

Changing Employee Behavior: Distracted Driving

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Distracted Driving

Number of drivers using
an electronic device at
any given moment

660,000

Number of estimated
injuries due to
distracted driving

421,000

Estimated annual loss
of life due to distracted
driving

3,328



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Distracted Driving

And distracted driving is more than cell phone use...its anything that takes attention away from driving...

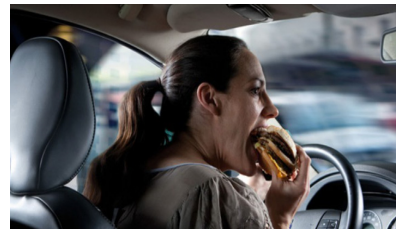
Visual

- Looking at phone
- Reading
- Grooming
- Laptops



Physical

- Texting/dialing
- Eating
- Radio/CD
- Reaching for objects



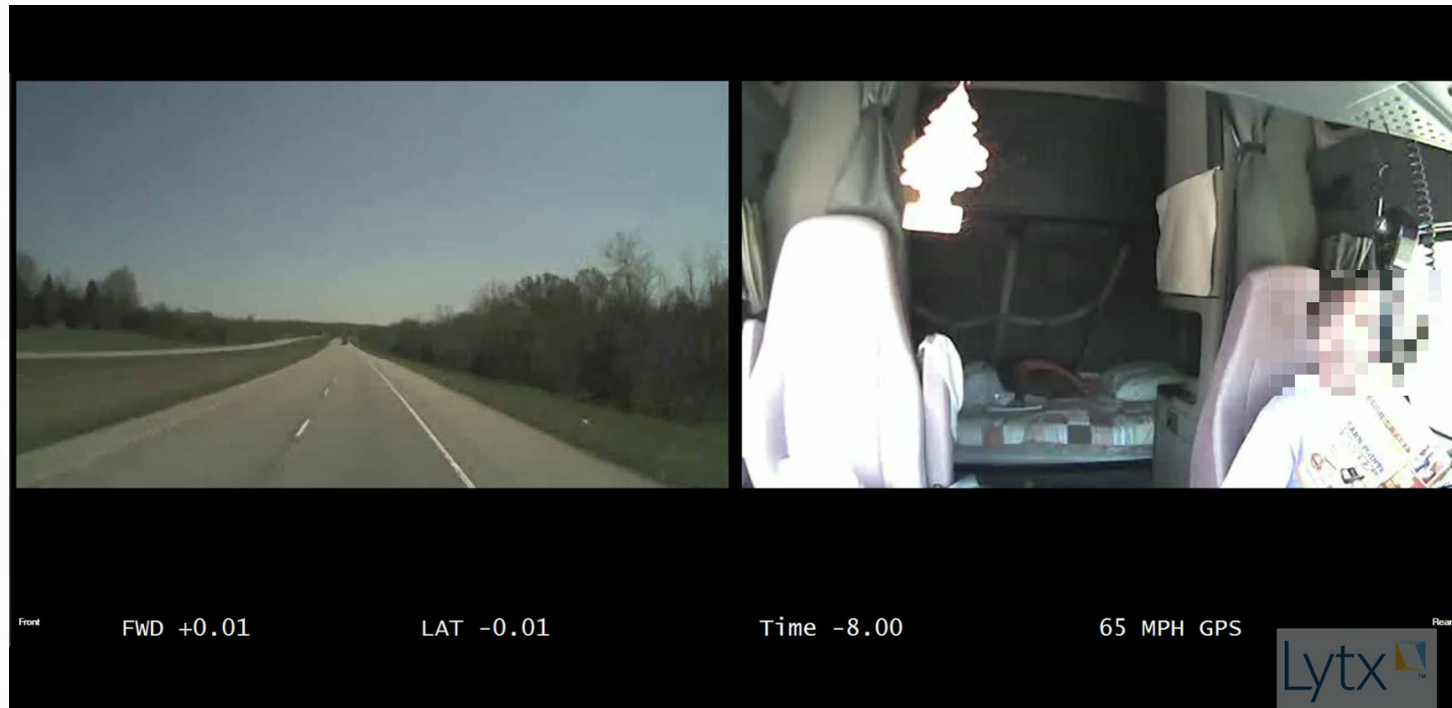
Cognitive

- Cell call
- Day dreaming
- Conversation w/ passenger



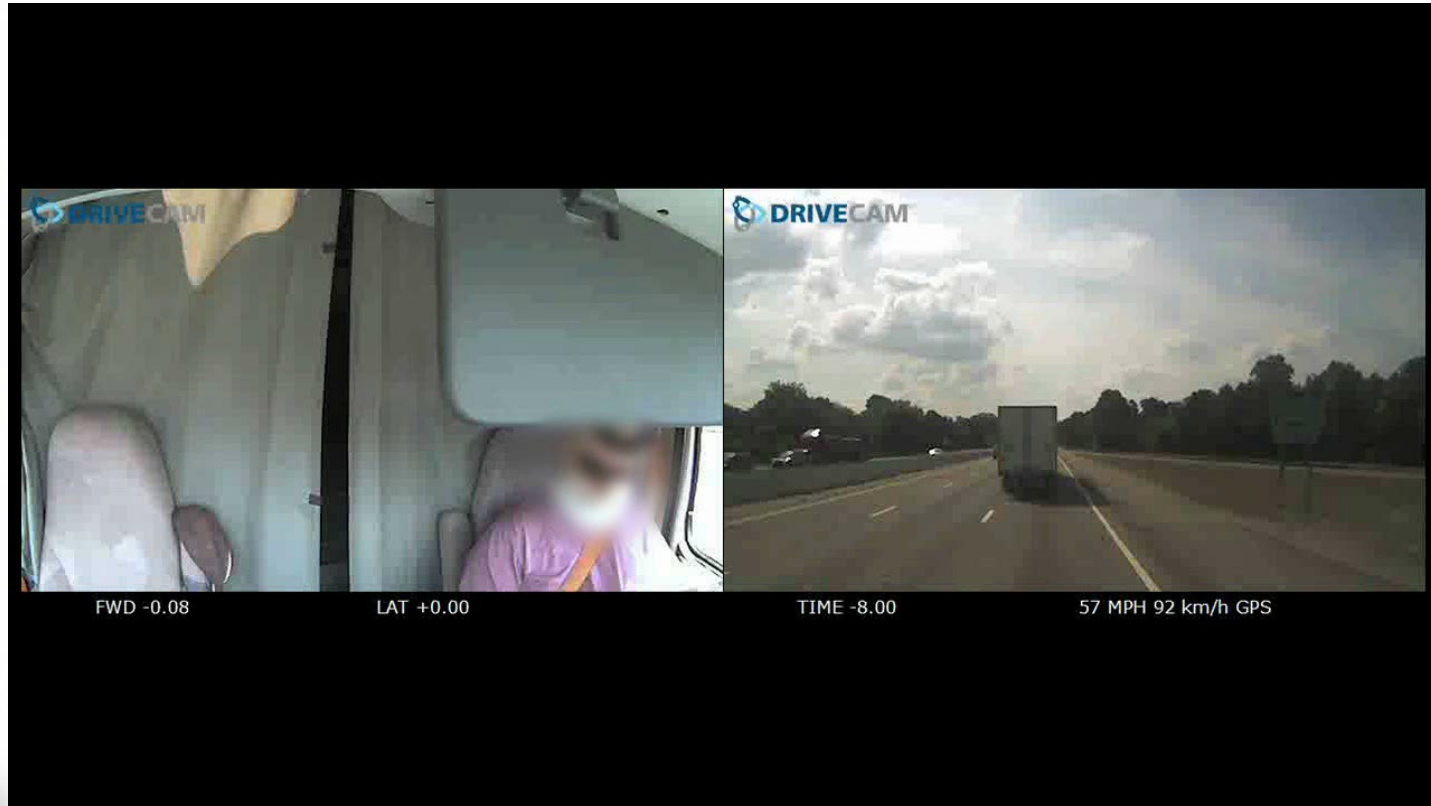
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Distracted Driving - Example



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Distracted Driving – Close Call



