



# Kickstart a Positive Driver Safety Culture

Adam Kahn, Chief Business Development Officer

# Transportation – A Risky Business

- More people on the roads, and more risk than ever.
- Rates are rising, markets are shrinking, and insurers are becoming ultra-selective.
- Employee Recruitment / Retention
- Focused aggressive > Plaintiff Attorney attacks



**Nuclear  
Verdicts**



**Accident Rates**



**Distracted  
Driving**



**Staged  
Accidents**



**Driver Shortage,  
Engagement,  
Retention, and  
Coaching**

# Verdicts continue to rise...



“

This is a professional driver.  
The crash was due to the (negligent)  
environment that  
He/She/They operate in.

”

- At-Fault Determination
  
- Negligent Entrustment
- Vicarious Liability / Reptile / Jury
  
- “Edge” / Defense Admission
  
- “Right to Equip”
- Driver Consent / Biometrics

# The Way We've Been Taught to Improve Driver Performance & Fleet Safety...

is perfectly suited for a world that no longer exists.

## WHAT

"Big Brother" style dash cameras

Only focusing on the crash versus the

## HOW

- Alerts for negative behaviors
- "Gaps" / guesswork for fleet & safety manager
- "He-said, she-said" - who to believe?

## WHY

- Protection
- Any camera is better than no camera

...stopped bugging. It kept making  
the noise at us, it reminded me of the  
noise the devil made in 'The Exorcist'  
movie. Whatever was making the noise  
started breaking trees and throwing  
them in our direction a few seconds  
later.

"Then I saw a huge creature moving  
through the edge of an aspen grove  
about 30 to 40 feet from me. It walked  
upright, but hunched over, maybe 6  
feet tall bent over, and standing straight  
was 7 to 8 feet tall with very dark fur all  
over. It was not a bear. Bears don't walk  
like humans. I am convinced I saw  
what many call Sasquatch. Even with  
my gun, I was very scared and we left  
in a hurry. It seemed to be following in  
the edge of the trees, breaking them,  
throwing them toward us and making  
that awful noise. It was almost dark  
and we had to get out of there," he  
recounted.

The two men fed down the moun-  
tain, and Martinez said every time the  
creature roared the noise continued  
reverberating through the entire area.  
"I felt like at any moment something  
was going to grab me from behind."

"It was deathly quiet the whole time,  
nothing moving, no elk bugging, not  
a sound at all. At sunrise, we checked  
around, found more aspen hickies  
the same way. Nothing else happened  
to us. There was no sign of anything  
out of the ordinary."

Not long after that, the creature  
returned. "I saw it again, it was  
found in the same area."

...the creature, but he thought  
it was a bear. "I saw it again, it was  
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# BUT, WHAT IF WE FLIP THE SCRIPT.

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# The Latest AI Video Technology Opens up New Possibilities

for modern fleet challenges.

## WHAT

"Co-pilot" style in-cab cameras

## HOW

- In-cab audible reminders & alerts
- Full context of why, what happened
- Points for proactive, safe driving
- High-definition & broad field of view, for clarity

## WHY

- Balanced conversations between manager & driver
- No disputing the truth
- Immediate, actionable data
- Bringing freedom back for drivers



# How Can AI Dash Cameras Help?

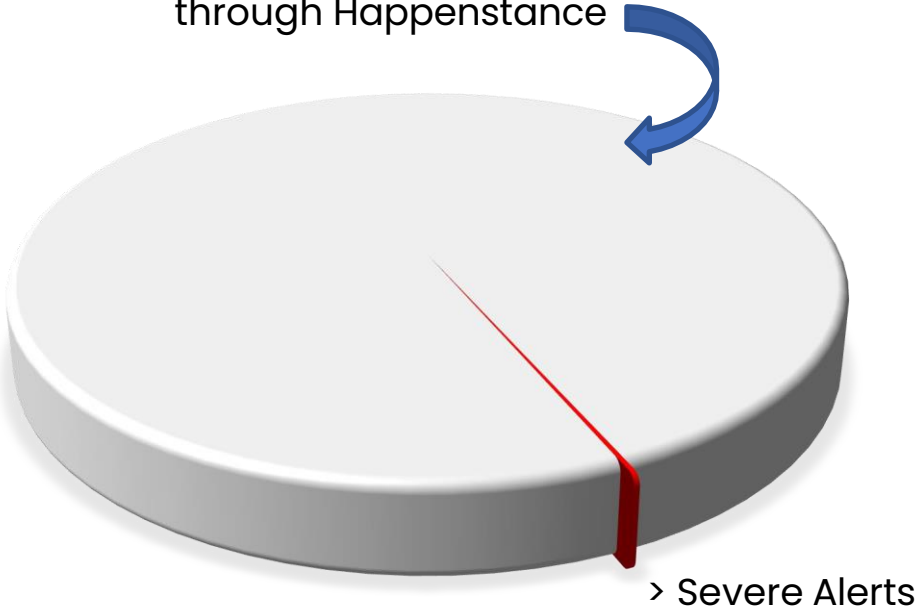
The dashboard interface includes the following elements:

- Header:** Netradyne logo, current time (Wed 06:31:59 PM IST), and user profile (Gary Matthew).
- Alerts Grid:** Six cards showing individual driver alerts. Examples include:
  - HARD-BRAKING** (ID: #448137) for Don Grimes (264001680) at 09:51 PM IST on Dec 31, 2020.
  - HARD-BRAKING** (ID: #448139) for Jerry Flaming (265001290) at 09:51 PM IST on Dec 31, 2020.
  - SPEEDING-VIOLATIONS** (ID: #448138) for Don Grimes (264001680) at 09:45 PM IST on Dec 31, 2020.
  - HARD-BRAKING** (ID: #448131) for Ryan Arthur (263001233) at 09:37 PM IST on Dec 31, 2020.
  - HARD-BRAKING** (ID: #448133) for Don Grimes (264001680) at 09:37 PM IST on Dec 31, 2020.
- Line Graph:** A chart showing performance trends from Nov 18 to Jan 20. It features two lines: a green line representing a primary metric and a red line representing a secondary metric.
- Summary Metrics:**
  - Fleet average score:** 850 (displayed in a green circle).
  - Notification:** 2.8% Total % of Drivers.
  - Recognition:** 6.8% Total % of Drivers.
- Sidebar (Right):** A list of violation categories with counts:
  - High G
  - Low Impact
  - Driver Initiated
  - Sign/Signal Violations (56)
  - Sign Violations
  - Traffic Light Violation
  - U Turn
  - Harsh Handling (1201)
  - Hard Braking
  - Hard Turn
  - Hard Acceleration
  - Individual Alerts (1953)
  - Driver Distraction
  - Following Distance (51)
- Bottom Navigation:** Dashboard, Alerts, Drivers, Event Access, Coaching.

# Happenstance vs. the Full Story

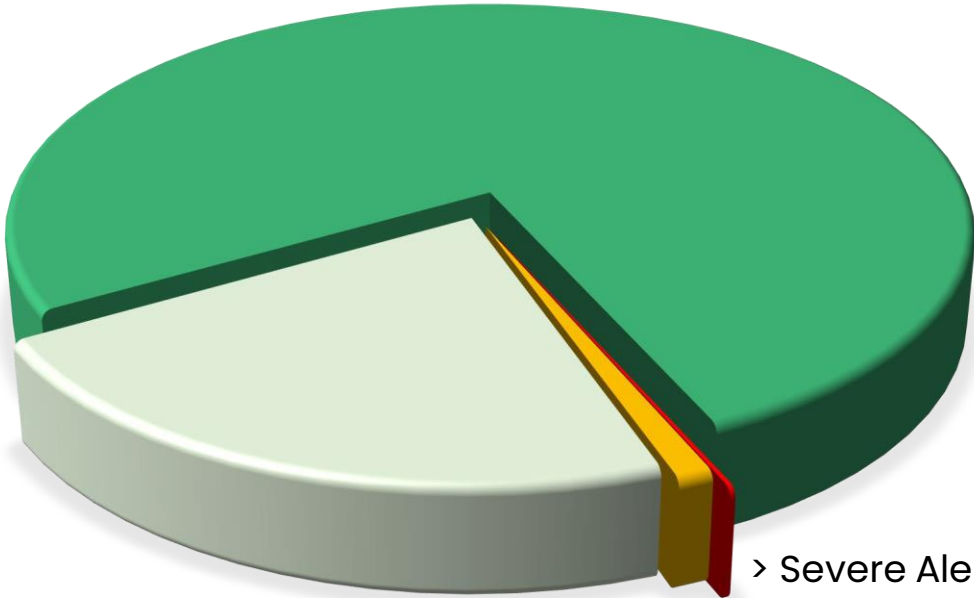
## EVENT RECORDER

Data is not analyzed, and risk was only visible through Happenstance



## AI CAMERA WITH VISION-BASED OBJECT DETECTION

> Good Driving





# Carrot vs. Stick

Operant Conditioning (B.F. Skinner / 1971)  
premise: *Actions that are followed by reinforcement will be strengthened and more likely to occur again in the future*

APPRECIATION is a fundamental human need. DRIVERS respond to appreciation expressed through RECOGNITION of their good work, because it confirms their work is VALUED.

