

# JOHN SPIROS

State Representative • 86th Assembly District

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## Senate Bill 496

January 13, 2016

Testimony from Rep. Spiros

Hello and thank you Mr. Chairman and members of the Senate Committee on Judiciary and Public Safety for allowing me to have the opportunity to talk to you today regarding Senate Bill 469, a bill that would allow an operator of a vehicle to mount a motor vehicle monitoring device to the front windshield of a vehicle.

Currently, no person may drive a motor vehicle on the highway with any object placed on the front windshield as to obstruct the driver's view. This bill allows a driver to mount a monitoring device, or camera, to the front windshield as long as it is directly above, behind, or below the rearview mirror in a vehicle weighing less than 10,000 pounds. Also, the bill requires that the device be designed to monitor the vehicle and provide feedback to the driver for the purpose of safety or improving vehicle operations.

These devices are used widely in the transportation industry, where they are used to ensure the safety of drivers and others, as well as for training purposes.

Countless studies of both teens and commercial drivers have found that the use of video event recorders leads to safer driving habits and reduced collisions.

I feel that utilizing video cameras in this way is an important tool that allows for businesses to better protect their assets, provide constructive real-time feedback to the driver, and increase overall road safety.

Thank you again for allowing me the opportunity to testify in support of this bill, and I would welcome any questions.



To: Members, Senate Committee on Judiciary and Public Safety  
From: Patrick Shipley, Vice President Legal & Government Affairs  
LytX, Inc.  
Re: **SUPPORT - SB 496** (Mounting Vehicle Monitoring Device)  
Date: January 13, 2016

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On behalf of Lytx®, Inc. ("LytX"), I respectfully ask for your support of SB 496. This bill clarifies the ability for commercial fleets and families of teenagers to utilize vehicle monitoring safety technology.

Currently, the Federal Motor Carrier Safety Administration ("FMCSA") has recognized the value of this technology and has granted an exemption to allow the placement of these devices on the windshields for those vehicles in which it regulates – commercial motor vehicles with gross vehicle weight above 10,000 lbs.<sup>1</sup>

Commercial and consumer vehicles under 10,000 lbs are subject to state regulations. This bill modifies Wisconsin statute to specifically clarify the ability to mount vehicle monitoring and feedback technology on vehicle windshields.

By way of background, Lytx is a technology company committed to reducing collisions and saving lives. Our flagship product, the Lytx DriveCam™ Program, is currently used in over 1,300 commercial fleets protecting over 500,000 drivers. Further, through a strategic partnership with American Family Insurance, our Program is used in thousands of teenagers' vehicles as part of their teen safe driving program. (See [www.teensafedriver.com](http://www.teensafedriver.com).)

LytX's technology consists of a palm-sized video event recorder that is mounted on the vehicle windshield. When the vehicle experiences abrupt or sudden force, such as hard braking, sudden acceleration, swerving, excessive speed, a collision, or other potentially unsafe actions that could lead to a collision, the device uploads a 12-second clip of sight and sound data of the interior and exterior of the vehicle as well as provides real-time feedback to the driver. This data is then analyzed and used by fleets or families of teenagers for driver coaching and improvement.

In addition, Lytx recently introduced ActiveVision™ Technology as a complement to the Lytx DriveCam Program. ActiveVision tracks the roadway and surrounding vehicles in order to provide lane departure and forward collision alerts to drivers. Ultimately, the goal of our Program is to identify risky driving behaviors and address them before they lead to a collision.

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<sup>1</sup> See [www.fmcsa.dot.gov/regulations/notices/2015-06190](http://www.fmcsa.dot.gov/regulations/notices/2015-06190). Further, see §5301 of H.R. 22 Fixing America's Surface Transportation Act.

Countless studies of both teens and commercial drivers have found the use of this technology leads to safer driving habits and reduced collisions. For example, a U.S. Department of Transportation, FMCSA sponsored study conducted by Virginia Tech Transportation Institute ("VTTI") found that risky driving incidents were reduced by 37% and 52% respectively for two commercial motor vehicle fleets that used the technology.<sup>2</sup> A follow-up VTTI study found that Lytx's technology and program has the potential to save approximately 800 lives and prevent over 39,000 injuries each year.<sup>3</sup>

Other studies, such as one conducted by the University of Iowa, measuring the impact of video feedback systems on teen drivers also support the substantial improvement in driver behavior when this technology is deployed.<sup>4</sup>

Lytx feels that this is an important clarification that will allow families of teenagers as well as businesses with commercial fleets to protect drivers, reduce collisions and increase overall road safety.

Please support SB 496. Thank you for your time and consideration.

If you have any questions, please contact either, Rebecca Hogan or Caty McDermott of the Hamilton Consulting Group at (608) 258-9506.

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<sup>2</sup> Hickman, Hanowski, et al. (2009). *Evaluation of an Onboard Safety Monitoring Device in Commercial Vehicle Operations*, Virginia Tech Transportation Institute and Federal Motor Carrier Safety Administration.

<sup>3</sup> Hickman & Soccolich (2013). *Potential Reduction in Large Truck and Bus Traffic Fatalities and Injuries Using Lytx's DriveCam Program*, Virginia Tech Transportation Institute.

<sup>4</sup> McGehee, D.V., Raby, M., et al. (2007) *Extending Parental Monitoring Using An Event-Triggered Video Intervention in Rural Teen Drivers*. *Journal of Safety Research* 38, 217-227.