Top Benefits of INFORM™ Safety

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As a fleet safety manager, you take pride in your safe operation. Highway safety is important to your drivers, employees and other folks on the road. Maintaining and improving your safety record can reduce liability claims and prevent "nuclear verdicts" from court cases. In a competitive trucking market your reputation relies on good safety practices. And your good safety record qualifies you for a bypass program like PrePass.

You may understand how the Federal Motor Carrier Safety Administration (FMCSA) evaluates your company safety through its Compliance, Safety, Accountability (CSA) program. And you know how to access the CSA Safety Measurement System (SMS) portal to look at the data FMCSA uses in its evaluation. This includes the importance of the Inspection Selection System (ISS) rating on the ability of your trucks to bypass weigh facilities.

But therein lies the difficulty. Even with CSA telling you of a problem safety area, you face a challenge: *how* to pinpoint the source of your safety issues and then *how* to communicate it. You want to show your fellow employees, drivers and maintenance personnel where improvements can be made and what steps to take. Or when you may need to assure company executives, stakeholders and regulatory agencies of your good safety trend lines.

EVEN WITH CSA TELLING YOU OF A PROBLEM SAFETY AREA, YOU FACE A CHALLENGE: HOW TO PINPOINT THE SOURCE OF YOUR SAFETY ISSUES AND THEN HOW TO COMMUNICATE IT.

You must first know *what* to communicate – you need to find the source of your safety problem. Systems contain vast amounts of safety data, reported by many different jurisdictions. While CSA may place an alert in one or more of your BASICs (Behavior Analysis and Safety Improvement Categories), finding the state, route, terminal or trucks at the center of your specific safety shortcoming can seem like finding a needle in a haystack.

You must then communicate the information you find in a *way* others will readily grasp and remember. Government numbers and acronyms are not the answer.

You need a solution that provides an accurate statement of your fleet safety, sortable by location, route or equipment. You need *actionable* data, with the ability to communicate to *all* your audiences. When you are a PrePass customer, that is exactly what you get – *at no extra charge* – with **INFORM Safety from PrePass**.

THREE SAFETY DATA MANAGEMENT CHALLENGES -- AND THE INFORM SAFETY SOLUTIONS

1 SAFETY DATA MANAGEMENT CHALLENGE #1: **TOO MUCH DATA**

There is no shortage of safety data. Where does it all come from? The answer is trucks and drivers.

Every truck rolling down the road transports more than just cargo, it's carrying data. Much of that information relates to the safety of your fleet's operation – miles traveled, driver records of duty status, weigh station and roadside inspection results, warnings and violations, crash reports.

States capture that data when they submit inspection and crash reports to the federal Motor Carrier Management Information System (MCMIS) files. FMCSA uses MCMIS data in its CSA program. The CSA Safety Measurement System considers carrier data over the last 24 months and breaks it down into the seven BASICs. BASICs are calculated based on the age and severity of violations reported by the states – the more recent and more severe the violation, the heavier the weight accorded them.

Safety data management challenge #1, then, is: a) sorting your fleet's MCMIS violation data by BASIC, age and severity; and b) identifying the specific location, route or trucks which are the source of the violations. Too much data can make this a tedious and time-consuming task.

