



# GEOTAB Fleet Analytics Software January 29, 2026



- Keith Leech- Co-director of NorCal Clean Cities – Welcome
- David Worthington, Fleet Manager, Santa Clara County - Moderator
- Tim Taylor & Elena Hung, NorCal Clean Cities – Webinar Management

## Today's Speakers

**Kevin Morency, Utilization Demonstration**

**Drake Zwahlen, Public Sector Cameras**

**Dan Katleman and Nathaniel Veeh, "Altitude" Roadway Analysis**

## Webinar Partners



- *Sacramento Clean Cities Rebranding as NorCal Clean Cities And Communities*
- *Our mission is the reduction of the use of fossil petroleum in the transportation and energy sectors*

[www.cleancitiessacramento.org](http://www.cleancitiessacramento.org)



# We would like to thank



## Our sustaining sponsors



NAPA is your trusted source for automotive parts, accessories & know how for your car, truck or SUV.



From Expense to Opportunity - Turning EV Adoption into ROI

## Our most recent sponsors



Managing the County's air quality in a manner to protect and promote public health.



A Thomas Built Bus dealership with expertise in bus and truck parts distribution.

## Our most recent members



Enoven Truck Body + Equipment is the premier work truck body builder in the Western United States.



Our mission at RTA is clear—we help fleets succeed through our software, training and consulting

## Our most recent event partners



An American automotive manufacturer that develops and builds category-defining electric vehicles



Providing no-reserve internet auctions for buying and selling new and used equipment and vehicles



An American customizable electric pickup truck that can change into a van or SUV.



North America's leading provider of Electrification-as-a-Service



## UPCOMING EVENTS

- **Fleet Academies**
  - Yuba City - February 4, 9:30 – 2:30 – Yuba City
  - Chico & Redding Dates TBA
  - Major Conferences –Sonoma Raceway – September, Sacramento - October
- **School Bus Consortium**
  - February 5, 11am – 1:30pm – Capital Funding Strategies
  - Every two months following
- **Sacramento Region Education Mobility Coalition**
  - SACeMo monthly meetings

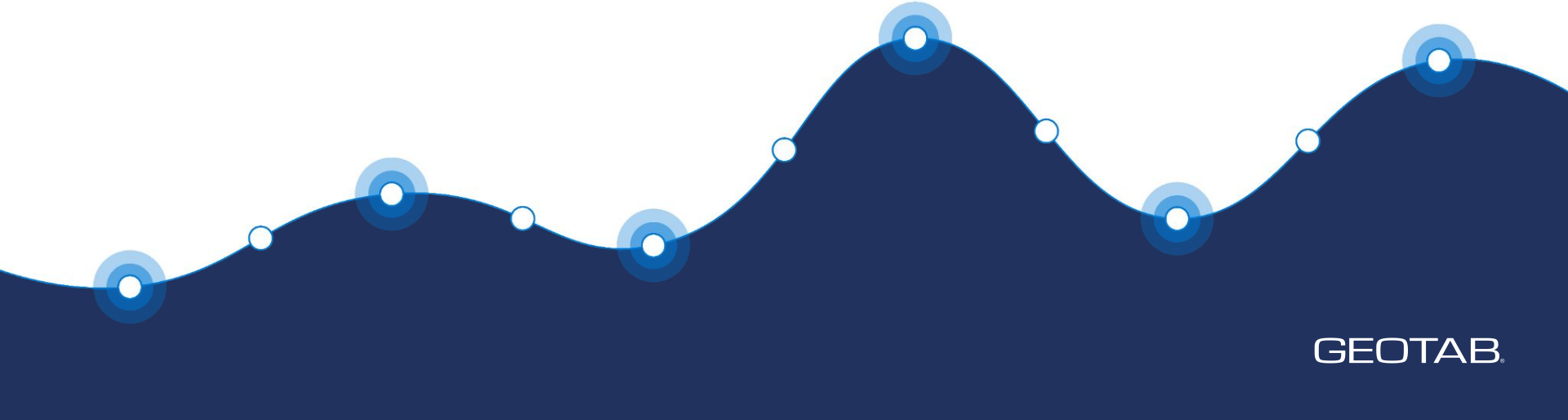
## UPCOMING WEBINARS

- 02/19 – Introduction to Regulations Affecting Fleets in California (1 of 2 Part Series)
- 03/19 – Introduction to Regulations Affecting Fleets in California (2 of 2 Part Series)
- 04/23 – EV Charging Station and Infrastructure Development
- 05/21 – How to use Fleet Management Information Software (FMIS) to make data-driven decisions
- 06/18 – Fleet replacement strategies for an optimum program and compliance (with ACF)
- 07/16 – How to Market (promote) Your Fleet Operations to Reduce Administrative
- 08/20 – Essential & Critical Fleet Management positions every fleet should have
- 09/17 – How to Advance Your Career in Government Fleet Management
- 10/22 – From Supervisor to Fleet Manager – Skills, Knowledge, Abilities, and Education
- 11/19 – EVs -The Basics and challenges less known
- 12/17 – Grant Funding – How to successfully apply for and be awarded a grant for your Fleet

# Asset Utilization

## NorCal Clean Cities

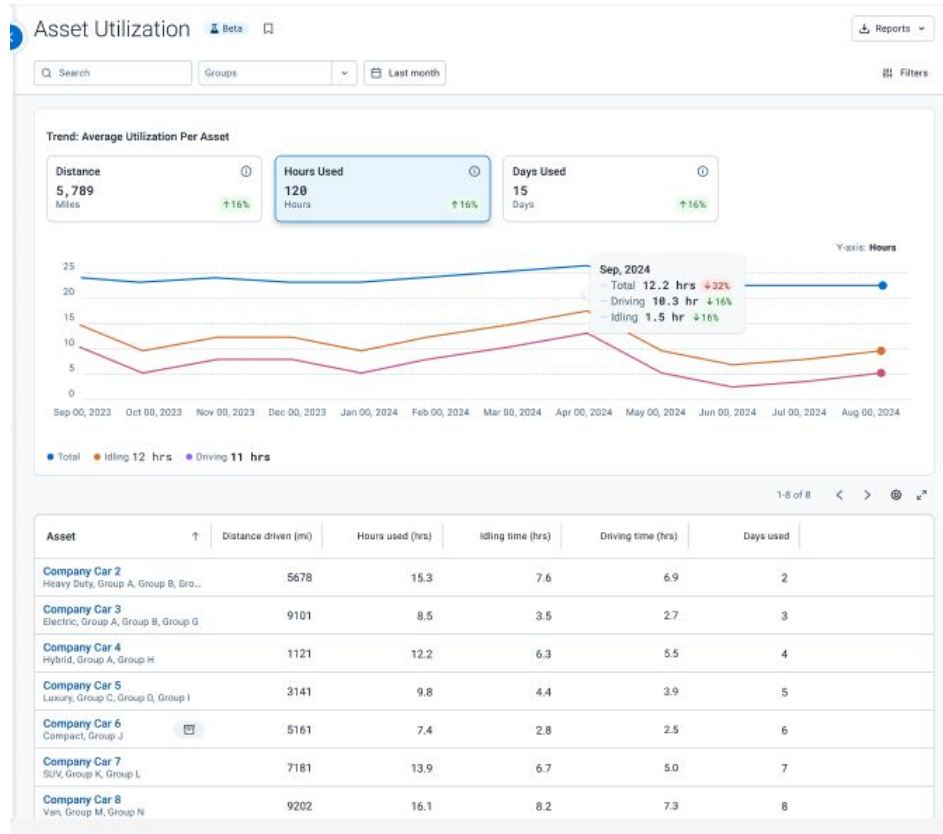
Jan 2026



# Why measure asset utilization?

- A. Extend service life
  - Rotate vehicles to balance age with wear / tear
- B. Plan retirement / end of life activities
  - Sell now or later? Optimize resale value
- C. Plan procurement activities
  - How many vehicles (and which type) should we procure next year?
- D. Optimize daily operations to meet service demand
  - Should we move vehicles to another division, where they can be put to better use
  - Are we using EVs to their fullest potential?
- E. Right-size the fleet
  - Save on capital and operating expenses
  - Keep the minimal number of assets needed to get the job done
- F. Other?

# Asset Utilization (beta) - Live Demo



# Where do you ideally want to interact with utilization data?

- A. BI tool
  - PowerBI, Tableau, Looker Studio, etc
- B. Spreadsheet
  - Excel, google sheets, etc
- C. myGeotab
  - The Geotab user interface
- D. FMIS
  - AssetWorks, Fleetio, etc
- E. Other?

# What data do you need for lifecycle planning?

- Vehicle age (model year)
- Odometer (lifetime)
- Engine hours (lifetime)
- Asset class (pickup, passenger, HD truck)
- Downtime
- PTO time
- Device offline time
- Breakdown events (history)
- Breakdown risk (prediction)
- Maintenance cost (history)
- EV battery usage (start / end of day SOC)
- EV battery health
- Fuel efficiency
- Other?

