



REDUCE DISTRACTED DRIVING

5 Tips for a Safer Fleet

Introduction

Many of us are guilty of having engaged in distracted driving at some point in our lives — maybe we've taken a peek at a new text message, or eaten lunch while driving during a hectic day.

While these common activities may seem insignificant, they can have serious consequences.

In this eBook, we'll cover the prevalence of distracted driving — along with actionable steps you can take to help to protect your workers and your fleet.



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CHAPTER 1: The facts about distracted driving and who is at risk

Does distracted driving even happen that often?

The answer is yes, and there's a high human and financial cost associated with it.

For example, the estimated cost of distracted driving (things like insurance costs, vehicle maintenance, and hospital bills) just from cell phone use is \$129 billion annually.¹

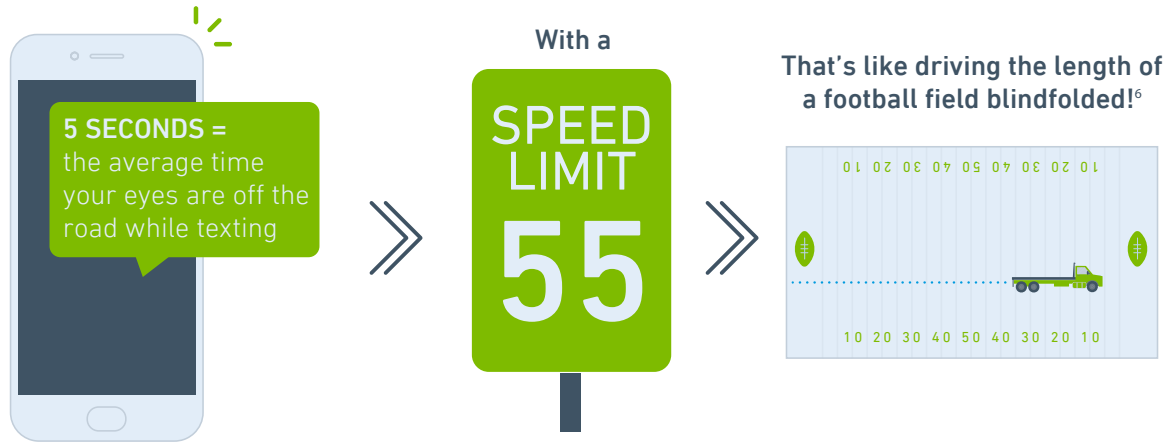
Want to see how something as basic as eating while driving could lead to an accident?



[Check out](#) these real-life examples of distracted driving.

But what's a few seconds, really?

It's more time for trouble than most people realize!



660,000

Number of drivers using an electronic device at any given moment²

400,000

Number of estimated injuries due to distracted driving³

2,841

Number of estimated fatalities due to distracted driving

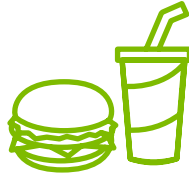
Distracted driving is more than just cell phone use, it's anything that takes attention away from the road.

There are three categories of distracted driving:



VISUAL

- Looking at a phone
- Reading
- Grooming
- Using a laptop



PHYSICAL

- Texting or dialing
- Eating
- Adjusting the radio
- Reaching for objects



COGNITIVE

- Talking on the phone
- Day-dreaming
- Talking to a passenger

Who does distracted driving hurt?



