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Safety Spotlight:

Distracted Driving

July 13th, 2021, 2:00 PM ET



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- Audience will be muted
- A question & answer session will follow the presentation
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- A recording of this webinar, including the slides, will be available in the near future



Today's Presenter

Del Lisk

VP, Safety Services

Lytx





Safety Spotlight

Distracted Driving



Today's Agenda

01**A Distracted Driving Story****02****The Tragic Statistics****03****What is Distracted Driving?****04****What Can You Do About It?****05****Leveraging MV+AI to Combat Distracted Driving**



Del Lisk

Vice President of Safety Services

35+ Years in Fleet Safety
18 Years at Lytx
300+ fleets assisted in implementations

Distracted Driving Case Study



September 28, 2016

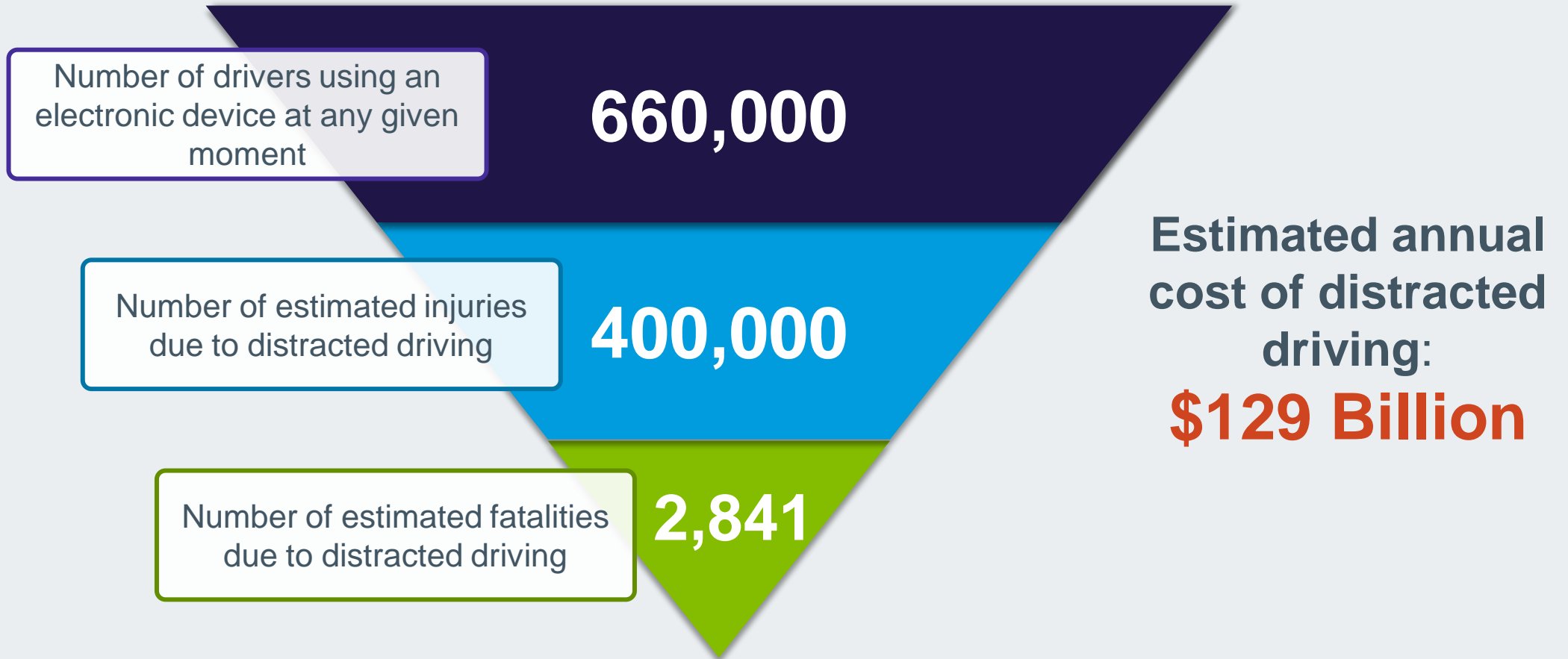
- Alexandra Mansonet - CEO for a non-profit agency
- At 8:18 a.m. she received a text from a friend while driving
- She got as far as typing “M-e” before rear-ending a Toyota



