



MINNESOTA TOWARD **ZERO** DEATHS

Welcome to the Minnesota TZD Stakeholder Breakfast

January 18, 2017
www.minnesotatzd.org



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MINNESOTA TOWARD **ZERO** DEATHS

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)

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

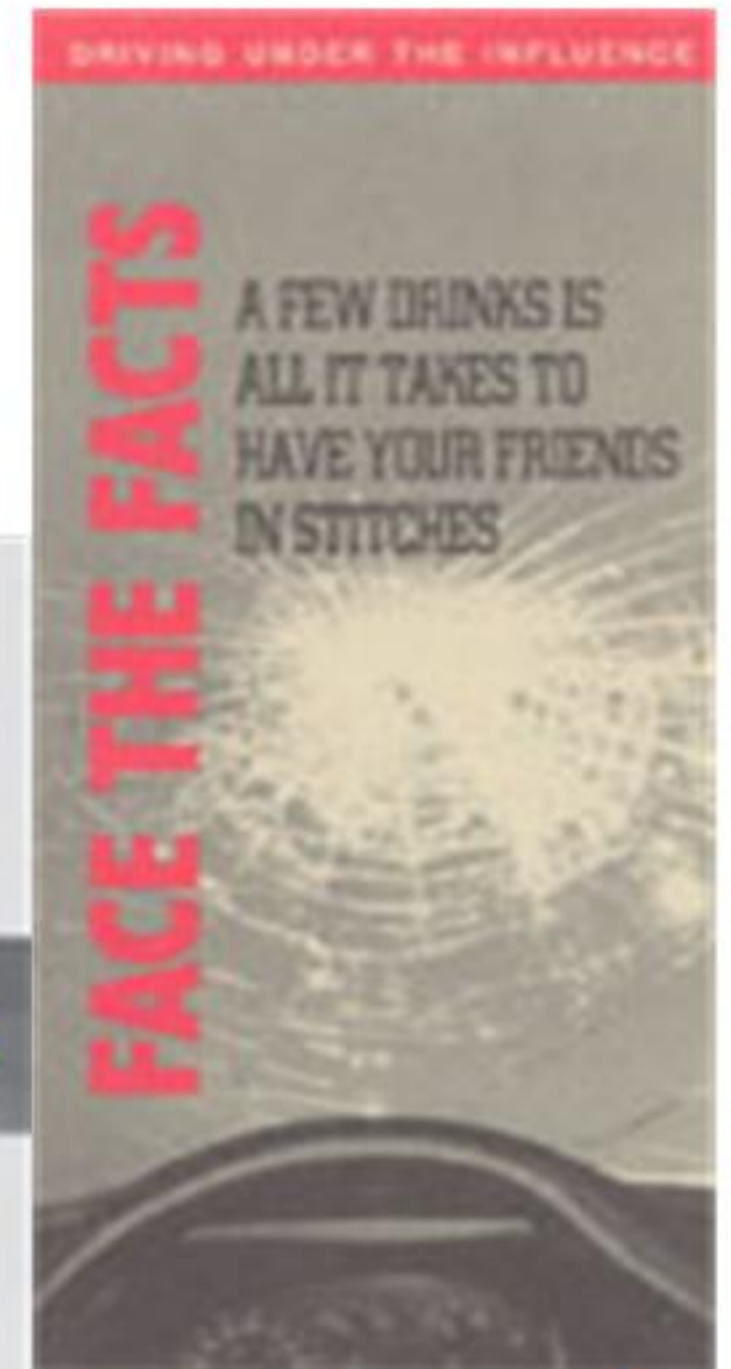


How Can MN NETS Help?



