New DRIVE Risk Score

Tips for a seamless transition

Jamie Smith — LH100
91 DRIVE risk score
↑3 points
Distraction impacted your score the most

Barry Watkins — DB350
76 DRIVE risk score
↑3 points
Close following impacted your score the most

Isabella Baskin — DB400
59 DRIVE risk score
↓1 point
Speeding impacted your score the most

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Speakers.

Mary Shepherd
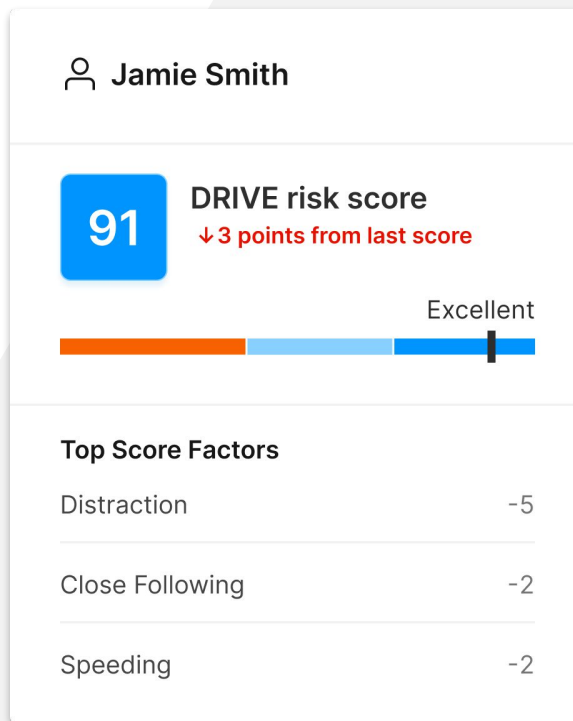Product

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Ling Lee
Product Marketing

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Agenda

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What is the DRIVE risk score?

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What is the DRIVE risk score?

- The DRIVE score evaluates driver safety performance over time for an accurate measure of driver risk.

- This helps determine who you should be coaching and what behaviors you should focus on.

- DRIVE is **5x more predictive of accidents** than the industry's leading safety score.

- Deliver documented results, reduce costs and accidents, and differentiate your business.

Jamie Smith

DRIVE risk score

91

↓3 points from last score

Excellent

Top Score Factors

Distraction	-5
Close Following	-2
Speeding	-2

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What is changing and why?

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Phase 1 (August 2023): Motive-defined DRIVE score

What is changing	Why we are making a change
Simplified score evaluates drivers based on the volume of unsafe events generated.	Score changes are easier to understand and manage.
The score now includes all unsafe behaviors detected by the dash cams.	DRIVE now aligns with Motive's video-based coaching workflow.
Enhanced event detection for hard brake, acceleration and cornering. This results in fewer low intensity, low coaching value events.	Only high intensity events are included in the score.

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Phase 2 (Q4 2023 target): Custom DRIVE score

| What is changing	Why we are making a change
Score customization allows you to focus on the behaviors that matter most to your business.	Provide flexibility and control over which behaviors go into DRIVE, how they're defined, and how they impact your score.

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How does the Motive-defined DRIVE score work?

Fewer events result in a higher score.

- The maximum score is 100, and scores fall between 50-100.

- Scores update every Monday.

- DRIVE assesses driving performance on a 4-week rolling window. Events older than 4 weeks will not impact the score.

