



Vehicle Digital Alerts Pilots

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The Why...

November 7, 2000 – Last Deathless Day on Texas Roads

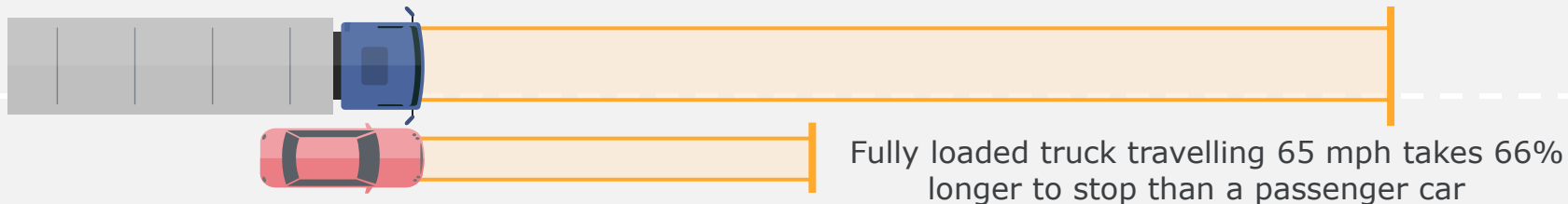
HELP

#EndTheStreakTX

End the streak of daily deaths on Texas roadways.

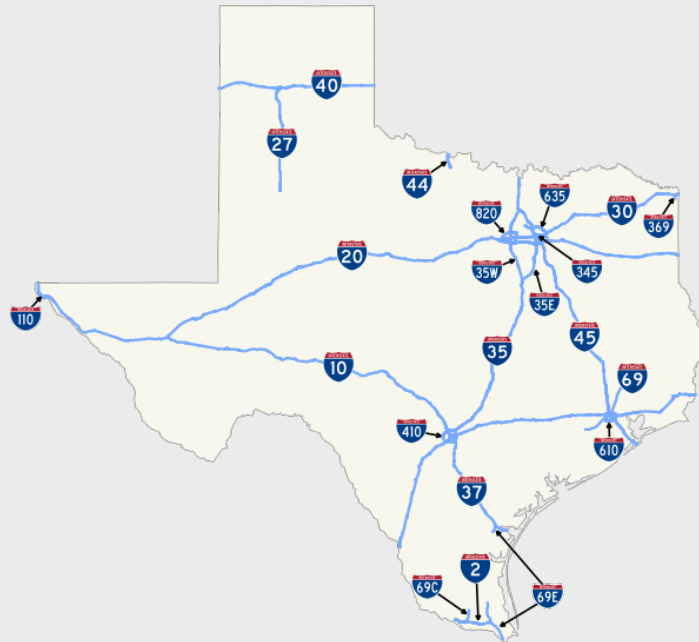
Digital Alerts for Commercial Motor Vehicles (CMV)

- **Send Traffic Slowdown Alerts**
 - Alert safely in-cab to traffic slowdown hazards
- **Ensure Accurate, Timely Alerts**
 - Alerts triggered by real-time traffic data (INRIX)
- **Monitor alerted driver behavior**
 - Hard braking events and speed changes
- **Reduce risk of crashes and fatalities**
 - Target commercial trucks approaching higher risk locations (slowdowns)