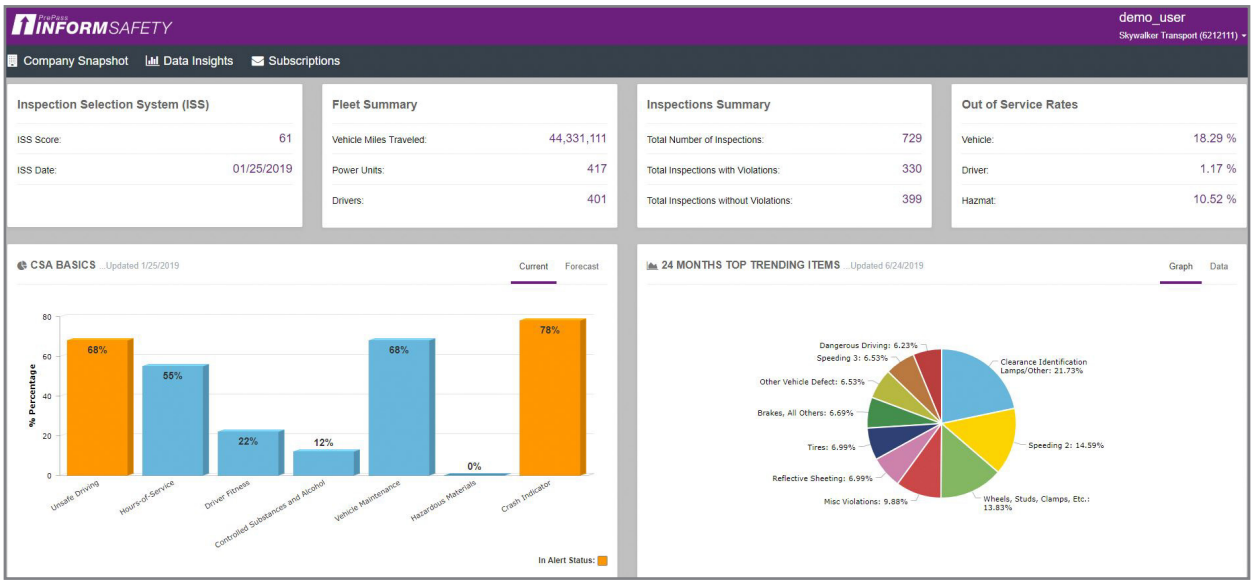
INFORM SAFETY SOLUTION, #1

INFORM Safety uses the very same MCMIS data that FMCSA uses in the CSA program. That's important for two reasons. With INFORM Safety, you can speak with authority, based on the government's own data files; and MCMIS data covers all 50 states. INFORM Safety addresses the entirety of your fleet's U.S. operations.

All the INFORM Safety data and analysis is compiled through report visualizations that help the user quickly identify areas for improvement. No lengthy downloads from government websites. No concern about old data or website updates. INFORM Safety's data and visualizations are current to the same or next day as the government's own data.

But rather than requiring you to wade through government downloads, INFORM Safety *visually* guides you to where attention should be focused. Here's how:

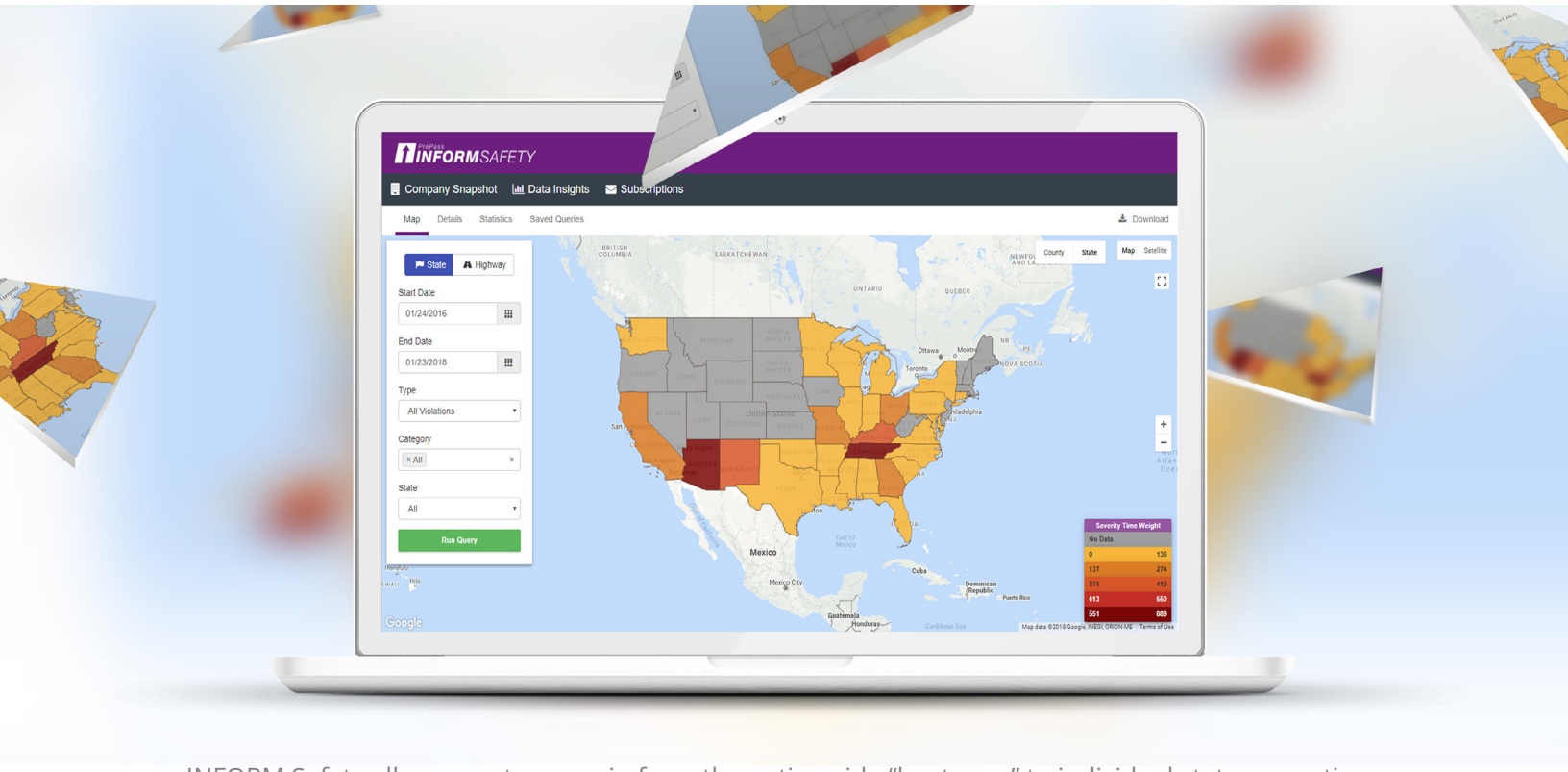
When you first open INFORM Safety, the opening screen page displays a three-tiered panel with a snapshot of the company's safety profile.



You could, with effort and time, dig out these numbers after logging in to the SMS portal, but INFORM Safety presents them quickly and at a glance. Right from the opening page, INFORM Safety begins to *visually* guide you in finding the safety needles in the data haystack.

That third tier shows the ISS score trend line over the past 24 months. At the top of that ISS trend line chart are toggles for each of the seven BASICs. Switching on a BASICs toggle creates trend lines for any or all of the seven BASICs in comparison to the 24-month ISS score trend line. As an INFORM Safety user, you can *visually* grasp important safety trends.

