Greater Cleveland Regional Transit Authority

Summary of Proposed Award

Driver Behavior Performance Monitoring System

Presented to: Operations Committee
February 18, 2014
Drive to Excellence
Trial Technology Evaluation Criteria

Goal
• Promote Safer Driving by Identifying and Coaching Risky Driving Behaviors

Operational Criteria
• Simple User-Interface
• Meaningful Real Time Feedback for Operators
• Flexible Reporting Tools for Analysis
• Idling and Fuel Efficiency Reporting
• Little or no addition needed to GCRITA Information Technology Infrastructure
Program Overview

1. Capture risky driving
2. Upload triggered event via wireless network
3. Review, analyze and score
4. Access confidential website for events, dashboards and reports
5. Coach driver
6. Driver returns to the field with added knowledge
Vendor Test Pilot

Test Pilot Details

• 3 Vendors (2 with observation cameras)
• 6-Month Trial Period
• 100 Vehicles
• Side-by-Side Comparison
• Operators were Seen based on the Coaching Criteria from Each System
Technology Overview

• Un-Obstructive Windshield Mount

• Camera Unit Includes Front and Rear Facing Cameras

• Built-in Accelerometer that Triggers Recording Based on 4 Types of Events
  • Hard Braking
  • Swerving
  • Acceleration
  • Collision

• When Triggered, Camera Records 10 seconds before event and 10 seconds following event
Sample Video - “Near Miss”

- Forward Force
- Lateral Force
- Time Until Event
- Speed

Event Triggered by Braking
Sample Video
Railroad Crossing

Event Triggered by Rough Road/Vibration
Vendor Test Pilot Results

Coaching Begins

Event Severity Per Vehicle
Event Frequency Per Vehicle
The above behaviors were discovered after review of the initial event caused by the force exerted from braking, swerving or acceleration.
## Potential 5-Year Return on Investment

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<th>Estimated Amount</th>
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| **5-Year Cost**        | $1,163,085  
| **Proposed 5-Year Return** | $6,152,216  

5-Year Cost includes:
- Initial Equipment Purchase/Install
- Yearly Subscription Service for Event Review
- Maintenance Support for Vehicle Equipment
Procurement Overview
Driver Behavior Performance Monitoring System

- RFP issued November 18, 2013
- 21 firms downloaded the solicitation from the website
- 4 firms submitted proposals
Procurement Overview
Driver Behavior Performance Monitoring System

Evaluation Panel Members:

- Operations
- Fleet Management
- Safety
- Training
- Legal
- Procurement
Procurement Overview
Driver Behavior Performance Monitoring System

- **Evaluation Criteria**
  - Experience, market reputation, technical competence of firm relative to project
  - Relevance and quality of experience of staff assigned to project
  - Overall cost effectiveness of proposal
  - Organization, clarity and responsiveness of proposal
Procurement Overview
Driver Behavior Performance Monitoring System

- Recommended Vendor:
  - Lytx, Inc. – San Diego, CA
  - (formerly DriveCam, Inc.)
    - DBE Goal: 18%
    - Sparks Professional Services, Inc.
    - Warren, Ohio
    - Implementation & Installation Services
Procurement Overview
Driver Behavior Performance Monitoring System

- Experience:
  - In business for 16 years
  - Participated in pilot program at the GCRTA in 2012/2013
  - Superior Data Analytics
  - Program provides all the essential elements for improving driver behavior and reducing claims, fuel and other fleet costs
  - Evidence of no-fault driver exoneration
Procurement Overview
Driver Behavior Performance Monitoring System

Experience (continued):

- Supplying Services to:
  - Washington DC (WMATA)
  - New Jersey Transit
  - San Francisco Transit (SFMTA)
  - First Transit
  - MV Transit
Procurement Overview
Driver Behavior Performance Monitoring System

- **Recommendation:**
  - Staff requests that the Operations Committee recommend award to Lytx, Inc. to provide a Driver Behavior Performance Monitoring System for Bus and Paratransit vehicles for a period of five years in an amount NTE $1,163,085.00, with an option for Rail vehicles in an amount NTE $268,495.60 for a total contract amount NTE $1,431,580.60.