



# ClearGuide™ Speeding Analytics

New Product Enhancement

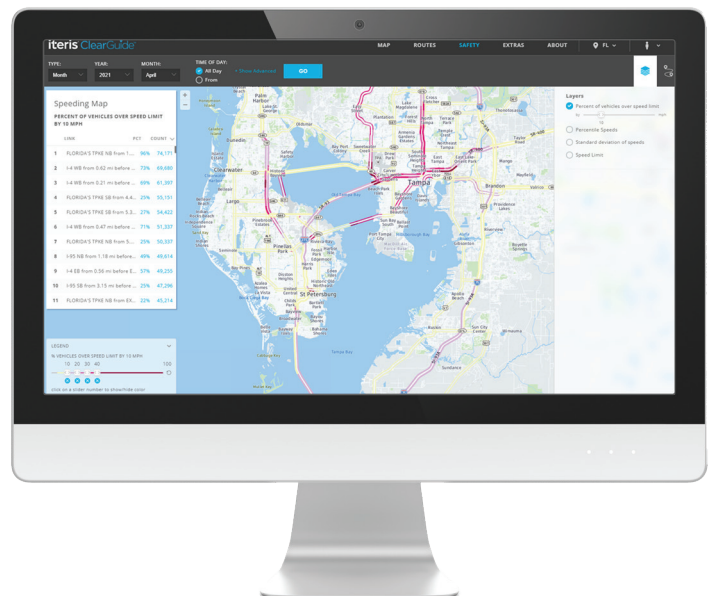
## Overview

- **New ClearGuide module for state DOTs, MPOs, counties and cities**
- **Also operates along specific routes and traffic links**
- **Solves the problem of limited, static and outdated speeding data collected with radar**
- **Uses probe data to visualize and quantify speeding problems across the roadway network**
- **Complements crash software systems through data export**
- **As a SaaS product it is unique in the sector**

