

NSC Our Driving Concern

## Texas Employer 2015 Traffic Safety Award

### Best Practices



In 2014, the National Safety Council began the inaugural Our Driving Concern: Texas Employer Traffic Safety Award, presented by the National Safety Council in partnership with the Texas Department of Transportation. Recipients represent employers who have shown outstanding commitment to the safety and well-being of their employees on and off the job in the area of traffic safety.

The 2015 honorees were selected through an application process that evaluated each company's commitment to promoting safe driving behaviors among their employees. Employee education, training and other activities that focus on traffic safety were considered. Applicants ranged from large to small employers, businesses to municipal organizations, from all across Texas.

The Our Driving Concern Texas Employer Traffic Safety Program proudly recognizes the following employers for their leadership and commitment to traffic safety, this brochure is a compilation of some of the best practices derived from within this group of employers:

- Challenger Drilling, Inc.
- City of Irving
- City of Sugar Land
- Hughes Oilfield Transportation
- MedStar Mobile Healthcare
- Mid-Coast Electric Supply, Inc.
- Nalco Champion
- Saulsbury Industries
- Spectra Energy

## Challenger Drilling, Inc.

CITY: Tomball

WEBSITE: [www.challengerdrilling.com](http://www.challengerdrilling.com)

TOTAL NUMBER OF EMPLOYEES: 20

*The 19th century English philosopher Herbert Spencer once said, "The greatest freedom a man can know is to do what he ought to do, because he wants to do it." It is to this end that our focus on safe driving should take us. When our drivers are making a conscious effort to drive safely because they want to be safe drivers, we will certainly be on our way to realizing the change that is needed to eliminate vehicular fatalities.*

Gary Carville, Safety Coordinator at Challenger Drilling, Inc., upholds this mentality and is keenly aware of the fact that motor vehicle crashes are the leading cause of job related fatalities; Carville believes that if the goal is to eliminate vehicle collisions as a leading cause of death in the workplace, employees must understand how and why these occur.

Challenger Drilling believes a once-a-year training is insufficient. They strive for our educational programs not only to inform, but to transform as well. "If we hope to develop a culture of safe drivers then we must work at creating safe drivers. Safe drivers are not the result of informing drivers only; they are the result of informing drivers who want to be safe drivers."

Challenger Drilling, Inc. is a relatively small company with fewer than 20 full time employees. When you compare the detail and magnitude of their Driving Safety Program with other companies, they rival programs of much larger companies.



## City of Irving

CITY: Irving

WEBSITE: [cityofirving.org](http://cityofirving.org)

TOTAL NUMBER OF EMPLOYEES: 1683

Irving sits at the epicenter of the Dallas-Fort Worth Metroplex which has a combined population of 6.7 million people. The City of Irving alone has 1683 fulltime employees and operates over 800 vehicles. The City of Irving's commitment to communicate with its employees, residents, visitors, and businesses proves to be one of their most valuable assets in promoting traffic safety.

From the City Spectrum, the city-wide newspaper, to their television network, ICTN, to their traffic safety video links on the kiosk in the lobby of the court, the City of Irving is always looking for new ways to communicate the importance of traffic safety. Safety update emails are distributed through weekly staff meetings and a safety team, formed to review incidents and come up with recommendations to prevent future incidents, disseminates recommendations to the entire city workforce.

Irving has hosted the Our Driving Concern, Train-the-Trainer workshop for both city employees and representatives from businesses around the metroplex; a variety of employees are now certified to teach the Our Driving Concern curriculum throughout the city's various departments and teams.

In an effort to combat the overwhelming tragic crash statistics of newly licensed teen drivers, The City of Irving in conjunction with DriveitHOME™ participated in several educational activities throughout the year. DriveitHOME™, an initiative of the National Safety Council, offers a variety of options parents can use to help their teen get the experience they need behind the wheel.

The City of Irving also hosted the 5th annual Employee Safety Fair where over 500 employees were reminded how to prevent incidents while driving and of the city policies regarding cell phone use and safety belt use while participating in fun activities to reinforce these policies.



## City of Sugar Land

CITY: Sugar Land

WEBSITE: [www.sugarlandtx.gov](http://www.sugarlandtx.gov)

TOTAL NUMBER OF EMPLOYEES: 656

Sugar Land is a full-service municipality providing police and fire protection, water/wastewater utilities, solid waste collection, curbside recycling, a regional airport, parks and recreation, public works, planning/zoning and other services. Currently, 656 City employees provide services to the 86,972 residents of the City of Sugar Land.



As a result of their efforts and training, the City of Sugar Land experienced an 83 percent decrease in crash-related costs and 31 percent decrease in crash related claims in fiscal year 2014, and no crash related fatalities.