TECHNICIANS AND THEIR FAMILIES

Injury, loss of life, or loss of income affect not just your employee, but their families too

CUSTOMERS

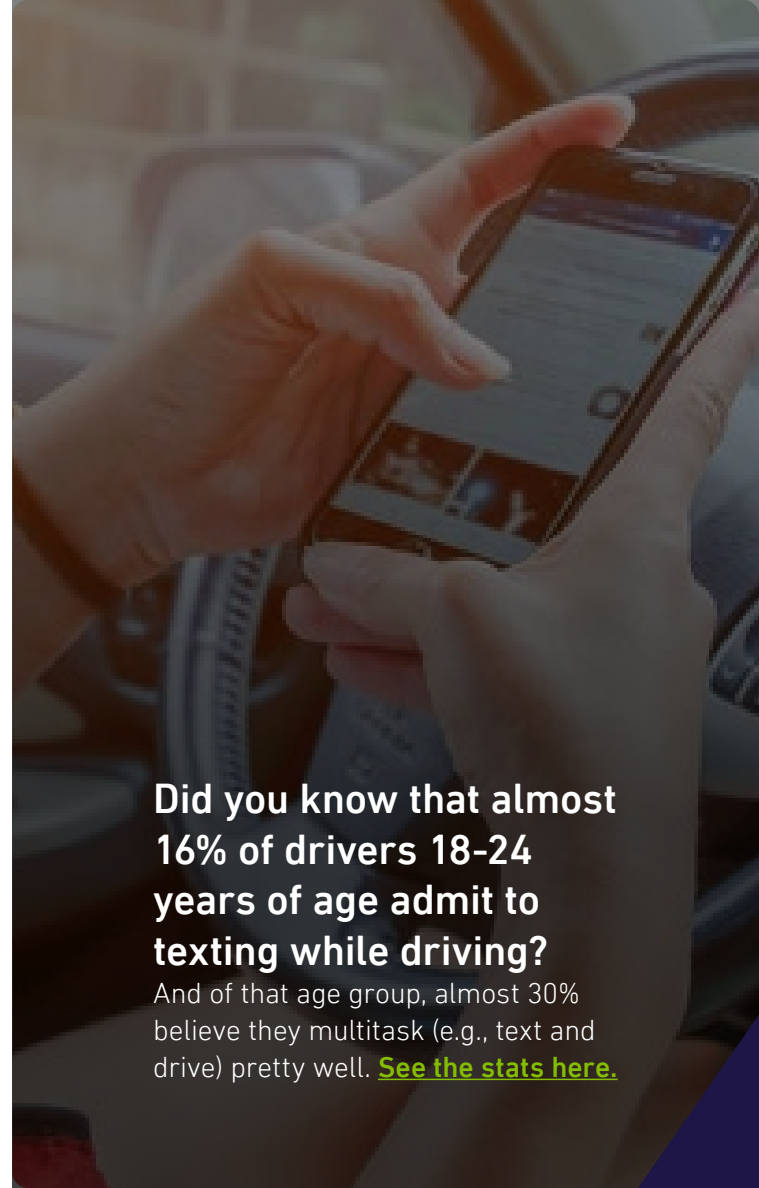
Missed appointments can cause problems for customers who are depending on your technicians

THE GENERAL PUBLIC

Unsafe driving puts everyone on the road at risk

YOUR COMPANY

Damage to reputation or costly litigation can ruin the business you've worked to build



Did you know that almost 16% of drivers 18-24 years of age admit to texting while driving?

And of that age group, almost 30% believe they multitask (e.g., text and drive) pretty well. [See the stats here.](#)

CHAPTER 2: How does distracted driving impact your fleet?

Think your technicians are immune to distracted driving? Do you believe that having a cell phone policy is enough? Think again.

Distracted driving in various sectors (2019)⁴



GENERAL SERVICE INDUSTRY

General Services industries posted 17% more captured video clips showing the technician using a cell phone on a per vehicle per year average in 2019 compared to all other industries.



UTILITIES

63% of rear-end collisions within Utilities had Distractions as a contributing factor; a third of those were attributed to cell phones.



CONCRETE

Among concrete fleets, three of the top five most prevalent risky driving behaviors were related to distraction, including Smoking, Cell Phone use, and Food and Drink.



CONSTRUCTION

Construction fleets experienced 69% more Smoking event behaviors on a per vehicle per year average in 2019 compared to all industries. Distractions comprised three of the top 5 risky behaviors observed among construction fleets.