# Asset Utilization - Timeline

## *February*

- Grant early access to a handful of beta testers

## *March*

- Conduct feedback interviews with every beta tester

## *March - May*

- Product improvements

## *June*

- General availability release

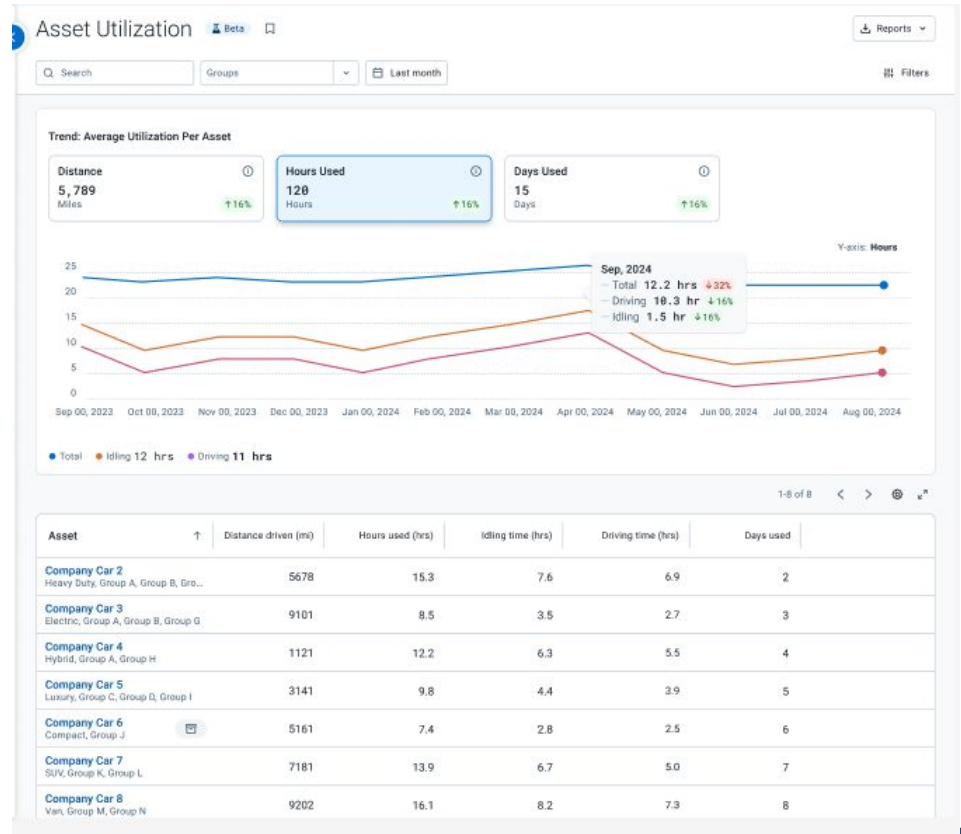
# Learning goals for beta phase

- What are you trying to accomplish with your utilization data?
- How do you interact with your utilization data?
  - Grouping, filtering, sorting, etc
- What friction points exist with our current UI, and how can we make it easier to use?
- What is missing? What else do you need?

# Sign up for early access to Asset Utilization



[https://geotabinc.qualtrics.com/jfe/form/SV\\_3ZQvZt8ZoYzH4a](https://geotabinc.qualtrics.com/jfe/form/SV_3ZQvZt8ZoYzH4a)



An aerial, top-down view of a multi-lane highway. The road is dark asphalt with white lane markings. Several cars of various colors (blue, red, white, black) and a white semi-truck are visible, traveling along the road. The highway is flanked by dense green trees. The overall scene is brightly lit, suggesting a sunny day.

GEOTAB<sup>®</sup>

**Powering safe,  
sustainable, and  
efficient connected  
fleets and assets**

**2026 Company overview**

Not for redistribution. Please contact your Partner Account Manager to customize or otherwise [use this presentation](#).

# Today's fleets face more and more costly distractions



**~95%**

of all crashes are due to human behavior

**6-12x**

Cell phone usage/texting increase collision risk



**325K**

People were injured in motor vehicle traffic crashes involving distracted drivers in 2023

**12.5%**

increase in insurance costs in 2024



When using Event-Based Video and Driver Behavior Coaching

**35%**

Reduction in crashes with injuries

Sources:

RPS Transportation Market Outlook, 2025

NHTSA.gov, <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813703>

Driver Crash Risk Factors and Prevalence Evaluation Using Naturalistic Driving Data, 2016

J.J. Keller & Associates, Inc., "The Payback of Using Dual-facing Dash Cams to Coach Drivers," Oct. 30, 2023

# Geotab delivers a path to reduced costs

Our platform delivers an accurate, scientific record of incidents, automates instant driver feedback, while giving fleet managers better tools to manage and coach driver behavior.



**Reduce claims and insurance premiums**



**Aid driver training and improve driver safety**



**Defend potential litigation**



**Reduce costly collision damage and repairs**

# Public Sector Market



Video is in the early growth phases

GPS policy & adoption is mature and has opened the door for video telematics.



Agency Engagement



Geotab's Commitment

GEOTAB  
**GO Focus**™

AI road facing dash cam



Manage your fleets safety  
while protecting driver  
privacy with **GO Focus™ AI**  
dash cam from Geotab



# GO Focus highlights

## GO device integration

Reduce installation and management time and costs, auto-pairing and simple calibration



## Forward (road) - facing lens

4K high-definition sensor with built-in AI to capture events only not continuous video recording

## Connections

Geotab IOX connector to pass power, CAN data and daisy chain up to 6 other IOX devices (GO Focus should be last in the chain)



## Embedded memory

128 GB (approximately 60 driving hours)  
Storage of video is encrypted and cannot be downloaded from the camera

## Event Capture button

Video footage upload can be initiated by the driver. Captures 10 seconds before and 10 seconds after the button is pressed

# GO Focus enabled events

Leveraging ADAS and AI, video recording for specific rules will automatically enabled. The rules for which this will be done will cover:

- Minor Collision
- Major Collision
- Tailgating/Close Following
- Incident Capture Button Press - via camera button or compatible with IOX-ALERT

Note that video cannot be captured for additional rules in MyGeotab and no options to enable it will be available for GO Focus devices.

The screenshot displays the 'VIDEO' settings page in the Geotab interface. It features two rule configurations:

- Tailgating/Close Following:** This rule is currently turned **Off**. Under the 'MEDIA UPLOAD SETTINGS' section, the 'Media type' is set to **Video**. Both the 'Post-event capture period' and 'Pre-event capture period' are set to **15 s** using sliders and input boxes.
- Video Device Button Pressed:** This rule is also turned **Off**. A description below it states: 'This rule will trigger when a video device button is pressed.'

Each rule configuration includes icons for editing, help, notifications, and a refresh button.

# GO Focus events in MyGeotab

ADAS events and detected collision events footage are only available in MyGeotab to authorized users

GO Focus videos from MyGeotab:

1. Video Recordings
2. Embedded in Trips History
3. Set up MyGeotab notifications such as email alert

The screenshot displays the MyGeotab 'Video Recordings' interface. On the left is a navigation sidebar with categories like Productivity, Compliance, Safety, Maintenance, Sustainability, People, AddIns, Geotab Ace, Messages, Notifications, Video Recordings (highlighted), Reports, Groups & Rules, Marketplace, and Support. The main content area shows a grid of 18 video thumbnails, each representing a 'Tailgating/Close Following' event. Each thumbnail includes a timestamp and the driver's name, such as 'Unknown driver', 'Jason B', 'ERIC O'BRIEN', 'Eric Asset', 'Bruno 2', 'Unknown driver', 'Scott Williams', 'Neil A (Car 1)', 'Sudeep Bhujji', 'Jack B', and 'Unknown driver'. The interface also features search, filter, and sort options at the top.

\* Videos will be available for one year (365 days), if required for longer it is recommended it be downloaded to your company's servers

# What makes GO Focus valuable?

GO Focus combines AI-based dash camera technology with event-specific recording and secure data handling to deliver real-time safety insights. It helps fleets prevent collisions, protect drivers and lower costs, all while addressing privacy concerns and supporting safer operations.



GEOTAB

# GO Focus Plus™

## Key features



# Enhancing safety through telematics and video

## One platform, tremendous value for your customers



# The GO Focus Plus Difference

GEOTAB  
**GO** Focus Plus™



## Less Friction

### Automatic device detection and pairing

The GO Focus Plus with the GO Focus Plus Cable pairs automatically in MyGeotab via the Geotab GO device, saving time.

### Self-calibrating to eliminate the hassle

No manual procedures required other than a simple pointing adjustment at installation.



## Real intelligence

### Less false positives

Our AI for DMS and ADAS help predict risks on road and in the cabin with the highest levels of confidence

### Enhanced coaching with AI

Automated Workflows, AI generated insights and recommendations of specific grouped behaviors for coaching sessions



## Driver centric

### Proactive collision management

Verbal safety alerts in real time can support changes to driver behaviour *before* incidents occur.

### Privacy first design

In Cabin privacy options designed to be enabled with a flick of the switch

# GO Focus Plus Key Capabilities

The Geotab difference in an all-in-one video telematics and safety platform



## Driver Assignment

Accurate driver assignment is simplified with AI, from “suggested” to fully “automated”\*



## Driver Distraction Score

Easily identify repeat offenders and risky behavior patterns



## Smart Sequence™

Riskiest behaviors, habits and events are surfaced first



## Full event context

Understand risk levels based on driver actions, road conditions, reaction times and more



## Coaching automation

Real-time coaching through in-cab audio and verbal alerts



## Coaching sessions

Managers assign, track, and recognize both safety habits and areas for improvement

