ITS America Webinar: A Proactive Approach to Road Safety Analysis

Thursday, February 9th, 2017
2:00 pm to 3:00 pm ET

Traditionally, road safety analysis relied mainly on historical crash data. Unfortunately, this approach is reactive, in other words, crashes need to occur before they can be prevented. Proactive approaches to road safety, such as traffic conflict techniques, have historically been labor-intensive, as they were based on human observation. With recent advances in technology and video analytics, including developments in computer vision and machine learning, it has become easier to detect and quantify areas of risk before crashes occur. These advances present promising potential for wide-scale implementation and could significantly improve road safety.

This webinar explores various practice-ready, video-based safety assessment tools, such as speed tracking and the detection of near-misses and traffic violations. Speakers for this webinar will include the City of Bellevue, Miovision, and Brisk Synergies.

- The City of Bellevue will highlight its partnership with the Microsoft Corp., University of Washington, and other organizations to leverage video analytics and machine learning systems to document non-crash traffic conflict events.

- Miovision will present on their computer vision tracker which automatically identifies conflicts between road users in very low resolution video, and uses thousands of hours of traffic video each week to continuously improve its artificial intelligence.

- Brisk Synergies will present results from actual deployments of automated safety analyses and continuous traffic monitoring on video collected from temporary traffic cameras as well as from video streamed directly from Traffic Management Center connected cameras.

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