

During historic hurricane season, INRIX responds with “Herculean efforts” to keep drivers safe



When it comes to safety alerts and incident reporting during recent hurricanes, INRIX® has outmatched its nearest competitors in both volume and quality by a wide margin, which has significant implications for companies, municipalities and drivers during extreme weather events.

While dramatic U.S. Coast Guard rescues during Hurricane Harvey and Irma captivated audiences around the world, more than 150 people at INRIX worked quietly behind the scenes providing lifesaving information on a hyper-local level for people in Texas and Florida. While it is impossible to estimate the number of lives saved by proactively rerouting traffic away from dangerously flooded areas during these hurricanes and their aftermaths, we can say for certain that INRIX Safety Alerts are setting a new benchmark for incident reporting for the industry.

In fact, The Weather Channel acknowledged INRIX by name during a broadcast for what they were calling “Herculean efforts” INRIX took to report incidents on Hurricane Harvey. For Harvey, **25,307 live incidents** were recorded and posted between August 24 and 29, which was **five times more alerts than reported by INRIX’s closest competitor**. The

“As always, INRIX is an integral monitoring tool for operations of traffic management. During Hurricane Matthew, The Traffic Management Centers used INRIX when cameras were no longer available to evaluate traffic. Information was relayed to Emergency Traffic Management for their use in making time-sensitive decisions regarding the evacuations.”

SCDOT’s State Traffic Management Center

ratio of live incidents reported by INRIX as compared to other platforms was similar for Florida during Hurricane Irma with 13,867 live incidents reported. Incidents were published in near-real time, often within one minute of confirmation and in increments of 250 meters (800 ft.).

What sets INRIX apart is our dedicated editorial team who work as “data journalists” to make sense of the information received from hundreds of sources. INRIX employs more than 150 market-specific editors who continuously monitor and update incidents as they occur and clears them when they are no longer an issue. These reports—made for human beings, by human beings—are crafted in plain language without jargon or confusing abbreviations.

“Yes, algorithms and technology play an important role in what we do, but we believe keeping people in the loop—not only increases our level of accuracy—it makes certain the incident reporting are highly actionable for our audiences”

– Jeff Summerson, Director of Product Management, INRIX Safety Alerts



At INRIX, any relevant data sources are fair game. During Hurricane Harvey, when power was out and on-the-ground information was scarce, the editorial team hunted for aerial footage and GPS coordinates posted on social media by more than 150+ amateur drone enthusiasts to augment their reporting. No other providers in the industry leveraged that kind outside data. “It was like having 30 traffic helicopters reporting at once when not traffic helicopters were in the air,” said Bryn Mills, Group Manager, INRIX Safety Alerts, Engineering

As hurricanes and extreme weather events increase both in frequency and intensity around the world, having access to INRIX Safety Alerts is quickly becoming an indispensable logistical resource for companies engaged in trucking, transportation, shipping, distribution, as well as local and national broadcast media. INRIX has coverage in 38 countries with a diverse list of incident reports, including road closures, accidents, construction, slow-based incidents and more.



While safety is of paramount concern during extreme weather, finding the safest route around closures is often the most economically advantageous one as well. The agility to shift resources and reroute in real-time provides a competitive advantage in both cost, time and fuel savings. “Traffic reporting alone doesn’t cut any more. The fact that we were able to report more than 15 times the amount of incidents, road closures and alerts than anyone else should be get the attention of any company (Uber, Amazon, FedEx, etc.) involved in transportation or distribution of any kind. I mean, if we can do this during hurricanes, just think how well we handle an average Monday afternoon commute.” – Jeff Summerson, Director of Product Management, INRIX Safety Alerts

While many municipalities, emergency agencies, insurers, local utilities and nonprofit organization rely on INRIX during and after hurricanes for planning executing rescue operations, INRIX has also played major role in helping with evacuations. During Hurricane Matthew in 2016, The South Carolina Department of Transportation (SCDOT) Traffic Management Center used INRIX to monitor along I-95 and I-26, which had reverse traffic flow to allow more people to evacuate.

Since traffic monitoring and incident reporting has broad applications, INRIX offers specific products tailored to individual industries, including auto manufacturers, insurers, news organizations, trucking companies, ridesharing (Uber and Lyft), distributors (should we actually call out FedEx, Amazon, UPS, by name?)

“For automakers, drivers can be alerted about an accident ahead in time to take a faster alternative route. For departments of transportation, agency professionals can be notified of incidents earlier and across their entire road networks, allowing them to implement incident response efforts more quickly.”

Bryan Mistele, INRIX president and CEO



FOR INDIVIDUALS, we recommend downloading the INRIX App to your smartphone to stay apprised of traffic, incidences and safety alerts on the road.

FOR TRUCKING, we recommend learning about INRIX MD Monitoring. Along with Safety Alerts, it allows monitoring of traffic speeds every 250 meters (800 feet) across 1.8 million centerline miles of road in 38 countries, the INRIX XD Monitoring site delivers better insight in daily operations meeting new regulatory requirements for real-time monitoring of road conditions.

FOR BROADCASTERS, we recommend INRIX Digital Media Suite provides reporters easy to use applications and traffic content that goes beyond typical drive-time traffic conditions with real-time insight into conditions on all major highways and local roads, alert audiences to the day's current and expected traffic hotspots and expected travel times for key routes.

INRIX XD Incidents detects accidents and road closures faster by automatically correlating real-time traffic flow data with information from nearly 400 public and private sources including media partners, departments of transportation, emergency responders, and community reports via mobile and in-vehicle applications as well as social networks like Twitter.

“While this is a sad event, we rose to the occasion and went to lengths that no one else did. We had every hand on deck working around the clock to cover road closures in near real-time.”

Jeff Summerson, Director of Product Management, INRIX Safety Alerts



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