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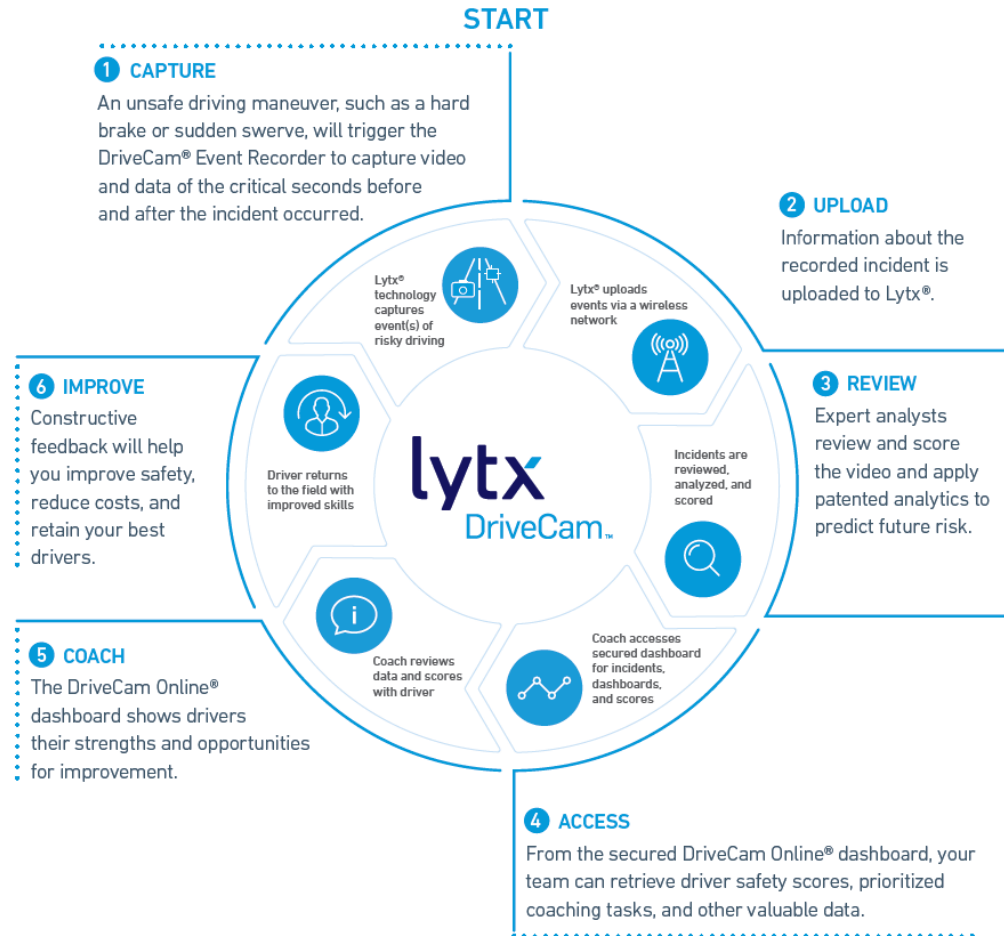


What Do We See?

...Insights from in-cab video

Distracted Driving

How our data is collected



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Our Risk Assessment Criteria

Outcome

- ☐ Near Collision - Avoidable
- ☐ Near Collision - Unavoidable
- ☐ Possible Collision
- ☐ Collision

Traffic Violations

- ☐ Rolling Stop
- ☐ Stop Sign
- ☐ Red Light
- ☐ Not on Designated Roadway
- ☐ Posted Speed Violation
- ☐ Speed Policy Violation
- ☐ Other Unsafe/Risky Violation

Other Concerns

- ☐ *Unusual Event
- ☐ Smoking
- ☐ ER Obstruction/Abuse
- ☐ Camera Issue
- ☐ Passenger Unbelted
- ☐ Driver Unbelted [Roadway]
- ☐ Driver Unbelted [Residential Roadway]
- ☐ Driver Unbelted [Off Identifiable Roadway]
- ☐ Driver Unbelted [Company Premises]
- ☐ Driver Unbelted [Parking Lot]
- ☐ Driver Unbelted [Yard]
- ☐ Driver Unbelted [Landfill]

Poor Awareness

- ☐ Not Looking Far Ahead
- ☐ Blank Stare
- ☐ Not Scanning Roadway
- ☐ Not Scanning Intersection
- ☐ Mirrors Not Checked

Fundamentals

- ☐ Failed to Keep an Out
- ☐ Too Fast for Conditions
- ☐ Unsafe Lane Change
- ☐ Following Too Close [1 sec or less]
- ☐ Following Too Close [1.25 - 1.75 sec]
- ☐ Following Too Close [2 - 2.75 sec]
- ☐ Following Too Close [3 - 3.75 sec]

Distractions

- ☐ Cell Phone - Handheld
- ☐ Cell Phone - Handheld [Risky]
- ☐ Cell Phone - Hands Free
- ☐ Cell Phone - Hands Free [Risky]
- ☐ Other Communication Device
- ☐ Other Communication Device [Risky]
- ☐ Food/Drink
- ☐ Food/Drink [Risky]
- ☐ Electronic Device
- ☐ Electronic Device [Risky]
- ☐ Passenger
- ☐ Passenger [Risky]
- ☐ Other
- ☐ Other [Risky]

Event Trigger

- ☐ Accelerating
- ☐ Braking
- ☐ Cornering
- ☐ Speeding
- ☐ Rough/Uneven Surface
- ☐ Other