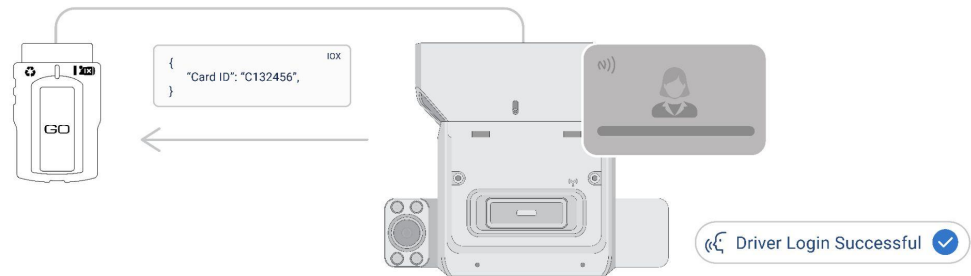
\*

# Driver Assignment: Manual

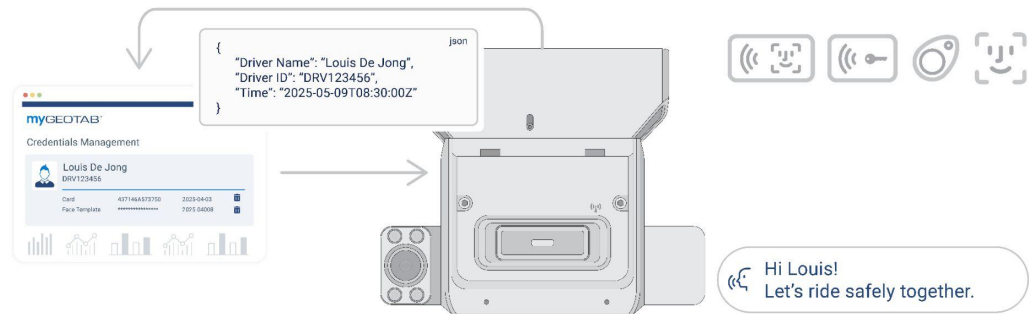
## NFC Reader/Driver ID Interactions

IOX NFC Reader Emulation

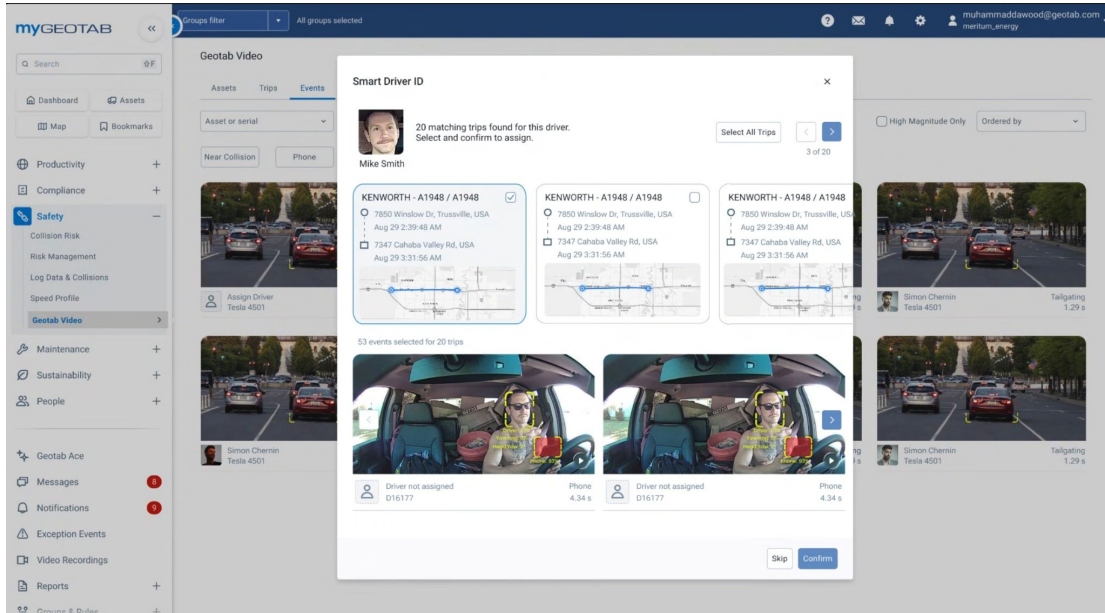
From Proprietary →  
NFC A, B, Felica + RFID



Any Credentials  
Incl. Biometrics



# Smart Driver ID 2.0: “Automated” when enabled



The AI algorithms will, if enabled by the customer, automatically determine Drivers Identification and match them to Trips, Events, Behaviors accordingly.

[Geotab Smart Driver ID 2.0](#)

[Smart Driver ID 2.0 Demo. MP4](#)

# Advanced Driver Assistance Systems

## ADAS Road Facing Camera Captured Events



### Tailgating

No more guessing, bounding boxes, time to collision in time and distance all in a single shot



### Rolling Stop

With context of road conditions, congestion, speed, recognition of stop sign, and what the driver was doing, all in an instant



### Near Collision

Identify and coach drivers that are susceptible to near collisions before it's too late

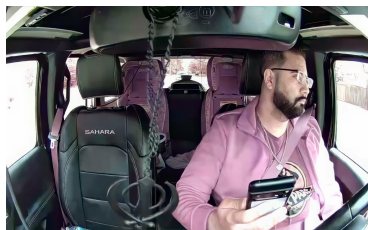


### Defensive Driving

The ability to understand when it's not your driver's fault, and when they should be praised for keeping proper distance

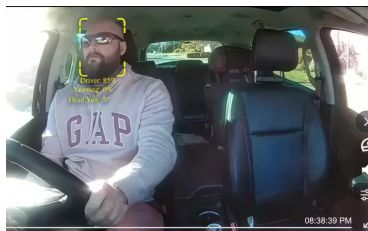
# Driver Monitoring Systems

## DMS In-Cabin Camera Captured Events



### Phone Usage

Differentiate one time use vs habitual user, 3 sensitivity levels to match your fleets needs



### Seat Belt

Get notified when the drivers are not wearing their seat belt



### Eating/Drinking

Similar to when using the phone, one's reaction time is typically slower when eating and drinking



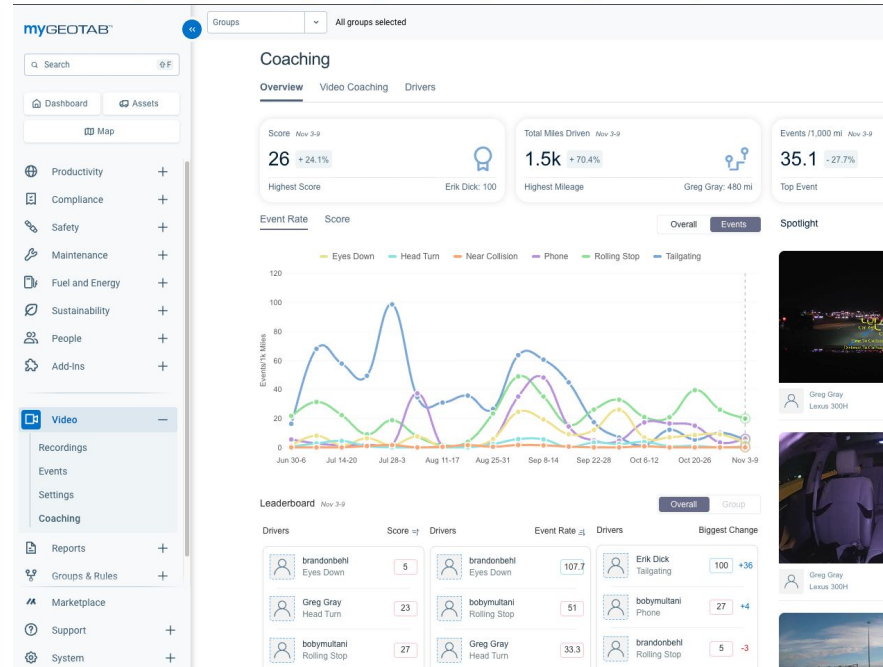
### Repeat Offender

Differentiate between the compliant driver who needs a reminder and the repeat offender who may need some more personalized coaching

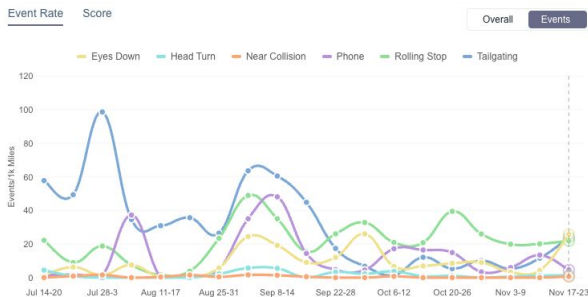
# Helping Fleet Managers simplify coaching

## AI enhanced workflows and recommendations for efficient driver training

- Easy Driver assignment options with no registration
- **Smart Sequence™** prioritized list of drivers and behaviors
- Review full event footage for context and personalized driver training
- Log notes to create full driver coaching records
- Coaching and event history, with trend analysis



# Video Coaching Insights



## View by Events/Score

Dual views to allow to track via events by distance or by the new Driver Distraction Score for deeper insights

**Increase in Rolling Stop**  
Rolling Stop shows an increase of 14.9% in the last 14 days

A progress bar below the text shows 10 segments, with the last one highlighted in blue, indicating the current trend.

## AI Insights and Trends

Automated AI generated trends and tips at the fleet and individual driver level based on the past 14 days

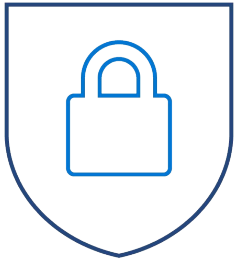
**Spotlight** (Week | Month | Max)

- Near Collision**: Max Speed: 18 mph
- Phone**: Max Speed: 67 mph
- Eyes Down**: Duration: 11 s
- Tailgating**: Time to Collision: 0.38 s

## Spotlight Events/Videos

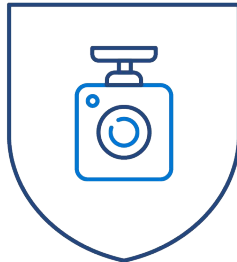
Quick and easy access to the most severe (highest magnitude) events, corresponding to the latest change in Driver Distraction Scores

# In-Cabin privacy options



## Disable In-Cabin Camera

Can be easily disabled entirely from MyG (audio too). Both come as default off out of the box



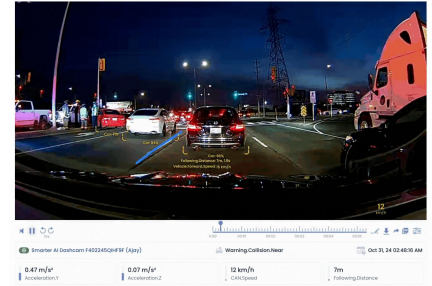
## In-Cabin Camera Cover

Add on accessory (sold separately) that can be easily added and removed by the Driver



## Road Facing Only

GO Focus Plus with only a Road Facing Camera



## Lens as a Sensor

No In-Cabin Video is recorded but Road DMS still available

# In-Cabin privacy options: Lens as a Sensor



"Lens as a sensor" **disables in-cabin video recording**, but the AI models still run, **creating events and voice alerts** for driver infractions like phone use or inattention, **without recording video from the cabin (road camera video is still recorded)**

# Let's stay connected

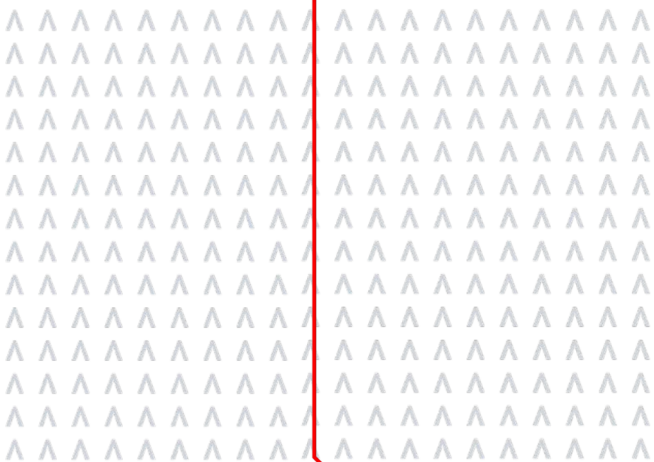
f X in ▶ | @geotab

GEOTAB.



