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### Meet Your Presenters



**Gary Petty**

President & CEO  
National Private Truck Council



**Tom Bray**

Six Industry Business Advisor  
J. J. Keller & Associates, Inc.



**Tom Moore, CTP**

Executive Vice President  
National Private Truck Council



**Paul Miller, CTP**

Director of Transportation  
Merchants Distributors, LLC



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### FMCSA Regulations

*Tom Bray*



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### FMCSA Regulations

- No direct FMCSA regulations requiring, forbidding, or placing restrictions or requirements on the use of dash cameras
- Mounting must meet the requirements in §393.60(e)(1)(ii):
  - Not more than 4" from the bottom of the upper wiper edge
  - Not more than 7" for the top of the lower wiper edge
- Larger area allowed if vendor has an exemption
  - Up to 8" from the bottom of the upper wiper edge is normal



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## FMCSA Regulations

- Other electronic safety systems emphasized in the regulations:
  - ABS
  - ESC
- Additional electronic safety systems that could end up in the regulations:
  - AEB
  - ACC
  - V2V communications

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## Use in Other FMCSA Programs

- Can be used as supporting material for the Crash Preventability Determination Program
  - Can support type of crash argument
  - Can support non-preventable argument

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## Recordkeeping and Spoliation

- No FMCSA recordkeeping requirements
- However, following an accident if you recorded it, you need to keep it
  - Discoverable evidence
  - Deliberately losing, altering, or hiding is spoliation
- Savvy people know to look for a dash cam in the other vehicle following a crash, so they are not a secret anymore
  - Worst case: You say no dash cam, but other party has a picture of it on your windshield at the crash scene
  - Jury is instructed to assume the missing evidence is damaging to your case

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J. J. Keller® ENCOMPASS®  
**VIDEO EVENT MANAGEMENT SOLUTION**  
 Using J. J. Keller® DASH CAM PRO

**Manage fleet risk.**  
**Identify problematic driver behavior.**  
**Provide timely coaching and training.**



- Hard acceleration
- Hard braking
- Following too close
- Cornering
- Lane drifting
- Rolling stops
- Speeding
- Anomaly

Per official Board policy and practice, NPTC does not endorse or promote products and services provided by member companies which sponsor Council programs or events.

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**Best Practices**  
*Tom Moore, CTP*

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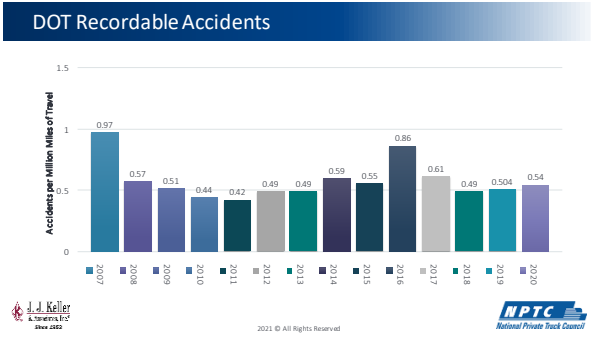
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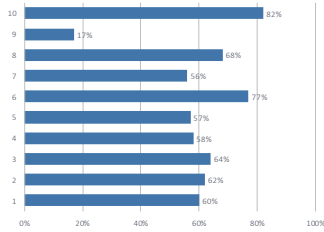
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### Active Safety Technologies



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### In-Cab Cameras

A program that provides a platform for effective and efficient coaching of driving behaviors

- Helps recognize safe drivers
- Facilitates coaching of behaviors prior to an incident
- Pro-active vs. re-active safety management



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14

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### Why Implement the Program?

- Driver safety is a core value
- Proven to prevent collisions and injuries
- Protect against fraudulent claims
- Lower claim and litigation costs



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## Monitoring and Improving Driver Behavior

- Following too closely
- Failure to stop at a stop sign
- Failure to stop or yield at a traffic signal
- Violating posted speed
- Cornering at an inappropriate speed
- Distracted driving
- Seat belt usage

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## Coaching

What is Coaching?

- Coaching is process that enables learning and development to occur and thus **improve performance** after a driver is involved in an incident, high risk or a coachable behavior situation.
- Includes management personnel
- Rewards/affirms good driving behavior
- Focuses on behavior and observations to improve driver safety
- Helps reinforce desired behavior and action to create more safety-conscious drivers
- Motivates drivers to improve performance

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**NPTC SCHOOL OF PRIVATE FLEETS**

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**MDI**  
Paul Miller, CTP

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### Event Recorders & Creating an environment for change management around it



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### MDI Overview

- Privately-owned Full Line Wholesale Grocery Distributor
- Based in Hickory, NC
- In business since 1931
- Supplies over 750 retail food stores across NC, SC, GA, TN, VA, MD, WV, OH, FL, PA and KY
- 280 Tractors & 650 Trailers 346 Drivers
- 1700+ Total Employees
- 1,300,000<sup>2</sup> ft. of warehouse
- Will log over 26,000,000+ miles this year



**MDI**

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### Change Management By Building The Burning Platform




- In general people do not like change!
- They need a reason for change
- In the MDI world our drivers are somewhat of a sacred cow!
- Good or bad change can a disruptive force.
- In Building a burning platform we should answer "why we are doing this"