Among its traffic safety initiatives, the city has established different types of incentives to recognize safe driving behaviors and help employees understand how their performance contributes to the city's overall goals and values; these include the On-the Spot Awards, Work Safe Awards, Employee Team Awards, and Champion Employee Awards.

In terms of training, traffic safety programs address all levels of management and specific needs (Fire, Police, and Public Works) — importantly, one size does not fit all. Furthermore, instructors are constantly bringing in new ideas to strengthen the driver safety program with a variety of teaching materials, policies and procedures and an overabundance of top-level management support. Openness to including videos, pictures, and personal stories, has helped promote driver safety in a way that is meaningful and encourages participation.

## Hughes Oilfield Transportation

CITY: Odessa

TOTAL NUMBER OF EMPLOYEES: 145

John Teague, who began as a driver at Hughes Oilfield Transportation over 16 years ago, makes it abundantly clear to drivers that families are the most important thing, and that they want drivers to go home at the end of the day to their families. This message is bittersweet in light of the tragic experience that took place in the Fall of 2010.

"Our roads and the amount of traffic here in Odessa and Midland Texas are not made for the amount of traffic we have due to the oil boom. I stress everyday about how dangerous it is to be out on the roads and that our drivers can't take it for granted that the other drivers know what they are doing. I lost my oldest son in a Distractive Driving Accident. My drivers know when I am talking to them that I am speaking from the heart and not just as a Supervisor telling them some story."

Teague now shares his commitment to driver safety by stepping into the role of Safety Manager, and with the support of Hughes Oilfield Transportation, has been involved in backing several Distractive Driving Awareness events. As reports about the increasingly deadly toll of industry growth in this area makes its way across the state, companies like Hughes Oilfield Transportation are trying to recognize the risks and equip their drivers with the critical driving behaviors to keep them safe.



## MedStar Mobile Healthcare

CITY: Fort Worth

WEBSITE: [www.medstar911.org](http://www.medstar911.org)

TOTAL NUMBER OF EMPLOYEES: 450

As the exclusive EMS provider to Fort Worth and 14 surrounding cities, MedStar Mobile Healthcare focuses not just on their employees' safety, but on an overarching commitment to their patients, crews, and the community, MedStar team members are bound by values, known as STARCARE. The first letter in the acronym represents safety. Safety is placed first in everything that they do.

Through aggressive traffic safety campaigns, training, and face to face coaching, MedStar continues to recognize a steady decline in the number and severity of collisions. Additionally, individual unsafe behaviors continue to trend downward as DriveCam videos are used to coach behavior.

New MedStar drivers go through a host of training including classroom lecture series and real world experience; new drivers are taken through the CEVO cones course where they can practice negotiating the ambulance through various obstacles with a designated field training officer. However, they are realistic in noting that all drivers tend to drift from safe behavior as they become comfortable driving. MedStar recognizes this and utilizes a "Just Culture" to identify drift and apply individual and systemic corrective measure in place to align all drivers with the organization's expectations.

Ongoing reinforcement also includes a monthly newsletter with at least one driving safety component, usually coinciding with TxDOT driving campaigns. An annual driving fair in which all team members are invited to come out and try their driving skills at various driving stations such as the 120 foot slalom, narrow backing chute, and offset chutes which makes safety and skill fun and engaging. Also, driver monitoring devices provide DriveCam event recorders in all MedStar vehicles. These videos are used to coach drivers on safer behaviors and they have proven very effective for MedStar in remediating most unsafe driving habits of their employees.



## Mid-Coast Electric Supply, Inc.

CITY: San Antonio

WEBSITE: [www.mcesi.com](http://www.mcesi.com)

TOTAL NUMBER OF EMPLOYEES: 134



Mid-Coast Electric Supply, Inc. has demonstrated not only a commitment to their employee's safety, but also to the community. One clear-cut example of this was when they started educating their staff about the dangers of driving distracted and then implemented a cell phone ban policy. This policy removed an unnecessary risk to drivers as well as others sharing the roadway.

Employees also undergo quarterly training through the company's insurance carrier. The driving safety videos cover anything from distracted driving to driving in hazardous conditions.

The oil industry is one of the company's biggest customers and Mid-Coast Electric Supply, Inc. recognized that traveling to oil sites had become particularly dangerous in this area of Texas. This was another reason for implementing a cell phone ban policy, a move demonstrating that the company was committed to more than just following the law, but going one step further to make their employees safe and the roads safer overall.

## Nalco Champion

CITY: Houston

WEBSITE: [nalcochampion.ecolab.com](http://nalcochampion.ecolab.com)

TOTAL NUMBER OF EMPLOYEES: 8000

## NALCO Champion

An Ecolab Company

Nalco Champion, An Ecolab Company, is committed to embedding safety considerations into everything they do; senior leadership also stresses the importance of protecting its associates, customers, and the public by adopting best practices in safety. For example, distracted driving is widely known to be an unsafe practice, so the company's philosophy is to prohibit practices that create distracted-driving risks, including a ban on use of any mobile device while driving.

