

Networkfleet

7 ways to achieve your fleet safety goals.



To help reduce the growing costs incurred by traffic accidents, fleets need to do more than simply set safety goals.

Achieving and maintaining these goals requires the understanding and commitment of employees and the constant measuring of results. That is all easier said than done. The following guide reveals seven important safety goals and how a fleet of any size or type can achieve them.

Traffic accidents caused by your drivers' actions may seem few and far between. But the negative side effects of poor safety practices can add up quickly. Increased fuel costs and faster vehicle wear and tear are just two of the possible consequences to your operation.

The most efficient and competitive fleets are those whose drivers and vehicles operate safely. These seven goals can lead to a safer driving culture, which can mean significant increases in cost savings and productivity—not to mention the possible lives saved.

7 safety goals every fleet can achieve

1. Reduce speeding
2. Reduce hard breaking and acceleration
3. Track seat belt compliance
4. Reduce excessive driving
5. Streamline maintenance processes to keep vehicles in safe operating condition
6. Protect drivers in emergency situations
7. Coach drivers who fail to comply with fleet policies and reward drivers who exhibit safe driving habits

With each of these fleet safety initiatives, fleets must consider three questions to achieve each goal:

- Do we have a clear safety policy written and signed by drivers?
- How will we measure and enforce the safety policy?
- How will we coach and reward drivers to help achieve the goals?

1. Reduce speeding

Beyond wasting fuel, speeding increases the risk of accidents and can lead to other behaviors that put your drivers and others at risk. With GPS tracking, you can monitor vehicle speed and location to reduce incidents and help keep employees, other drivers and pedestrians safe. GPS tracking can help:

- Compare vehicle speeds to posted speed limits.
- Receive automatic speeding alerts when drivers exceed preset thresholds.
- Track speeding incidents by driver and vehicle.
- Use historic speeding reports to coach employees.

Did you know?
In 2013, nearly 30% of all traffic fatalities were a result of speeding-related crashes.¹

2. Reduce hard braking and acceleration

Hard braking and acceleration can often be a sign of speeding, aggressive driving or distracted driving. A telematics system that includes engine and vehicle

diagnostics can help reduce these unsafe behaviors because the system is able to:

- Identify when and where hard braking or acceleration events occur.
- Send automatic alerts via text or email.
- Provide customizable driver behavior reports for management follow-up.

Did you know?
Aggressive driving can decrease a vehicle's fuel economy by up to 20-30%.²

With this data, you can make drivers more aware of their unsafe driving habits and coach them to improve.

3. Track seat belt compliance

Seat belts save lives. That's why most states mandate wearing them. Making seat belts a part of your fleet safety program further encourages their use. A GPS system with vehicle diagnostics can remotely track seat belt use in many types of vehicles, providing up-to-the-minute reporting about which drivers are complying with company policies and state laws.

In 2013, on-the-job crashes in which no seat belt was worn cost employers \$915 million, nearly double that of accidents in which a restraint was used.³

4. Reduce excess driving

The more time drivers spend on the road, the greater the risk of accidents or breakdowns. A wireless fleet management system can help reduce unnecessary driving by:

- Routing vehicles more efficiently.
- Reducing unauthorized vehicle use.

- Communicating accurate directions to drivers with Garmin® connection capabilities.
- Managing daily start and end locations so drivers can start closer to their jobs each day.

Ensuring that employees drive only when necessary can also help improve customer response times and cut down on costly overtime. Reducing wear and tear on vehicles can make them less likely to suffer unexpected breakdowns. When breakdowns do occur, some telematics vendors offer low-cost roadside assistance or include it at no additional cost to help protect drivers.

Route selection can also affect a vehicle's fuel economy. For example, driving on a congested roadway can lower a vehicle's MPG by up to 20-40%.²

5. Streamline maintenance processes

A well-maintained vehicle is a safer vehicle. A telematics system with onboard engine diagnostics provides many tools for helping to streamline maintenance processes and keep vehicles in safe operating condition.

- Set proactive reminders for oil changes, tune-ups and other preventive maintenance activities.
- Monitor automatic engine diagnostic alerts to identify minor problems before they become major ones.
- Track all service records automatically, including maintenance performed, date of completion and service technician information.

By tracking maintenance with telematics, you no longer have to depend upon drivers to comply with maintenance schedules. You can also save time and expenses, while helping keep your entire fleet in safe operating condition.

Looking at just one aspect to maintenance—tires—it becomes obvious how important vehicle upkeep is to the safety of your drivers and assets.

