

# ***'Leveraging Telematics to Reduce Risk in Fleet Operations'***



*A Family Commitment to Quality Since 1920™*



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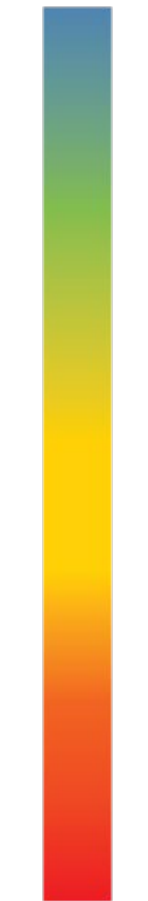
# **Perdue's Private Fleet**

- **800 Power Units, 30 Straight Trucks , 2000 Trailers**
- **750 (+) Commercial drivers**
- **600 Non-Commercial vehicles, (Sedans, Pickup, etc.)**
- **VMT, 40 MM Commercial / 14MM Non-Commercial.**

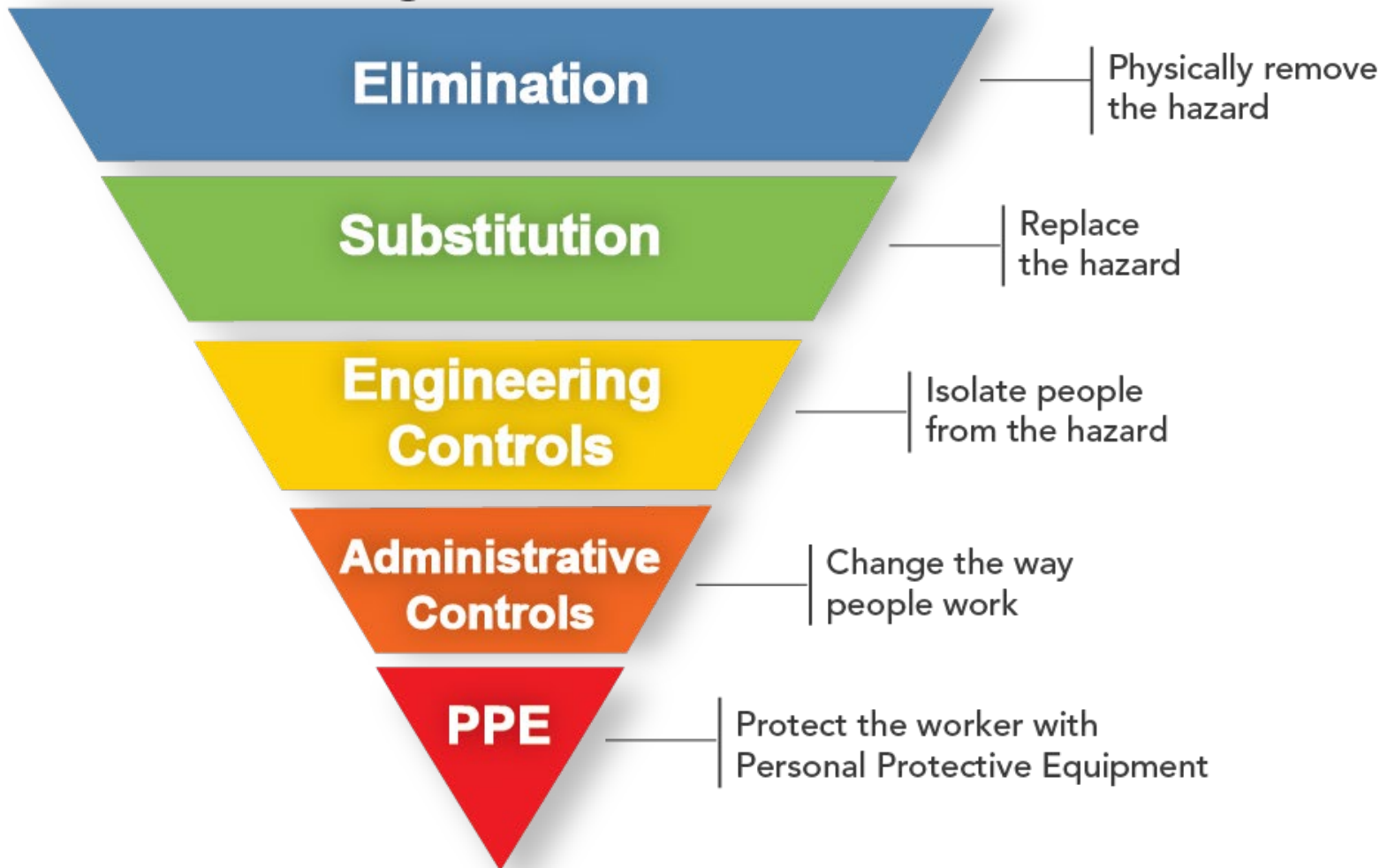
**Our entire commercial fleet has “Vehicle Based Video Technology”.  
We also strategically use a host of other vehicle-based safety technology  
we will share with yawl today!**

