#### Creating a Safety Culture in Your Organization A Pervasive and Ubiquitous Approach



Presented by **Jill Maschmeier** Safety and Compliance Director

National Carriers, Inc.

# I WANT OUR SAFETY CULTURE TO GO VIRAL NOW HOW AM I GOING TO ACCOMPLISH THAT?





I think my team will give me a hand!



## LET'S DIRECT THE EXPERIMENT

First things first. Recruiting and finding the right subjects.



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( 10-10-19 (	Check in the morning	Back	Page 1		Next		EveryTruckJob	
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Baird, John	Te	m V 70 08-1	6-19 Gonzalez, Miguel	FL	2 App(s) ONQ Other		Arcadia, FL 34266	
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Email Addres	s						Detach / Print Application	
Clea	ar Search						National Carriers 3925 Carbon Rd.	08-16-2019 3:52:20PM
Cie	Scalch						Irving, TX 75038 888-707-7729	
	Recent						EveryTruckJob	
							Personal Information	
								el Gonzalez
	Links						Current Address	

#### We check:

MVRs, Drug and Alcohol records, Violations, Accidents, Criminal and Driver job history. Then we interview them. We hone in on their attitude towards safety and professionalism.

# DRIVER ORIENTATION AND TRAINING





OWNER OPERATORS LEASE PURCHASE COMPANY DRIVERS FLEETS-AGENTS

Congratulations to NCI's Driver of the Year Goldie Seymour

Goldie Seymour exemplifies the "Elite" F President of National Carriers, Jim Franc said, "She always has a positive, can-do attitude. She goes out of her way to be professional in everything she does." Goldie is the first woman to earn the Driver of the Year honor at NCI, Franck added, "She is, I am sure, the first of many to come. Thank you for all you do, Goldie. It's my privilege to work alongside you.... Goldie is truly 'ELITE.'"

#### national carriers

the "Elite" fleet

888.439.3196 DRIVENCI.COM

REQUIREMENTS: Minimum 6 Months Class-A CDL Experience o 0-6 Months Experience - Ask about our Student & CDL Refresher Program 'All positions require valid Class-A CD

We do things by the numbers.



# By the time your are done with orientation

You will know everything you need to know about driving safe and being aware of your surroundings! You will be like Goldie!

John Originales – NCI Safety Manager



## ORIENTATION FOR A SAFETY CULTURE

#### **INFORMATION/AWARENESS**

Safety starts first in Orientation; we believe, helping drivers learn safer ways of doing things is the most important objective



Daily monitoring from Smart Drive our strongest tool for predicting Driver behavior.

### **REMOTE RE-TRAINING**

Infinit-i: Used to give retraining while Driver is on the road; demonstrating to the Driver that we consider even the simplest accidents substantial;









# WORKING WITH OUR PARTNERS



### FMCSA/CSA/DOT

Going from BASIC to IRT

BASIC is a point system to obtain a SST score

IRT "Item Response Theory" sounds like a six sigma technique to solve real problems through statistical analysis and probability using a bell curve. The only way to be in the 4<sup>th</sup> quartile of the curve is to engrain safety into every facet of your organization.

For all I know, They might be using AI





### Work for success

Following FMCSA guidance ensures If. Regulatory Compliance



# WE USE TPI FOR KPI

TRANSPORTATION PERFORMANCE Inc.

Utilization BARNJ	
Miles	30746
Target - Top 25% in Peer Group	28886
Fuel	
Total Miles Per Gallon	7.2
Target - Top 25% in Peer Group	7.63
Fuel Stop Compliance	0.76%
Target-90% or above	0.90%
Safety	
Accidents	0
Target	0
Safety Meeting	0
Target	1
Violations	0
Target	0
Target- Minimum Miles	15000
Out of Route	0.03

Quarterly Fuel and Safety Bonus

We use TPI to gauge the key performance indicators of our drivers.

We also base our **Driver of the Year** and **Driver of the Month** awards on the data compiled and provided by **TPI**.



