Technology – Helpful or Hinderance?

Frank J. Cruice, CSP, CRSP, CHCM

Sr. Dir. – Corp. Safety/Security

Topics to Review

- **Review technologies in both commercial & non-commercial vehicles to reduce crashes**
- **Do new vehicles technologies reduce or create more accidents?**
- **Tools/Solutions & Techniques used to take leverage technology to reduce crashes**

Current Commercial in-cab technologies deployed/available

What types of technology do you already use?

* Crash Avoidance Systems,
  - Forward radar detection & warning
  - Blind Side Warning
  - Lane Departure warning
* OER, Onboard Event recorders (data only), "Critical Event Recording"
* Onboard Video Event Recorder
* GPS Technology
* ELD's Electronic logging devices
* Speed Governing & Auto Shift
* Proximity Controls, Cruise, Radio, Air Horn, Etc.
* RSC Truck and Trailer
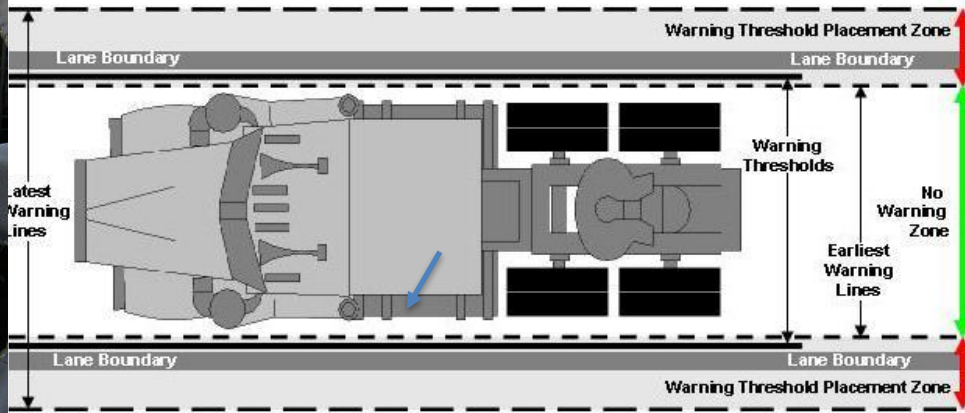
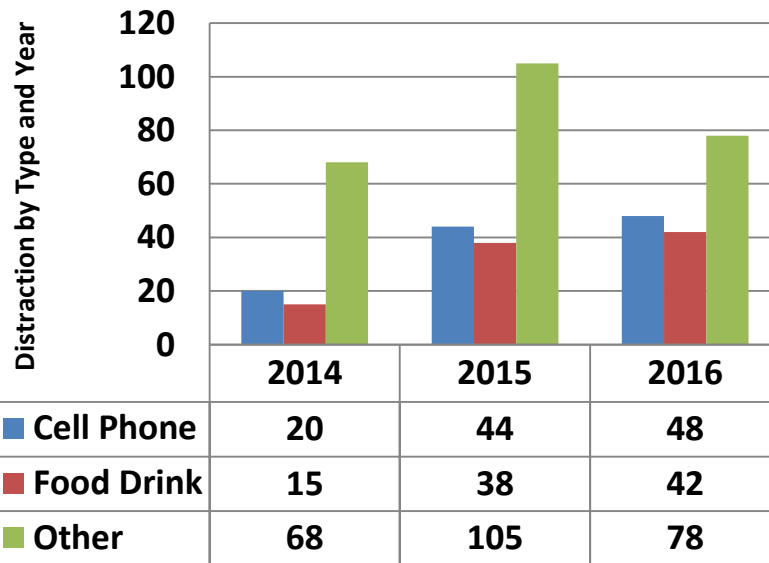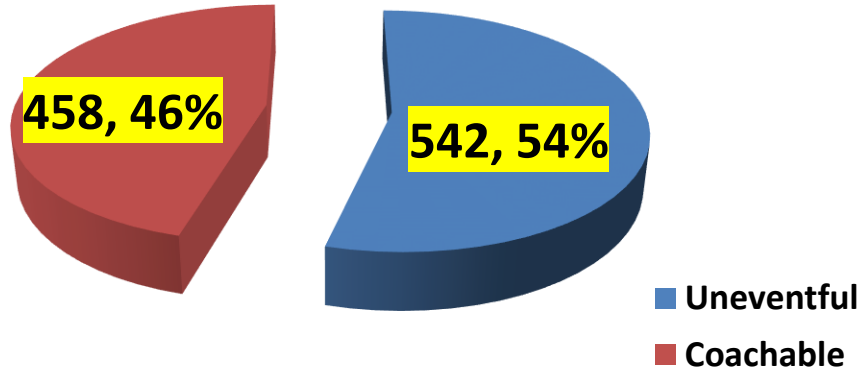# Non-Commercial Vehicles Safety Features That Could Save Your Life or Distract You!