∨ **Reduce safety events**

∧ **Improve DRIVE score**
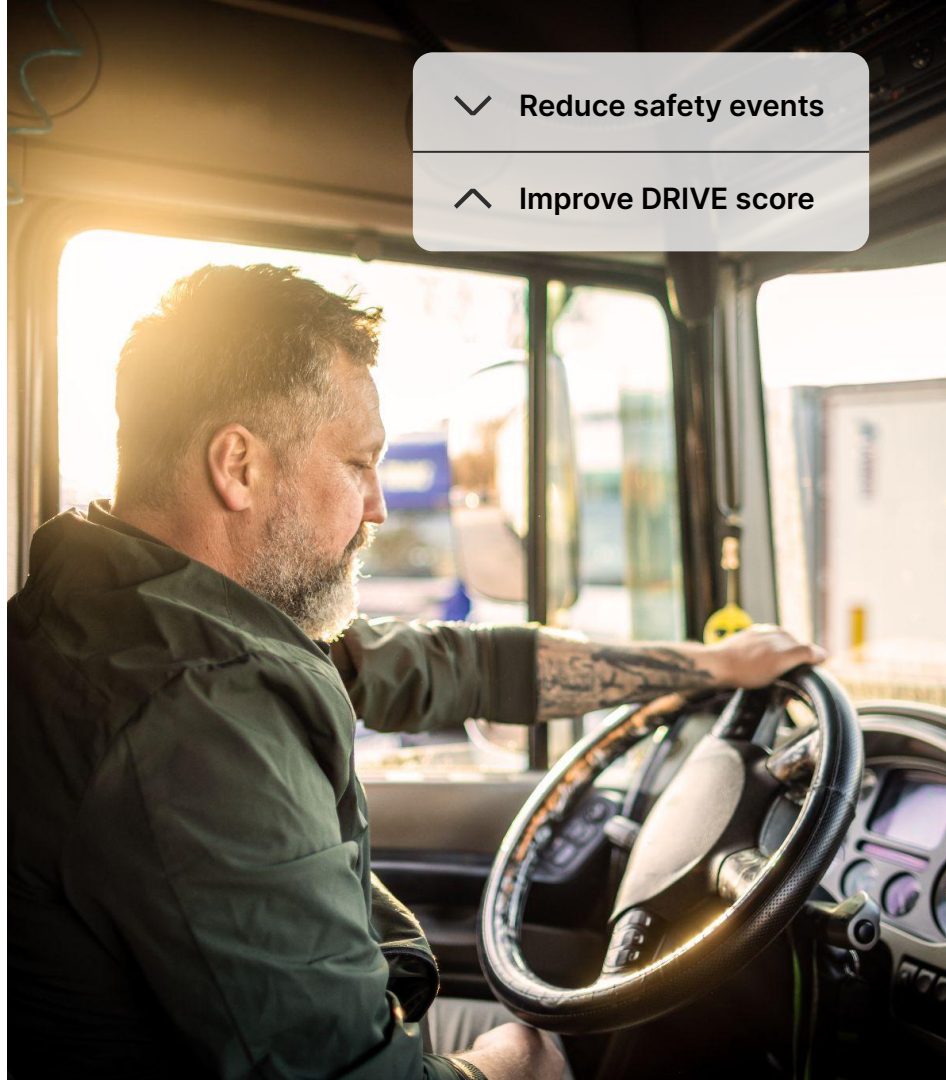
To determine a driver's score, the model:

1. **Aggregates events** that exceeded their minimum unsafe thresholds in the past 4 weeks. DRIVE uses its own thresholds and doesn't consider those set by the fleet.

2. **Calculates the likelihood that unsafe behavior will emerge** per 1,000 miles traveled. This ensures drivers who drive more are not unfairly penalized.
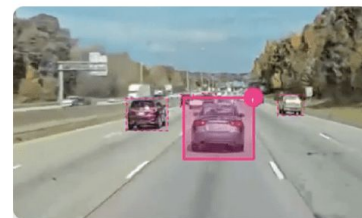
To determine a driver's score, the model:

3. **Determines the behavior impact on the score.** Behaviors more likely to cause collisions are given greater weight. Behaviors that occur often and pose the most risk impact the score most.

4. **Calculates the final score** by subtracting the sum of impact across all behaviors from 100. The more events generated, the more points deducted from the score.

