

motive

👤 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

DRIVE risk score 101.

Deliver documented results with advanced risk scoring and insights.

Table of contents

3	Introduction
3	How is the DRIVE score calculated?
5	How do behaviors impact the score?
6	How should we evaluate our score?
7	How can we use DRIVE in our incentive program?

Introduction

The DRIVE risk score evaluates driver safety performance over time to provide 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 with advanced risk scoring and insights.

How is the DRIVE score calculated?

It's simple. Drivers are scored based on the volume of unsafe events generated. Fewer events result in a higher score, with the maximum score being 100.

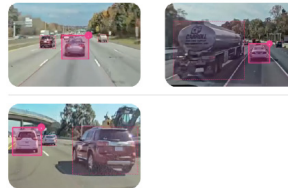
- Each new driver starts with a score of 100. Their personalized score is available after 100 miles of driving data is accrued.
- Scores update every Monday.
- DRIVE assesses driving performance based on a 4-week rolling window, reflecting the most recent 4 weeks of data.

To determine a driver's score, the model:

1. **Aggregates all the events** that exceeded the minimum unsafe thresholds for that behavior in the past 4 weeks.

These calculations are made on a rolling basis.

Close Following



Exceeded threshold

Yes

Include in DRIVE

Yes

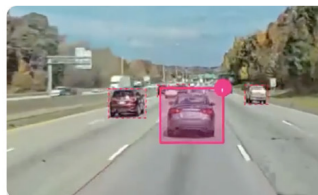
No

No

2. **Calculates the likelihood that unsafe behavior will emerge** per 1,000 miles traveled.

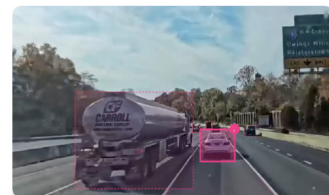
This normalized event rate makes the data easier to compare and ensures that drivers who drive more aren't unfairly penalized.

Events / 1k miles = 1.3



Close following

Barry Watkins



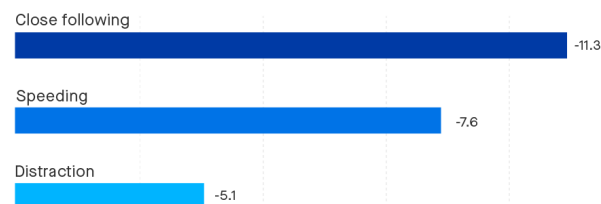
Close following

Barry Watkins

3. **Determines the behavior's impact on the score** based on the weight of the behavior and the likelihood that unsafe behavior will emerge per 1,000 miles.

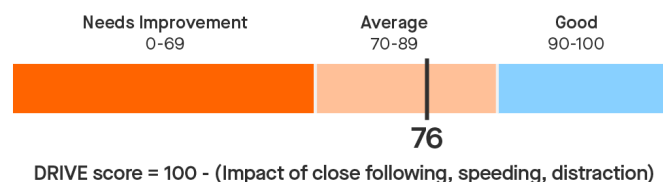
Behaviors that are more likely to cause collisions are given greater weight.

Impact on score



4. **Calculates the final score** by subtracting the sum of impact across all behaviors from 100.

The resulting safety score provides an accurate risk profile of your driver.



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

Learn more about DRIVE score inputs below.

How do behaviors impact the score?

The simple, evidence-based score changes based on the frequency of unsafe behaviors. **Reducing safety events will directly improve the score**, making it easier to coach drivers and explain why scores are changing.



Reduce safety events



Improve DRIVE score

The DRIVE score incorporates **unsafe behaviors** only if they meet minimum unsafe thresholds. Motive uses data from its network of hundreds of thousands of vehicles to determine the thresholds.

Included behaviors depend on whether dash cams are installed and if so, the camera type. For example, behaviors such as distraction or cell phone usage will not be factored into the score when only a road-facing dash cam is used, due to its inability to capture in-cab activities. If no dash cam is installed, only harsh driving and speeding behaviors are included.

Our machine learning model assigns weights to behaviors based on their probability to cause a collision. Behaviors most likely to cause collisions are given greater weight.

Impact on score (from highest to lowest):

