Fleet Safety Award Presented
in conjunction with

July 18-20, 2016
Renaissance Schaumburg Convention Center Hotel
Schaumburg, IL
My plan is to reclaim my peace of mind.

With so many moving parts in fleet risk management, it’s easy to get lost in the commotion. That’s why I need a partner who can consolidate all of my risk management programs, from insurance and accident management to driver safety and training, into one simple solution. My plan is LeasePlan.


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Streamlined accident reporting and repairs that save time and money.
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General Information
CELL PHONE CHARGING STATION AVAILABLE DURING ENTIRE CONFERENCE.

Utopia Threshold
Sponsored by Supervision

Monday, July 18, 2016
2:00pm - 7:00pm  REGISTRATION OPEN.......................................................... Utopia Threshold
Sponsored by cei
5:00pm - 7:00pm  WELCOME COCKTAIL RECEPTION WITH EXHIBITORS......................... Utopia Threshold

Tuesday, July 19, 2016
7:00am - 6:30pm  REGISTRATION OPEN.......................................................... Utopia Threshold
Sponsored by cei
7:30am - 8:30am  BREAKFAST WITH EXHIBITORS............................................... Utopia Threshold
Sponsored by LeasePlan
8:30am - 9:20am  OPENING KEYNOTE ADDRESS: COMBINING BEHAVIORAL SAFETY THEORY
AND TELEMATICS ................................................................. Utopia Ballroom
9:30am - 10:30am  CONCURRENT SESSIONS:
Sponsored by Teletrac Navman
Light Duty Sessions:
• Using Leading Indicators to Anticipate Safety Issues and
  Strengthen Safety Systems .............................................. Nirvana A
• How to Convince Drivers to Develop a Fleet Safety Attitude and
  Adopt Ownership of this Responsibility ............................. Nirvana B
Medium and Heavy Duty Session:
• The Safety Behind Autonomous Trucks ................................. Nirvana C
10:30am - 11:00am  NETWORKING REFRESHMENT BREAK WITH EXHIBITORS............. Utopia Threshold
Sponsored by fatigue-meter
11:00am - 12:00pm  CONCURRENT SESSIONS:
Sponsored by Element
Light Duty Sessions:
• How to Make Your Vocational Fleet Safer .............................. Nirvana A
• Identification of Crash Risk Factors and Effectiveness of
  Crash Prevention Strategies ............................................ Nirvana B
Medium and Heavy Duty Session:
• ELD and Coercion Rule! ................................................... Nirvana C
12:15pm - 1:40pm  LUNCH AND KEYNOTE ADDRESS: NEW SAFETY TECHNOLOGY: DOES IT WORK?... Utopia Ballroom
Sponsored by RAM Mounts
1:50pm - 2:50pm  CONCURRENT SESSIONS:
Sponsored by Wheels
Light Duty Sessions:
• Integrating Safety Across Your Mobile Workforce: Reimbursement and Lease...... Nirvana A
• Crash Prevention Technology: Onboard vs. Online .................................... Nirvana B
Medium and Heavy Duty Session:
• Changing Habits, Reducing Accidents ........................................ Nirvana C
Are Your Riskiest Drivers Hiding in Plain Sight?

If you rely on today's standard measures for assessing individual fleet driver risk, your riskiest drivers may be hiding in plain sight, indistinguishable from the safest.

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With the new DriverCare™ Predictive Model, you’ll see who they are.
SCHEDULE AT-A-GLANCE

2:50PM - 3:20PM  NETWORKING REFRESHMENT BREAK WITH EXHIBITORS ................................. Utopia Threshold  
Sponsored by  

3:20PM - 4:20PM  GENERAL SESSION: A FLEET MANAGER’S GUIDE TO  
SURVIVING FLEET SAFETY-RELATED LAWSUITS ........................................... Utopia Ballroom  

4:20PM - 5:00PM  2016 FLEET SAFETY AWARD AND HDT SAFETY  
AND COMPLIANCE AWARD CEREMONY ................................................... Utopia Ballroom  
Fleet Safety Award Presented in conjunction with  
HDT Safety & Compliance Award Sponsored by  

5:00PM - 6:30PM  EVENING COCKTAIL RECEPTION WITH EXHIBITORS ................................. Utopia Threshold  