# Altitude

Contextualized Freight and Mobility Data



**Dan Katleman**  
Business Development Manager



**Nate Veeh**  
AVP, Business Development

# Geotab Corporate Overview



**25+ YEARS**

driving transformation



**700+**

Partners globally



**5+ MILLION**

Connected vehicles



**3000+ EMPLOYEES**

in 30+ countries



**60,000+ CUSTOMERS**

in 165 countries



**>80B DATA POINTS**

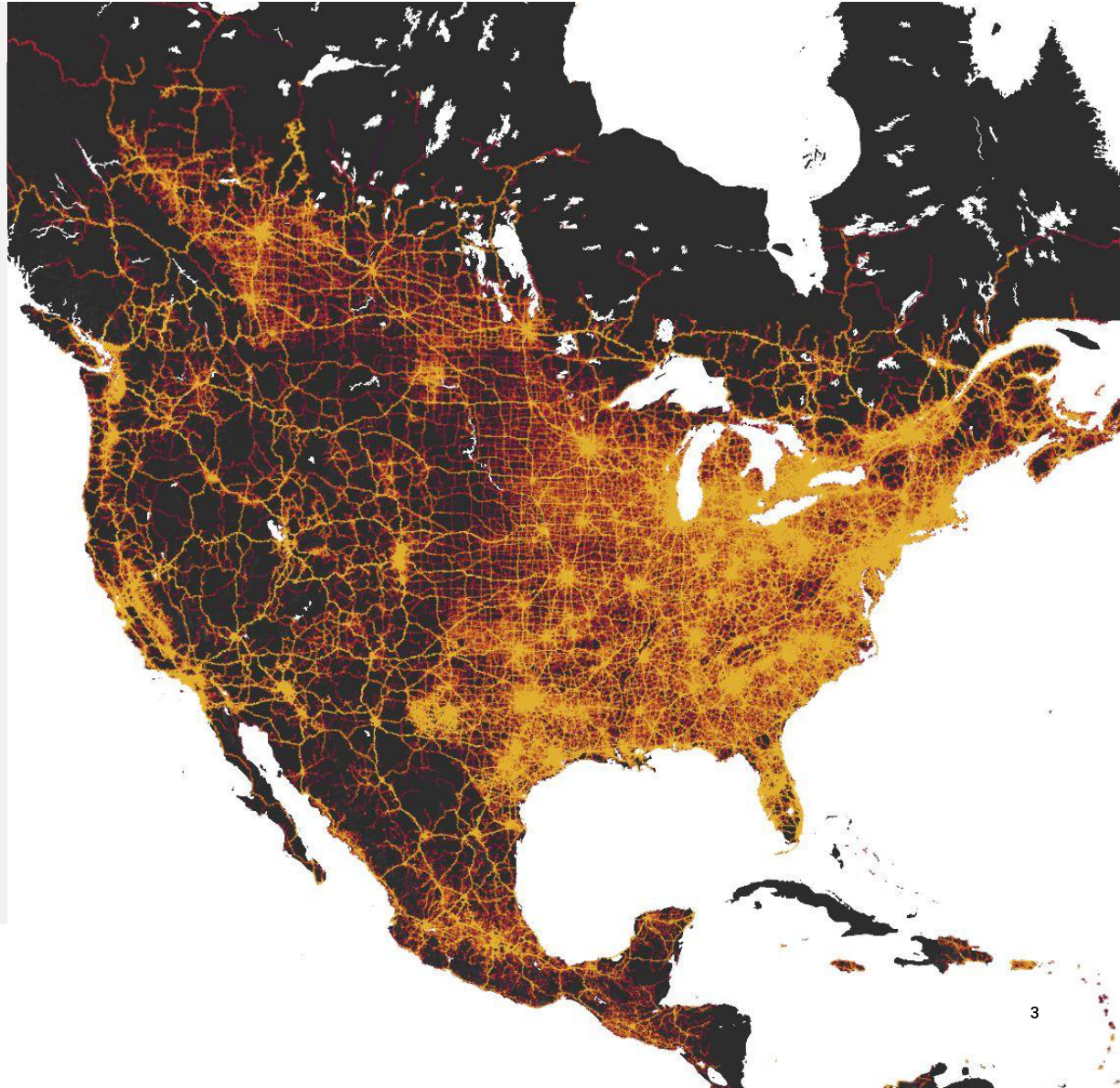
processed daily



# The *Where* and the *When* of Freight

What if you could sample millions of vehicles worth of data from a single platform?

- >5 *million* connected **commercial** fleet vehicles
- >26 *million* trips per day
- >190 *million* miles driven per day
- >80 *billion* raw data records per day



# What differentiates Altitude?

## **Confidentially aggregated**

Our stringent confidentiality and privacy standards allow us to deliver insights without compromising driver, vehicle or company information.

## **Insight integrity**

As the source & processor of mobility data from over four million commercial vehicles, we reliably provide comprehensive insights with greater context.

## **Comprehensive History**

Leveraging extensive historical data on vehicle movements supports long-term planning and decision-making, promoting effective analysis of travel patterns over time.

## **Added context**

Beyond just traffic counts, we provide detailed traffic insights by vehicle type and class, vocation, fuel type and industry for granular road segments.

## **Advanced flexibility & processing**

Quickly process mobility data to generate visualizations tailored to any scenario, providing your team with actionable insights.

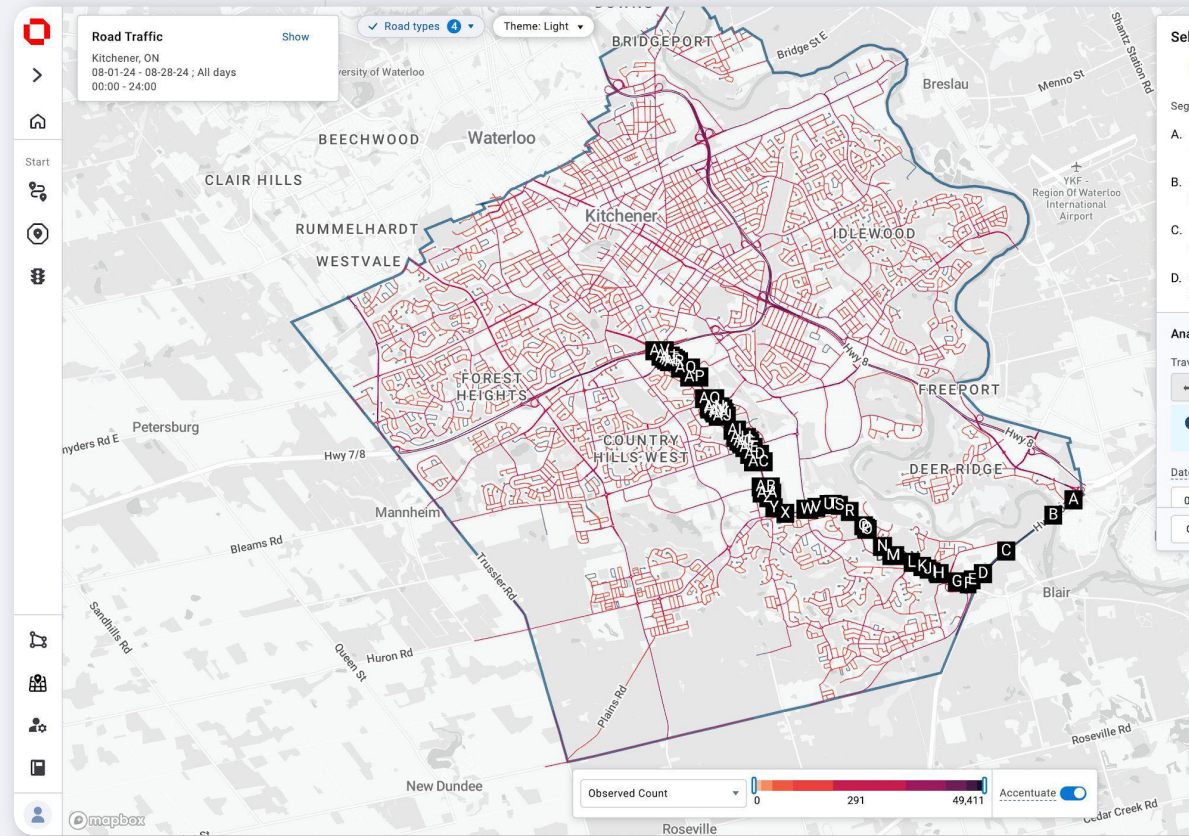
## **Complete Coverage**

Altitude platform provides mobility insights for 99.9% of primary roadways across North America.

# The Altitude Platform

## Designed for your needs

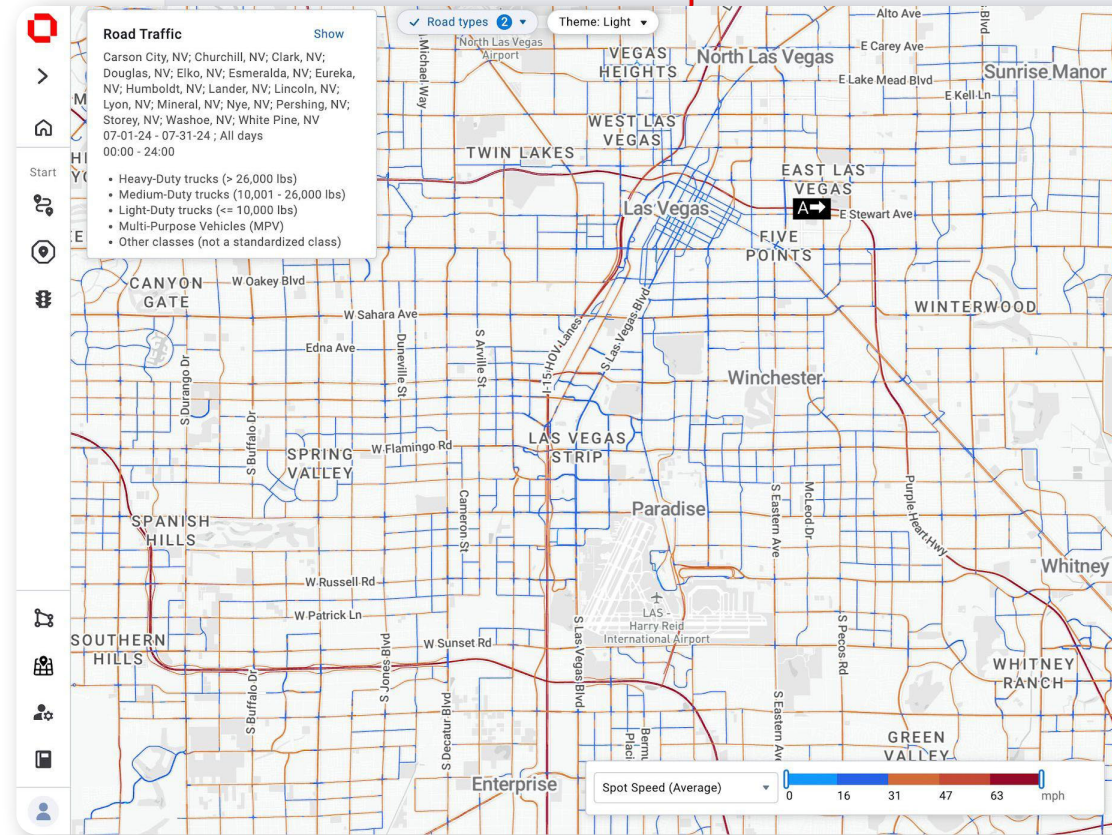
- Supports freight planning
- Effective freight parking plans
- Improve road safety
- Precision site selection
- Alternative fuels infrastructure
- EV charging infrastructure
- Grid impact planning



# Traffic Analytics

Optimize traffic and safety intervention plans with granular harsh event, traffic volume and speed metrics for traffic planners.