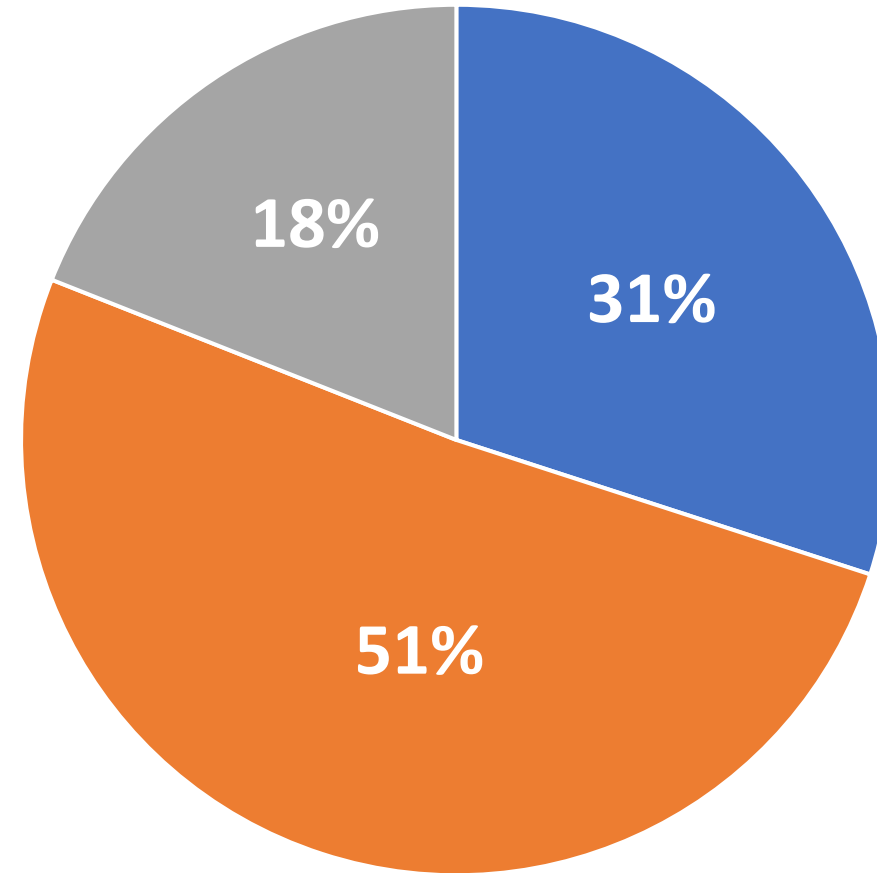


**Reward the behavior you want  
versus punish the behavior you  
don't want**

# Engagement at Work

Studies show\* that **only about 30%** of employees are actively engaged at work, 50% are unengaged (going through the motions), while just under 20% are actively disengaged, which may negatively influence others in the fleet.

Engagement at Work



Ref [Forbes](#); Gallup's 2017 *State of the American Workplace* report

■ Actively Engaged ■ Going through the Motions ■ Actively Disengaged

# The Power of Positive Reinforcement

Almost 90% of employees who receive thanks or recognition from their boss report feeling high levels of trust, whereas the figure was only **48% among workers who did not receive any recognition.**

65% of employed Americans say they'd put more energy into work if they were recognized more often

