Transportation Safety
Safe Driving Program

Module 5

Every 12 minutes, someone dies in a motor vehicle crash; every 10 seconds an injury occurs, and every 5 seconds a crash occurs. Many of these incidents occur during the workday or during the commute to and from work. Employers bear the cost for injuries that occur both on and off the job. Implementing a driver safety program in the workplace can greatly reduce the risks faced by your employees and their families while protecting your company's bottom line.

The benefits of a safe driving program:
- Helps save lives and reduces the risks of life-altering injuries within your workforce
- Protects your organizations human and financial resources
- Guards against potential company and personal liabilities associated with crashes involving employees driving on company business

The elements of an employer safe driving program include:
- Senior management commitment & employee involvement
- Written policies and procedures
- Driver agreements
- Motor vehicle record checks
- Crash reporting & investigation
- Vehicle selection, maintenance & inspection
- Disciplinary action system
- Reward/incentive program
- Driver training/communication
- Regulatory compliance

For information on accident prevention, please contact Employers Association, Inc. at 763-253-9100.
Senior management needs to provide leadership, allocate resources and promote safety among all employees. Typical policies and procedures that should be included in the program are traffic safety, drug and alcohol and seat belt use. Driver agreements are contracts with employee's who drive for work purposes and states their awareness of the company's traffic safety policies, driver performance expectations, and reporting of moving violations. Motor vehicle record checks help screen out drivers with poor driving records. Procedures should be in place for crash reporting and investigation so the causes can be investigated, correction actions identified and implemented. Company vehicles should be selected for their safety features, and both a preventative and routing maintenance schedule established. A progressive disciplinary action system must be in place for moving violations and preventable accidents. Driving performance should be incorporated into the overall job performance evaluation which includes recognition and rewards for motivating employees and fostering a safe driving culture. The driver training program covers both initial training and refresher training for all drivers. The program must also ensure compliance with all applicable transportation regulations.

The American National Standards Institute (ANSI) in conjunction with the American Society of Safety Engineers (ASSE) have established a voluntary standard entitled "Standard Safe Practices for Motor Vehicle Operations", Z15.1, that sets forth safety requirements for the operation of motor vehicle fleets. It's purpose is to establish safety requirements that mitigate injury and property losses, establish best practices and provides guidelines for development of fleet safety programs for all classes of employers.

The main components of the program include:
- Management, Leadership and Administration
- Operational Environment
- Driver Considerations
- Vehicle Considerations
- Incident Reporting and Analysis

The program elements under Management, Leadership and Administration include:
- Safety Policy
- Responsibilities & accountabilities
- Driver recruitment, selection, & assessment
- Organizational safety rules
- Orientation & training
- Reporting rates and major incidents to executives
- Communications
- Vehicle specifications
- Inspections & maintenance
- Reward & recognition
- Regulatory compliance management
- Management program audits

The operational environment section covers policies on the use of occupant restraints, drugs and alcohol, distracted driving, and aggressive driving. It also includes policies on business and personal use of vehicles, rental cars, and routing and scheduling. The driver consideration section outlines driver qualifications, driver management, driver training programs, and recordkeeping.

The vehicle considerations section contains policies that require the review of any vehicle modifications, emergency equipment, periodic vehicle checks, and vehicle replacement policies. The last section, Incident reporting and analysis, outlines requirements for incident and collision reporting procedures, a system to analyze the incident to determine the root cause and other causal and contributing factors, and then identify and implement corrective actions. Data analysis of motor vehicle incidence rates can be used to measure the historical frequency of incidents or collisions to compare with industry experience and to track progress over time.