#### And the winner is – Ali Abdul



#### **Driver of the Month September 2019**

NCI is pleased to announce Ali Abdul truck # 4970 has been selected as NCI **Driver of the Month**. He was nominated by his dispatcher Logan Tenopir. In the past 12 months Ali has had NO safety violations, NO late pickups or deliveries, has -35 safety points, and a great attitude. He will be awarded a \$1000 bonus on his next settlement and is now a finalist for Driver of the Year and the \$10,000 award that accompanies this recognition.

If they qualify, we add a penny a mile for each indicator that they were above threshold based on quarterly numbers. These are the real **Key Performance Indicators** that effect lives

# LET'S TALK TELEMATICS









	Workspaces	Reports Confi	figuration									*	📽 whija දු	
	Driver Performa	ince Scores 10	0/13/19 12:00 AM - 10/1	9/19 11:59 PM	a 397 vehicles	0   D   O								
_	Debugg Deefermanes Con				· · ·									
	Driver Performance Scores													
	Driver Performance Scores												~ + ~	
EFINE	Benefit = Search													
5 8	Driver	From	To	Engine On Time	Distance	Fuel Used	Fuel	Over Revving	Idling	H. Brakes	Over Speeding	Total	<u>^</u>	
	ROBERT W MAYS III	10/13/19 7:28 AM	10/20/19 1:51 AM	158:01	2,383.6	586.1	10.0							
	ANTHONY MARTINEZ	10/13/19 4:06 PM	10/16/19 8:22 PM	36:36	1,215.6	280.2	10.0					28.0		
	BRUCE LEE ATKINS	10/13/19 1:48 AM	10/19/19 9:37 PM	114:59	3,059.1	487.1	10.0		23.7	100.0		30.7		
	SERHIY SEREDA	10/19/19 4:11 PM	10/21/19 11:10 AM	42:59	1,281.9	276.9	10.0		37.8	100.0		33.6		
	JUAN FERNANDEZ	10/14/19 8:05 AM	10/19/19 12:53 AM	65:52	2,083.4	397.2	12.5					41.3		
	RAUL DAVILA	10/13/19 12:39 AM	10/20/19 12:37 AM	87:12	3,573.4	555.7	10.0					42.1		
	PERRY WILLIAMS	10/13/19 8:48 PM	10/18/19 12:04 PM	37:53	1,689.6	368.4	10.0					43.5		
	Igor Korotetskyy	10/13/19 3:41 PM	10/19/19 5:44 PM	77:30	2,650.6	480.5	34.9	10.0				46.0		