Driver Conduct

- ☐ Judgment Error
- ☐ Aggressive
- ☐ Reckless Driving
- ☐ Positive Recognition

Driver Condition

- ☐ Drowsy
- ☐ Falling Asleep

Custom

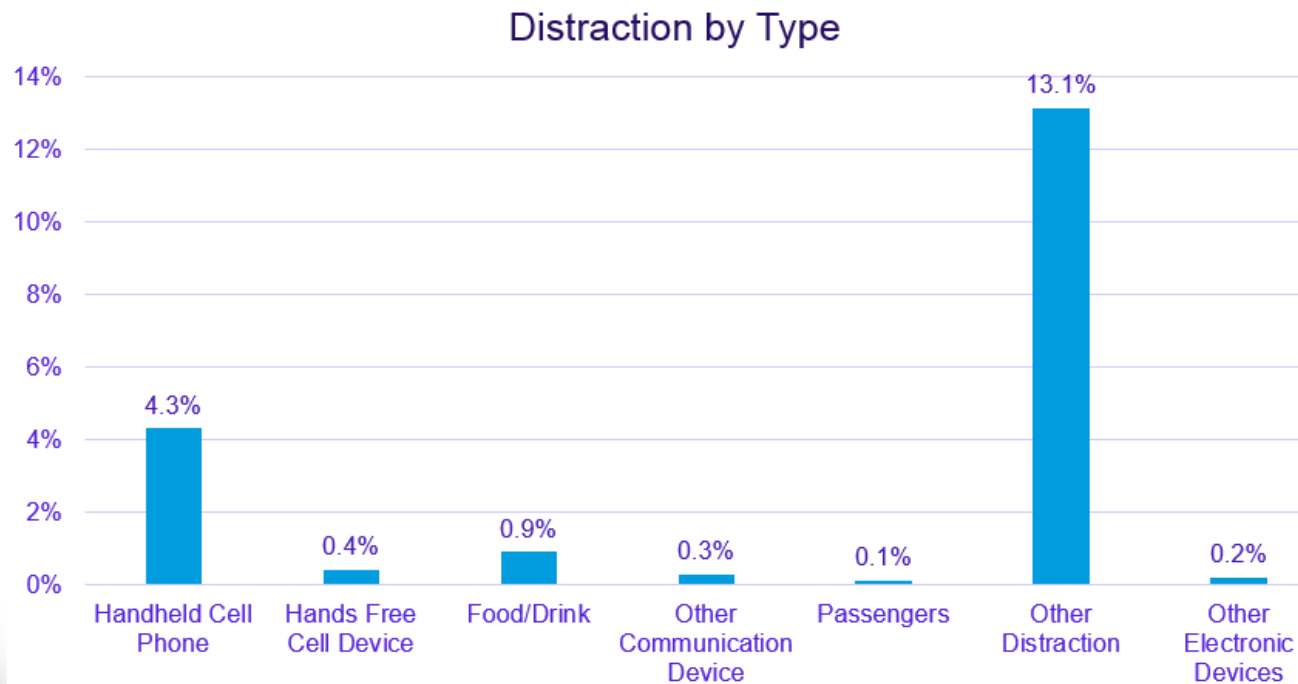
- ☐ Backing
- ☐ Right Side Driving
- ☐ Forks Policy
- ☐ Trailer Detachment



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Distracted Driving

Distractions observed in about 20% of the risky events captured by Lytx (non-crash)



* Other Distraction = looking away, grooming, reaching for an object etc.