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Impact on score

Close following
-11.3

Speeding
-7.6

Distraction
-5.1

4

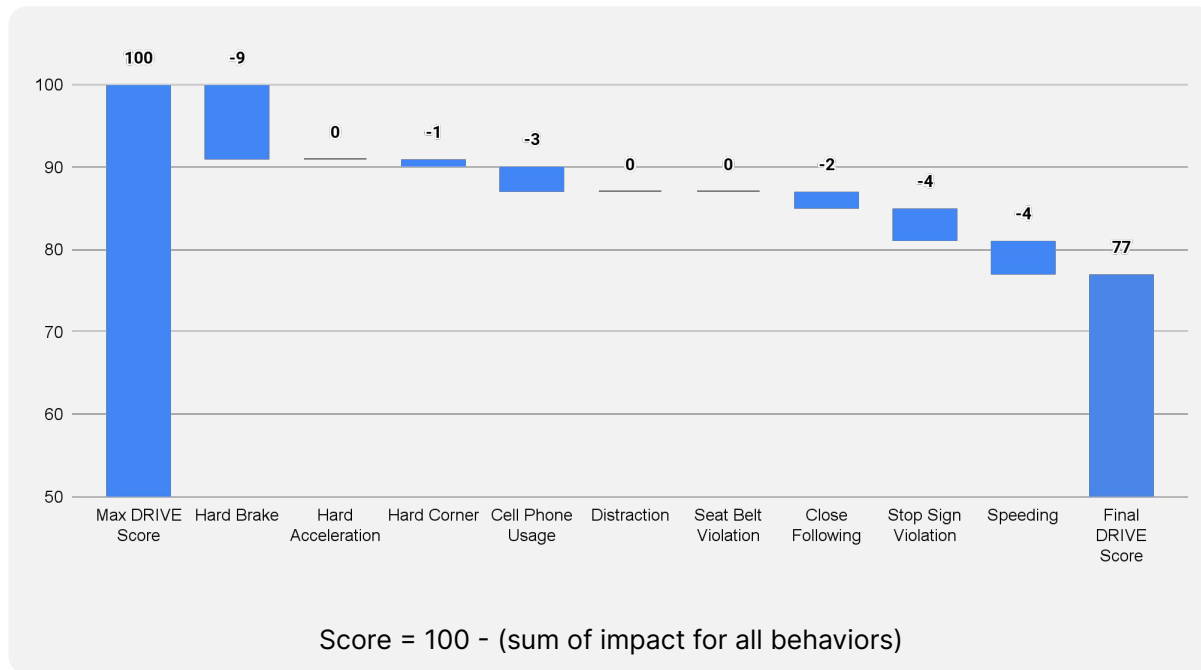| Fair 50-69	Good 70-89	Excellent 90-100

76
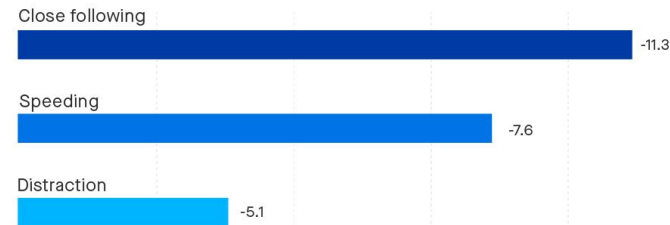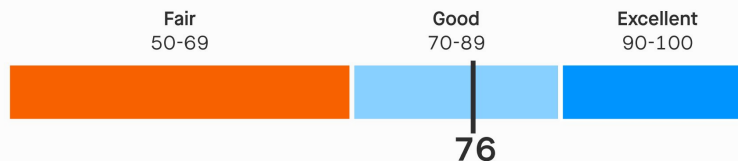
DRIVE score = 100 - (Impact of close following, speeding, distraction)

Behavior impact on score, from highest to lowest.

- Hard brake
- Speeding
- Distraction
- Stop sign violation
- Cell phone usage
- Close following
- Seat belt violation
- Hard corner
- Hard acceleration

Score = 100 - (sum of impact for all behaviors)

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Sample driver scorecard.

