Driver Safety

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Agenda

- Driver Safety Program Justification
- Driver Safety Best Practices
- Program Design
- Measures of Success
- The Future: Technology
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1. Driver Safety Program Justification
2. Driver Safety Best Practices
3. Program Design
4. Measures of Success
5. The Future: Technology
Driver Safety Program Justification

- Analyze your crash & cost data
- Develop a business case
- Build consensus among key stakeholders and influencers
- Establish an implementation plan
- Get approvals
Agenda

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- The Future: Technology
Leadership & Communication

Vehicle Safety Policy

Driver Competence

Risk Management

Monitoring & Metrics

Driver Safety Best Practices
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Safety Culture

Program Design: Leadership and Communication

- Senior management views driver safety as an investment
- Employee safety is an enduring value
- Safety resources & organization (staff, training, technologies)
- Train & support middle/first-line management
- Regular driver safety communications
- Recognize safe driving behavior
- Consistently hold all drivers accountable
Measuring Success: Monitoring & Metrics

- Track overall driver behavior
- Track crashes / incidents and rates
- Track individual driving behaviors
- Manage training compliance
- Benchmark individual driver trends
Agenda

Driver Safety Program
Justification

Driver Safety Best Practices

Program Design

Measures of Success

The Future: Technology
Technology

Telematics

Capture driving data from vehicle
- Rapid Acceleration
- Speeding
- Sharp Corner Turns
- Hard Braking
- Safety Belt Usage
Technology

Cameras

Photo infractions capture

Speeding

Red Light violations
Technology

In car technology

Capture specific driving events from vehicle

Dashboard Infotainment systems

Benefits

Distractions
Advances in Vehicle Safety

Top 10 choices for safety technologies

- Emergency braking/Collision mitigation
- Tire pressure monitoring
- Blind spot detection/side assist
- Lane departure warning/wake-you-up
- Rollover mitigation
- Occupant sensitive seats
- Adaptive headlights/Night vision
- Rear view camera
- Collision avoidance/Adaptive cruise control
- Emergency response
Most important to-do item every day for drivers is GET HOME SAFE – make this part of your case

Know your data, use your data, monitor your data

Lack of a comprehensive safety program makes a really bad legal defense

Summary: The BIG Takeaways
Helpful Websites

- www.ghsa.org
- www.mycardoeswhat.org
- https://trafficsafety.org
- www.nhtsa.gov/risky-driving/distracted-driving
- www.nsc.org
- www.iihs.org
- www.safercar.gov
- www.safekids.org
- www.nafa.org