![LexisNexis Coplogic Solutions logo]

Visualize the Future of Traffic Safety

Improving data sophistication can help law enforcement agencies save more lives.

As communities and organizations across the country mobilize toward a preventive approach to traffic safety with the goal of zero traffic fatalities by the year 2050[1], and greater community transparency, law enforcement agencies have reached a fork in the road.

The National Highway Traffic Safety Administration (NHTSA) estimated 31,785 traffic fatalities during the first nine months of 2022 — a slight decrease from the 16-year high reached during the same time period in 2021. However, fatalities continued to rise during 2022 for cyclists and pedestrians. According to Ann Carlson, NHTSA Acting Administrator, "we have far more work to do to save lives and address the crisis on our nation's roadways."[2]

With the ongoing increase in traffic fatalities, law enforcement agencies are facing two choices:

1 Continue working in silos with fragmented data, shrouding their ability to quickly see when, where and why traffic accidents are occurring. *By doing so, they can be stuck in a reactive mode, unable to plan strategically for the reduction of accidents and fatalities.*

OR

2 Mindfully improve their level of data sophistication. Data sophistication is simply the ongoing automation, normalization and usage of unstructured data. By increasing this automation, agencies are able to evolve from a reactive safety strategy to a proactive, and even preventive strategy. This approach makes it easier for the agency to integrate and transform data into insights that address real-world issues. Those data-driven agency decisions can then be used to save more lives — in communities and on roadways.

LexisNexis® Coplogic™ Solutions helps agencies harness the power of crash data and advanced analytics to reduce risk and save more lives on our nation's roadways.

Empowering agencies through visualization

LexisNexis® Coplogic™ Solutions is uniquely poised to empower law enforcement agencies to access dynamic crash analysis through advanced data visualization. By funneling actionable data and analytics viewed in near real-time dashboards, law enforcement agencies can do more than simply provide clear reports on accidents that have already happened. They can leverage data sophistication to help them prevent future accidents from happening.

Of course, that goal does not get achieved overnight. Too many agencies are still paper-based, employing an on-the-scene, manual, handwritten report approach. Others might have an electronic process in place but are unable to access dynamic crash analytics in real time. The data is either limited or siloed, making it impossible to easily visualize data that pinpoints precise traffic-safety issues, trends and hotspots.

Driving safer roadways

The journey to data sophistication begins with the understanding that many accidents are preventable, and automated data-driven decisioning is vital to developing a strategic traffic safety program suited for each community's specific needs. Every step forward is positive progress toward proactively improving traffic safety and reducing fatalities.

Where is your agency in its data sophistication journey?

Coplogic Solutions can meet you where you are and help take you where you want to be.

DATA ACCESS AND APPLICATION

LEVEL 1

REACTIVE

Paper-based

Siloed data

Little to no data and analytics

LEVEL 2

REACTIVE

Paper + electronic mix

Siloed data

Some data, few insights

LEVEL 3

REACTIVE

Minimal automation

Electronic

Siloed data

Volumes of data may exist but difficult to organize and understand

LEVEL 4

PROACTIVE

Automated

Electronic

Integrated data

Data and analytics are readily available

Proactive enforcements are enabled on the ground

LEVEL 5

PREVENTIVE

Fully automated

Electronic

Integrated data

Turnkey decisioning

Preventive measures enabled

BEST PRACTICES

Crash data is collected manually at the accident scene to generate handwritten reports. To gain a copy of the report, involved parties must respond by mail or drive to the police station.

Crash data is still collected manually and the paper reports are circulated by hand or mail; ecommerce distribution has been added for greater convenience and timeliness.

The agency is committed to electronic collection and distribution of reports, but is using an outdated system. Data of where crashes are occurring may exist, but there are little or no analytics about how they are happening — and why.

With a more holistic approach to crash report collection, review and distribution, processes are automated and systems are integrated delivering data-driven, actionable decisioning for proactive traffic-safety planning.

By adopting an advanced technology platform infrastructure that enables the integration of business intelligence and connected data overlay, comprehensive crash data visualizations drive highly strategic, preventive decisioning.

Analytics delivering actionable insights

Embracing the promise of data sophistication positions your agency as a traffic-safety leader at a time when that leadership is needed most. By collecting data electronically at the accident scene and enabling mapping, trending, reporting, analytics and easy-to-use dashboards through a single source, agencies can more quickly and efficiently advance their strategy to significantly reduce traffic fatalities.

