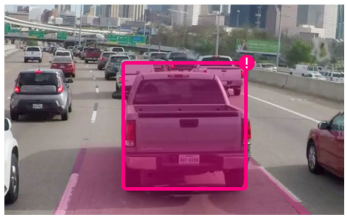
motive

Severity Level

High

Event	Road	Traffic
Cell Phone Usage	Curved	Busy



Severity Level

Medium

Event	Road	Traffic
Hard Brake	Straight	Busy

Event Severity.

How to review and coach the most important events first

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What is Event Severity?

Event Severity indicates the risk level of a safety event. An event's severity level is based on event type, intensity, duration, risk factors, traffic conditions, and environmental factors such as weather. There are four possible Event Severity levels:

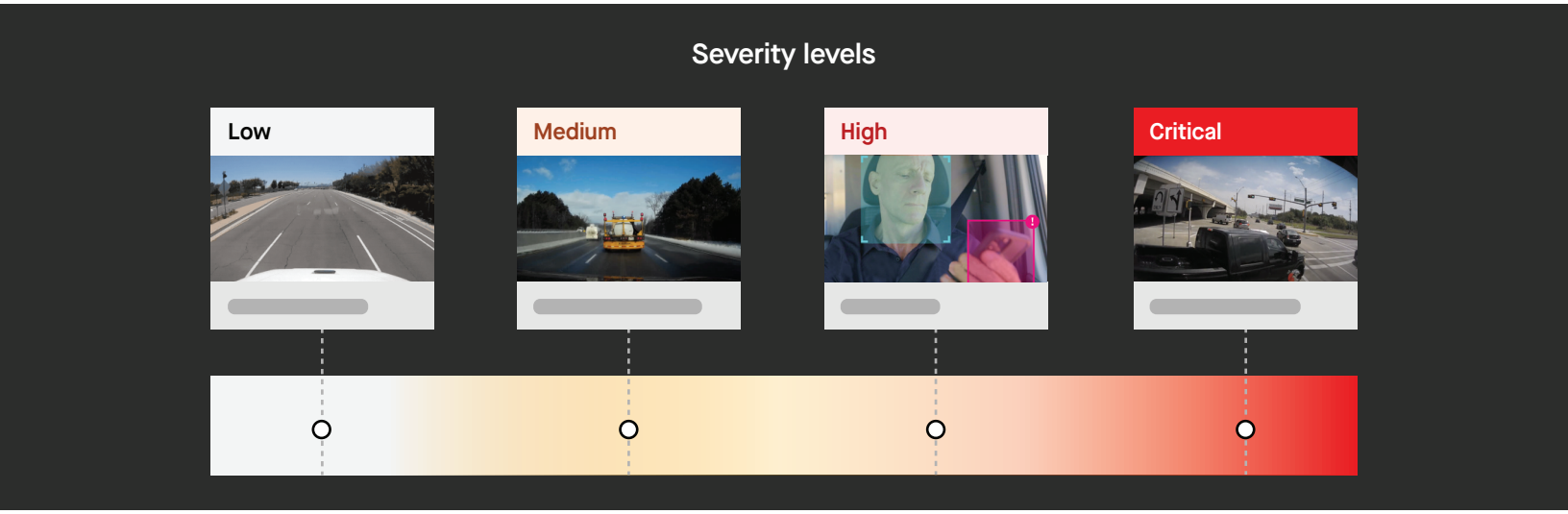
Event Severity Levels

Low. Low severity means an event was triggered, but there were very few risks detected. There's likely nothing pressing to review in terms of driver coaching and risk.

Medium. Medium severity events may not require urgent attention. But they're still valuable videos that can help with coaching conversations.

High. High severity events are events that are worth reviewing quickly due to high-risk conditions and driver behaviors. These events will provide useful visibility into driving conditions, and coaching is highly recommended.

Critical. Critical severity events are events like collisions or loss of vehicle control that likely require immediate or urgent action from fleet managers and drivers.



How is Event Severity determined?

Once a video event has passed Motive's Smart Event Thresholds, the footage automatically goes to our dedicated Safety team to analyze the footage.

The team validates and contextualizes every video with advanced risk factors, traffic conditions, and environmental context. Risk factors are unsafe behaviors exhibited by the driver, while environmental context describes the environment where the driver is located.

Based on the event type, intensity, duration, risk factors, traffic conditions, and environmental context, our Safety team then assigns an Event Severity level to every video. So you can easily review the most important events first. Insights into why severity levels were assigned are provided on every event.