# Hierarchy of Controls

Most effective



Least effective



**Vehicle Crashes**

# ELIMINATION

## Hierarchy of Controls Reducing Crashes

### Fleet Utilization

#### – Increase Payload (Aluminum Trailer) →

- FY18 Reduced 647 loads (\$90,500.00)

#### – State Legislating Agencies

- Working in the various states increased payload from 84,000 – 90,000 Lbs.

#### – Equipment Specification

- Adding the 3<sup>rd</sup> axle increased payload to 87,000 Lbs.



# SUBSTITUTION

- **Change over to “Auto-Shift” trucks**
  - Hands on wheel
  - Less cognitive process
  - Less fatigue
- **Fatigue reducing seats**
  - Lumbar and side support



Hierarchy of Controls Reducing Crashes

# SUBSTITUTION

## Mobile Device Blocking

App goes on the phone



(February 2019) Deployed onto about 185 company phones and non-commercial vehicles.

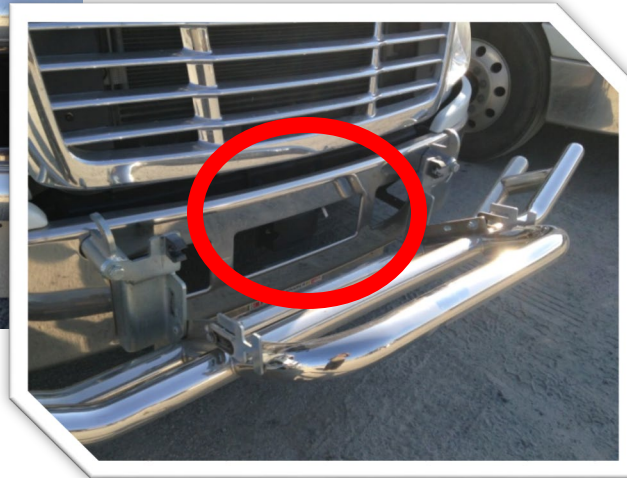
- **Cell Blocking Device allows** all Bluetooth calls in and out. Allows voice receiving and dialing. Allows emergency dialing.
- **Cell Blocking Device blocks - when the vehicle is in motion** calls, text-messages, email, apps, etc.,
- Autoreply turned on will send a message that the recipient is driving, and will notify the driver of missed calls, etc.
- Defines driver versus passenger. Blocks driver. Passengers can override the app.

(February 2019) Deployed onto about 185 company phones and non-commercial vehicles.

Hierarchy of Controls Reducing Crashes

### Collision Avoidance

- **Passive and Active (Autonomous) Intervention**
- (FWD Radar; Lane Departure & Blindside)
  - Alert for slower or stopped vehicles ahead
  - See through fog and alert to vehicles ahead
  - See and alert for unintentional lane drift / departure



[FDA78734 Lane Depart .dce](#)

# **Engineering Controls**

## **In-Cab Driver Alerts**

- Lane Departure
- Forward Collision
- Blind Side Spotter

## **Speed Governance / Speed Limiting**

- Short haul fleet = 58 MPH
- Over the road fleet = 62 / 65MPH
  - Violators are reduced to 60 for one year.

