

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 2050¹, and greater community transparency, law enforcement agencies have reached a fork in the road.

The National Highway Traffic Safety Administration (NHTSA) reports that traffic deaths in 2020 during the COVID-19 pandemic **reached a 13-year high** based on miles driven, despite 70% fewer drivers on the road.² That trend has continued into the first half of 2021 with a year-over-year increase of 18.4%. This represents the highest half-year percentage increase in the history of data recorded by the Fatality Analysis Reporting System (FARS).³

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 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.

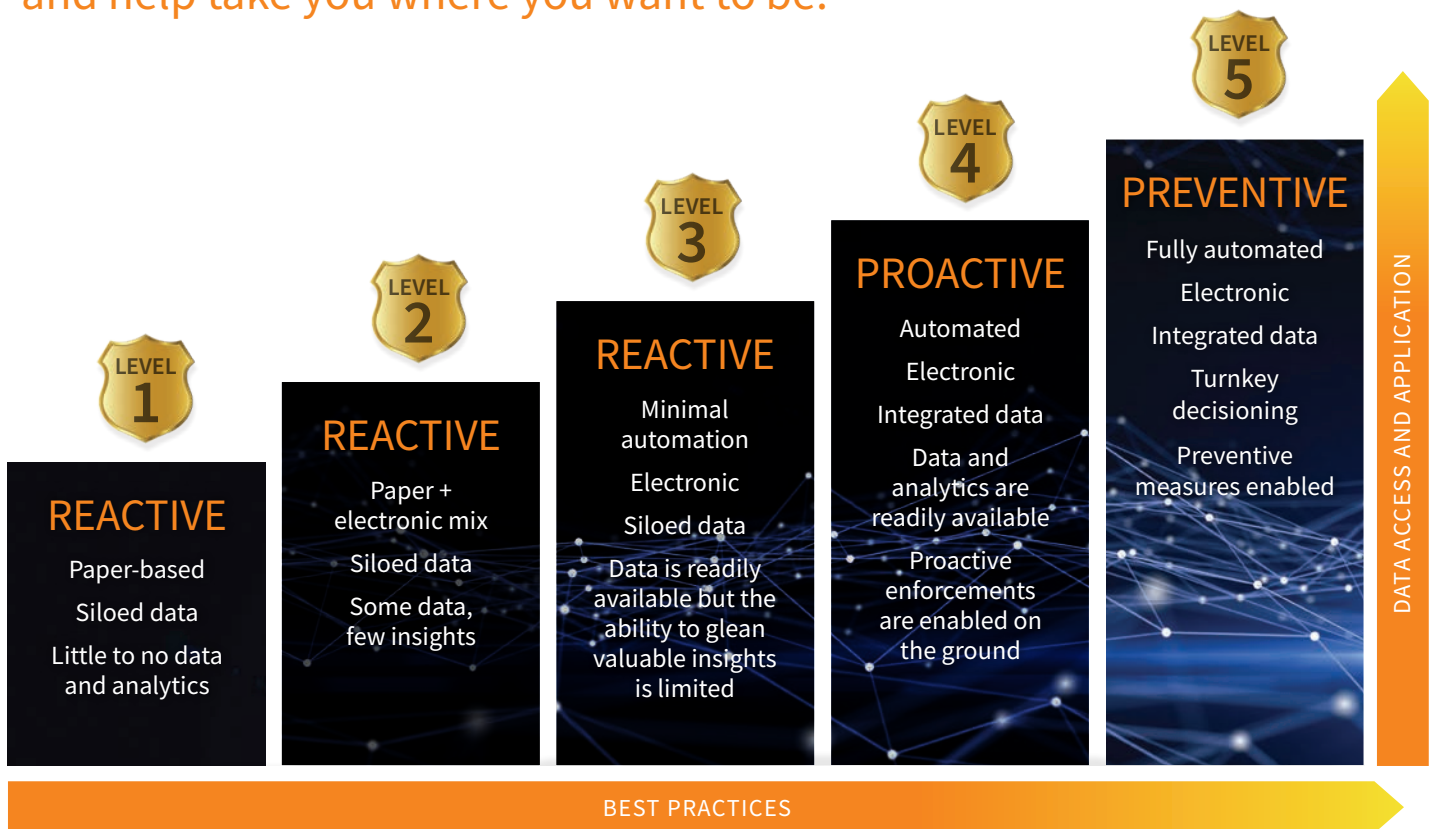
Of course, that goal does not get achieved overnight. Too many agencies are still paper-based, employing an on-the-scene, manual, handwritten report approach. Others might have an electronic process in place but are unable to access dynamic crash analytics in real time. The data is either limited or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



Officers are collecting crash data 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.

Officers are still collecting crash data manually and circulating those paper reports 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.

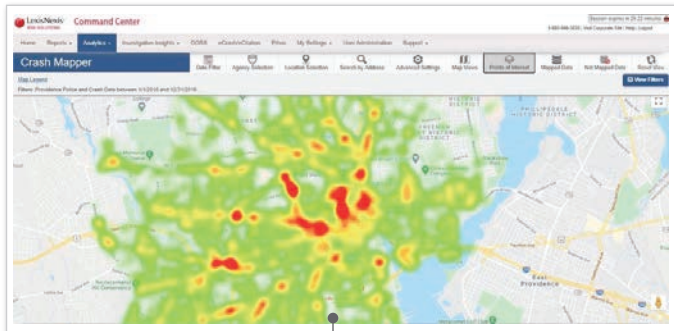
With a more holistic approach to crash report collection, review and distribution, processes are automated and systems are integrated delivering data-driven, actionable decisioning for proactive traffic-safety planning.

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 and other factors that offer a better understanding of the root causes of different incidents. The ability to sort by cause and weather condition makes it possible to automate decisioning that can lead to improved traffic safety.



A tool for transparency and resource optimization

By recognizing and understanding trends, law enforcement agencies can intelligently deploy patrols based on peak or recurring activity, for the effective allocation of resources. 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 data insights can help to solidly document the factors behind enforcement decisions.

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/roadtozero/>

² <https://www.ghsa.org/about/news/GHSA/NHTSA-Pandemic-Traffic-Deaths21>

³ <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813199>



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