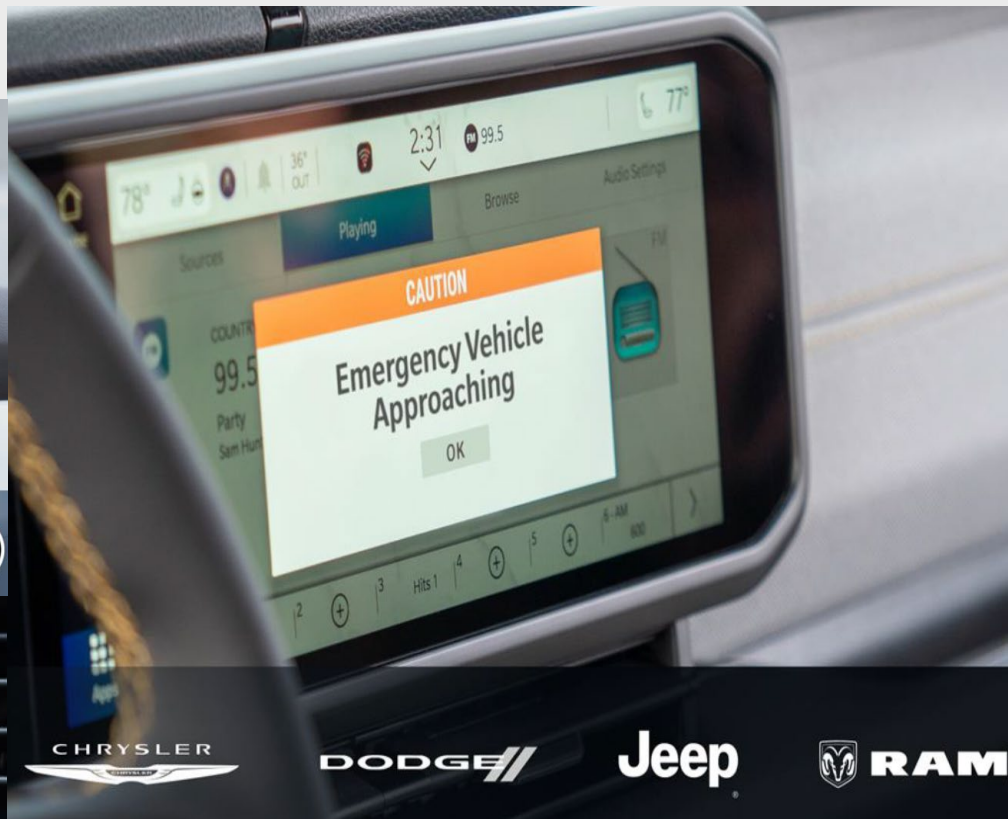


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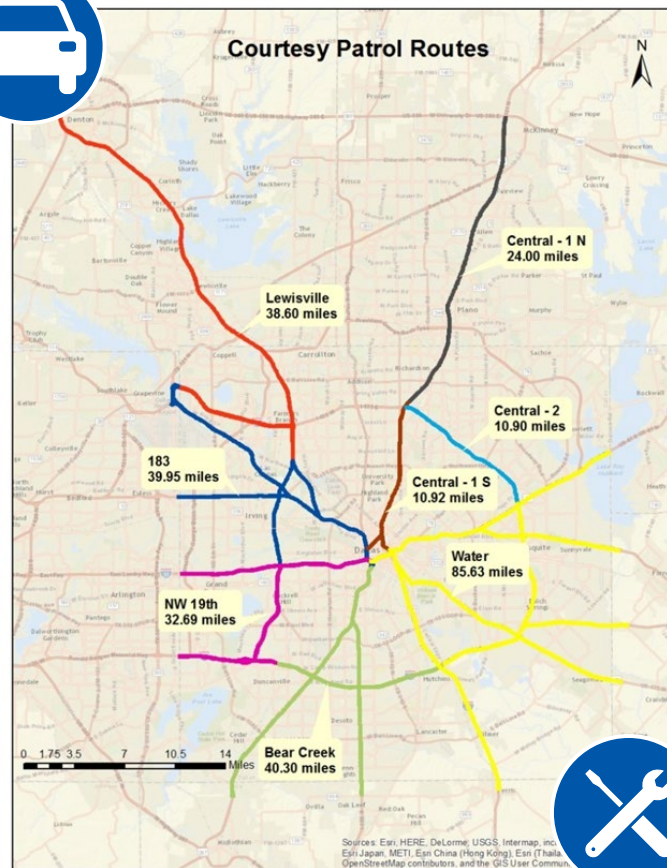
- Fleetworthy sends congestion and sudden slow down alerts to the electronic logging device and mobile devices within the Fleetworthy family.
- TxDOT deployed on all Interstates since July 2024.



In-Vehicle Alerts



Courtesy Patrol



Car on shoulder
50 ft away

Mesquite

"Response Vehicle MOVE OVER OR SLOW DOWN"



HAAS Alerts – Industry Partners



Partners & Integrations

Safety Cloud® connects vehicles, equipment, and other road assets together for real-time communication and collision prevention. Through direct integrations and partnerships with trusted leaders in transportation, public safety, and connectivity, Safety Cloud connects and protects millions of drivers and roadway workers nationwide on the platforms and vehicles they use every day.

CONSUMER AUTOMOTIVE



MOBILE APPLICATIONS



FLEET SOLUTIONS

TELEMATICS



WIRELESS



CMV



DISPATCH



WASTE & SANITATION



EMERGENCY VEHICLES



INFRASTRUCTURE



ROAD SAFETY EQUIPMENT



What's next?

- Operate and monitor
- Capture the people and operations perspective
- Determine whether motorists respond differently
- Learn where digital alerting adds the most value
- Make the future deployment decision



MONITOR



MEASURE



LISTEN



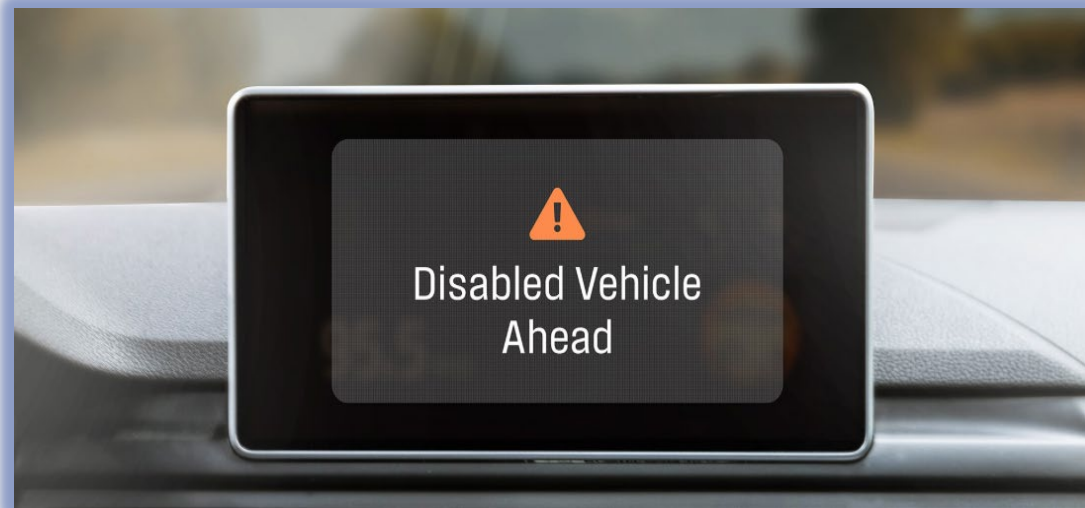
ANALYZE



DECIDE

In Vehicle Alerts – Use Cases

- Disabled Vehicles
- Pedestrian on Highway
- Debris
- Crashes
- Maintenance Work Zones
- Moving Operations
- Emergency Operations
- Winter Weather Events
- WWD
- Flooding



HELP MAKE TEXAS SAFER FOR EVERYONE

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