ATA

Safety **Security** **Human Resources**

2024 NATIONAL CONFERENCE & EXHIBITION

April 25-27 | Phoenix, AZ | sshr.trucking.org | #SSHR24

The Modern Safety Playbook: Using Technology to Transform a Safety Program

The Times They Are A-Changin

- Improvements in technology
  - Improved capability
  - Data from a variety of sources
  - Improved compliance and documentation

Workforce Demographics
- Today's drivers have different life experience and expectations
  - 45-year-old median age
  - More accepting of technology and metrics driven approaches
  - Accustomed to coaching efforts
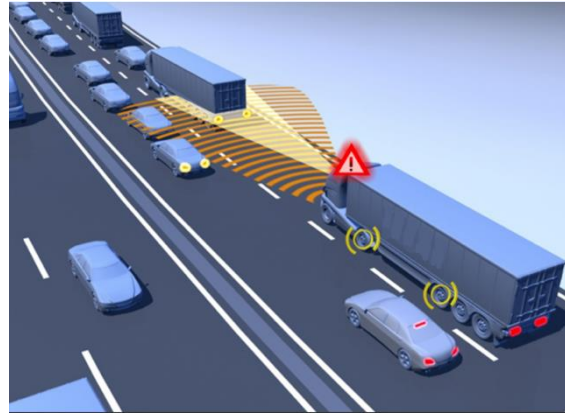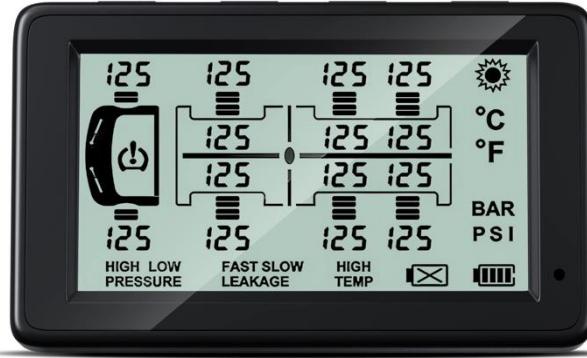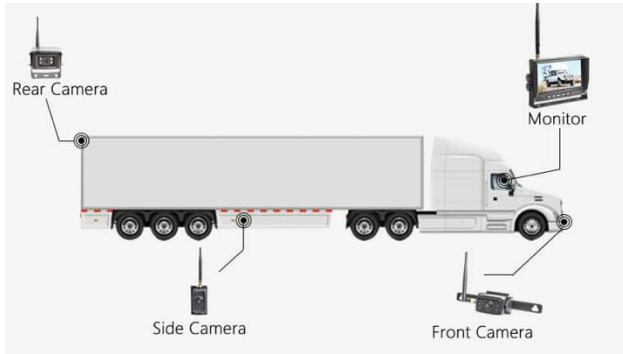
Give Away #1

The Magic Wand Of Safety

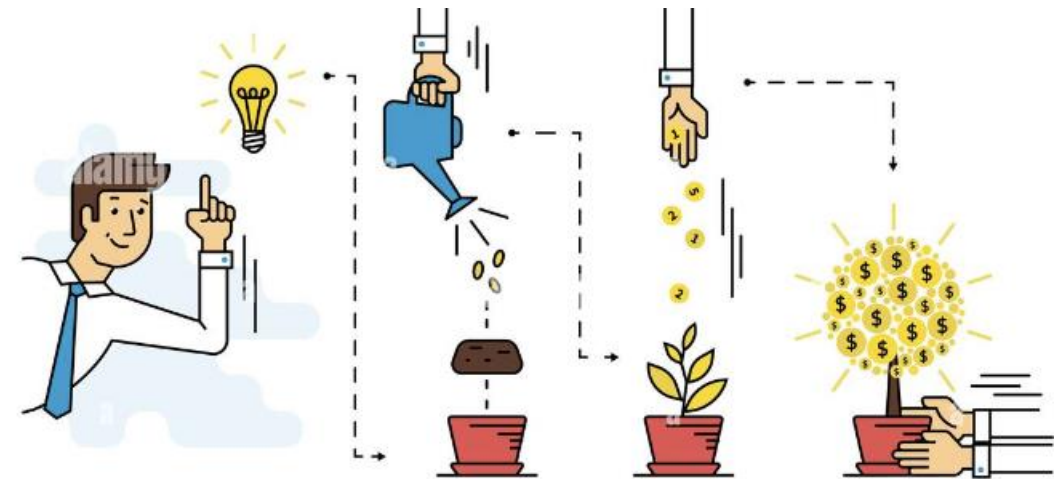**Who wants one?**

10 years ago… This Was Cutting Edge

The Tools of Today…

Where Should We Invest Our Resources?