	GERARD WILSON	10/13/19 8:36 AM	10/19/19 2:24 PM	58:33	2,667.9	494.5	25.1	64.3	84.4	50.1	10.0	46.8		
	NATHAN SIMS	10/13/19 9:44 AM	10/16/19 6:49 PM	53:11	1,577.8	279.8	80.6		38.5	100.0		47.8		
	REYNALDO HERRERA JR	10/13/19 10:59 AM	10/18/19 9:02 AM	04:09	48.5	7.7	21.6					48.0		
	JUSTIN R MARCELLUS	10/13/19 10:12 AM	10/19/19 1:03 PM	64:31	2.0	375.0		10.0				48.4		
	BELDON TOLAND	10/16/19 7:10 AM	10/19/19 1:11 PM	44:48	1,310.9	248.1	60.2	10.0				50.9		
	EVAN L HASTON	10/14/19 9:04 AM	10/19/19 6:41 PM	35:09	1,835.2	327.0	42.3	10.0		100.0	10.0	51.5		
	ADAN MURILLO	10/15/19 8:49 AM	10/18/19 10:25 PM	39:04	1,961.2	387.0	41.6	10.0	98.6	100.0	10.0	52.0		
	WILLIAM BURKLIN	10/13/19 12:18 AM	10/19/19 6:21 AM	27:41	777.3	148.9	10.4	10.0		54.0	100.0	52.6		
	JOHN C GARCIA	10/13/19 1:15 AM	10/19/19 7:08 PM	30:47	935.2	160.7	10.0		44.4	100.0	10.0	52.9		
	FRANK ANCHONDO	10/13/19 11:38 AM	10/19/19 2:28 PM	76:07	2,049.1	399.0	10.0	74.9	62.0	100.0	19.6	53.3		
	JOHNNY MALONE	10/14/19 7:13 AM	10/19/19 9:53 PM	64:42	2,431.7	429.0	82.1		70.4	100.0		54.5		
	DSCAR PALACIDS	10/13/19 1:46 PM	10/19/19 3:56 PM	69:04	2,170.4	498.1	10.0	68.9	75.1			54.9		
	WILLIAM W THOMPSON	10/13/19 11:21 PM	10/15/19 1:15 PM	23:32	416.4	58.6	55.4	100.0	10.0			55.1		
	ANDRES RANGEL	10/13/19 10:39 AM	10/19/19 4:20 PM	61:36	2,051.1	394.8	10.0	10.0				56.2		
	MANUEL OSORIO	10/13/19 6:11 PM	10/18/19 8:57 AM	33:16	1,749.9	307.0	84.4					56.2		
	GUADALUPE DIAZ	10/14/19 2:17 PM	10/19/19 3:36 PM	66:19	3,240.9	602.0	66.7	10.0				56.5		
	IESHA HAWKINS	10/13/19 2:01 AM	10/18/19 11:31 PM	51:44	1,918.5	299.6	10,4	82,0				56.6		
	MARIO A MACIAS	10/13/19 8:43 PM	10/19/19 1:34 PM	55:39	1,821.0	380.7	17,2					56.8		
		10/16/19 9:24 AM	10/20/19 2:00 AM	28:08	991.6	137.4	62.3	10.0			35.0	56.8		
		10/13/19 10:20 PM	10/19/19 10:24 AM	26:02	2.612.5	355.7	100.0	10.0		100.0	10.0	58.6		

