



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS

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Using Fleet Safety Programs to Impact Crash Frequency and Severity Session # S772

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Why Have Fleet Safety Programs

- Reduce the potential for crashes
- Protect company assets

Severity Impact

- Commercial vehicle driving in bad weather
- Pickup truck loses control and crosses median
- Crashes with commercial vehicle
- Commercial vehicle traveling well below posted
- Commercial vehicle did not lose control
- Made controlled stop after impact

Transport Topics

Werner to Appeal \$89.7 Million Verdict Related to Texas Crash



TT File Photo

Frequency Impact

- Frequency impacts cost of risk
- Frequency may predict severe crash potential
- Disrupts operations
- Loss of key people to injuries
- Reduce the potential for crashes by reducing risk
- Important to understand type of crash, context and root causes

Best Practice Programs

- Select drivers based on their history and ability to perform the job
- Establish and communicate expectations on how jobs should be performed
- Monitor performance against the expectations
- Provide feedback on performance
- Change behavior that does not meet expectations
- Document their policies and actions

Selecting Drivers

- Experience
- Training
- Driving record
- Interviews
- Road test
- Functional capacity evaluations
- Meeting FMCSA or State DOT standards for commercial vehicles
- Complete training on company programs and policies
- Vehicle orientation
- In vehicle orientation and training

What is a Good Driving Record

- Length of time (most use 3 to 5 years depending on the type of operation and violation)
- Most separate minor moving from more serious moving violations (6 to 10 over vs. 20+ over)
- Most have disqualifying offenses
- Most will have an exception policy process
- Policies will vary based on type of vehicle and operation
- MVR Criteria does not predict results as much as overall profile of drivers

Driving Records

- State programs (only about 20% of states have them)
- Continuous monitoring using contractors (buy data from states and look for changes for your drivers)

Establish and Communicate Expectations

- Safety training vs. communication of expectations
- Seat belts save lives vs. “you are expected to wear seat belts as intended when every you operate a company vehicle or any motor vehicle on company business
- Be specific about vehicle operation
- Have crash reporting protocols
- Outline driver and management responsibilities
- Have crash metrics for management
- Involve the driver supervisor or manager with communicating expectations
- Outline any exceptions policies
- Have defined maintenance process with responsibilities and documentation