Wednesday, July 20, 2016  
8:00AM - 2:00PM  VISIT WITH EXHIBITORS ............................................................................ Utopia Threshold  

8:30AM - 9:50AM  BREAKFAST AND GENERAL SESSION: TSA AND INDUSTRY PARTNERSHIPS ...... Utopia Ballroom  

10:00AM - 11:00AM  CONCURRENT SESSIONS:  
Sponsored by  
Light Duty Sessions:  
• Reinforcing the Positive - Keys to Building a Comprehensive  
  Safe Driver Incentive Program ............................................................... Nirvana A  
• Increase Safety by Modifying Driver Attitudinal Issues using  
  Employee Assistance Program .............................................................. Nirvana B  
Medium and Heavy Duty Session:  
• A Guide to Effectively Implement Safety Monitoring Technologies .......... Nirvana C  

11:00AM - 11:30AM  NETWORKING REFRESHMENT BREAK WITH EXHIBITORS ................................. Utopia Threshold  
Sponsored by  

11:30AM - 12:30PM  CONCURRENT SESSIONS:  
Sponsored by  
Light Duty Sessions:  
• E-Z Coaching Techniques for Non-Safety Professionals  
  (Direct Supervisor Driver Safety Coaching) ........................................... Nirvana A  
• Beyond the MVR: Getting the Most Out of Your MVRs .................. Nirvana B  
Medium and Heavy Duty Session:  
• The ELD Experience: Through the Eyes of Fleets Large and Small .... Nirvana C  

12:40PM - 2:00PM  LUNCH AND CLOSING KEYNOTE ADDRESS: NETS DEBUTS  
A NEW SUITE OF FLEET SAFETY RESOURCES ........................................... Utopia Ballroom  
Sponsored by  

SCHEDULE AT-A-GLANCE
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Welcome to the 2016 Fleet Safety Conference

Safety is consistently one of the top concerns for fleet managers, safety managers, risk managers, senior management, and HR professionals. Since the Fleet Safety Conference was launched in 2012, it has addressed these safety issues head on, and presents a multitude of solutions to help fleets operate more safely.

As a top priority for the country’s fleets, fleet safety transcends industry borders and job titles—reaching from fleet all the way to corporate boardrooms. You’ll find the agenda of this year’s conference addresses the needs of risk, safety, human resources, and EHS professionals alike. We encourage you to connect with one another during the networking events, where you’ll have the opportunity to exchange best practices with others who share your commitment to fleet safety.

With support from the American Automotive Leasing Association (AALA) and a number of other sponsoring organizations, suppliers, and industry associations, we’ve worked tirelessly to provide a robust educational program to address the biggest challenges in the fleet safety domain. You’ll get the most up-to-date distracted driving and regulatory information on the market, learn new strategies for creating a company-wide safety culture, learn how to use technology to improve safety, and much more. Once again we’re offering a dedicated medium- and heavy-duty truck track specially crafted by Heavy Duty Trucking (HDT) magazine to focus on the needs of over-the-road and Class 8 fleets. Highlights of the conference are the AALA-created and sponsored Fleet Safety Award, and the Omnitracs-sponsored HDT Safety and Compliance Award.

We’d like to thank our attendees, speakers, and sponsors for joining and supporting us. We are certain you’ll return to your businesses armed with knowledge to better protect your company, your employees, and the general public all with the goal of making the road a safer place.

Mike Antich
Conference Chair
Editor, Automotive Fleet
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**EXHIBITOR TABLE TOP DISPLAY HOURS**

_Utopia Threshold_

**Monday, July 18**
5:00pm - 7:00pm

**Tuesday, July 19**
7:30am - 8:30am
10:30am - 11:00am
2:50pm - 3:20pm
5:00pm - 6:30pm

**Wednesday, July 20**
8:00am - 2:00pm

**PASSPORT PROGRAM!**

Pick up your Passport at Registration, then visit the tabletop exhibitors in the Utopia Threshold to learn about their products and services and get your Passport stamped. Return your stamped Passport to the Registration Desk by 3:15pm on Tuesday and/or Wednesday by 12:45pm to be entered to win a Fitbit or Amazon Echo.