Distracted Driving Case Study

- The Toyota was pushed into a crosswalk and struck Dr. Yuwen Wang
- She died 5 days later due to brain trauma
- The night before she celebrated 6-year wedding anniversary
- Mansonet sentenced to 5 years in prison for manslaughter
- “60 seconds changed a lifetime of good work”

The Cost of Distracted Driving

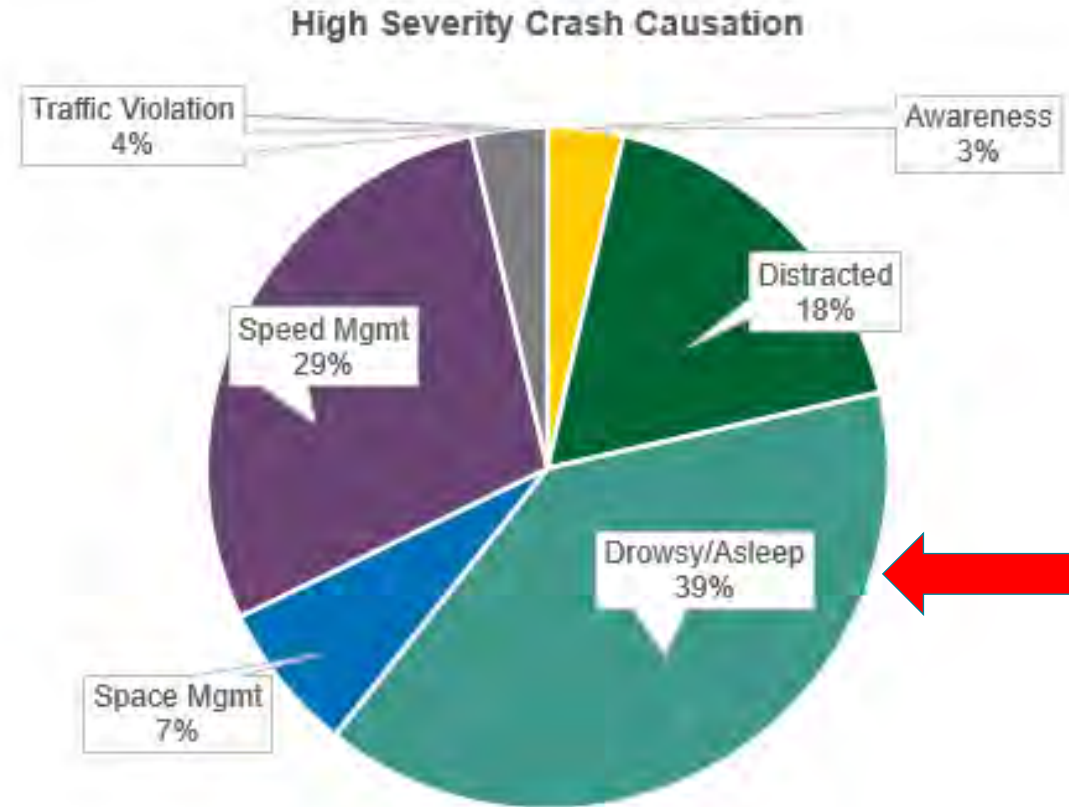


Vehicle Crashes – The Cost to Employers



High Severity Crashes

- It's a few high severity crashes that amount to the lion's share of claims costs
- Top 3 contributors to highest severity incidents¹:
 1. Drowsy/Falling Asleep
 2. Speed Management
 3. Distracted Driving



1. Study of 500 vehicle crashes in Lytx database

What is Distracted Driving ?

- Its anything that takes attention away from the task of driving (VTTI)
- Glances off the roadway for more than 2 seconds significantly increases risk*

Eyes off Forward Roadway Odds Ratio	
Time off forward roadway	Odds Ratio for Safety Critical Event
≤ .5 sec.	1.36
> .5 sec. ≤ 1 sec.	0.91
> 1 sec. ≤ 1.5 sec.	1.07
< 1.5 sec. ≤ 2 sec.	1.29
> 2 sec.	2.93

What is Distracted Driving ?



Visual

- Looking at phone
- Reading
- Grooming
- Laptops



Physical

- Texting / Dialing
- Eating
- Radio / Music
- Reaching for Objects



Cognitive

- Phone Calls
- Day dreaming
- Conversation with passengers

Why do drivers drive distracted?

Recent National Safety Council survey



65%

of drivers willingly turn around to get their phone if they realize they didn't have it within the first 15 minutes of driving.