What does distracted driving mean for your fleet?



Collisions



Angry customers



Damage to reputation



Litigation



Financial costs due to settlements and lost customers

Employers spend **\$60 billion annually**

on work-related accidents⁵

- Property damage \$24,500 per single-vehicle incident⁶
- Injury average cost \$150,000⁶
- Fatality can cost up to \$3.6 million⁷

1.6 million a year

Number of lost workdays due to accidents⁸

CHAPTER 3: What can you do?

Four steps to changing driver behavior

EDUCATION

EMOTIONAL APPEAL

POLICY ENFORCEMENT

LEVERAGE TECHNOLOGY



Learn how the City of Kansas City, MO has achieved lasting driver behavior change and has set the safety bar for government fleets.



Like any organization with company vehicles on the road, we have long worried about the risk associated with cell phone use. As a service company, our technicians are trained to give customers a courtesy call before arriving, not to mention using cell phones for alerts about job changes, reassigned tasks, and directions.”

STEVE DARBONNE
Occupational Health and Safety Manager, Abacus
Plumbing, Air Conditioning & Electrical

1

Education

Educating your employees about the dangers of distracted driving needs to be an ongoing effort reinforced during meetings and trainings throughout the year, not just a short-term push.

Things you can do:

- ✓ **Talk to your technicians about what constitutes an avoidable collision.**
 - This includes behaviors like cell phone use, listening to loud music, not being aware of another risky driver, or not driving carefully in bad weather
- ✓ **Provide driver training.**
 - Show drivers how to become aware of common risky behaviors and how they can then effectively change them
- ✓ **Coach your technicians in a positive manner.**
 - Stress that safety is the top priority
 - Coaching should be proactive, not punitive

✔ **Use yourself as an example.**

- Confess your own bad driving habits and what you are doing to change them

✔ **Use statistics to provide credibility to your training. Here are some examples:**

- Drivers using cell phones are four times more likely to get into a crash that results in serious injuries⁹
- Texting increases the risk of a crash by 23 times¹⁰
- The brain cannot multi-task! When talking and driving it switches between the conversation and driving, which slows reaction time⁹
- Drivers talking on cell phones can miss up to 50% of their driving environments, including pedestrians and red lights⁹



2

Emotional appeal

When one manager surveyed technicians to find out who called and texted them the most during work hours, they reported that more than 50% of calls and texts received were from family members! This means that the people with the biggest stake in the safety of the driver were the ones unintentionally putting them at risk.

Alerting drivers can save lives. For an example of how a driver's awareness and reaction time matter when there's just seconds to avoid a collision, [check out this video](#).

Things you can do:

Engage the family.

- Include letters to families in your safety campaigns, encouraging them to ask the driver, "Is it safe to talk?" when they call.
- Buy cell phone bags for technicians and have their family member sign it. A visual reminder of a loved one who would be affected if the employee got in an accident may keep them from picking up their phone.

Share real stories from your community.

- An internet search will, unfortunately, reveal plenty of real-life examples of those affected by distracted driving. Sharing a relatable story from your industry or hometown will leave an impactful impression.

3

Have a clear policy, and enforce it

You can't expect your technicians to follow your rules if you don't have any. Define and repeatedly communicate your driving policy, and include behaviors like cell phone use, wearing a seatbelt, eating or drinking in the vehicle, and any other requirements you believe will protect your workers and your business.

Not only is a good policy essential for driver training, but it will help your defense should your company ever be sued after a collision.



Things to consider when developing policies

PURPOSE, BACKGROUND, AND APPLICABILITY

Why is there a policy, who does it apply to and when?

DEFINE THE POLICY

What is the policy trying to do? For example, “this policy is intended to define certain prohibited activities that could cause drivers to become distracted and to prescribe practices that help employees safely operate company equipment.”