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### MDI Transportation Insurance Facts



- We are self insured on vehicle, liability and personal injury claims.
- As you are aware, insurance costs and liability claims continue to skyrocket nationally. Lawsuits can get out of control.
- Our costs:
  - 2013 - **\$254,500**
  - 2014 - **\$327,100**
  - 2015 - **\$450,200**
- How do we as a company and you as an individual better manage these costs? Let me share that with you.
- The "big truck" rarely wins in initial accident investigations and litigation! Witnesses tend to back the story of the 4wheeler.
- Items that get your attention get movement

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### Change Management



Building momentum

- It is MDI's responsibility to provide you our employees with the safest work environment possible.
- It is also our responsibility to help protect the general motoring public while operating on public and private roadways.
- Because of this we are constantly looking for technologies and training that add to or enhance your driving skills by giving you the tools to better your personal performance.
- The announcement-
- The 30,000-foot view. The who, what, when, where and why

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### How Do Good Drivers Become GREAT Drivers?



It's a fact

- By continually honing their skills.
- Even the best Athletes in the world use coaches to get better!
- Coaches help us see and understanding what needs to be tweaked or corrected.

How?

- By using their experience, training tools and knowledge to guide us to better decisions, actions and ultimately results.
- By driver's using their own experience, abilities and reasoning.
- By giving you the tools you need to excel.



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### Local Fleets With Event Recorders



Everyone else is doing it!



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### Change Management



#### Sharing the Game Plan

- Asking employees for their involvement.
- Formation of project team, Which includes Drivers!
- Announce pilot
- Updates will be posted and presented at Weekly
- Meet to discuss experiences
- Modify as needed
- Expand pilot/ When ready, we will deploy by truck series.
- Move quickly but with precision and fact. "You need Everyone singing out of the same Hymnal"
- Privacy covers for off duty hours
- The Exoneration Video



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27

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### Driver Exoneration



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### Driver The Deer Strike!



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### What Event Recorders Are Not:



- Only the forward facing event recorders can be activated by the office/ management.
- They will not store unless an event triggers it.

With that:

- Can be activated by you if the need arises!



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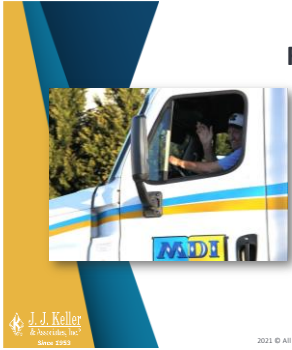
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### Rest Assured That . . .

- We want you involved every step of the way.
- We know changes are uncomfortable, but necessary to better protect everyone's future.



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### The Pre-Game Planning

- Selecting the proper vendor, Forward facing only?, Rent versus own? Continued Vendor involvement? Training?
- Coaching. Determine what your staff can handle. Do I need a system to support it?
- All coaches are CDL holders, Uniform scripting? Other stake holders? Establish discipline practices, Etc..
- We estimated it would take 60 to 90 days to develop coaching strategies and get Coaches comfortable with the system. Who gets what coach?
- In many instances we believe that you will be coaching yourself using the video as a tool.



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32

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### Rewards

- Event Recorder driver of the week.
- Gift cards
- Recognition of superior performance
- Getting home Safe each night
- Shows my side of the story !
- Can activate as needed Customer locations in traffic etc. We encourage this
- Showcasing our drivers in front of their peers using videos during training and general meetings.
- Sharpens your skills!



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### Positive Recognition Tool



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### Why Both Forward and Driver Facing Cameras?

#### The Company's View...

- Pro's
  - Tells the whole story- Driver was attentive and engaged.
  - Identifies coaching opportunities
  - Shows where your liabilities are / Type of occurrences
  - Cleans up behaviors
- Con's
  - Tells the whole story - Driver wasn't attentive and engaged.
  - Drivers are hesitant to except program
  - Management/ Coaches have to be engaged and active!



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### Why In Cab?



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### Minnesota Accident Used as Coaching Tool



This semi tractor trailer ran into a car waiting for a red light at the intersection of Lake Elmo Avenue and Minnesota 36 on Tuesday, Feb. 27, 2018. (Mary Oliver / Pioneer Press)



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37

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### A Little Closer Look / Coach's Challenge



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### Upon Further Review!



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### Developing Best Practices from Video



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For years we have looked at onboard computers as the answer.

But it didn't tell the whole story

What are my drivers doing 250 miles down the road.



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### Final Score-Results

- A record number of drivers that qualified for our driver Road-eo
- Improved CSA scores
 

Crash Indicator	56 to 6
Maintenance	19 to 7
Unsafe Driving	3 to 0

 \*Based on 102 inspections
- Lower insurance premiums
- Fewer motorist call in's
 

*As one Driver told me "having a driver facing camera is like having my mother in the passenger seat"*
- A Director that knows the facts when something happens!
- Garage manager that always speculates and thinks the worst. NOT NOW!
- We are expanding the coaching role
- What's Next? Virtual Reality? Autonomous driving vehicles?
- Until then event recorders with proper coaching is the next best thing!



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### Question & Answer Session



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### More Questions?



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46

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