## **Vehicle Stability Controls**

- Roll stability truck and trailer



# Engineering Controls

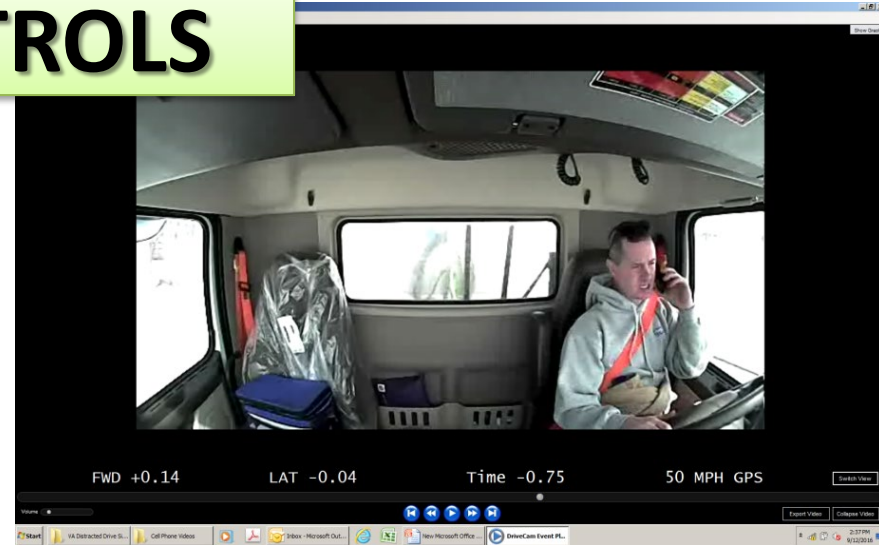
## Hierarchy of Controls Reducing Crashes

Low Center of Gravity  
Vehicle visibility & lighting



# ADMINISTRATIVE CONTROLS

- Distracted Driving Policy
- Coach the Experienced Driver (Video)
- Defensive Driver Coaching / Training
- Incident Review Boards (IRBs) on all Incidents – (determine cause and prevent reoccurrence)
- Driver Meetings
- Media Releases/Newsletters (*Stoplight on Safety*)
- Trained - Driver Trainers & Examiners
- Policies & SOPs to include driver accountabilities



## Cornering Policy – 10 MPH Below the Advanced Warning

Event: EQN74503 Score: 3  
Driver: Tommy King (B43901) Group: (BF) Livemore, KY Vehicle: 7416  
This event is [Face To Face Coaching] Perform this action: [No Change] Update  
Location: Event Data  
Behavior: Cornering Call Phone - Hands Free (Risky)  
The event was triggered due to the vehicle cornering.  
The driver was using a hands free cell phone device while operating the vehicle.

50 - 37 MPH

35 MPH

Hierarchy of Controls Reducing Crashes

# PPE

## Hierarchy of Controls Reducing Crashes

### Proximity Controls

- Less or no “Reaching”.

### Seat Belts

- Creating the “**Visual Standard**”
- Seat Belt Chimes

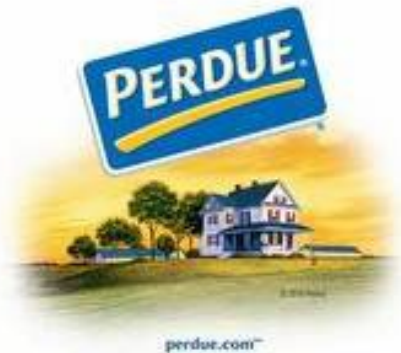
### Blue Tooth Technology (OEM Installed)

- Hands Free noise cancelling





**What do you want your  
technology to do for you?**



# • Know what you want to achieve.....

- Behavior management?
- Maintain compliance with changing rules & regs?
- Reduce accidents and risk exposure to litigation?
- Action based improvement required by insurance?
- Reduce the cost of accidents?
- Driver acceptance to add technology



