LOOKING BACK TO BUILD A VISION OF THE FUTURE

Presenter: Jack Hanley
Network of Employers for Traffic Safety (NETS)

Sponsored by

VIRTUAL RISK MANAGER®
COACH
Looking Back to Build a Vision of the Future

*Because ROAD SAFETY is NOT a Competitive Advantage™*

Member UN Road Safety Collaboration Decade of Action for ROAD SAFETY 2011-2020

Jack Hanley
NETS Executive Director
Fleet Safety Conference
July 15, 2015
Global Road Safety | Decade of Action
Global Road Safety | Decade of Action

- Nearly 1.3 million deaths
- 20-50 million injured

Number of deaths (millions)

- AIDS: 1.8
- TB: 1.3
- Vehicles: 1.3
- Malaria: <1
The Five Pillars of the Decade of Action

- Road safety mgmt
- Safer roads & mobility
- Safer vehicles
- Safer road users
- Post-crash response
NETS’ Board Members and Mission

NETS is dedicated to improving the safety of employees, their families, and members of the communities in which they live and work by preventing traffic crashes that occur on-and-off the job.
NETS’ Programs and Services

- Drive Safely Work Week
- NETSWork
- @NETS_RoadSafety
- NHTSA
- Cooperative Agreements
- www.trafficssafety.org
- Year-round FORUM Exchange

October 2014

Strength in Numbers
Fleet Safety Benchmark Report
Data Year 2013

The Novice Driver’s Road Map
An 8-step guide for parents

Benchmark Program Snapshot

- 100+ members
- 50% in Fortune 500
- 75 – 52,387 = fleet size range
- 630,000+ vehicles in 2013
- 11+ billion miles in 2013
- 153+ countries
- 58% of data from USA
- 10.6% of vehicles collision rate (vs. 20% industry average)
- 15+ industry sectors
GLOBAL METRICS
- Fleet sizes, mileage, crashes, injuries
- By country
- By vehicle type

PROGRAM ELEMENTS
- By country/world area
- 15+, including...
- Cell phone policy
- Use of in-vehicle monitoring systems (telematics)
- Driver training programs
- High risk driver intervention programs

Statistical Analysis Identifies Best Practices
Example of a Benchmark Sector Chart

COLLISIONS PER MILLION MILES (CPMM)
DATA YEAR 2012

Pharma companies are highlighted in red

<table>
<thead>
<tr>
<th>Composite for NETS' 10</th>
<th>All Respondents' Composite</th>
<th>Pharma Composite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lowest CPMMs</td>
<td>1.82</td>
<td>8.83</td>
</tr>
<tr>
<td></td>
<td>6.91</td>
<td></td>
</tr>
</tbody>
</table>
## Program Elements Example: High Risk (Data Year 2013)

<table>
<thead>
<tr>
<th><strong>DO YOU IDENTIFY HIGH RISK DRIVERS?</strong></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>68</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>96%</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>RESPONSE TO HIGH RISK</strong></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote driver training (online, CD, DVD)</td>
<td>43</td>
<td>63%</td>
</tr>
<tr>
<td>Classroom training</td>
<td>32</td>
<td>47%</td>
</tr>
<tr>
<td>Behind-the-wheel driver training</td>
<td>47</td>
<td>69%</td>
</tr>
<tr>
<td>Commentary/observational drives</td>
<td>36</td>
<td>53%</td>
</tr>
<tr>
<td>Collision reviews</td>
<td>34</td>
<td>50%</td>
</tr>
<tr>
<td>Special coaching or counseling sessions</td>
<td>36</td>
<td>53%</td>
</tr>
<tr>
<td>Disciplinary action</td>
<td>55</td>
<td>81%</td>
</tr>
<tr>
<td>Driver pays some costs, or other monetary penalty</td>
<td>9</td>
<td>13%</td>
</tr>
<tr>
<td>Vehicle selection limitations</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Revocation of driving privileges (for co. vehicles)</td>
<td>33</td>
<td>49%</td>
</tr>
</tbody>
</table>
### Program Elements Example:
Monitoring Devices (Data Year 2013)

<table>
<thead>
<tr>
<th>USE IVMS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>37</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REVIEW IVMS DATA AFTER COLLISIONS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, for all collisions</td>
<td>19</td>
<td>56%</td>
</tr>
<tr>
<td>Yes, serious collisions only</td>
<td>12</td>
<td>35%</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
<td>9%</td>
</tr>
</tbody>
</table>
Program Elements Example:
Mobile Phone Policies (Data Year 2013)

<table>
<thead>
<tr>
<th>POLICY: MOBILE PHONE</th>
<th>Yes</th>
<th>70</th>
<th>99%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
<td>1</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Describe Policy**

<table>
<thead>
<tr>
<th>Allow hands-free</th>
<th>42</th>
<th>60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ban any type</td>
<td>24</td>
<td>34%</td>
</tr>
<tr>
<td>Ban texting only</td>
<td>4</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Violate Policy**

(Choose all that apply)

<table>
<thead>
<tr>
<th>Disciplinary action</th>
<th>56</th>
<th>80%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue a warning</td>
<td>36</td>
<td>51%</td>
</tr>
<tr>
<td>Termination</td>
<td>35</td>
<td>50%</td>
</tr>
<tr>
<td>No special action</td>
<td>11</td>
<td>16%</td>
</tr>
<tr>
<td>Commentary Drive</td>
<td>9</td>
<td>13%</td>
</tr>
</tbody>
</table>
Fleet Safety Best Practices
(From 2009 – 2013 data years)

- More likely to publish a scorecard monthly
- More likely to have training on safe mobile phone use
- More likely to terminate a driver for violating mobile phone policy
- More likely to review mobile-phone records after ALL collisions
- More likely to have a special team or board review collisions
- More likely to have training module on fatigue/drowsy driving
- More likely to have a high risk driver program in place

Statistically Valid Among the Lowest CPPM Companies
The Connected Car
The Self-driving Car

A laser sensor scans 360 degrees around the vehicle for objects.

A processor reads the data and regulates vehicle behavior.

Radar measures the speed of vehicles ahead.

An orientation sensor tracks the car's motion and balance.

A wheel-hub sensor detects the number of rotations to help determine the car's location.

Source: Google

Raoul Rañoa / @latimesgraphics
The Role of Employers in Road Safety

50% of the US population is employed

Employers have the leverage to have a dramatic effect on national road safety
Employer ROAD SAFETY Progression

Driving is likely the highest risk activity employees do on a daily basis
Conclusions

Jack Hanley, NETS’ Executive Director
jhanley@trafficsafety.org