

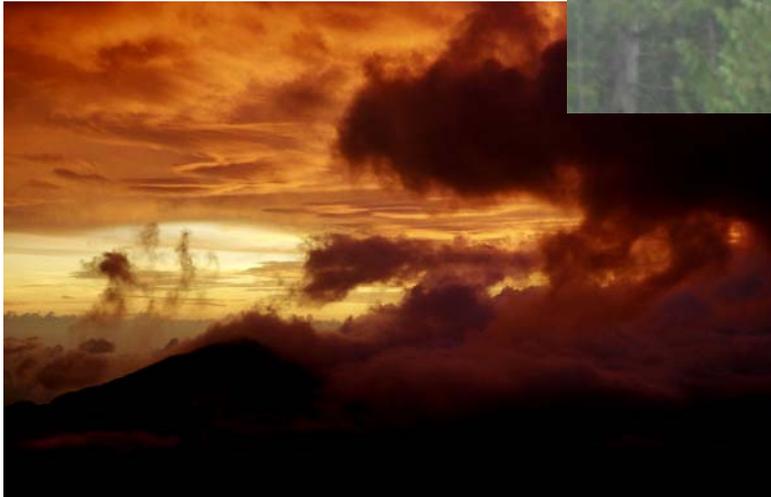
**NETS 10 Steps to Protect
Your Most Important Resource - Your People
An Effective Employee Driver Safety Program
*March 24, 2009***



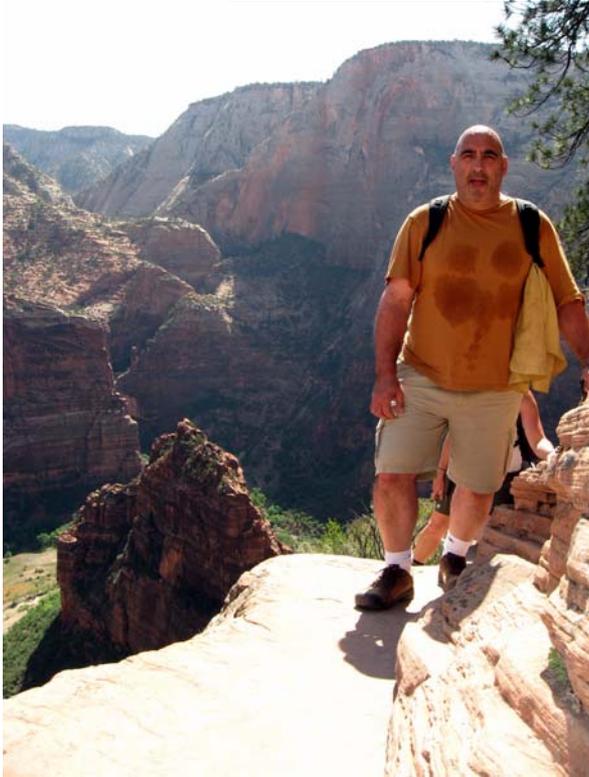
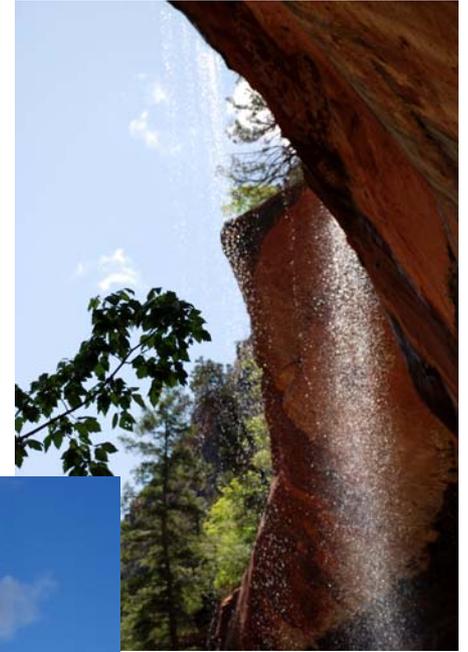
Matthew Betz



