

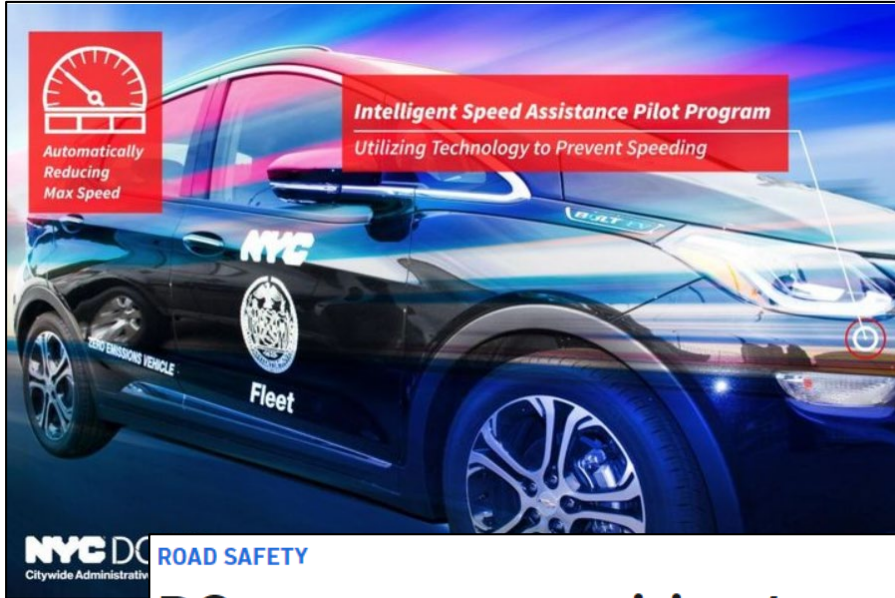
Tech Solutions for Safer Operations: Intelligent Speed Assist

2024 Northeast CMV Safety Summit: Innovative Best Practices to Prevent
Crashes

November 14, 2024

Sarah Yahoodik, PhD

ISA Pilots & Implementations



Forbes

Mandated Anti-Speeding Tech For New Vehicles Begins In Europe

Ed Garsten Senior Contributor

Follow

DC approves requiring 'speed governor' devices on dangerous drivers' cars

The DC STEER Act also would create a new point system for speeding and reckless driving and give D.C.'s attorney general the authority to sue drivers with multiple dangerous driving violations, no matter where they live

BUS

'Transport for London leads the way on bus safety'

NEWS

NYC school buses to be equipped with speed-limiting technology to improve safety

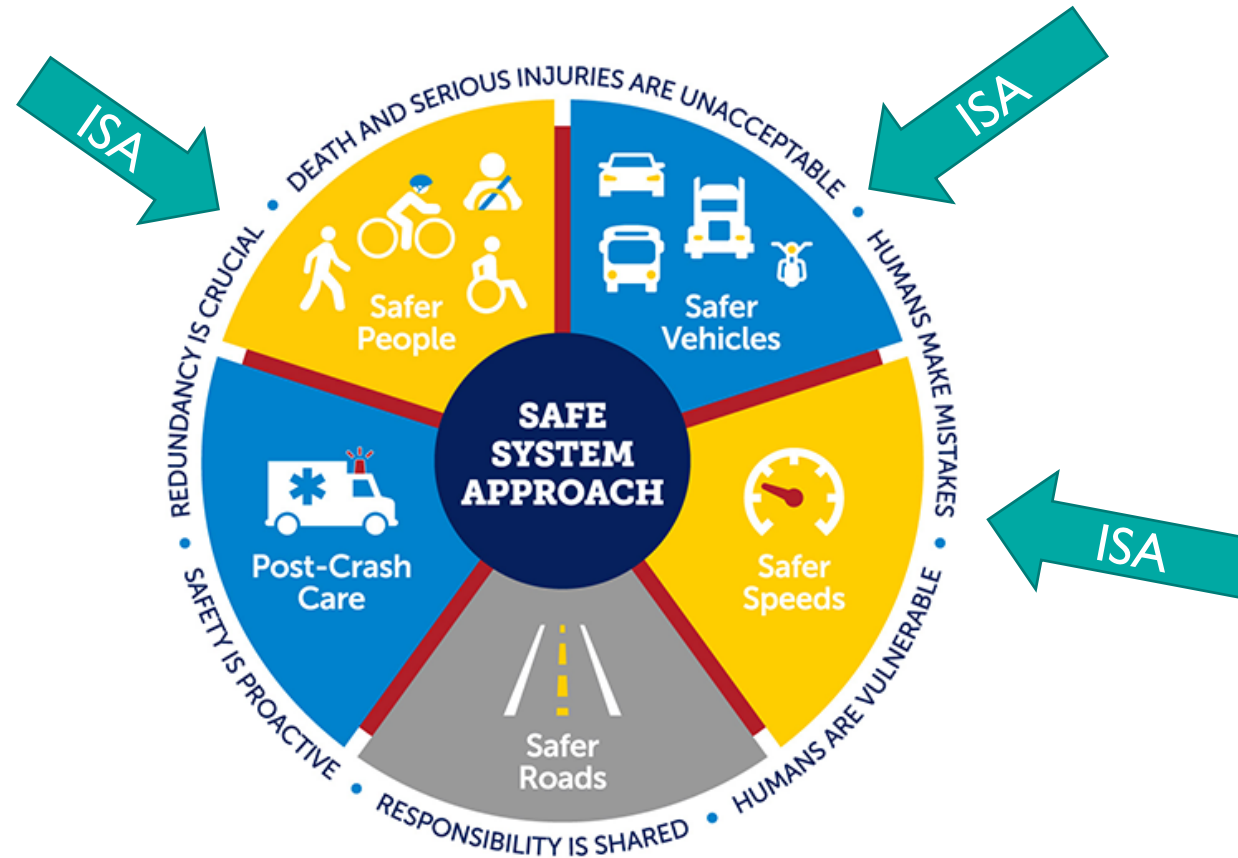
What is Intelligent Speed Assistance (ISA)?

