



Navigating Driver Risks

Proactive Safety Strategies
for Your Business Fleet

MEMIC



Learning Objectives

—
Navigating Driver Risks



1. Become familiar with the key components of an effective fleet management program.



2. Gain awareness of fleet-related legal exposures.



3. Acquire additional tools and strategies to assist in managing your fleet.



INTRODUCING

Your Host & Presenters



Peter Koch
Host

Manager,
Digital Technology,
WCP®



Dan Thibeault
Presenter

Safety Management
Consultant,
WCP®




Barrett Parks
Presenter


Safety Management
Consultant,
CLP, CUFS, WCP®



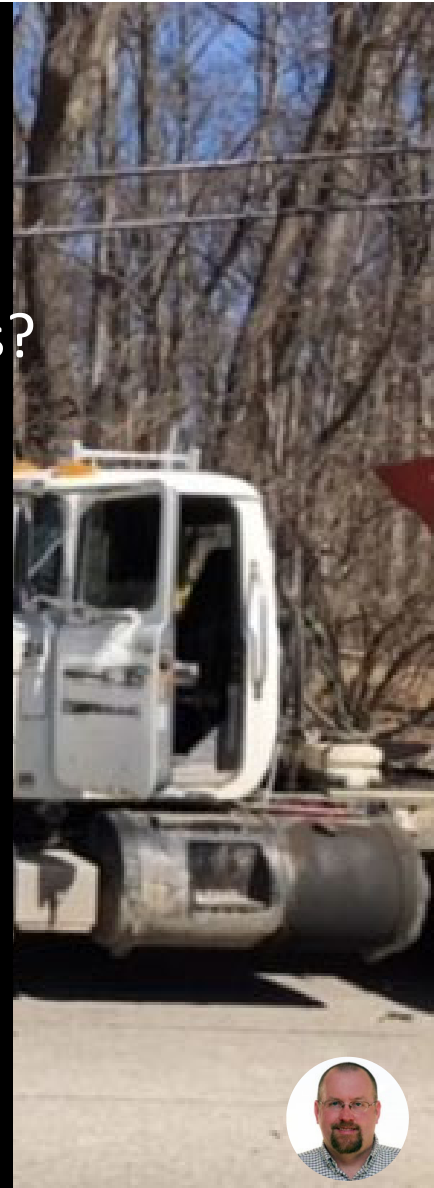
Driver Safety:

What is the Challenge for Business Owners / Fleet Managers?

 Company Image / Reputation

 Legal Liability -
Respondear Superior

 Cost





Driver Safety:

What is the Challenge for Drivers?

 Experience

 Pressure

 Secondary Task

 Perspective of Who Owns
Responsibility



Driving on the Job

2002 _____ Study: Compared to other drivers, those who drive on the job were more likely to engage in risk behaviors, such as:

- 1 Hurrying to destination
- 2 Thinking about work
- 3 Driving drowsy
- 4 Using a cell phone behind the wheel



Key Statistics on Motor Vehicle Accidents

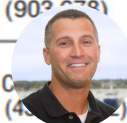
- **Annual number of vehicle accidents:** Over 6 million in the U.S.
- **Fatal accidents:** Over 42,000 in 2022.
- **Injuries:** Nearly 2 million injuries from motor vehicle accidents annually.
- **Workplace fatalities:** 38% of workplace fatalities are transportation-related.
- **Financial impact:** \$60 billion annual cost to employers.
- **Average cost** per non-fatal injury: \$65,000.



Top 10 Leading Causes of Death in the United States in 2017, By Age Group¹

National Highway Traffic Safety Administration's National Center for Statistics and Analysis