### We know the Score

• We also use **TPI** to measure our **Fleet Weekly Safety Score**.



### **REMOTE VIEWING**

We can track our trailer locations and temperatures every 5 minutes. We can even set the temperatures remotely if an order setting is different from what is being reported by the refrigerated unit.

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Workspaces Reports Configuration												<b>ය:</b> spes එ
	spatch 🌡	Temper	ature 🔇 Hours of Service	✗ Vehicle Exceptions								+ Add Widget
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Filter	•	TRA	AILERS (1130) × Search								Add Label	
Vehicles	1811	Type	Vehicle Driver Name	Mess Location	Country I	eniti M	loving	Speed	Dwell   Fuel   Time			
			55199	Zenith Road , Zenith, Luzerne County, Pennsylvania, 18635	United States o	,	•		2:18 PI		Reefer Reefer Off Duration 1 h	
MY FLEET		-	54710	XGSTH	United States o		۲	0 2	23 h 2:17 PI	PIV	Fuel Level (%) 80.0 %	
✓ TRACTORS	640		54849	XGSTH	United States o		۲	0 2	20 h 2:16 PI	PIV	Battery Voltage         12.5 V           Switch On Hrs         1610	
LIVESTOCK	74		54695	XGSGR	United States o		۲	0 2	2 d 2:16 PI	PIV	Reefer Hrs 1191	•
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		-	54519	Woodland Boulevard , DeLand, North DeLand, Volusia County, Florida, 3.	United States o		۲	0 4	4 d 1:58 PI	PIV	Nanticoke (29)	
<ul> <li>SEATED</li> </ul>	503		54902	Woodland Boulevard , DeLand, North DeLand, Volusia County, Florida, 3.	United States o		۲	0 6	5 d 2:18 PI	PIV	≡ Search Q n Lyon	Map Satellite
> COMPAN	Y 387		55173	Wiscold Drive , Rochelle, Ogle County, Illinois, 61068	United States o		۲	0 2	21 h 2:18 PI	٩N	Stillwater Shickshinny	State Gam
HIDE	33	-	54516	Wind River Drive , Duncanville, Dallas County, Texas, 75116	United States o		۲	0 3	3 w 2:16 PI	PIV .	nge Millville (487) (239 (11)	Penn
			54923	Williams Avenue , Woodward, Woodward County, Oklahoma, 73801	United States o		۲	14 -	2:17 PI	٩N	Jersevtown	Lake Par - (437)
LEASE-OV	N 83		54869	Will Rogers Turnpike , Ottawa County, Oklahoma, 74354	United States o	P	۲	65 -	2:17 PI	٩N	(1) Wapwallopen	White Hav
> UNSEATED	56		55005	Will Rogers Turnpike , Lincolnville, Ottawa County, Oklahoma, 74363	United States o	P	۲	63 -	2:16 PI	٩N	Berwiger	
> OFFICE	7		54573	Whitehouse Road , Mount Hope, Walker County, Alabama, 35501	United States o	Þ	~	0 3	31 m 2:18 PI	PIV		Freeland
			54834	Westbrook Road , Shreveport, Caddo Parish, Louisiana, 71129	United States o	P	۲	0 1	10 m 2:16 PI	PIV .	55199 Conynghan (at	
> TRAILERS	1130		54562	West Russworm Street , Blaine County, Oklahoma, 73772	United States o	P		46 -	2:18 PI	PIV .	Danville 11 (309) Hazleton	
			54959	West Jones Road , Cherokee County, Oklahoma, 74464	United States o		~		2 d 2:15 PI		State Game Nuremberg (924)	
			54614	West Historic Highway 66 , Gallup, McKinley County, New Mexico, 87319	United States o		-	4 -			Number 58	State Gar Lands Nr
			55200	West Durango Street , Phoenix, Maricopa County, Arizona, 85043	United States o		<u> </u>	0 -		_	42	Ji
			54730	West Chestnut Expressway , Haseltine, Greene County, Missouri, 65802	United States o	P	-	6 -		_	Ringtown	[209]
1			54389	West Boyd Street , Marshall, Saline County, Missouri, 65340	United States o				9 h 2:18 PI			erms of Use Report a map e
			54398	West 8th Avenue , Yuma, Yuma County, Colorado, 80759	United States o	P		15 -			Vehicle Events > 55199 10/15/19 12:00 AM - 10/16/19	9 11:59 PM 🛗 🕂 🗸
1			54332	West 4th Street , Portales, Roosevelt County, New Mexico, 88130	United States o				4 d 2:15 PI	_	12:58 PM : Departed Gordon Mountain Rd;High Ridge Park Rd;State Route 4007 , Glen Carbon, Sch	uylkill County,
			54480	West 1st Street , Pratt County, Kansas, 67124	United States o			65 -			Pennsylvania, 17936 travelled for 1h 20min	
			54557	West 12th Avenue , Denver, Denver County, Colorado, 80204	United States o	2	۲	0 2	2 h 2:18 PI	PN ▼ ▶		
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#### Sometimes the driver needs a checkup and a repair