1. Unsafe events generated in the past 4 weeks.
2. Likelihood that unsafe behavior will emerge per 1,000 miles.
3. 100 points allocated based on the behavior's likelihood to cause an accident.
   a. **More points = more weight on score.**
4. Points received based on event rate. Points can't exceed available points.
   a. **Higher event rate = fewer points received.**
5. Behavior impact = Points available - Points received.
6. Score = 100 - (Impact of hard braking, speeding, close following, etc)

Miles Driven - 9,622.61

Type	Behavior	①Event count (past 4 weeks)	②Event rate (per 1k miles)	③Available Points	④Points Received	⑤Impact
Telematics	Hard brake	4	0.41	19.1	10.1	9
	Hard acceleration	0	0.00	6	6	0
	Hard corner	6	0.62	6	5	1
Driver facing camera events	Cell phone usage	0	0.00	10.2	10.2	0
	Distraction	0	0.00	10.5	10.5	0
	Seat belt violation	0	0.00	8.1	8.1	0
Road facing camera events	Close following	0	0.00	10.2	10.2	0
	Stop sign violation	0	0.00	10.3	10.3	0
Speeding	Speeding	33	3.41	13.6	9.3	4.3
Other events	Other events	0	0.00	6	6	0
	Total Score			100	85.7	14.3

6

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Key differences between old and new score.

Criteria	OLD Score	NEW Score
Behaviors included in score	Hard brake, hard acceleration, hard corner, speeding, HOS violations (if applicable).	Close following, cell phone usage, distraction, seat belt violation, stop sign violation, hard brake, hard acceleration, hard corner, speeding.
Score formula	Drivers are compared to others in the Motive network who drove the same vehicle type and roads.	Drivers are scored based on the volume of unsafe events generated.
How do events impact score?	Depending on a driver's performance relative to their peers, safety events could increase or decrease scores.	Every safety event has a negative impact on the driver's score. More events = lower score Fewer events = higher score
How do drivers improve scores?	Generating fewer events or performing better than their peers.	Generating fewer events.

* Directly comparing the old and new scores won't be accurate or fair.

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Key differences between old and new score

Criteria	OLD Score	NEW Score
Score performance ranges	*Relative scale* comparing drivers to the Motive network average (usually 50-54). • Very Poor (0-39) • Poor (40-49) • Fair (50 -54) • Good (55-69) • Excellent (70-100)	*Absolute scale*, similar to school grading system. • Fair (50-69) • Good (70-89) • Excellent (90 -100)
Score time period	Rolling 16 weeks	Rolling 4 weeks
Behavior thresholds	DRIVE uses its own thresholds and doesn't consider those set by the fleet.	DRIVE uses its own thresholds, not those set by the fleet. Higher thresholds for braking, accelerating, and cornering will reduce event volume, highlighting the most important events.

* Directly comparing the old and new scores won't be accurate or fair.

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How does the custom DRIVE score work?

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Customizing your DRIVE score: Step 1

- Choose exactly which behaviors you want Motive to detect.

- Define the threshold to determine when an event is generated. This determines which events are considered in the score.

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Customizing your DRIVE score: Step 2

- Determine the weight each behavior has on the score.

- To remove a behavior from the score, set the weight to 0.

Customizing your DRIVE score: Step 3

- Modify the performance range definitions for scores.

- As you adjust the performance range, understand the impact the change has on the number of drivers in the newly defined ranges.

How to prepare for the changes.

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Recap: Timeline of upcoming changes.

August 2023
Motive-defined DRIVE score

Q4 2023 target
Custom DRIVE score

- Simplified score based on unsafe event volume.

- Score now captures all dash cam-detected behaviors.

- Enhanced detection for hard brake, acceleration, cornering.

- Customize behaviors, their definitions, and score impact.

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1.
Take time to monitor the impact of the Motive-defined score.

- Take your time to study the new DRIVE score calculation, performance ranges, and the impact of camera detected behaviors on driver scoring.

- Monitor how enhanced event detection impacts hard braking, acceleration, and cornering event volume.

- Use the new DRIVE reports for performance analysis.

- If you decide not to use the custom DRIVE score, incorporate the Motive-defined score into your safety performance plan when ready.

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2.
Create an interim plan if you plan on adopting the custom DRIVE score.

- Develop a plan with alternative safety metrics like event rate.

- In your plan, focus on behaviors unaffected by changes, like camera-detected behaviors or speeding.

- Once the new custom DRIVE score is available, incorporate the new score into your safety performance plan.

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3.
Communicate performance plan changes to your team.