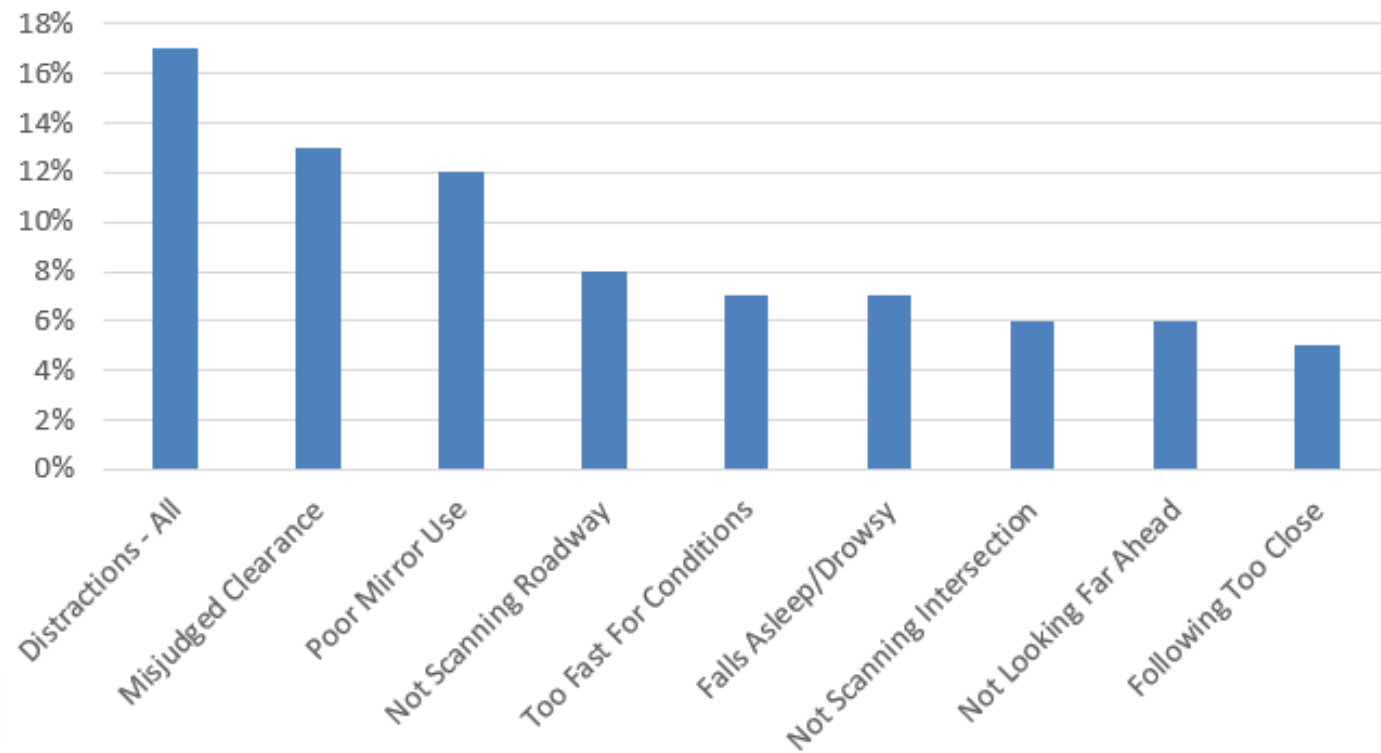


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Distracted Driving

Distractions frequent factor in preventable traffic collisions in the waste industry

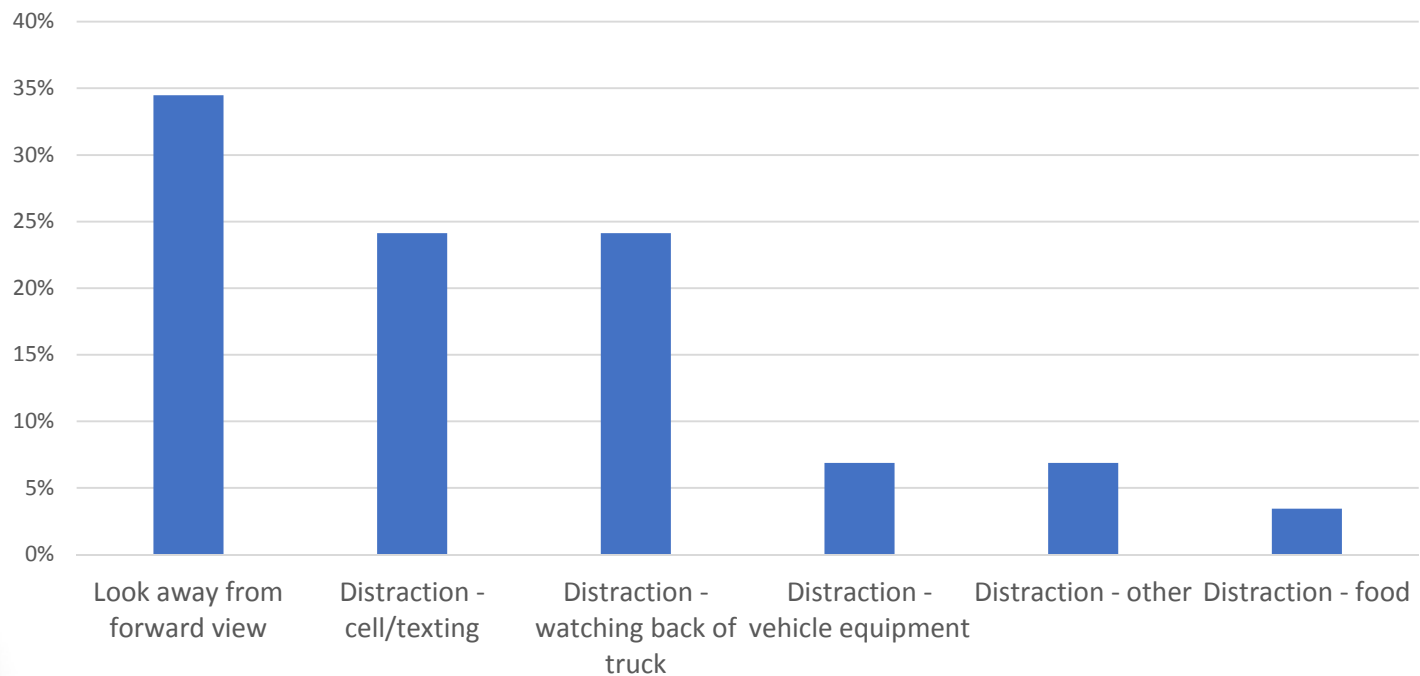
Most Common Causation - Preventables



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Distracted Driving

Distractions by Type in Collisions



*Included "Look away from forward view" in this chart



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Distracted Driving

"Other Distraction"

