

tools to manage their fleets with new insights. Announced at the 2014 International Association of Chiefs of Police (IACP) Annual Conference in Orlando, Ford Motor Company and Telogis have developed a solution built specifically for law enforcement agencies in order to safeguard against hazardous driving, which has been identified as the No. 1 threat to officer safety according to the Officer Down Memorial website ([www.odmp.org](http://www.odmp.org)), which catalogs all officer fatalities.

"Vehicle accidents are the leading cause of officer fatalities, and even the slightest improvements in driver training and behavior with law enforcement organizations can potentially save lives," said Bill Frykman, Ford Telematics Product and Business Development Manager, Ford Connected Vehicles & Services.

Available in early 2015, the new solution builds on the success of Ford Crew Chief powered by Telogis, the commercial vehicle telematics program already installed on thousands of vehicles, but was developed to deliver data that is specific to how police vehicles are driven—for instance, when responding to emergencies or while in pursuit and the vehicle's siren and lightbar are activated. Ford Telematics for Law Enforcement provides police departments with the connected intelligence they need to identify opportunities to dramatically improve officer safety and driving while heightening situational and operational awareness.

## The Problem

Vehicle incidents are the leading cause of officer fatalities. Thousands of civilians are injured each year. Seat belt compliance is low.

In the 10-year period between 2004-2013, an average of 64 officers per year have died in vehicle incidents compared to 54 per year who died from gunshots (ref: Officer Down Memorial Page, [www.odmp.com](http://www.odmp.com))

- 40% were likely preventable; i.e., due to loss of control of vehicle responding to call
- 42% officers killed were not wearing seat belt.

ABC News reported that more than 10,000 civilians were injured or killed in the past 10 years in California alone from police-involved crashes—more than 300 of whom were killed because of police chases—in the last decade.

The liability costs are immense, costing tens of millions of dollars. One major metropolitan police department has paid out more than \$30 million in liability claims over the past 10 years for officer-involved crashes.

- The estimated cost of non-fatal accidents is between \$2,000 to \$1.1M depending on the severity (NHTSA, 2012)
- The estimated cost of fatal accidents is \$977,000 (NHTSA, 2012)

In a study conducted by the University of South Carolina, 21% of law enforcement collisions result in fatalities—36% of those are officers, and 64% are civilians.

Based on a survey sent to all IACP members in 2011 (by Division of State and Provincial Police, a highway safety advocacy group), the top recommendations to prevent traffic related deaths include:

- 1) Increase seat belt use.
- 2) Minimize distracted driving.
- 3) Improve driver training (speed and loss of control).

## The Solution

Ford Telematics Powered by Telogis – Law Enforcement Edition, or "Ford Telematics for Law Enforcement" for short.

## WHO IS TELOGIS?

Beginning in 2001, Telogis has developed, marketed and supported a comprehensive, cloud-based platform that has had a transformative effect on the way its customers optimize mobile assets and critical data. The Telogis platform is about delivering mission-critical, actionable information that drives more informed decisions relating to operational efficiency, reducing costs, increasing safety and gaining a competitive advantage.

The company's primary differentiator is its ability to provide one comprehensive platform for mobile enterprises that require advanced telematics, commercial-grade navigation, route optimization, compliance applications and work order management for all touch points within a mobile business from operations leads and the back office teams down to mobile supervisors, drivers and technicians.

Telogis has thousands of customers running their mobile enterprises on the platform today in more than 100 countries, and is the leading provider of built-in solutions for the world's top vehicle and equipment manufacturers including Ford Motor Company, General Motors, Isuzu Trucks, Hino Trucks, Volvo Trucks, Mack Trucks and Manitowoc Cranes with more to come.

Telogis is headquartered in Aliso Viejo, Calif., with offices in Europe and Latin America as well as development centers in Austin, Texas; Toronto; and Christchurch, New Zealand. To learn more about Telogis, visit [www.telogis.com](http://www.telogis.com) or call toll free at 866-TELOGIS (866-835-6447).

"Ford Telematics for Law Enforcement is the only telematics solution developed expressly to meet the needs of law enforcement: to save lives through safer driving, deliver police fleet efficiency, and offer built-in multi-layer security provisions to protect law enforcement agencies and the officers that serve," said Jason Penkethman, Senior Director of Product Management, Telogis.

The Law Enforcement Edition of Ford Telematics provides information in three key areas (shown in Figure 1) of interest to police fleet managers:

1) **Driver Safety Scorecard** – Alerts can be generated on key data elements to identify driving behavior that is determined to be outside the safety policy guidelines of the police department, such as vehicle speed, seat belt usage, traction control events, ABS events, harsh acceleration and braking, etc.

2) **Maintenance** – Proactively access to a broad set of interceptor vehicle data to determine maintenance needs. When a vehicle requires maintenance, a fleet manager can opt to have those alerts sent directly to his service department, saving time and effort. When the shop can plan ahead, those jobs get priority and vehicles can be done sooner and keep officers and vehicles on the street. More regular, pre-emptive maintenance usually means longer vehicle life, better resale value, and fewer maintenance emergencies.

3) **Insights** – Custom dashboards and reports to track fleet usage performance, historical trends, and problem areas by providing actionable, objective data to drive behavioral improvements and cost efficiencies.

Feb 2015