SPECIFIC PROHIBITIONS

What activities are specifically prohibited? Consider things like texting, cell phone use, eating, and not wearing a seatbelt — include those that are most applicable to your business and technicians.

SUGGESTED PRACTICES

Offer solutions such as pulling off the road before using a cell phone or taking a 15-minute break to eat.

CONSEQUENCES FOR VIOLATING POLICY

What action will be taken if a technician is found to be violating this policy?

For more great tips on enforcing your policy, [check out this article from Government-Fleet.com](https://www.government-fleet.com)

4

Leverage technology

Technology can be used to help mitigate distracted driving. Here are three options:

DO NOT DISTURB

Do Not Disturb (DND) is a common feature on most smartphones and easy to enable. A user can select specific times for DND to be in effect and set “favorite” phone numbers to still ring through in case of an emergency.

CELL BLOCKING TECHNOLOGY

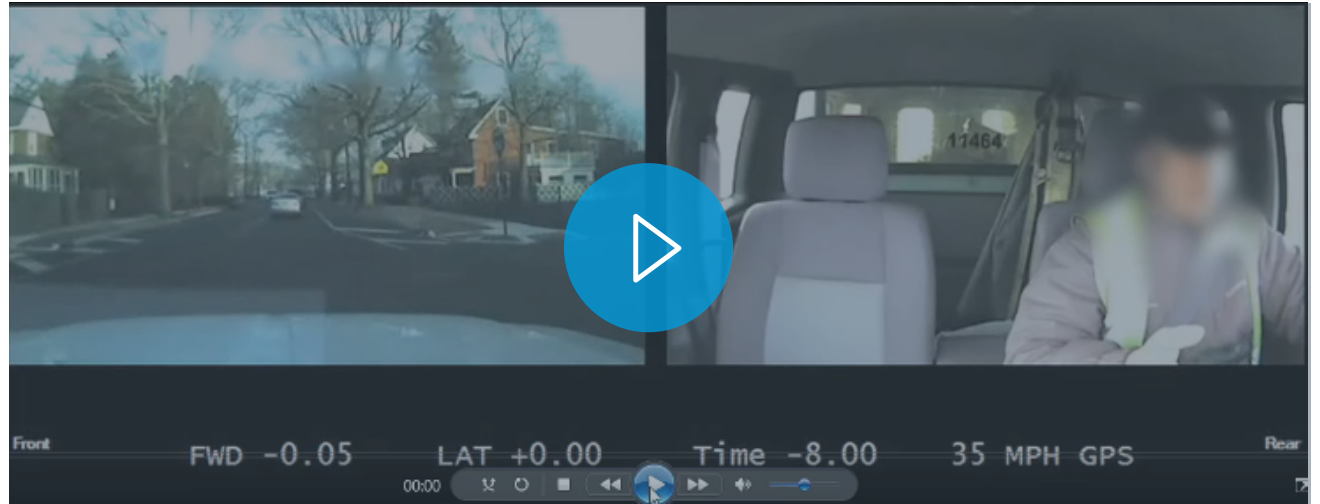
Cell blocking technology is usually accessed through an app and will block calls and texts from coming through while the car is in motion. The phone can still be used for 911 calls or by passengers. Check with your company on whether there are policies governing this type of technology.

DASHCAMS

You may have well-defined driver policies and communicate them clearly and often, but policies themselves won't always change behavior. Some dashcams can monitor both the road and inside the cab, giving you the power to trust your driver but to verify their actions as well. Intelligent dashcams can detect risky driving behaviors and send real-time alerts to help empower drivers to change their behavior. If it's of interest, these dashcams can send reports back to you, which can later be used for employee coaching and training.

Trust but verify

This company did all the right things with its policy and training, but the driver used his phone anyway. By looking just at the telematics data, the risky event could have been flagged as a hard braking event and a swerve to avoid another driver, and there's no way to be sure why it happened. However, with dashcam footage, you can actually see evidence that the driver was distracted by his cell phone. This could be one of YOUR technicians!