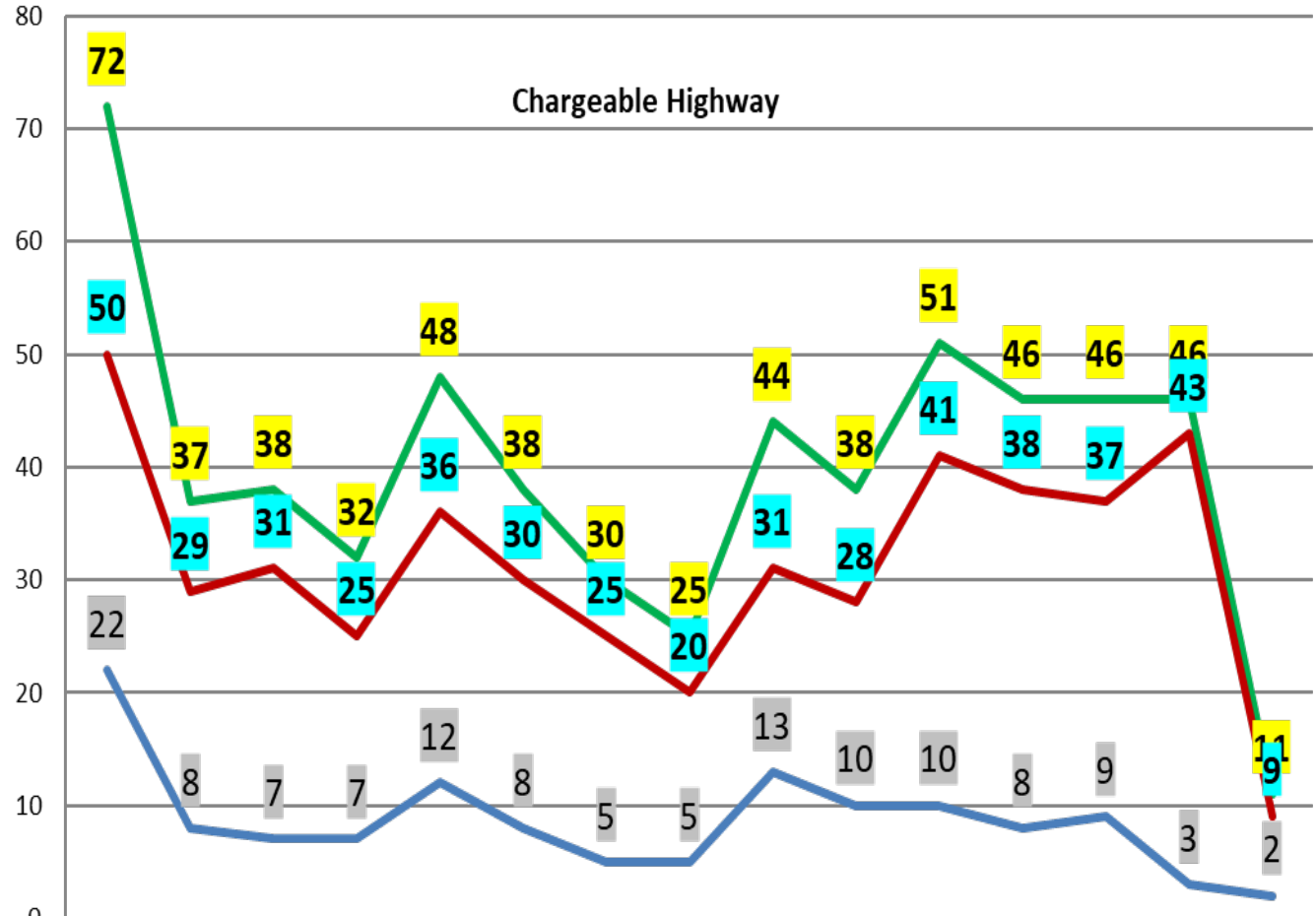
**Active Alert to the Driver**

**Report to Manager / Coach**

**Document for Protection & Training**



# Does it Work?



	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23
Chargeable Highway	72	37	38	32	48	38	30	25	44	38	51	46	46	46	11
Chargeable Highway Commercial	50	29	31	25	36	30	25	20	31	28	41	38	37	43	9
Chargeable Highway Non-Commercial	22	8	7	7	12	8	5	5	13	10	10	8	9	3	2

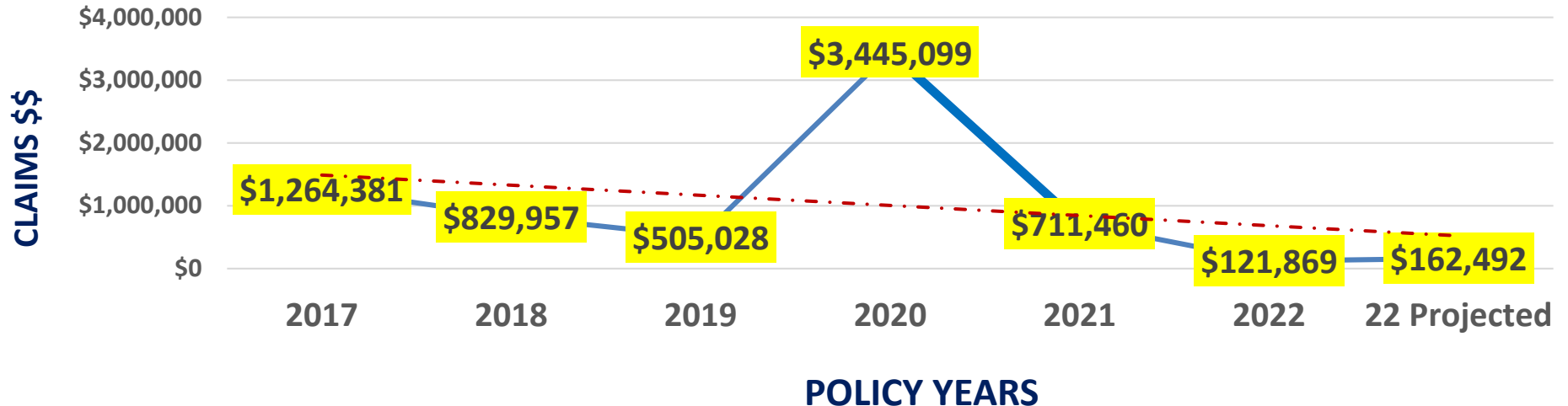
# Does it Add Value?