- **Automatic parking**

- **Adaptive cruise control**

- **Forward collision prevention/automotive emergency braking**

- **Lane monitoring/lane departure warning**

- **Blind-spot monitoring**
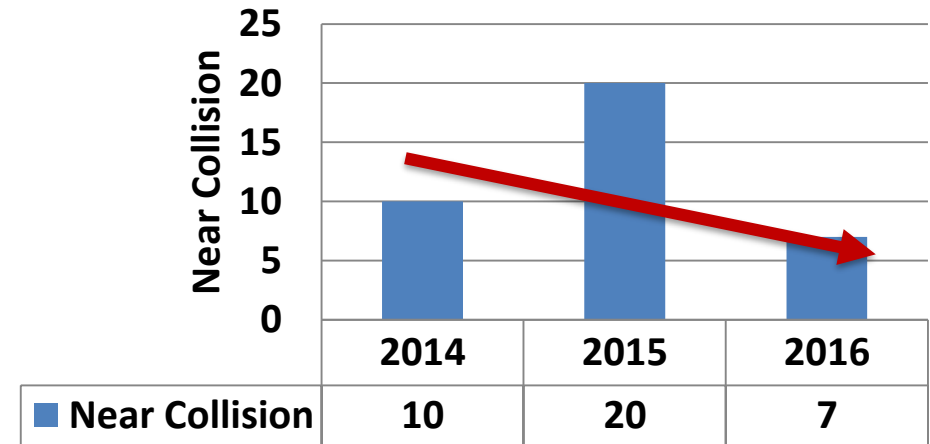
- **Backup camera**

- **Alertness monitoring**

Forward Collision Warning with Brake Support

Does technology give you the data you need?

Total Distractive Activity 2014 - 2016

Pie chart segments: 458, 46% (Coachable); 542, 54% (Uneventful)

- Uneventful
- Coachable

Near Collision From a Distracting Event by Year

	2014	2015	2016
Near Collision	10	20	7

Distraction by Type and Year

|	2014	2015	2016
Cell Phone	20	44	48
Food Drink	15	38	42
Other	68	105	78

Action Items

✓ Increase accountability for Cell Phone (24%)

✓ Focus on drivers who repeat behaviors (13%)

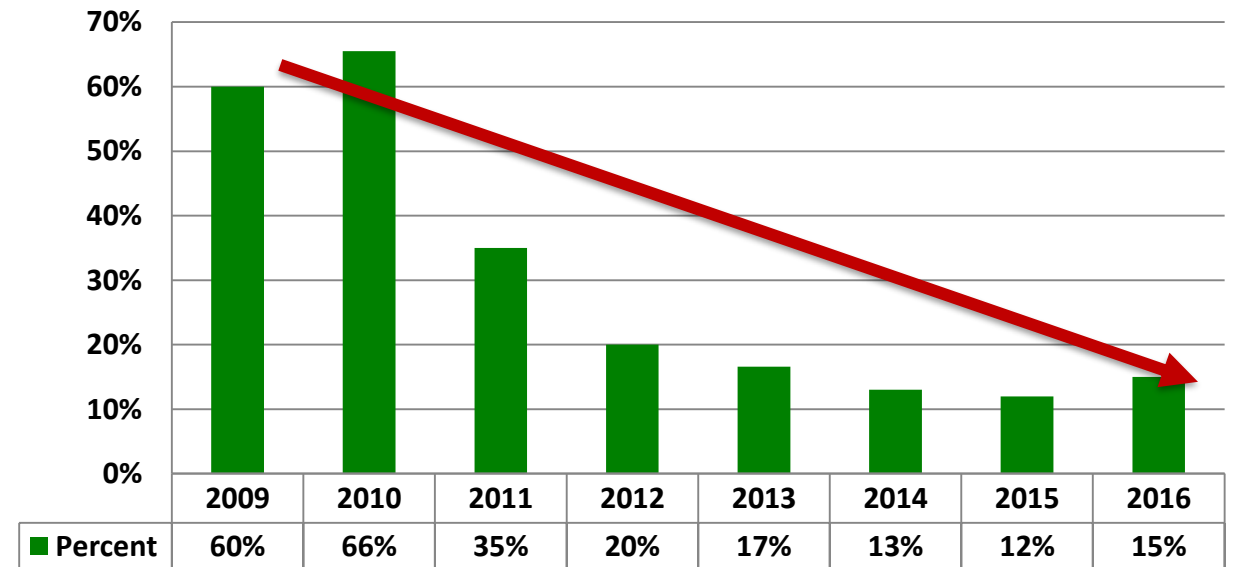✓ Near Collision IRB Review (required)

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New technologies reduce vehicles distracted driving crashes

Crashes Arising From Distracted Driving 10 Year Trend (CMV)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Frequency	30	17	30	19	11	5	6	4	3	3
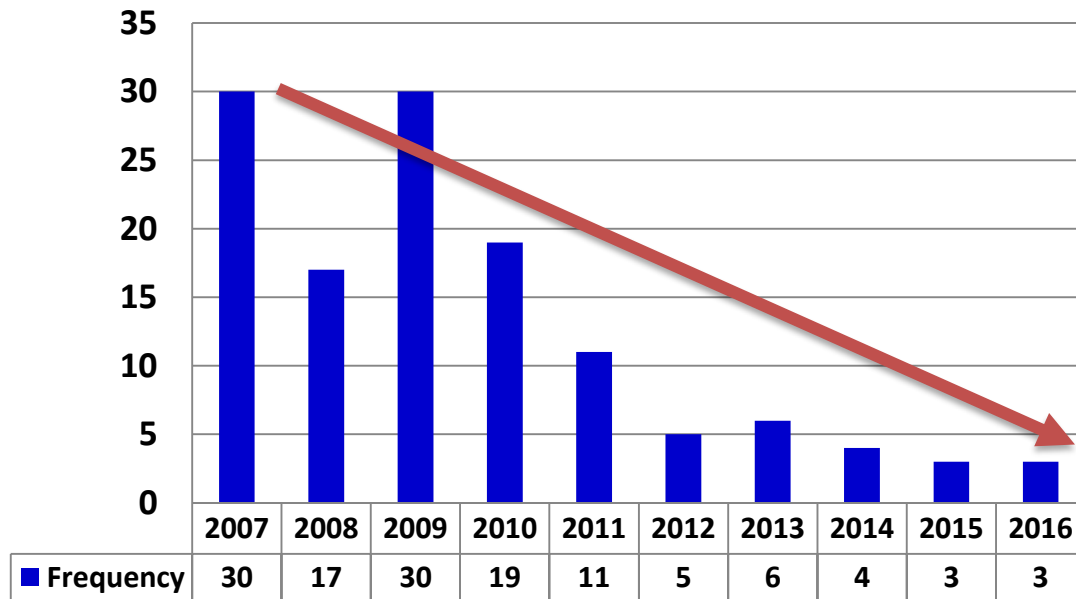
Percent of Total Crashes Attributed to Distracted Behavior (CMV)

