



SMART CITIES
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• Kansas City, MO

Co-located with



Coaster

Mapping Clusters of Harsh Braking Driving
(Tying Collision Risk to Location)

John Lindsay

www.stopclusters.com





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“We've gathered billions of miles of driving data and ... we've found hard braking to be one of the most highly predictive variables for predicting future crashes.”

Progressive Insurance





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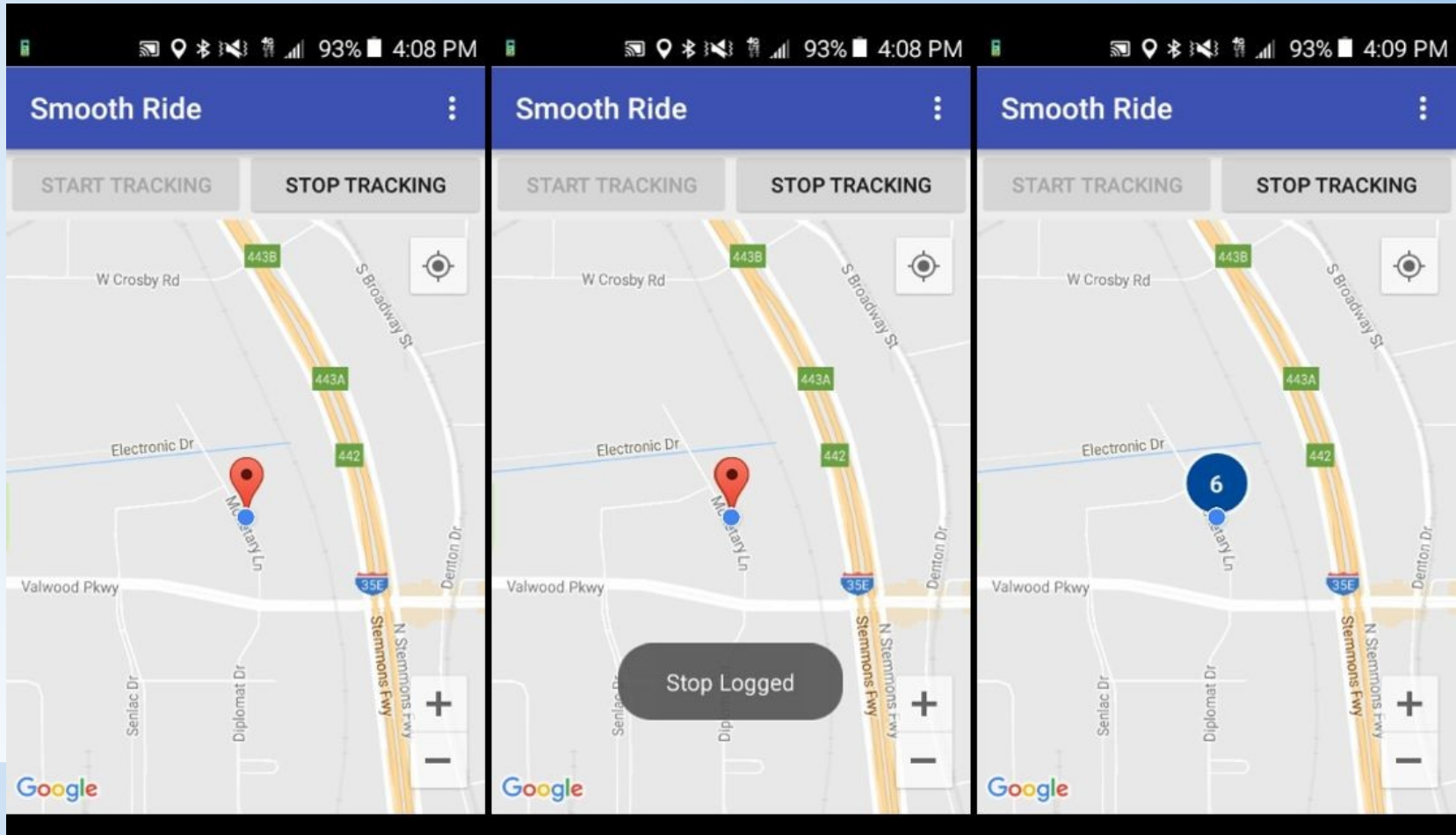
Coaster – Associating Harsh Braking to Location