RANK	Cause and Number of Deaths											Years of Life Lost ²
	Infants Under 1	Toddlers 1-3	Young Children 4-7	Children 8-15	Youth 16-20	Young Adults 21-24	Other Adults			Elderly 65+	All Ages	
							25-34	35-44	45-64			
1	Perinatal Period 11,000	Congenital Anomalies ^{a,5} 371	Malignant Neoplasms ⁵ 346	Suicide 871	MV Traffic Crashes 3,129	Accidental Poisoning 3,852	Accidental Poisoning 16,478	Accidental Poisoning 15,032	Malignant Neoplasms ⁵ 154,076	Heart Disease 519,052	Heart Disease 647,457	Malignant Neoplasms ⁵ 22% (9,430,293)
2	Congenital Anomalies ⁵ 4,580	Accidental Drowning ^a 371	MV Traffic Crashes 268	MV Traffic Crashes 742	Suicide 2,812	MV Traffic Crashes 3,345	Suicide 7,948	Malignant Neoplasms ⁵ 10,900	Heart Disease 112,760	Malignant Neoplasms ⁵ 427,896	Malignant Neoplasms ⁵ 599,108	Heart Disease 18% (8,016,939)
3	Heart Disease 304	MV Traffic Crashes 257	Congenital Anomalies ⁵ 169	Malignant Neoplasms ⁵ 704	Homicide 2,284	Suicide 3,091	MV Traffic Crashes 6,822	Heart Disease 10,401	Accidental Poisoning 25,288	CLRD ⁵ 136,139	CLRD ⁵ 160,201	Accidental Poisoning 6% (2,523,995)
4	Homicide 302	Homicide 251	Homicide ^b 152	Homicide 377	Accidental Poisoning 1,160	Homicide 2,476	Homicide 5,488	Suicide 7,335	CLRD ⁵ 22,642	Stroke 125,653	Stroke 146,383	CLRD ⁵ 5% (1,958,339)
5	Influenza/Pneumonia 157	Malignant Neoplasms ⁵ 237	Accidental Drowning ^b 152	Congenital Anomalies ⁵ 292	Malignant Neoplasms ⁵ 609	Malignant Neoplasms ⁵ 658	Heart Disease 3,681	MV Traffic Crashes 5,096	Chronic Liver Disease 22,049	Alzheimer's 120,107	Alzheimer's 121,404	Suicide 4% (1,684,955)
6	Septicemia 147	Heart Disease 112	Exposure to Smoke/Fire 88	Heart Disease 173	Heart Disease 375	Heart Disease 499	Malignant Neoplasms ⁵ 3,616	Homicide 3,351	Diabetes 21,313	Diabetes 59,020	Diabetes 83,564	Stroke 4% (1,605,127)
7	Stroke 100	MV Other/Non-Traffic Crashes ⁴ 110	Heart Disease 60	Accidental Drowning 171	Accidental Drowning 232	Accidental Drowning 202	CLRD ⁵ 918	Chronic Liver Disease 3,000	Stroke 17,906	Influenza/Pneumonia 46,862	Accidental Poisoning 64,795	MV Traffic Crashes 3% (1,419,930)
8	MV Traffic Crashes 80	Influenza/Pneumonia 90	Influenza/Pneumonia 56	CLRD ⁵ 121	Congenital Anomalies ⁵ 176	Congenital Anomalies ⁵ 150	Diabetes 823	Diabetes 2,118	Suicide 16,543	Nephritis/Nephrosis 41,670	Influenza/Pneumonia 55,672	Diabetes 3% (1,319,549)
9	Nephritis/Nephrosis 79	Exposure to Smoke/Fire 66	Stroke 40	MV Other/Non-Traffic Crashes ⁴ 103	Accidental Falls 94	Diabetes 148	Stroke 593	Stroke 1,811	MV Traffic Crashes 10,756	Accidental Falls 31,190	Nephritis/Nephrosis 50,633	Chronic Liver Disease 2% (966,956)
10	Malignant Neoplasms ⁵ 57	Stroke 53	MV Other/Non-Traffic Crashes ⁴ 33	Exposure to Smoke/Fire 88	Diabetes 92	Complicated Pregnancy 122	HIV 513	Septicemia 854	Septicemia 8,279	Parkinson's Disease 31,177	Suicide 47,173	Homicide 2% (902,272)
ALL ³	22,335	3,282	2,050	5,338	13,204	17,602	60,215	79,796	542,148	2,067,404	2,813,503	100% (4,419,930)



CC0 Dan building updated chart with 2022 data.
Collomy, Christine, 2024-08-09T19:20:45.185

Top 10 Leading Causes of Unintentional Injury Death in the United States in 2017, by Age Group¹

National Highway Traffic Safety Administration's National Center for Statistics and Analysis

