

Fleet Driver Training

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Part 1

Why is Driver Training Important?

- **Protecting your drivers from serious injury and fatalities**
- **Reducing fleet costs to your organization**
- **Avoiding Negligent Entrustment**

US Highways are a dangerous place to drive

The US traffic fatality rate: 4th worst in the developed world*

- US: 13.9 deaths per 100,000 population
- Worse than:
 - Germany (6.0)
 - Italy (8.5)
 - Canada (8.8)
 - Spain (9.3)
 - Portugal (10.4)
 - Turkey (13.4)
 - Chile (13.7)

The Fleet Safety Challenge

Fleet accident frequency: 6X the general driving public's

- NHTSA*: 620,000 fleet vehicle accidents per year
- Fleet accident rates: Average is 20 percent
- Why? Fleet drivers log more miles (20-25,000 per year vs. 12-15,000)

**Source: National Highway Traffic Safety Administration*

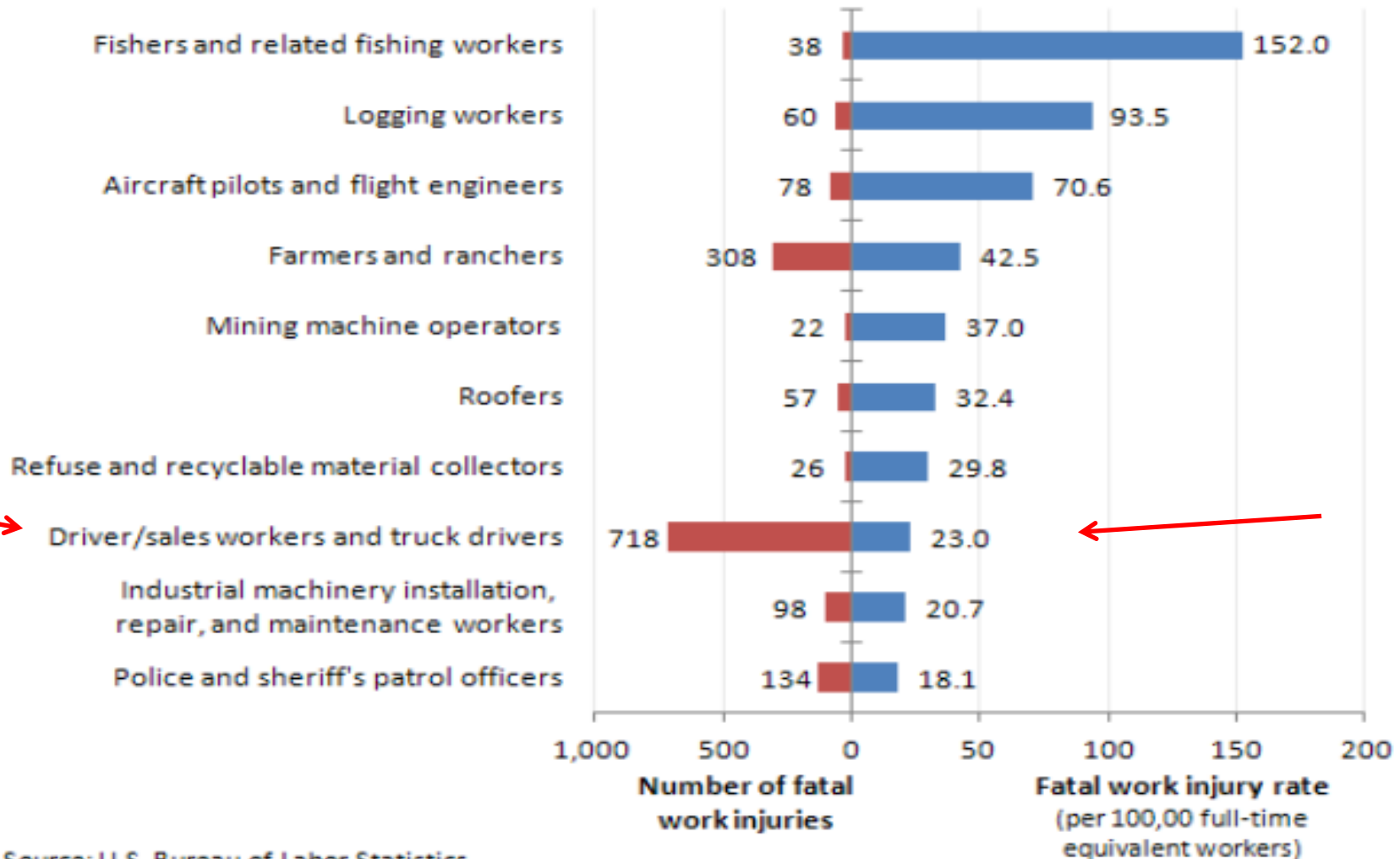
The Fleet Safety Challenge *(continued)*

Motor vehicle accidents: the leading cause of workplace fatalities

- **2001-2010: 1,298 workers per year (U.S. Bureau of Labor Statistics)**
- **Drivers have the highest death rate by occupation: >70 percent of all workplace deaths in 2010**

