



## FLEET SAFETY TIPS

### 4 CRITICAL ELEMENTS TO IMPROVE YOUR FLEET SAFETY PROGRAM

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Considering the multiple facets of fleet safety compliance, proper risk management requires robust, action-oriented policies that involve all of an organization's stakeholders.



When considering downtime due to potential litigation, accidents caused by unsafe driver behavior can be among the costliest aspects involved in managing your fleet. There are four critical elements fleet managers can focus on to reduce risk, protect their drivers, and preserve the bottom line.

## Start with Establishing a Solid Fleet Safety Foundation

While safety plans should match the needs and realities of your fleet operation, there are four fundamental elements that can serve as the foundation for a solid safety program:



Each of these critical elements are explained in detail on the following pages of this Redstone Fleet Safety Tips whitepaper.

## Element 1. Driver Qualifications and MVR Validation

Qualified drivers are a fundamental element of fleet safety best practices. Thorough background checks on your drivers are the first step in executing a robust fleet safety program. Analyzing motor vehicle records (MVR) as a prerequisite for hiring will help you identify qualified candidates from which to populate your potential hiring pool. At a minimum, it is recommended that you:



Review annual or semi-annual MVR data to help your company identify and manage any drivers who might have violations on their records.



Ensure that your new hires have a clean driving record so your company can mitigate risk from the outset.



Require self-reporting for traffic violations within 30 days of a conviction in order to establish accountability for driver qualifications.



A more effective option than self-reporting is to consider using a continuous MVR monitoring program. These programs provide real-time, automated notifications to your company of driver records, including any violations. This proactive fleet safety method avoids the possibility of a driver failing to self-report a violation and opening your company up to serious liability exposure.

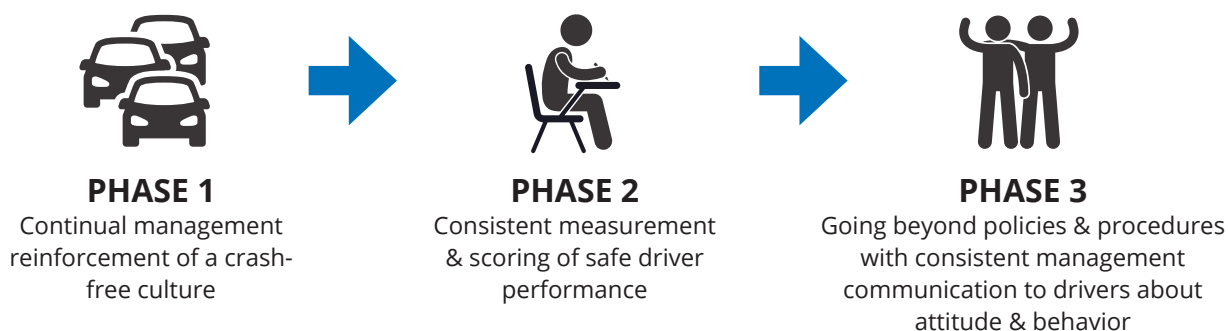


## Element 2. Performance-based Driver Training

Driver training is a key part of any fleet safety policy. However, training can include a wide spectrum of techniques from behind-the-wheel training to on-line programs to performance reviews.

A successful fleet safety program analyzes issues specific to your respective fleet operational dynamics and builds a training program around those needs. For example, reviewing individual driver performance (behaviors) can help you avoid redundant training practices. It is important to recognize that driver skills and knowledge alone do not necessarily equate to safe driving, and that driver attitudes and behavior contribute directly to preventing at fault collisions. While every crash likely has different circumstances, there is generally one common factor: *human error*. The most common cause to what affects human error is behavior, and driver behavior can be dictated by *attitude*.

Establishing performance-based driver training with three phases of on-going risk management can help influence driver attitudes and behaviors as follows:



Deploying one-on-one coaching can be an effective means of correcting specific driver behaviors, and in-person training allows drivers to receive the resources relevant to their driving behaviors. Measuring and scoring driving performance with real time data can provide useful insights into positive and negative behaviors – such as speeding, acceleration (harsh or smooth), braking (harsh or smooth), cornering (harsh or smooth) and phone use. There are numerous fleet safety data systems available to supplement a functional performance-based Driver Training Program. Maintaining your fleet safety training with a focus on behavior-based performance may help prevent accidents and protect your company interests.

### Element 3. Accountability with Telematic Tools

While rigorous driver screening and performance-based driver training are vital for any effective fleet safety program, it is prudent to establish a means to hold your drivers accountable for their respective driving behaviors.

Considering recent advancements in technology, fleet safety managers have new resources available to ensure driver accountability for best practices in safe fleet operations, including telematics solutions and in-vehicle camera systems.