- [Use Motive's template](#) to explain the score changes to drivers.

- Add custom content to explain the interim performance plan (if one exists) and how the new score will impact performance standards.

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Transition checklist.

- ❏ Watch DRIVE webinar for:
  - ❏ Phase 1 and 2 DRIVE score updates.
  - ❏ Impact of enhanced hard brake, acceleration, and cornering detection on event volume.

- ❏ Assess impact to adjust your safety performance plan.

If using Motive-defined DRIVE score:

- ❏ Adapt your safety performance plan to the new score when ready.

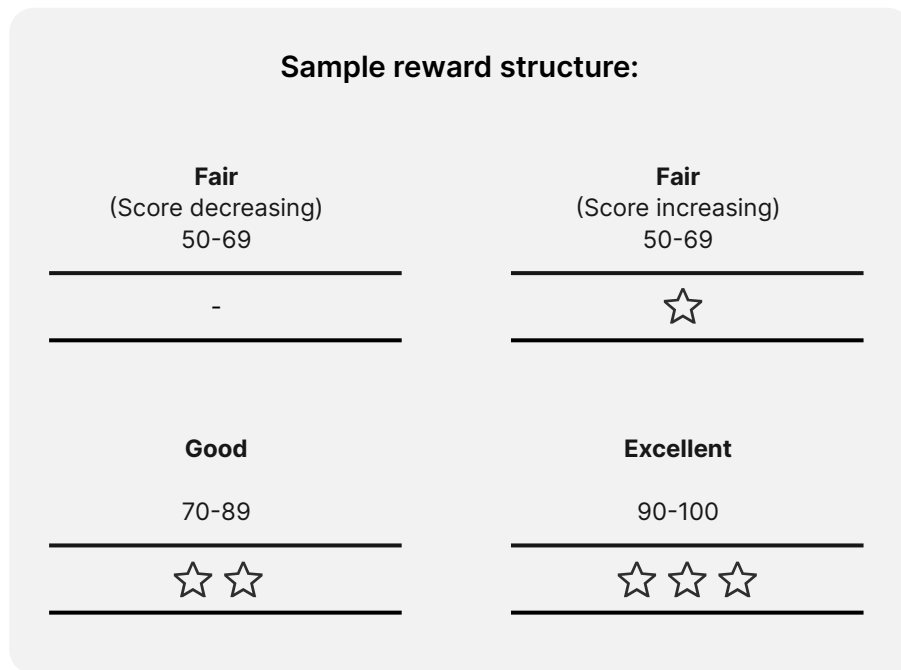- ❏ Inform your team about DRIVE score changes and updated performance plan.

If using custom DRIVE score:

- ❏ Develop an interim performance plan with alternative safety metrics.
  - ❏ Focus on camera-detected behaviors or speeding.

- ❏ Once available, integrate the custom DRIVE score into your plan.

- ❏ Inform your team about DRIVE score changes and interim performance plan.

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Performance plan frameworks

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Step 1: Establish basic framework.

1. Set a minimum DRIVE score that drivers must meet.
   a. Example: Drivers must have a minimum score of X to qualify for reward.

2. Create rewards based on performance band/score range.

3. Assess performance over an extended period (e.g., monthly, quarterly) to accurately reflect behavioral trends.

Sample reward structure:

Fair (Score decreasing) 50-69	**Fair** (Score increasing) 50-69
-	☆

Good 70-89	**Excellent** 90-100
☆ ☆	☆ ☆ ☆

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Step 2: Promote specific behaviors with extra rewards.

Examples:

- Extra reward for watching all coachable videos in the Driver App*

- Monthly challenges or reward opportunities such as:
  - Having zero cell phone violations.
  - Improving the score by X points.
  - Moving up into the next performance band/score range.

- Annual rewards for achieving targets, such as:
  - Having zero preventable accidents.
  - Consistently maintaining an "Excellent" rating.

* Use [Driver Coaching Effectiveness report](#)

Frequently asked questions

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Why might a driver's score change drastically after migrating to the new score?

- Remember, old and new scores use different formulas. Direct comparisons aren't accurate.