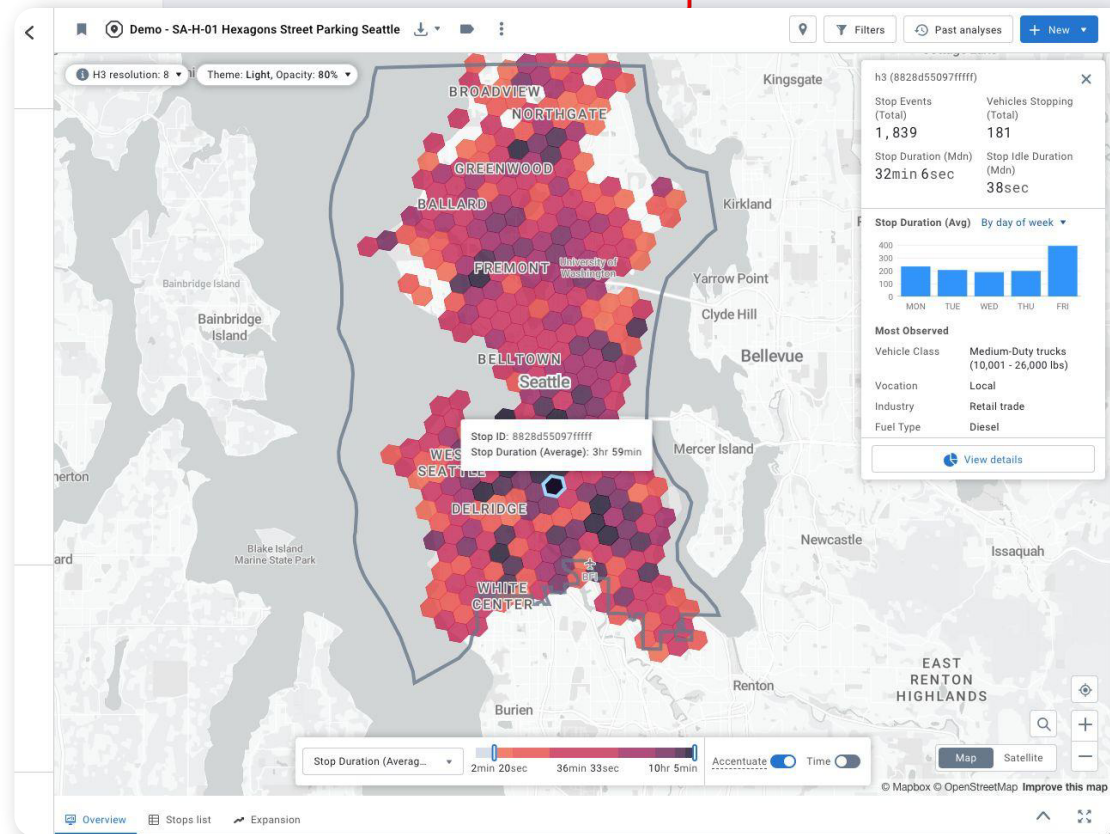
- Detailed harsh event metrics
- Speed analysis per segment
- Travel time analysis
- Speed analysis summary
- Smarter speed analytics
- Static road segment characteristics



# Stop Analytics

Unlock better transportation, parking and infrastructure plans with detailed stop behavior across regions or road segments.

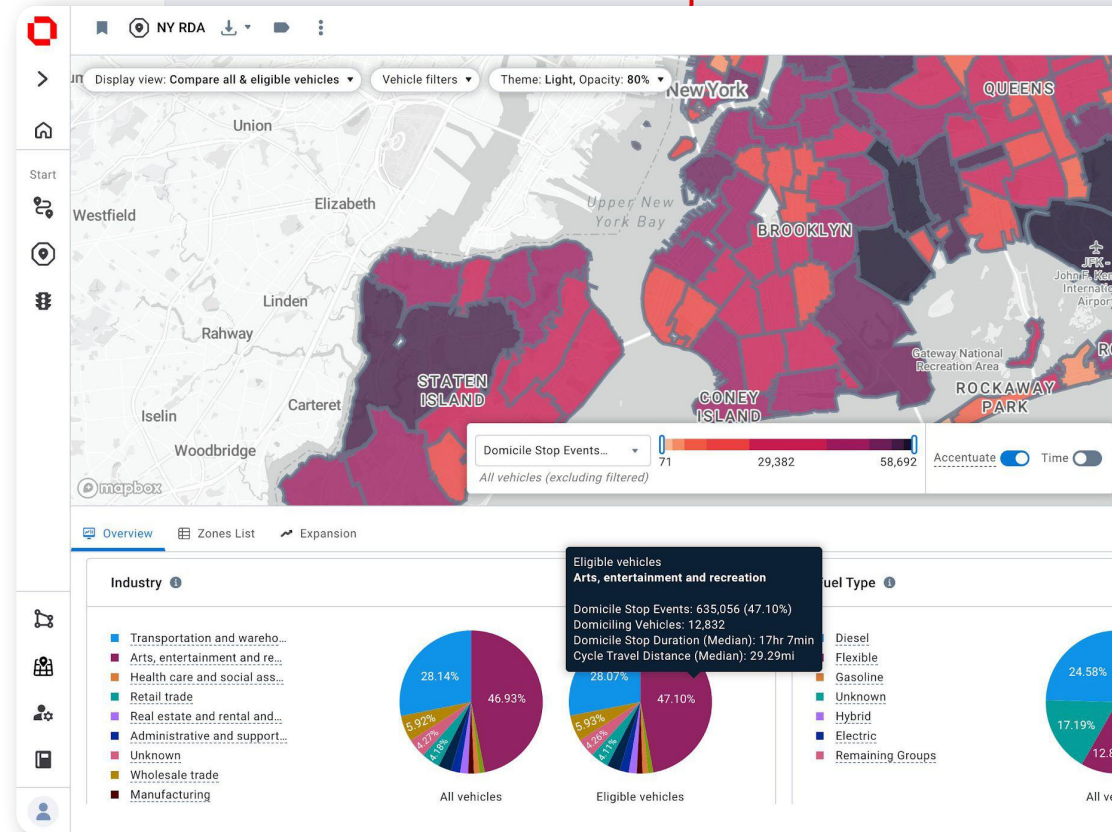
- Explore stop behavior anywhere
- Tailor analysis parameters
- Aggregate results by various modes
- Filter results to observe trends
- Understand parking demand context



# Regional Domicile Analytics

Understand vehicle dwell times to optimize infrastructure

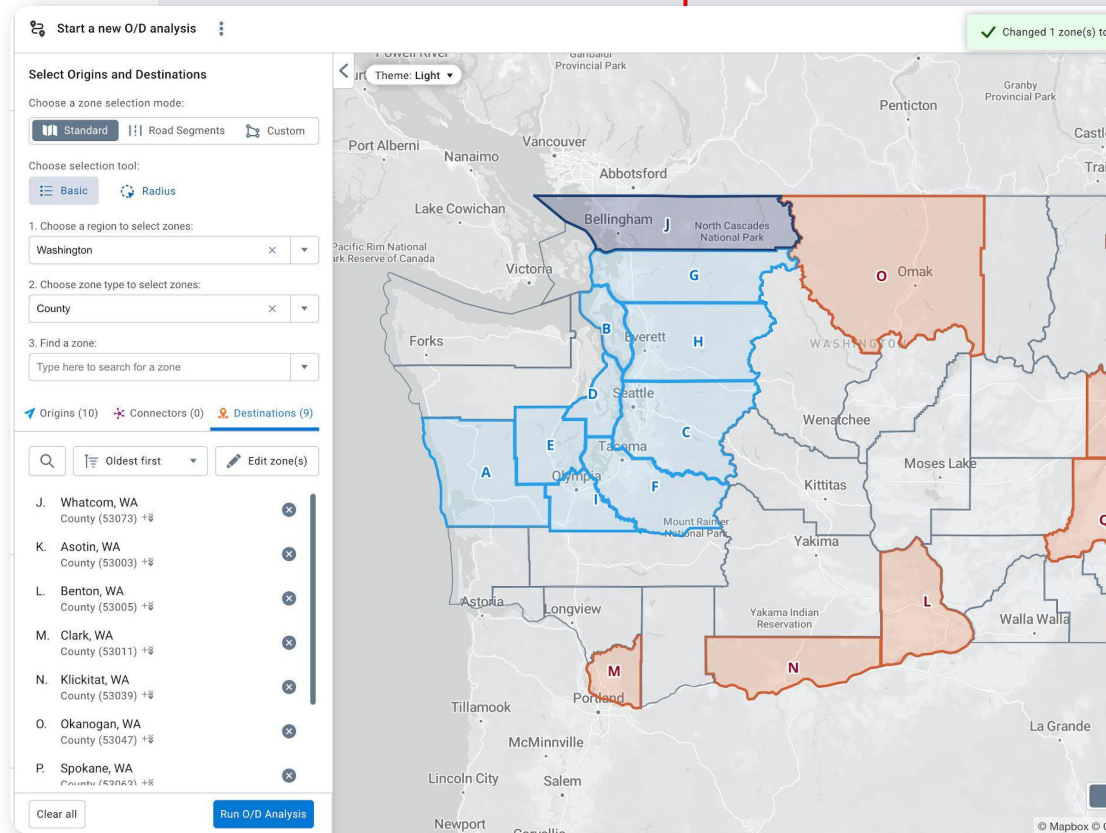
- Filter by location distances
- Detailed zone descriptions
- Total stop counts by vehicle type
- Stop duration metrics
- Domicile details by segment
- Travel distance metrics



# Origin & Destination

Optimize freight movement with enhanced planning from chained trip analysis through zones and roads segments.