Disseminating information about technology tools that can capture risky driver behaviors will serve as a strong deterrent for your drivers to avoid speeding, using cell phones while driving or other risky behaviors.



These technological tools can also collect data that identifies exceptionally safe driving behavior.



Telematics and in-vehicle cameras can help ensure that you have a mechanism in place to enforce driver accountability.



With certain telematics tools as part of your fleet safety program, fleet safety managers can analyze driver behaviors with quantitative data points including driving speed and instances of hard braking.



Through utilization of telematic tools, fleet safety managers can better identify both individual driver safety issues and common safety issues throughout your entire fleet for corrective action.

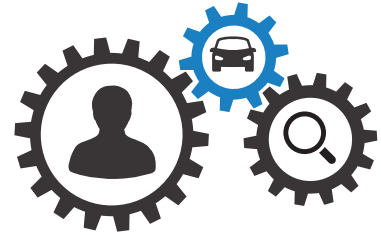
Improving your driver safety proficiency is essential in reducing risk, but fleet safety and risk prevention can be taken even further with safety technology that is available for your fleet today.

## Element 4. Holistic Corporate Responsibility

Elements 1, 2, and 3 put the responsibility of your fleet safety results in the hands of your drivers. Company management is an essential part of the process of developing an effective fleet safety program. There are two steps that your corporate management can take to improve your fleet safety program results:

### 1. Create an Accident Review Committee

Data from the National Safety Council reveals that 97% of vehicle crashes are preventable.



The establishment of an accident review committee comprised of drivers and management will create a formal method of due process to investigate and openly discuss the role of your drivers in any crashes or safety incidents. The collective role of your committee is to discuss solutions to aid in improving fleet safety practices as incidents are investigated to provide fleet-specific preventative and punitive safety measures for accountability purposes.

### 2. Establish a Safe Driver Incentive Program

Effective safety policies involve defined punitive consequences for unsafe driving behaviors as well as significant incentives to reward safe drivers and change the risky behaviors of unsafe drivers. Establishing a safe driver incentive program provides significant benefits to drivers and to your company. Drivers benefit with increased pay and the company benefits with an improved bottom line.

Considering that there are multiple vendor systems available to provide scorecard based data, fleet managers can easily set qualification criteria for driver incentive programs that focus on improving driving behaviors for those drivers who do not qualify for established incentives.

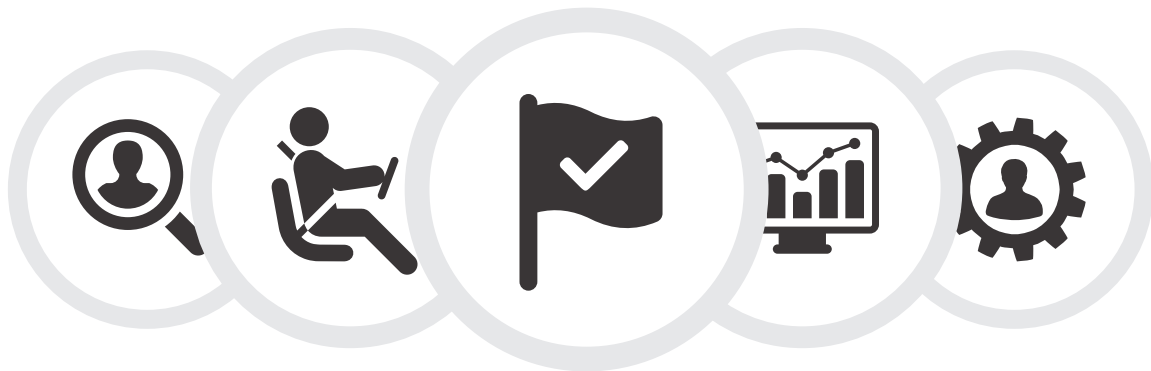
This dual approach by management can deliver a holistic and proactive policy to incentivize your drivers to improve their performance. Your corporate commitment to establish a holistic Accident Review Committee should include maintaining a scorecard capability to rank and reward drivers. This will identify drivers that require additional safety coaching and create a spirit of friendly competition to motivate your drivers to improve their safe driving performance.

## Conclusion

No fleet safety program is perfect. Minimizing your risk ultimately comes down to your drivers' performance. Driver safety, risk management, and loss prevention are the responsibilities of all fleet personnel and company stakeholders, from drivers to managers.

Everyone plays an important role in minimizing liability and creating safer working conditions, so it is essential for an "all-hands-on-deck" approach to developing robust policies, safety procedures, and the risk management tools necessary to optimize your fleet safety program.

These four elements form only the foundation of a solid fleet safety program. There are many other elements and policies that will likely form your comprehensive safety program. But with this foundation in place, you will have a good starting point to build best practices for your fleet safety program.



**Have Questions? Feel free to contact us.**

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