

EMPLOYER Transportation Safety

ON THE ROAD TO ZERO

2019 REPORT

REDUCING CRASHES and FATALITIES

OUR DRIVING CONCERN
EMPLOYER TRAFFIC
SAFETY PROGRAMS



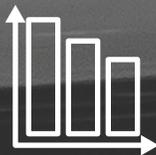
TXDRIVINGCONCERN.ORG
OKDRIVINGCONCERN.ORG



Since implementing workplace traffic safety training programs, Texas Mutual has seen a **61% decrease in preventable crashes.**



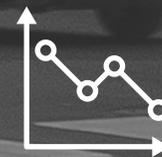
Star Shuttle's safety training and ongoing safety challenges were reflected in an **80% reduction in preventable crashes** during the first quarter of 2018 compared to the same time in 2017.



Spectra Energy experienced a **50% reduction in preventable vehicle incidents** since traffic safety program implementation.



From 2013 to 2014, the City of Corpus Christi's paid **claims dollars were reduced 57%**; its **auto liability claims decreased 28%**; and its **vehicle collisions decreased 7%**.



At Frozen Food Express, **liability payouts have decreased by 76%** since 2014.

**TRANSPORTATION
SAFETY IS
GOOD BUSINESS**

ABOUT THIS REPORT

THE RIGHT FORMULA THAT YIELDS BOTTOM LINE RESULTS AND EMPLOYEE AND COMMUNITY SAFETY

SAVES LIVES

Transportation incidents are the leading cause of occupational fatalities. 78% of fatal work-related crashes happened on the roadway. On-the-job highway crashes can cost employers \$24,000 per crash, and \$68,000 per injury. **Employers may be held legally accountable.**

Our Driving Concern: Employer Traffic Safety Program (ODC) works with employers to promote safe driving practices among their employees, both on and off the job. The goal is to save lives by proactively combatting the costly toll of crashes by helping employers understand risky driving behaviors and liability exposure.

This report provides data-driven results that employers achieved through implementation of traffic safety initiatives.

Reduced insurance claims, cost savings, community goodwill, and improved employee morale are just a few of the measurable results that save lives.

*SOURCES: OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION (OSHA), NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY (NETS), NATIONAL SAFETY COUNCIL (NSC)

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THE ODC MODEL AND MISSION

The ODC Mission is to reduce injuries and fatalities on our roadways. Proven traffic safety countermeasures guide program design.

- **FEDERAL HIGHWAY ADMINISTRATION**

– **Proven Safety Countermeasures** is comprised of 20 treatments and strategies that practitioners can implement to successfully address roadway departure, intersection, and pedestrian/bicycle crashes. Among the 20 Proven Safety Countermeasures are several crosscutting strategies that address multiple safety focus areas.

safety.fhwa.dot.gov/provencountermeasures/

- **NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION – Countermeasures That Work**

is a reference to assist State Highway Safety Offices (SHSOs) in selecting effective, science-based traffic safety countermeasures for roadway safety problem areas. The guide describes major strategies/countermeasures that are relevant to SHSOs; summarizes their use, effectiveness, costs, and implementation time; and provides references to the most important research summaries and individual studies.

www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812202-countermeasures-that-work-8th.pdf

COUNTERMEASURES

ODC utilizes effective, evidence-based countermeasures to address traffic safety problem areas through employers. These areas include:

- Alcohol- and Drug-Impaired Driving
- Seat Belts and Child Restraints
- Speeding/Aggressive Driving
- Distracted and Drowsy Driving
- Motorcycle Safety
- Young Drivers
- Older Drivers
- Pedestrian Safety
- Bicycle Safety