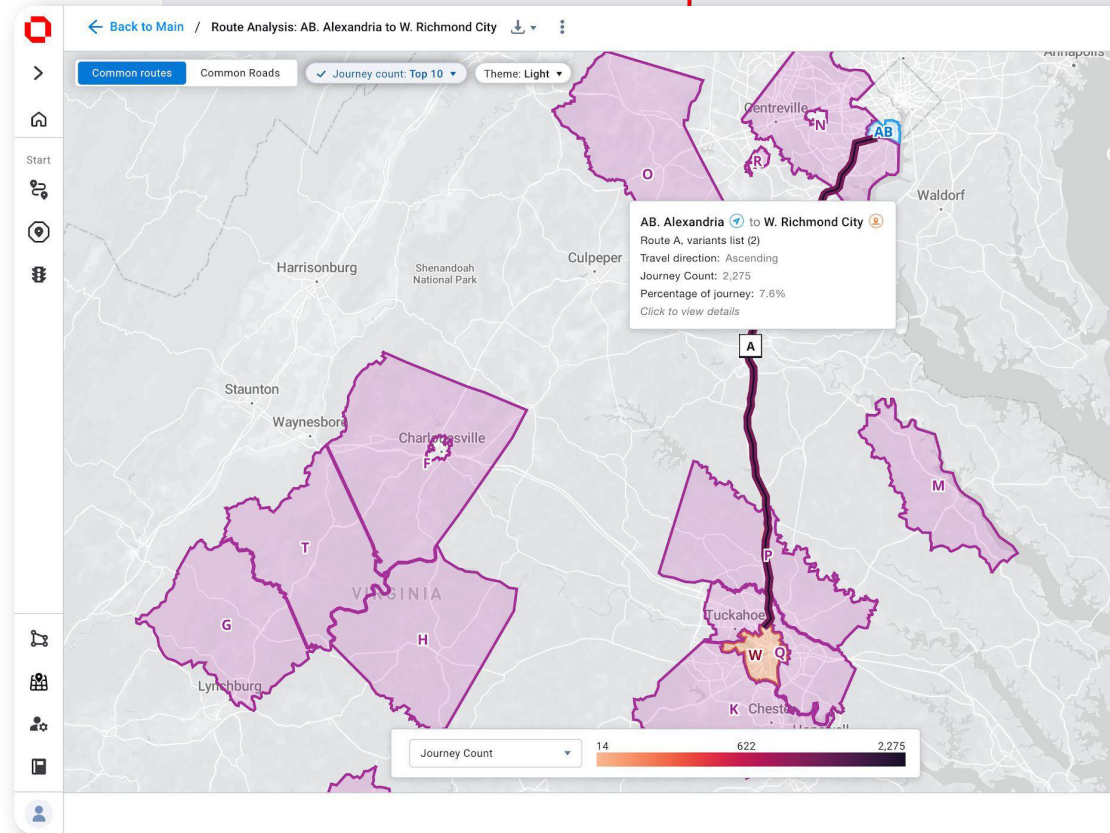
- Combine trips into journeys
- Analyze passthrough traffic
- Define custom journeys
- Detailed trip analysis
- Filter journeys by criteria
- Vehicle vocation and industry data



# Route Analytics

Improve route efficiency and infrastructure with detailed metrics on popular routes, counts, travel distances and durations.

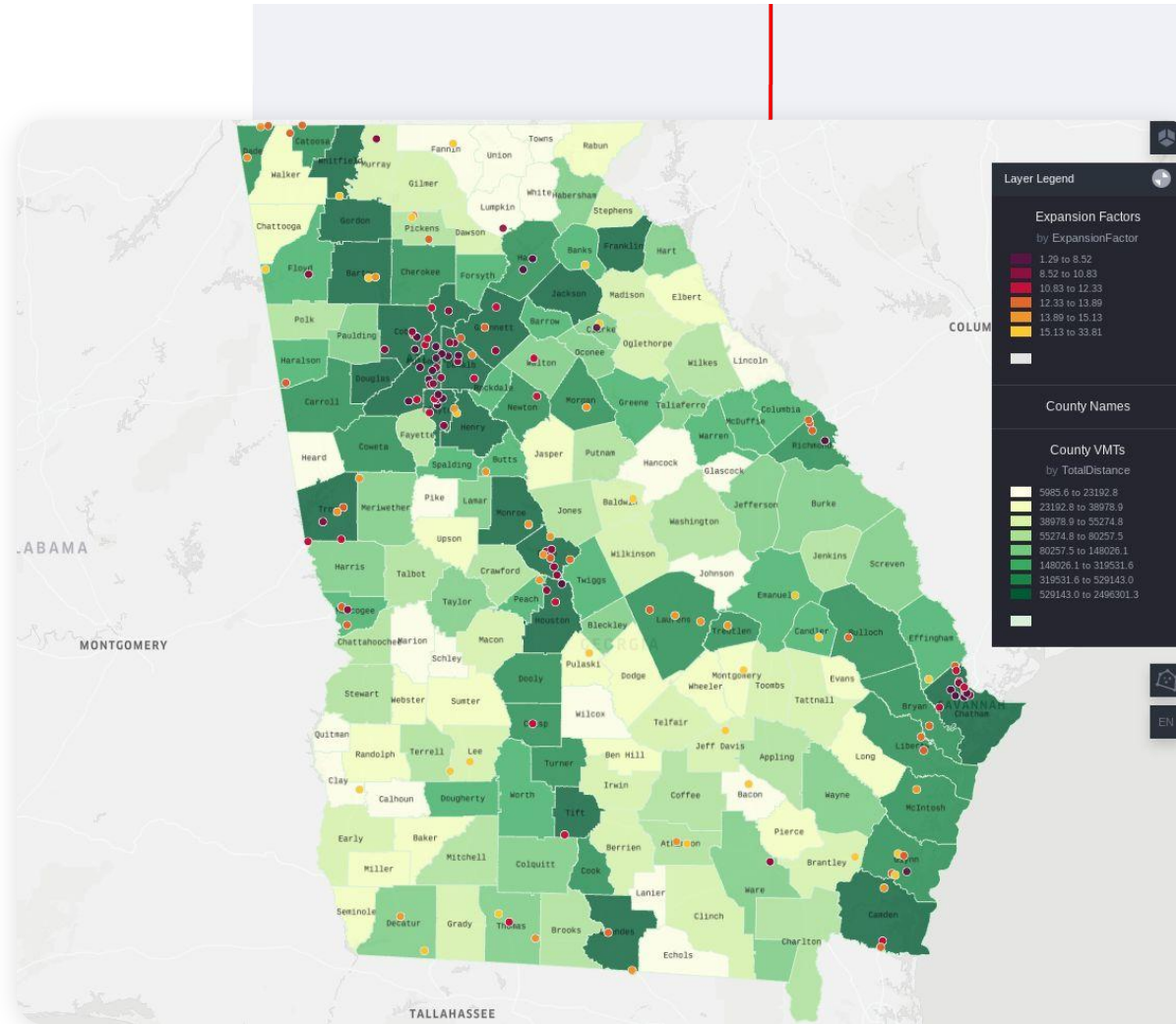
- Combine trips into journeys
- Analyze popular routes
- Define custom journeys
- Vehicle vocation and industry data
- Analyze passthrough traffic
- Accurate overlapping zones handling
- Filter journeys by various criteria



# Regional Travel Metrics

Support transportation planning, road maintenance and commercial projects with travel, distance, idle and segmentable traffic insights.

- Supports CV emission profile, economic analysis, modeling and Assess distance traveled (VMT/VKT)
- Retrieve modeled AADT
- Analyze traffic demand
- Get idle duration metrics
- Get fuel economy metrics



# Altitude API

Enhance your platform's capabilities by integrating comprehensive mobility data insights with our easy-to-use API.

Effortlessly access granular data based on extensive historical records, giving you data with unmatched integrity, confidentiality and privacy. This API empowers clients to systematically garner insights, enhance platform offerings, meet diverse user demands and achieve improved planning capabilities and financial outcomes without the challenge of sourcing reliable data.

□ [View the product brochure](#)