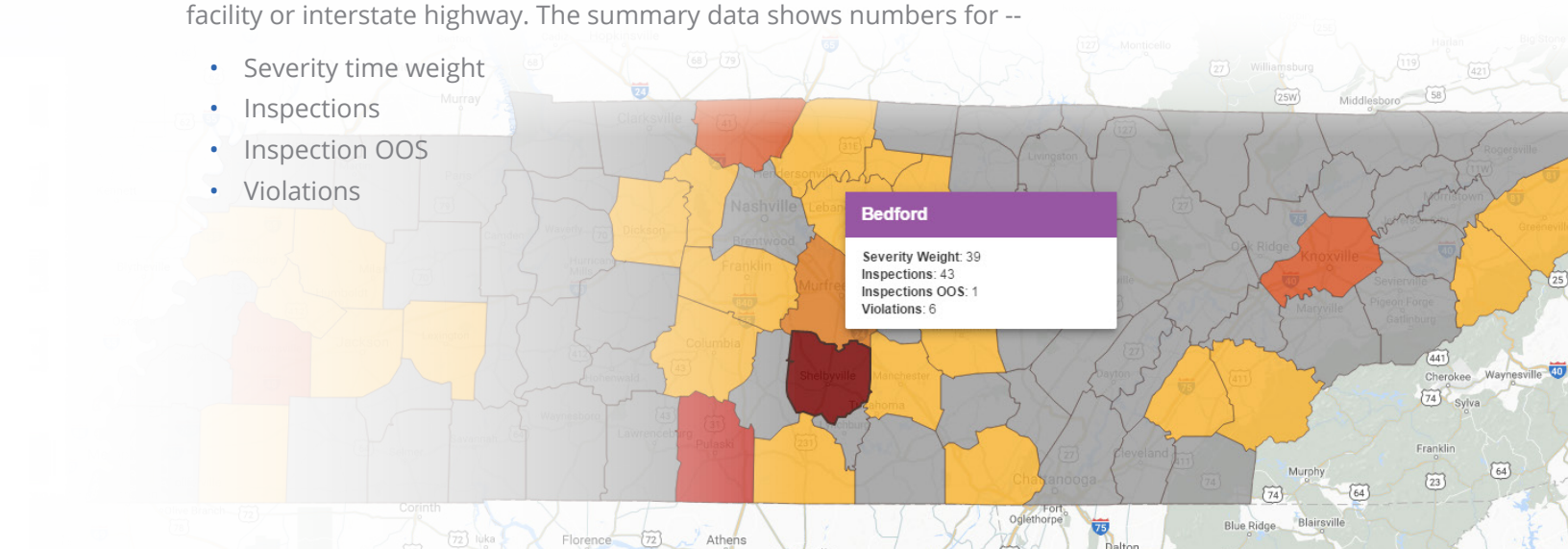
Trend lines are only the beginning. Clicking on the Data Insights tab on the INFORM Safety home page brings up a color-coded "heat map" of the United States, showing which states are "hot spots" for *all* violations over the past 24 months. The map view can be easily changed to show any specific type of violation, any level of inspection (including clean inspections), crashes, any individual BASIC, or any individual state – and any time frame in the past 24 months.



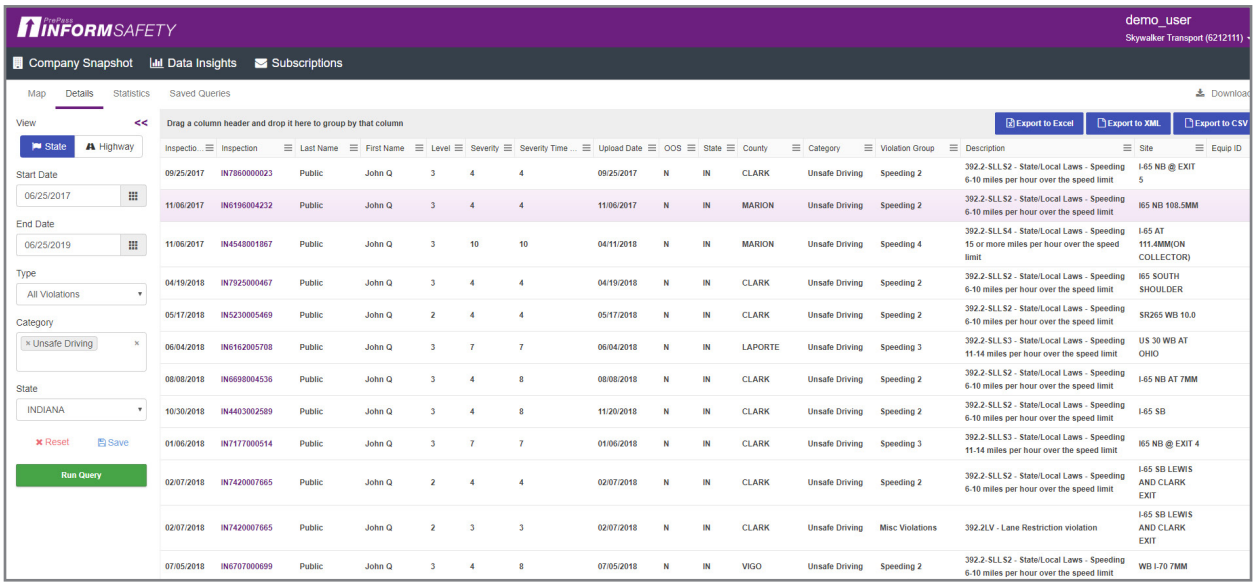
INFORM Safety allows you to zoom in from the nationwide "heat map" to individual states, counties within a state or interstate highway routes regardless of states.