59%

say pressure from family would cause them to answer or make a cell call while driving.



46%

say work demands lead them to glance, read or send emails while driving.



32%

think they can use their phone safely while driving.



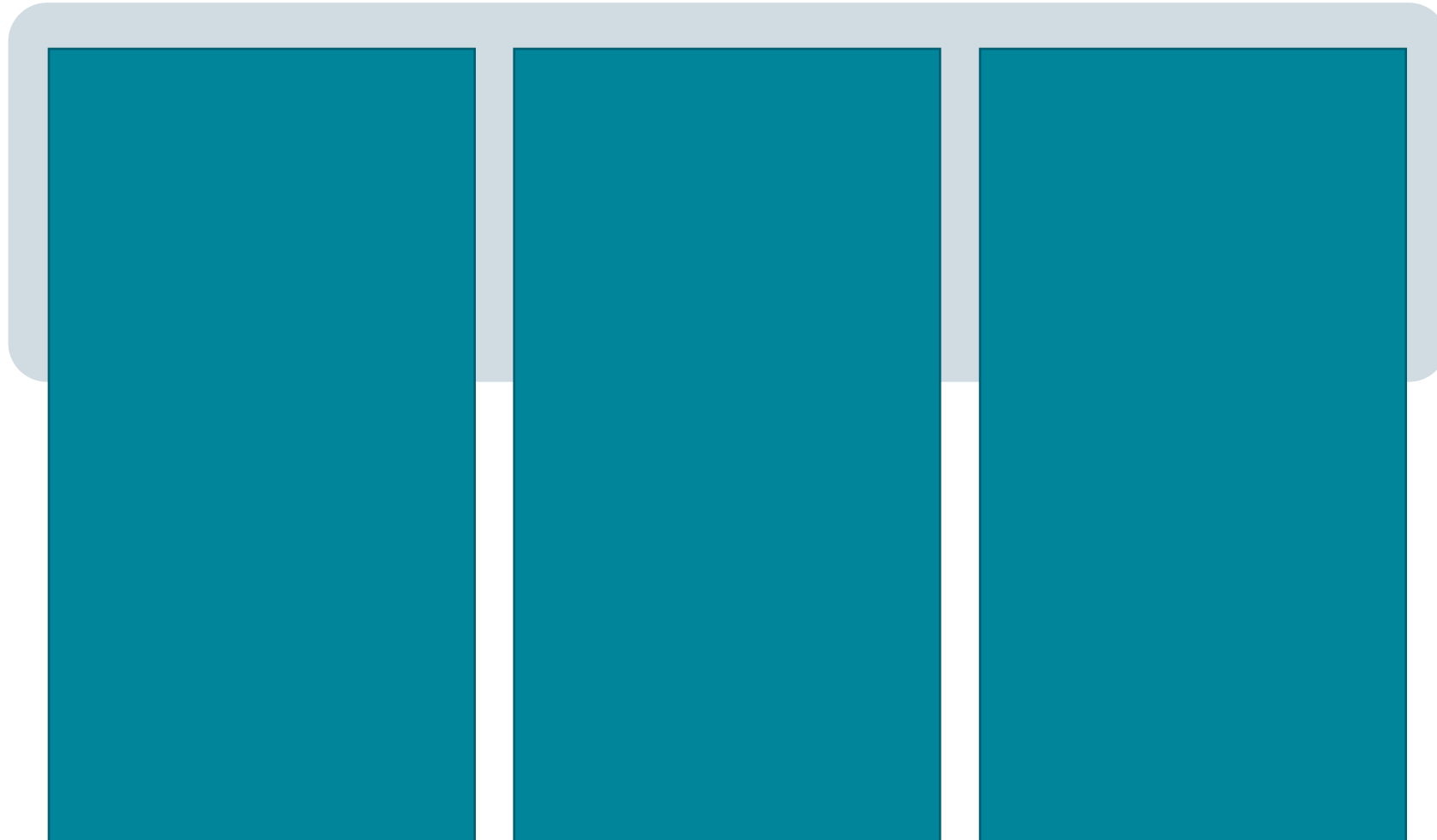
59%

of respondents said they would need to be involved in a fatal collision to be dissuaded from using a technology while driving.

SO WHAT CAN YOU DO?