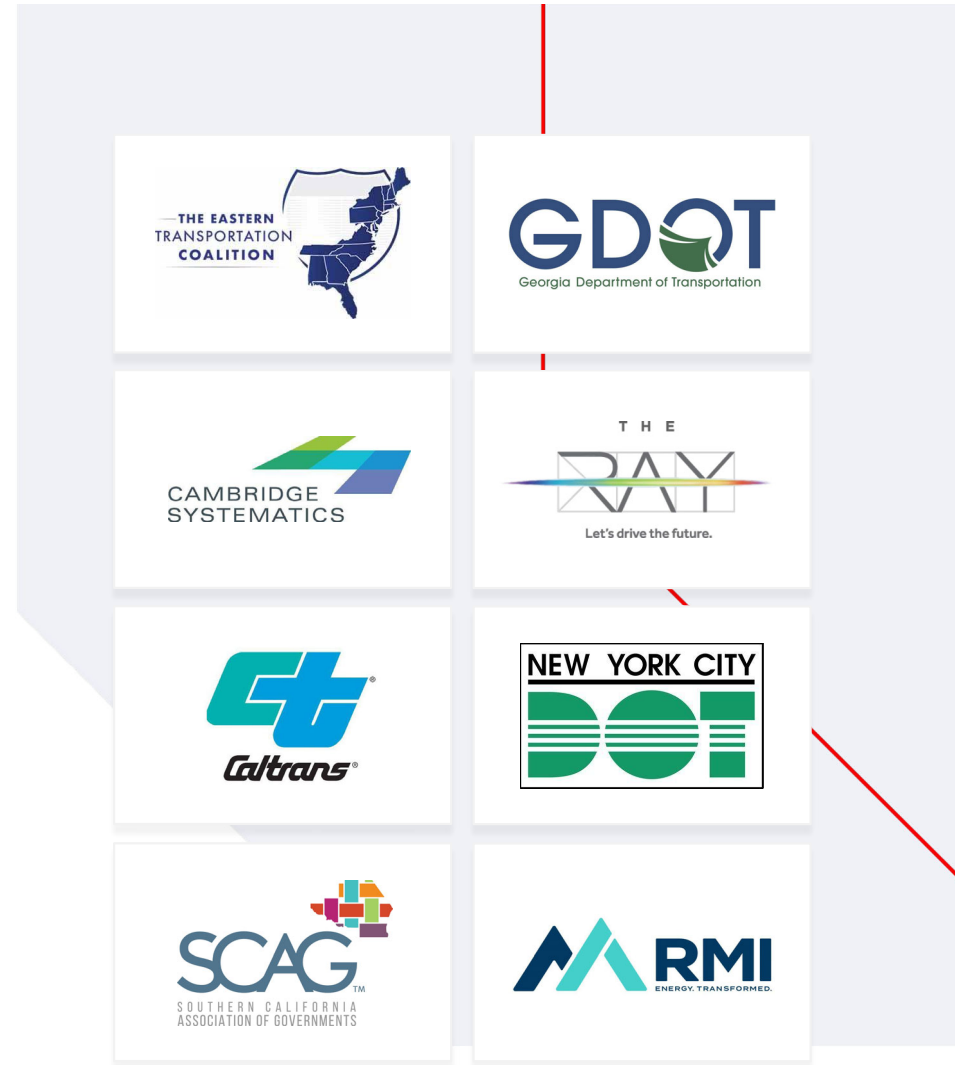
**Altitude**  
by GEOTAB



# Insight to Impact

Proven expertise in empowering data-driven decisions for smarter, safer, and more sustainable transportation.

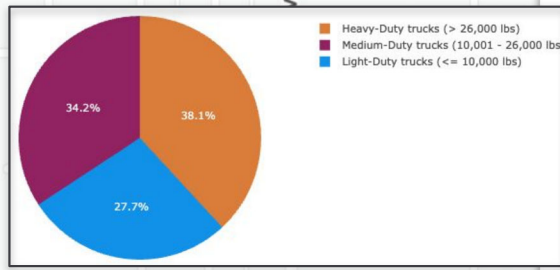
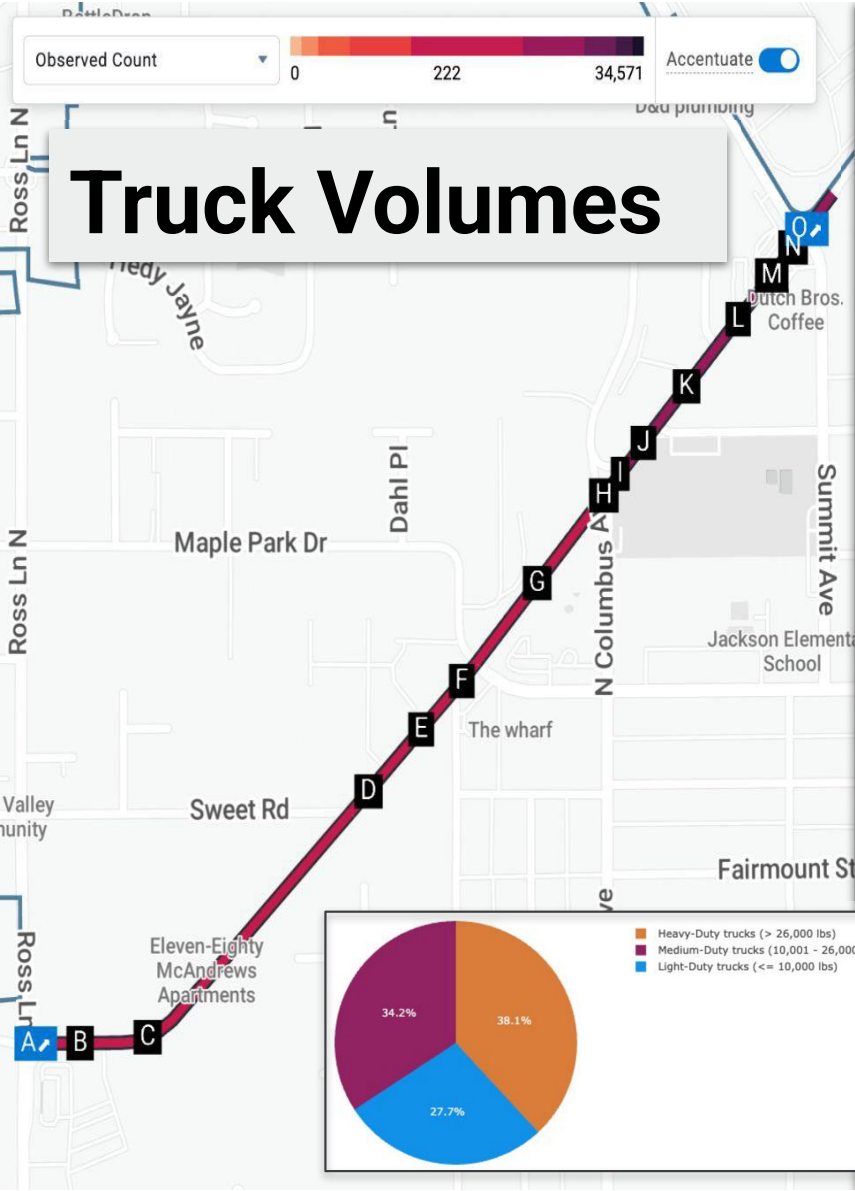
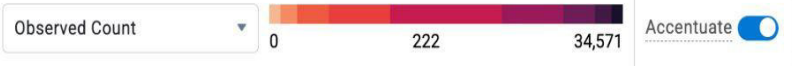
- Trusted by leading agencies like Georgia DOT and California, partnering with The Ray and others on freight electrification.
- Delivered tangible results for NYC DOT and Southern California, improving planning and efficiency.
- Driving positive impact in sustainability, enhancing road safety through better transportation planning.





# Example Analyses

# Truck Volumes



## Traffic Details

Vehicle Count 412

### Road Segments

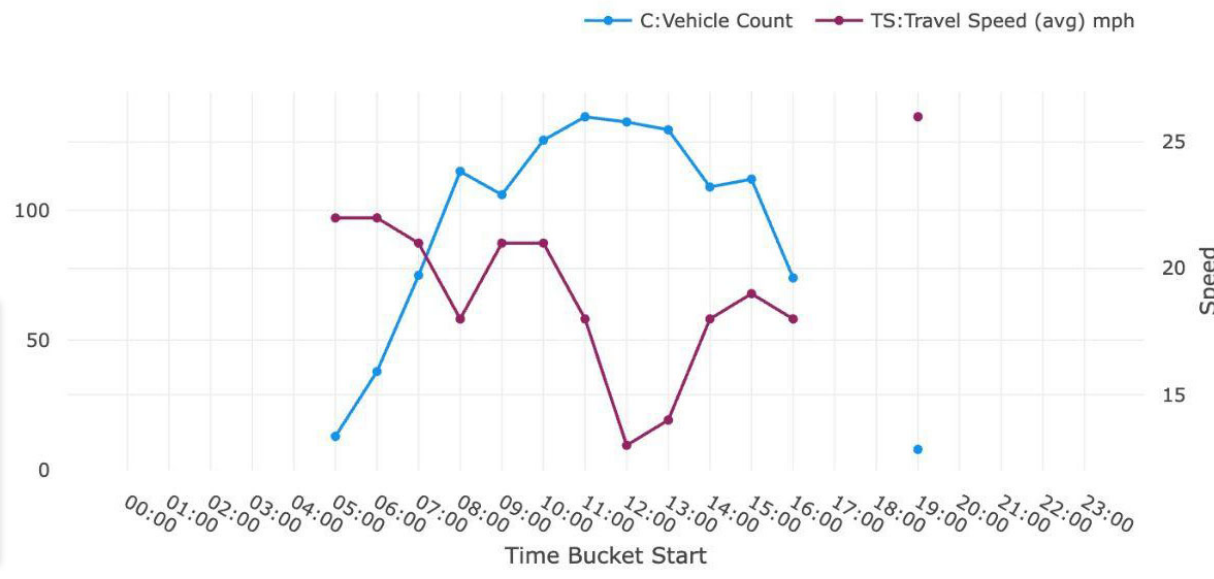
Segments selected (15):

- A. West McAndrews Road  
Segment -3405071000628010161  
Speed Limit 35 mph
- B. West McAndrews Road  
Segment 7977682187786791302  
Speed Limit 35 mph
- C. West McAndrews Road  
Segment -1565509896200622329  
Speed Limit 35 mph

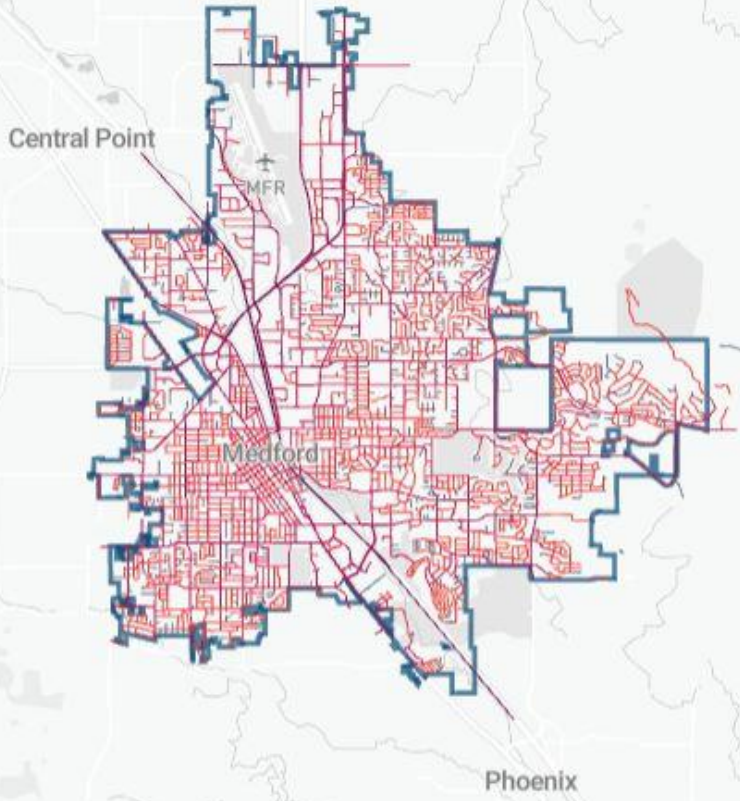
View by: **Hour** 30min 15min

### Traffic Filters

Date range: 10-01-25 - 12-31-25 ; All days  
 Time of day: 00:00 - 24:00  
 Vehicle class:  
 Light-Duty trucks (<= 10,000 lbs)  
 Medium-Duty trucks (10,001 - 26,000 lbs)  
 Heavy-Duty trucks (> 26,000 lbs)



# Truck Volumes



Traffic analysis was run for roads in Medford between October 1 and December 31, 2025.