	2009	2010	2011	2012	2013	2014	2015	2016
Percent	60%	66%	35%	20%	17%	13%	12%	15%

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Technology/Telematics Can Drive Accident Improvement

Total Highway Cases by Class, Commercial vs, Non-Commercial)

Vehicle Count Increased 28%

613   737   787

	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20
Chargeable Highway	72	37	38	32	48	38	30	25	44	38	51	23
Chargeable Highway Commercial	50	29	31	25	36	30	25	20	31	28	41	20
Chargeable Highway Non-Commercial	22	8	7	7	12	8	5	5	13	10	10	3

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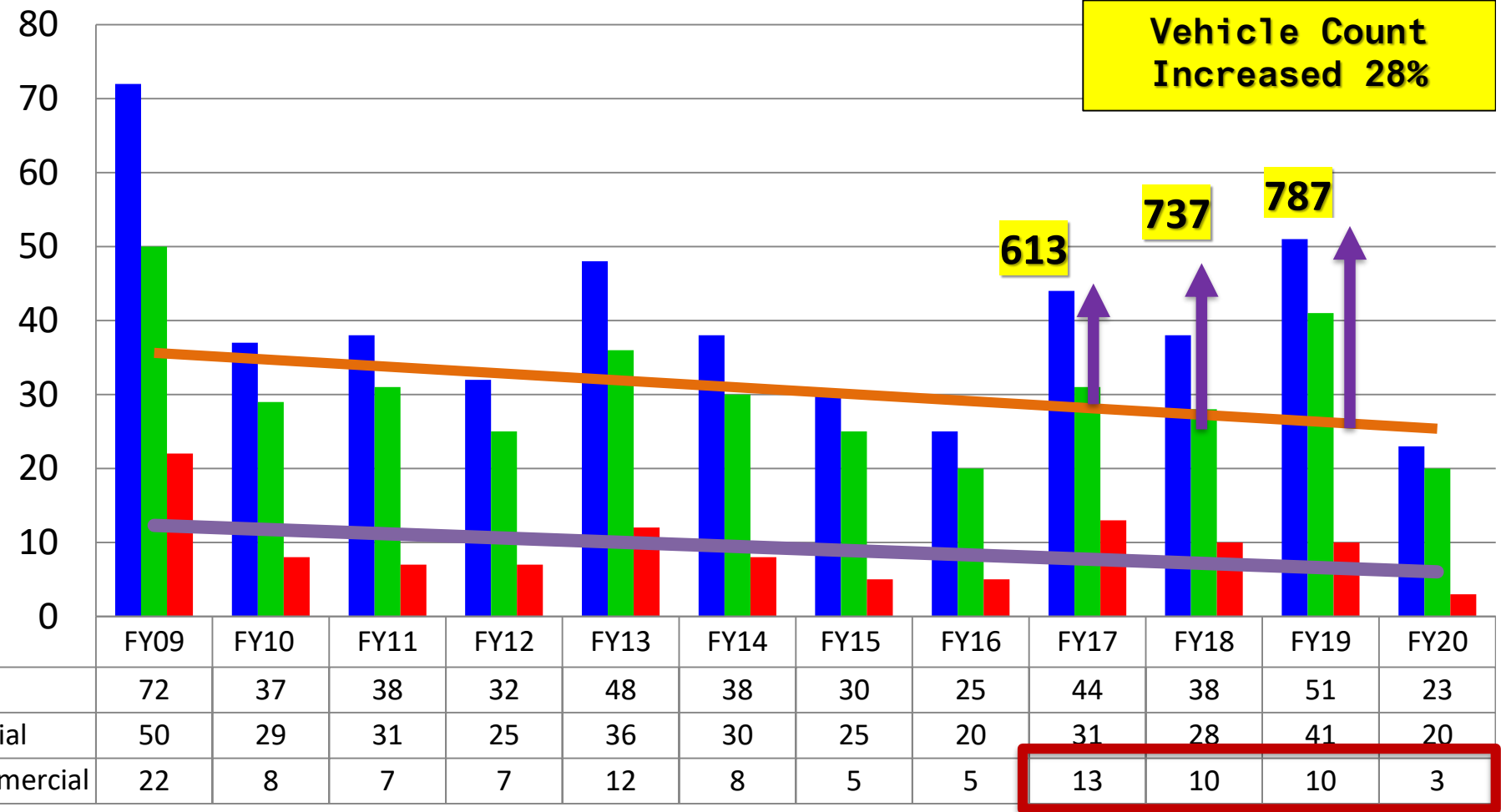
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Why we sourced another telematics solution?

- **Driver distraction was the 'driver' in our increasing non-commercial vehicle accident rate noted in previous slide**

- **Equal distribution between generations**

- **Vehicle repair costs & work comp cost increasing**

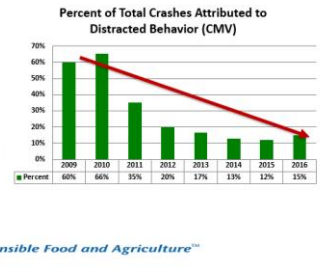- **Minimize risk to auto liability premium inflation**

Mobile Device Blocking

(February, 2019) Deployed onto about 200 company phones and non-commercial vehicles.