The 3 “E’s”

A strategy for changing distracted driving behavior





Educate



- Inform employees of your **corporate policy** regarding use of cell phones while driving
- Educate your drivers on **state and local laws** on the use of hand-held cell phones while driving
- Share important distracted driving facts such as:
 - Drivers using cell phones are **4 times more likely to get into a crash** that results in serious injuries
 - Drivers talking on cell phones **can miss up to 50% of their driving environments**, including pedestrians and red lights
 - Texting increases crash **risk 23X** (VTTI)
 - The **brain cannot multi-task!** When driving it switches between the conversation and driving which slows reaction time.
- Great resources include NSC.org & enddd.org



Emotional Appeal



- Engage the **Family**
 - Who is the most likely person to be calling a driver?
 - One client reported that more than **50% of calls & texts drivers** received were from family members
 - Include letters to families in your safety campaigns
 - One question to a driver, “Is it safe to talk?”





Emotional Appeal

THE IMPACT OF DISTRACTED DRIVING

How would you feel if someone else was injured or killed due to your distraction?

How would your family be affected if you were injured or killed in a traffic accident?

Share real stories





Emotional Appeal



Distracted Driving

Make it Personal

lytx.

What some client's have done

- Letters home to families
- Children's poster campaign
- Personalized Cell phone bags





Enforcement

Have a Written Policy!



- **Elements of a cell phone policy**
- **Purpose, Background & Applicability**
 - Why is there a policy, who does it apply to and when?
- **Define the Policy**
 - What is the policy trying to do? E.g. This policy is intended to define certain prohibited activities that could cause drivers to have their attention off of driving and to prescribe practices that help employees safely operate company equipment.
- **Specific Prohibitions**
 - What activities are specifically prohibited? Texting, cell phone use, hands-free...
- **Suggested Practices**
 - E.g. Pull off the road before using a cell phone
- **Enforce Policy**
 - What action will be taken if a driver is found to be violating this policy?

Operational Procedures

Do your procedures & practices unintentionally encourage distracted driving?

- **Review procedures** to ensure they don't increase potential for distracted driving
- When and how do managers & dispatch contact drivers?
- Are their last-minute route changes that could disrupt a driver's after-hours plans?
- Do your drivers have **“stop work authority”**?
- Plaintiff attorneys try to build a case the company's way of doing business encourages use of a cell phone while driving





Enabling Do Not Disturb While Driving

1. Open the **Settings** App.
2. Tap **Do Not Disturb**.
3. Scroll down to “**Do Not Disturb While Driving**.”
4. Tap on “**Activate**” to choose how you want Do Not Disturb While Driving to be turned on. If you don’t want to use Do Not Disturb while Driving, set it to manual

Leverage Technology



Cell Call Blocking Technology

- App or device
- Prohibit calls or texts while in motion
- Many send text or email notification to employer
- Some geofence
- Can use phone for 911 calls
- Passenger calls are not blocked