Let's review some examples

In this first event, cell phone usage on a curved road in heavy traffic would be marked as *High* severity, since this is high-risk behavior more likely to result in an accident.

Compare that to the second event marked *Low* severity, where a driver hard brakes while paying attention in light traffic.

Severity Level

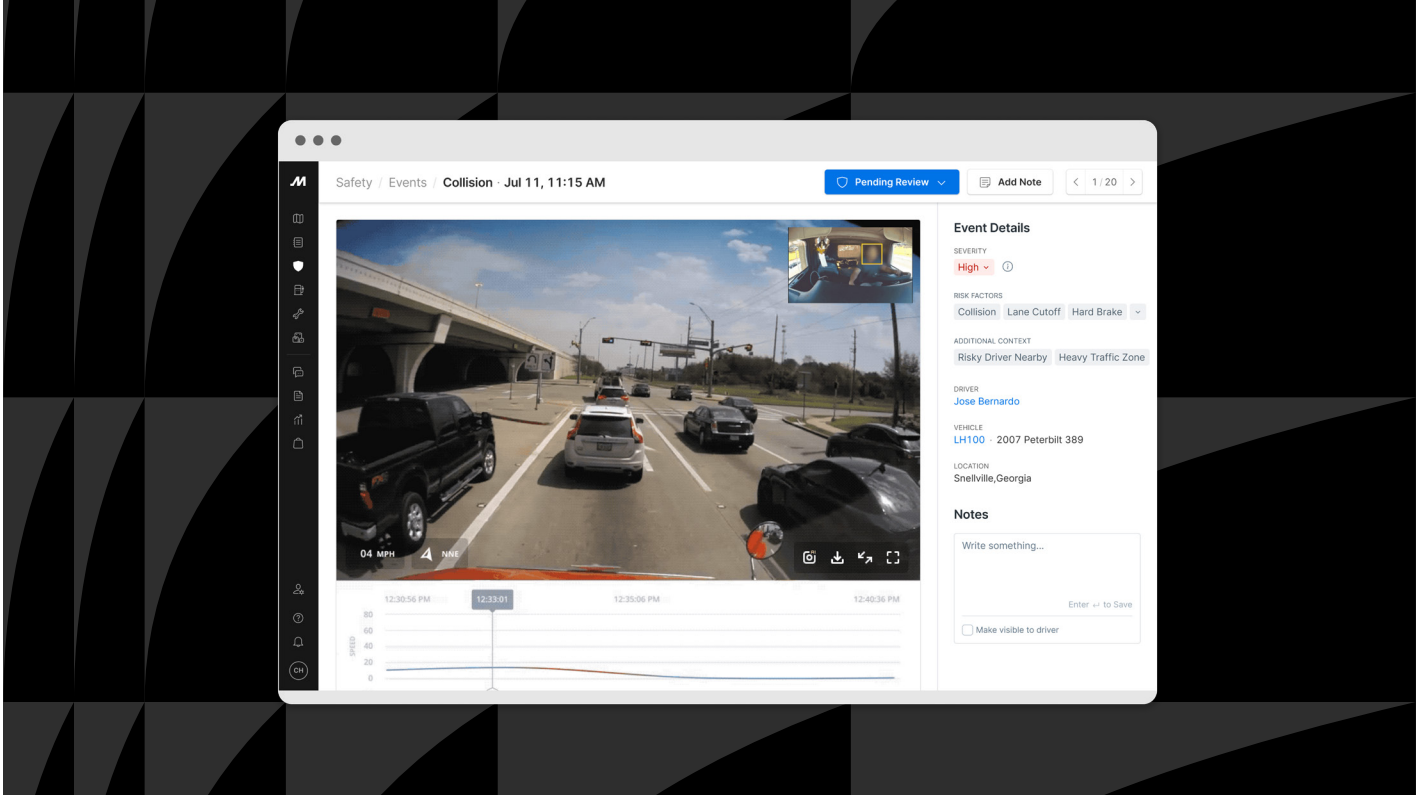
High

Event	Road	Traffic
Cell Phone Usage	Curved	Busy

Severity Level

Low

Event	Road	Traffic
Hard Brake	Straight	Light



Why is Event Severity useful?

Event Severity **saves you time** and **prevents accidents** by focusing driver coaching on the safety events that matter. Now you can spend less time sorting through footage and more time correcting high-risk behaviors.

With risk factors, traffic violations, and environmental context, you can also understand the full situation without having to watch the entire video.