You must be present to win!

**PRIZE DRAWINGS**

**Tuesday, July 19**
3:20pm
General Session
_Utopia Ballroom_

**Wednesday, July 20**
1:00pm
Lunch and Closing Keynote Address
_Utopia Ballroom_

**CELL PHONE CHARGING STATION**

Available during entire conference.
_Utopia Threshold_

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**AUDIO RECORDINGS**

Select speaker presentations will be recorded and will be available free-of-charge to all attendees. Attendees will receive an email after the conference with instructions on how to access audio files of the select presentations.

**AWARDS CEREMONY**

_Tuesday, July 19_
4:20pm - 5:00pm
_Utopia Ballroom_

Join us for the 2016 Fleet Safety Award and _HDT_ Safety and Compliance Award Ceremony. Fleet, risk, EHS, safety, sales and HR managers that have demonstrated excellence in fleet safety deserve recognition. That is why the American Automotive Leasing Association (AALA) and _Heavy Duty Trucking_ magazine are recognizing those individuals who have shown leadership, innovation, and measurable results while enhancing the safety of their drivers and others sharing the road with them. Candidates with light- and medium-duty fleets will be awarded with the 2016 Fleet Safety Award, while those with heavy-duty, Class 8 fleets will be awarded the _HDT_ Safety and Compliance Award.

**Fleet Safety Award**
Presented in conjunction with

_HDT_ Award
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+ Exception rules
+ Trips & activity reporting
+ NFC Driver ID
+ Easy dispatching

Fleet
+ Improve fuel economy
+ Decrease idling
+ Reduce speeding
+ Monitor engine data
+ Plan maintenance

Compliance
+ Vehicle inspections for safety
+ HOS, DVR, and IFTA
+ Private vs business use
+ Corporate sustainability programs

Expandability
+ Open-source platform
+ Flexible technology
+ SDK & APIs
+ 10X & Add-ons

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often additional factors influencing unsafe driving behaviors. Identifying true root causes and developing appropriate action plans can improve fleet safety results.

**Keynote Speaker:** Dane Bremer, Liberty Mutual Insurance

**9:30am - 10:30am**

**CONCURRENT SESSIONS:**

**Sponsored by**

**Light Duty Sessions:**

**Using Leading Indicators to Anticipate Safety Issues and Strengthen Safety Systems**

**Nirvana A**

In the latest phase of this ongoing study, EHS experts from Campbell Institute shared a wealth of leading indicator information, steering the development of a practical guide of EHS leading indicators; with lessons learned around defining, aligning, refining and designing programs. This session will provide an overview of the concepts behind a practical approach to leading indicators, as well as specific sample metrics and case studies all organizations can put to use. This presentation will answer long-standing questions that will enable attendees and their organizations to develop and sustain the leading indicators they need to achieve EHS excellence.

**Presenter:** Joy Inouye, National Safety Council

**How to Convince Drivers to Develop a Fleet Safety Attitude and Adopt Ownership of this Responsibility**

**Nirvana B**

Electronics over dependency on enhanced vehicle safety features and the typical overloaded work schedule are all contributors to a commonly recognized cause of thousands of traffic collisions every year—driver distraction. We all know the reasons, but how do we convince drivers that it is their responsibility to stay focused when they are behind the wheel? Using real life experiences and participant demonstrations, this presentation will teach fleet and safety managers how to convince the drivers they manage to obtain an “attitude” of driver safety and responsibility.

**Presenter:** Phil Moser, Advanced Driver Training Services (ADTS)

**Medium and Heavy Duty Session:**

**The Safety Behind Autonomous Trucks**

**Nirvana C**

With the recent approval of the country’s first autonomous truck license, the reality of driverless vehicles coming to fruition is sooner than expected for many. While drivers will still have to sit at the wheel of these trucks, the technology currently being used and further developed is the real behind the scene story.