Katasi
groove

FleetSafer

tXtBlocker®

NOCELL™

 DriveSafe.ly

 LifeSaver


TRUCE

USING MACHINE VISION & ARTIFICIAL INTELLIGENCE (MV/AI) TO ADDRESS DISTRACTED DRIVING

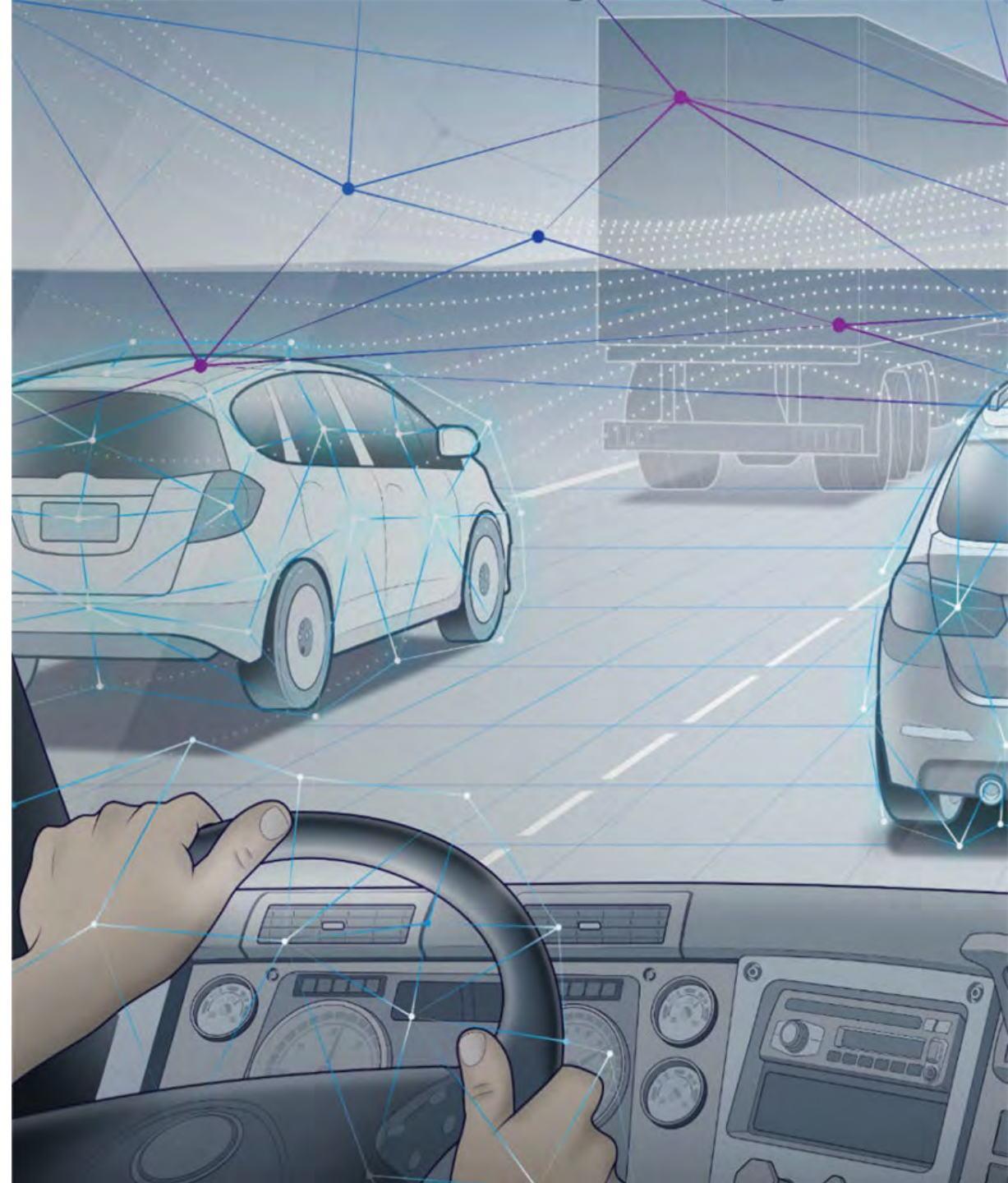
What is MV+AI?



