

AT -FAULT CRASHES, THE USE OF TECHNOLOGY AND MVRs TO ID HIGH RISK DRIVERS

Dear NETS Members,

October 20, 2011

Attached is a PDF with responses to a question from Rob Seabaugh (Pepsico) asking about at -fault crashes, the use of technology and MVRs to ID high risk drivers.

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Responses follow Rob's question.

Thank you to those of you who provided responses.

Please contact me if you have any questions or suggestions.

Thank you,

Jack

J. M. Hanley
Executive Director
Network of Employers for Traffic Safety
314-680-3293

QUESTIONS

- 1) Do members classify collisions as at-fault /not-at-fault?
- 2) Are black boxes or telematics data used along with MVR and accident history to classify high risk?
- 3) If a driver has no history of collisions and a clean MVR but has high risk activities on the black box, is intervention provided?
- 4) In a serious collision, is the driver history, MVR and black box data used in the root cause analysis?

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AT -FAULT CRASHES, THE USE OF TECHNOLOGY AND MVRS TO ID HIGH RISK DRIVERS

	RESPONSES	Do members classify collisions as at-fault /not-at-fault?	Are the black boxes or telematics data used along with MVR and accident history to classify high risk?	If a driver has no history of collisions and a clean MVR but has high risk activities on the black box, is intervention provided?	In a serious collision, is the driver history, MVR and black box data used in the root cause analysis?
1	Anonymous	Yes	Assuming you mean classifying drivers as high risk, we use accident history as the primary means of identifying high risk drivers. We use MVR data to some extent for DOT regulated drivers. We have some capability for using black box or telematics data for this purpose, but we are in the investigatory stages.	We are in the early stages of investigating the use of remotely gathered information on speed, acceleration, deceleration and harsh maneuvering to identify higher risk drivers.	Yes, for serious incidents in vehicles so equipped.
2	Anonymous	We use "preventable/non-preventable" based on cause codes.	We don't have black box or telematics in our fleet at this time. We do use MVR and accident history (preventable crashes) to calculate a driver safety score.	N/A	

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3	AstraZeneca Mary Rose mary.rose@astrazeneca.com	<p>We do not use a fault/no-fault system. Instead we prefer to classify collisions based on a preventable/non-preventable. While the National Safety Council's "Guidelines for Determining Preventability" are used as a reference in making these determinations, our goal is to identify collision incidents in which our drivers could have demonstrated better defensive driving skill to prevent that incident. Additional training and coaching can then be tailored to increase the driver's awareness and improve their skills base to prevent future incidents.</p>	<p>We are currently not using "black box" or telematics technology in collision investigation. But, we do run the motor vehicle records of any driver who has incurred a collision incident that is classified as preventable.</p>	<p>We do not use telematics or black box technology to identify at risk drivers at this time. Our definition of a high risk driver is someone who has accumulated a pre-defined number of points for collisions, citations and other motor vehicle policy violations. Discipline, driver improvement plans, coaching and training are customized based upon the pattern of behavior a high risk driver has experienced.</p>	<p>We are actively doing root cause analysis but only in cases where an injury has occurred by our driver and/or their passenger. This analysis does include a review of the driver's history but an MVR is not requested unless the collision has been classified as preventable (see question #2). This activity is purely for research purposes within the Safety & Health group only and no determination has been made on whether it will be expanded or integrated as a permanent activity within the driver safety program.</p>
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4	<p>Baxter Kristin O'Driscoll kristin_o'driscoll@baxter.com</p> <p>Peggy Ross peggy_ross@baxter.com</p>	<p>Yes</p> <p>Note: Responses relate to our non-regulated fleet only.</p> <p>Our straight trucks (regulated) are equipped with on-board computers. Data from the OBC has been used for root cause analysis of some accidents (e.g. determining speed at time of incident).</p>	<p>We do not use black boxes or telematics. We do however use MVR and accident history to classify risk category.</p>	N/A	Not at this time
5	<p>BMS Wendy Dymkowski wendy.dymkowski@bms.com</p>	<p>Yes</p>	No	N/A	No
6	<p>Boehringer-Ingelheim David Redalieu david.redalieu@boehringer-ingelheim.com</p>	<p>Vehicle claims are classified as either preventable or non-preventable. Driver risk profiles are determined using the MVR and accident history. Black box data is not used.</p>			

