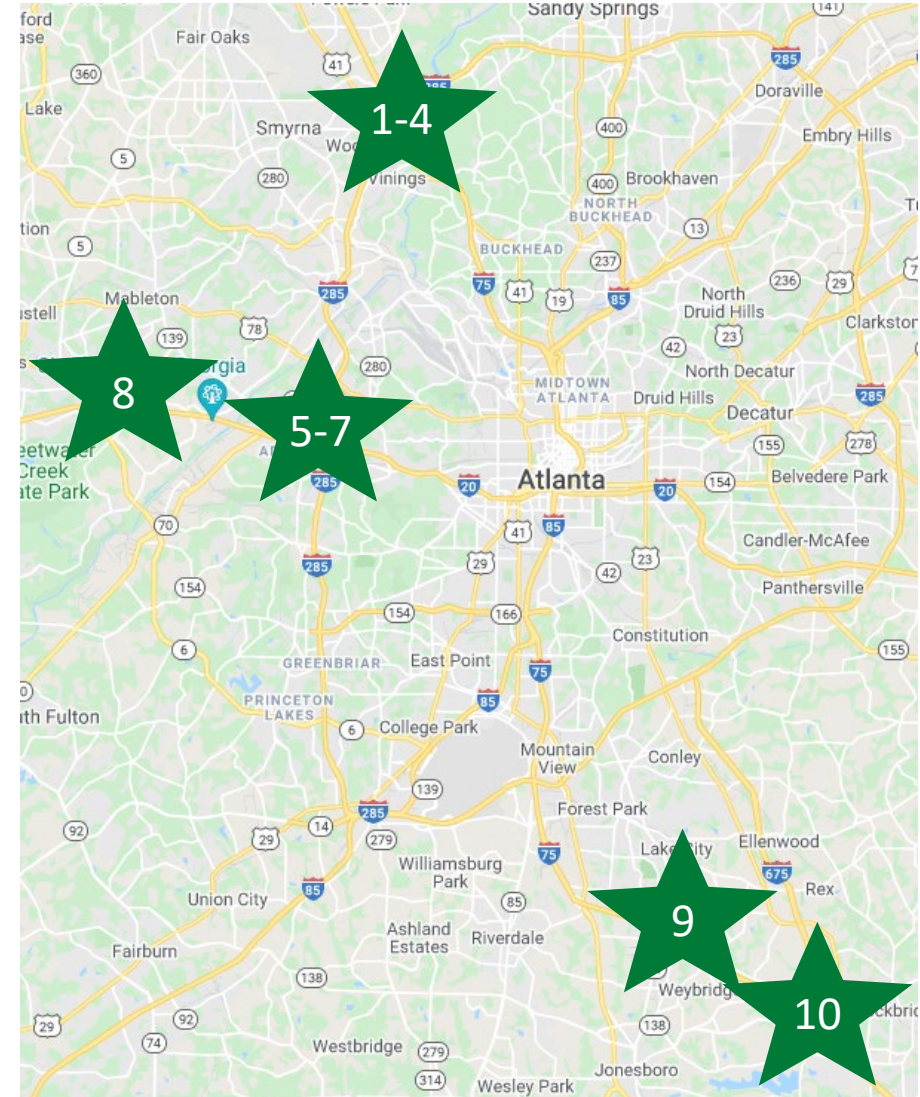


Density Plot of Hard Braking Events



Results

Location		% Improvement in Hard Braking
1-4. I-75/285	SB Approach	+12%
	WB Approach	+4%
	NB Approach	+50%
	EB Approach	+4%
5-7. I-285/20	SB Approach	-3%
	EB Approach	+10%
	NB Approach	+13%
8. I-20 WB at Thornton Rd		-20%
9. I-75 SB at Morrow		+18%
10. I-75 SB at I-675		+19%



Lessons Learned

Currently Addressing:

- What was the reason for negative correlation at two locations?
- Was the reduction in hard braking only when notifications were first displayed?

Potential Next Steps

- Expansion to additional static locations
- Expansion to dynamic messaging

Questions?

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