Distracted Driving

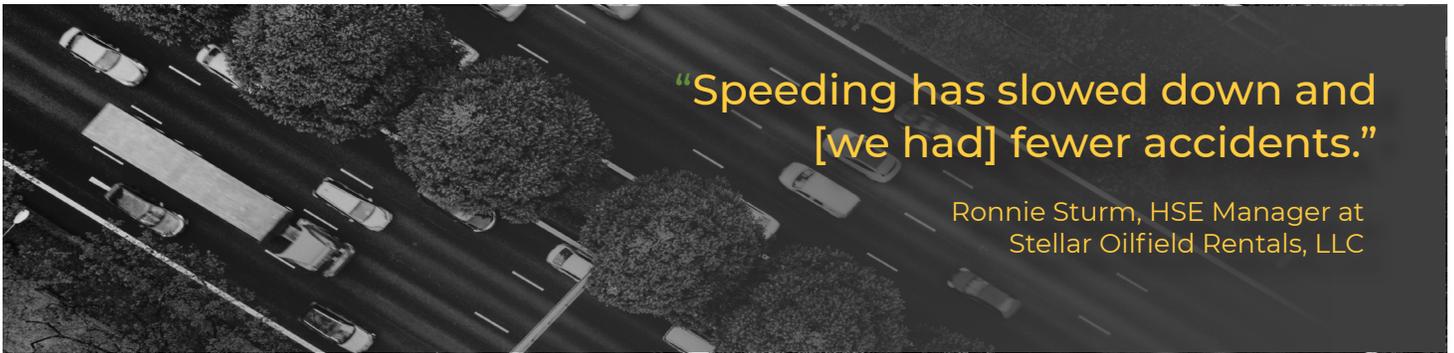
Our Driving Concern addresses multiple countermeasures within the **Distracted Driving** domain, including:

- use of technology to reduce distracted driving crashes, serious injuries, and fatalities;
- educating public officials and employers about the human and economic costs of distracted driving through outreach programs;
- testing and implementation of apps to encourage distraction-free driving and discourage distracted driving; and



“Since our initial training and introduction to the ODC program here at the City of Waco in 2015, our awareness and focus on driver, pedestrian, citizen, and tourist safety has increased every year. The ODC program, the educational materials, and the professional support we receive are all key elements in the success we are achieving in Waco, Texas.”

Berry Bairrington, Safety Coordinator



- encouraging employers to adapt company vehicles to include safe-driving apps and encourage their use in private employee vehicles.

Impaired Driving

In the **Impaired Driving** domain, our efforts include:

- promoting trip planning, including designated drivers, public transportation, taxis, and alternate transportation service companies;
- educating the public and community leaders on methods for identifying mobility options at the community level in both urban and rural areas; and
- demonstrating to all road users the magnitude of the impact of impaired driving crashes on fatality rates by making comparisons to other causes of death (e.g., murder rate).

WHY THE WORKPLACE?

The workplace is a natural setting for addressing traffic safety and discussing driver behaviors. Through company policies and education, companies can save lives as well as costs associated with traffic crashes on and off the job.

Traffic safety programs can reduce health care costs to employers without reducing the benefits offered to employees.

By preventing motor vehicle crashes, the potential employer savings on **sick leave, health care,** and other **fringe benefit costs** are measurable.*

*Cost of Motor Vehicle Crashes to Employers—2015™ <https://trafficsafety.org/road-safety-resources/public-resources/cost-of-motor-vehicle-crashes-to-employers-2015>

“We all spend nearly half of our waking hours at work or traveling to work. Employer-based outreach can make a big difference in reducing travel risk and improving safety. And it’s a win-win-win for the employer, the employee, and everybody else that travels.”

Robert C. Wunderlich, P.E., Director
Center for Transportation Safety
Texas A&M Transportation Institute

WACO IS SERIOUS ABOUT SAFETY

At the City of Waco, driver, traffic, and pedestrian safety have increasingly become an even greater part of the city-wide education process for all City employees.

City leadership is committed to a safety program that values the safety of its employees and citizens.

Recognized in 2018 as the #2 city visitor destination “on the rise” in the U.S., the importance of greater awareness of driver and pedestrian safety is monumental for Waco.

As part of the NSC “Our Driving Concern” Employer Traffic Safety Program, the City uses ODC newsletters and safety briefs. In-house produced Public Safety Announcements (PSAs) are used to communicate the importance of driver safety via city intranet and the city TV Channel WCCC.TV.

In 2018, the city expanded the safe driving message by airing multiple live radio interviews on the City Talk radio station and the For Your Safety TV broadcasts.

The City of Waco reduced high crash incidents by 70% at eight intersections through improved traffic control control—dropping to 37 crashes annually from 120.

PROGRAM REACH

JOBS ARE CENTRAL TO PEOPLE'S LIVES.