Machine Vision
Sees and Recognizes

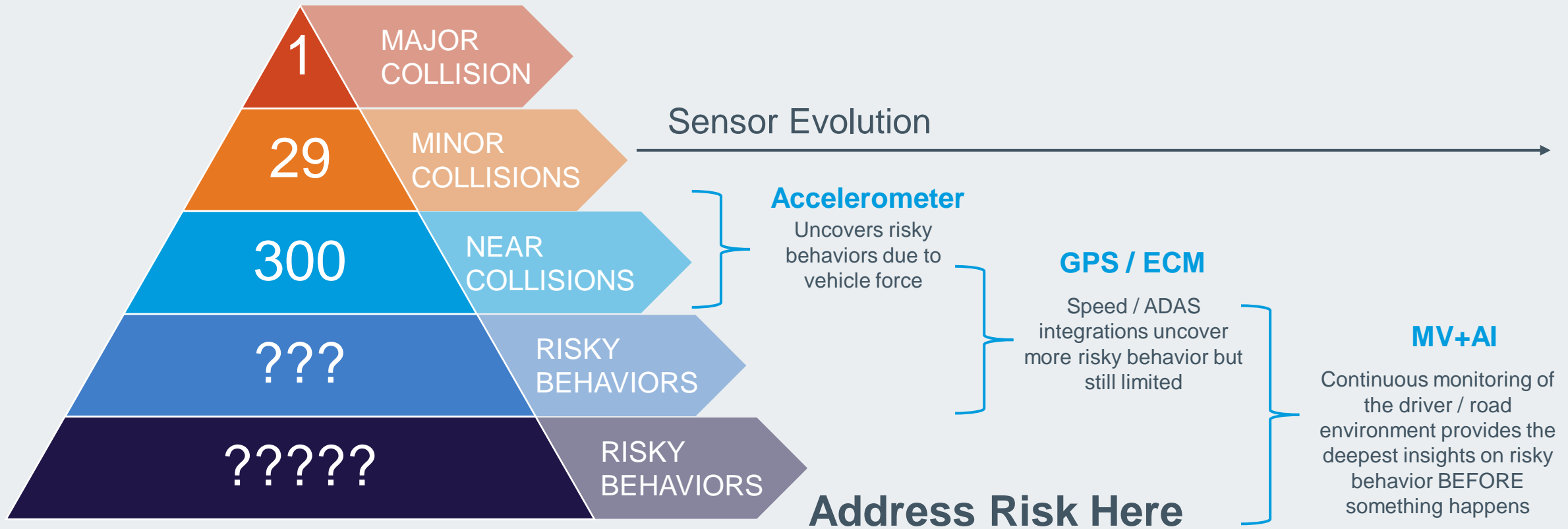


Artificial Intelligence
Interprets and Decides



Camera Sensor Evolution

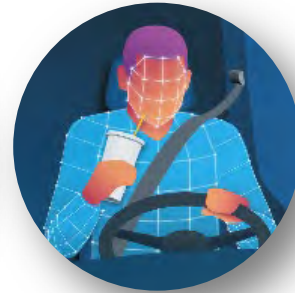
Dramatic improvements in identifying risk