*Harvard Business Review Study*

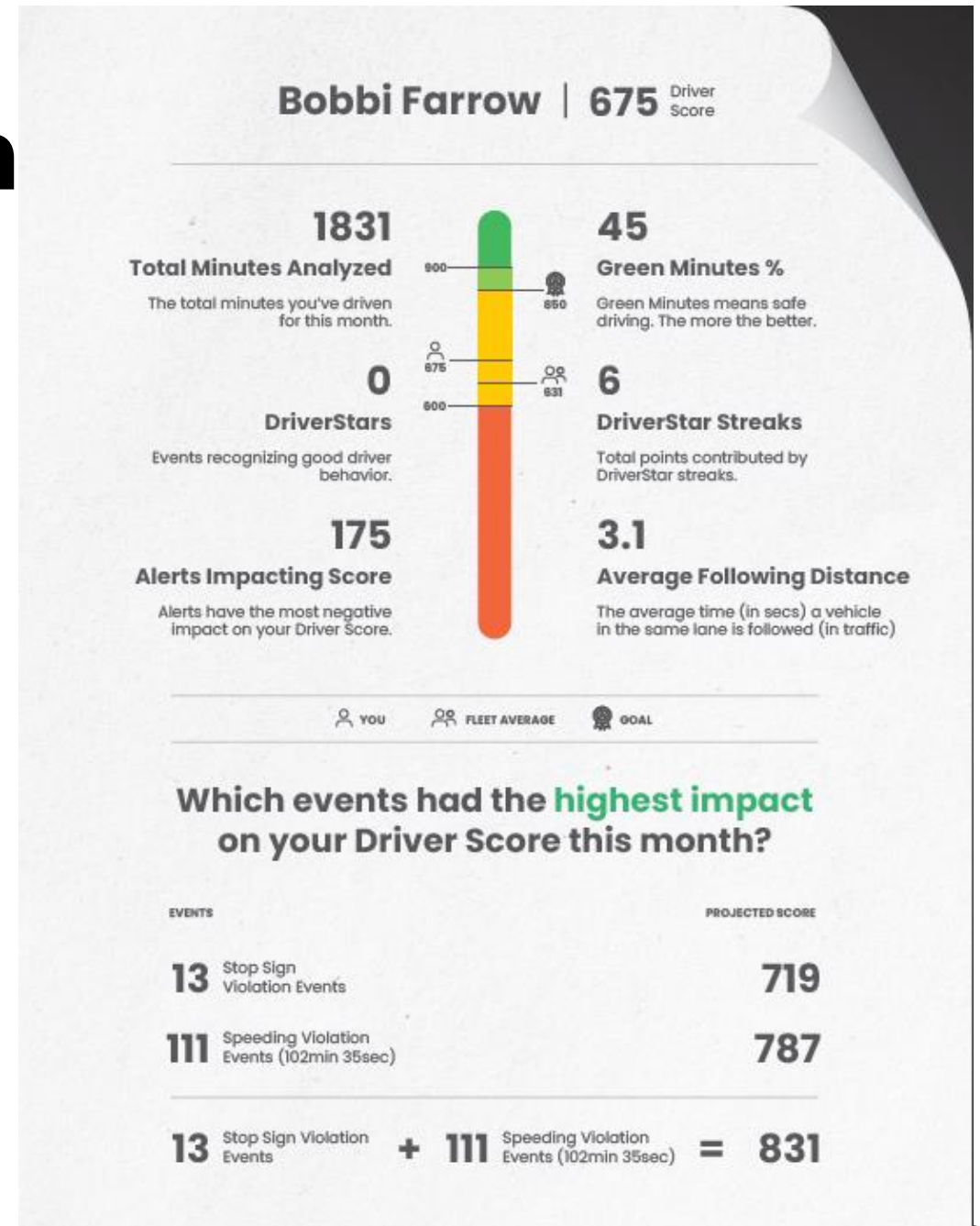


etradyne

# Awareness + Motivation

## WHY analyze ALL drive time?

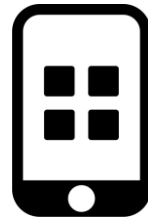
- Produce a **CLEAR and FAIR driver score** (numerator & denominator)
- Give drivers access to view their own videos (**AWARENESS**)
- Enable self-coaching (**FREEDOM!**)
- Compare driver's score to fleet's average = gamification (**PRIDE!**)
- Notify drivers of milestones and ways to improve
- Use the score to reward drivers with bonuses, prizes, publicity (**ENGAGEMENT, RETENTION**)