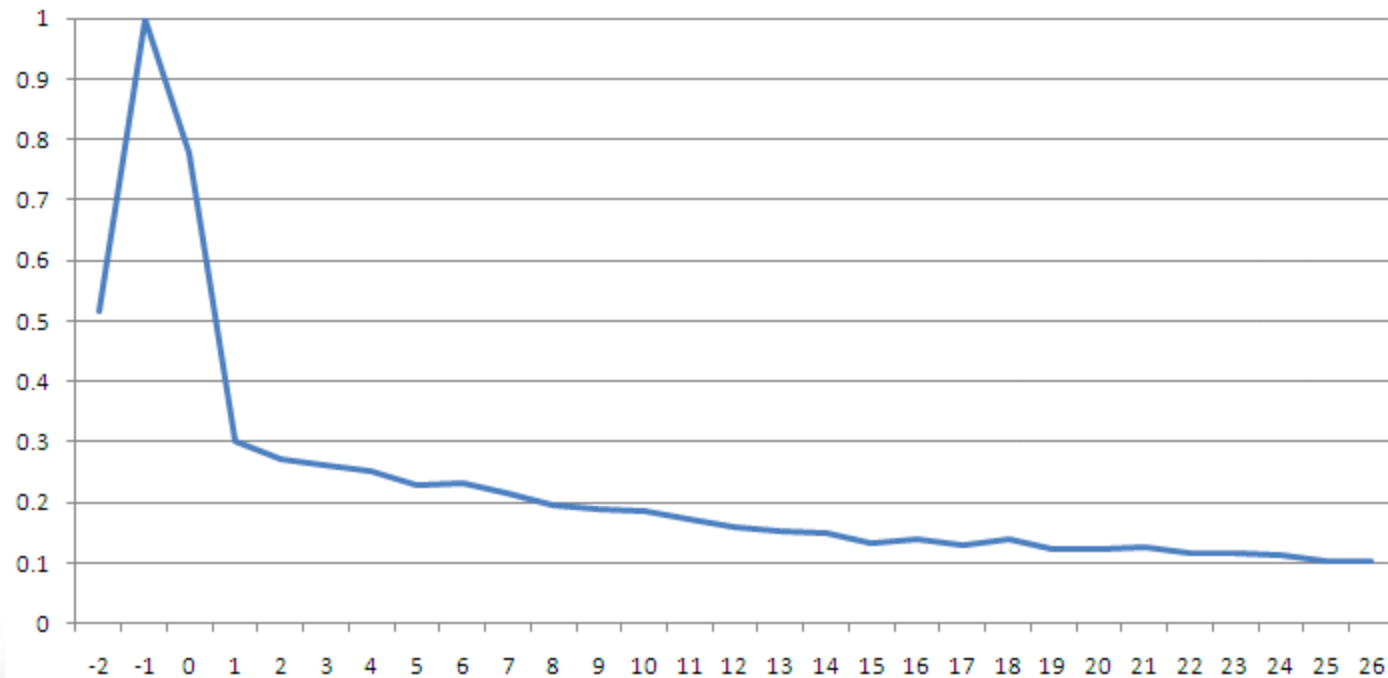


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Distracted Driving

Once identified and coached, change can be dramatic and easily measured

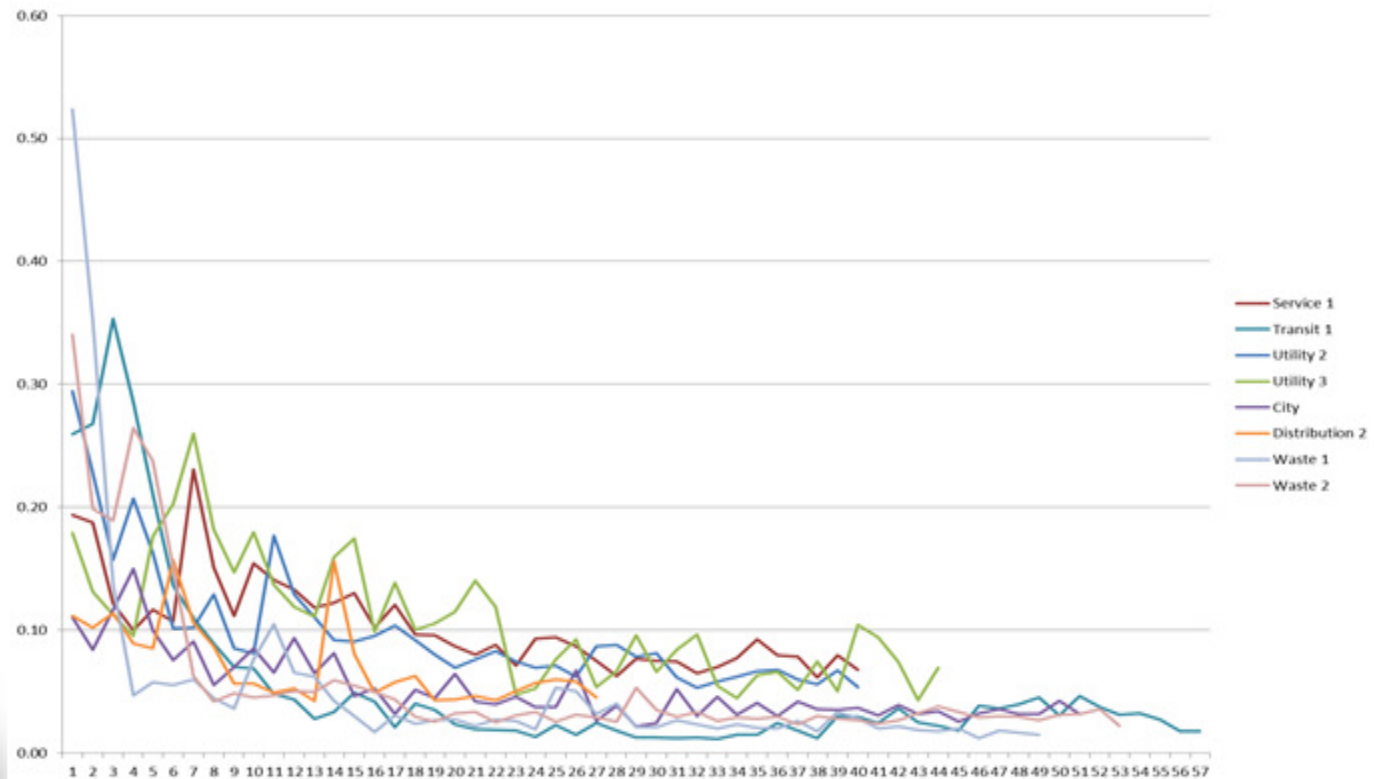
Frequency Drop in Distracted Driving - 1st Coach Date



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Distracted Driving