**Moderator:** Jim Park, Heavy Duty Trucking

**Presenters:** Bill Kahn, Peterbilt Motors Company; Jennifer Morrison, NTSB-Office of Highway Safety; Jon Morrison, WABCO Americas
10:30am - 11:00am
NETWORKING REFRESHMENT BREAK WITH EXHIBITORS
Utopia Threshold
Sponsored by

11:00am - 12:00pm
CONCURRENT SESSIONS:

Light Duty Sessions:
How to Make Your Vocational Fleet Safer
Nirvana A
Vocational fleets operating vans and other work vehicles have unique safety issues involving vehicle size, weight, and limited driver visibility. Often, it is a struggle to get service techs to consider themselves “professional drivers” and to conduct themselves as such. This session will examine best practices in how to cultivate a safety culture among service techs, who often view themselves as technicians first, and drivers second.
Presenter: J.J. Keig, CBRE Inc.

Identification of Crash Risk Factors and Effectiveness of Crash Prevention Strategies
Nirvana B
Hear from project leaders how the National Institute for Occupational Safety and Health (NIOSH) Center for Motor Vehicle Safety, and Johnson & Johnson work together to identify crash risk factors and determine the effectiveness of numerous crash prevention strategies, such as behind-the-wheel driver training, in-vehicle monitoring system, and specific driver assessments and risk tools. The results of this multi-year study will be presented for ready adoption into your fleet operation.
Presenters: Sandra Lee, Johnson & Johnson; Stephanie Pratt, PhD, National Institute for Occupational Safety and Health; Tony Vinciguerra, Element Fleet Management/Center for Transportation Safety

Medium and Heavy Duty Session:
ELD and Coercion Rule!
Nirvana C
Embrace new challenges and opportunities in transportation. Stay ahead of the curve by attending this educational seminar and acquire valuable knowledge and information concerning the mandated electronic logging devices and coercion rules. Empower your company to make informed decisions. This session will identify solutions to help you achieve safe and efficient operations for overall increased safety and profitability. Various electronic logging device vendors will also be on display to provide information and guidance as well.
Presenter: John Seidl, Integrated Risk Solutions

12:15pm - 1:40pm
LUNCH AND KEYNOTE ADDRESS: NEW SAFETY TECHNOLOGY: DOES IT WORK?
Utopia Ballroom
The Highway Loss Data Institute (HLDI) is an independent, non-profit, scientific and educational organization dedicated to reducing the losses—deaths, injury, and property damage—from crashes on the nation’s roads. In this presentation, the HLDI will share its results on what works and what doesn’t work in crash mitigation technology.
Keynote Speaker: Kay Wakeman, Highway Loss Data Institute (HLDI)

1:50pm - 2:50pm
CONCURRENT SESSIONS:

Light Duty Sessions:
Integrating Safety Across Your Mobile Workforce:
Reimbursement and Lease
Nirvana A
When it comes to a mobile workforce, many companies have a mix of leased vehicles and reimbursed vehicles. But integrating and enforcing the key elements of a good safety program may be difficult to do across multiple programs. During this session, we will share insights on how to develop and implement a safety strategy across your entire mobile workforce.

Crash Prevention Technology: Onboard vs. Online
Nirvana B
Studies of emerging driver assist technology are showing that some systems can and do prevent accidents. But this kind of onboard technology has its limits. While useful in intervening with drivers once they’ve made a mistake, online fleet safety systems change driver habits so they avoid these mistakes in the first place. In addition, they identify high-risk drivers and keep record of fleet interventions to protect against potential liability claims. Both are effective and should have their place in comprehensive fleet safety programs.
Presenter: Ken Latzko, The CEI Group, Inc.

2:50pm - 3:20pm
NETWORKING REFRESHMENT BREAK WITH EXHIBITORS
Utopia Threshold
Sponsored by

11:00am - 12:00pm
CONCURRENT SESSIONS:

Light Duty Sessions:
How to Make Your Vocational Fleet Safer
Nirvana A

Identification of Crash Risk Factors and Effectiveness of Crash Prevention Strategies
Nirvana B

Medium and Heavy Duty Session:
Changing Habits, Reducing Accidents
Nirvana C
Accidents usually occur due to a change in behavior or a change to our environment. Fleet managers must look at the changes that occur to their drivers both internally and externally. Safety professionals must limit these distractions and teach drivers to handle change within their world. This presentation will provide insight into distracted driving, the increase in collisions in 2015, and how to make an impact during safety meetings.
Presenter: Jerry Veres, Fleet Response

