

# Driving Safety Program Implementation Best Practices



# ROVR

Strive Safe's ROVR system collects and analyzes driving behavior data to provide constructive feedback directly to drivers. The system enables drivers and their supervisors to access information about an individual's or group's driving behavior to evaluate driving habits and facilitate constructive feedback. Education and awareness have been shown to improve safe driving behavior while reducing high-risk behavior.

Strive Safe has created a best practices process for clients based on data to recognize and remediate driving behavior as aligned with our best practices for In-Vehicle Monitoring System Implementations. Designed for low cost and ease of adoption, we encourage recognizing those who are doing the right things when it comes to safety and providing additional training for those who fail to meet acceptable standards.

## Report

The following reports are available to customers who opt for the scorecard only option:

- Driver Weekly Scorecard
  - Each driver will be emailed a Scorecard every Monday reflecting their driving behavior for the previous week. Three metrics (speeding, hard braking & rapid acceleration) are given individual grades and all three metrics are put through our driving safety algorithm to determine a driver's overall driving safety score. Drivers will also receive information regarding idling time and the estimated cost associated with idling. They will also see their rank vs their peers and their trending rank over the last 3 weeks.
  - Driver Scorecards are automatically enabled when they are added to with worldVIEW system.
    - Please note, drivers must drive 30 minutes each week to produce a score.
- Group Weekly Scorecard
  - Each group within worldVIEW can produce a weekly driving Scorecard which will display every member's driving safety behavior from the previous week. The group scorecard allows managers and supervisors to



easily identify their safest drivers as well as those that may need coaching. The group scorecard also displays drive time, idling time and cost.

- To turn on group scorecards, please speak with your Implementation Manager or contact [helpdesk@geoforce.com](mailto:helpdesk@geoforce.com)
- Multi-Group Weekly Scorecard
  - Organizations can compare driving behavior between groups of drivers. Individual driving behavior is not displayed on this report. Scorecards only display aggregate scores for each metric as well as the aggregate safety score for each group. The Multi Group Scorecard will allow you to encourage groups of drivers to compete and identify behavior specific to a group (for instance a region, an industry or a job function).
    - To turn on Multi Group scorecards, please speak with your Implementation Manager or contact [helpdesk@geoforce.com](mailto:helpdesk@geoforce.com)

The following reports are available to customers who have upgraded to the worldVIEW package.

- Driver Performance Report
  - Custom date range
  - Events per hour, event scores, overall score, plug-in events
  - Easily sort drivers by performance types
- Speeding Report
  - Displays speeding events by severity
  - Events per hour
  - Events per 100 miles driven
- Trending Reports
  - Identifying drivers who were once high performing, trending downward
  - Soon: Select business intelligence dashboards (with scheduled email delivery) about driver safety and vehicle asset utilization



# Recognition

These programs are designed to keep your drivers focused on safe driving by consistently recognizing your safe drivers, encouraging improved driving, while sharing the results with your team. This creates a fun, positive, and competitive environment to focus on safe driving.

The following methods have been shown to increase engagement and help reduce unsafe driving behavior and are based on the following three principles: Report, Recognize & Remediate.

**Individual Recognition and Safety Awards** – Publicly recognize those who consistently receive an A on their weekly Safety Scorecard. Recognition can be called out at a meeting, within an emailed newsletter or physically posted in a public space. You could also provide a small reward publicly to those that meet your safety standard and/or top performers. For example, you can reward all drivers who maintain an A on their Safety Scorecard each week for the month with a small gift card.

**Group Recognition and Safety Awards** – Publicly recognize a group of drivers that consistently produce an 'A' Group Safety Score or consistently has a higher grade than other groups at a company or within a region. This can be done at a safety meeting, through a newsletter or physically posted at a facility. You could also provide a reward to an entire group that has achieved their safety benchmark by providing lunch or a group outing.

**Sustained Safety Award** – It is important to recognize individuals and groups that sustain safe behavior over long periods of time. Rewards could accelerate, or compound based on sustained safe scoring to encourage and reward those who have adopted safe practices in their driving. Strive Safe does not condone playing a game of high scoring, but rather a sustained safe score which embodies a long-term pattern of safe driving patterns.

\*\*\*It is not required to purchase or provide gifts to your drivers to have a successful program. However, we have found that the more engaged Supervisors and Drivers are with the program, the more success your company will have.