RANK	Cause and Number of Deaths											Years of Life Lost ²
	Infants Under 1	Toddlers 1-3	Young Children 4-7	Children 8-15	Youth 16-20	Young Adults 21-24	Other Adults			Elderly 65+	All Ages	
							25-34	35-44	45-64			
1	Unintentional Suffocation 1,106	Unintentional Drowning 371	MV Traffic Crashes 268	MV Traffic Crashes 742	MV Traffic Crashes 3,129	Unintentional Poisoning 3,852	Unintentional Poisoning 16,478	Unintentional Poisoning 15,032	Unintentional Poisoning 25,288	Unintentional Fall 31,190	Unintentional Poisoning 64,795	Unintentional Poisoning 49% (2,523,995)
2	MV Traffic Crashes 80	MV Traffic Crashes 257	Unintentional Drowning 152	Unintentional Drowning 171	Unintentional Poisoning 1,160	MV Traffic Crashes 3,345	MV Traffic Crashes 6,822	MV Traffic Crashes 5,096	MV Traffic Crashes 10,756	MV Traffic Crashes 6,855	MV Traffic Crashes 37,473	MV Traffic Crashes 27% (1,419,930)
3	Unintentional Drowning 43	MV Other/ Non-Traffic Crashes ⁴ : 110	Unintentional Fire/Burn 88	MV Other/ Non-Traffic Crashes ⁴ : 103	Unintentional Drowning 232	Unintentional Drowning 202	Unintentional Drowning 479	Unintentional Fall 522	Unintentional Fall 4,008	Unintentional Unspecified 5,125	Unintentional Fall 36,338	Unintentional Fall 8% (397,937)
4	Unin. Natural/ Environment 18	Unintentional Suffocation 96	Unintentional Suffocation 34	Unintentional Fire/Burn 89	Unintentional Fall 94	Unintentional Fall 111	Unintentional Fall 351	Unintentional Drowning 397	Unintentional Suffocation 1,252	Unintentional Suffocation 3,920	Unintentional Suffocation 6,946	Unintentional Suffocation 4% (193,135)
5	Unintentional Fire/Burn ^a 16	Unintentional Fire/Burn 72	MV Other/ Non-Traffic Crashes ⁴ : 33	Unintentional Poisoning 59	Unintentional Other Land Transport 83	MV Other/ Non-Traffic Crashes ⁴ 105	Unin. MV Other/ Non-Traffic Crashes ⁴ 202	MV Other/ Non-Traffic Crashes ⁴ 228	Unintentional Unspecified 1,036	Unintentional Poisoning 2,871	Unintentional Unspecified 6,606	Unintentional Drowning 3% (156,716)
6	Undetermined Unspecified ^a 16	Unin. Natural/ Environment 32	Unintentional Firearm 16	Unintentional Suffocation 58	MV Other/ Non-Traffic Crashes ⁴ : 80	Unin. Other Land Transport: 54	Unin. Other Spec/Class 184	Unin. Other Spec/Class 216	Unintentional Drowning 961	Unintentional Fire/Burn 1,278	Unintentional Drowning 3,709	Unintentional Unspecified 2% (90,378)
7	Undetermined Fall 13	Unintentional Poisoning 25	Unin. Other Spec/Class 12	Unintentional Firearm 33	Unintentional Firearm 58	Unintentional Suffocation 52	Unintentional Suffocation 175	Unintentional Suffocation 211	Unintentional Fire/Burn 922	MV Other/ Non-Traffic Crashes ⁴ : 1,277	Unintentional Fire/Burn 2,902	MV Other/ Non-Traffic Crashes ⁴ 2% (83,036)
8	MV Other/ Non-Traffic Crashes ⁴ : 11	Unintentional Firearm 21	Unin. Other Land Transport: 11	Unintentional Fall ^d 31	Unintentional Fire/Burn 46	Unintentional Firearm ^f 50	Unintentional Fire/Burn 154	Unintentional Fire/Burn 203	MV Other/ Non-Traffic Crashes ⁴ : 732	Unin. Natural/ Environment 714	MV Other/ Non-Traffic Crashes ⁴ : 2,758	Unintentional Fire/Burn 2% (79,362)
9	Unintentional Poisoning 9	Unintentional Struck by or Against ^b : 16	Unintentional Machinery ^c 9	Unintentional Other Land Transport ^d 31	Unintentional Suffocation ^e 42	Unin. Other Transport ^f 50	Unin. Other Transport 145	Unintentional Unspecified 178	Unin. Natural/ Environmental 632	Unintentional Drowning 700	Unin. Natural/ Environment 1,750	Unintentional Other Spec/Class 1% (46,317)
10	Unin. Other Spec/Class 2	Unintentional Unspecified ^b 16	Unintentional Struck by or Against ^c : 9	Unintentional Other Transport: 30	Unintentional Unspecified ^e 42	Unin. Other Spec/Class 42	Unintentional Unspecified 136	Unin. Natural/ Environment 165	Unin. Other Spec/Class 589	Unin. Other Spec., NEC 691	Unin. Other Spec/Class 1,440	Unin. Natural/ Environment 1% (46,317)
ALL³	1,317	1,056	670	1,428	5,103	8,029	25,669	22,828	47,869	55,951	169,936	All (5,195,000)



