



# Greater Cleveland Regional Transit Authority

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## Summary of Proposed Award

## Driver Behavior Performance Monitoring System

Presented to: Operations Committee  
February 18, 2014



# Drive to Excellence Trial Technology Evaluation Criteria

## Goal

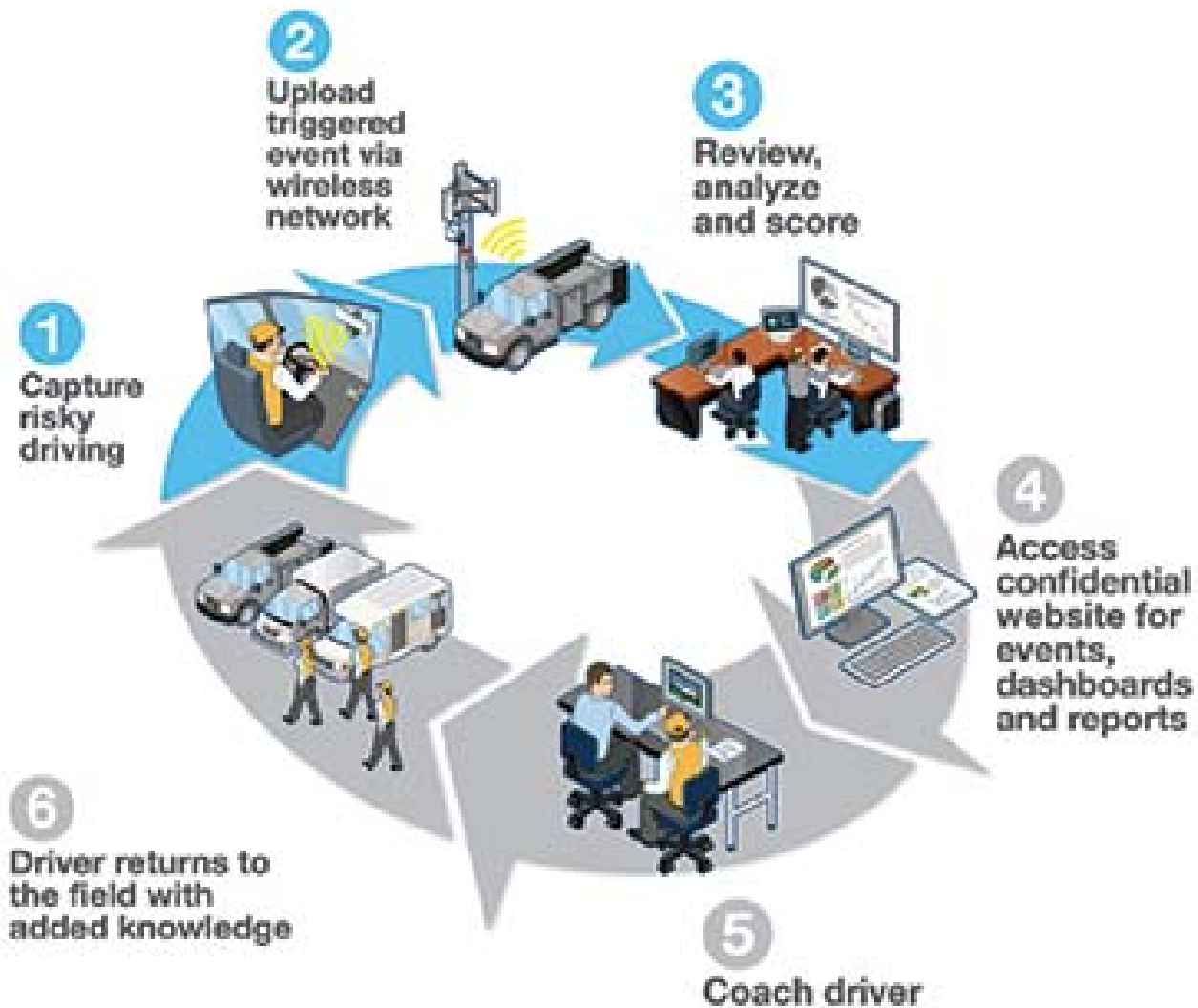
- Promote Safer Driving by Identifying and Coaching Risky Driving Behaviors