- Two part composite application:
 - “Front end for drivers”
 - Monitors for harsh braking events, logs location, display on map
 - “Back end for traffic engineers”
 - Aggregate, searchable map view city/fleet





Driver Application





Traffic Engineer/Fleet Administrator Aggregate View

Logout

Search Driver Events

- Last Hour
- Last Day
- Last Week
- Last Month
- Last Year

From:

To:

Group ID: NoFleetId

Number of Group Events: 729

The map displays the city of Buenos Aires with various districts labeled, including Belén de Escobar, Del Viso, Tortuguitas, San Isidro, Martínez, José C. Paz, San Miguel, Caseros, Palermo, Morón, Merlo, Sa...sto, Lomas de Zamora, Berazategui, Florencio Varela, and Quilmes. Several numbered heatmaps (2, 3, 4, 11) are overlaid on the map, indicating areas with high concentrations of driver events. Red location pins are also present, marking specific points of interest or events.





Return On Investment

- Smart Cities

- Less collisions = less EMS deployments
 - “Average” EMS marginal deployment cost
- Maps “hotspots” for collision risk reduction
 - Alter signaling or infrastructure
- Enable safer driving within city limit

- Fleets

- Less collisions = less accident costs
 - “Average” fleet vehicle collision cost
- Maps “hotspots” for collision risk reduction
 - Route optimization
- Enable safer driving within fleet routes



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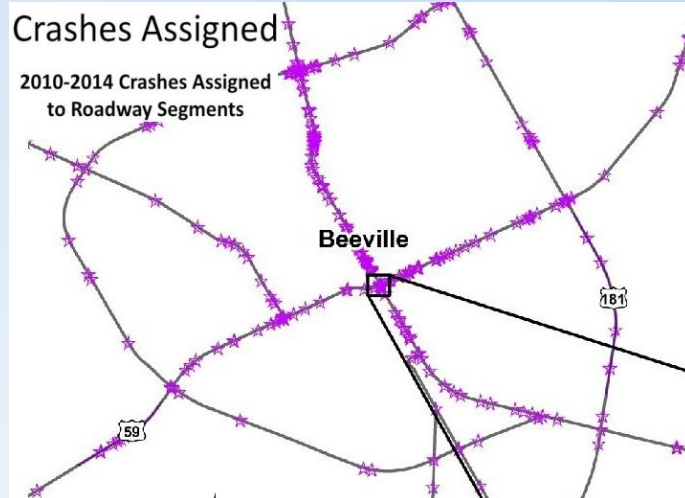
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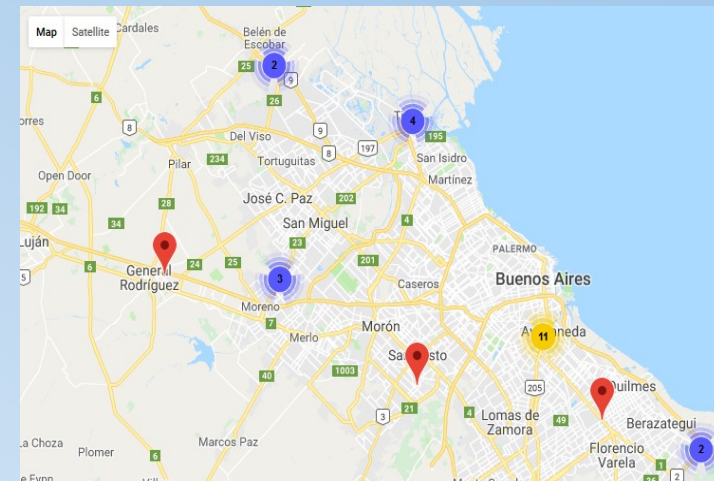


Questions?

Reactive



Proactive



Coaster
Booth 4T

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Technology Status: Ready

Patent Status: Allowed