- **Cell Blocking Device allows** all Bluetooth calls in and out. Allows voice receiving and dialing. Allows emergency dialing.
- **Cell Blocking Device blocks - when the vehicle is in motion** calls, text-messages, email, apps, etc.,
- Autoreply turned on will send a message that the recipient is driving, and will notify the driver of missed calls, etc.
- Defines driver versus passenger. Blocks driver. Passengers can override the app.
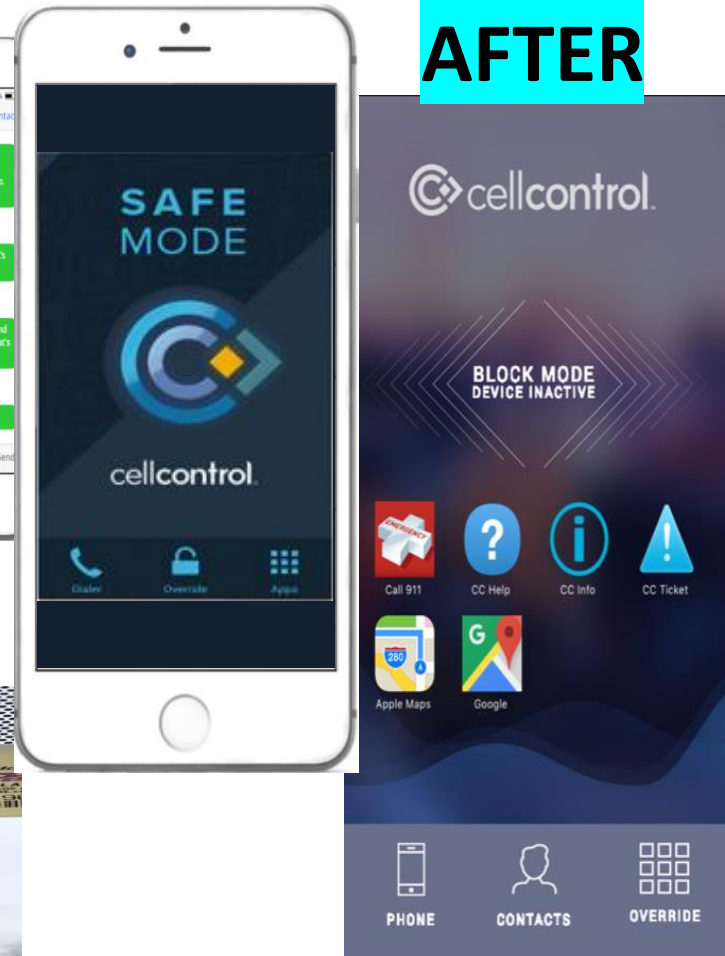
App goes on the phone

How Cellcontrol© Works

------------------------------- BEFORE ---

AFTER

SAFE MODE
cellcontrol.

cellcontrol.
BLOCK MODE
DEVICE INACTIVE

Call 911   CC Help   CC Info   CC Ticket

Apple Maps   Google

PHONE   CONTACTS   OVERRIDE
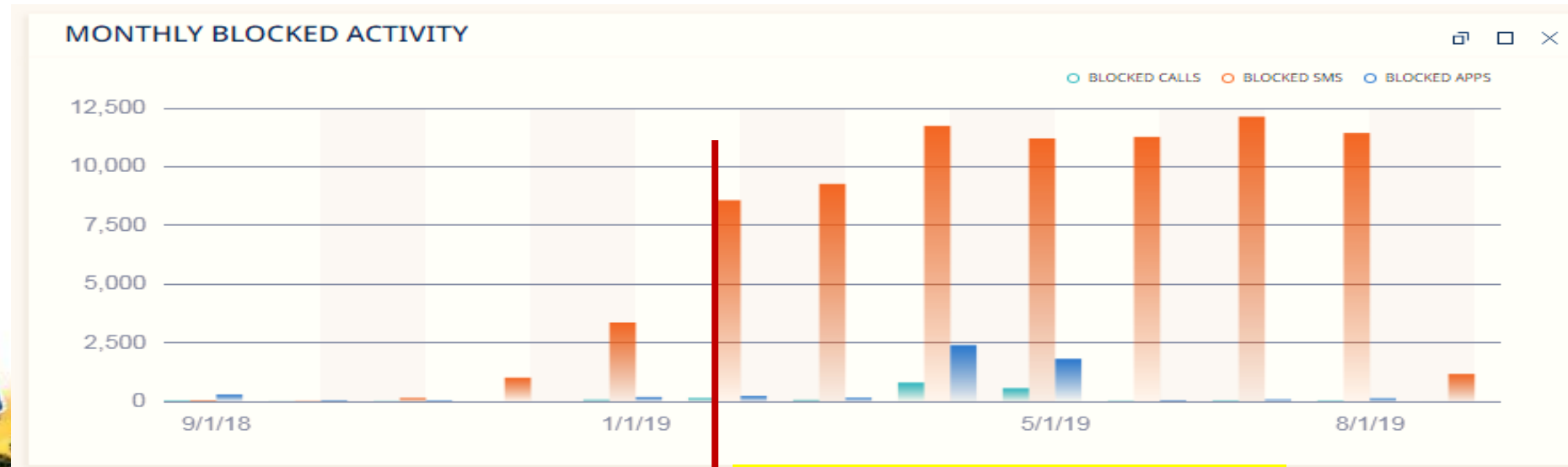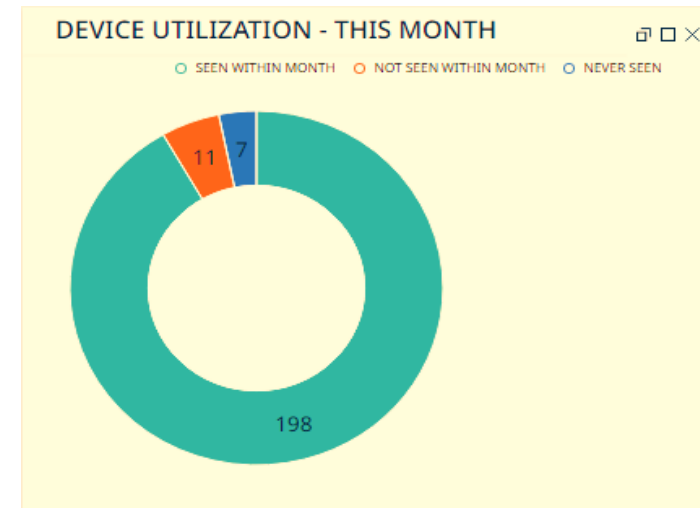
Incoming calls, facetime, texts, FB, emails, snapchats, etc.