2:50pm - 3:20pm
NETWORKING REFRESHMENT BREAK WITH EXHIBITORS
Utopia Threshold
Sponsored by
3:20pm - 4:20pm
GENERAL SESSION: A FLEET MANAGER’S GUIDE TO SURVIVING FLEET SAFETY-RELATED LAWSUITS
Utopia Ballroom
This session will help fleet managers avoid the pitfalls that commonly occur during fleet-safety related lawsuits, along with how to handle other fleet-related legal issues. Here’s a real-world explanation on the “do’s” and “don’ts” that every fleet and risk manager should follow.
Presenter: John Cruickshank, Alaniz Schraeder Linker Farris Mayes, LLP

4:20pm - 5:00pm
2016 FLEET SAFETY AWARD AND HDT SAFETY & COMPLIANCE AWARD CEREMONY
Utopia Ballroom
Fleet Safety Award Presented in conjunction with
HDT Safety and Compliance Award Sponsored by

5:00pm - 6:30pm
EVENING COCKTAIL RECEPTION WITH EXHIBITORS
Utopia Threshold

WEDNESDAY, JULY 20, 2016
8:00am - 2:00pm
VISIT WITH EXHIBITORS
Utopia Threshold

8:30am - 9:50am
BREAKFAST AND GENERAL SESSION: TSA AND INDUSTRY PARTNERSHIPS
Utopia Ballroom
TSA has security responsibility for all modes of transportation regulated by the U.S. Department of Transportation. In the highway and motor carrier modes this responsibility benefits from a strong public-private partnership to address security vulnerabilities and respond to potential threats against the transportation sector. TSA will provide an update on available security guidance, tools, and other resources to help reduce the risk of an attack against passenger and cargo conveyances.
Presenter: David Cooper, Transportation Security Administration (TSA)

9:50am - 11:00am
CONCURRENT SESSIONS:

Light Duty Sessions:
Reinforcing the Positive – Keys to Building a Comprehensive Safe Driver Incentive Program
Nirvana A
Monitoring and addressing high-risk driving habits is of the utmost importance for every fleet but all too often organizations forget to recognize and reward those drivers who consistently perform well on the roads. Key to any comprehensive driver safety is identifying and incentivizing the top performers to help reinforce proper driving practices while still managing those who need improvement. This presentation will focus on effective methods for identifying good drivers, and how to incorporate a multi-tiered recognition system into the overarching driver safety program.
Presenter: Rich Radi, ARI

Increase Safety by Modifying Driver Attitudinal Issues Using Employee Assistance Program
Nirvana B
One under-utilized resource in fleet safety is Employee Assistance Program (EAP) counselors to modify drivers’ attitudinal issues. It is a big shift away from current thinking, which, in many cases, is solved with behind the wheel training, computer training, and/or letting sales/service people go. The co-presenters, an EAP counselor and psychotherapist, present the premise that counselors need to work with attitudinal issues to form a consensus with the driver of what their problem(s) are and steps to rectify the behavior.
Presenters: Robert Kauffman, Critical Thinking for Success LLC ; Penny Levin Fields, PAL

Medium and Heavy Duty Session:
A Guide to Effectively Implement Safety Monitoring Technologies
Nirvana C
The implementation of onboard safety monitoring (OSM) systems in commercial motor vehicles involves more than installing the technology in vehicles. It requires effective driver coaching and detailed planning and involvement from all levels within an organization. This presentation will provide an overview of recent research related to the effectiveness of OSM systems and will review strategies for implementing a behavior-based safety program to maximize the effectiveness of the OSM technology.
Presenter: Matt Camden, Center for Truck and Bus Safety, Virginia Tech Transportation Institute
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FULL SCHEDULE CONT.

11:00am - 11:30am
NETWORKING REFRESHMENT BREAK WITH EXHIBITORS
Utopia Threshold
Sponsored by

11:30am - 12:30pm
CONCURRENT SESSIONS:

Sponsored by
Light Duty Sessions:
E-Z Coaching Techniques for Non-Safety Professionals
(Direct Supervisor Driver Safety Coaching)
Nirvana A
By personalizing the business intelligence obtained from Crash, MVR, Telematics Data, etc. this driver safety coaching method helps break down the barriers of communication between a supervisor and team member on vital safety issues, which directly put the driver at risk. Building on a company’s fleet safety policy action plan, this easy to use coaching method encourages and helps drivers reach their own conclusion, the “ah-ha” moment, to make positive, discernible changes in their safety driving performance. This interactive presentation (mini-workshop) provides insight on how to use simple coaching tools to foster acknowledgement of warning signs, create a personalized action plan within the corporate safety guidelines, and routinely perform and ongoing self-evaluation (self-awareness).

