



## **FLEET SAFETY CONFERENCE**

**June 25-27, 2013**

Renaissance Schaumburg Convention Center Hotel, Schaumburg, IL

[www.FleetSafetyConference.com](http://www.FleetSafetyConference.com)



# Extending Corporate Safety Culture to Personal Use of Company-Provided Vehicles

## Moderator

**Janis Christensen, CAFM**, *Senior Manager and Director of Corporate Consulting, Mercury Associates*

## Panelists

- **Theresa Belding**, *Director of Fleet Services at Forest Pharmaceuticals*
- **John Dmochowsky, CAFM**, *Sales Fleet Manager at Mondelez*
- **Ted Lewin**, *Senior Manager of Risk Management Services at Wheels*
- **Debbie Struna**, *Fleet Manager at Rite Aid Corporation*

# Leading Points for Discussion

1. Determine if personal use policies apply to Assigned Driver *and* Other Authorized Drivers, including non-employees
2. Development of ***controls***
3. Formulate ***training*** to improve skills
4. Establish education to ***influence*** behavior
5. Understand ***best practices*** versus ***common practices***
6. Address problems areas based on **your** data

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# RULES TO CONTROL BEHAVIOR DURING PERSONAL USE

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# Risk Management Controls

- Posses valid driver's license
- Pass risk assessment
  - Before hiring, allowed to drive, and regular basis thereafter
- Face disciplinary actions for high risk drivers
  - Company vehicle for business *and* personal use or personal vehicle for business use
- Meet minimum age limit
- Notify employer within 24 hours of any incident with any vehicle
- GPS tracking and electronic solutions

# Safety Training and Other Controls

- Training
  - Receive safety training on regular basis
  - Pass driving skill and knowledge testing (online) periodically
- Driver distractions
  - Prohibit smoking inside vehicle
  - Prohibit or restrict use of electronic devices
- Reduce injury severity
  - 100 percent use of seat belts, harnesses, etc.
  - Compliance with child safety seat laws

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# Accountability Controls

- Assigned Driver
  - Read safety policies and procedures **and** provide written acknowledgments
  - Be held accountable for all actions of Other Authorized Drivers
  - Immediately repair any safety-related vehicle components
  - Pay deductible for preventable crash
    - Regardless if operated by Assigned or Other Authorized Driver

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# WAYS TO INFLUENCE DRIVER BEHAVIOR DURING PERSONAL USE

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# Influencing Behavior Through Communications

- Provide effective safety communications
  - Literature, videos, newsletters targeting Assigned and Other Authorized Drivers
- Encourage
  - Drivers to share safety training experience with families
  - Other Authorized Drivers to take online training for free
- Obtain commitment from senior and executive management team
  - Participation in same program as Drivers

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# Other Ways to Influence Behavior

- Incentives
  - Offer meaningful incentive rewards and/or recognition for crash-free driving
- Safe working environment
  - Develop a written policy commitment to provide safe and reliable transportation
- Fair and unbiased crash reviews
  - Fleet Safety Committee fairly and equitably reviews reportable crashes
  - Determine responsibility and level of risk

# Group Discussion



# Topics for Further Discussion

- Charging a deductible
  - For **all** crashes during personal use?
  - For **preventable** crashes during personal use?
  - For preventable crashes during business **and** personal use?

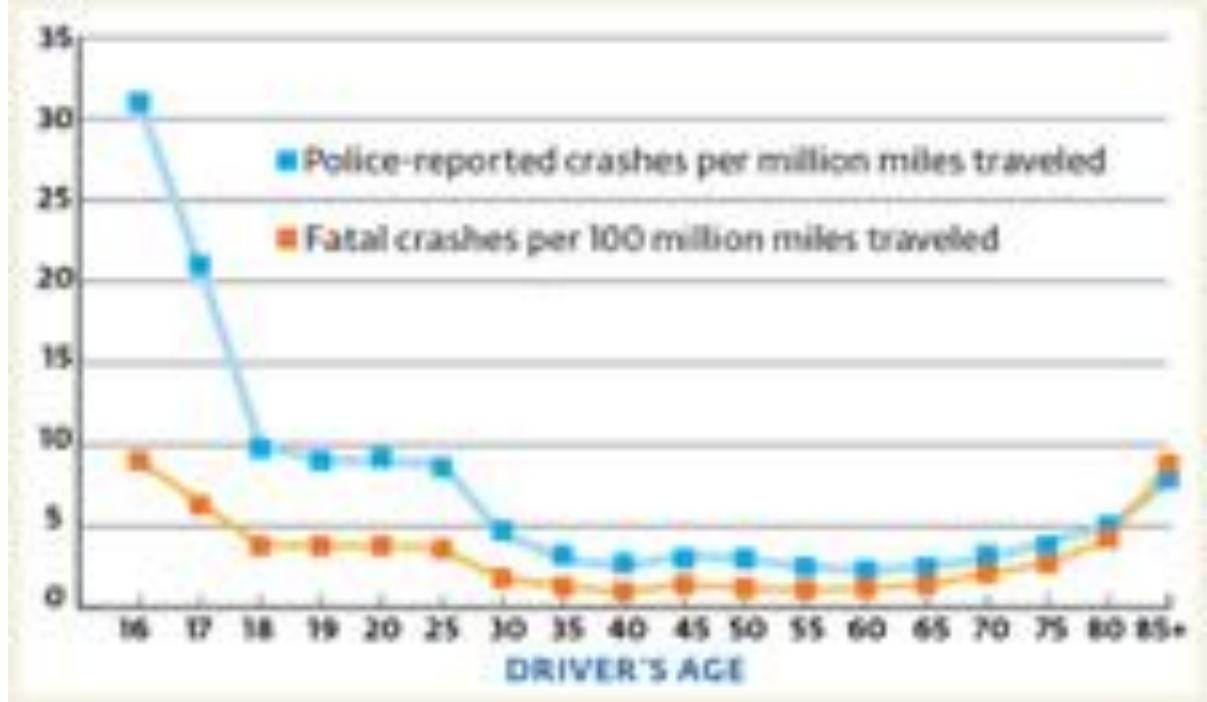


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# Some Considerations

- Decide if Assigned Drivers pay for training?
- “Other Authorized Drivers”
  - Who are they?
  - Same minimum age limit as Assigned Drivers?
  - Do they pay for training?

Riskiest Drivers: 16-17 Teens and Elderly 80+ years



Source: National Highway Traffic Safety Administration and Insurance Institute for Highway Safety 2008 mileage data; published by Consumer Reports magazine: October 2012

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# More Considerations!

- What percentage of crashes occur during business versus personal use?
- Which is more effective to reduce risk?
  - Controls and enforcement
  - Positive reinforcement and influence





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