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Does it Work?

**Non-Commercial Drivers
Company Cell Phones
Company Assigned
Vehicles**

DEVICE UTILIZATION - THIS MONTH

○ SEEN WITHIN MONTH   ○ NOT SEEN WITHIN MONTH   ○ NEVER SEEN

11   7

198

Managed Hours	Blocked Calls	Blocked SMS	Blocked Apps
96,523	1,996	81,829	7,626

MONTHLY BLOCKED ACTIVITY

○ BLOCKED CALLS   ○ BLOCKED SMS   ○ BLOCKED APPS

12,500

10,000

7,500

5,000

2,500

0

9/1/18   1/1/19   5/1/19   8/1/19

Began Install February 2019

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Direct Correlation between suppressing phones and eliminating driving errors

Blocked Calls 1,941,182

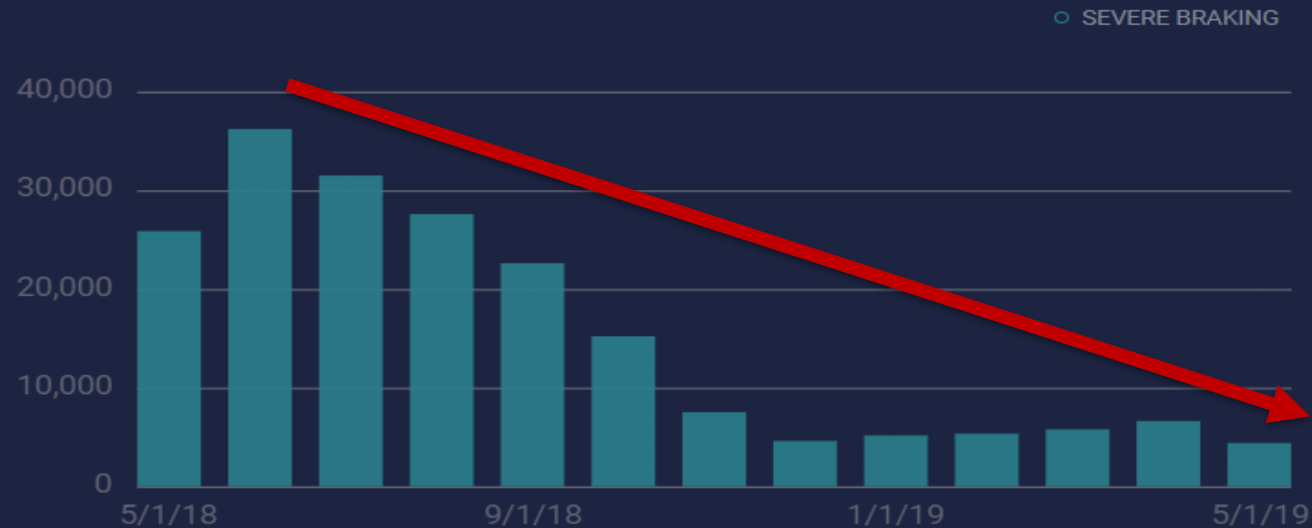**Blocked SMS** 6,344,523

Blocked Apps 5,007,363

MONTHLY SEVERE BRAKING

○ SEVERE BRAKING

40,000

30,000

20,000

10,000

0

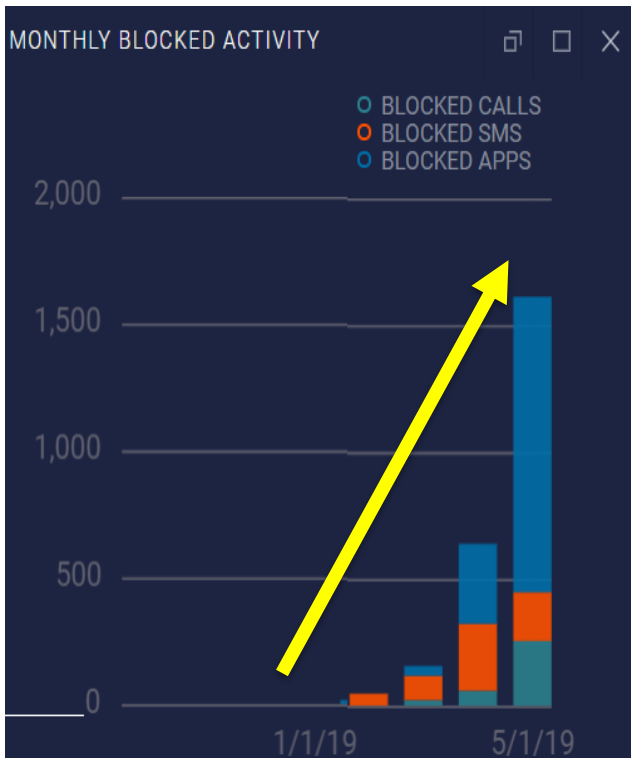5/1/18   9/1/18   1/1/19   5/1/19

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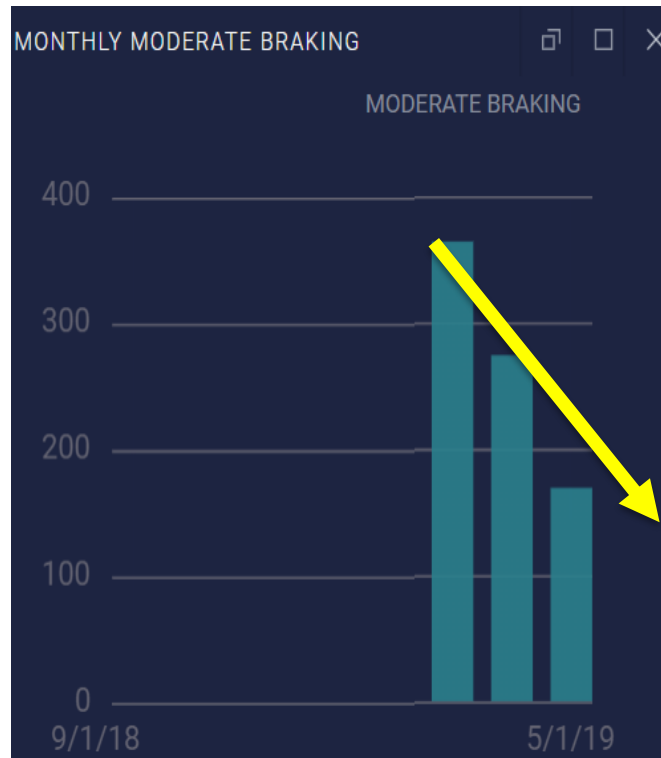*We Believe in Responsible Food and Agriculture*™

DEVICE EVENTS & BRAKING (Example Audit to Policy)

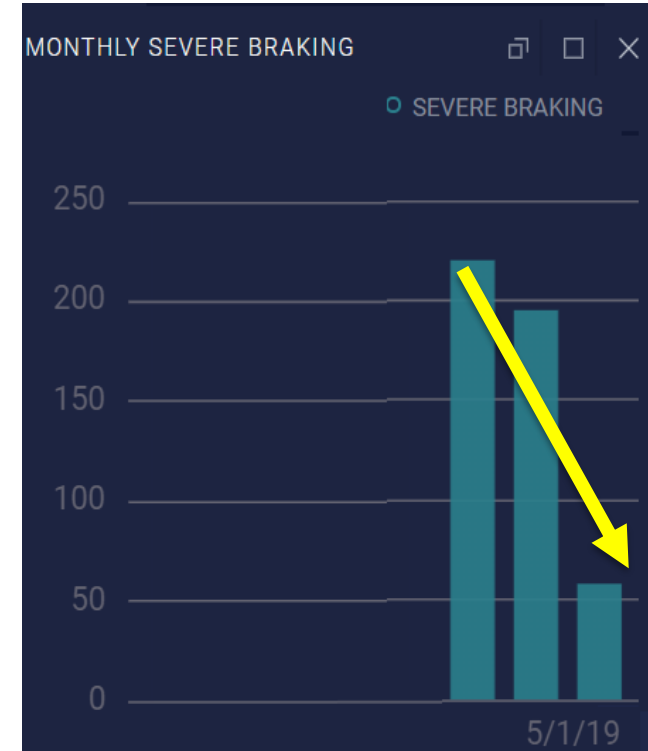As Policy moved from "Open" to "Enforced" – braking events eliminated

**Device Events (Suppressed)**   **Moderate Braking Reduced**   **Severe Braking Reduced**

- **Moderate Braking** – Within 1 second, speed is reduce between 9mph and 12mph
- **Severe Braking** – Within 1 second, speed is reduce greater than 13mph

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RESULTS - CRASH REDUCTIONS due to Policy Enforcement