Tags include:

Risk factors

- Collision
- Near collision
- Close following
- Distraction
- Lane cutoff
- Unsafe lane change
- Cell phone usage
- Seat belt violation
- Drowsiness
- Smoking
- Delayed response
- Hard brake
- Hard corner
- Hard acceleration

Traffic violations

- Stop sign violation
- Ran red light
- Failure to yield
- Illegal passing
- Illegal lane usage
- Railroad crossing

Environmental context

- Traffic
- Road
- Terrain
- Weather
- Lighting
- Visibility
- Risky driver nearby
- Speed
- Sensitive zone

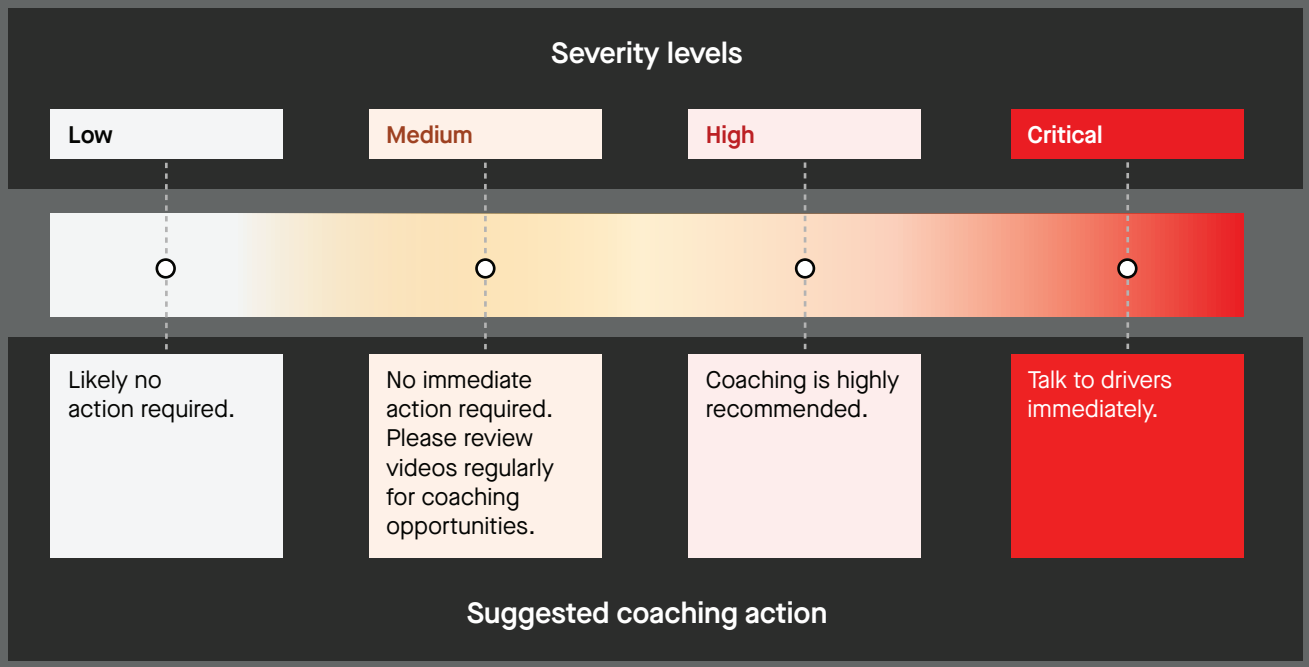
Learn more about safety risk tags **here**.

How can my team use Event Severity in coaching?

Event Severity helps you coach on the most important events sooner, so you can provide personalized and timely feedback. We recommend reviewing prioritized footage in our turnkey, step-by-step Coaching Sessions workflow.

With Coaching Sessions, all relevant videos, speeding events, and coaching history are combined into one view. So you can easily identify unsafe driving patterns and get full context for every video without having to watch every video.

Want to review individual events? Follow this simple coaching framework below to help guide conversations:



Frequently asked questions

1. **Can fleet managers or admins change the severity level of an event?**

   Yes, you can edit the severity level of an event by clicking on the edit tag and re-assigning the severity level.

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2. **How does Event Severity differ from the DRIVE risk score?**

   DRIVE is a score for drivers while Event Severity is a score for events.

   DRIVE is a driver-level risk score that ranks drivers based on risk compared to all other drivers in the entire Motive network.

   Event Severity is an event-level score that ranks risk within a specific event. The purpose is to help you understand which events are most important to review first and identify which factors may be contributing to the severity level.

   The best way to use these together is to use DRIVE to understand which drivers need the most coaching, and then use Event Severity to understand which events to review first for focused coaching conversations.

Unlock Potential

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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.

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