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

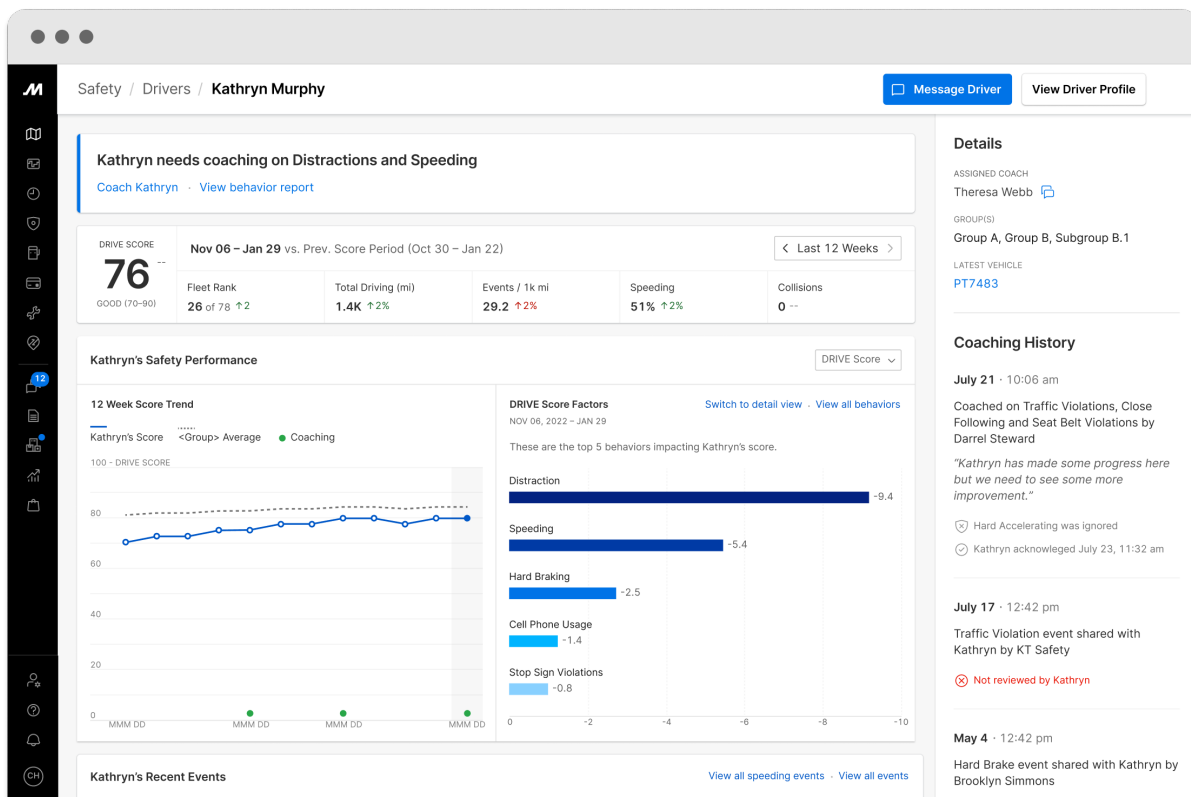
How should we evaluate our score?

The DRIVE rating helps to determine how often you should have coaching conversations. Drivers who need improvement may require weekly conversations while good drivers only require a casual check-in every other month.

Note: Performance bands will differ depending on the vehicle class and dash cam model. See example below.

Rating	Score range	Suggested coaching
Good	90-100	1x every other month
Average	70-89	1x/month
Needs Improvement	0-69	1x/week

Review your driver's safety profile to understand how specific behaviors are impacting your driver's score.



**How can we use DRIVE
in our incentive program?**

It's important to show appreciation for drivers so they understand how critical they are to the business. The Motive DRIVE risk score makes it easy to:

- 1. Pinpoint exactly who your fleet's top performers are.
- 2. Highlight excellent drivers with recognition or bonuses.
- 3. Reward drivers who are consistently improving.

Basic framework

There are two simple ways to incorporate DRIVE into your incentive program. To receive recognition or bonuses, drivers will either:

- 1. Meet minimum DRIVE score requirements, or
- 2. Get different rewards depending on where their score falls.

Assess performance over an extended period (e.g., monthly, quarterly) rather than a single moment to accurately reflect behavioral trends.

Sample reward structure:

Needs Improvement (Score decreasing) 0- 69	Needs Improvement (Score increasing) 0- 69	Average 70-89	Good 90-100
—	☆	☆☆	☆☆☆

Additional incentives

Since Motive provides full visibility into your driver's safety performance, you can layer additional bonuses to encourage specific driving behaviors.

For example, drivers get rewarded if they meet the challenge of the month:

- 1. Had zero speeding violations
- 2. Had zero cell phone usage events
- 3. Completed all coaching videos

Drivers can also earn bigger rewards if they meet annual targets, such as:

- 1. Had zero preventable accidents.
- 2. Had a "Good" DRIVE score for the entire year.

Beyond safety incidents and collisions

With Motive's all-in-one platform, you can also incorporate other parts of your driver's safety performance into your incentive program, including:

1. Performing well on roadside inspections.
2. Reducing HOS violations.
3. Completing DVIRs.

Incentivizing coaches

Don't forget to recognize your top performing coaches as well. Easily measure and track the progress of your coaches with Motive's coaching reports. Reward those with top performing drivers or drivers who are consistently improving.

Unlock Potential

motive



gomotive.com



855-434-3564



sales@gomotive.com

About Motive

Motive builds technology to improve the safety, productivity, and profitability of businesses that power the physical economy. The Motive Automated Operations Platform combines IoT hardware with AI-powered applications to automate vehicle and equipment tracking, driver safety, compliance, maintenance, spend management, and more. Motive serves more than 120,000 businesses, across a wide range of industries including trucking and logistics, construction, oil and gas, food and beverages, field services, agriculture, passenger transit, and delivery. Visit gomotive.com to learn more.