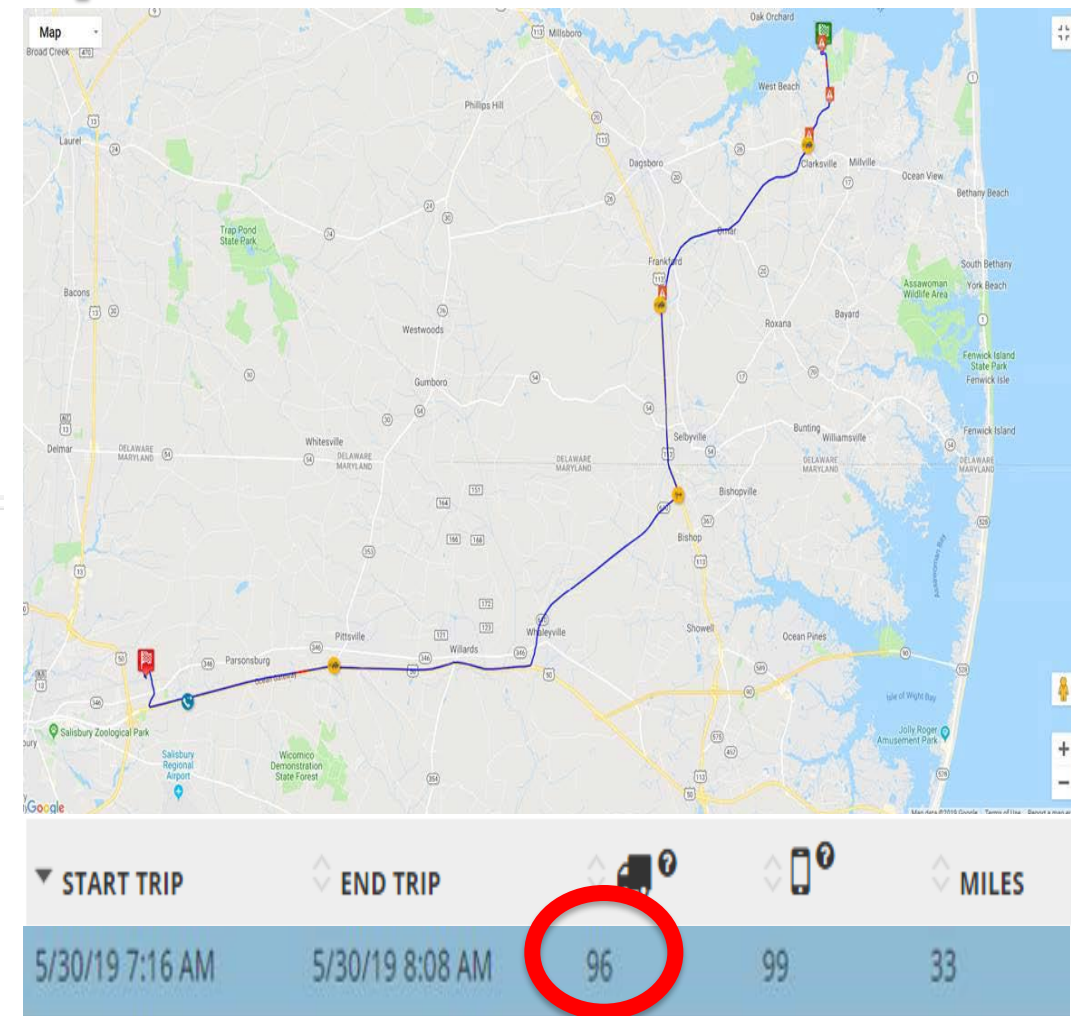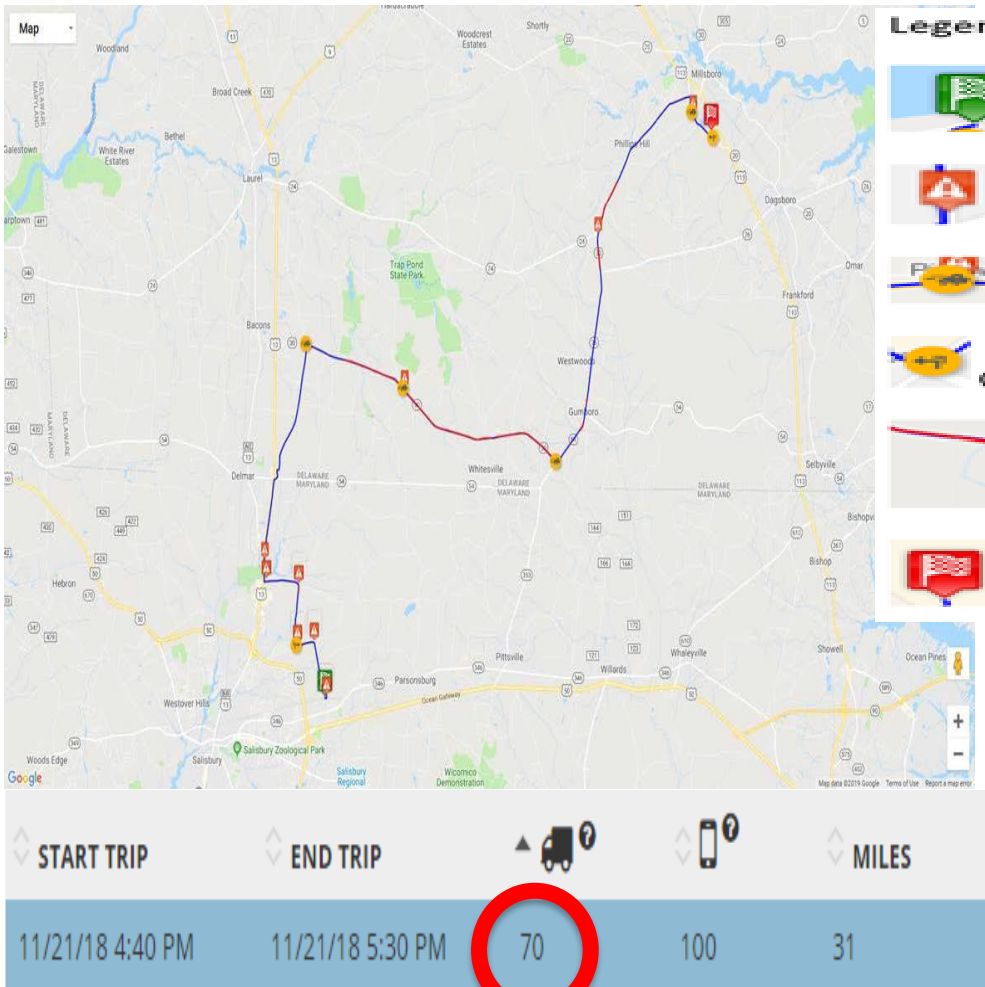Average Chances of Being in An Accident (by Week of Coverage)