Presenter: Art Liggio, Driving Dynamics

Beyond the MVR: Getting the Most Out of Your MVRs
Nirvana B
The annual MVR purchase has been the standard source of driver behavior information for decades. The unfortunate side effect of the annual MVR review is that it leaves a big gap in truly understanding and managing the behaviors and risks inherent in your fleet during the next 365 days. In addition, the tremendous amount of data on the MVR leaves many organizations asking “What does it all mean?” During this session, we will discuss how new advances in driver monitoring can turn the MVR into actionable information—enabling a transformation of your drivers, policies, and procedures, including: how to build solutions to help you enforce your driver policy; how building a comprehensive driver profile provides 360-degree visibility of driver behavior; and examples of gray and commercial fleets that are taking driver safety to the next level.

Presenter: Chris Stites, SambaSafety

Medium and Heavy Duty Session:
The ELD Experience: Through the Eyes of Fleets
Large and Small
Nirvana C
The Federal Motor Carrier Safety Administration’s final rule concerning the mandated use of electronic logging devices has met both positive and negative reactions. With the two-year implementation deadline looming, many fleets are getting in gear to meet the requirements concerning electronic logging devices. The panel members will discuss their experiences putting electronic logging devices into effect in their fleets.

Moderator: Christopher Ripple, McGuireWoods

Panelists: Dale Dunaitis, Martin Transportation Systems; Leon Lupina, Heniff Transportation Systems, LLC; Jim Park, Heavy Duty Trucking

12:40pm - 2:00pm
LUNCH AND CLOSING KEYNOTE ADDRESS: NETS DEBUTS A NEW SUITE OF FLEET SAFETY RESOURCES
Utopia Ballroom
The Network of Employers for Traffic Safety (NETS) is dedicated to improving fleet safety by providing resources to help prevent traffic crashes. Its member companies run the most progressive fleets in the nation. In this session Executive Director Jack Hanley will introduce NETS’ new suite of fleet safety resources including: an extensive tool kit to determine costs of motor collisions, a comprehensive defensive driver training guide, and a best practices guide to 10 must-haves for fleet safety programs.

Presenter: Jack Hanley, Network of Employers for Traffic Safety (NETS)
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LIST OF SPEAKERS

DANE BREMER
Director of Employee Safety and Global Business Continuity
Liberty Mutual Insurance

MATT CAMDEN
Research Associate, Behavioral Analysis and Applications
Center for Truck and Bus Safety
Virginia Tech Transportation Institute

DAVID COOPER
Industry Engagement Manager – Highway
Office of Security Policy and Industry Engagement,
U.S. Department of Homeland Security
Transportation Security Administration (TSA)

JOHN CRUICKSHANK
Attorney
Alaniz Schraeder Linker Farris Mayes, LLP

DALE DUNAITIS, CSS
EOBR Administrator
Martin Transportation Systems

KIP FOURNIER
Director of Reimbursement Solutions
Wheels, Inc.

JACK HANLEY
Executive Director
Network of Employers for Traffic Safety (NETS)

JOY INOUIYE
Research Associate
National Safety Council

BILL KAHN
Principal Engineer and Manager of Advanced Concepts
Peterbilt Motors Company

ROBERT KAUFFMAN
Psychotherapist
Critical Thinking for Success LLC

J.J. KEIG
Corporate Fleet Manager
CBRE Inc.

KEN LATZKO
Senior Director of Sales and Sales Support
The CEI Group, Inc.

SANDRA LEE
Director – Worldwide Fleet Safety, Environment,
Health, Safety & Sustainability
Johnson & Johnson

PENNY LEVIN FIELDS
President
PAL

TED LEWIN
Senior Manager of Risk Management Services
Wheels, Inc.