That's why ODC'S reach is so broad and deep. ODC survey data shows that employees share new knowledge and safe practices learned on the job with their families and friends. And companies who implement traffic safety programs have a positive impact on their communities, building a reputation for caring about their employees and the community at large.



2018 BY THE NUMBERS

TRAININGS OFFERED
72 trainings and 601,916 employees potentially reached

PRESENTATIONS
22 presentations and 1,015 people potentially reached

EXHIBITS
41 exhibits and 29,060 people potentially reached

NEWSLETTERS
225,175 newsletters distributed

WEBINARS
13 webinars offered

SURVEY SAYS...

A follow up survey with Our Driving Concern training attendees shows:

98.7%

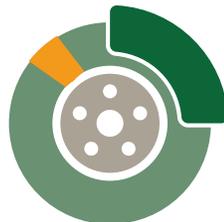
of survey respondents have shared Our Driving Concern resources with family and friends

88.4%

of survey respondents have utilized the Our Driving Concern materials to educate employees on traffic safety topics

87.2%

of survey respondents have changed their driving behavior as a result of the ODC program



PROGRAM DESIGN

The training program equips and empowers employers to build a sustainable program.

The program helps employers—and their risk managers, HR professionals, safety leaders—focus on transportation safety as an integral, ongoing part of their health and safety management systems.

By supporting employers in building a sustainable, on-going traffic safety program—**using the people and resources they already have**—companies don't have to hire additional staff.

Speaking to Employers

Program materials are purposely crafted to fit the needs of employers in multiple business sectors.

Free Materials for Employers

Companies embrace and implement the Our Driving Concern tools because of the wealth of **continually refreshed, free resources** to keep their program fresh and engaging over the long term.

Toilet Tabloids, Safety Coach cards, online quizzes, posters, window clings, webinars—all of these free resources are easily accessible to companies.



- Best Practices
- Checklists
- Crash Report Template
- E-learning modules
- Employer policies
- Employer support
- Handouts
- Know Safety No Crashes Blog
- Newsletters
- Posters
- Presentations/ Trainings/ Workshops
- Resources
- Safety Huddle sheets
- Social media
- Videos
- Webinars, live and recorded
- Website

ANYWHERE, ANYTIME

Tools are developed so safety leaders can capture attention at a two-minute safety huddle, at a five-minute shift change, or by engaging employees with messages delivered via multiple channels and modes. **Employees don't have to be pulled off the job to receive traffic safety education.**

Thank you! Everything presented was relevant and meaningful. I plan on updating our driver training material.”
2018 Texas participant

“The ideas really made the point. It's nice to see up-to-date ideas.”
2018 Oklahoma participant

“Our accident log has two entries as opposed to last year at this time [when] we logged six entries.”
Kathy Cuttirez,
Safety Manager at JF Construction, Inc.

RESULTS

The Our Driving Concern program is designed to have an impact, focusing on specific high-risk behaviors. The following companies who've integrated the ODC program into their safety culture report quantifiable results.

2019 CITY OF AUSTIN

The City of Austin Public Works Department trained 100% of its drivers through defensive driving instruction and saw a **50% reduction in preventable collisions**.

2019 ENLINK

EnLink Installed flashing lights at entrances and changed start times of construction work teams to prevent them from driving during high traffic times, resulting in a **22% decrease in overall vehicle incidents in 2018** compared to 2016 and 2017.

2019 DOLESE

Driving cameras have captured the story of Dolese's safety success after mandating seat belt usage and banning cell phone usage while driving. Since 2016, Dolese has **decreased coachable events by 54%**, and continues to see reductions year to year.

2018 TEXAS MUTUAL

As part of its comprehensive employee traffic safety program, Texas Mutual committed to a stricter phone-free driving policy, shifting the culture from one of constant connectivity to one that allows employees to safely disconnect if they are behind the wheel. Since implementing ODC, Texas Mutual has seen a **61% decrease in preventable crashes**.

2018 STAR SHUTTLE

Star Shuttle's safety training and ongoing safety challenges were reflected in their crash frequency statistics when they recorded an **80% reduction in preventable crashes** during the first quarter of 2018 compared to the same time in 2017.

"The biggest change among our employees is them pulling over to use cellphones. Our staff are out in the field all day and continually receive calls and texts regarding their clients. We've had several employees turn on the **do not disturb** function on their cellphone with a message stating to the caller they are driving and will return the call as soon as possible."