- Factors that may have impacted score:

  - New score is based on a **rolling 4-week period**, not 16 weeks.

  - New score **assesses more unsafe behaviors**.

  - **All unsafe events reduce points.** No points are awarded for exceeding Motive network average.

  - New score uses **higher thresholds for harsh events**. Fewer events are now counted. A driver who previously had many low-threshold events might see a better score now as those events are not being considered in the new score.

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How does event severity impact the score?

- **Event severity has no impact on the score.** The only feature that impacts the score is the volume of events.

- Drivers with the same event count, but different severity levels, will have identical scores.

- The score will consider severity once that feature becomes more explainable.

Why is the score based on a rolling 4 weeks?

- 4-week rolling period enhances accuracy and trend analysis.

- One-week data lacks details to distinguish driver performance.

- Longer period prevents weekly score volatility, boosting trust.

- Note: Event data in Safety Hub and reports follows existing retention policy.
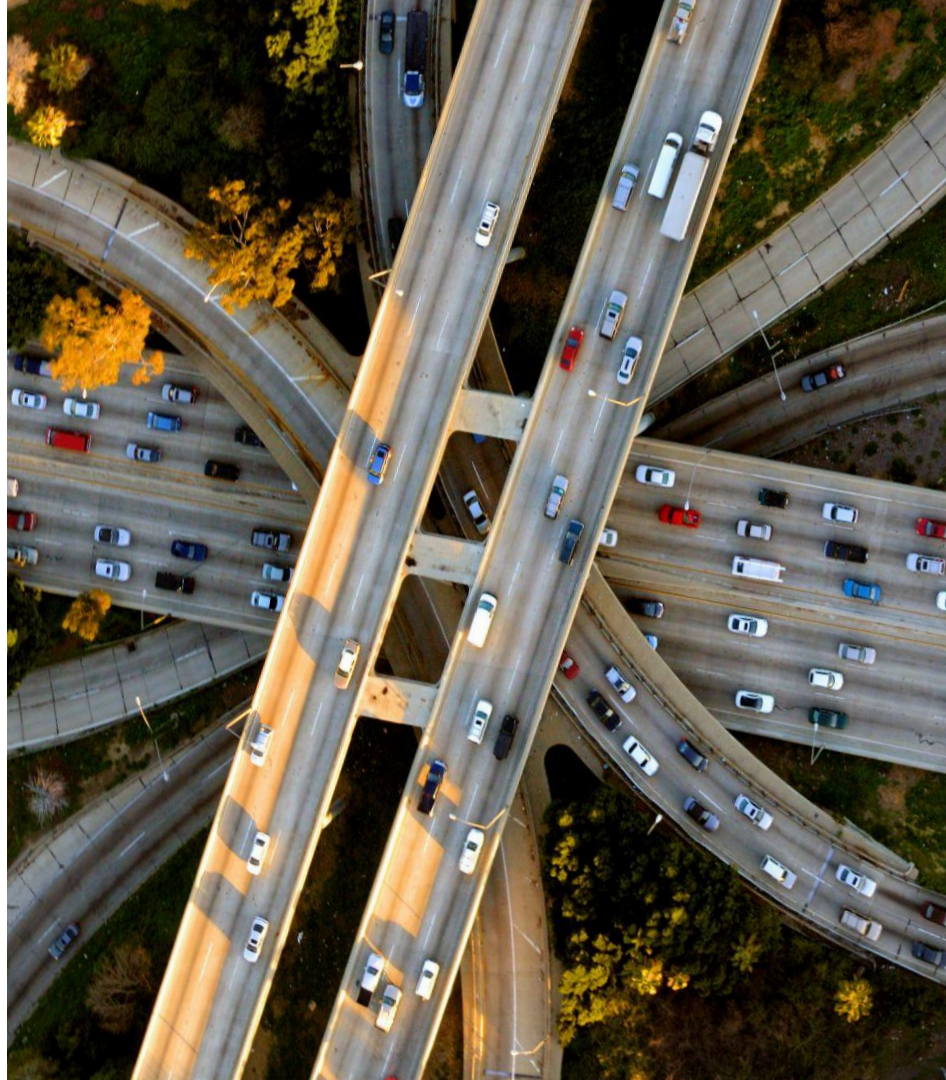
Can we dismiss/remove events from the score?