*Their efforts have resulted in a 13% reduction in total vehicle incidents in Q1 2015 compared to the same period in 2014.*

Two types of driving training provided are Behind the Wheel via Driving Dynamics or Smith System Training, with internal certified trainers. "These training models were chosen based on the fact that adults learn differently as compared to typical student populations."

Nalco Champion also assigns in-vehicle car chip monitoring devices; monitoring devices provide immediate feedback by audibly alerting when it detects excessive speeding, rapid acceleration or rapid deceleration occurs. Downloading data from the in-vehicle car chip/Vehicle Telematics monitoring devices is performed on a monthly basis to help monitor driving habits and provide coaching opportunities. This technology is providing insights into drivers' behaviors, as well as creating a driver profile which includes several explicit components that make up a driver's risk score.

Leadership developed and implemented a Goal Zero Safety Expectation, which establishes safety expectations of employees regardless of position or work location. Whether an employee drives a company vehicle or not, every new employee takes a driver safety course as part of the orientation.

Ongoing reinforcement comes in a variety of forms, including things like:

- Safety Moments: Tradition of starting off every meeting with a Safety Moment, where an individual shares a lesson learned or a near-miss with their colleagues, to prevent them from suffering a similar fate.
- Rewards and Recognition – Safety performance indicators are monitored to assure they have a generous program that gives out incentives for accident free and safe driving practices.
- Ride Alongs/Commentary Drives - Managers perform a ride along/commentary drive at least four times a year or as part of a corrective action plan, using a predefined checklist, to confirm that they are exhibiting safe driving behavior.

## Saulsbury Industries

CITY: Odessa

WEBSITE: [www.si-tx.com](http://www.si-tx.com)

TOTAL NUMBER OF EMPLOYEES: 3016



Recent traffic-related conditions in West Texas have raised concerns and consequently, Saulsbury became involved in community driver safety education conferences, as well as industry sponsored committee meetings to improve employee driving behavior and to develop safe driving habits.

Saulsbury will often utilize a combination of qualified trainers, as well as local law enforcement trainers to assist in educating workers on how to recognize local hazards near various projects scattered throughout the country. This commitment allows Saulsbury Industries to demonstrate their belief in safe driving with employees as well as local county, city and state officials.

Annually, the company generates Safety Alerts related to internal and external driver related issues. A four-part series based on particular focus areas identified specific risks, and worked to design education around these risks:

Part 1: "Driver Safety - Congested Roadways" This Alert was necessary due to many of their projects assigned to remote locations that were becoming congested and overpopulated.

Part 2: "Driver Safety - Distracted Driving" This Alert covers the importance of avoiding distractions inside and outside the vehicle, including mental, visual, and cognitive distractions.

Part 3: "Driving in Bad Weather" This Alert included various weather conditions that contribute to hazardous roadways.

Part 4: "Driver Safety - Defensive Driving" This Alert focused on utilizing popular defensive driving techniques.

Another component of the company's fleet management policy includes a third party GPS/driver habit tracking system. This system gathers data minute-by-minute, and includes set points associated with various metrics, thus allowing driver behavior monitoring. Violations associated with any set points automatically generate an email notification to the driver's supervisor as well as to the Health, Safety, and Environmental Department at the Corporate Office, at which time a company representative will make direct contact with the driver to discuss the incident. Employees are provided with specific instructions related to the report in an effort to re-educate and improve their driving performance.

## Spectra Energy

CITY: Houston

WEBSITE: [www.spectraenergy.com](http://www.spectraenergy.com)

TOTAL NUMBER OF EMPLOYEES: 6000



"Simply stated: We want everyone at Spectra Energy to get home safely at the end of each day...and that means driving safely. Whether you drive a fleet vehicle or simply commute to work, driving is more than just getting to your job, it is part of your job...and part of our safety culture."

It's clear that Spectra's commitment to fully implementing their strategy has paid off, after experiencing a 50% reduction in preventable vehicle incidents since the implementation.

In 2009, after noticing a steady, gradual increase in vehicle incidents, there were efforts to look into this trend. Following further exploration, the company developed various task groups and benchmarking measures to define improvement opportunities. In 2011, a 3-year strategy was developed, and from 2011 to 2014. Each business unit maintains responsibilities for keeping key elements of the strategy in the forefront and active. In addition to the strategy, an internal intranet page is dedicated to Driven 2B Safe that is continually updated with key driving safety information.