Cathie Cordis, Director of Human Resources at Companion Healthcare



2017 CITY OF ARLINGTON

Through its cost effective and efficient methods to make driving safer, the City **reduced the number of auto liability incidents by 13%**—reducing its claim costs by 36% from fiscal year 2015 to fiscal year 2016, and again by 38% from fiscal year 2016 to 2017.

2017 CITY OF SAN ANTONIO

The City reports **reductions in DUI/DWIs** (2% reduction) and **suspended licensed drivers** (3% reduction). As of 2019, city-wide, the City has experienced a **49% reduction of total collisions** over a two-year period, with heavy fleet-concentrated departments such as TCI and Solid Waste experiencing reductions of 51% and 50% compared to this time last year.

2017 FROZEN FOOD EXPRESS

Liability payouts have decreased by 76% since 2014.

2016 CONOCO PHILLIPS

Conoco Phillips began implementing In-Vehicle Monitoring Systems in 2013. The system provides drivers with real time feedback on driving performance. Employees averaged a 94% Safety Score before the program started. In 2015, the **average Safety Score rose to 98%**

2015 CITY OF SUGARLAND

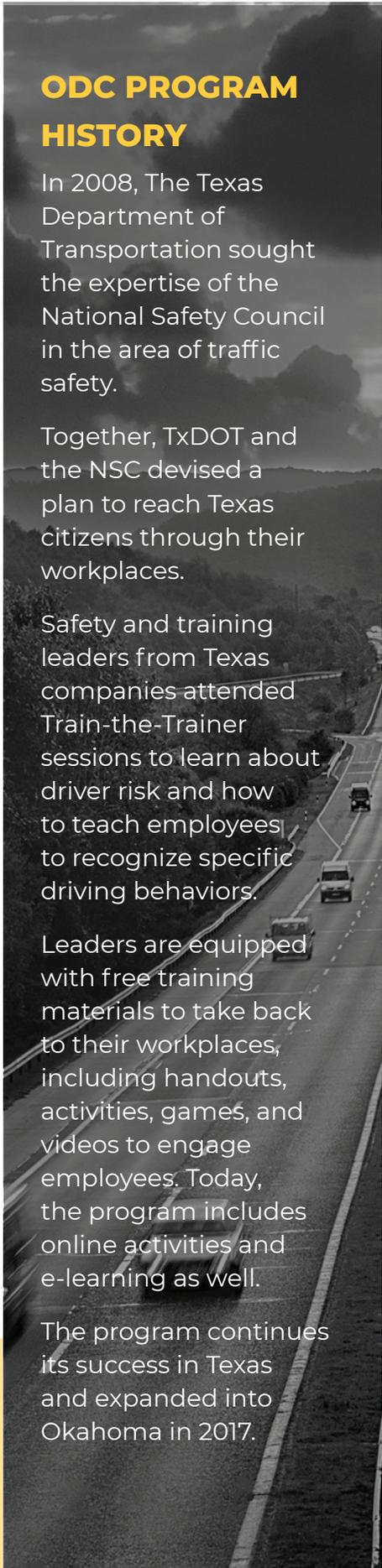
As a result of their efforts and training, the City of Sugarland experienced an **83% decrease in crash-related costs** and **31% decrease in crash-related claims** in fiscal year 2014.

2015 SPECTRA ENERGY

Spectra Energy experienced a **50% reduction in preventable vehicle incidents** since program implementation.

“A one-and-done training event doesn’t change behavior, save lives, or reduce costs.”

Lisa Robinson, Senior Program Manager • National Safety Council



ODC PROGRAM HISTORY

In 2008, The Texas Department of Transportation sought the expertise of the National Safety Council in the area of traffic safety.

Together, TxDOT and the NSC devised a plan to reach Texas citizens through their workplaces.

Safety and training leaders from Texas companies attended Train-the-Trainer sessions to learn about driver risk and how to teach employees to recognize specific driving behaviors.

Leaders are equipped with free training materials to take back to their workplaces, including handouts, activities, games, and videos to engage employees. Today, the program includes online activities and e-learning as well.

The program continues its success in Texas and expanded into Oklahoma in 2017.