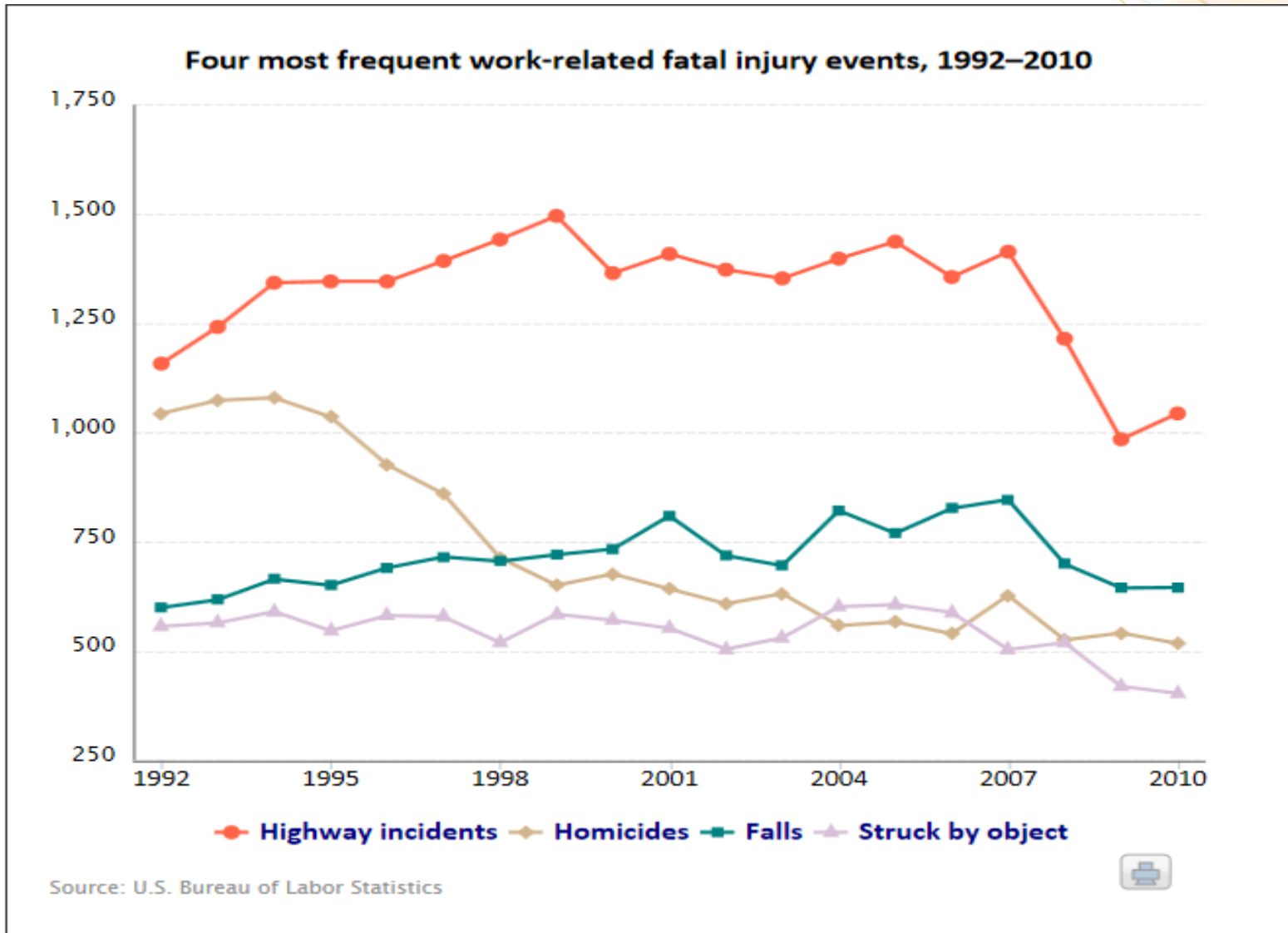
The Fleet Safety Challenge *(continued)*

Occupations with high fatal work injury rates, 2010



Source: U.S. Bureau of Labor Statistics

The Fleet Safety Challenge *(continued)*



Accidents Are Expensive

AAA (2011): accidents cost Americans \$299 billion a year

- \$1,500 a year per person
- Three times the \$97.7 billion cost of traffic congestion

NETS* (2003): They cost business \$60 billion a year

- Physical damage is just one part of the cost
- Other costs: medical care, worker's compensation, lost productivity, liability

**Source: Network of Employers for Traffic Safety*

Avoiding Negligent Entrustment Suits and Verdicts

Definition:

1. “To charge someone with a trust or duty in an inattentive or careless fashion or without completing required process steps.”
2. In fleet operations , a case of Negligent entrustment may arise when an organization allows an employee to use a vehicle knowing or having reason to know, that use of the vehicle by such an employee creates a risk and harm to others
 - DUIs
 - Suspended licenses
 - History of frequent violations and accidents

Avoiding Negligent Entrustment Suits and Verdicts *(continued)*

Although the driver's own negligence is the primary cause of the accident the main focus of a lawsuit will be:

1. An organization's policies
2. An organization's actual processes
3. Do the organization's policies and processes match?