## Remediation

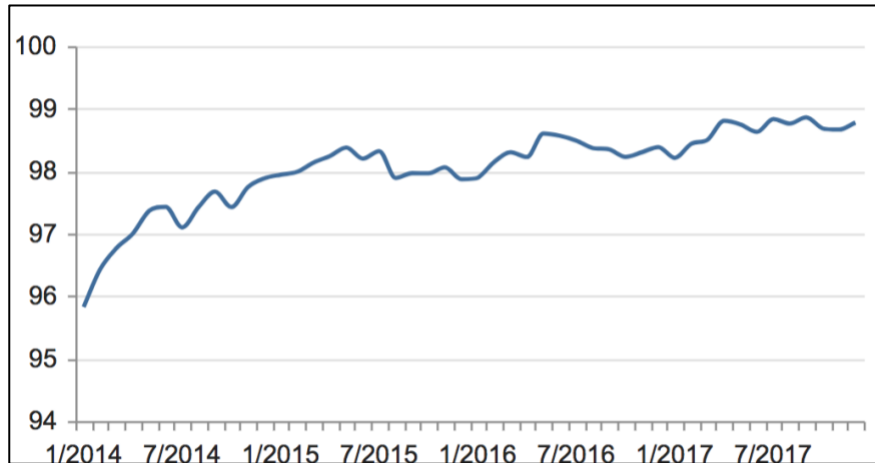
- Discussion with Supervisors - sometimes simply speaking with a driver who exhibits patterns of risky behavior is enough for that driver to pay more attention and strive for improvement.
- Training – drivers who consistently produce scores of a B or below should be provided with additional driver’s training. There are systems online that can help drivers better recognize dangerous behavior and improve as well as driving schools all around the nation that can help.

\*\* Please remember that the system is intended to analyze patterns of behavior and not individual incidents. Perfection is not the goal, there are many scenarios where exceptions may be the safe decision, such as “slamming” on the brakes if something unexpectedly enters the roadway.



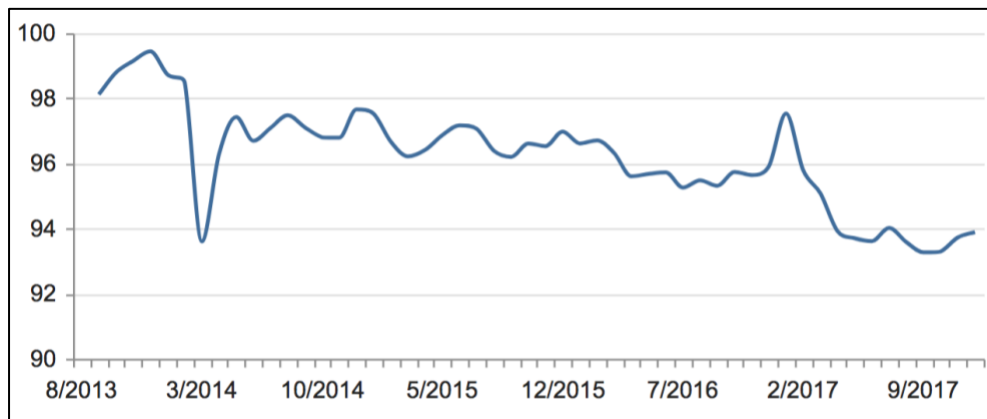
# Driving Recognition Program - Proven Results

Company A



Company A: Overall scoring trends over the life of the program show continuous improvement, with scores in the high A range. Company A have supervisors and drivers who are engaged in the program and recognize their top drivers every month, with special awards at the end of the year.

Company B



Company B: Erratic scoring trends over the life of the program are the result of a company division who has not assigned any supervisors or safety advisors to manage a program. Over the life of the program, scores begin to decrease with reduced engagement from drivers. They receive their weekly scorecards, but nobody is encouraging improvement with recognition or held accountable with remediation.



# Sample R3 Program

Below you will find a sample R3 program outlined with reports and actions you can use to implement a successful Safe Driving Recognition program.

## Monthly:

Report- "Driver Performance" report sent to fleet supervisors

Recognize top 5% drivers w/ print outs in break room and recognition at safety meeting

Remediate bottom 5% drivers with conversation with supervisor and online driving class for repeat offenders (consistently in the bottom 5%)

## Quarterly:

Report- "Driver Performance" report sent to fleet supervisors & safety coordinators

Report- Fleet Driving Trend Analytics to safety coordinators to manage entire fleet performance & identify areas of most risk

Recognize Top 5% drivers with a special call out at company meeting or \*Optional Rewards: a gift card or lunch out with their supervisor

Remediate bottom 5% repeat offenders with 1 day driving class

## Annually:

Report- "Driver Performance" report sent to supervisors and company safety coordinators

Report- Fleet Driving Analytics for entire year to safety coordinators

Recognize Top 5% of drivers for the year with mention in company newsletter or

\*Optional Rewards: gift cards or entered in to a drawing for premium prize

Remediate bottom 5% drivers with driving classes and other coaching



## Recognition Partners

### Tango Card

Electronic gift card distribution for award winners. Tango Card does not charge any fees and can brand reward emails from your organization.

<https://www.tangocard.com/>.

Contact:

Representative: Sonia Highet

[sonia@tangocard.com](mailto:sonia@tangocard.com)

Senior Customer Success Manager

Office: 877-558-2646 x302

### Lazar Designs

Customized Gifts for award winners.

Contact:

Representative: Josiah Gallo

<http://www.LazerDesigns.com>

Toll free: 1.877.365.2737

Direct: 303.920.0879

## Remediation Partners

### Alert Driving

Online driving training

<http://www.alertdriving.com/>