In-Cab Audio Alerts



Handheld Device



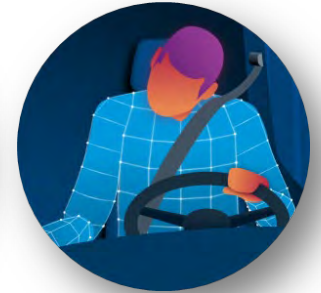
Food or Drink



No Seat Belt



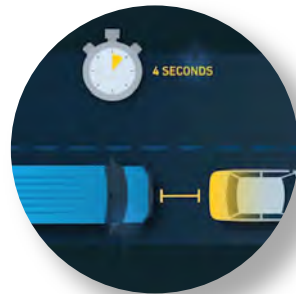
Driver Smoking



Inattentive

MV+AI with Audio Alerts

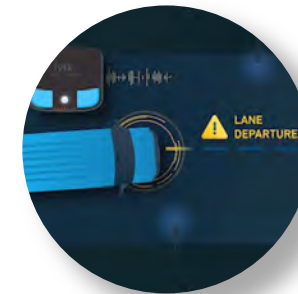
Road View Audio Alerts



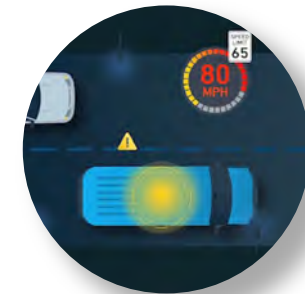
Following Distance



Critical Distance



Lane Departure




Speeding

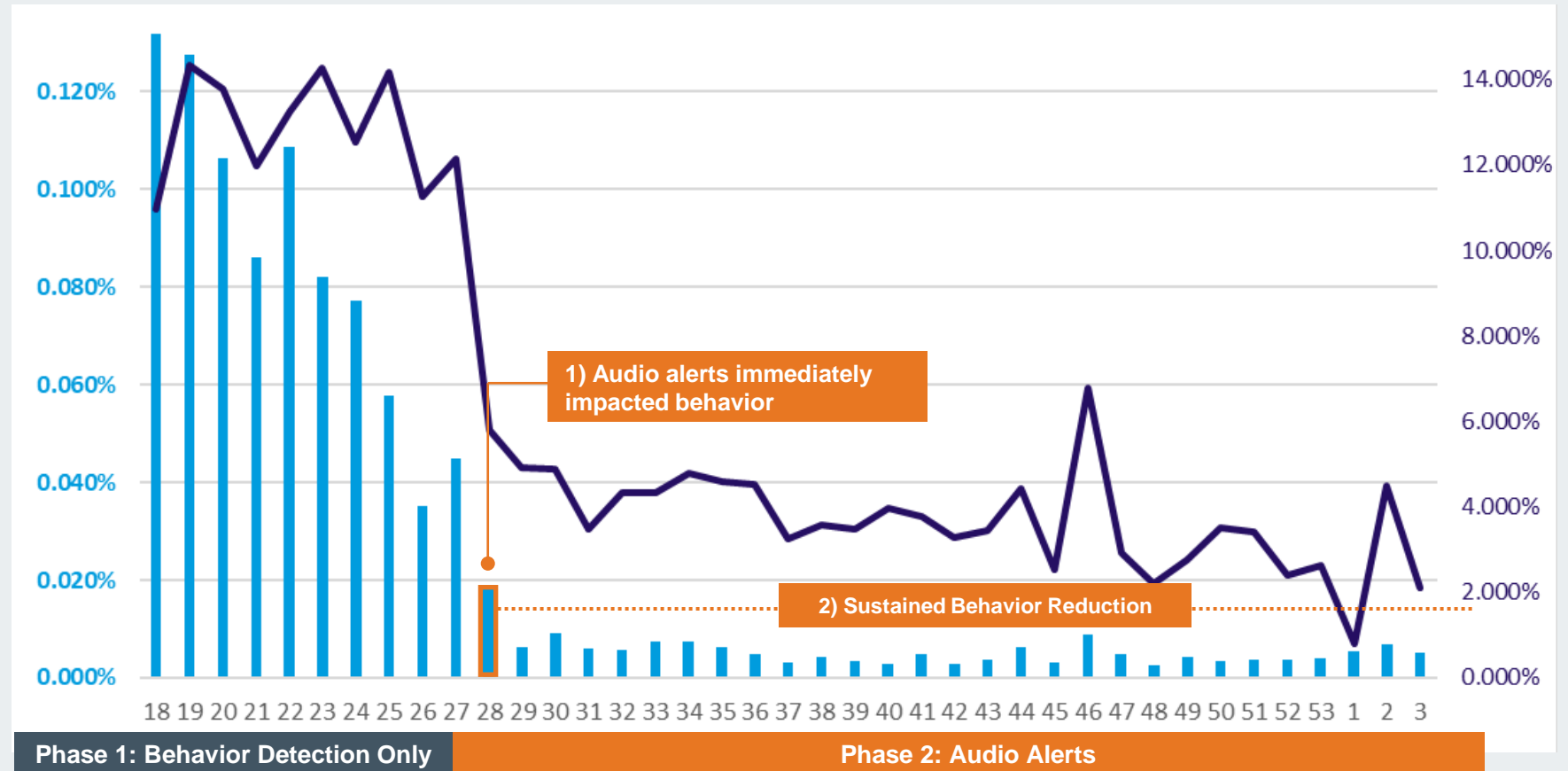
Efficacy Analysis: Handheld Device Audio Alert

Takeaways

1. Audio alerts helped immediately reduce handheld device use by >50%
2. >50% reduction was sustained over a 29 week period