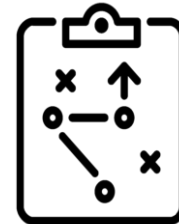
# Coaching Progression



[In-Cab]  
Notifications



Driver  
Mobile App

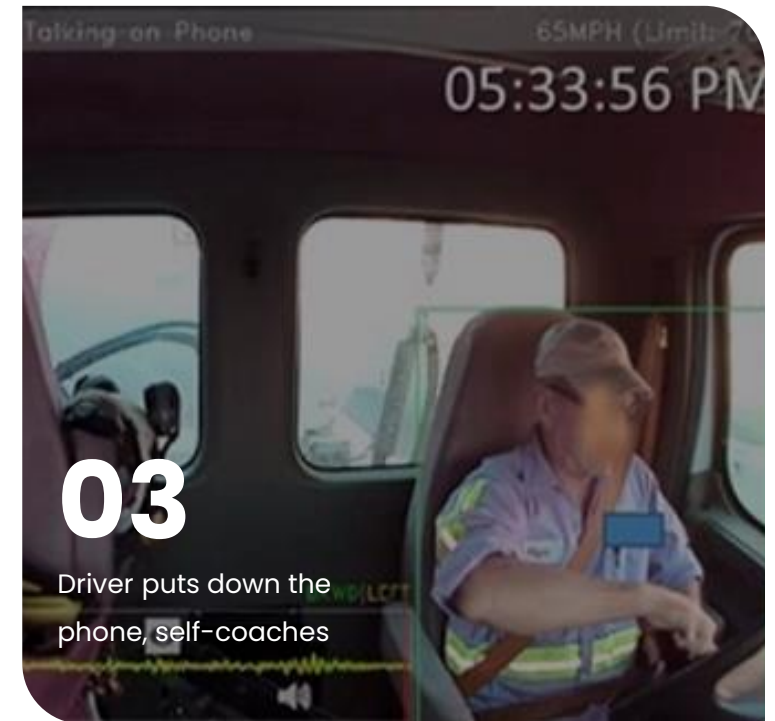
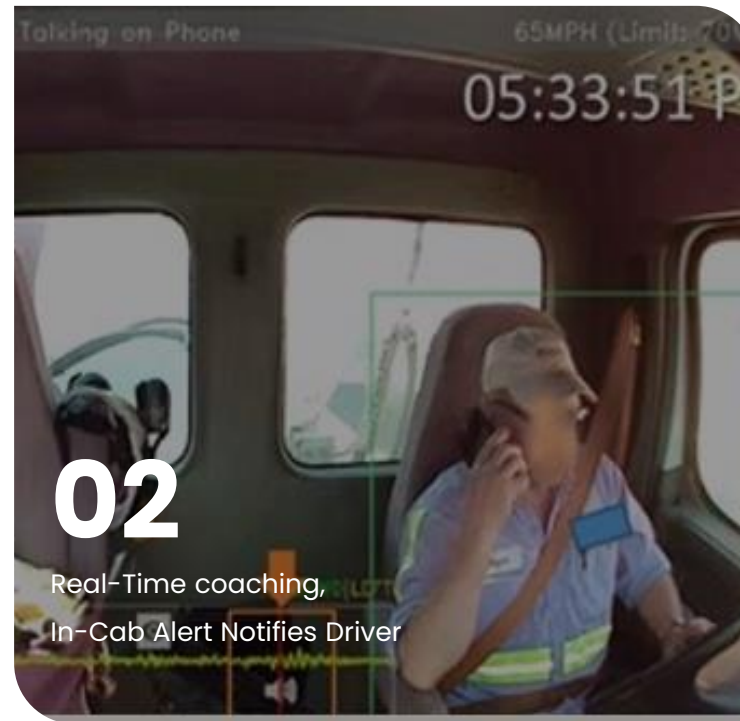
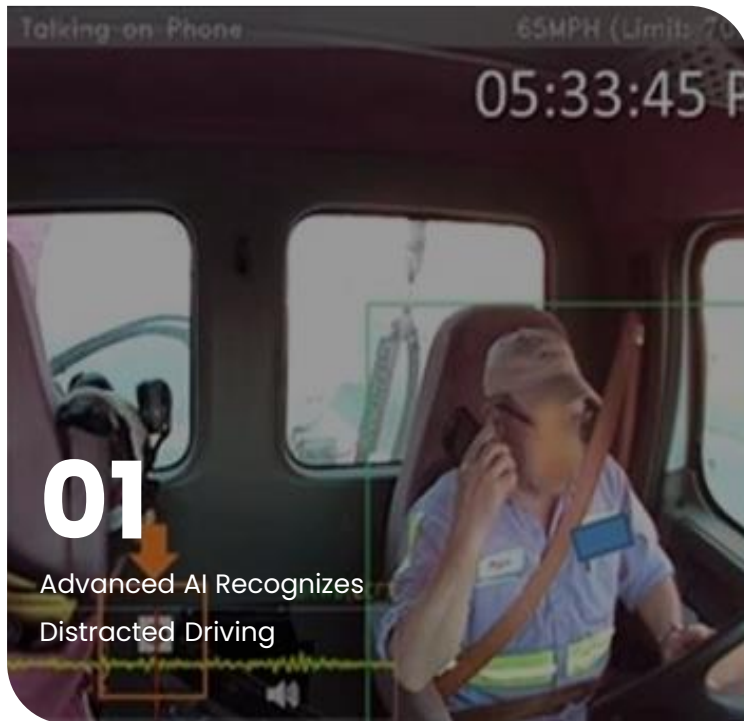


Individualized  
Virtual Coach

# In-Cab: Awareness & Risk Reduction

Distracted driving eliminated within 11 seconds.