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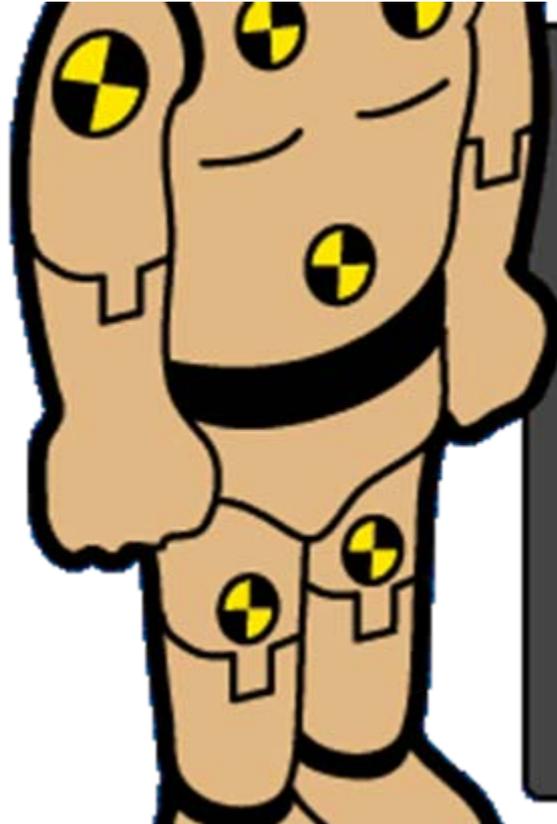


Matthew Betz Safety Experience



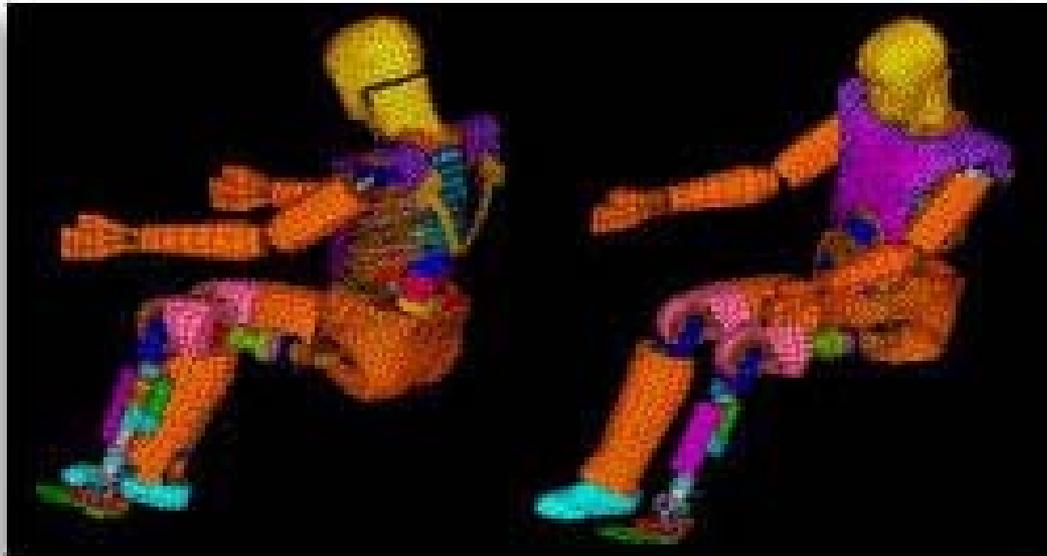
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Safety Experience



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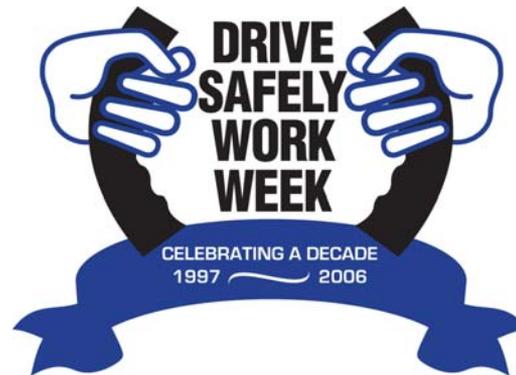
Safety Experience



Network of Employers for Traffic Safety

Vision: To Keep America's Workforce Safe on the Road

To improve the safety and health of employees, their families, and members of the communities in which they live and work, by decreasing the number of traffic crashes that occur both on and off the job.