Hovering the cursor over the "heat map" will display summary data for the state, county, weigh facility or interstate highway. The summary data shows numbers for --

- Severity time weight
- Inspections
- Inspection OOS
- Violations



When you change the map view, both the “heat map” and the summary data will correspondingly change to reflect the new parameters chosen. To go behind those summary statements, click on the “Details” tab, and the specifics for every inspection in the last 24 months appear. Those inspections can be easily sorted, even by inspection site.



Inspectio...	Inspection	Last Name	First Name	Level	Severity	Severity Time ...	Upload Date	OOS	State	County	Category	Violation Group	Description	Site	Equip ID
09/25/2017	IN7860000023	Public	John Q	3	4	4	09/25/2017	N	IN	CLARK	Unsafe Driving	Speeding 2	392.2-SLLS2 - State/Local Laws - Speeding 6-10 miles per hour over the speed limit	I-65 NB @ EXIT 5	
11/06/2017	IN6196004232	Public	John Q	3	4	4	11/06/2017	N	IN	MARION	Unsafe Driving	Speeding 2	392.2-SLLS2 - State/Local Laws - Speeding 6-10 miles per hour over the speed limit	I65 NB 108.5MM	
11/06/2017	IN4548001867	Public	John Q	3	10	10	04/11/2018	N	IN	MARION	Unsafe Driving	Speeding 4	392.2-SLLS4 - State/Local Laws - Speeding 15 or more miles per hour over the speed limit	I-65 AT 111.4MM(ON COLLECTOR)	
04/19/2018	IN7925000467	Public	John Q	3	4	4	04/19/2018	N	IN	CLARK	Unsafe Driving	Speeding 2	392.2-SLLS2 - State/Local Laws - Speeding 6-10 miles per hour over the speed limit	I65 SOUTH SHOULDER	
05/17/2018	IN5230005469	Public	John Q	2	4	4	05/17/2018	N	IN	CLARK	Unsafe Driving	Speeding 2	392.2-SLLS2 - State/Local Laws - Speeding 6-10 miles per hour over the speed limit	SR265 WB 10.0	
06/04/2018	IN6162005708	Public	John Q	3	7	7	06/04/2018	N	IN	LAPORTE	Unsafe Driving	Speeding 3	392.2-SLLS3 - State/Local Laws - Speeding 11-14 miles per hour over the speed limit	US 30 WB AT OHIO	
08/08/2018	IN6698004536	Public	John Q	3	4	8	08/08/2018	N	IN	CLARK	Unsafe Driving	Speeding 2	392.2-SLLS2 - State/Local Laws - Speeding 6-10 miles per hour over the speed limit	I-65 NB AT 7MM	
10/30/2018	IN4403002589	Public	John Q	3	4	8	11/20/2018	N	IN	CLARK	Unsafe Driving	Speeding 2	392.2-SLLS2 - State/Local Laws - Speeding 6-10 miles per hour over the speed limit	I-65 SB	
01/06/2018	IN7177000514	Public	John Q	3	7	7	01/06/2018	N	IN	CLARK	Unsafe Driving	Speeding 3	392.2-SLLS3 - State/Local Laws - Speeding 11-14 miles per hour over the speed limit	I65 NB @ EXIT 4	
02/07/2018	IN7420007665	Public	John Q	2	4	4	02/07/2018	N	IN	CLARK	Unsafe Driving	Speeding 2	392.2-SLLS2 - State/Local Laws - Speeding 6-10 miles per hour over the speed limit	I-65 SB LEWIS AND CLARK EXIT	
02/07/2018	IN7420007665	Public	John Q	2	3	3	02/07/2018	N	IN	CLARK	Unsafe Driving	Misc Violations	392.2LV - Lane Restriction violation	I-65 SB LEWIS AND CLARK EXIT	
07/05/2018	IN6707000699	Public	John Q	3	4	8	07/05/2018	N	IN	VIGO	Unsafe Driving	Speeding 2	392.2-SLLS2 - State/Local Laws - Speeding 6-10 miles per hour over the speed limit	WB I-70 7MM	

Where the “heat map” visually depicts the intensity (“heat”) of problem areas, the summary data provides the numbers driving that intensity. So, **INFORM Safety works on two levels:** 1) quick, visual identification of *where* safety issues are occurring; and 2) immediate access, as desired, to the numbers behind the safety concerns – *all without downloading government reports and working through the raw data*.

