Welcome to the Minnesota TZD Stakeholder Breakfast

January 18, 2017
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Traffic Safety – Why The Workplace?

Presented by:
Lisa Kons, Traffic Safety Program Manager, Minnesota Safety Council
Coordinator, Minnesota Network of Employers For Traffic Safety
What’s the Problem?

- Driver distraction is involved in 80% of crashes

- Each year, illegal or unsafe speed is a leading contributing factor in Minnesota’s fatal crashes

- Seat Belt rate is 94%

- Impaired driving remains a serious threat, accounting for almost 100 deaths each year, while nearly 25,000 motorist were arrested for a DWI

- Pedestrian deaths climbed again in 2016 with a preliminary figure of 60 fatalities compared with a final figure of 41 in 2015. This is the highest number of pedestrian deaths since 1991 (61) and a 50 percent increase in fatalities in the past five years (2012 – 2016)

-MN DPS
The Facts

Fatalities

2015  411
2016  397  (preliminary)
        412  (projected)
The most DANGEROUS Part of the workday for an employee is their drive to and from work!
The Numbers Talk

- 40% of lost work hours are due to traffic-related injuries
- On-the-job crash costs employers more than $29,000
- More than $125,000 if it includes an injury
- A fatality...up to $1,000,000

(-NETS)

Unexpected costs like these WILL impact your company’s bottom line
Traffic crashes cost employers a staggering $47 billion annually!

- Lost productivity
- Absenteeism
- Insurance costs
- Workers’ compensation
- Property Damage

-NETS
Why Have a Traffic Safety Program?

• Minimize risk of life-altering injuries
• To save lives
• Protect your most valuable asset . . . YOUR EMPLOYEES
Resources/Templates

- Policy Implementation
- Offer traffic safety presentations for your employees
- Provide traffic safety related e-mail blasts
- Resources; brochures, flyers, posters, fatal vision goggles, distracted driving simulator, etc.
- Host a traffic safety fair
- Partner in a traffic safety event (distracted driving, seat belt check, etc.)
- Informational website
- Partnering ideas for mobilizations
Do’s and Don’ts

Do think outside of the box

Do NOT reinvent the wheel
How Can MN NETS Help?
Free Resources

- Distracted Driving Simulator
- Brochures
- Posters
- E-blasts
- Lunch-n-learn seminars
- SafetyNets quarterly news letter
- Traffic safety policy templates
- Fact sheets
- Fatal vision goggles
- Distract-a-match
- PowerPoint Presentations
- Interactive Gaming Tools
- Spanish materials
Online Resources

• 2015 Cost of Motor Vehicle Crashes To Employers
  http://trafficsafety.org/

• MN Network of Employers for Traffic Safety
  http://www.minnesotasafetycouncil.org/nets/
Contact Information

Lisa Kons
Minnesota Safety Council
651.228.7330/800.444.9150 ext. 330
Lisa.kons@minnesotasafetycouncil.org

Visit our website at:
www.minnesotasafetycouncil.org/NETS
Background – Why Now (focused effort)?

Recent Issues:

• Multiple issues associated with employees driving county vehicles causing injuries and property damage.

• County personnel driving their own vehicles on county business having very serious MVAs on highways and city streets.

• Uncertainty around who presents the highest risk...

• Recent settlements – claims paid
Background – About our drivers/vehicles

County Owned / County Fleet

• Public works vehicles; tandem axle, trucks, other heavy equipment, etc.
• Transporting vehicles; 15 passenger and other delivery vans
• Law enforcement; squad cars, SUVs and other tactical vehicles
• County pool cars assigned by department or checked out from surplus vehicles

Personal Vehicles

• Everything you could imagine (and in all different conditions).....
Background – About our drivers/vehicles

**County Owned / County Fleet**

- County permit program that is managed by the Fleet Manager
  - County vehicle use policy; highlights driver requirements – reporting damage to vehicles, MVAs, etc.
  - Requires initial Defensive Driver training – 8 hours
  - Additional requirements for drivers in Public Works, Sheriff’s Office, etc.

**Personal Vehicles**

- Require that employees comply with automobile required or mileage reimbursement policies;
Stats Review – What did it show?

Goal: Identify what is happening to our fleet and employees involved in MVAs (both personal vehicles and county fleet).

5.2 million miles driven by all county fleet

_________2+ million in miles associated with mileage reimbursement

Over 7 million miles driven by our employees

How many trips across the US?
Stats Review – What did it show?

