Research & Practical Findings to Reduce Distracted Driving

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Perdue’s Private Fleet

- 800 Power Units, 30 Straight Trucks, 2000 Trailers
- 750 (+) Commercial drivers
- 600 Non-Commercial vehicles, (Sedans, Pickup, etc.)
- VMT, 40 MM Commercial / 14MM Non-Commercial.

Our entire commercial fleet has “Vehicle Based Video Technology”. We also strategically use a host of other vehicle based safety technology.
Distracted Driving
Vehicle Based Safety Systems

• **Know what you want to achieve**
  
  – Driver Behavior management?
  – Maintain compliance with changing rules & regs?
  – Reduce accidents and risk exposure to litigation?
  – Action based improvement required by insurance?
  – Reduce the cost of accidents?
  – Driver acceptance to add technology
Fleet Utilization

- Increase Payload (Aluminum Trailer)
  - FY18 Reduced 647 loads ($90,500.00)

- State Legislating Agencies
  - Working is the various states increased payload from 84,000 – 90,000 Lbs.

- Equipment Specification
  - Adding the 3rd axle increased payload to 87,000 Lbs.
SUBSTITUTION

• Change over to “Auto-Shift” trucks
  – Hands on wheel
  – Less cognitive process
  – Less fatigue

• Fatigue reducing seats
  – Lumbar and side support
Collision Avoidance
– Passive and Active (Autonomous) Intervention
  – (FWD Radar; Lane Departure & Blindside)
    • Alert for slower or stopped vehicles ahead
    • See through fog and alert to vehicles ahead
    • See and alert for unintentional lane drift / departure
Engineering Controls

In-Cab Driver Alerts
• Lane Departure
• Forward Collision
• Blind Side Spotter

Speed Governance / Speed Limiting
• Short haul fleet = 58 MPH
• Over the road fleet = 62 / 65MPH
  – Violators are reduced to 60 for one year.

Vehicle Stability Controls
• Roll stability truck and trailer
Active Alert to the Driver
Report to Manager / Coach
Document for Protection & Training
ADMINISTRATIVE CONTROLS

Distracted Driving Policy
Coach the Experienced Driver (Video)
Defensive Driver Coaching / Training
Driver Meetings
Media Releases/Newsletters
Trained - Driver Trainers & Examiners
Policies & SOPs to include driver accountabilities

Cornering Policy – 10 MPH Below the Advanced Warning

Hierarchy of Controls of Distracted Driving
Proximity Controls
  – Less or no “Reaching”.

Seat Belts
  – Creating the “Visual Standard”
  – Seat Belt Chimes

Blue Tooth Technology (OEM Installed)
  – Hands Free noise cancelling

Active / Passive autonomous intervention
  – Adaptive cruise control
  – Active visual and audible alerts

Vehicle Based Video - Protect Driver and Company
  – Frivolous actions
Does it give you the data you need?

Total Distractive Activity 2014 - 2016

- Uneventful: 458, 46%
- Coachable: 542, 54%

Distraction by Type and Year

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell Phone</td>
<td>20</td>
<td>44</td>
<td>48</td>
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<tr>
<td>Food Drink</td>
<td>15</td>
<td>38</td>
<td>42</td>
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<tr>
<td>Other</td>
<td>68</td>
<td>105</td>
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</table>

Near Collision From a Distracting Event by Year

- 2014: 10
- 2015: 20
- 2016: 7

Action Items

- ✓ Increase accountability for Cell Phone (24%)
- ✓ Focus on drivers who repeat behaviors (13%)
- ✓ Near Collision IRB Review (required)
Crashes Arising From Distracted Driving
10 Year Trend (CMV)

Percent of Total Crashes Attributed
to Distracted Behavior (CMV)

Does it make sense?

Does it reduce management time?

Total Rollover - 97 (FY07 - FY18 YTD)

Single Vehicle “Roll Over” Reduction.

✓ In Cab Camera
✓ Speed limiters
✓ Roll Stability
✓ Lower Center of Gravity
<table>
<thead>
<tr>
<th>Year</th>
<th>Chargeable Highway</th>
<th>Commercial</th>
<th>Non-Commercial</th>
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Mobile Device Blocking

App goes on the phone

• **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.

(February, 2019) Deployed onto about 200 company phones and non-commercial vehicles.
Installation Steps / Your device should be labeled with your vehicle number

1. Raise the rearview mirror out of the way
2. Pull the tab
3. Remove red backing
4. USB port facing down
   Center it under the rearview mount
   Press it to the windshield
How It Works

--- BEFORE ---

Incoming calls, facetime, texts, FB, emails, snapchats, etc.

When the vehicle is in motion
Perdue Pilot

Non-Commercial Drivers
Company Cell Phones
Company Assigned Vehicles

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

MONTHLY BLOCKED ACTIVITY

Began Install February 2019
Driver Performance Improvement
Truce/Cellcontrol phone Dashboard

- **Phone Score:** 99
- **Drive Score:** 93

**Score Details:**
- **Phone Talking Score:**
- **App Usage Score:**
- **Speeding Score:**
- **Braking Score:**
<table>
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<tr>
<th>Year</th>
<th>Total Cases</th>
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<th>Non-Commercial</th>
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- 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
Take Away’s

- Fleet Telematics can & does reduce Distracted Driving
- Technology is not a Silver Bullet
  - **Must have management & driver engagement**
  - Provide regular training on distracted driving
  - Create recognition for compliance & use of systems
  - **Focus “Behavioral Management” on “Repeated Behaviors” & appropriate HR actions as needed**
- Finally, use of Cell Blocking technology, Event Onboard Recording Devices & other vehicle telematics systems have changed the way drivers drive in a positive way
Questions

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