LESSONS LEARNED

COLLABORATORS

National Safety Council
 National Safety Council Staff
 Oklahoma Highway Safety Office
 Our Driving Concern Texas Employer Advisory Group
 Our Driving Concern Oklahoma Employer Advisory Group
 Oklahoma Safety Council
 Texas A&M Transportation Institute
 Texas Department of Transportation
 Texas Department of Transportation Traffic Safety Section
 Texas Impaired Driving Task Force

ADVISORS

Oklahoma Employer Advisory Group
 Oklahoma Highway Safety Office
 Texas Department of Transportation
 Texas Employer Advisory Group



The workplace is a great place to reach people with a message of traffic safety. Workplace team spirit can help all employees become accountable to one another for improving the company's safety record.



Sustainable, ongoing programs produce measurable results. "One-and-done" engagement does not change behavior. Consistent messaging and fresh ways of helping employees engage with the message DO work!



Regular updates to program materials ensure relevant and timely data that can influence behavior.



Collaboration builds program strength and reach. We work with many collaborators (see sidebar) who review content for integrity, and contribute their expertise to the program.



Multiple communication channels—website, webinars, e-mail, e-learning, window clings, bulletin boards, social media, face-to-face training, informal huddles, public events—all drive program participation. ODC continues to develop new materials employers can use to engage workers wherever they may be.

“[We’ve experienced an] increase in compliance in our driver safety training standards, and renewed interest in continually improving driver safety training.”

Brenda Avery, Safety Specialist for Northside Independent School District

LEADERSHIP

Through the NSC team's leadership and commitment (since 2014) ODC has:

- Expanded into Oklahoma
- Expanded to include both live and recorded webinars, and self-paced, mobile-ready e-learning modules
- Added robust social media channels and popular **Live with Lisa** topic-targeted videos
- Introduced practical hands-on tools including **Safety Huddles** and **Toilet Tabloids**

The Program Director consults with ODC companies to build their program success.

Through the Director's support and encouragement, many participating companies have been recognized through ODC's annual awards program.

AWARDS

The Our Driving Concern Program honors employers through an awards recognition program. Since 2014, Traffic Safety awards have been presented to Texas businesses that encourage positive driver behaviors among employees on and off the job. Oklahoma's ODC program will have its first awards program in 2019—now that the Oklahoma program has been operating for two years and many Oklahoma companies have award-worthy results to showcase.

Honorees are recognized in one of three categories: **Exemplary Award**, and **Honorable Mention**. Recipients are featured in a short video and in print materials that help promote their successes and share their best practices for others to emulate.

THE FUTURE

What started as a good idea has grown into an employer safety program that saves lives while positively impacting bottom lines!

The results presented in this report show a measurable difference when companies choose to integrate traffic safety into their company safety culture.

Free program. Free materials. Bottom line savings. Saving lives. ODC's success is the success of every participating company that prevented a death, lowered claims costs, reduced accident rates, and built employee team spirit and morale.

The future of the ODC program will be built upon the solid foundation of these successes.

FROM MULTIPLE CRASHES TO ONE SCRATCH

Cotton Bowl officials reached out to **Our Driving Concern** for help planning a safer event.

Prior to 2016, Cotton Bowl ambassadors/drivers had an average of 8-9 at-fault incidents per year.

Drivers drive coaches, family members, players, and others to countless events, meetings, luncheons and gatherings before the big game. These college-age drivers are a high-risk driver population due to their age and lack of experience, as they only drive occasionally.

After implementing the training and communication program designed and facilitated by ODC's Lisa Robinson, the 2016 Bowl staff recorded only one minor incident—when a car scraped a parked vehicle in a parking garage.

97% of program participants surveyed indicated a heightened awareness of driving safety during their Cotton Bowl driving duties.



2019 REPORT

NATIONAL SAFETY COUNCIL

E · ourdriving.concern@nsc.org

W · txdrivingconcern.org

“No one owns safety alone—we all do together. We know that crashes continue to be a leading cause of workplace fatalities. As a data-driven organization, we look for the biggest impact we can make, together with partners with the broadest influence.

Employers are our prime partners in making sure that we prevent what others call ‘accidents’ before they happen. NSC members and employers across the country play a pivotal role in creating a culture of safety—both on the job, and on the road.”

Nick Smith, Interim President and CEO
National Safety Council