- Fleet users granted permission can "dismiss" an event, removing its impact on the DRIVE score.

- The "dismiss" status replaces the current "uncoachable" status.

- The score will update the following day with the dismissed events removed.

[Event successfully dismissed]
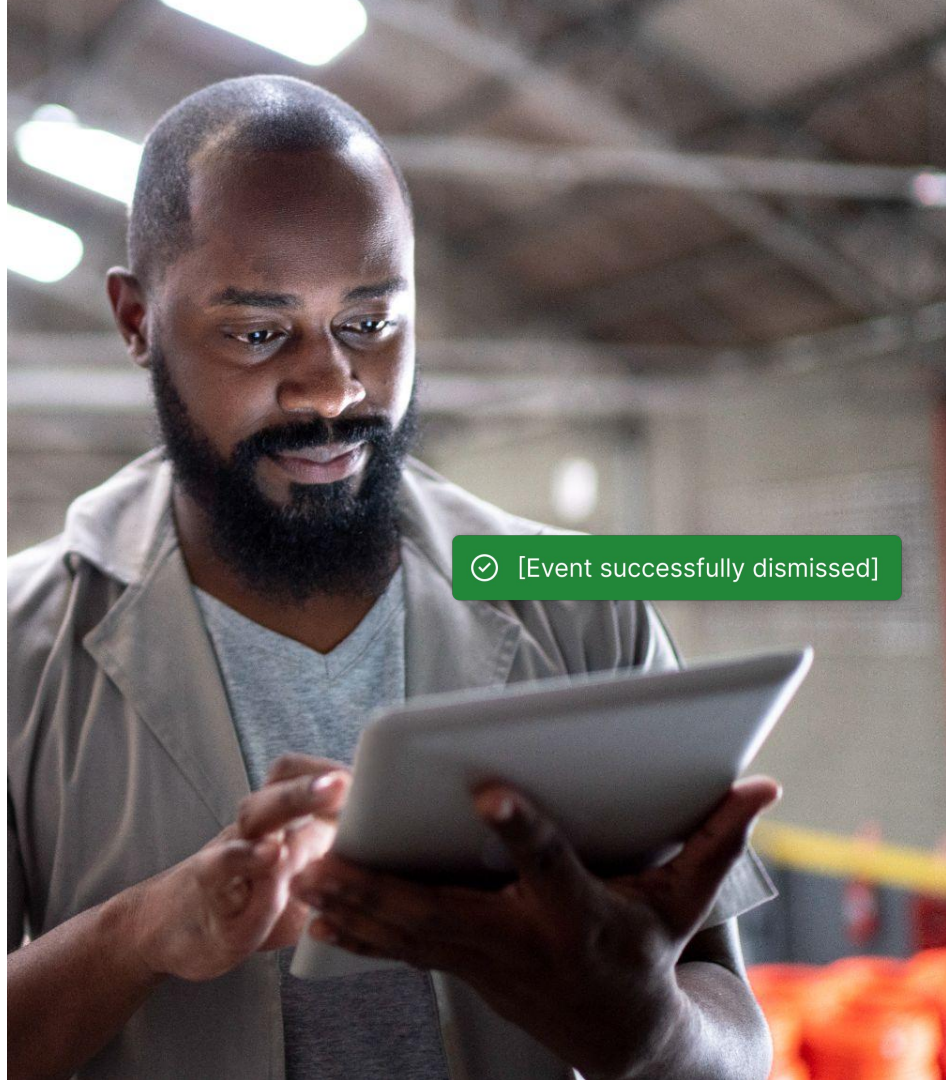
Will driver-facing camera users score worse due to more detectable behaviors?

- No, each camera type has a unique model/points allocation.

- With a road-facing dash cam, in-cab activities like distraction or cell phone usage aren't scored.

- If there's no dash cam, only harsh driving and speeding affect the score.