	Workspaces	Reports Conf	iguration									¢	whija 🕹
T	Driver Perform	ance Scores 10	1/13/19 12:00 AM - 10/1	9/19 11:59 PM	🛢 397 vehicles	3 A 0							
ų	Driver Performance So	ver Performance Scores											
SCOPE	Driver Performance Score	her Performance Scores											
DEFINE	■ Search												
DE	Driver	From	To	Engine On Time	Distance	Fuel Used	Fuel	Over Revving	Idling	H. Brakes	Over Speeding	Total	<b>^</b>
	ROBERT W MAYS III	10/13/19 7:28 AM	10/20/19 1:51 AM	158:01	2,383.6	586.1	10.0						
	ANTHONY MARTINEZ	10/13/19 4:06 PM	10/16/19 8:22 PM	36:36	1,215.6	280.2	10.0	10.0	10.0	100.0	10.0	28.0	
	BRUCE LEE ATKINS	10/13/19 1:48 AM	10/19/19 9:37 PM	114:59	3,059.1	487.1	10.0	10.0	23.7	100.0	10.0	30.7	
	SERHIY SEREDA	10/19/19 4:11 PM	10/21/19 11:10 AM	42:59	1,281.9	276.9	10.0	10.0	37.8	100.0	10.0	33.6	
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	lgor Korotetskyy	10/13/19 3:41 PM	10/19/19 5:44 PM	77:30	2,650.6	480.5	34.9	10.0	75.2	100.0	10.0	46.0	
	GERARD WILSON	10/13/19 8:36 AM	10/19/19 2:24 PM	58:33	2,667.9	494.5	25.1	64.3	84.4	50.1	10.0	46.8	
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	WILLIAM BURKLIN	10/13/19 12:18 AM	10/19/19 6:21 AM	27:41	777.3	148.9	10.4	10.0	88.5	54.0	100.0	52.6	
	JOHN C GARCIA	10/13/19 1:15 AM	10/19/19 7:08 PM	30:47	935.2	160.7	10.0	100.0	44.4	100.0	10.0	52.9	
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	DSCAR PALACIDS	10/13/19 1:46 PM	10/19/19 3:56 PM	69:04	2,170.4	498.1	10.0	68.9	75.1	100.0	20.4	54.9	
	WILLIAM W THOMPSON	10/13/19 11:21 PM	10/15/19 1:15 PM	23:32	416.4	58.6	55.4	100.0	10.0	100.0	10.0	<u>55.1</u>	
	ANDRES RANGEL	10/13/19 10:39 AM	10/19/19 4:20 PM	61:36	2,051.1	394.8	10.0	10.0	79.6	100.0	81.2	<u>56.2</u>	
	MANUEL OSORIO	10/13/19 6:11 PM	10/18/19 8:57 AM	33:16	1,749.9	307.0	84.4	10.0	100.0	76.7	10.0	56.2	
	GUADALUPE DIAZ	10/14/19 2:17 PM	10/19/19 3:36 PM	66:19	3,240.9	602.0	66.7	10.0	95.6	100.0	10.0	<u>56.5</u>	
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	MARID A MACIAS	10/13/19 8:43 PM	10/19/19 1:34 PM	55:39	1,821.0	380.7	17.2	81.5	75.0	100.0	10.0	56.8	
	RICKY WHICHARD	10/16/19 9:24 AM	10/20/19 2:00 AM	28:08	991.6	137.4	62.3	10.0	77.0	100.0	35.0	56.8	
	JESUS BURCIAGA	10/13/19 10:20 PM	10/19/19 10:24 AM	76:02	2,612.5	355.7	100.0	10.0		100.0	10.0	58.6	
		10/12/10/121 444	10/10/10 10:47 014	24.20	017.0	1116	44.0	07.0	73.0	100.0	10.0	50.0	*

### • We monitor:

### • MPG

- Fuel Usage Over Revving
- Idling Harsh Braking
- Over Speed Total score
- Using our Blue Tree Satellite System



#### YOU NEVER KNOW WHEN YOU WILL NEED YOUR SAFETY SKILLS, SO DEVELOP THEM





CPR AED









## Why Not! We are always looking for new ways to help!



Donating seats to our city's police department is the perfect plan. Parents that don't have them will get them! The police will help spread our "Safety Culture"





## WE PROVIDE AN IMPAIRED DRIVING CART TO TEACH OUR DRIVERS TO DRINK ONLY OUR SAFETY CULTURE

#### Drink up, it's good for you





Perhaps Mosquitos can be useful in spreading our "Safety Culture"







## USE THE BEST EQUIPMENT

She has examined the merchandise and it exceeds all expectations





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 $\bigcirc$ 







Bendix



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### I don't mean to brag, but we really do have nice trucks!

By converting our safety culture into an aerosol spray, we can install a simple bathroom fragrance sprayer into the **spacious**, **luxurious interior** of our trucks.



Wake up to the "New Car Smell" and take a deep breath. We want the **Safest** environment.







