



# Safety in Sight: The Impact of Video- Based Fleet Solutions

*Presented by*

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*Sponsored by*



# Presenters



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# Agenda



- Danella and SmartDrive
- Danella and safety
- The importance of coaching
- Communication is key
- Results
- SmartDrive for construction fleets
- Q&A

# Audience Poll



Do you currently have a video safety program in place?

- Yes
- No
- Currently Evaluating



# What is Video Safety?



Prevent Collisions and Lower Risk



Protect Your Fleet and Your Drivers



Improve the Bottom Line

**DRIVING FORWARD.  
TOGETHER.**

**DANELLA**  **SMARTDRIVE**

# Danella & SmartDrive

- 4+ year partnership
- Embraces a culture of safety from executives on down
- Protecting drivers, fleet and public are crucial to success
- Continual improvement through continual coaching



**DRIVING FORWARD.  
TOGETHER.**

**DANELLA**  **SMARTDRIVE**



# Danella: Focused on Safety & Results

# Danella Companies Overview

- Serving the rental, gas, electric, steam, water, communications, storm restoration, and railroad industries for over 45 years
- Operate mostly on east coast
  - New York City, Connecticut – highly litigious areas where safety performance is a top concern
- Fleet consists of cars, pickups, utility body pick ups, step vans, box trucks, dump trucks, boom trucks
  - All types of vehicles equipped with video safety



CONSTRUCTION



RENTALS



ENGINEERING

# Danella & Safety

Our safety strategy is more than a philosophy, manual, or training—it is a way of life for every Danella employee.

- Zero-incident philosophy
- Safety education
- Job hazard analysis
- Safety hotline





# Why Video Safety was Right for Danella

- Collisions every week – “a way of driving life in NYC”
- Mostly side swipes, crashes within work zones, backing, rear-end
- He said / she said - very difficult to prove innocence in highly litigious areas
- Costly – insurance premiums, claims, equipment damage, down time
- Time for a change ...