Avoiding Negligent Entrustment Suits and Verdicts *(continued)*

Court punitive awards in the millions

2007: Florida company, \$11 million settlement*

2004: Georgia company, \$2.75 million jury award**

2004: Texas company, \$3.5 million settlement**

* Source: *Risk Management Magazine*

* Source *Risk & Insurance Online*

Part 2:

How to include Driver Training into your Fleet Program

- Causes of Accidents
- Driver training as a stand alone program work?
- Driving Training as part of a comprehensive fleet safety program

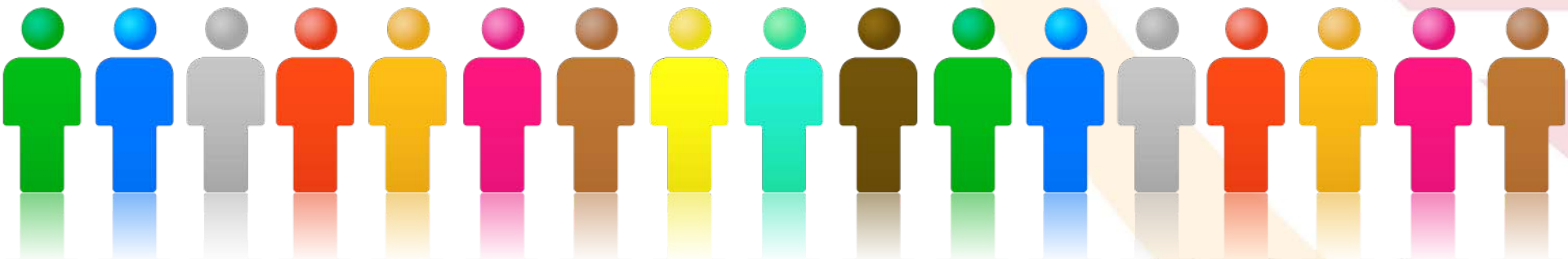
Causes of Motor Vehicle Accidents

It's more driver error than lack of knowledge

- Inattention/Distraction (80 percent of all accidents)*
- Poor judgment
- Carelessness, bad habits
- Diminished skills (e.g., with age, disability)

* Source: National Highway Traffic Administration, 2010

NAFA: 50 percent of all fleet accidents are *preventable*



Does Training Alone Reduce Accidents?

Studies suggest that training alone is not enough

NHTSA (2010)*:

“Despite the widespread appeal of [teenager] driver education, scientific evaluations indicate that it does not produce safer drivers...[T]he notion that a traditional driver education course by itself can produce safer drivers is optimistic.”

Cochrane Collaboration (2008):

A review of 25 experienced driver training programs found that relying on driver training alone is not effective in preventing road traffic injuries or crashes.

**Source: National Highway Traffic Safety Administration*

Does Training Alone Reduce Accidents? *(continued)*

Why is training alone not enough?

- Training heightens safe driving awareness for a length of time but it wears off without regular reinforcement
- Old habits are hard to break and after training wears off drivers naturally return to previous behaviors

The Key:

Focus on Changing Fleet Driver Behavior

- Create and maintain a safety culture
- Implement a comprehensive fleet safety program

Beha
vior

A hand is shown holding a magnifying glass over the word 'Behavior'. The magnifying glass is positioned over the 'vior' part of the word, making it appear larger and more prominent. The background is white with some faint, abstract, colorful lines.

Key Components of a Safety culture

- Safety understood as a way of doing business, not an afterthought
- Driven from the top: CEO, COO priority
- Actively supported at all levels of management
- Driving record (MVR) part of regular employee reviews
- Frequent communications that “market” safety

Key Components of an Effective Fleet Safety Program

Have a new hire process – it starts here:

- In the new hire process: don't hire high-risk drivers
- Have a driver recruiting and selection process
 - ❖ Evaluation of a new hire's MVR and adherence to acceptable MVR standards
- Have an evaluation and orientation
 - ❖ New hire training

Key Components of an Effective Fleet Safety Program

Use driver Motor Vehicle Records (MVRs)

- To track fleet driver behavior
- Collect MVRs at least twice a year

Create a driver risk scoring system based on:

- MVR Violations
- Accidents
- Other safety data (e.g., safety policy violations, camera and toll violations, 1-800 How's My Driving, etc.)

Key Components of an Effective Fleet Safety Program *(continued)*

Define graduated driver risk score thresholds that trigger consequences

Hold drivers accountable, with direct supervisor involvement, when they reach new risk levels

- Make consequences timely: as soon as possible
- Enforce the policy consistently for all drivers

Require driver training

- As a consequence (remedial training)
- Proactively – refreshers, supports the safety culture

Driver Safety Training is Valuable and Important

- It is a key component in a comprehensive safety program
- Training is needed to help reduce and sustain fleet accident rate reductions
 - Case studies showing significant reductions
 - Driver comments show that learning points from training can prevent an accident.