The most dangerous part of the workday for any employee is the time they spend in their vehicle

Every 5 seconds a crash occurs.

Every 7 seconds a property damage crash occurs.

Every 10 seconds there is a traffic-related injury.

Every 12 minutes in the U.S. someone dies in a traffic crash.

Types of Occupational “Drivers”

- Drivers of commercial motor vehicles (large trucks and buses) – **regulated**
- Drivers of company-owned vehicles (smaller trucks and passenger vehicles) – **not regulated**
- Drivers of personal vehicles for work – **not regulated**

Workplace Driving is Different

- Different than “Inside” work:
 - Not a closed environment under employer control
 - Not every crash or injury can be prevented by employer pre-planning or intervention
- Different than other driving:
 - Employer-employee relationship
 - Time pressures and delivery schedules
 - Can’t always choose *not* to drive

How do traffic crashes affect employers?

- Human Cost
 - 43,000 people died in traffic crashes last year
 - Over 3 million people were injured
 - Traffic crashes are the leading cause of occupational fatalities in the U.S.
 - Responsible for 13,000 employee deaths 1992-2001

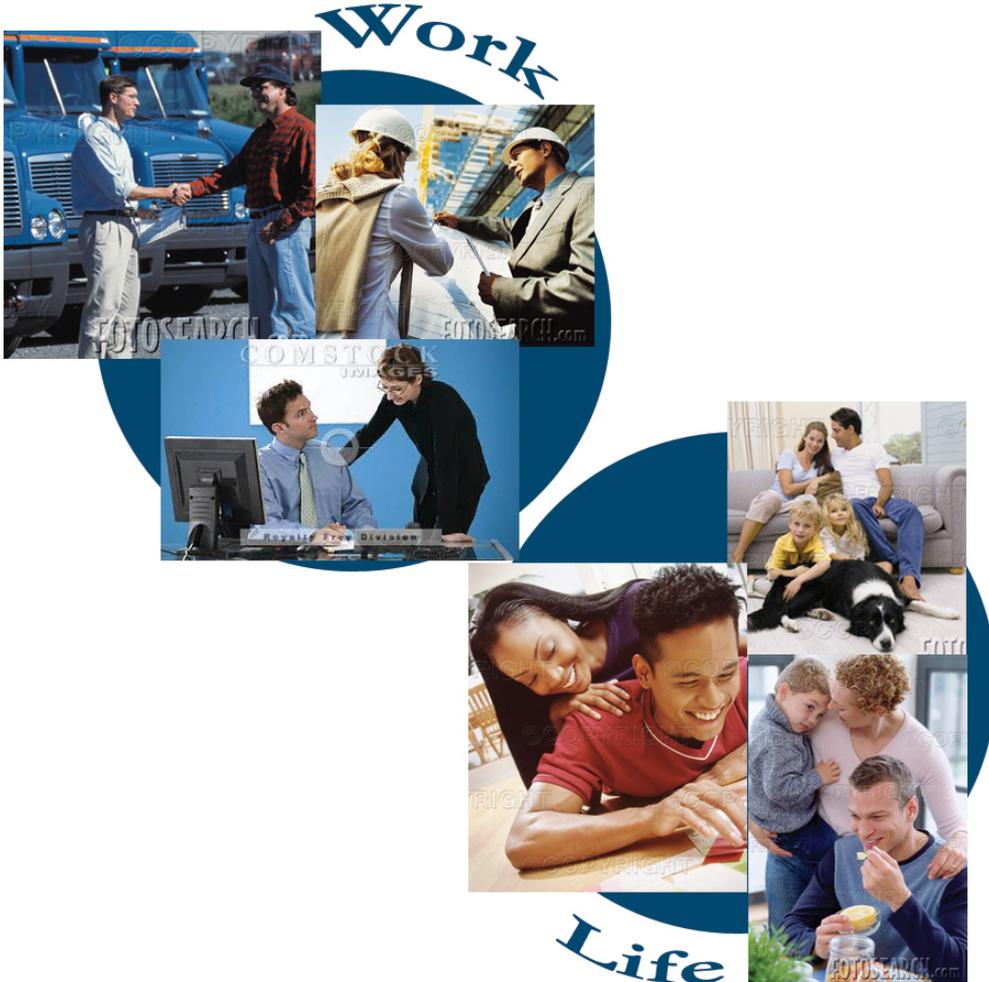
How do traffic crashes affect employers?