ART LIGGIO
President
Driving Dynamics

LEON LUPINA
Director of Safety
Heniff Transportation Systems, LLC

JENNIFER MORRISON
Supervisory Highway Crash Investigator
Investigator-in-Charge (IIC)
NTSB – Office of Highway Safety

JON MORRISON
President
WABCO Americas

PHIL MOSER
Vice President
Advanced Driver Training Services (ADTS)

JIM PARK
Equipment Editor, Heavy Duty Trucking
Bobit Business Media

STEPHANIE PRATT, PHD
Coordinator
NIOSH Center for Motor Vehicle Safety
National Institute for Occupational Safety and Health

RICH RADI
Director, Driver Excellence
ARI

CHRISTOPHER RIPPLE
Associate
McGuireWoods

JOHN SEIDL
Transportation Consultant
Integrated Risk Solutions

CHRIS STITES
Senior Vice President of Sales
SambaSafety

JERRY VERES
Safety Program Coordinator
Fleet Response

TONY VINCIGUERRA
Vice President, Element Fleet Management
General Manager, Center for Transportation Safety

KAY WAKEMAN
Research Analyst
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An ongoing concern, according to reported statistics, 1.3 percent of crashes involved drivers using a cell phone.

69% of drivers use a seat belt at the time of an incident.

**AGE OF DRIVERS INVOLVED IN ACCIDENTS: 2009-2014**

- **18-25**
  - 2009: 11.3%
  - 2010: 8.9%
  - 2011: 7.7%
  - 2012: 7.7%
  - 2013: 6.4%
  - 2014: 13.8%

- **26-35**
  - 2009: 16.7%
  - 2010: 17%
  - 2011: 26.2%
  - 2012: 24.4%
  - 2013: 24.4%
  - 2014: 29.5%

- **36-45**
  - 2009: 16.7%
  - 2010: 17%
  - 2011: 27.4%
  - 2012: 27.6%
  - 2013: 29.4%
  - 2014: 29%

- **46-54**
  - 2009: 16.7%
  - 2010: 17%
  - 2011: 27.4%
  - 2012: 24.1%
  - 2013: 23.6%
  - 2014: 17.2%

- **55+**
  - 2009: 16.7%
  - 2010: 17%
  - 2011: 16.1%
  - 2012: 16.9%
  - 2013: 15.9%
  - 2014: 10.5%

Drivers between 26 and 35 years old reported the highest percentage of incidents in 2014 at 29.5 percent, a jump of 5.1 percentage points over 2013.

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**ACCIDENTS BY TIME OF DAY**

- **6-7 AM**: 3.5%
- **7-8 AM**: 3.7%
- **8-9 AM**: 3.1%
- **9-10 AM**: 3.5%
- **10-11 AM**: 3.8%
- **11 AM - NOON**: 6.0%
- **12-1 PM**: 5.3%
- **1-2 PM**: 5.4%
- **2-3 PM**: 5.1%
- **3-4 PM**: 5.5%
- **4-5 PM**: 4.9%
- **5-6 PM**: 4.6%

**TOP 5 ACCIDENT DESCRIPTIONS**

1. **11.9%** Damage While Parked/Other Party
2. **9.8%** Other Party Hit Rear or Driver
3. **7.9%** Driver Failed to Observe Clearance
4. **8.3%** Parking/Backing
5. **8.3%** Other Party Failed to Yield

**ACCIDENTS BY DAY OF WEEK**

- **Sunday**: 6.0%
- **Monday**: 7.7%
- **Tuesday**: 18.1%
- **Wednesday**: 17.0%
- **Thursday**: 17.1%
- **Friday**: 16.6%
- **Saturday**: 9.8%

**ACCIDENTS BY WEATHER TYPE**

- Clear: 79.2%
- Overcast: 6.6%
- Raining: 6.8%
- Sleet/Snow: 4.1%
- Windy: 1.1%
- Unknown: 0.2%

The majority of accidents reported by fleet drivers in 2014 were "damage while parked"/other party (11.9 percent), up from 11.7 percent in 2013.

Year after year, Tuesday remains the most popular day of the week for an accident to occur at 18.1 percent, followed by Mondays at 17.5 percent.
THANK YOU FOR ATTENDING!

See You Right Here Next Year!

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