Free Resources

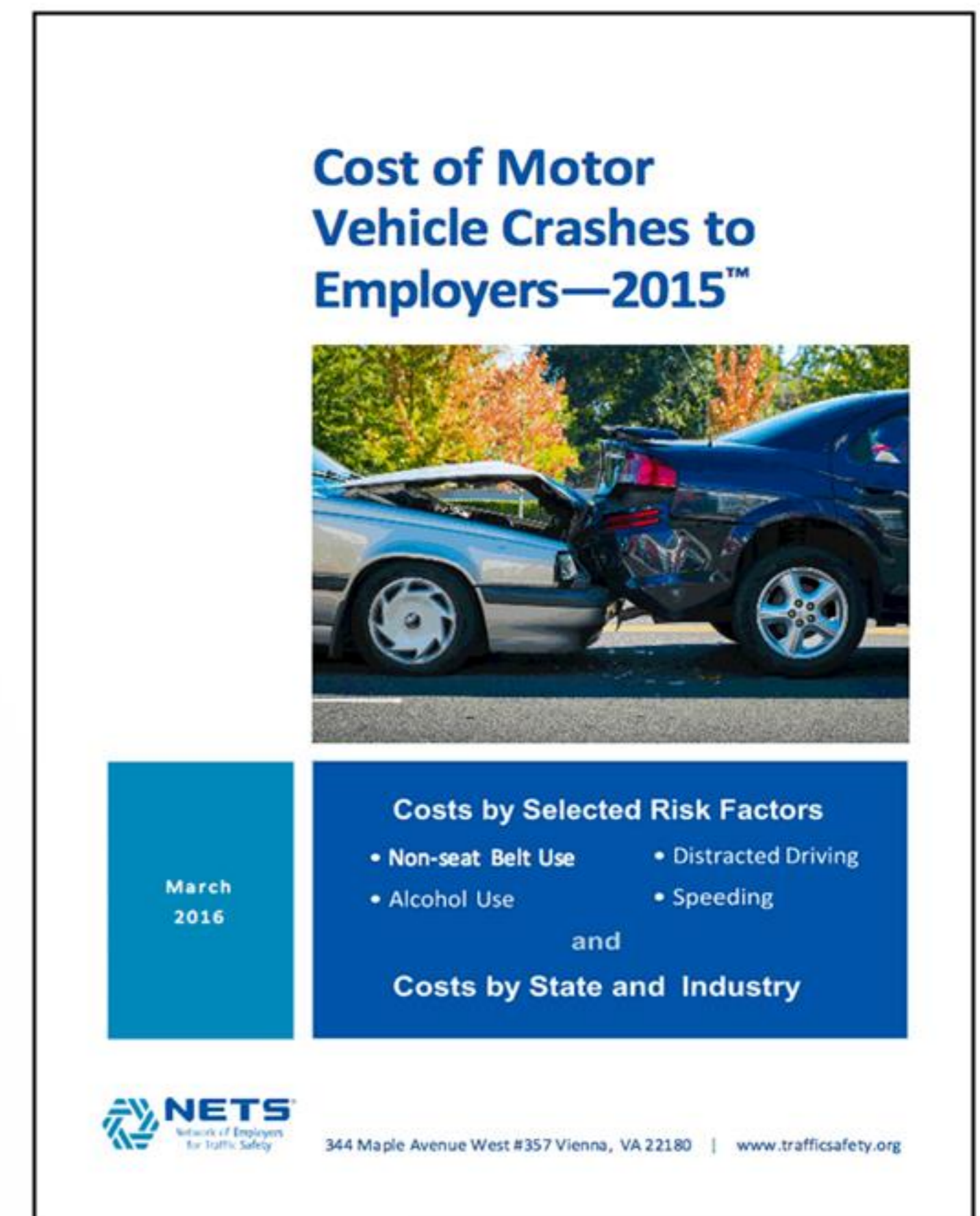
- Distracted Driving Simulator
- Brochures
- Posters
- E-blasts
- Lunch-n-learn seminars
- SafetyNETS* quarterly news letter
- Traffic safety policy templates
- Fact sheets
- Fatal vision goggles
- Distract-a-match
- PowerPoint Presentations
- Interactive Gaming Tools
- Spanish materials



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

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www.minnesotasafetycouncil.org/NETS



HENNEPIN COUNTY
MINNESOTA



Driver/Traffic Safety Program

Workplace Safety - Facility Services Department

January 2017

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?