Goal: Identify what is happening to our fleet and employees involved in MVAs (both personal vehicles and county fleet).

Pleasantly surprised with relatively few reported MVAs and overall costs (2015; 56 or 10.7/million miles driven; avg repair cost $1,254)

Multiple MVAs with injuries for personal vehicle use (much higher cost claims)

Surprised by pedestrian vehicle incidents in downtown Mpls
Conducted an Assessment

**What:** Conduct a comprehensive assessment of all policies, procedures and practices being used in the county around vehicle operation for county business.

**Who:** Key department contacts were selected to be interviewed. They brought forward policies and procedures specific to their areas. We also reviewed county umbrella policy documents.

**Outcome:** Identified good things and areas for improvement. Also attempted to do some benchmarking.
Conducted an Assessment

**Key Findings:**

- We have multiple employees transporting clients throughout the county and beyond.
- Bits and pieces of information spread throughout the organization – needed to pull this together.
- Initial training is done, but we lack consistent follow up with information and reminders.
- Tactical training for staff is happening; plow operators, heavy equipment, patrol cars, etc.
Who Transports Clients?

Child Protective Services
(170)

Initial Contact and Assessment
(100)

Adult Behavior Health
(140)

Housing and Homeless Initiative
(5)

Long Term Services and Support
Adult Protection (50+)

Human Services

Often = 500

Seldom = 50

Children’s Services
(30+)
Conducted an Assessment

Key Findings:

- Policies need to be updated.
- For the amount of miles driven, we have relatively few incidents.
- For personal vehicle accidents, need to ensure that these are reported.
- Overall, things are going decent, but we need to shore up some high risk areas.
What are we doing?

**Key Steps:**

- Created multiple efforts to address deficiencies; Policy Review Team, Training Team, Incident Review Team, 5,000+ Mile Team, Transporting Client Team.

- Continue to provide a range of training opportunities; 8 hr and 4 hr defensive driver training, 1 hr distracted driver sessions, tactical training, personal vehicle online training, etc.

- Continue to meet with County Administration and other leadership to let them know about the work being done.
What are we doing?

Key Steps:

• Evaluate need for a Traffic Safety/Driver Training Coordinator.

• Evaluate our current metrics and systems for data collection – leadership is interested in making data driven decisions.

• Work with our Risk Management Committee to keep them informed of successes and challenges (and how they can help us).
What can you do?

• Start by talking about it... use data to help drive decisions

• **Do your own assessment.** Who drives the most? What is their driving record? Do you know?

• Ask for help (We did!). MN Safety Council, Insurance Agencies, corporate resources, MN NETS, etc.

• Do you own research....
Michael Tupy, Safety Manager
Michael.Tupy@hennepin.us, 612-348-4855
300 South Sixth Street
Minneapolis MN 55487
What do water and traffic have in common?

Both create tides

Chuck Jensen - CSP
Trying to control the tide

- Breaking a Tsunami
- Influencing the tide in the right direction
- Crests and troughs
- Rogue waves
- How we funnel the tide and use it’s energy
My own journey

• A young father killed
• A company struggling with how to cope
• Bringing thought leaders together
• Listening to the outcomes
• Making it visceral
• Making it a value
Breaking the Tsunami

- Someone has to really care
- You have to know your waves
- Don’t expect rational response
- Plant an idea
- You have to build a big wall
- Fight and win the small battles
The troughs

- “We’re too important”
- “Nothing has happened before”
- “I’m different”
- “It will hurt productivity too much”
- “I can’t set that example”
- “It’s my vehicle”
The Crests

• Acknowledgement
• Discussion
• Activity
• Policy
• Practice
• Culture change
Rogue waves

• If you tolerate poor behavior
• If you don’t continuously remind
• If you don’t continuously educate
• If you don’t onboard well
• If you accept a death is acceptable
• If you employ human beings
Funnelling the energy

- Make a commitment – a ripple in Japan can become a tidal wave in Hawaii
- Find a tireless champion in the right place – someone who can wade into the surf and stand
- Find a story – the graveyards have thousands of them
- Make it a weekly activity – the sand on the beach used to be a mountain
- Don’t give up – people know it’s the right thing to do
Thank you for your time

- Do you have any questions I did not cover?

Chuck Jensen CSP
Connexus Energy
763-323-2687