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
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
Distracted Driving - Example
Distracted Driving – Close Call
What Do We See?

...Insights from in-cab video
Distracted Driving

How our data is collected

1. CAPTURE
   An unsafe driving maneuver, such as a hard brake or sudden swerve, will trigger the DriveCam® Event Recorder to capture video and data of the critical seconds before and after the incident occurred.

2. UPLOAD
   Information about the recorded incident is uploaded to Lytx®.

3. REVIEW
   Expert analysts review and score the video and apply patented analytics to predict future risk.

4. ACCESS
   From the secured DriveCam Online® dashboard, your team can retrieve driver safety scores, prioritized coaching tasks, and other valuable data.

5. IMPROVE
   Constructive feedback will help you improve safety, reduce costs, and retain your best drivers.

6. COACH
   The DriveCam Online® dashboard shows drivers their strengths and opportunities for improvement.
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]

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

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]
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.
Distracted Driving

Distractions frequent factor in preventable traffic collisions in the waste industry

Most Common Causation - Preventables

- Distractions - All: 18%
- Misjudged Clearance: 16%
- Poor Mirror Use: 12%
- Not Scanning Roadway: 10%
- Too Fast For Conditions: 8%
- Falls Asleep/Drowsy: 6%
- Not Scanning Intersection: 4%
- Not Looking Far Ahead: 2%
- Following Too Close: 0%
Distracted Driving

Distractions by Type in Collisions

*Included “Look away from forward view” in this chart
Distracted Driving

“Other Distraction”
Distracted Driving

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

Frequency Drop in Distracted Driving - 1st Coach Date
Distracted Driving

Reduction in cell phone use after coaching
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
Distraction + Poor Driving Habits

Consequences of a distraction increase when combined with other poor driving behaviors
Cell Phone + “California Stop”
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
## Distracted Driving
### Cell Blocking Technologies

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

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

- Letter home to families
- Get employees’ children involved
  - Company shirts for their children, safety calendar
- Share real stories from your community
And don’t forget to set a good example for your own family ... they are watching and learning from everything you do.

Thank You!