Human Services

Often = 500



Seldom = 50

Initial Contact and Assessment
(100)

Children's Services
(30+)

Child Protective Services
(170)



Adult Behavior Health
(140)

Housing and Homeless Initiative
(5)

Long Term Services and Support Adult Protection (50+)



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).

Resources for Employees

NATIONAL DRIVE SAFELY WORK WEEK
OCTOBER 3 – 7, 2016

DROWSY, DISTRACTED, OR FOCUSED... YOUR DECISIONS DRIVE YOUR SAFETY

According to the Network of Employers for Traffic Safety (NETS), more than half the people killed in traffic crashes in the U.S. last year were someone's employee. They were moms and dads, daughters and sons, grandparents, aunts and uncles, best friends and colleagues. They were people just like you.

New studies are indicating that the root cause of traffic crashes has shifted dramatically in recent years, with driver-related factors such as fatigue, driver error, impairment and distraction present in 84 percent of crashes. In other words, only 8 out of every 100 crashes are a result of something other than what a driver did or did not do behind the wheel. Meaning that nearly all crashes are preventable. The good news is, if your behavior behind the wheel—or before you get behind the wheel—is raising your crash risk, you can do something about it! The first step is taking time for a little self-reflection to gain awareness.

That is why the theme for this year's Drive Safely Work Week is *Drowsy, Distracted, or Focused... Your Decisions Drive Your Safety*.

Most of us think we are pretty good drivers. We think it's the other drivers out there who are causing the problems. But year after year, an annual AAA survey finds many drivers admit to engaging in the same dangerous behaviors that they criticize as being "unacceptable" in others. Clearly, we should be alert at all times for risky drivers and be ready to respond accordingly. But let's take the time this week to analyze our own driving behaviors and make decisions that will set us on the path to driving more safely. Ultimately, *Your Decisions will Drive Your Safety*.

DRIVER BEHAVIOR CONTRIBUTES TO 94% OF ALL CRASHES.



YOUR DECISIONS DRIVE YOUR SAFETY. www.trafficsafety.org

Hennepin County
Workplace Safety
Safety is everyone's business

Keep your cool ... your safety depends on it

MORE ... Ways to Avoid Aggressive Driving and Road Rage Incidents

- ▶ **Making Frequent Lane Changes**
If you whip in and out of lanes to advance ahead, you can be a danger to other motorists.
- ▶ **Running Red Lights**
Do not enter an intersection on a yellow light. Remember flashing red lights should be treated as a stop sign.
- ▶ **Speeding**
Going faster than the posted speed limit, being a "road racer" and going too fast for conditions are some examples of speeding.

What to Do When You Encounter an Aggressive Driver

- ▶ **Stay relaxed.** Remember that reaching your destination safely and calmly is your goal.
- ▶ **Give them the benefit of the doubt.** Not all aggressive driving behavior is intentional.
- ▶ **Don't challenge them.** Avoid eye contact. Ignore rude gestures and refuse to return them.
- ▶ **Get out of their way and steer clear of them on the road.**
- ▶ **Don't block the passing lane,** especially if you are driving slower than most of the traffic. Move over to the right lane.
- ▶ **If you are followed by an aggressive driver,** dial 911, go to a safe, public place, and wait for law enforcement to arrive.

Reporting Aggressive Drivers

Incidents in-progress should be reported to law enforcement by calling 911. If you have witnessed or been a victim of an aggressive driving act, please be prepared to provide the following information:

SAFETY IS EVERYONE'S BUSINESS



WINTER DRIVING – GET THERE SAFELY

Before you leave

- For road condition information, call 511 or check live traffic on Google Maps.
- Avoid unnecessary travel if conditions are poor.
- Allow adequate travel time to reach your destination.
- Clear snow and ice from vehicle windows, hood, headlights, brake lights and directional signals. Test your lights to make sure none are burned out.
- Check to see that you have windshield washer fluid.
- Inform others of your destination plans and schedule.
- Make sure your cell phone is charged, but off while driving.