Once the source of a safety problem is identified – by state, county, route and so on – INFORM Safety allows you to set up recurring reports to monitor the situation. Clicking on the Subscriptions tab, weekly or monthly emails can be sent to you with a link to the updated INFORM Safety page desired. As a carrier safety professional you can tell the company executive that you are on top of the issue!

2 SAFETY DATA MANAGEMENT CHALLENGE #2: **COMMUNICATING DATA**

A good safety record requires clear communication to those who must implement change -- communication to drivers to adjust driving behavior, to the maintenance department to fix recurring mechanical issues, to the company executive to adjust messaging, to stakeholders to demonstrate awareness and commitment.

The question is: to tell the company safety story well, is it more effective to use numbers and text or to use images?

Human physiology answers that question:

- *90% of information sent to the brain is visual.*
- *70% of sensory receptors are in the eyes.*
- *50% of the brain is active in visual processing.*
- *Overall, our brain processes images 60,000 times faster than it does text.*

Flying in the face of human physiology is how safety data is commonly presented to carriers by the government: numbers and text. Sure, CSA has whittled the initial numbers down to seven – the seven BASICs. “BASICs,” though, is an acronym, requiring a textual conversion, with lots more explanatory text behind that, all plummeting down into an algorithm.

The CSA BASICs approach is valuable to safety professionals, who have learned the jargon. But it is not effective as a communications tool for those who do not live full-time in that world -- but who must tackle the issues summarized by government acronyms and numbers.

Human physiology says communication is most effective by *showing* rather than *telling*. Images work better than numbers and text.