For example, multiple robust dashboards highlight accident and traffic trends by cause, age, weather condition and other factors that offer a better understanding of the root causes of different incidents. At-a-glance views and visualizations of citation activity and statistics can help agencies more appropriately set priorities.
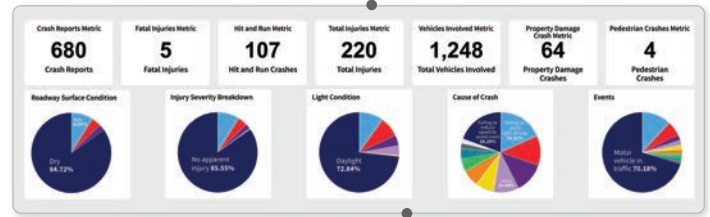
Crash dashboard
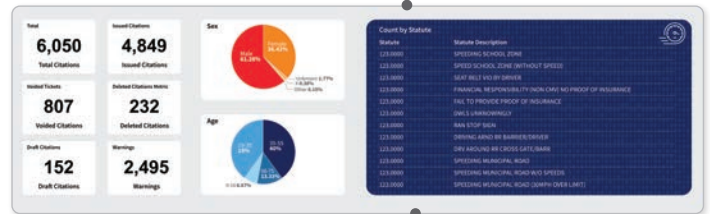
Citation dashboard

Crash and citation map overlay

A tool for transparency and resource optimization

By recognizing and understanding trends, law enforcement agencies can not only intelligently deploy patrols based on peak or recurring activity, to maximize the effective allocation of resources, but also better answer the "why" behind that directive, which is important for today's officers. In addition, they can access detailed crash statistics to support federal grant applications or special initiatives. And, at a time when law enforcement agencies are being charged with the need for greater transparency and accountability, the easy-to-read-and-understand data visualizations can help to document the factors behind enforcement decisions. The related outcomes can then be easily shared in a timely manner with the community via the agency's social media or website.
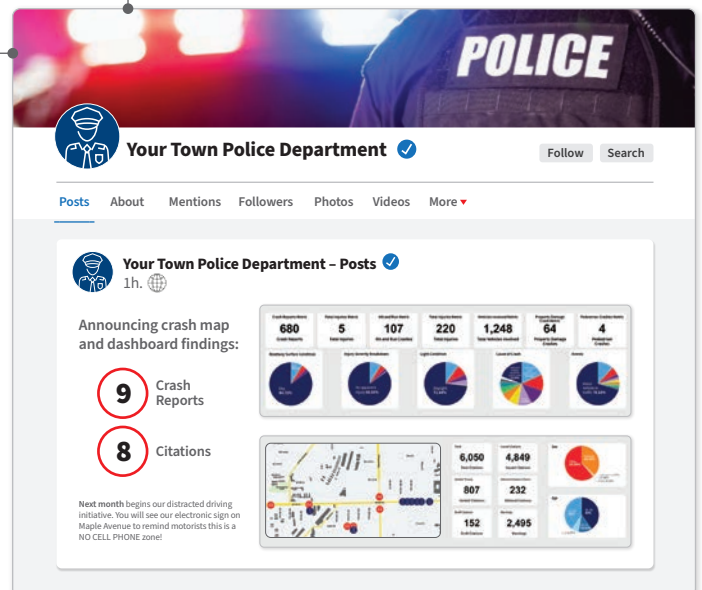
Sample agency social media post to the community

Data sophistication is simply the ongoing automation of unstructured data. By increasing this automation, agencies are able to evolve from a reactive safety strategy to a proactive, and even preventive strategy. This approach makes it easier for the agency to integrate and transform data into insights that address real-world issues. Those data-driven agency decisions can then be used to save more lives — in communities and on roadways.

Discover how improving data sophistication can help you save more lives in your community.

✓ Let go of time-consuming processes that impair report accuracy

✓ Gain accurate, complete and timely crash information to inform traffic-safety decisions

✓ Integrate all data from a single source instead of relying on disparate files

✓ Build at-a-glance views of mission-critical crash statistics

✓ Plan proactively and strategically with data-driven decisioning

✓ Provide real-time data for neighborhood meetings and command staff reviews

✓ Help position your agency as a true partner in meeting your community's specific needs

Are you ready for the data sophistication journey? Ask yourself:

Do you have data at your fingertips that can demonstrate your agency is on the road to reducing crash fatalities?
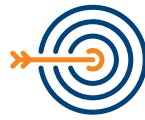
Are you able to quickly and easily make a data-driven case that you are primed and ready to bring your community one step closer to meeting the goal of zero fatalities by the year 2050?

Are you empowered with the data you need to lead, not just react?

It is time to explore how to evolve from a reactive to a proactive and ultimately a preventive strategic approach to traffic safety. LexisNexis Coplogic Solutions can help your agency drive the future of traffic safety to save more lives in your community.

The future of traffic safety begins with improving data sophistication. Take the first step.

Call 877.719.8806 or email solutionsinquiry@lexisnexisrisk.com

[1] https://visionzeronetwork.org/resources/vision-zero-communities/

[2] https://www.nhtsa.gov/press-releases/nhtsa-estimates-traffic-deaths-2022-third-quarter#

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About LexisNexis Risk Solutions

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit risk.lexisnexis.com and www.relx.com.