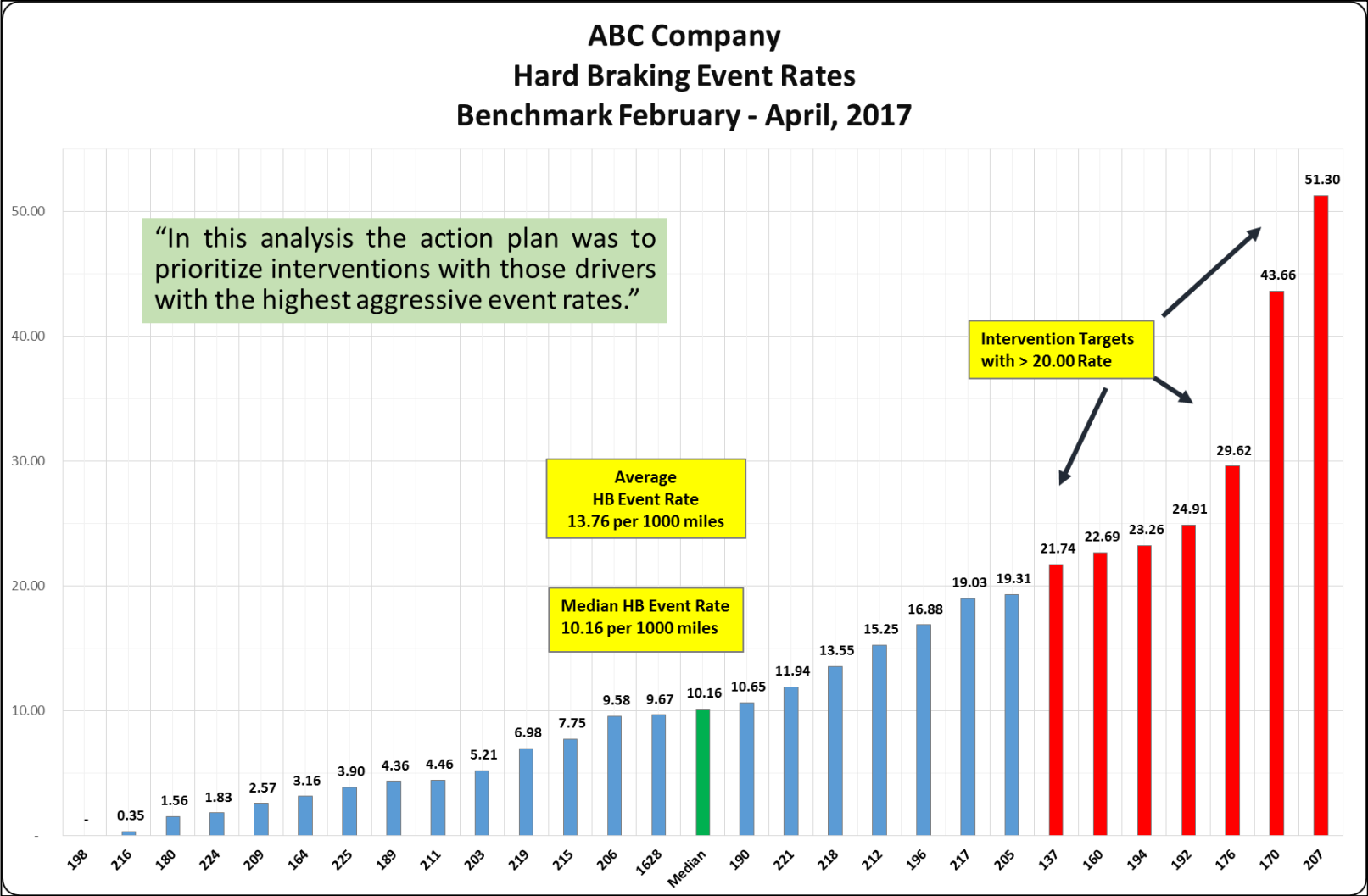
Specific Expectations- Selected Topics

- Seat belts
- Properly installed child safety seats
- Securing keys and vehicles
- Cargo and material protection and securement
- Observe posted speed limits and rules of the road.
- Maintain company vehicles and personal vehicles used on company business
- Be courteous to other drivers and pedestrians
- Recreational drugs, alcohol, controlled substances and other medications
- Authorized drivers
- Keep windows clean inside and out to reduce glare
- Remove snow accumulation prior to driving
- Driving in adverse conditions
- Following distance between your vehicle and other vehicles
- Maintain awareness of what is in front of your vehicle, on both sides
- Do not drive when fatigued and plan trips to avoid fatigue

Monitor Performance

- Telematics
- Fuel use
- Observations
- On time departure vs. on time arrival
- Customer and other complaint process and tracking
- In vehicle evaluations and coaching

Telematics Results (Baseline)