Reduction in cell phone use after coaching



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Distracted Driving + Poor Driving Habits

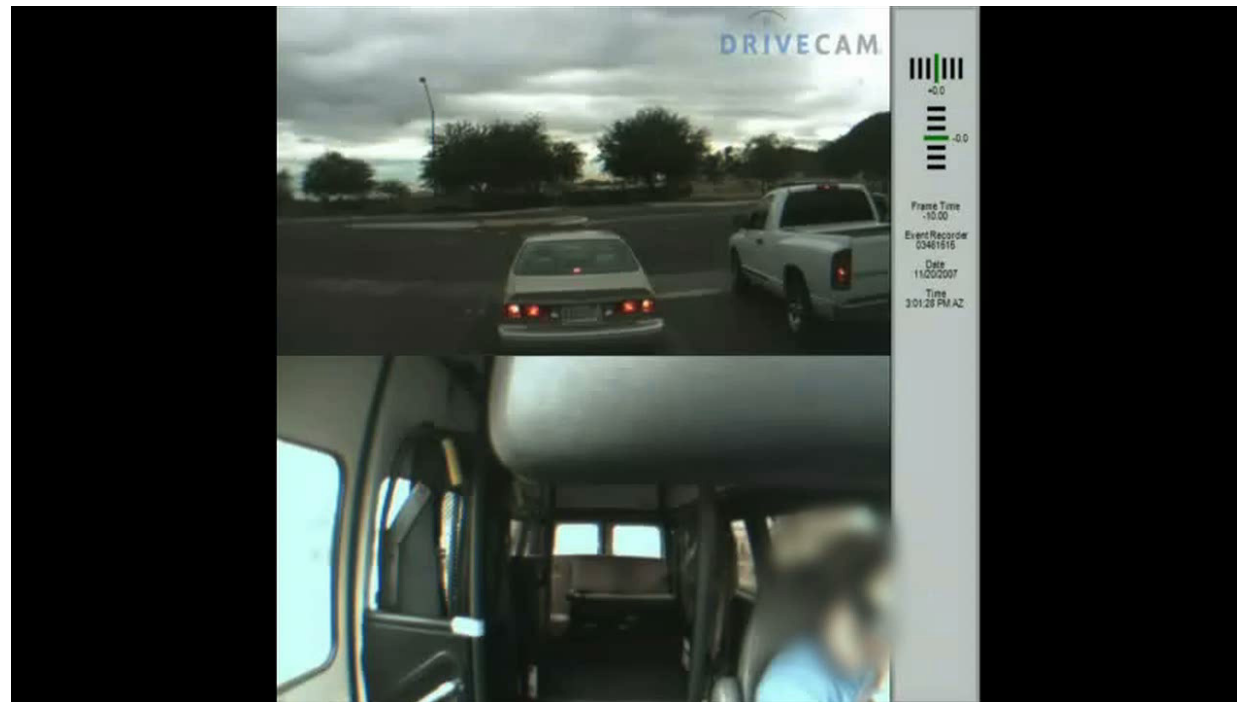
- The most concerning distractions are those that take the eyes off the road
- Combined with other poor driving habits the risk is elevated by reducing the margin for error