- Table shows unique vehicles that traverse at least 1 segment for the road group.
- Only heavy-duty trucks (HDT), medium-duty trucks (MDT), and light-duty trucks (LDT) were considered.

| <i>Road Name</i>           | <i>Total Truck Count<br/>(HDT + MDT + LDT)</i> |
|----------------------------|--|
| <b>West McAndrews Road</b> | 519  |
| <b>East McAndrews Road</b> | 751  |
| <b>N Riverside Avenue</b>  | 850  |
| <b>N Central Avenue</b>    | 849  |
| <b>Ross Lane North</b>     | 424  |
| <b>Crater Lake Avenue</b>  | 674  |

# San Diego Port Activity

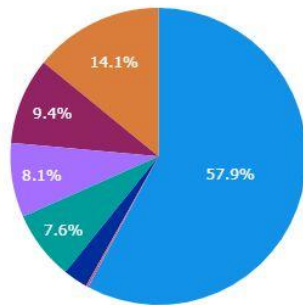
## Using Stop Analytics to understanding activity at the Port of San Diego



# San Diego Port Activity

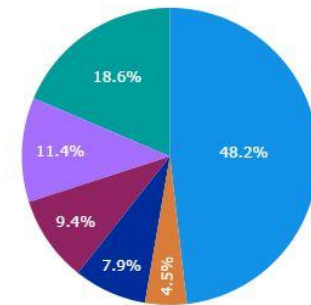
Vehicle Class

- Heavy-Duty trucks (> 26,000 lbs)
- Medium-Duty trucks (10,001 - 26,000 lbs)
- Light-Duty trucks (<= 10,000 lbs)
- Multi-Purpose Vehicles (MPV)
- Unknown
- Passenger vehicles
- Remaining Groups



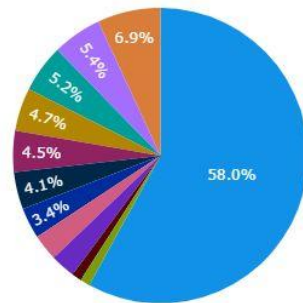
Vocation

- Long Distance
- Local
- Door to Door
- Unknown
- Regional
- Hub and Spoke



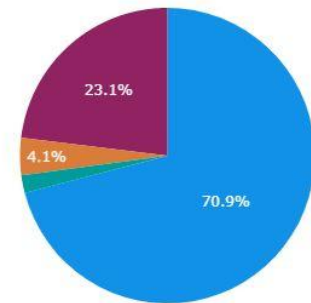
Industry

- Transportation and warehousing
- Construction
- Administrative and support, waste management and remediation services
- Other services (except public administration)
- Health care and social assistance
- Real estate and rental and leasing
- Finance and insurance
- Manufacturing
- Wholesale trade
- Remaining Groups
- Retail trade
- Professional, scientific and technical services



Fuel Type

- Diesel
- Gasoline
- Unknown
- Remaining Groups



# Elevate your transportation plans.

- Pricing varies by contract vehicle and population.
- **Special options available to communities on the California Statewide Contract.**
- Reach out to us for more information.



**Dan Katleman**

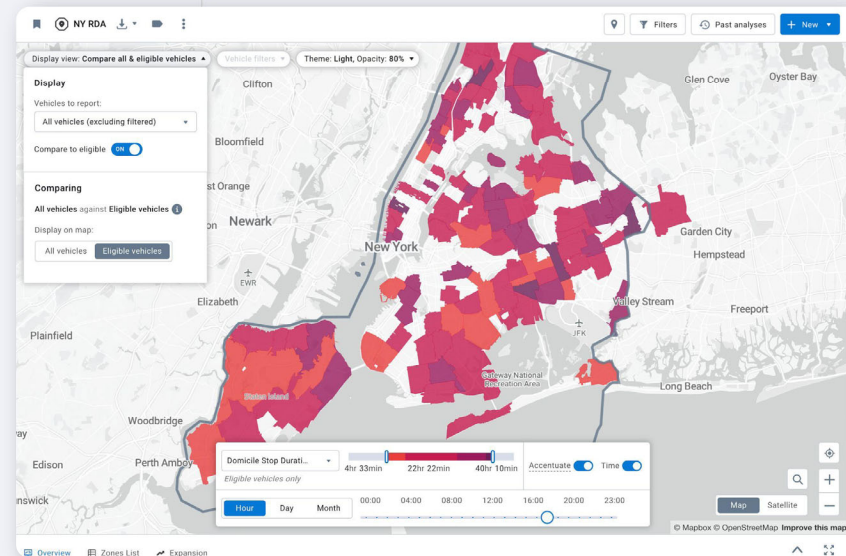
Business Development  
Manager

danielkatleman@geotab.com

**Nate Veeh**

AVP, Business Development

nateveeh@geotab.com





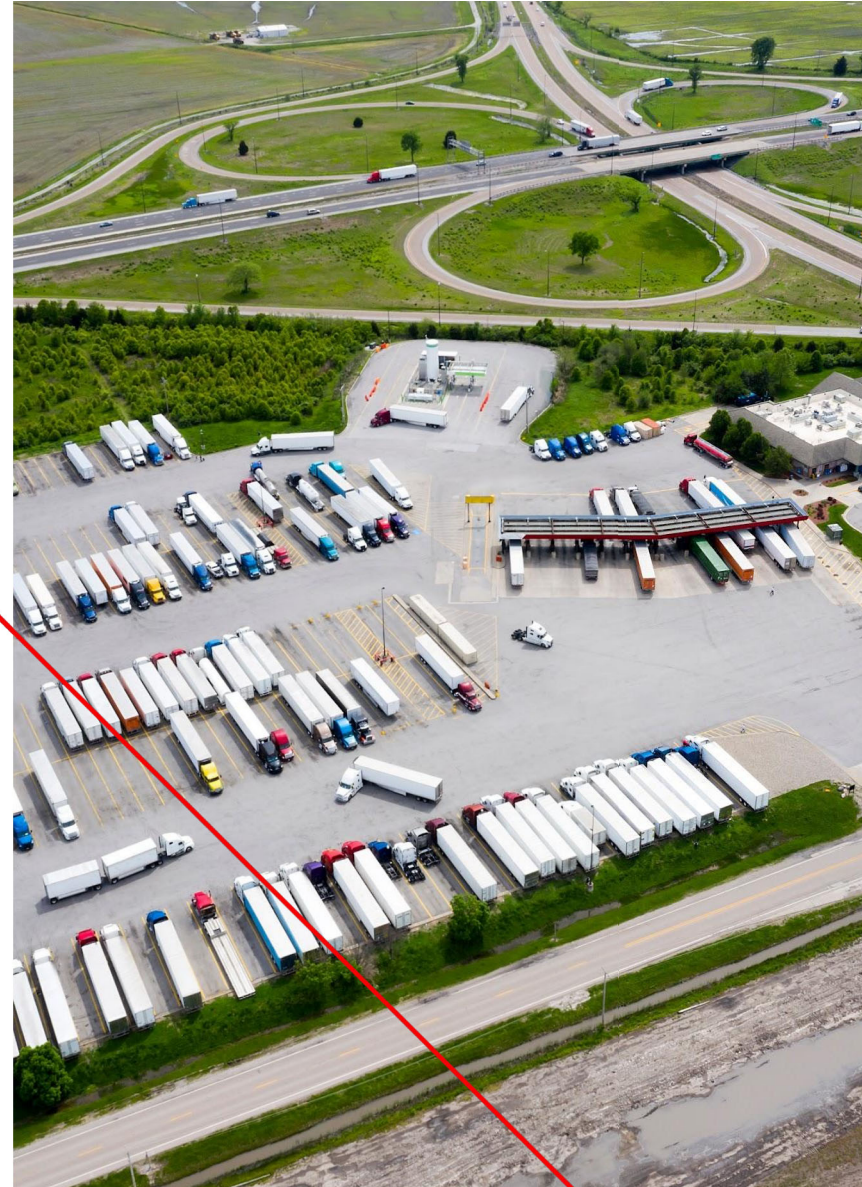
# Appendix

# Effective Freight Parking

Build a better freight parking plan with comprehensive truck stop and movement data.

Analyze truck movements and stops at approved and unapproved locations to ensure safe rest areas, helping operators comply with Hours of Service (HOS) regulations.

- Develop a comprehensive truck parking plan
- Allocate resources for safe rest areas
- Enhance freight efficiency with access to stops
- Provide better resting options for drivers
- Identify needs for upgrading rest areas
- Understand truck movements and stopping reasons



# Alternative Fuels & Charging

Choose better sites for charging and refueling depots with insight into truck dwell times and range.

Analyze regional demand for commercial vehicle charging and alternative fuel stations to identify the best locations for long-term, resilient infrastructure.

- Analyze scenarios to forecast alt. fuel demand
- Explore changes in vehicle range and charging times
- Determine EV market share for electrification planning
- Forecast fuel demand by day and hour
- Select optimal sites for refueling stations
- Estimate energy needs for charging sites

**Altitude**  
by GEOTAB



# Improve Road Safety

Implement preventative measures with insights into harsh driving risks before collisions occur.

Drive toward safer streets by leveraging data on speeding and harsh events like braking, acceleration and cornering to inform targeted safety interventions and avoid accidents before they occur.

- Lead efforts to eliminate road fatalities
- Support planning with reliable road data
- Identify highest-risk road segments proactively
- Build a business case for safety improvements
- Map project areas for impact insights
- Analyze performance to promote equitable planning