Head to Chapter 4 to learn more about how dashcams can improve driver management.

Changing driver behavior

DO

- Have open, two-way dialogue with your technicians
- Incentivize technicians to comply with safety goals or initiatives
- Build awareness around risky driving behaviors and communicate it fleet-wide
- Take a “head to heart” approach with your technicians and bring emotion into the conversation
- Build a safety culture where good driving behavior is recognized and rewarded
- Use disciplinary action in accordance with a company policy

DON'T

- Assume your techs will just figure it out
- Ignore their concerns, or talk at them
- Only take a punitive approach to risky driver behaviors
- Single out technicians exhibiting risky behaviors
- Stay distant and disconnected with your technicians
- Allow the workplace to be just a place to punch in and punch out
- Rely only on disciplinary action or use it without a documented policy in place

CHAPTER 4: How dashcams help to mitigate distracted driving

The concept of “trust, but verify” is a great way to ensure technicians are following your company policies. You’re busy running your business, so enlist technology to do the heavy lifting of driver management for you.

When it comes to protecting your company and technicians, capturing simple movements may not be enough. You need technology that leaves no doubt about what a driver was doing at any given point in time.

The most advanced dashcams use a combination of machine vision and artificial intelligence (MV+AI).



MACHINE VISION

Sees and recognizes

+

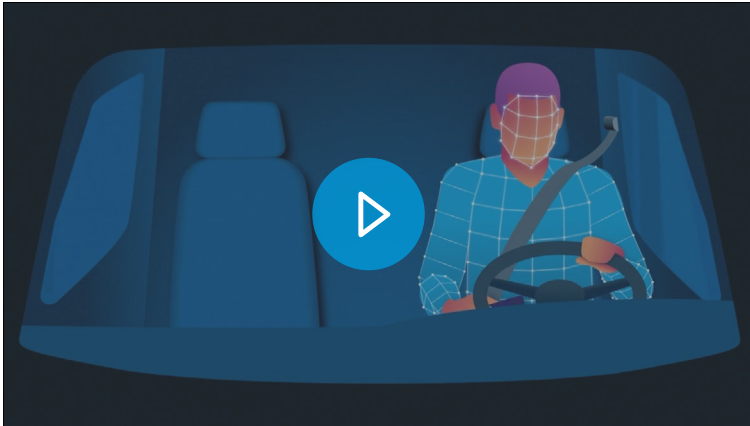


ARTIFICIAL INTELLIGENCE

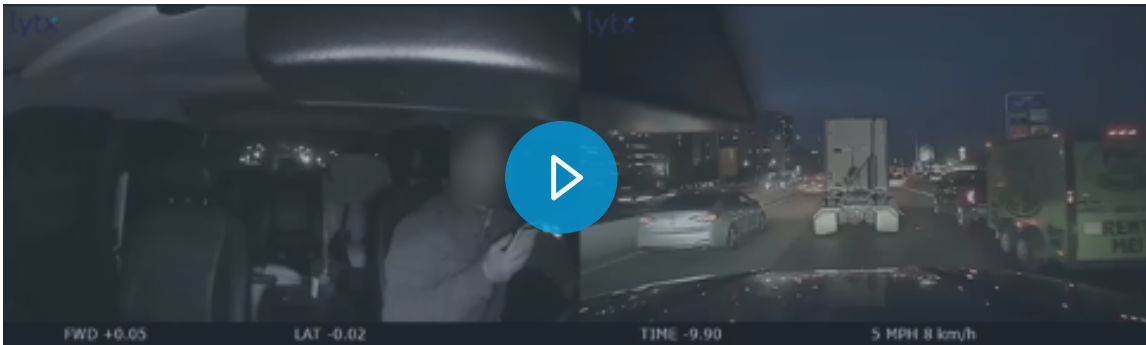
Interprets and decides

To learn more about MV+AI,
[read Demystifying MV+AI Technology](#)

How does it work?