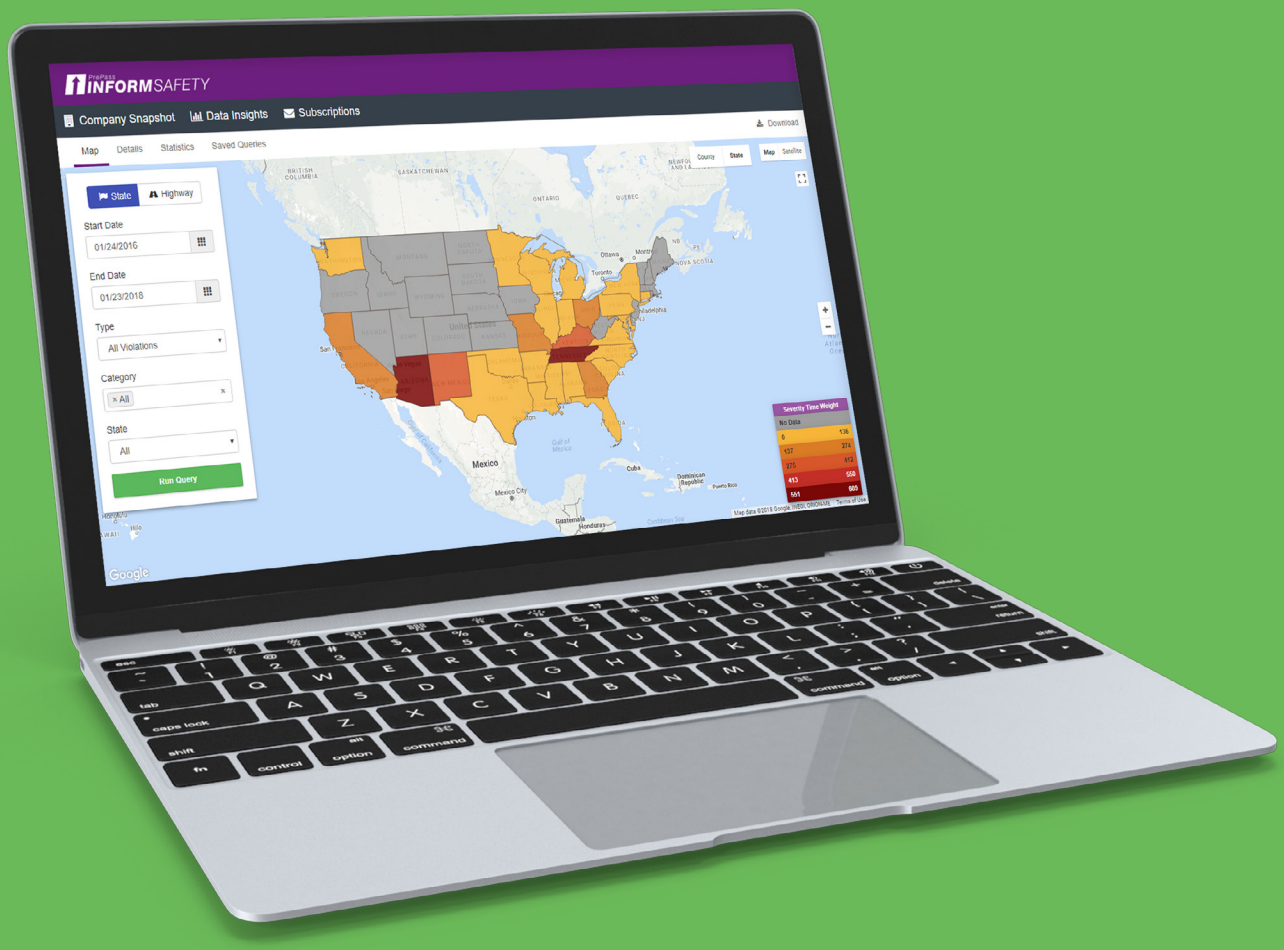
INFORM SAFETY SOLUTION, #2

INFORM Safety visually guides you to where safety attention should be focused. It helps you cut through the clutter of government data, identify the scope of problems, and target safety solutions. INFORM Safety offers an intuitive path to *what* to communicate.

In the same way, INFORM Safety identifies *how* to communicate. INFORM Safety improves communication through data visualization – placing critical information in readily understood images, not buried in numbers and text. Yes, you can find critical numbers through INFORM Safety. But for communication to others, INFORM Safety *shows* rather than *tells*.

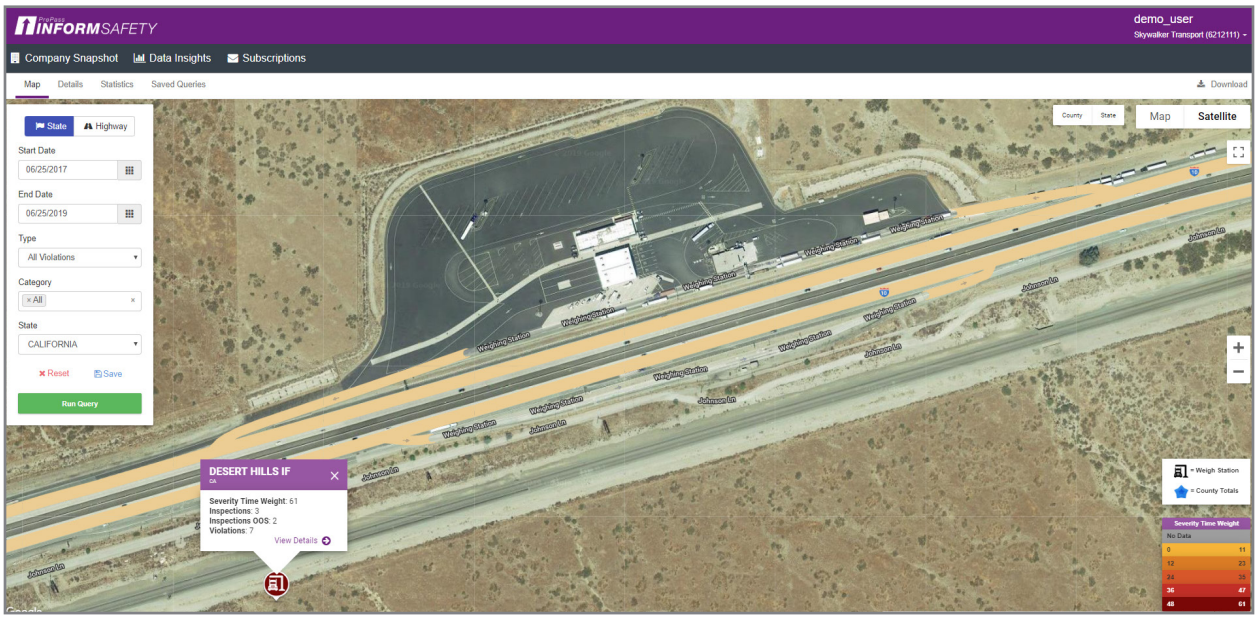
Think back to your high school football or basketball coach, or maybe to your dance instructor at the community center. Sure, there was a lot of talking and motivating from them, but what was memorable were the Xs and Os drawing out plays on the chalkboard or the footprints pasted to the floor where your dance steps should go. Showing works better than telling.

