Motive

Jamie Smith   LH100

91   Safety Score
↑ 3 points

Distraction impacted your score the most

Barry Watkins   DB350

76   Safety Score
↑ 3 points

Close following impacted your score the most

Isabella Baskin   DB400

59   Safety Score
↓ 1 point

Speeding impacted your score the most

Safety Score 101.

The customizable Safety Score evaluates driver performance over time for an accurate measure of driver risk.

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Introduction

The customizable Safety Score evaluates driver performance over time, accurately measuring driver risk across more than 15 unsafe and positive driving behaviors. This helps determine **who** you should be coaching and **what behaviors** you should focus on. The score is 5x more predictive of accidents than the industry's leading safety score.

Safety managers have the option to fully customize the weight of each behavior or turn off specific behaviors to better manage their safety program. Drivers have full visibility into how they are scored with detailed behavior breakdown.

How is the Safety 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.
- The Safety Score assesses driving performance based on a 4-week rolling window, reflecting the most recent 4 weeks of data.
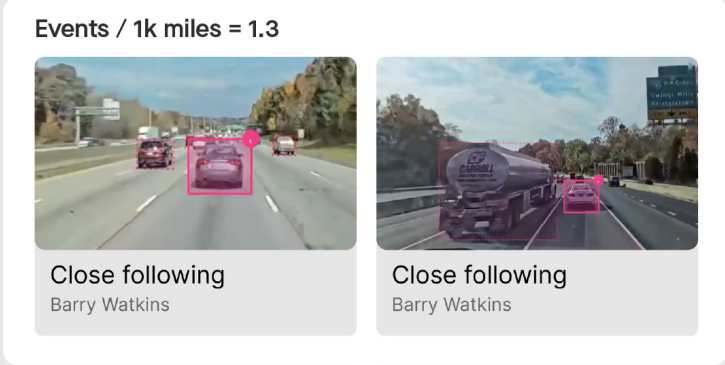
To determine a driver's score, the model:

1. **Aggregates all the events** that exceeded the minimum unsafe thresholds for that behavior in the past 4 weeks.
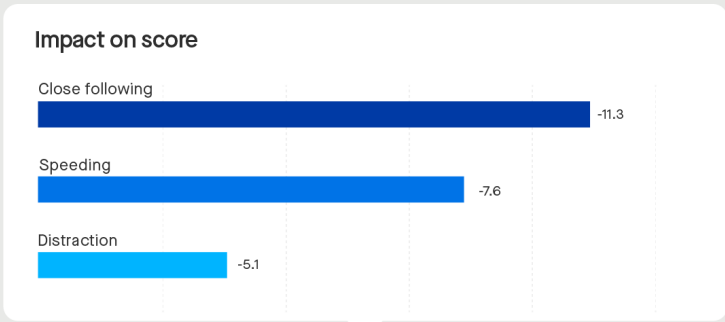
   These calculations are made on a rolling basis.

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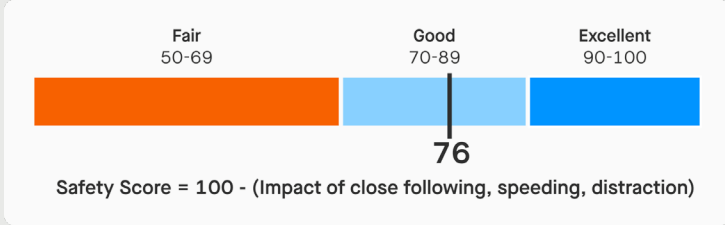
3. **Determines the behavior's impact on the score** based on the weight of the behavior and the likelihood that unsafe behavior will emerge per 1,000 miles.

   Driver-controllable behaviors are given greater weight.

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.

Close Following

	Exceeded threshold	Include in Safety Score
	Yes	Yes
	No	No

Events / 1k miles = 1.3

Close following
Barry Watkins

Close following
Barry Watkins

Impact on score

Close following   -11.3
Speeding   -7.6
Distraction   -5.1

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

76

Safety Score = 100 - (Impact of close following, speeding, distraction)

Learn more about Safety 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 easy to coach drivers and explain why scores are changing.

↓   **Reduce safety events**

↑   **Improve Safety Score**

The Safety Score offers the option to include all AI-detected behaviors but is fully customizable based on your fleet's preferences and camera capabilities. While every behavior can be factored into the score, it's important to exclude behaviors that your dash cam cannot detect—like cell phone usage or seat belt violations on road-facing cameras—to ensure accurate results.

For Motive defaults, behavior weights are designed to differentiate driver performance, with heavier weights assigned to driver-controllable behaviors such as cell phone usage, close following, and stop sign violations.

Impact on score (highest to lowest):

- Cell phone usage
- Close following
- Stop sign violation
- Seat belt violation
- Speeding
- Distraction
- Hard braking
- Hard cornering
- Hard acceleration

Check out **this article** to learn more.

You can also customize the weight of each behavior and its impact on your Safety Score.

How can we customize our score?

Customize your Safety Score by modifying behavior thresholds, behavior weights, and performance ranges to focus on the behaviors that matter most to your business.

1. Choose the behaviors to detect and define when events are captured. Captured events impact the Safety Score.

2. Determine the weight each behavior has on the score. To remove a behavior from the score, set the weight to 0.

3. Modify the performance range definitions.

Check out **this article** to learn more.

How should we evaluate our score?

The Safety Score 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.

> Based on Motive-defined scores, drivers with a score between 0 and 54 are 80% more likely to be involved in a collision compared to those with a score of 90-100.

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

How can we use the Safety Score in our incentive program?

It's important to show appreciation for drivers so they understand how critical they are to the business. The Motive Safety 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 the Safety Score into your incentive program. To receive recognition or bonuses, drivers will either:

1. Meet minimum 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:

Fair	Fair	Good	Excellent
(Score decreasing) 50- 69	(Score increasing) 50- 69	70-89	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" Safety Score for the entire year.

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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.

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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.