Drivers get a grace period of :30 before an alert gets created.

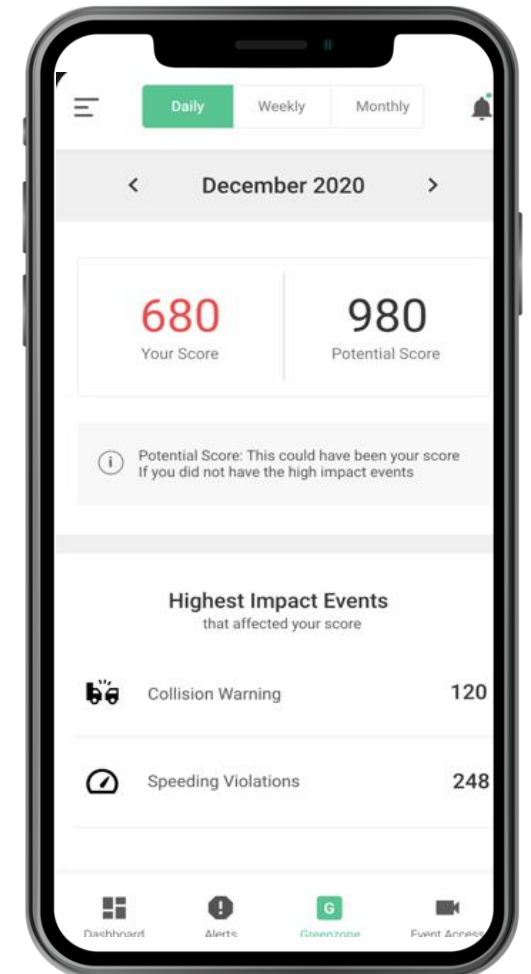
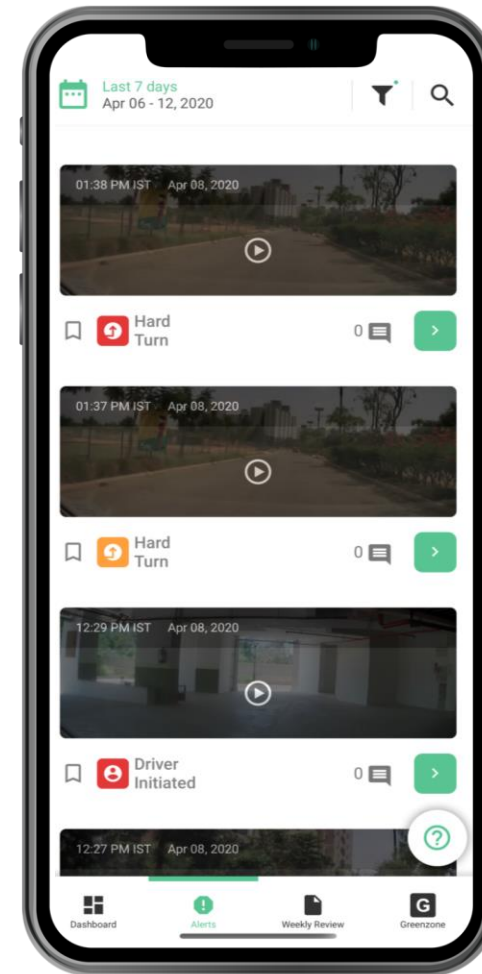