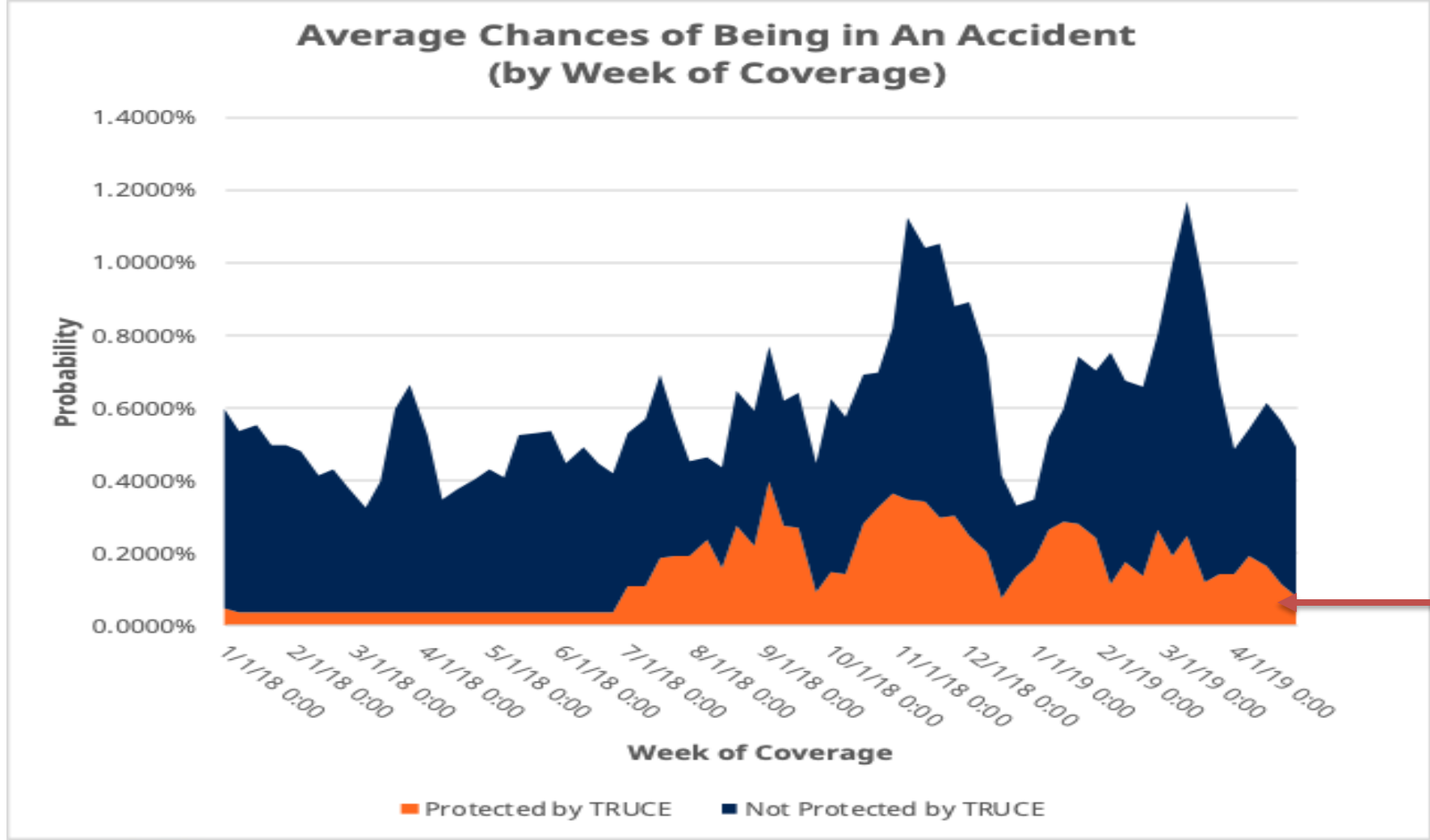
The average chances of being in an accident are 3x lower when an employee is protected against Device Distraction