In this example, machine vision sees an object — like a cell phone — and detects the motion of the driver's head. Artificial intelligence uses logic to determine that this combination is risky, and will deliver an audio alert. Ideally, the driver will put the phone down.



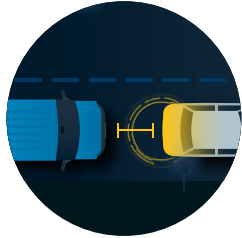
This is an actual event triggered by AI identification of handheld phone use. With just a few seconds of video, you can verify what the driver is doing and take appropriate action.

What kind of behavior can MV+AI detect?

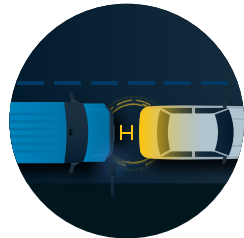
VEHICLE MOVEMENTS



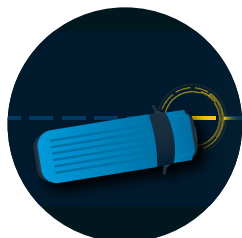
Rolling Stop



Following Distance



Critical Distance



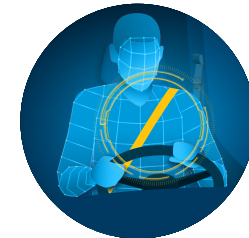
Lane Departure

DRIVING BEHAVIORS



Handheld Device

Dialing a cell phone made the risk of crash or near-crash event 5.9 times as high as non-distracted driving



No Seat Belt

More than three out of four people who are ejected during a crash die from their injuries



Driver Smoking

A driver is eight times more likely to be involved in a crash when reaching for an object.



Food or Drink

65% of near miss crashes are caused by drivers who are eating or drinking.

How the accuracy of MV+AI benefits fleets

Here is a video of a driver using a cell phone, smoking, and not wearing a seatbelt – all at the same time! Just one of these behaviors is risky enough – but all three together?

Those few seconds of video could be invaluable to your operation. When MV+AI technology detects and flags events, it can:

- Keep drivers focused by sending light signals and audio alerts to snap drivers back to attention
- Be used to coach and train drivers to help improve awareness of their habits
- Be used to exonerate drivers in case of a fraudulent lawsuit
- Save busy safety managers time by accurately pinpointing risks, eliminating the need to spend hours reviewing irrelevant footage



The color graph on the bottom is telling you what the technology is detecting: the red line is cell phone use and the blue line is food and drink.

CHAPTER 5:
**Tips for selecting
a technology provider**



Once you've decided that a dashcam solution is the best way to manage your drivers, look for a solution that has these four traits:

MANAGEABLE

Technology should save you time and make your job easier. Look for a solution that delivers the moments you need to know about, filters out the moments that don't matter, and does all of this with accuracy of 95% or better.

INTELLIGENT

Technology should be able to distinguish between behaviors and deliver accurate driving habit trends. For instance, looking down at a phone may look similar to falling asleep, but you may handle them differently. Your technology needs to be able to tell the difference so you can take the right actions.

ACTIONABLE

Look for a provider who offers a proven way to proactively engage drivers both in the moment — and in the long run. It should also give you options for building driver accountability with minimal managerial intervention.

CONFIGURABLE

No two fleets are the same, so your solution should be customizable to meet your company's unique needs. Look for configurable settings, the ability to integrate with your current fleet technologies, and a support team who will help determine the best configuration for you.



Dashcam technologies and providers are not created equal. Ask yourself what problems you need to solve in order to find the right solution for you.