# Mobile App: Self-Coaching

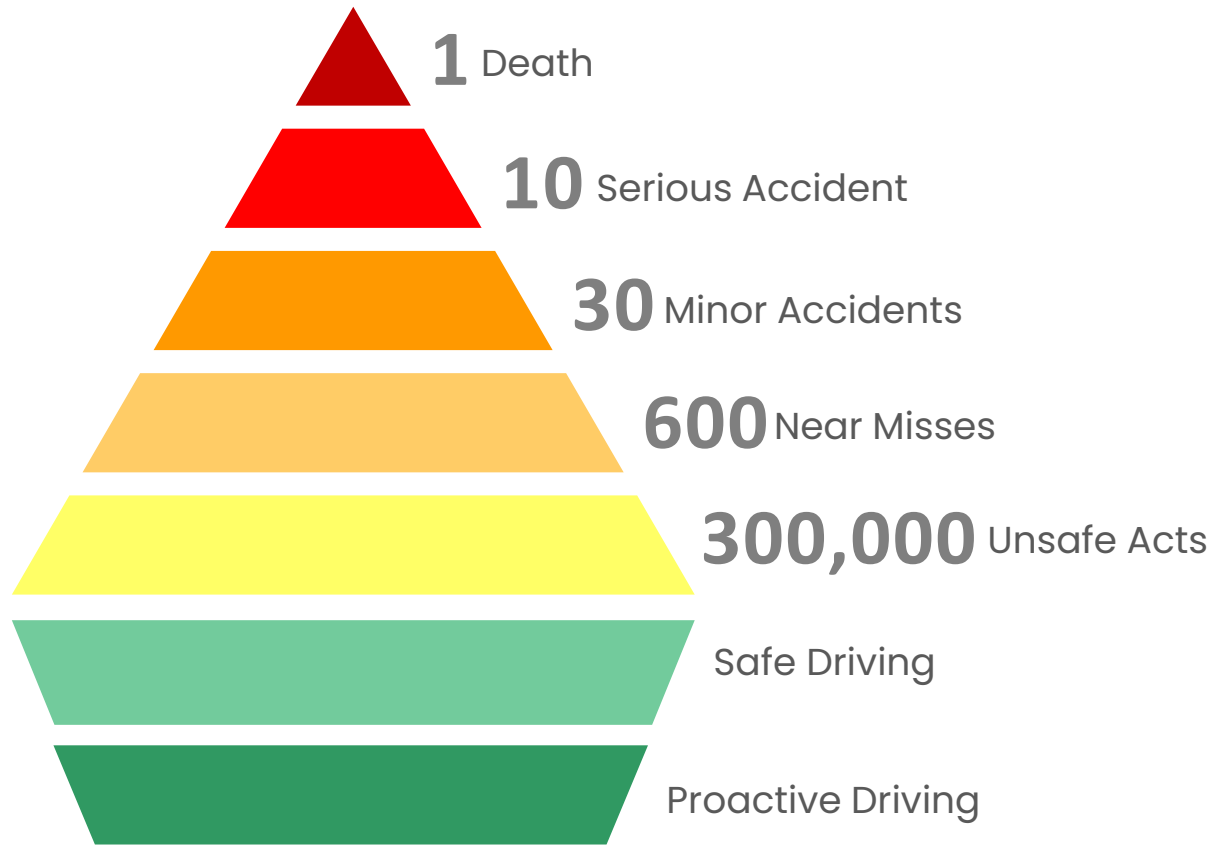
A recent study of 2,000+ drivers showed that those using the app had **scores 51 points higher than those not using it, translating into a 16-20% improvement in performance.**

Also, fleets that had **70%+ drivers using the app use saw 12% improvement in overall safety vs. those not using it.**