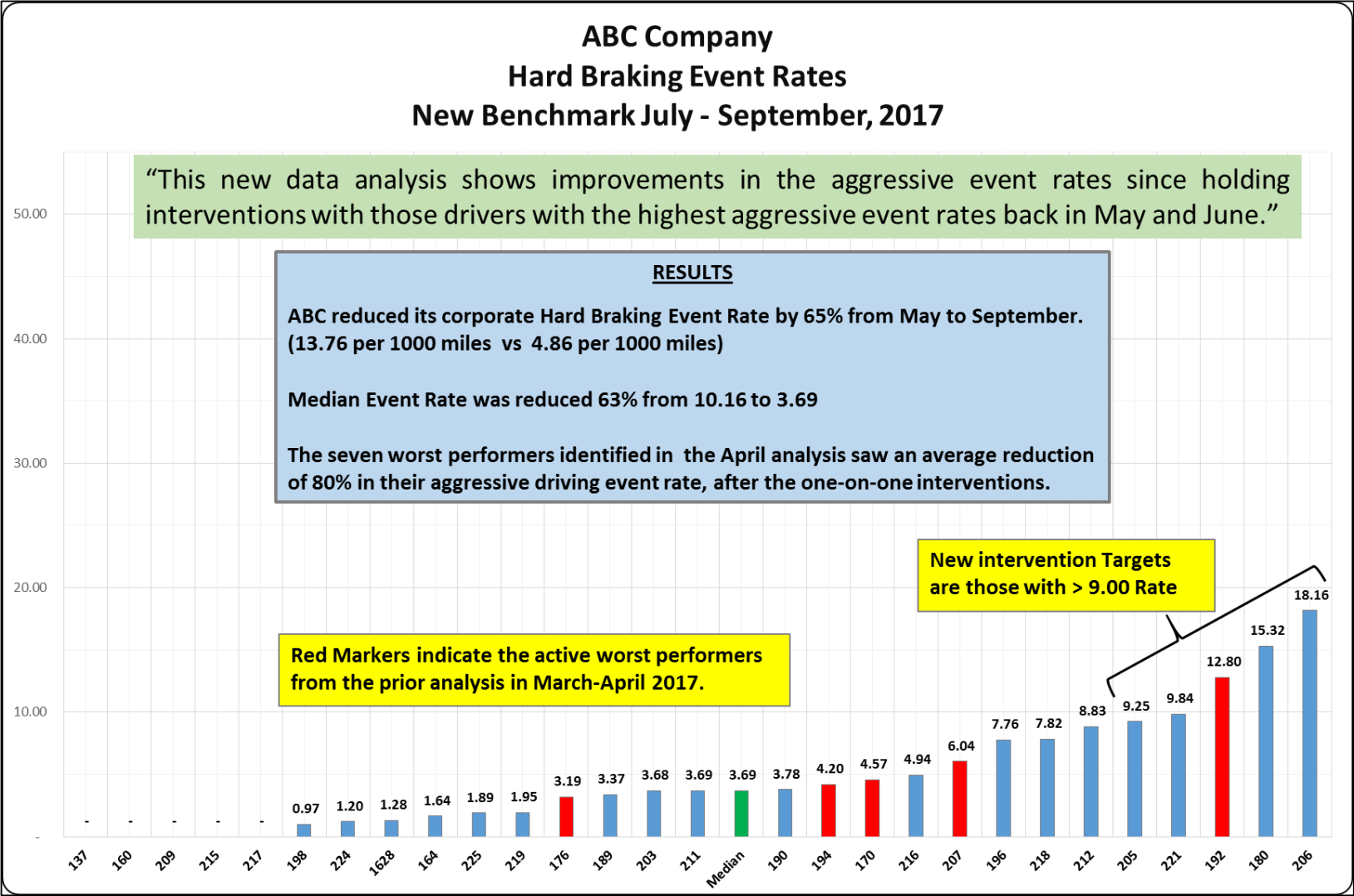


Highest
Rate 51.3

Average
Rate
13.76

Median
Rate
10.16

Telematics Results (10 weeks later)



Highest
Rate 18.16

Average
Rate
4.86

Median
Rate
3.69

Telematics Return on Investment

- Will vary significantly between companies
- Try other things first with high crash rates
- Will take management time and effort
- Management might be one of the causes of aggressive driving
- Fuel savings will come from combination of idle time, speeding and aggressive braking

Provide Feedback

- Company performance vs. company goals
- Company performance vs. industry benchmarks
- Individual performance vs. expectations
- Individual performance vs. individual goals
- Progress toward individual performance improvement plans



NTSB News Release

National Transportation Safety Board Office of Public Affairs

Lack of Driver Oversight Key Issue in School Bus Safety Special Investigation Report

5/22/2018

The report cites the overall safety of school buses yet notes a similarity in the two fatal accidents investigated. The lack of driver oversight which was found to be causal in both accidents. The NTSB found this lack of oversight by not only the school districts in Baltimore and Chattanooga, but also by the motor carriers under contract to the school districts to provide student transportation, which employed the drivers in the two crashes.

In both cases, school bus drivers continued to operate school buses unsafely, with no remedial action taken, even when driver safety issues were known. In addition to lack of oversight, the Baltimore report focused on medically unfit school bus drivers, and commercial driver license fraud.

Change Behavior not Meeting Expectations

- Have consequences
- Don't expect "training" to fix behaviors
- Document you have enforced policies
- Make compliance expectations clear

Document Policies and Actions

- Policies and expectations
- Policy communication
- Driving record criteria and on-going monitoring
- Training outlines and completion
- Performance evaluations
- Observations
- Metrics showing action plans and progress
- Telematics process
- Have a record retention policy
- Trainer training and audits

Non-owned Vehicles

- Identify which employees operate personal motor vehicles
- Include them in fleet safety programs
- Have vehicle criteria
- Establish minimum liability insurance limits
- Qualify non-owned vehicles drivers like company vehicle drivers
- Verify driving records and insurance

Distractions

- Address a wide range of distractions
- Prohibit use of phones when driving
- Have senior management set the example
- Look for operation policies that encourage distraction
- Document your distractions policies
- Clearly communicate the distraction policies
- Document the communication
- Use acknowledgement documents to show drivers understand and agree to comply

Hours of Use

- Comply with hours of service requirements (interstate and intrastate regulations)
- With longer day drivers look at commute times (can be legal but tired)
- Develop policies similar to HOS regulations for non-regulated vehicles
- Use technology to monitor hours of use
- Have policies to address risk created by expense control

Bad Weather

- Monitor weather patterns
- Understand unique risk for your vehicles in the areas they operate
- Coordinate and communicate with operations and customers
- Be prepared to delay the start of a trip
- Look for safe areas off the roads along travel paths prior to leaving
- Complete winter preparations prior to the winter season
- Avoid putting the monkey on the drivers back “get off the road if driving is too hazardous”
- Communicate with drivers

Written Program Comparison

- Compare your program to others
- Use available checklists
- Use recognized standards
- Adopt best practices even when not part of standards

YOUR FEEDBACK IS IMPORTANT

Session Evaluations can be completed:

- On the Safety 2018 App
- Using the link in the email reminder you will receive at the end of each day