- Provides feedback to the driver or actively limits the top speed a vehicle can reach based on local speed limits
- Distinct from top-end speed limiters/governors

Type	Active ISA	Passive ISA	Speed Limiter/Governor
Override capabilities	Limited time override option, either button or accelerator press	Advisory can be completely overridden or ignored by driver	Enforced speed limit cannot be overridden
Mechanism	Utilizes local speed limit based on geospatial or road sign detection data	Utilizes local speed limit based on geospatial or road sign detection data	Maximum speed limit consistent regardless of local speed limit
Driver Feedback	Curtailed acceleration; haptic, auditory, visual	Haptic, auditory, visual	None
Implementation	NYC, Ventura County, Somerville, MA	European Union	Truck fleets

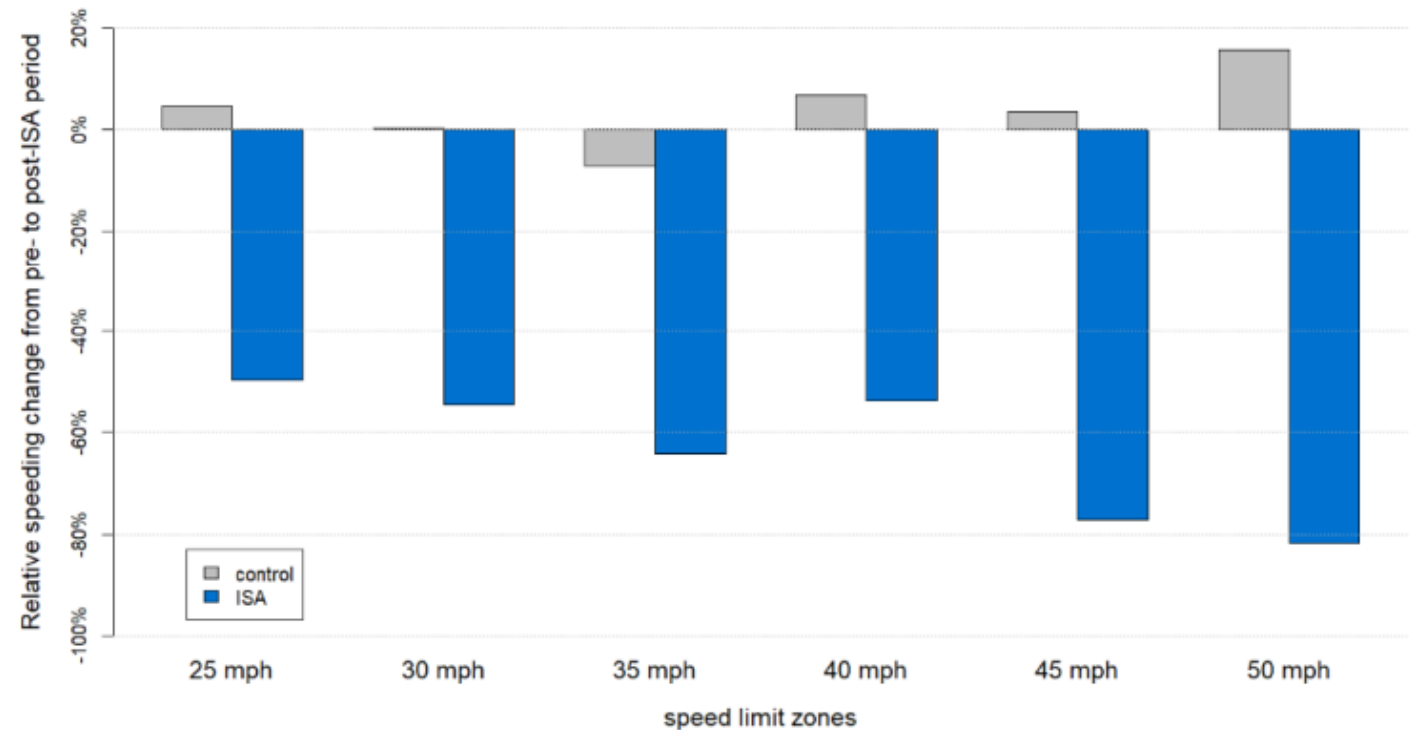
Safe System Approach and ISA

- U.S. DOT National Roadway Safety Strategy (NRSS)



ISA Effectiveness: NYC DCAS Pilot

- Effective at reducing severe speeding.
- 2.9 million miles driven
- 64% relative decrease in driving time speeding > 11 mph over limit.
- Effective even with habitual speeders
 - 49% decrease in speeding



ISA Acceptance

- Insurance Institute of Highway Safety survey study
 - 1,802 respondents
 - 63.8% agreed that passive ISA is acceptable
 - 51.5% agreed that active ISA is acceptable

DIVE BRIEF

Most US drivers open to anti-speeding technology in vehicles

About 70% of IIHS survey respondents said they'd want intelligence speed assistance technology in their next vehicle if it helped reduce insurance costs.

Discussion and next steps

- Customized geofencing and adjustments needed for accurate speed limit mapping in NYC.
- Dynamic thresholds by speed limit zone may further change speeding behavior.
- Vehicle fleets have unique opportunity to leverage ISA to decrease dangerous speeding behaviors.

Questions?

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