Spectra Energy Driven 2B Safe program includes a comprehensive program to address driver behaviors:

- Fleet Vehicle Orientation – Helping drivers understand vast number of features and components of their vehicle, as well as safety features.
- Smith System Training – Foster defensive driving standards.
- Telematics – Metrics tracked include harsh deceleration/acceleration, harsh cornering, seatbelt use and speeding, among others.
- Motor Vehicle Records – Used to rate driver performance, design improvement plan and training needs.
- Driver Improvement Plans – One size does not fit all; designed to address specific driver behaviors.
- Observational Driving – Opens the dialogue between supervisors and drivers, for education and improvement.
- Driver/Manager Expectations – Build accountability, with clear-cut expectations for drivers

## CRASHES: KNOW THE IMPACT

### **Motor vehicle crashes are the leading cause of unintentional workplace deaths in the United States.**

The average workplace motor vehicle crash costs an employer more than \$24,000. If the employee is injured, the average cost increases to more than \$125,000.

Texas employers spend \$3.5 billion every year as a result of on-and-off the job traffic injuries and fatalities.

Don't wait for a costly crash – find out how you can protect your employees and your business. Visit us at [txdrivingconcern.org](http://txdrivingconcern.org) for more information and resources.

## OUR DRIVING CONCERN

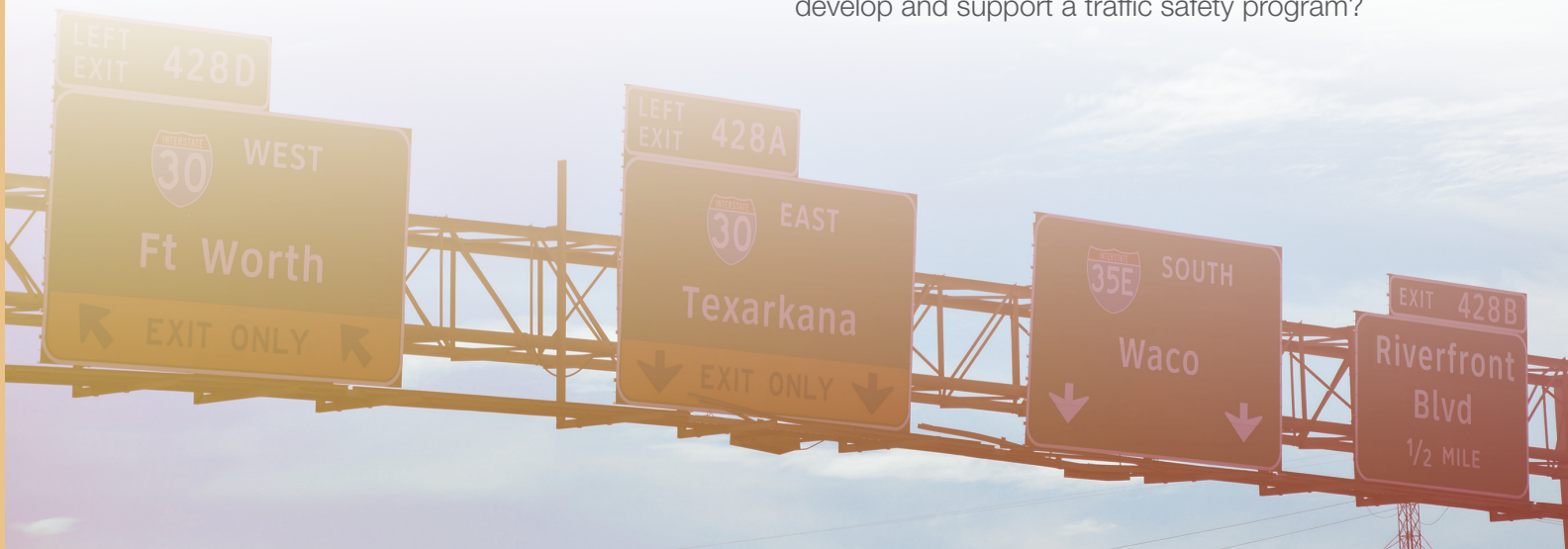
### **Make an Impact: Protect your employees**

The Our Driving Concern: Texas Employer Safety Program, funded by the Texas Department of Transportation, provides necessary traffic safety information to keep employees safe. We work with Texas employers to promote safe driving practices among their employees both on- and off-the-job, and proactively combat the costly toll of crashes.

The Our Driving Concern program offers tools and resources to managers, HR professionals and safety instructors to help build your companywide traffic safety program, including:

- **Comprehensive training programs**
- **Train-the-trainer workshops**
- **Webinars**
- **Newsletters**
- **Safety talk materials and handouts**
- **\*NEW\* Texas Employer Traffic Safety Award**
- **Fact sheets, posters, and more**

With the bottom line at stake, can you afford not to develop and support a traffic safety program?



For information, questions or to schedule a training, please contact Lisa Robinson at [Lisa.Robinson@nsc.org](mailto:Lisa.Robinson@nsc.org) or (512)466-7383.