# Small Corrections Reduce Big Risk

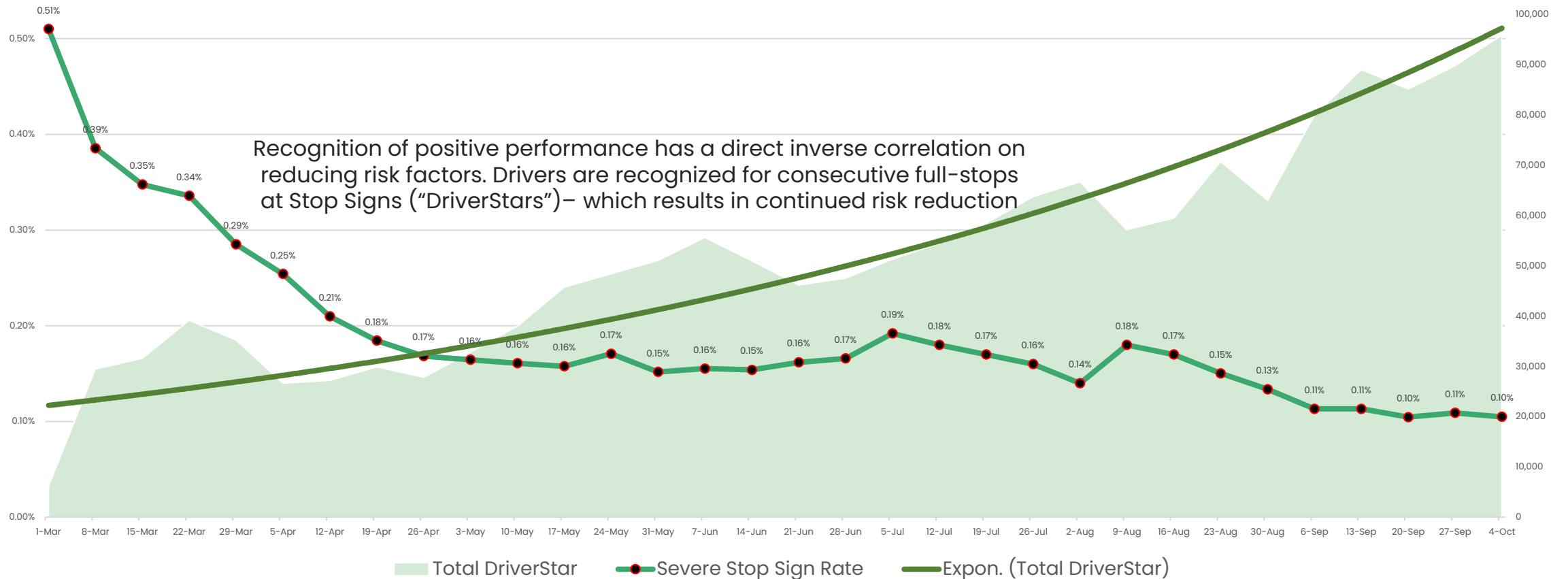


## Heinrich Triangle

A reduction in the # minor accidents = a corresponding reduction in the # serious accidents.

# Results: Stop Sign Study

## Correlation between Recognition & Risk Reduction



# Case Study Results

Correlation between GreenZone Score and improved safety



20% Increase in  
Greenzone Score



72% Increase in  
Driver Stars



81% Reduction in  
Speeding



65% Reduction in  
Severe Alerts



34% Reduction in  
Moderate Alerts



22% Reduction in  
Distraction



15% Reduction in  
Stop Sign Violation

# Fleet Feedback

**“It’s important to stay disciplined with coaching, build relationships with driver, and provide positive recognition. It’s like a bank account – you can’t make a withdrawal unless you have sufficient deposits.”**

– Karen Smerchek, President Veriha Trucking

**“Video evidence has helped Stewart Transport coach drivers because we utilize a balanced approach. Managers start by focusing on the positive aspects of driver performance before addressing concerns.”**

– Amanda Gallegos, Director Risk Management, Stewart Transport

# Driver Feedback

“Driver•i makes drivers more aware of opportunities to make themselves better drivers. Once I see it, I can go in and fix whatever I need on my own. At first everyone was 50/50, but it's improved our driving skills so much. We're on a higher scale as a team.”

- Rashad, Driver, STS Recycling

“The Driver•i app told me I was becoming complacent. The camera has made me a professional driver.”

- Driver, Grand Island Express

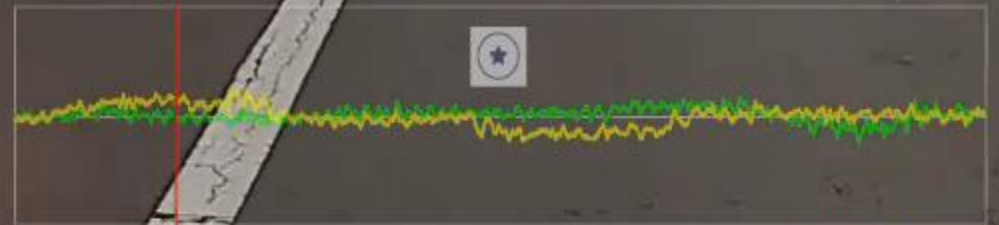
63MPH (Limit: 55MPH)

REL: -1MPH



+0.75G

BKWD|LEFT



-0.75G

FWD|RIGHT



Oct 04 2022 (Tue) 06:18:02 PM EDT

72MPH (Limit: 70MPH)



+0.75G

-0.75G



BKWD|LEFT

FWD|RIGHT

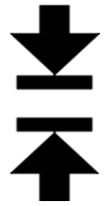




# Driver Feedback

DriverStar events identify positive situational maneuvers along with measuring durational compliant performance

## Situational DriverStars



Create Space



Move Over



Lane Merge

## Durational (Streaks) DriverStars



Sign [Streak]



Distraction [Streak]



Following Distance [Streak]



Speeding [Streak]



# Summary

- **Awareness** is the first step to improvement
- Employees thrive on **freedom and empowerment**
- Positive recognition is driven from **visibility & context**
- Negative words have negative energy
- Practice **balance**
- **Acknowledgement & envy** are powerful tools