Slide 13

CC0 Describe how the charts are laid out to normalize
Collomy, Christine, 2024-08-09T19:22:38.984



What Regulations Apply?



OSHA General
Duty Clause –
5(a)(1)

ANSI Z15

49 CFR Parts
300-399



ANSI Z 15



Management Leadership and
Accountability



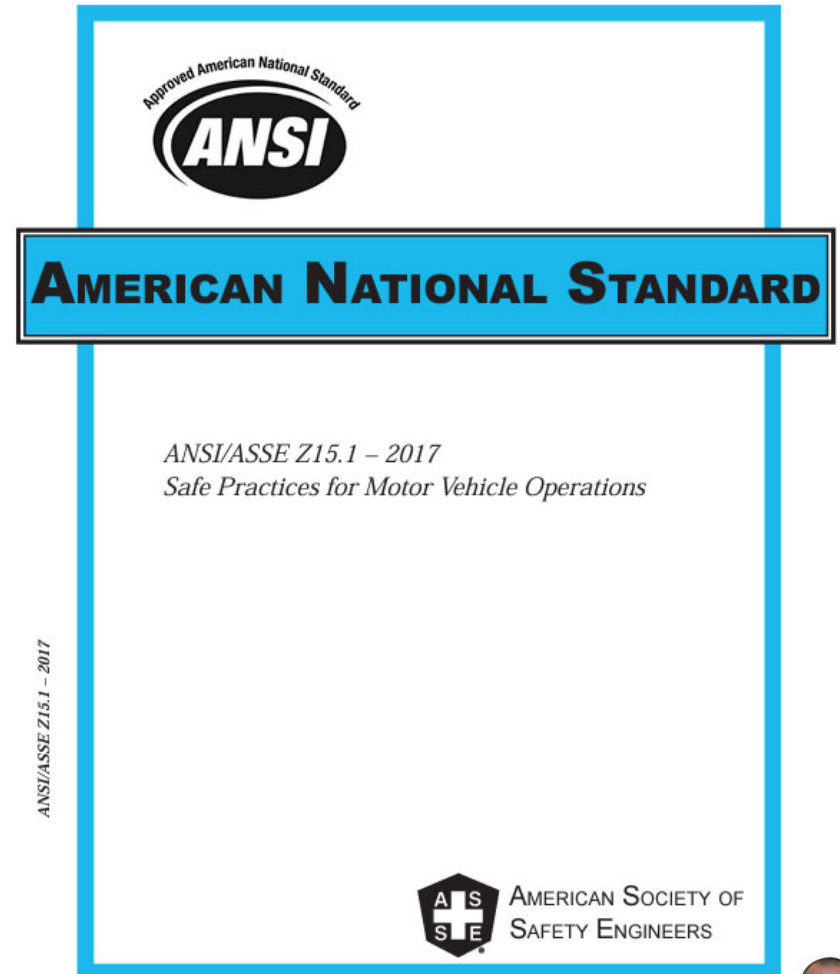
Driver Selection and Qualification



Vehicle Selection and Maintenance



Driver Training and Performance
Evaluation



ANSI Z 15



Accident and Incident Reporting and Investigation



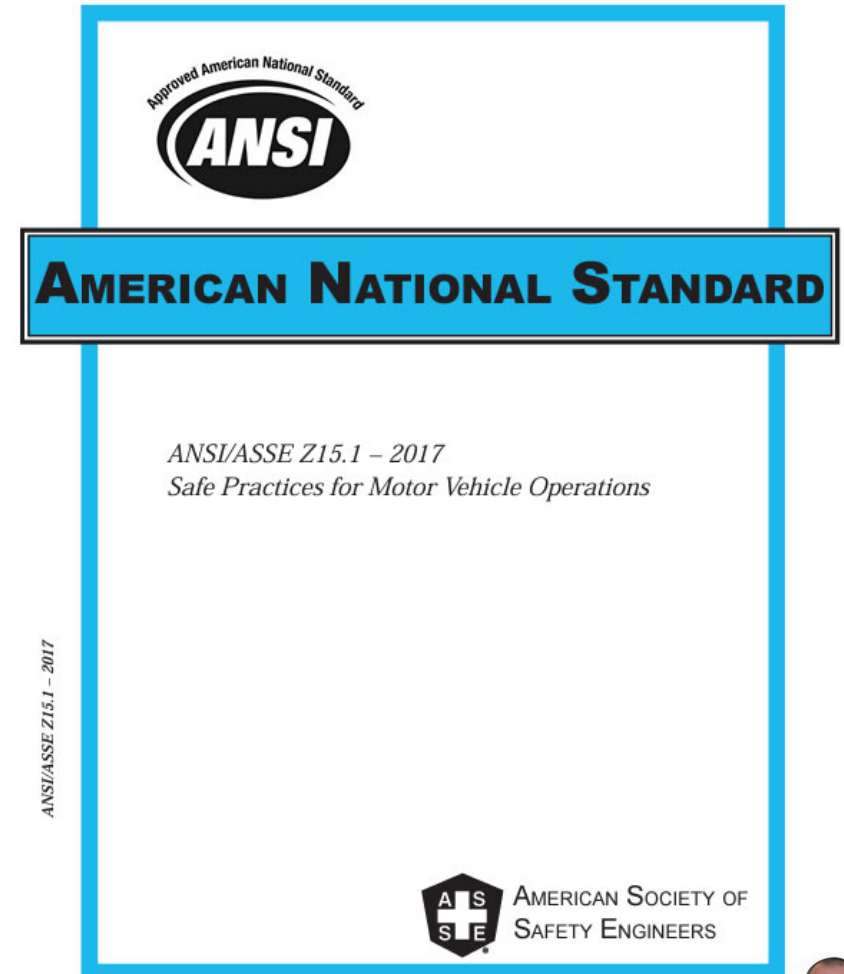
Regulatory Compliance



Safety Policies and Procedures



Risk Management and Insurance





Company Policies & Procedures

- Driver Qualification & Training
- Seat Belt Policy
- Distracted Driving / Phone Use
- Fleet Inspection & Maintenance
- Severe Weather / Emergency Situations



Driver Qualifications



01 MVR

MVR Checks

02 BACKGROUND

Background Checks

03 REQUIREMENTS

Criteria for Dis-
qualification

04 RECORD

In-house Driver Record;
“Non-Reportable”
Driver Incidents



Driver Training:

Ask Yourself

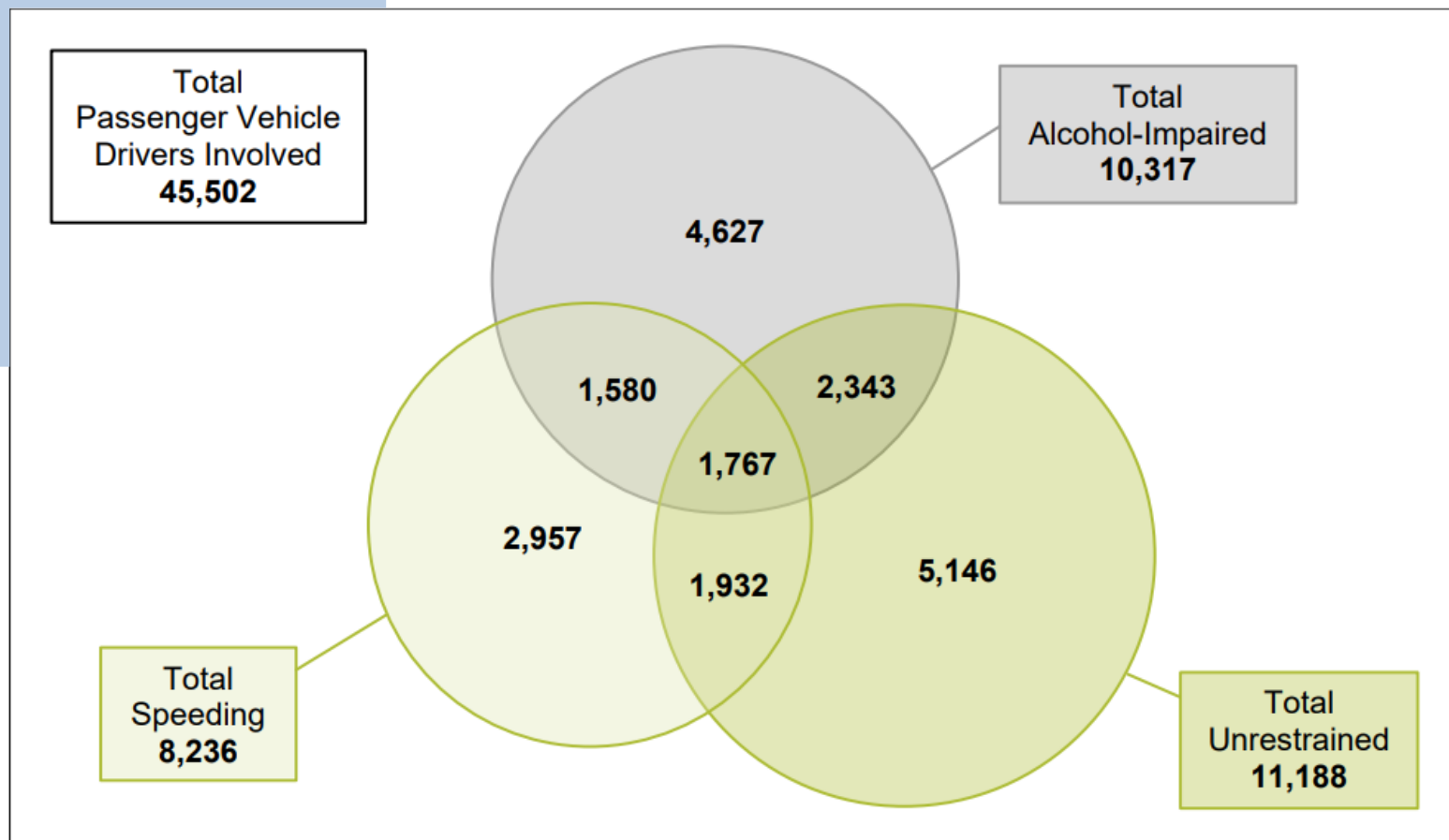
- Is it relevant?
- Is the trainer familiar with your operations?
- Is it formatted to allow for feedback?
- Does leadership maintain the message?



Company Policies & Procedures - Seat Belts

- Prevent crashing into steering wheel, dash, or windshield
- Keep you inside vehicle
- Improve chance of remaining conscious
- Keep you behind the wheel if you must swerve or brake suddenly





Passenger Vehicle Drivers Involved in Fatal Traffic Crashes (2022)

Source: FARS 2022 ARF

Note: NHTSA estimates BACs when alcohol test results are unknown.



Company Policies & Procedures: Seat Belts

- Seat belt use is on the rise.
 - 1981 = 11%
 - 2010 = 85%
- Reduce the risk of death by 45% and cut the risk of serious injury by 50%.
- People not wearing a seat belt are 30 times more likely to be ejected from a vehicle during a crash.
- More than 3 out of 4 people who are ejected during a fatal crash die from their injuries
- MSHA stats – 4 preventable Deaths in 2022



The Hidden Dangers of Driving Fatigued



Significant Risks

- Fatigue linked to 13% of workplace injuries (NSC, 2021)
- 4.3x higher crash risk with less than 6 hours of sleep




Fatigue Impairs Driving

- Slower reaction times
- Reduced alertness and attention
- Increased risk of severe crashes



Underreported Issue

- Fatigue-related crashes often unreported but critical in 100,000+ accidents annually (NHTSA)



Strategies to Prevent Drive Fatigue



Implementing Rest Policies



Education & Training



Promoting a Health Sleep Culture



Fatigue Risk Management Systems (FRMS)