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7	Coca-Cola Amy Lokken alokken@cooca-cola.com	We classify as preventable/ non-preventable. Under the preventable there are different levels of severity.	We are just getting starting with the EOBR – but we do expect to use the data from it to deliver accountability.	Yes, that is the plan.	It will be.
8	Ecolab Ryan Rebman Ryan.rebman@ecolab.com	Our leasing company determines (based on National Safety Council rules of Preventability) whether or not the incident is preventable or non-preventable.	We do not use telematics – we use MVR history, accident history and 1-800 calls to determine a driver's Risk Score.	N/A	N/A
9	Forest Theresa Belding TBelding@forestpharm.com	Yes	No	N/A	No
10	GSK Evelyn Roberts evelyn.j.roberts@gsk.com	Yes, GSK Fleet Management has automated accident review process and assigns each accident as preventable or nonpreventable based on the National Safety Council's guidelines for	Not at this time.	N/A	No

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		accident preventability.			
11	J&J Sandy Lee SLee3@its.jnj.com	Our overall philosophy is that all crashes are preventable. It's recognized that some are more preventable than others. We try our best to stick by our philosophy, although some teams have ventured in this direction. In one example, they've found it challenging in some cases to make a fair determination.	We don't use telematics.	N/A	If the vehicle is equipped with one (manufacturer version), then yes, we'll have it decoded. We would also pull driver training records and phone records. This process would be applied for serious occupational collisions only.
12	Kraft Foods Jeff Jones jjjones@kraftfoods.com	Yes, we classify all vehicle accidents with an at fault / not at fault classification. This is done by a third party accident management company to keep it unbiased as possible.	We have not used black bock data to determine driver risk.		Yes, we have used black box data in some instances to gather data on significant accidents. This is a case by case decision.
13	LAND O'Lakes Don Schultz	We track preventable vs. non-preventable.	We do not have black	N/A	N/A

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	DWSchultz@landolakes.com		box or telematics data.		
14	Lilly Beth Stamer STAMER_BETH_A@LILLY.COM	No	No	N/A	The driver history and MVR data are used routinely in the root cause analysis of all collision events that include injury. In the event of a serious collision, the back box data may be used as part of the police and insurance investigation on a case by case basis.
15	Nationwide Kathy Konicki KONICKK@nationwide.com	We classify collisions as "preventable" or "not preventable" with fault per se being irrelevant to what we are trying to assess - high risk driving behaviors and whether our drivers are practicing sound defensive driving skills.	We worked with black boxes for several years and found the data generated not to be terribly useful from a cost/benefit perspective. We rely primarily on MVR data and collision history.	We do not evaluate black box data.	Yes, minus the black box data.
16	Novo Nordisk Donna Bibbo dbib@novonordisk.com	Yes	No, don't use black box data. Don't use telematics in fleet.	N/A	Yes, for driver history and MVR. No for black box data.
17	PSEG Lee Wallace	Not for tracking of collisions. Whether at	We have not installed	N/A	Not the black box, but yes, driver history is brought into

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	Lee.Wallace@pseg.com	fault or not, the incident counts the same. (Which is too much for most associates to stomach!)	them yet.		the equation. The few repeat individuals that would be in this bucket, we learned one or two had eyesight problems. Poor peripheral vision was one. We sent these individuals out driving with a trained Observer, to ID and correct problem areas.
18	sanofi-aventis Tom Cosentino Thomas.Cosentino@sanofi-aventis.com	No	Not currently, we are considering it.	N/A	N/A
19	Shell Mike Watson Mike.Watson@shell.com	Yes, we use tripod analysis to look at root causes of fatal, major and serious incidents. .	Yes, telematics data are used,	Yes, defensive driving and mentor driving are provided.	Yes, incidents should be investigated and learnings extracted and shared.
20	State Farm Margit Alderson margit.alderson.hrd5@statefarm.com	We classify collisions as Preventable or Non-Preventable. We do not try to determine fault.	We do not regularly use black boxes for our fleet.		
21	Tyco Bob Adams radams@TYCO.COM	We do not use at fault classification for any purpose at this time. For a widely dispersed service fleet, this	Speeding identified by telematics can be added to our existing driver point system for classifying high risk	At this point speeding is communicated by telematics system to supervisor/manager via email notification resulting in	Yes, in a serious accident all available information is pulled including company cell phone records, training, telematics,

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		process is not practical, but I also do not believe the at fault concept sends the appropriate message.	drivers but it is not currently a standard element (should be though).	counseling or remedial training, disciplinary action as per circumstances.	“1800howsmysdriving” records, incident history and MVR’s.
22	Xerox Mike McAlister Michael.Mcalister@xerox.com	No	We do have telematics but it is not used for this purpose. MVR is a separate process.	N/A	No

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