#### Social Media is the Key!

## We have the means and the methods to make this go viral!



### **TEXTING AND DRIVING SHOULD NOT BE PART OF THE FORMULA**

#### I must have miscalculated my end result. This is **NOT** a Safety Culture



 $\frac{g}{2}\frac{m^{\lambda}}{M}[H(\bar{e}^{\lambda}e^{\lambda})+i\phi^{0}(\bar{e}^{\lambda}\gamma^{5}e^{\lambda})] + \frac{i}{2M\sqrt{2}}\phi^{+}[-m^{\kappa}_{d}(\bar{u}^{\lambda}_{j}C_{\lambda\kappa}(1-\gamma^{5})d^{\kappa}_{j}) + u^{\lambda}_{u}(\bar{u}^{\lambda}_{j}C_{\lambda\kappa}(1+\gamma^{5})d^{\kappa}_{j}) + \frac{g}{2M\sqrt{2}}\phi^{-}[m^{\lambda}_{d}(\bar{d}^{\lambda}_{j}C^{\dagger}_{\lambda\kappa}(1+\gamma^{5})u^{\kappa}_{j}) - m^{\kappa}_{u}(d^{\lambda}_{j}C^{\dagger}_{\lambda\kappa}(1+\gamma^{5})u^{\kappa}_{j}) - m^$ 

 $\begin{array}{l} \gamma^{5}[u_{j}^{c}] &= \frac{g}{2}\frac{m_{A}^{b}}{M}H(\bar{u}_{j}^{1}u_{j}^{\lambda}) - \frac{g}{2}\frac{m_{A}^{b}}{M}H(\bar{d}_{j}^{\lambda}d_{j}^{\lambda}) + \frac{ig}{2}\frac{m_{A}^{b}}{M}\phi^{0}(\bar{u}_{j}^{\lambda}\gamma^{5}u_{j}^{\lambda}) - \\ \frac{m_{A}^{b}}{M}\phi^{0}(\bar{d}_{j}^{\lambda}\gamma^{5}d_{j}^{\lambda}) + \bar{X}^{+}(\partial^{2} - M^{2})X^{+} + \bar{X}^{-}(\partial^{2} - M^{2})X^{-} + \bar{X}^{0}(\partial^{2} - \bar{X}^{b})X^{-} + igc_{w}W^{+}_{\mu}(\partial_{\mu}\bar{Y}X^{-} - \bar{X}^{b})X^{+} + igc_{w}W^{-}_{\mu}(\partial_{\mu}\bar{X}^{-}X^{0} - \bar{Y}^{b})X^{+} + igc_{w}W^{+}_{\mu}(\partial_{\mu}\bar{Y}X^{-} - \bar{Z}^{b})X^{+} + igc_{w}W^{+}_{\mu}(\partial_{\mu}\bar{Y}X^{-} - \partial_{\mu}\bar{X}X^{+}) + igc_{w}Z^{0}_{\mu}(\partial_{\mu}\bar{X}^{+}X^{+} - \bar{X}^{b})X^{-} + ifc_{w}X^{+}A^{-}(\bar{X}^{+})X^{+} + igc_{w}X^{+}A^{-}(\bar{X}^{+})X^{+} + igc_{w}X^{+}(\bar{X}^{+})X^{+} + igc_{w}X^{+} +$ 





DISTRACTED DRIVING CHECKING A TEXT ON HIS PHONE MIRACULOUSLY HE SURVIVED WOULD YOU?

## SAFETY AND EFFICIENCY EQUALS EXTRA BENEFITS

Profit Sharing Bonuses

Knowing you are having a positive effect on peoples lives.

Less Stress and Worry

Having a positive attitude among your peers

Teaching others, "The Better Way of Doing Things."

Make sure that your headlights are on and you are alert during **Black Friday** and **BE SAFE ALL OF THE TIME!** 









Although we have had a light hearted approach to this presentation, safety is a serious business. Lives are at stake! And the only vanguards to stem the tide in accidents and property claims are all of **you!** 

let's all assiduously do our part to make this happen. And we'll create a GREAT SAFETY CULTURE!



Our culture of safety has reached the critical masses

## I BELIEVE WE HAVE CROSSED THE RUBICON OF SUCCESS







Thank you