 % of time handheld devices were used while driving

 % of vehicles contributing to handheld device use

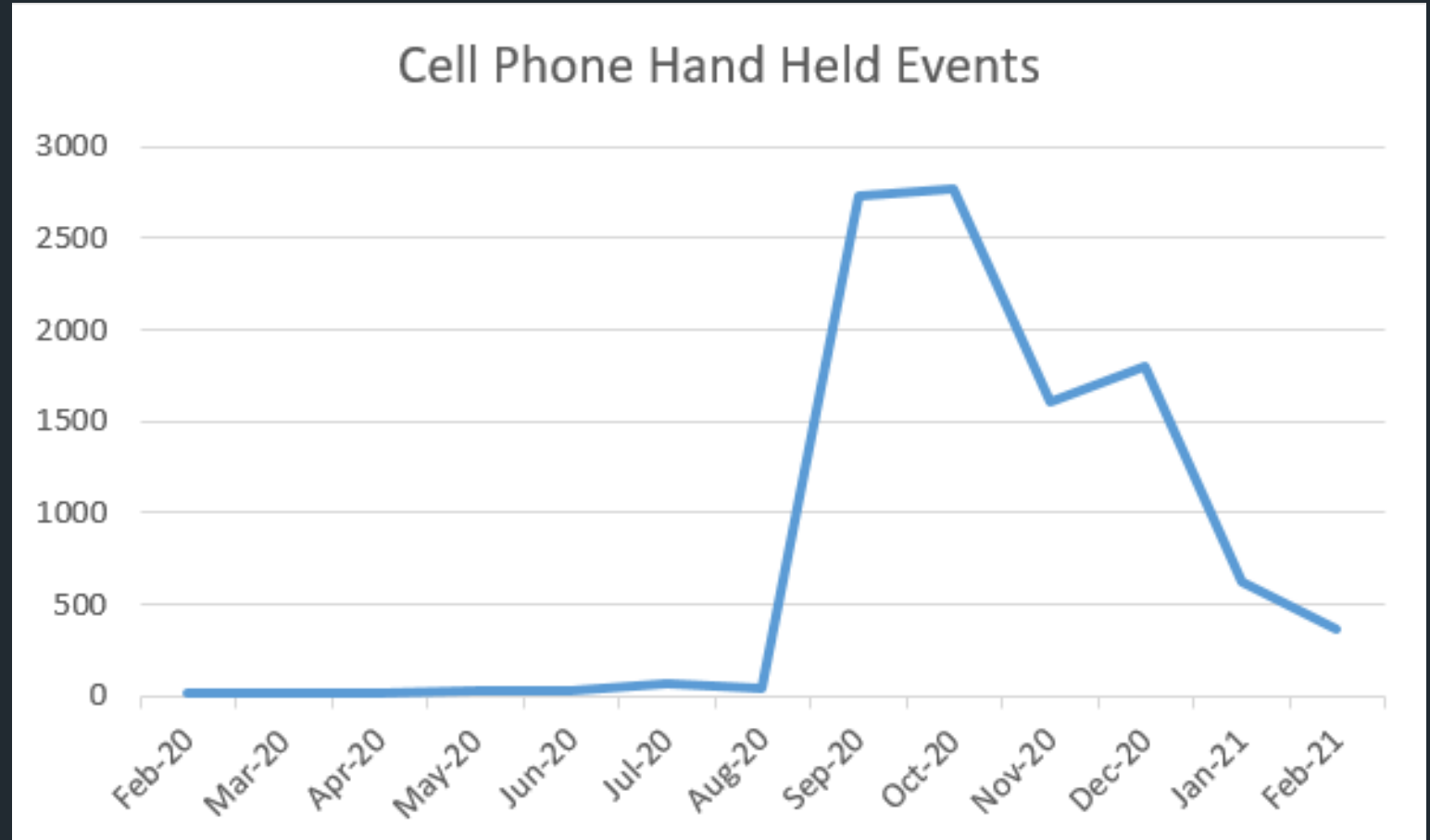


1,500 vehicles were monitored for handheld device use over a period of 39 weeks

Voices from the Field

Client #1: Experience with MV+AI Audio Alerts

- Originally deployed about 5 years ago with DC3P event recorders
- Upgraded to SF300 event recorders Q3 2020
- 1000 trucks across U.S. & Canada
- Averaged about 30 cell phone events per mo. before MV+AI enabled
- Used alerts & targeted coaching



No Driver – Facing MV+AI

Driver Facing MV+AI w/ Audio Alerts

Client #1 Experience

- **Why did they enable driver-facing MV+AI?**
 - One distracted driving crash could put the company out of business
- **Driver acceptance was a concern**
 - Fears of “Big Brother”
 - Would they lose drivers?
- **Keys to overcoming driver concerns**
 - Lot’s of discussion
 - “Smart technology” vs. “AI”
 - “Soft enforcement”
 - Drivers liked alerts & ability to self-correct
- **Managing the increased data**
 - Turned on MV+AI triggers incrementally
 - Focused on hand-held events
 - 2700 cell events in month 1 ≈ 300 events in Feb.

“I got a distracted alert and then realized I had picked up my phone”

“A driver said other drivers had mentioned the “distracted” alert – he had not heard it himself. I thanked him for doing a great job”

“A driver was fumbling with his satellite system and heading into a curve. After hearing the alert he looked up and corrected his path before heading off the roadway.”

Closing Thoughts

- Distracted driving is occurring in every fleet
- One distracted driving crash could be the next nuclear verdict
- Left to their own means, too many drivers will not put the cell phone down
- You can't fix what you don't know – embrace MV+AI and its ability to detect distracted driving
- Keys to successful implementation of MV+AI to combat distracted driving:
 - Thorough communication with drivers
 - Keep it positive!
 - Be patient...old habits are hard to break
 - Consider “soft enforcement” to start
 - Leverage audible alerts to send message of driver empowerment and reduce coaching burden





Thank You!

Q&A

Enter your questions using
the Q&A button



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