- Financial Cost
 - **\$16,500/crash (all crashes)**
 - \$0.158/ vehicle-miles traveled
 - \$504,400/fatal injury
 - \$76,300/injury (all injury)
 - \$73,750/nonfatal injury

How do traffic crashes affect employers?

- Financial Cost (continued)
 - \$230.6 billion - Total societal cost of motor vehicle crashes
 - \$60 billion – Cost to Employers
 - \$40 billion from on-the-job crashes
 - \$20 billion off-the-job crashes for workers and their dependents

Work/Life Programs



Seat Belts Make a Difference

Properly used, seat belts can reduce the risk of fatal injury for front seat occupants

- By 45% in cars
- By 60% in light trucks



Employer Costs per Person Involved in a Crash

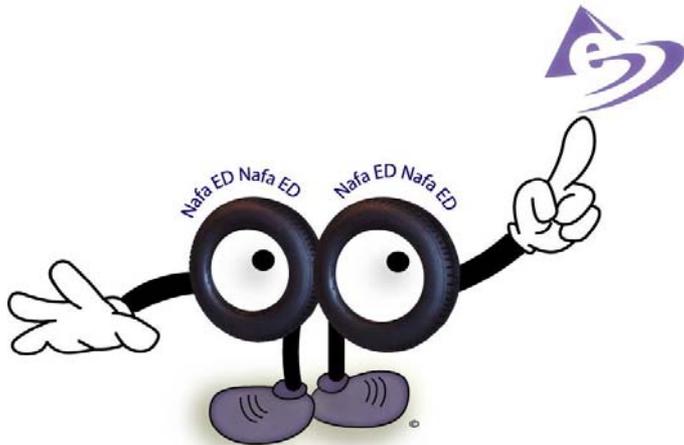
- On-the-Job Crash
 - Unrestrained \$27,750
 - Restrained \$11,310
- Off-the-Job Crash
 - Unrestrained \$2,980
 - Restrained \$600

Identify Your Crash Problems

- What kind of crashes are occurring?
- Where are they happening?
- When are they happening?
- Why are they happening?

Minimizing Crash Risk

How to minimize your organization's
crash risk by implementing the
NETS 10-step process



NETS' 10-Steps to Minimize Crash Risk

1. Senior Management Commitment & Employee Involvement
2. Written Policies and Procedures
3. Driver Agreements
4. Motor Vehicle Record (MVR) Checks
5. Crash Reporting and Investigation
6. Vehicle Selection, Maintenance and Inspection
7. Disciplinary Action System
8. Reward/Incentive Program
9. Driver Training/Communication
10. Regulatory Compliance

1. Senior Management Commitment & Employee Involvement

- Clearly demonstrate support and commitment to driving safely on and off the job.
- Emphasize the organization's commitment to reduce traffic crashes and their associated deaths and injuries.
- Clearly design and implement a program with responsibility for active participation.
- Serve as an arbiter whenever a conflict arises or the need to enforce company policies and procedures.

Prevention & Attention to Crashes Has to Come From Within the Organization

2. Written Policies and Procedures

- Set of written, enforceable traffic safety procedures
- Communicated to all employees
- Incentives to reward compliance and consequences for disregarding the policies

2. Written Policies and Procedures (continued)

Policies Should Cover:

- Administrative
- Safety
- Crash reporting/Claims management
- Driver training

3. Driver Agreements

- Establish a contract with all employees driving for work
- Employee acknowledges their understanding of the organization's commitment to traffic safety
- Agreement must be signed and dated