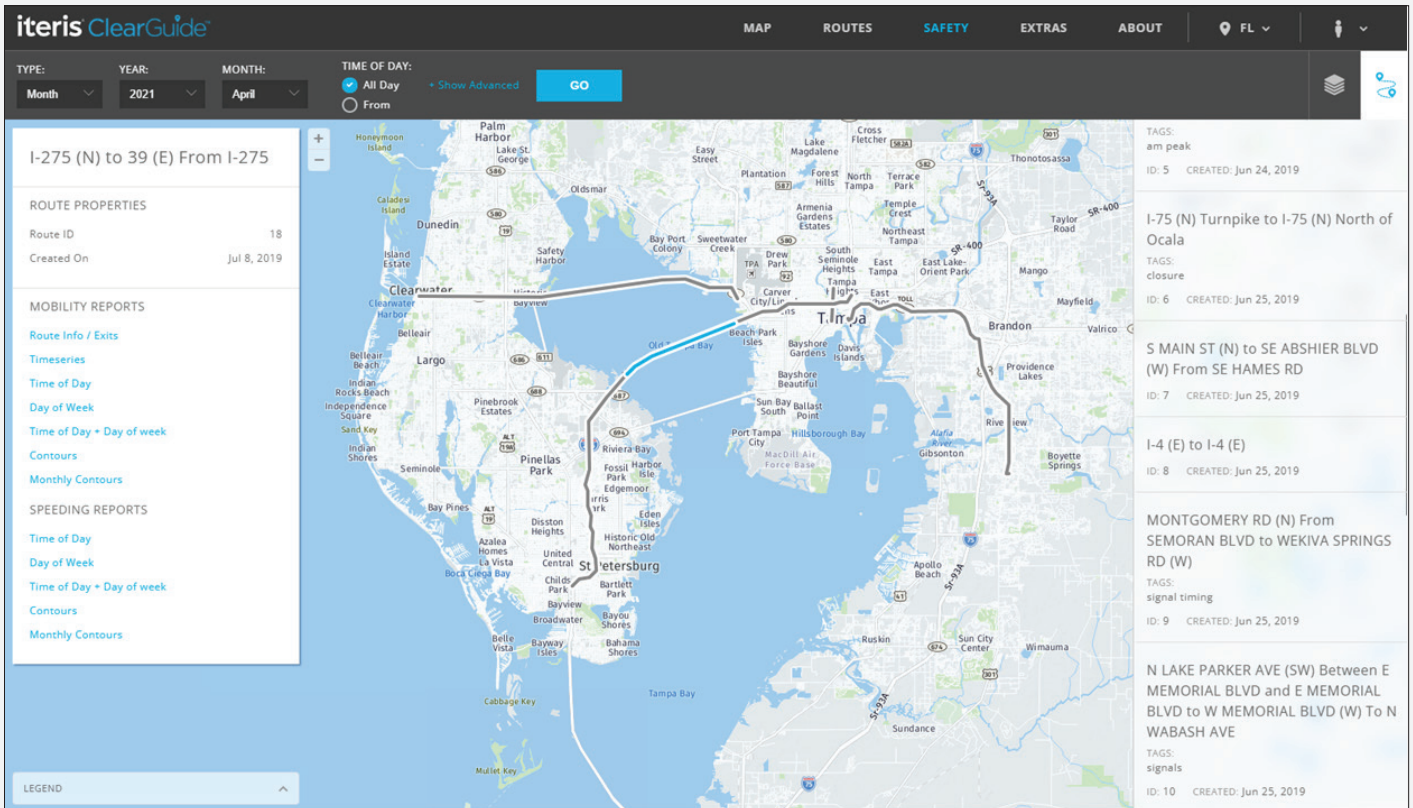
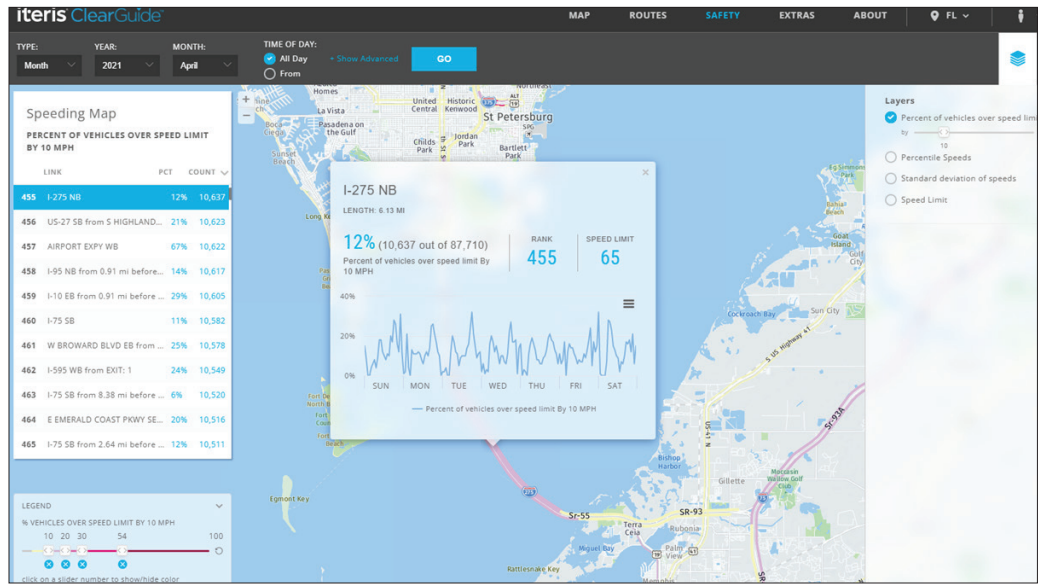
## The Speeding Analytics module helps agencies:

### Identify and rank regional speeding hotspots

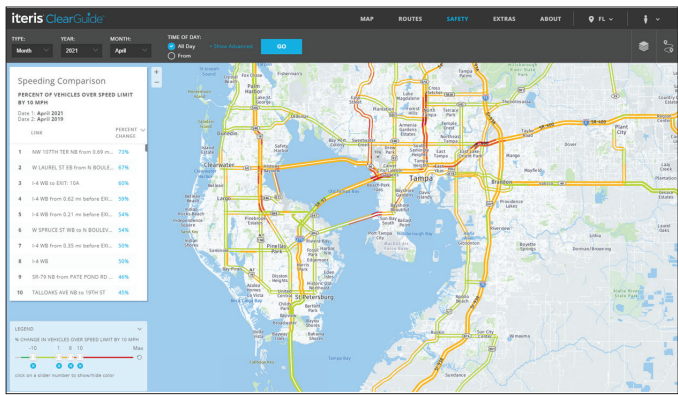
The Speeding Analytics module helps agencies identify and rank regional speeding hotspots. The module's speeding map lets users identify and rank speeding hotspots on the roadways that are relevant to them. Users can customize the map to pull data from different time ranges and can filter by days of the week, times of the day, and roadway types. The map provides different layers for different insights into speeding problems. This view shows the percent of vehicles over the speed limit by a user-customizable threshold (here, 10 mph) to identify locations with significant speeding behavior. Other layers include the standard deviation of speeds, to identify roadway locations where speed variability may cause safety issues; and speed limit, for quickly visualizing the posted speed limit on the roadway and correlating with speeding behavior.



For the selected layer, the map ranks the top speeding segments, which users can interact with through the list on the page or can export for further analysis offline. Clicking on a segment on the map or the ranked list opens up a pop-up with further detail on the speeding trends at that location and relevant contextual information like the speed limit.

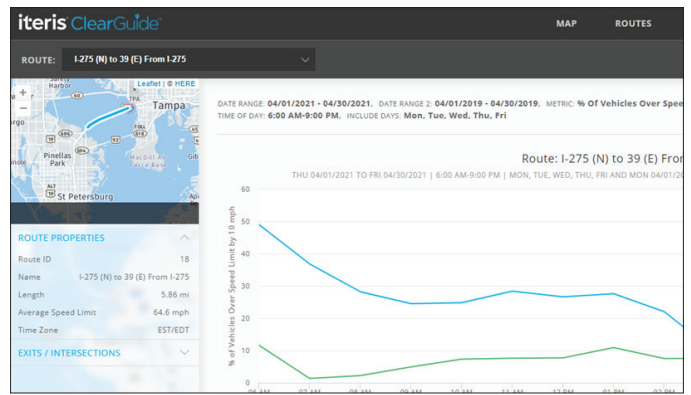


If the user wants to focus on speeding activity only on certain corridors (like corridors representing potential safety projects), these corridors can be overlaid on the map as routes. The user can then navigate to route reports to drill into more specific questions about speeding on the route, including temporal reports indicating the times of day or days of the week when speeding is most prevalent or most severe.



### Identify where speeding is increasing

The map also has a comparison model to show where speeding behavior has increased or decreased the most between two user-selected date ranges. This feature can highlight new speeding problems or show where a project or countermeasure has successfully decreased speeding.



### Do before/after studies on speed-related safety countermeasures

The module can help agencies deploy before-and-after studies. For detailed route analysis, the module provides access to a variety of charts and graphics that let users drill into questions like: where and when is speeding happening on the route; is it getting worse or better over time; and are implemented countermeasures having the desired impact?

### Partner with law enforcement to prioritize speed enforcement locations and time periods

Speed enforcement is generally planned with only an anecdotal assessment of where speeding is happening. With this new ClearGuide module, agencies can share access to continuously collected data and robust analytics to help law enforcement quickly and proactively identify speeding hotspots before crashes accumulate. Heat maps paint a picture of not only where along routes speeding is most prevalent, but also what times of day and days of the week, so enforcement is focused when it would be most effective. Maps comparing data changes over time can also provide law enforcement tangible means to better measure the effectiveness of implemented countermeasures.

