HAAS ALERT

Case Study

Improving Highway Incident Responder Safety via Digital Alerting

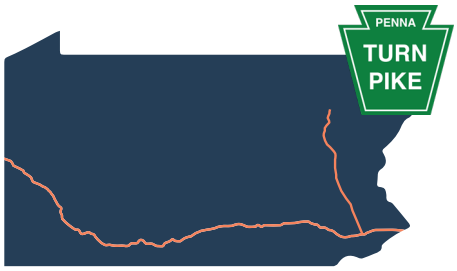
February 2021

When the Pennsylvania Turnpike Commission wanted to take action to address a spike in civilian collisions with its State Farm Safety Patrol vehicles, the agency turned to Safety Cloud® for digital alerting and collision prevention.



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Agency Name: Pennsylvania Turnpike Commission
Location: Pennsylvania (state-wide)
Fleet Type: Safety Service Patrol
Fleet Size: 98
Goal: Reduce Collisions

The Pennsylvania Turnpike is a toll highway spanning 552 miles across the state of Pennsylvania. For the Pennsylvania Turnpike Commission (PTC), the agency tasked with operating the Turnpike, safety is a priority and a constant concern - not just for the millions of motorists who use the Turnpike every month, but also for the personnel who work on the Turnpike every day. A critical component of the PTC's safety efforts is its State Farm Safety Patrol Program, which provides First Responder services 24 hours a day, 7 days a week to motorists on the Turnpike such as responding to accidents and incidents, providing traffic control for scene stabilization, and delivering an initial maintenance response to hazardous situations like debris cleanup and spill control.

The PTC employs a range of safety measures to protect Safety Patrol drivers and vehicles, such as warning lights, cones, reflective gear, and comprehensive operator safety training. Despite these measures, Safety Patrol Program vehicles are constantly at risk from other Turnpike drivers. In 2018, Safety Patrol vehicles were struck nine times by motorists. This number rose to 12 in 2019.

Faced with the challenge of doing more to protect their employees and vehicles in the field, PTC implemented HAAS Alert's digital alerting service Safety Cloud® in 2020 as a new safety measure to provide its fleet with a critical additional layer of protection.

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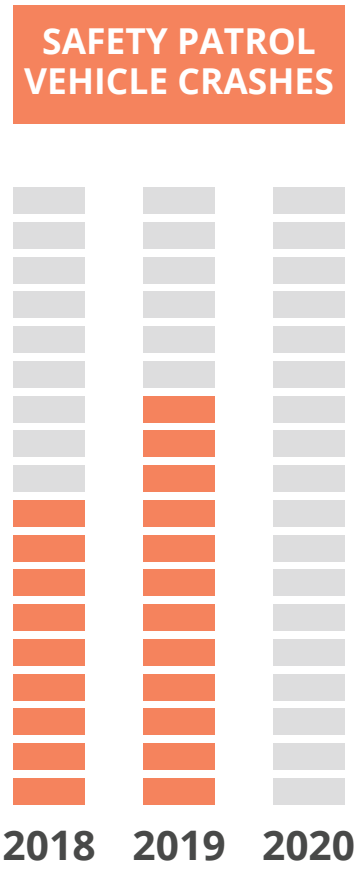
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Digital Alerting is the delivery of warning messages - “alerts” - to motorists through digital systems and screens they use while driving, such as navigation apps and vehicle infotainment systems. Studies have shown that digital alerting can reduce the risk of collision by 90%, by getting the attention of approaching drivers much sooner than lights and sirens. HAAS Alert’s Safety Cloud service is used by emergency vehicles, incident response vehicles, tow trucks, maintenance vehicles, arrow boards, and work zones to warn approaching drivers of nearby roadway hazards and lower the likelihood of a collision. Safety Cloud alerts are delivered to motorists today through the Waze navigation platform on in-dash systems like Apple CarPlay and Android Auto as well as mobile devices.

Last year, PTC recorded zero Safety Patrol vehicle crashes.

PTC activated its entire fleet of 98 Safety Patrol vehicles with Safety Cloud at the end of 2019. Last year, PTC recorded zero Safety Patrol vehicle crashes. Although digital alerting was not the only new safety measure implemented by PTC in 2020, the agency believes that the service has played a pivotal role in keeping its people safer on the road. As a result, PTC renewed its Safety Cloud subscription on the existing 98 vehicles and expanded the safety service to an additional 44 incident response vehicles in 2021.



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