4. Motor Vehicle Record (MVR) Checks

- Check the driving records of all employees driving for work
- Screen out drivers with poor driving records
- Review MVRs periodically
- Clearly define the number of violations that result in loss of driving privileges

5. Crash Reporting & Investigation

- Establish and enforce a crash reporting and investigation process
- All crashes should be reported to the employee's supervisor
- All employees should understand what to do in a crash situation
- All crashes should be reviewed to determine their cause and if they were preventable
- A "Crash Review Board" can be formed to function as a governing body for safe driving issues

6. Vehicle Selection, Maintenance and Inspection

- Select, properly maintain and routinely inspect company vehicles
- Select vehicles for crash-worthiness and overall safety (IIHS)
- Keep vehicles on a routine preventive maintenance schedule
- Thoroughly inspect vehicles at least annually
- Address personal vehicles used on company business so that they reflect positively on the company

7. Disciplinary Action System

- Implement a progressive disciplinary action system that addresses repeated traffic violations and unsafe driving behaviors
- Assign points to specific moving violations/behaviors
- Determine actions when an employee accumulates a certain number of points or preventable crashes in a predefined period of time

8. Reward/Incentive Program

- Develop and implement a driver reward/incentive program
- Incorporate driving performance into the overall evaluation of job performance
- Use recognition, monetary rewards, special privileges or the use of incentives to motivate the achievement of a predetermined goal
- Engage employees by educating them about the issue

9. Driver Training/Communication

- Provide an “orientation” for all employees who have driving responsibilities
- Provide continuous driver safety training and communication
- The most effective time for extensive systematic training is right after the driver is hired and before being assigned to a vehicle
- Conduct continuous refresher training in safe driving practices to improve attitudes, skills, and knowledge of rules of the road- Focus on “high risk” drivers
- Provide remedial training focusing on defensive driving skills for drivers who have had a certain number of moving violations and/or crashes.

Promote Safe Driving Practices

- Seat belt use- 52-58% Fatal
- Alcohol and Drug Impaired Driving- 40%
- Distracted Driving- 25-50%
- Fatigued Driving- 100,000 Crashes/Year
- Speed- 30%
- Aggressive Driving
- Young Drivers

10. Regulatory Compliance

- Federal Motor Carrier Safety Administration (FMCSA)
- National Highway Transportation Safety Administration (NHTSA)
- Federal Highway Administration (FHWA)
- Occupational Safety and Health Administration (OSHA)
- DOL/Wage and Hour: regulates use of motor vehicles at work by persons under age 18

Continuous Assessment

**“Unsafe”
Behaviors**



**May Lead to Events &
Generate Data**



**Which CAN be
Captured & Measured**



**Which Then CAN be
Managed**

To Prevent or Reduce



**Which WILL
Improve Your ROI**

Benefits to Organizations that Minimize Their Risk

- Lower operating costs
- Improved employee relations and higher morale
- Enhanced corporate image

Reach Out to the Community

- Good public relations benefits for your company
- Creates safer driving environment for your employees and their dependents

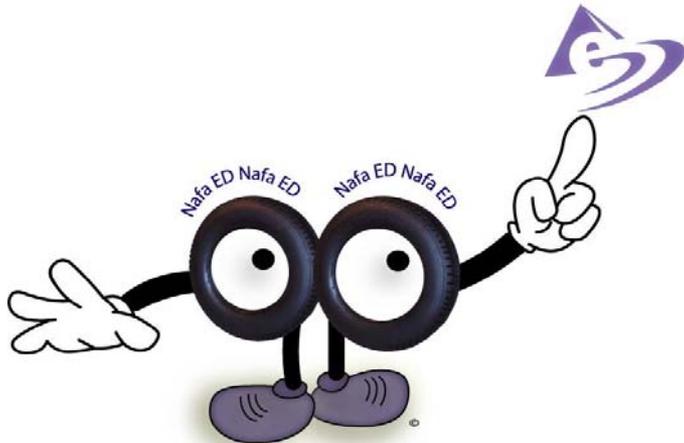
Workplace Programs Can Make a Difference