INFORM Safety does the same by utilizing color-coded "heat maps" to *show* the intensity of safety issues on a national, state, county or interstate highway route level.



These “heat maps” allow you to quickly find specific, actionable data amid an often overwhelming amount of government numbers and text. Those visual images are also the best way to, first, focus the attention of drivers, maintenance personnel or others and, then, have your audiences *remember* what was presented.

Speaking of visuals, INFORM Safety incorporates the features of Google Maps. A Google Earth real-time satellite view of traffic backed up at a scale can *show* drivers and maintenance personnel the value of qualifying for bypass in a way that BASICs and ISS scores never can.



As a carrier safety professional, you know that results often begin at home. Internal company reports are not captured in CSA data. But INFORM Safety allows you to directly export INFORM Safety maps, tables and data visualization images in common computer formats to facilitate comparisons between results on the road and company records back home. INFORM Safety can increase the quality of communication between company departments.

It all begins with *showing* rather than *telling*.

3 SAFETY DATA MANAGEMENT CHALLENGE #3: **WORKING WITH GOVERNMENT**

At some point you may sit down with FMCSA or with your state law enforcement agency to discuss your company's safety record or recent developments. Government officials arrive with government records – the same records and data that are so tedious and time-consuming for you to download and analyze. And that conversation will be sprinkled with government terminology – "CSA," "BASICs," "SMS," "ISS," and so on.

YOU CAN THEN SHOW EXTERNAL PARTIES THE FACTS THROUGH DATA VISUALIZATION.

INFORM SAFETY SOLUTION, #3

Once again, INFORM Safety uses the same data that FMCSA uses in the CSA program and that state agencies rely on. With INFORM Safety, you can speak with authority, based on the government's own data file. With INFORM Safety, you will have the very latest of that government data, without need for downloads and time-crunching review. There will be no surprises.

Government acronyms? INFORM Safety lets you sort that government data by BASICs and chart it against your ISS score over the past 24 months.

That is the INFORM Safety advantage. INFORM Safety allows you to quickly identify specific facts and place them in the context of your company's overall safety record and in the ISS and BASICs trend lines for the past 24 months. You can then *show* external parties the facts through data visualization.

In this way, INFORM Safety offers an opportunity to build your relationship with law enforcement. The INFORM Safety "heat maps," for example, can visually demonstrate pull-in rates at weigh facilities -- some higher than others. That is a starting point for discussing how you can reduce that impact on your trucks. It's a conversation that might not occur without a visual depiction of what is happening on the road.

With INFORM Safety, you can work with government on equal factual footing and can show them your response – *combining* government terminology with data visualization. Regardless of your audience, INFORM Safety visually guides you to the information you need and helps you communicate it in a way people understand and remember.

ABOUT PREPASS:
STRATEGIC CONSULTANTS AT WORK FOR YOU

PrePass Safety Alliance, the provider of PrePass services, works every day to make highways safer and more efficient through innovative data-driven solutions. As a PrePass customer, we take the time to understand your operation before prescribing a solution. This begins with an understanding of your business operation, goals, objectives, and business challenges. Our solutions include a powerful suite of systems—weigh station bypass, toll payment services and data insight tools. You receive a single, comprehensive program that helps you improve safety, reduce compliance risk, and control operating costs.

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