## Commercial Highway Crashes

### Total Vehicle Accident Claims by Policy Year

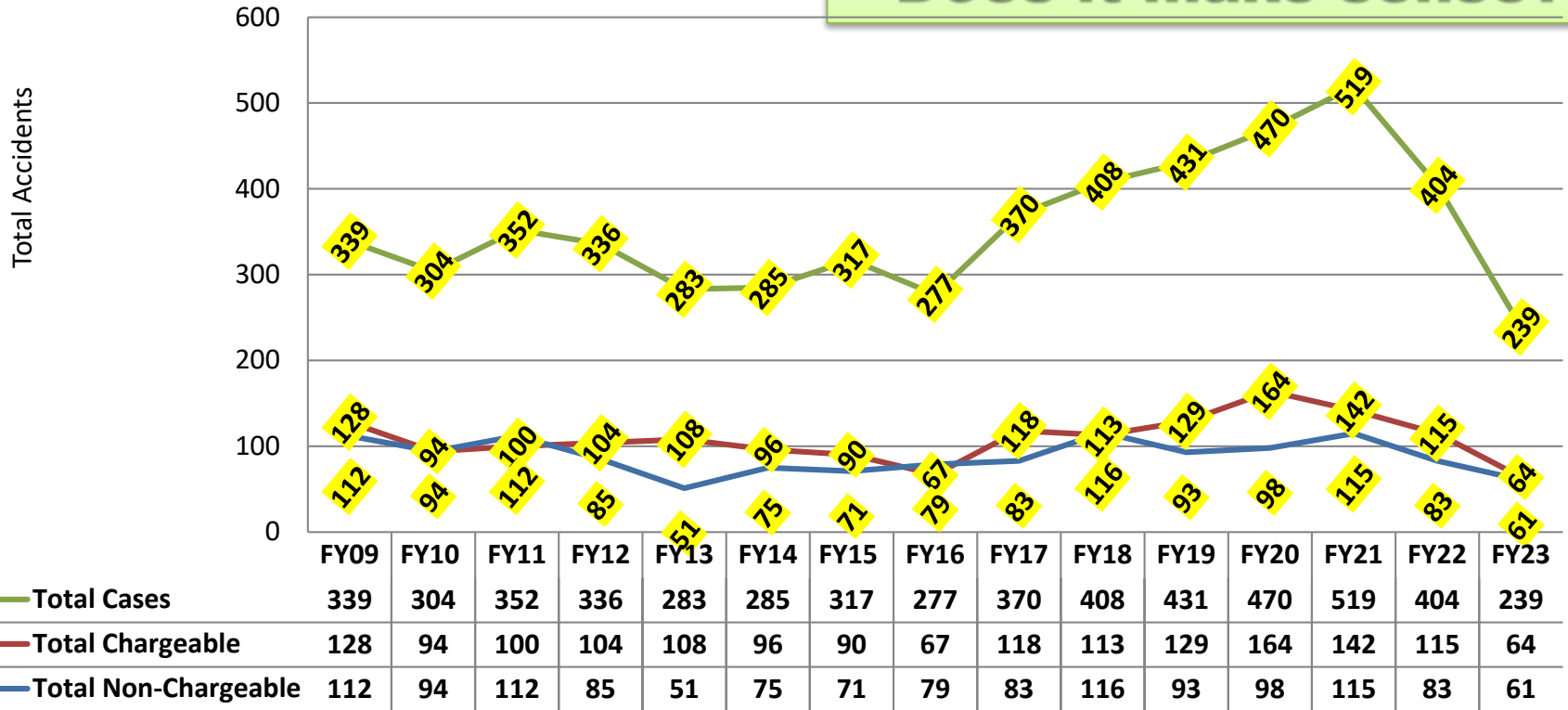


### Total Vehicle Accident Claim \$\$ Policy Year





# Does it make sense?

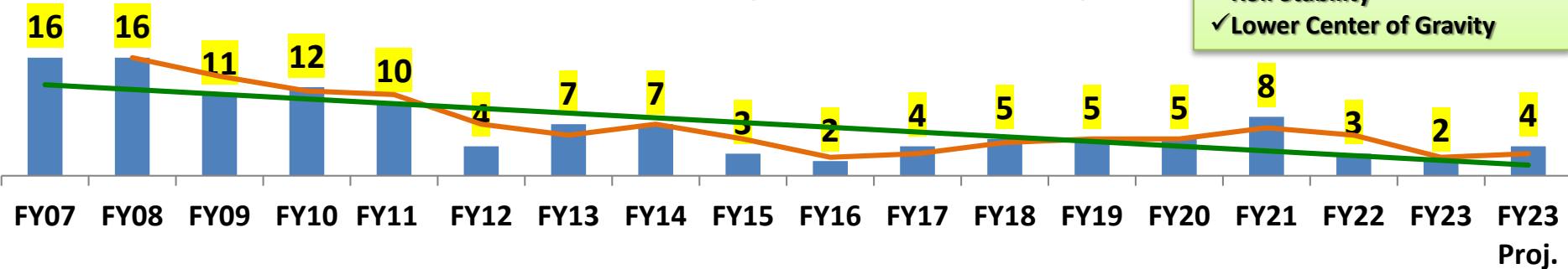


# Does it reduce management time?

## Single Vehicle "Roll Over" Reduction.

Total Rollover - 120 (FY07 - FY23 YTD)

- ✓ In Cab Camera
- ✓ Speed limiters
- ✓ Roll Stability
- ✓ Lower Center of Gravity



# **Lessons Learned**

No matter what technology you choose consider the following;

**Train managers** so they deliver effective coaching. (Annual Refresher).  
(Coach to Defensive Driving)