Corporate Seat Belt Usage Rates

- **General Motors** – “Create the Habit” Safe Driving Program
 - 61% in Nov. 1998
 - 85% in Dec. 2003
- **Charter Communications** (Michigan Region)
 - 74% in 2001
 - 94% in 2003

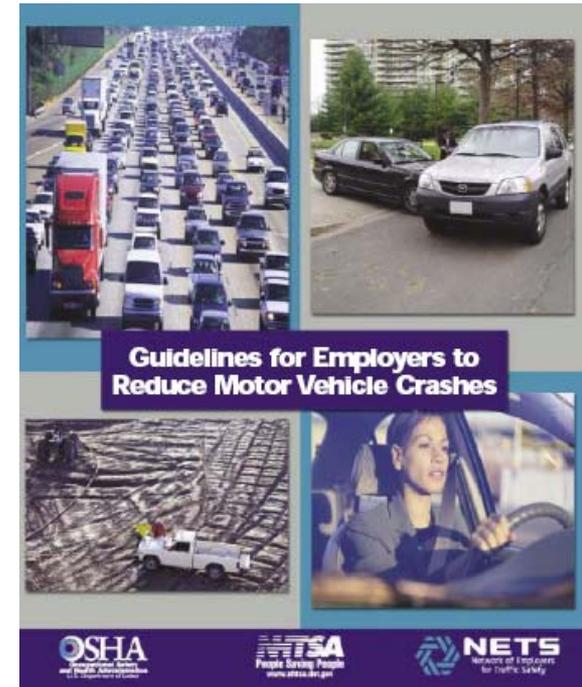
Want to Know More?

Get more information to help you implement your own effective driver safety program.



Guidelines for Employers to Reduce Motor Vehicle Crashes

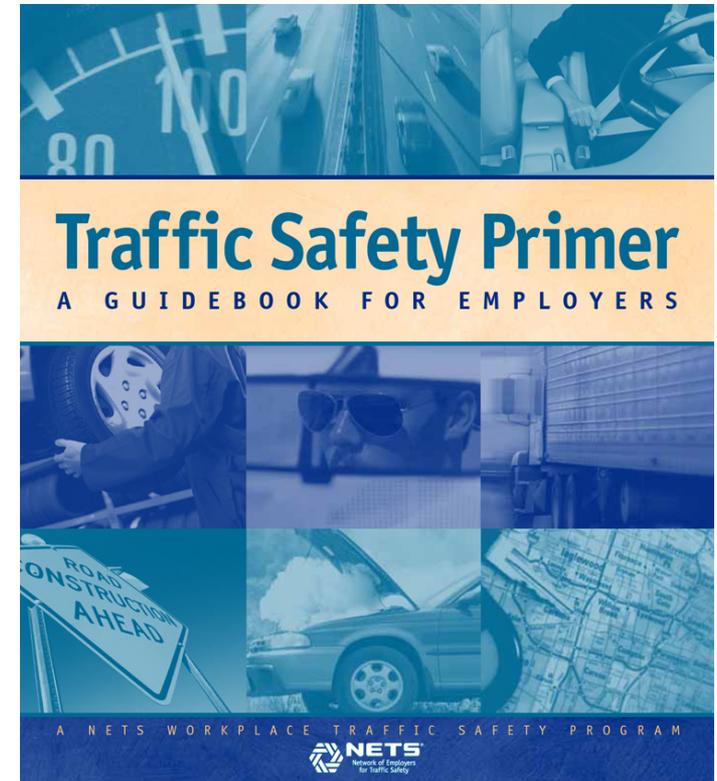
- OSHA/NHTSA/NETS joint effort
- Includes NETS 10-step program
- Free download
- 35-page PDF



www.osha.gov/Publications/motor_vehicle_guide.pdf

Traffic Safety Primer

- NETS Traffic Safety Primer is available to NAFA members at a reduced rate
- Includes samples of corporate documents for adaptation



NETS Resources

www.trafficsafety.org

Learning Center

- Cost of Traffic Crashes to Employers
- NETS e-Seminars
- **Surveys, Quizzes, and Safety Resources**
- Seat Belt America: An Employer Buckle-Up Initiative
- Who's Driving? A Distracted Driving Training Program
- **Drive Safe Work Week**