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

Presented by
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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?

**SMARTDRIVE VIDEO SAFETY PROGRAM**
Focuses fleets on the right driver, right skills, right priority

- Driving Videos Captured
- Expert Review & Scoring Verifies Risk
- Drivers & Risk Prioritized
- Your Coaching Sessions

Prevent Collisions and Lower Risk
Protect Your Fleet and Your Drivers
Improve the Bottom Line
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
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
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
Distracted Driving
Distracted Driving
Fatigue
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 (employee) x 12 (incidents) = $504,000

5.7 days out of work x 12 = 69 days

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

$1 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

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 in the coming days to access a recording of the webinar or download a copy of the presentation.