# Exoneration



**DRIVING FORWARD.  
TOGETHER.**

# Distracted Driving



**DRIVING FORWARD.  
TOGETHER.**

# Distracted Driving



**DRIVING FORWARD.  
TOGETHER.**

**DANELLA®**

**SMARTDRIVE®**



# Fatigue



**DRIVING FORWARD.  
TOGETHER.**

**DANELLA®**  **SMARTDRIVE®**



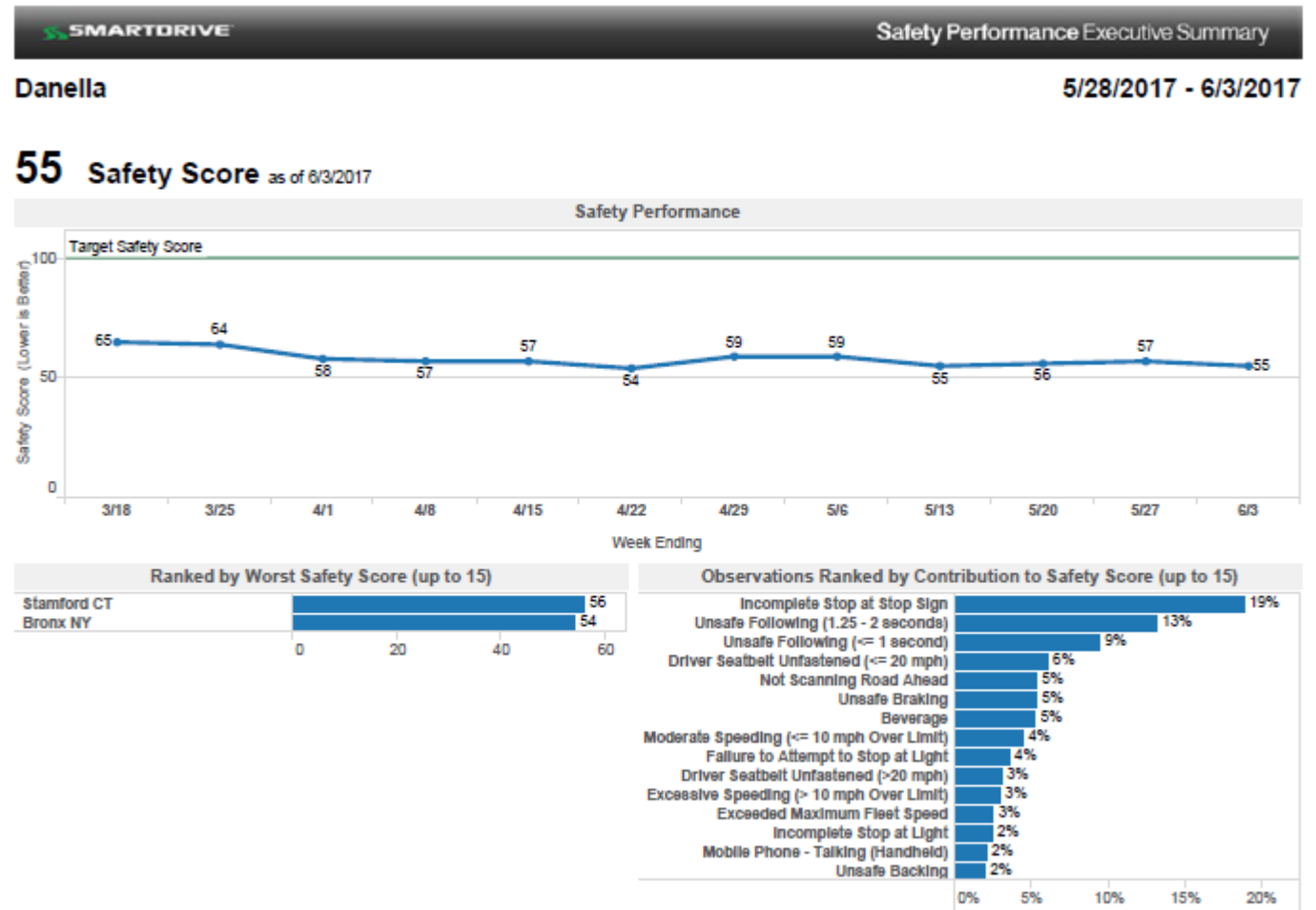
# The Importance of Coaching

- Inward and outward-facing cameras allow for proactive performance improvement
- Coaching on the go
  - Two coaches get daily alerts
  - Very mobile workforce so managers/supervisors bring coaching to the drivers
  - Use iPads for in-the-field training
- Driver acceptance
  - The camera is there for them
  - Exonerated more times than not

# Communication Is Key

Weekly performance dashboard

- Identifies poor performers
- Highlights areas to coach
- Creates friendly competition



# Results: Improved Safety Metrics

Proactive coaching has led to improved driver performance:

- 86% increase in seatbelt compliance
- 61% decrease in mobile device usage
- 70% decrease in speeding
- Unsafe following distance (<1 second) improved 20%

# Results: At-Fault Collision Frequency Continues to Drop



## Vehicle Collision Data For New York and Connecticut

- 2014} 27 Collisions: 16 Determined “At-Fault” 59% of total
- 2015} 25 Collisions: 13 Determined “At-Fault” 52% of total
- 2016} 39 Collisions: 12 Determined “At-Fault” 30% of total
- 2017 (Thru July)} 15 Collisions: 4 Determined “At-Fault” 26% of total

# Results: Bottom Line Impact

Average non-fatality construction incident

$\$42,000 \text{ (employee)} \times 12 \text{ (incidents)} = \$504,000$

$5.7 \text{ days out of work} \times 12 = 69 \text{ days}$

Doesn't include vehicle costs, NY state premiums, fatality costs, legal fees

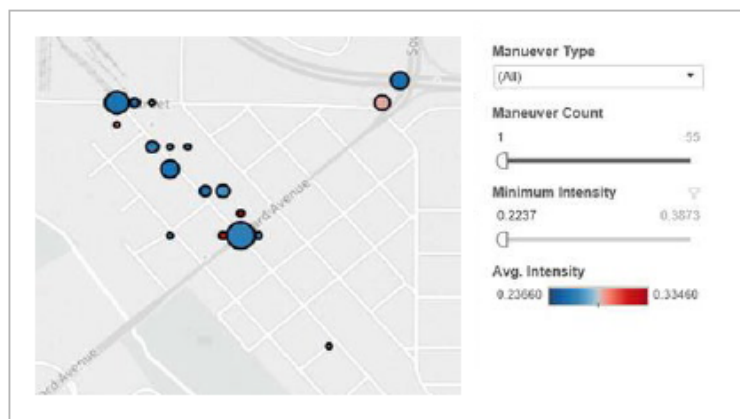
$\$1 \text{ invested in injury prevention returns up to } 6x$



# SmartDrive Video Safety for Construction Fleets

Meets the unique needs of construction fleets

- Event triggers for unsafe turning, backing, following
- Data visualizations of location, count, intensity of maneuvers
- Flexible configuration for 360° view to aid with jobsite safety and compliance
- Extended recording to capture side swipes, backing and low impact collisions



Unsafe Turning

97%



Unsafe Backing

14%



Unsafe Following

31%

**Collision Frequency lowered by over 50%**



# Questions?

Have a question for today's presenters?  
Type your question into the chat feature!

# Contact Our Presenters



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# Thank you for attending!

Please visit [constructionbusinessowner.com](https://constructionbusinessowner.com) in the coming days to access a recording of the webinar or download a copy of the presentation.