



# Leveraging Data to Improve Your Safety Program

Featuring Speaker:

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Director of Safety



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# What data do you collect? How do you manage that data?

- Newer technology grants data that we can actually get our hands around and tells us what's happening in the cab, driver behavior, safety, or otherwise. Significant data includes:
  - Roll stability, yaw correction, lane changes, forward collision mitigation, cameras, and more
- Steps to start scorecarding:
  - Step 1:** Develop metrics for a personalized scorecard
  - Step 2:** Identify metrics that are excessive or trends/combinations of alerts that appear to be problematic
  - **Step 3:** Use driver scores to provide targeted driver training
  - **Step 4:** Keep your scorecard up-to-date and dynamic. Constantly look at the predictability of your scorecard and add new correlations and trends
- Some metrics to include on your scorecard:
  - Speed limit violations, past accidents, sudden stops, CSA violations, or public complaints
    - Cameras help verify complaints and can determine if they're legitimate or not



# What data do you collect? How do you manage that data?

- Establish a **central database** to manage your data in a clean, organized place
  - Consolidating data allows you to cross-pollinate different data sources and develop strong insights with ease
    - Why spreadsheets don't work:
      - There's too much data
      - Don't provide cross-relationships
      - Aren't as adjustable
      - Offer less collaborative freedom
      - Require more time
  - **Data management and analytics software** grant great ROI through:
    - Reduced accidents
    - Reduced driver turnover
    - Increased Safety Team productivity



# What data do you collect? How do you manage that data?

- Take a hard look at your safety culture
  - Establish
    - Where your Safety Program is
    - Where you'd like it to be
    - What it will take to get there
  - Ask these questions:
    - Is your training program robust enough to achieve your goals?
    - Does your accountability program have the ability to match what you're trying to do?
  - Take Action
    - Recognize your best drivers that keep their scores low or make your awards lists
    - Have one-on-one sit downs with at-risk drivers to evaluate problematic metrics
    - Show footage from onboard cameras
    - Determine the challenges/issues
    - Set them on the path to success



# How do you plan for new technologies in trucking?

- Up and Coming Technologies
  - Autonomous Vehicles
  - Systems like the [Safety Suite](#)
  - Systems that allow you to:
    - Control speed limits, govern trucks, lane departure, and avoid collisions
    - Detect fatigue or distraction
- Some Fleet Managers are reluctant to jump into new technology because of grievances, understanding legal aspects, and fear of what the technology will reveal about their fleet
- Here's why you shouldn't be:
  - "It's about what you **should** know, not just what you **do** know"
  - If there's an opportunity (with technology) to gain information and insights on your drivers and you don't have it, **you will be held more liable** than those who are proactive
    - Presenting concrete data and facts to a jury with an explanation and plan on how to improve is ideal. Lawyers can pick apart opinions without facts backing them up
    - You can avoid going to court altogether if you present a strong enough case coupled with evidence from your systems

# Audience Q&A: Key Takeaways

- Do the drivers ever feel that their privacy is being violated by having so much technology watching over them?
  - VH: "It's all about how you use your data. If you use it as a hammer, you'll have big brother accusations. We use it mainly as training. When you combine it with a camera, it becomes a recognition tool. Cameras are used to help our drivers, not hurt them."
  - HC: "When you start to coach and improve driver behavior and be proactive, prior to any type of incident, drivers really respect and enjoy the fact that they're getting the attention and help they need. You can look at all the different leading indicators and start to see the patterns that may create issues. Those types of issues not only prevent large accidents, but also build trust in the drivers to really allow them to understand that you're there for their best interests. I also think it's really important to make sure that the tone and the way you're going about training is really for the driver's safety and long term success at your company."
- I want to begin rewarding drivers when they have roadside inspections with no violations. Do you use this type of rewards program?
  - VH: "Not exactly, instead we have a CSA bonus. We reward drivers if they keep their points low. It's more about the bigger picture. If you keep your score below 10, then we give you extra money per quarter, and that really incentivizes drivers to do so."



# Audience Q&A: Key Takeaways

- What's a simple awards idea that I can get started and what have you seen work as far as getting drivers excited and feeling good at your fleet?
  - VH: "What we try to do is incentivize our drivers to *want* to be safe. We surveyed our drivers several times and there was a lot of good energy toward safety jacket awards for every five hundred thousand miles. Another one that we use that doesn't cost much but has a lot of benefit is putting 'This driver is X years safe or X miles safe' on the side of the cab. We've given away Harley's, pick-up trucks, and four-wheelers, but those were rewards, not incentives."
  - HC: "Drivers want to be recognized. You can build up the milestones and then give certain recognition to those awards programs or how those recognition programs should be built. We've recently published nice blog posts [highlighting a lot of different rewards](#) and [recognition programs that we've seen from fleets that we work with](#). Being able to allow the drivers to flaunt to their peers that they've hit certain milestones is really helpful."





# Audience Q&A: Key Takeaways

- Are there any driver incentives that you've been able to give to help with driver turnover and driver retention?
  - VH: "If you're a hire with experience, then you get paid more. But to be hired, you must have good safety records. As far as retention, we work on retention all the time. We have cookouts and giveaways. We reward not just safety, but all good driver behavior. If you find something that you could show appreciation for just by saying 'thank you', or 'good job', those are things we're trying to build on. We must change our culture into one from a management side to more gratitude for what drivers are doing, and thank them for their contributions."



# Audience Q&A: Key Takeaways

- I'm a new Safety Manager and I was wondering what should I look at coming into a new company for their safety?
  - VH: "First thing I would look at is their driver manual or employee manual and see what the policies are, not just discipline. Look at their accident and injury history, driver retention, training program and how effective it is both as a new hire and after an accident. On top of that, you need to understand where your leadership is. Are you going to get support? You need to understand that you'll lose some battles and you'll get knocked down. You have to get back up and go on. You need to understand what is your support base and understand those upstream from you as far as management. I would also do the same type of analysis on those that you get to work with."
  - HC: "You, as a new Safety Manager, will have a chance to really build on past legacy, but also make your own mark. Hopefully taking things onward and upward and getting an appreciation for where the company's at today you'll be able to understand where it needs to go in the future."





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With Victor Hart, Director of Safety,  
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