Did you know? In a multi-year survey from the National Highway Traffic Safety Administration, tire issues ranging from under-inflation to blowouts were an underlying factor in 9% of crashes.⁴

6. Protect drivers in emergency situations

Inclement weather, poor road conditions, and the need to travel to remote locations can all impact driver safety. Drivers can run off the road, get stuck in snow or mud, or break down in isolated areas. When these situations occur, GPS tracking can pinpoint the exact location of a vehicle so you can send help quickly.

To improve safety in remote locations, some GPS vendors offer satellite coverage. Combined with cellular communications, this provides comprehensive global vehicle tracking. This optional feature enables you to stay in touch with vehicles in remote locations or where there is lack of cellular coverage.

On-the-job fatalities resulting from pedestrian vehicle incidents (i.e. they were struck by a vehicle on the roadside or at a job site) increased in 2014 compared to the prior year by 6%—taking a total of 313 lives.⁵

Did you know?
Pedestrian deaths account for the second-highest number of on-the-job, transportation-related fatalities.¹

7. Coach and reward drivers

It's important to clearly communicate how the GPS tracking system will be used to measure performance and maintain policy compliance.

Inform drivers that the GPS system is a training tool to reduce costs, improve driving habits and increase driver safety. While drivers who fail to comply with company policies should always be held accountable, the primary focus should be on rewarding drivers for developing safer, more efficient driving habits.

Rewards can come in many different forms, including bonuses, gift cards, time off or other perks. Motivate drivers to improve performance and achieve company goals by running contests using the GPS data.

Remember, drivers are more likely to embrace a telematics system when you emphasize the positive benefits to them—especially safety.

Using telematics data is a rising trend in how employees would like to receive employer feedback. An Incentive Research Foundation (IRF) study found that respondents not only had unique requests about

recognition, but also how the recognition takes place. How the reward was given was often equally as important as the reward itself. "In order to be meaningful, businesses need to help managers understand these unique preferences to deliver personalized reward and recognition experiences in real time," the IRF states.⁶

Use telematics to help improve driver safety and efficiency

Advanced telematics solutions—including GPS tracking hardware that can be installed across your fleet vehicles—can help you achieve each of the safety goals outlined in this guide.

Positioning telematics to your drivers as a way to help keep them safe can help overcome perceptions and objections drivers may have about being micromanaged by these systems. When you communicate the different ways wireless fleet management solutions can help protect drivers, such as the seven safety goals included here, it demonstrates that you care about more than just the bottom line. The ultimate goal is to help you develop a culture where everyone in your organization understands the

importance of safety and strives to achieve it. Following these guidelines can lead to a safer, more efficient fleet, which can lead to a reduction in costs associated with accidents, violations and vehicle breakdowns.

About Verizon Networkfleet

Networkfleet offers a comprehensive solution to help improve driver safety and operate fleets more efficiently and effectively.

Features include:

- Automatic recall alerts to notify you of vehicle manufacturer safety recalls.
- Optional system-wide satellite redundancy capability, allowing you to stay in touch with vehicles in remote areas where driver safety is even more critical.
- A Roadside Assistance Plan, included at no extra cost.

Learn More

To learn more about how Networkfleet can help improve safety throughout your fleet, visit **Networkfleet.com** or contact us at 1.866.869.1353.

Contact us

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www.Networkfleet.com

Resources

- 1 "2013 Speeding Traffic Safety Fact Sheet." National Highway Traffic Safety Administration. June 2015. <http://www-nrd.nhtsa.dot.gov/Pubs/812162.pdf>
- 2 "Eco-Driving: Strategic, Tactical, and Operational Decisions of the Driver that Improve Vehicle Fuel Economy." University of Michigan Transportation Research Institute. August 2011. <https://deepblue.lib.umich.edu/handle/2027.42/86074>
- 3 "Cost of Motor Vehicle Crashes to Employers—2015™." Network of Employers for Traffic Safety. January 2016. <http://trafficsafety.org/wp-content/uploads/2016/03/NETS-CostOfCrashes-Report-2015.pdf>

- 4 "Tires: Your safety and your life are riding on them." National Highway Traffic Safety Administration. June 2013. <http://www.nhtsa.gov/nhtsa/Safety1nNum3ers/june2013/SafetyInNumbersJune2013.html>
- 5 "Census of Fatal Occupational Injuries Summary, 2014." Bureau of Labor Statistics, U.S. Department of Labor. September 2015. <http://www.bls.gov/news.release/cfoi.nr0.htm>
- 6 "IRF 2016 Trends in Incentive Travel, Rewards, and Recognition." Incentive Research Foundation. January 2016. <http://theirf.org/research/irf-2016-trends-in-incentive-travel-rewards-and-recognition/1692/>