## 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 GCRTA Information Technology Infrastructure



# Program Overview





# 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"



FWD 0.02

LAT 0.05



TIME -8.00

3 MPH 5 km/h GPS

Forward  
Force

Lateral  
Force

Time Until  
Event

Speed

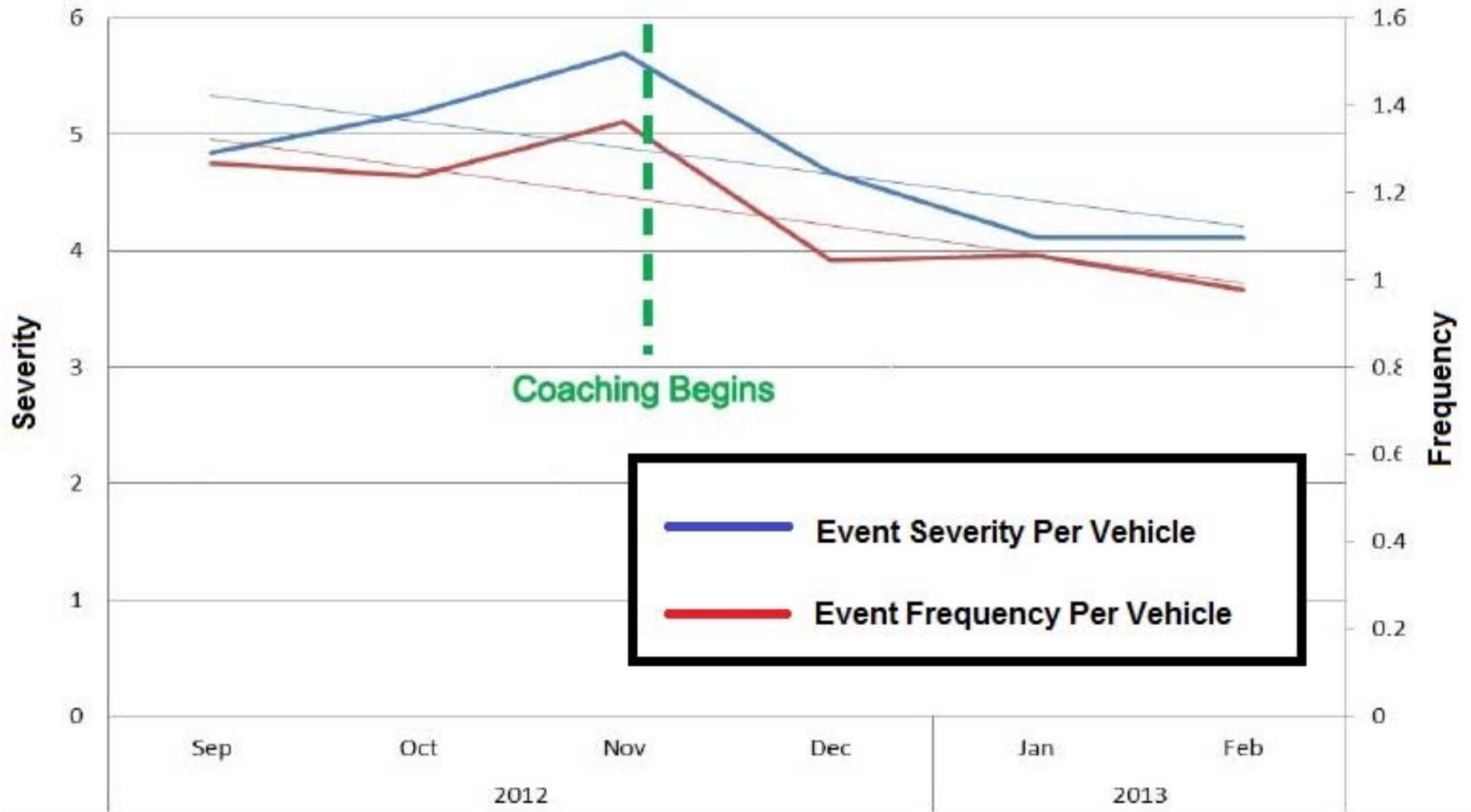
Event Triggered by Braking

# Sample Video Railroad Crossing



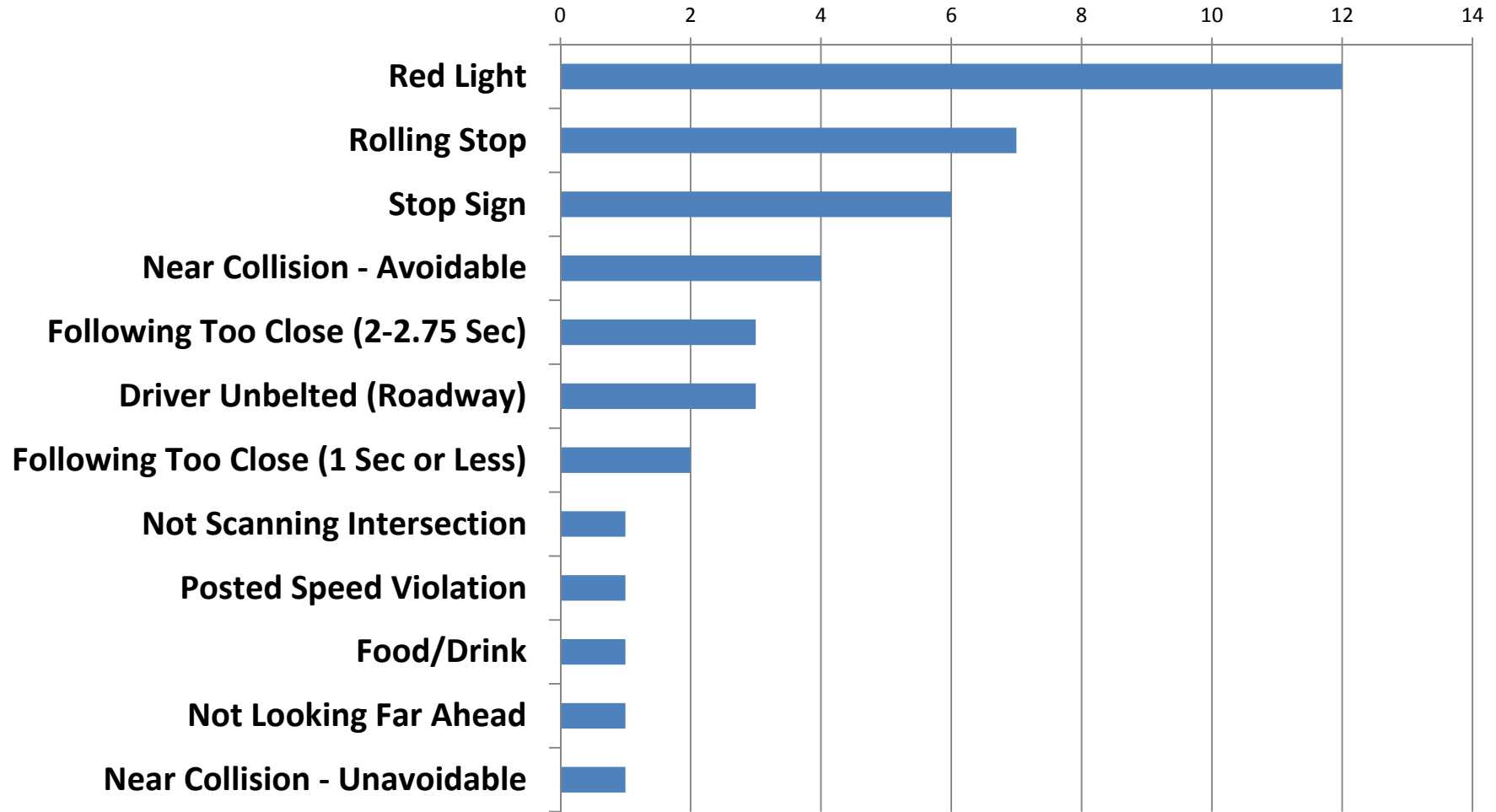
Event Triggered by Rough Road/Vibration

# Vendor Test Pilot Results





# Identified Behaviors



The above behaviors were discovered after review of the initial event caused by the force exerted from braking, swerving or acceleration.



# Return on Investment

## Potential 5-Year Return on Investment

	Estimated Amount
5-Year Cost	<b>\$1,163,085</b>
Proposed 5-Year Return	<b>\$6,152,216</b>

- 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

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- RFP issued November 18, 2013
- 21 firms downloaded the solicitation from the website
- 4 firms submitted proposals



# Procurement Overview Driver Behavior Performance Monitoring System

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- Evaluation Panel Members:
  - Operations
  - Fleet Management
  - Safety
  - Training
  - Legal
  - Procurement



# Procurement Overview Driver Behavior Performance Monitoring System

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- 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

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### ■ 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

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### ■ 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

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- 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

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- 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.