**Don't get stale (revitalize)** Add to your deliverables and find continuous ways to improve. Check and keep process integrity.

**Seek** “Continuous Improvement” on deliverables. Every couple years compare the process and service.

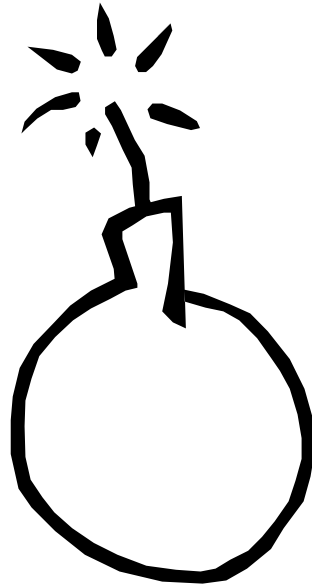
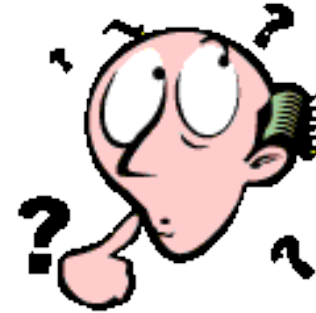
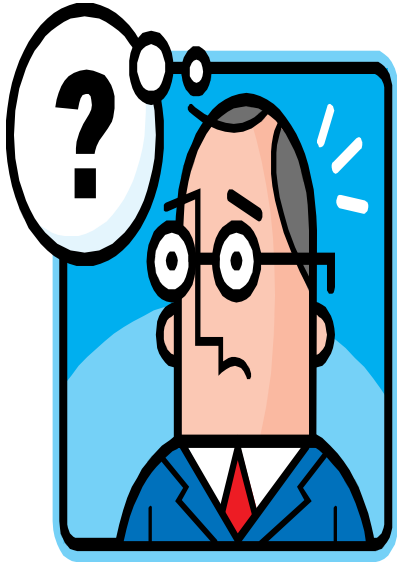
**Networking with industry.** (NPTC, ATA, ASSE, MATS, etc.)

**Create “Visual Standards”** to associates and motoring public alike.

**Use a “PIP”** (Performance Improvement Process) to improve driver behavior. Avoid the negative impact of “Discipline”

**Focus** “Behavioral Management” on “Repeated Behaviors”

# Questions



**Thank you for your time.**