

# Implementing Safety Technology Across One of Texas' Biggest Police Departments

How Laredo PD found success with Mobileye collision avoidance systems by prioritizing safety and ensuring officer buy-in

The Laredo Police Department is one of the largest law enforcement agencies in Texas and shoulders the responsibility of ensuring the safety of its officers and greater community. With a fleet of over 500 patrol vehicles covering roughly 500,000 miles each month, the risks associated with daily policing activities are undeniably high. But implementing safety measures across such a large number of vehicles and officers involves many different factors to ensure effectiveness, from integrating new technology to ensuring officer acceptance.



## THE CHALLENGE: PRIORITIZING SAFETY EVEN WITH GROWING RISKS



Public Information Officer Manny Diaz describes the impetus behind searching for a motor safety solution in his department. “With all of the equipment we have in our vehicle, we’re at a higher risk of collision. That’s just a fact. Officers are distracted inside their units: running a subject, running a license plate, then hearing a bang.”

Ultimately, Diaz says his police chief chose Mobileye collision avoidance technology because of the mounting number of rear-end collisions in the department, often as a result of officer distraction. The NHTSA reports that rear-end crashes are the most frequently occurring type of collision across all fleets and account for approximately 29 percent of all crashes. Diaz continues that along with these collisions comes a cascade of costs: vehicle and property damage, rising insurance premiums, and lawsuits against the city. “If we can avoid a collision and avoid a big payout, it’s a no-brainer,” says Diaz.

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## OVERCOMING OBJECTIONS: “IS THIS JUST ADMIN’S WAY OF SPYING ON US?”

When it comes to integrating a new policy or piece of technology into a police fleet, particularly one that already uses many different tools on the job, officer buy-in is essential. Installing Mobileye’s vision sensor and visual display into patrol vehicles was an efficient process requiring little downtime, making sure officers were back to serving their communities. The system requires very little training on the part of the driver, and can be installed on nearly any vehicle, for Laredo that meant Ford Explorers, Dodge Chargers, and older Crown Vics or Chevy Caprices.

Ensuring the technology was well adopted was another story. Diaz notes that officers were wary of technology that may be used to watch them in their cabs, asking “Is this just admin’s way of spying on us?” or that the real-time alerts would prove more of a distraction and impediment than a benefit. But after getting used to the system, its advantage to both officers and others on the road was obvious. “It’s not a distraction. It’s a reminder of something that is about to happen” says Diaz. Officers quickly experienced an immediate decrease in lane-changing collisions that were common during night shifts when fatigue hits, as well as an over 32% reduction in rear-end collisions across all times.

As for privacy – drivers were reassured to learn that Mobileye technology does not record in-cab, because it provides real-time protection against collisions to improve driver behavior without the need for video recording or storage.

# Real World ROI with Mobileye Technology

**600**  
officers

**500**  
patrol vehicles

**500,000**  
miles driven  
per month

**32%**  
reduction in rear-  
end collisions

**15%**  
reduction in lane-  
changing collisions

## REAL-TIME ALERTS



Forward Collision  
Warning



Lane Departure  
Warning



Speed Limit  
Indicator



Headway Monitoring  
& Warning



Pedestrian & Cyclist  
Collision Warning

## Protect Your Fleet With Proven Technology

### Another Set of Eyes – Focused on Safety

Mobileye constantly scans the environment around the vehicle for threats like sudden lane changes or potential collisions. When a threat is identified, officers receive audible and visual alerts they can't miss.



### Any Vehicle, Anywhere

Mobileye® 8 Connect™ works with virtually all law enforcement vehicles, including patrol cars, SUVs and trucks, animal control vehicles, agricultural crime vehicles, vans and buses.



### Law Enforcement Patrol and Pursuit Modes

Mobileye helps keep officers focused while in dangerous situations by muting all alerts when in Pursuit Mode, except for potential collision warnings. The technology works immediately in real time and doesn't require any video recording, meaning no privacy issues.



### Time to React When it Counts Most

Our real-time alerts give officers crucial seconds to respond to potential hazards - seconds they otherwise might not have. These spare seconds can mean the difference between an avoided incident and a potentially deadly disaster.



### Cost-Effective and Budget-Friendly

Budgets are tight enough as is, so why not avoid the costs that come with vehicle repairs, maintenance, and replacement due to crashes? That's money that could be spent on overtime, training, and education, or even headcount.



### Minimal Downtime for Installation

Every moment your officers are off the road puts your community in jeopardy. But with minimal installation time and no alteration to vehicles' interiors, Mobileye® technology gets your officers back on the road sooner than you might think – and safer than ever.



# How Quantifiable Is A Life?

When it comes to evaluating new technology investments, there are a lot of factors to consider, one of the biggest usually being cost. However, as Diaz asks, "How quantifiable is a life?" The prevention of a fellow officer's or community member's injury or worse is an unquantifiable achievement, and one that Laredo PD takes seriously in their commitment to safety beyond measure, with the help of Mobileye.



## About Mobileye

Mobileye is a global leader in collision avoidance and computer-vision artificial intelligence. With technology trusted by dozens of OEMs, Mobileye's safety solutions aim to reduce collisions and improve driver performance for fleets across all industries through real-time, proactive alerts.

Equipped with our latest generation vision sensor, Mobileye collision avoidance is suitable for almost any vehicle. Whatever your fleet size or safety challenges, we can help keep your drivers and vehicles safer on the road.