Fatigue Detection Technology

- **Direct Systems:**

- Monitors driver's facial features and eye movements
- Uses cameras and AI to detect fatigue in real-time
- Example: DriveAlert+ by Optix

- **Indirect Systems:**

- Monitors vehicle movement and driving behavior
- Detects deviations from normal driving patterns
- Example: Bosch Driver Drowsiness Detection



DriveAlert+ by Optix



Aftermarket Fatigue Detection Systems

- **DriveAlert+ by Optix:** AI-driven, monitors driver fatigue, integrates with fleet tools.
- **Guardian by Seeing Machines:** In-cabin sensors and cameras, real-time alerts.
- **Driveri by Netradyme:** Smart camera, monitors driving behavior, AI-driven analysis.
- **Mobileye Shield+:** Collision avoidance and fatigue detection, cameras and alerts.
- **SmartCap Life:** Wearable headband, monitors brain waves, real-time alerts.



Guardian by Seeing Machines



The Impact of Distracted Driving on Safety

01

Increased Accident Risk

- Delayed Reaction Times
- Severe Consequences
- Economic Costs

02

03



The Impact of Distracted Driving on Safety

01

Increased Accident Risk

- Delayed Reaction Times
- Severe Consequences
- Economic Costs

02

Real World Examples

- **Example 1:** A distracted truck driver causes a multi-vehicle collision, leading to fatalities.
- **Example 2:** A distracted bus driver results in serious injuries to passengers.

03



The Impact of Distracted Driving on Safety

01

Increased Accident Risk

- Delayed Reaction Times
- Severe Consequences
- Economic Costs

02

Real World Examples

- **Example 1:** A distracted truck driver causes a multi-vehicle collision, leading to fatalities.
- **Example 2:** A distracted bus driver results in serious injuries to passengers.

03

Increased Accident Risk

- Strict No-Phone Policies
- Driver Training





Types of Distracted Driving

- **Visual:** Take driver's eyes off the road
 - Texting, looking at GPS, and distracted by others
- **Manual:** Taking hands off wheel
 - Eating, drinking, applying makeup, adjusting radio or controls, using hand-held device
- **Cognitive:** Take driver's mind off driving
 - Talking on phone, watching a video, arguing with passenger or other driver, thinking about next appointment



Strategies to Combat Distracted Driving

1. Implement a Strict No-Phone Policy
2. Provide Training and Awareness Programs
3. Monitor and Enforce Policies
4. Incentivize Safe Driving Behavior





Vehicle Maintenance

- In-house vs External?
- Maintenance Schedule
- Pre-trip / Post-trip Inspection
- Are employees trained on what to inspect?





Pre-Trip | Post-Trip Inspections

- Tires
- Leaks under vehicle
- Windows clean, nothing blocking vision
- Mirrors properly adjusted
- Lights working properly
- External Damage



Fleet Operations Oversight

- Spot check vehicles
 - Compare against driver inspection logs
- Third-party Complaints
- Accident Investigations





Route Planning

- 1 Scheduling
- 2 Work Zones
- 3 Weather
- 4 Traffic



Cargo Securement



Is hauling cargo a primary function?

If not, then when?



Employee training and experience.



Substitute hazard by using an external transporter.



Carrying a Load?

- Do you have the right vehicle?
- Make sure cargo is properly secured.
- Be certain your vision is not blocked.
- Secure major loose items in cab of vehicle.





Driving Hazards



Hazardous Conditions



Distracted driving



Fatigue/Repetition



Reckless/Aggressive driving



Vehicle Condition



Driving under the influence





Driving Hazards

Dangerous Conditions

- Bad weather
- Difficult road conditions
- Poor light or glare
- Heavy traffic
- Road work
- Accidents



Extreme Weather

What is Your Protocol?



Effective Accident and Emergency Procedures

- Develop an Emergency Response Plan
- Conduct Regular Training
- Install Emergency Equipment
- Implement an Incident Reporting System
- Provide Post-Accident Support



Priorities & Values

Management Expectation for Drivers

- Are you sending mixed messages
- Worker safety valued over production
- Aligning productivity and safety values



QUESTIONS?



**Thank you for
attending!**

To download this and other webinars:
<https://www.memmic.com/webinar-downloads>

You'll receive a follow-up email which will
include:

- ? Responses to all unanswered questions
- 🔗 A link to this recording

MEMIC