Checklist: 3 things to do now

1 ESTABLISH AND ENFORCE CLEAR POLICIES

- ✓ Think about the policy's purpose and when it is applicable
- ✓ Define the policy, including specific prohibitions
- ✓ Create guidelines for suggested practices
- ✓ Specifically state the consequences for violating policy

2 ENGAGE WITH YOUR TECHNICIANS

- ✓ Talk to your drivers about what constitutes an avoidable collision
- ✓ Schedule ongoing driver training and education on distracted driving
- ✓ Create a safety campaign and engage your technicians' families

3 INVEST IN TECHNOLOGY

- ✓ Research dashcam solutions
- ✓ Determine budget and implementation timeframe
- ✓ Schedule and attend demos
- ✓ Engage relevant stakeholders and make decision
- ✓ Use new technologies to improve fleet safety!

What Lytx has been up to lately

We hoped you found this eBook useful. Every day, we strive to protect our nation's fleets, and we do that by continually innovating to better meet the needs of our clients.

In 2020, Lytx introduced the evolution of our MV+AI technology that looks for very specific behaviors we know fleets care about, things like texting and cell phone use, as well as wearing a seatbelt, smoking, eating and drinking.

This powerful technology allows fleets to empower drivers to change risky behaviors in the

moment while offering the opportunity to coach those drivers needing additional support when appropriate.

Have you seen the latest on our MV+AI technology? Read on for more information. Or [contact us](#) to schedule a personalized demo to see how the power of Lytx MV+AI can help your fleet maximize efficiency and safety simultaneously.



Want to SEE the power of MV+AI technology?
[Watch this video](#): Machine Vision + Artificial
Intelligence: The Lytx Difference

About Lytx

We protect more than 4,000 clients worldwide who drive billions of miles every week.

Lytx® is a leading provider of video telematics, safety, and productivity solutions for commercial, public sector, and field service fleets. Our Driver Safety Program, powered by our DriveCam® Event Recorder, is proven to help save lives, reduce risk and improve productivity.

4,000+

clients worldwide including:

10 of the top 15
for-hire, less-than-truckload and
truckload carriers

10 of the top 15
food-product distribution
companies

9 of the top 15
transit and railroad companies

9 of the top 15
concrete companies

9 of the largest
cities and federal agencies

7 of the top 15
largest propane distribution
and gas distribution companies

6 of the top 15
waste, disposal and recycling companies

5 of the top 15
utilities companies

1 BILLION+

miles driven every two weeks

1 MILLION+

drivers protected worldwide



lytx
**COMPANY
OF THE YEAR**

Sources

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2. National Highway Traffic Safety Administration: "Safety In Numbers Newsletter"
3. National Highway Traffic Safety Administration: "Distracted Driving"
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5. Occupational Safety and Health Administration: "Guidelines for Employers to Reduce Motor Vehicle Crashes"
6. National Safety Council: "Employer Liability and the Case for Comprehensive Cell Phone Policies"
7. U.S. Department of Transportation: "Unit Costs of Medium and Heavy Truck Crashes"
8. Network of Employers for Traffic Safety: "Cost of Motor Vehicle Crashes to Employers—2015"
9. National Safety Council: "Understanding the Distracted Brain: Why Driving While Using Hands-Free Cell Phones is Risky Behavior"
10. Federal Motor Carrier Safety Administration: "Driver Distraction in Commercial Vehicle Operations"
11. Virginia Tech Daily: "New data from Virginia Tech Transportation Institute provides insight into cell phone use and driving distraction"
12. National Safety Council: "Seat Belts: Safety by the Numbers"
13. National Highway Traffic Safety Administration, the National Safety Council & internal reporting from The Zebra: "Distracted Driving Statistics Prior to 2019 (2012-2018)"
14. National Highway Traffic Safety Administration: "Distracted Driving: Eating and Drinking Behind the Wheel"

The logo for Lytx, featuring the word "lytx" in a white, lowercase, sans-serif font. The letter "x" is stylized with a blue diagonal bar on its upper right side. A registered trademark symbol (®) is located to the right of the "x".

lytx[®]

[LYTX.COM](https://www.lytx.com)