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Driver Performance Improvement

Truce/Cellcontrol phone Dashboard

Study Group Results YTD

Total Highway Cases by Class, Commercial vs, Non-Commercial)

- **Target Study Group = 200 +- non-commercial drivers**

- **Target Study Group 22% reduction in highway crashes**

- **Target Study Group has ZERO chargeable highway crashes since Feb. 2019**

	FY18	FY19
Total Cases	408	431
Commercial	308	336
Commercial HWY	107	101
Non-Commercial	99	91
Non-Commercial HWY	27	21

Technology can be a Solution Not a Hindrance to our distracted driving challenge!

- **Source the Right Solution,** so do your research, benchmark, pilot and implement
- **Train managers,** so they deliver *effective coaching*. (Annual Refresher). (Coach to Defensive Driving)
- **Train drivers,** so they know expectations and ways to reinforce defensive driving behaviors on regular basis
- **Focus** "Behavioral Management" **on "Repeated Behaviors"**
- **Don't get stale (revitalize)** Add to your deliverables and find continuous ways to improve. Check and keep process integrity
- **Seek** "Continuous Improvement" on deliverables. Every couple years compare the process and service
- **Networking with industry** (NPTC, ATA, ASSE, MATS, Etc.)

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Undeniable Facts about use of Technology to combat Distracted Driving!

- **The use of Cell Blocking technology as does Event Onboard Recording Devices (EOBRs) & other telematics do & have changed our drivers driving behaviors in a positive way;**

- **Not all drivers like but all admit it has changed how they drive; &**

- **Technology is a tool that must be managed properly to gain its true advantage!**

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Questions?

GET THE MSG:
Don't talk
or text
when driving

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