Camera Type	Behaviors
No camera	Hard brake, hard corner, hard acceleration, speeding
Road-facing	Hard brake, hard corner, hard acceleration, speeding, close following, stop sign violation
Dual-facing	Hard brake, hard corner, hard acceleration, speeding, close following, stop sign violation, cell phone usage, seat belt violation, distraction

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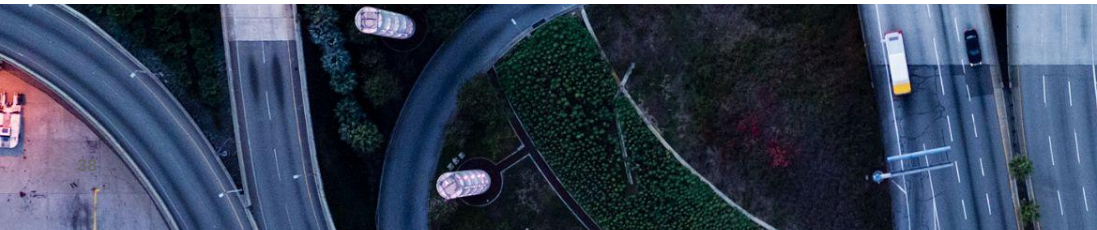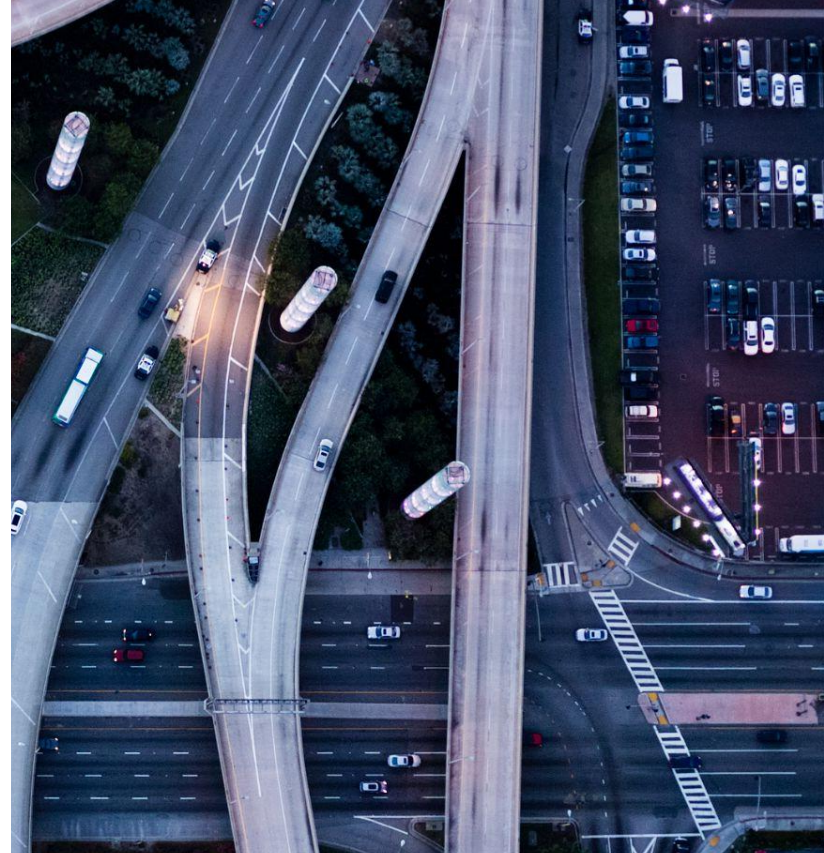# Can we see the old DRIVE score in reports once the new score rolls out?

- Old score performance will no longer be available in the Fleet Dashboard after adopting the new score.

- To keep old score records, download these reports before switching:
    - Safety Summary
    - Driver Coaching Effectiveness

Q&A

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Next steps

- Reference the on-demand DRIVE webinar.

- Download DRIVE resources:
    - [101 guide](#)
    - [FAQ](#)
    - [Driver memo](#)

- Join our upcoming safety webinars:
    - [Summer Product Showcase](#)
    - [AI Omnicam](#)

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Thank you

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