



ImageSensing
systems

Wrong Way Alerting Solution

Understanding Human Behavior



Start Saving Lives on Our Roadways

Every wrong way driving event starts with a mistake that can result in a severe or fatal accident. How these events are resolved no longer needs to be left up to chance. The Wrong Way Alerting Solution with Alert Trust goes beyond traditional detection of the wrong way driver and provides you with deeper insights that can help develop effective strategies and resolutions to this challenging problem.

Now is the time to use your expertise to reduce wrong way drivers on our roadways and get closer to the Zero death goal. Not only could you potentially save the wrong way driver's life, but the lives of other innocent drivers on our highways.

As transportation professionals, we must first focus on modifying the underlying human behaviors leading to the wrong way events, not just the result.

The Wrong way Alerting Solution with Alert Trust puts you in control and empowers you to act to save lives on your roadways.



Study

The study of wrong way driving events provides the insights to understand the behaviors and why they are occurring. This approach allows you to identify hotspot locations to determine what changes are needed.



Resolution

Our goal is to stop wrong way drivers as quickly as possible. With our improved response workflow, you are able to obtain effective resolution so you can increase driver deterrence, optimize response resolution, and save lives.



Understanding Wrong Way Driver Behavior

Addressing the wrong way driver problem goes beyond simply deploying hardware and/or a software system that can detect and send an alert regarding a wrong way driver. Understanding where and why people make wrong way mistakes is the first step to correcting this problem. However, human behavior modification effectiveness depends on our commitment to understand, implement, and persevere, so others don't make the same mistakes.

Questions we must answer

- Where did this wrong way driver originate?
- What do these drivers not understand?
- How many wrong way drivers do we have?
- What mistakes are they making and why?
- What changes are effective and warranted?

Wrong Way Study with ISS

01 Phase One: Analysis

ISS pursues an empirical behavior-based approach because deploying a wrong way system at every ramp is not fiscally responsible nor feasible. In phase one, we help you identify and focus on the problem ramps with our hotspot analysis to create ramp candidates.

02 Phase Two: Deployment of Study

Following the identification of ramp candidates, we focus on those ramps and deploy our turn-key field study system for a minimum of ninety (90) days. Behavioral characteristics, driver data, and incident data are collected for analysis during the study. Study reports are produced during and at the conclusion of the study to provide insights into human behavior, understand the problem, and help assess the risk level at this ramp.

03 Phase Three: Mitigation

Once it is concluded that key behavioral patterns must be mitigated, we work with you to select a proper mitigation technique or countermeasure to address the specific behavior pattern.

04 Phase Four: Effectiveness

In phase four, we determine if the mitigation techniques or countermeasures deployed are addressing the behavioral patterns and minimizing the risk level at this ramp location. We want to measure the effectiveness and assess risk level to determine if the risk level is acceptable or not.

Safety is Our Priority




Without the data, it is nearly impossible to gain the necessary insights to improve decision-making and obtain positive results. With our wrong way study, we will gather all the information needed to make your roadways safer, allowing you to focus on saving lives.

The ISS Advantage

Once a ramp's physical improvement options have been tested and exhausted and the ramp remains an area of continuing risk, wrong way driver resolution effectiveness must be optimized.

Our goal is to stop wrong way drivers as quickly as possible. Our improved response workflow reduces the overall response time, saving more lives.

Benefits of Effective Resolution

-  Driver deterrence
-  Driver accountable resolution
-  Life saving resolution

Event Response Workflow



Identify

Detect potential wrong way events with our 360-degree field of view with one single camera unit with an added Alert Trust verification layer.



React

Activate countermeasures and automatically send verified notifications to your Traffic Management Center for escalation to law enforcement partners.



Verify

Solve the challenges often found with other systems with ISS Alert Trust. This behind-the-scenes, fully integrated verification process ensures only verified true wrong way events are sent to the agency for action/escalation.



Action

Critical life saving time is potentially gained, the burdensome process of accuracy verification has been removed, and you can build confidence with all partners that your event escalation request is 100% valid!

Benefits of Behavior-Based Approach



Target the core issues



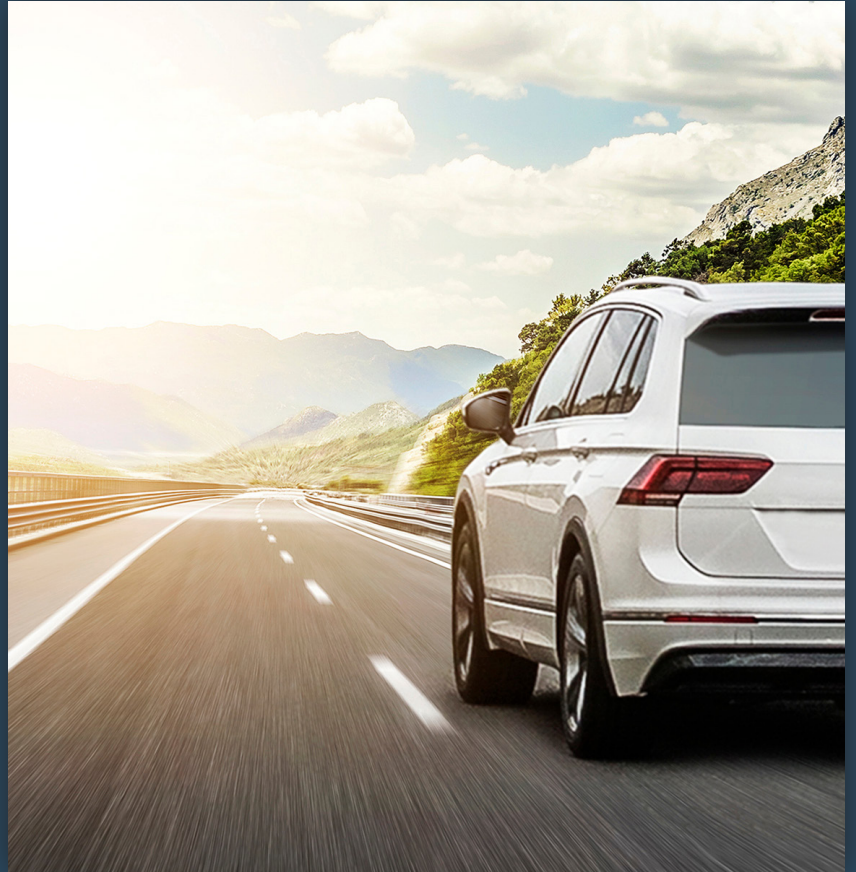
Prioritize time and resources



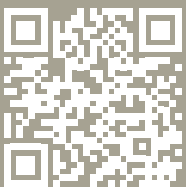
Measure the impact



Monitor patterns over time



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