- Advanced Driver Assistance Systems (ADAS)
  - Dramatically reduces risk of catastrophic accidents
  - Provides actionable data!
- Camera Systems
  - Exoneration
  - More data!
  - Risk scoring
  - Coaching related to driver behavior (targeted interventions)
- Learning Management Systems (LMS)
  - Assign targeted training that addresses root causes
  - Knowledge gap data!

Where to Invest

- CDL Monitoring Services
  - Automatic MVR updates (most states)
  - No more waiting 12 months to discover a change in CDL status
  - Risk scoring
  - Actionable data!

- Fleet/Safety Management Systems/ Maintenance Management Systems
  - Captures data from various sources and presents it in an actionable way
  - Improved efficiency
  - Risk scoring
  - Captures more data!

Give Away #2

Who wants to **eliminate** high hooks and dropped trailers?

Require a picture of the hook!

ZERO dropped trailers since day 1 of this requirement

The Skills Required Have Changed Too!

Data Analysis and Predictive Analytics

- **Telematics**
- **Camera Systems**
- **ELDs**
- **Onboard Sensors**
- **Incident Reports**
- **Observations**
- **Fleet Management Systems**
- **Maintenance data**

Data Integration!

Data Quality
- **Is my data accurate?**
- **Is there a problem with an integration?**
- <u>**De facto data traffic controllers**</u>

Give Away #3

Do you want to ensure that negative behaviors do not fall through the cracks?

Integrate your LMS and Camera Systems!

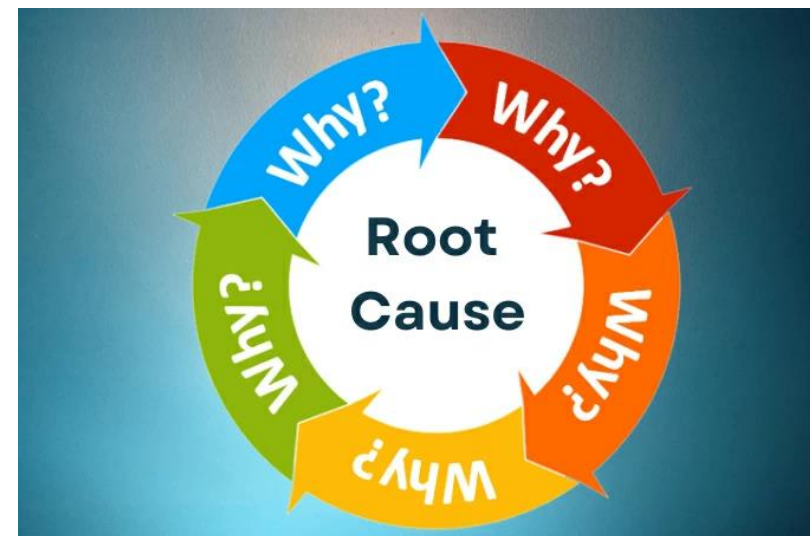- Set allowance thresholds
- Automatically assigned training

61% Reduction in speeding events in 6 months!
*Boyle Transportation March 2023 to August 2023

Assessing Risk

- Data analytics identifies your risk exposures
  - Focus on high-risk drivers, routes, operational practices, maintenance issues
  - Pareto Principal (80/20 Rule)

- **Identify your root causes!**
  - The 5 Why Method
  - An instinctive way to determine how the world around us works
  - We were all experts in this approach as children

The Role of a Modern Safety Professional

Today we are <u>Companywide</u> Proactive Problem Solvers!

- Root causes <u>will</u> lead into other functions of the business
- Knock down imaginary barriers that limit capability and effectiveness
- Empower your safety department to eliminate risk in all areas of the business!
- Continuous improvement culture

Does your safety team have a seat at the table?

This Sounds Great…But Does it Work?

Case Study- Skelton Truck Lines

- 71% Reduction of risky driving events
- 69% Reduction of speeding events
- 87% Reduction of following distance events
- 50% reduction in claim frequency
- **92% Reduction of the average cost per claim**

In just 5 months…

Ok… But, What About Long Term Results?

Case Study- Boyle Transportation

- **Over 8 years of utilizing this approach to safety**

- **11 total preventable claims in the last 3 years (2021-2023)**

- **Zero preventable recordables since 2019**

- Average cost per claim- **$5,507**

- Continuous improvement does not stop!
  - **32% reduction in speeding events over the last 12 months**

Questions?

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978-670-3429