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Distraction + Poor Driving Habits

Consequences of a distraction increase when combined with other poor driving behaviors



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Cell Phone + “California Stop”



FWD -0.03

LAT +0.07

Time -10.00



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The background is a solid teal color. It features several overlapping circles of varying sizes and shades of blue. Some circles are solid, while others are defined by thin white outlines. A small, solid blue sphere is positioned near the top center, appearing to sit on one of the larger circles. The overall composition is abstract and modern.

So What Can You Do?

Distracted Driving

So What Can You Do?



Educate

- Distracted driving laws
- Leverage resources such as distraction.gov
- Share personal stories
- Distracted driving campaigns



Policy

- Establish clear policies & consequences
- Apply them
- Monitor for compliance



Operational Procedures

- When do managers & dispatch contact drivers?
- Could unplanned schedule changes influence cell use?



Technology

- Leverage technology to restrict /reduce distracted driving
- Use technology to verify compliance



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Distracted Driving

Cell Blocking Technologies

Technology	Description	Limitation
Canary	Notifies manager if phone is unlocked while driving	Doesn't prevent ability to call or check phone
CellControl	Device under steering wheel blocks texting	Can impact other devices that require connectivity
TextLimit	Manager sets speed at which phone usage is disabled	Won't impact driver's personal phone
DriveMode	Sends automatic replies to message when driving faster than 25 MPH	Won't impact driver's personal phone. What about lower speeds?
Textecution	Disables texting and app use when a driver exceeds 10 mph & alerts the manager if the app is deleted	Won't impact driver's personal phone
DriveSafely	Converts text & email to audio messages	If its urgent, aren't you likely to respond?



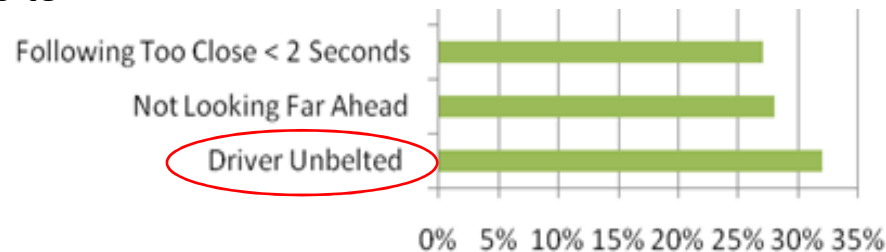
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Distracted Driving

The Role of Monitoring for Compliance

- Education, laws and strong policies regarding distracted driving are important but they rarely change behavior

For example: despite laws & policies too many drivers still don't wear seatbelts



- Many drivers won't change unless there is a means to verify compliance



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Trust but Verify

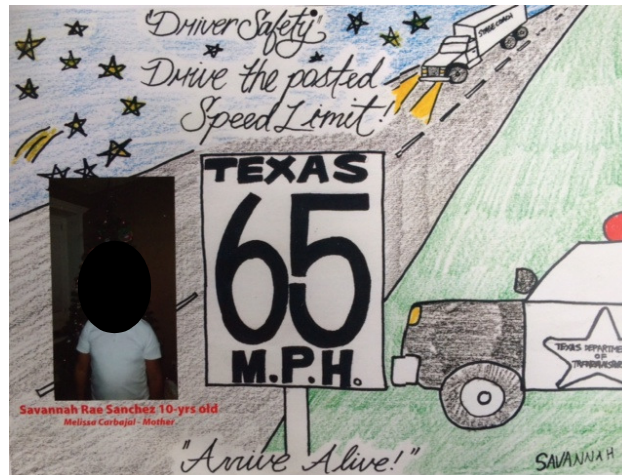
This company had a no cell phone while driving policy – but he did it anyway



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Make it Personal!

- Letter home to families
- Get employees' children involved
 - Company shirts for their children, safety calendar
- Share real stories from your community



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And don't forget to set a good example
for your own family ... they are
watching and learning from
everything you do.

Thank You!



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