On the road

- Buckle up, and drive at safe speeds according to road conditions.
- Increase safe stopping distance between vehicles.
- Turn on headlights when it is snowing or sleeting.
- Do not use cruise control on snowy/icy/wet roads.
- Use extra precaution when driving around snowplows – go slowly and keep at least 5 car-lengths behind plows.

If you get into trouble on icy roads

- If skidding, remain calm, ease foot off the gas, and turn the steering wheel in the direction you want the front of the vehicle to go.
- If vehicle has an anti-lock braking system (ABS), apply a steady firm pressure to the brake pedal. Never pump ABS brakes.
- If stranded, stay in the vehicle.

It's up to you – plan your trip and pay attention to changing road conditions

ROAD RAGE

DEALING WITH AGGRESSIVE DRIVERS

Hennepin County Sheriff's Office has partnered with Workplace Safety to bring you important information about Aggressive Driving. Consider for a moment that you are driving along in particularly heavy traffic at 55 mph minding your own business, when suddenly another car comes weaving through the flow and decides to cut right in front of you, filling what previously was a safe following distance. You have just encountered an aggressive driver and even though you can't control their behavior, you can control your reaction to it.

Actions of Aggressive Drivers:	If Confronted by an Aggressive Driver:
▶ Ignore traffic signals	▶ Get out of their way
▶ Speed and tail-gate (follow too close)	▶ Stay calm — reaching your destination safely is your goal
▶ Weave in and out of traffic	▶ Always wear your seat belt
▶ Make improper lane changes frequently and abruptly	▶ Do not challenge them
▶ Pass on the shoulder	▶ Avoid eye contact
▶ Excessively honk and flash head lights	▶ Ignore gestures and don't return them
▶ Threats - verbally or through gestures	

If you are followed by an aggressive driver, dial 911, go to a safe, public place, and wait for law enforcement to arrive.

Reporting Aggressive Drivers

Incidents in-progress should be reported to law enforcement by calling 911. If you have witnessed or been a victim of an aggressive driving act, please be prepared to provide the following information:

- ▶ What happened?
- ▶ Were weapons involved?
- ▶ What road or highway
- ▶ Direction of travel (toward where)
- ▶ The location that you last saw the vehicle
- ▶ Driver description
- ▶ Vehicle description
 - Type (Car, Truck, SUV)
 - Make / Model / Color
 - License plate number

Take the online Defensive Driver Course for Personal Vehicle Use available in APEX.

SAFETY IS EVERYONE'S BUSINESS

Defensive Driving

DEFENSIVE DRIVING – IT'S UP TO YOU!

Safe driving does not happen by accident. For many, driving is the single most dangerous thing we do and vehicle accidents are the #1 leading cause of "at work" deaths. It's up to you to ensure your own safety and the safety of your passengers by driving responsibly which includes defensive driving.

DEFENSIVE DRIVING IS:

Taking the chance out of driving and put you in control of your own destiny. It means that your attention is on the task of driving and that you are taking in all aspects of the your environment thus reducing the risk of collision.

WHAT ARE THE HAZARDS?

The "Other Driver," our own driving habits and not using or maintaining equipment are the biggest hazards on the road. Watch the road, identify the hazards, have an escape route, allow extra time and keep your vehicle in good working condition. Leave your emotions outside of the vehicle.

PROTECT YOURSELF!

Always buckle up
Slow down
Increase your following distance
Expect the unexpected
Avoid Fatigue

Prepare, Protect and Prevent: Defensive Driving Begins With You!

Safety e-flyers

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 your own research....



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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



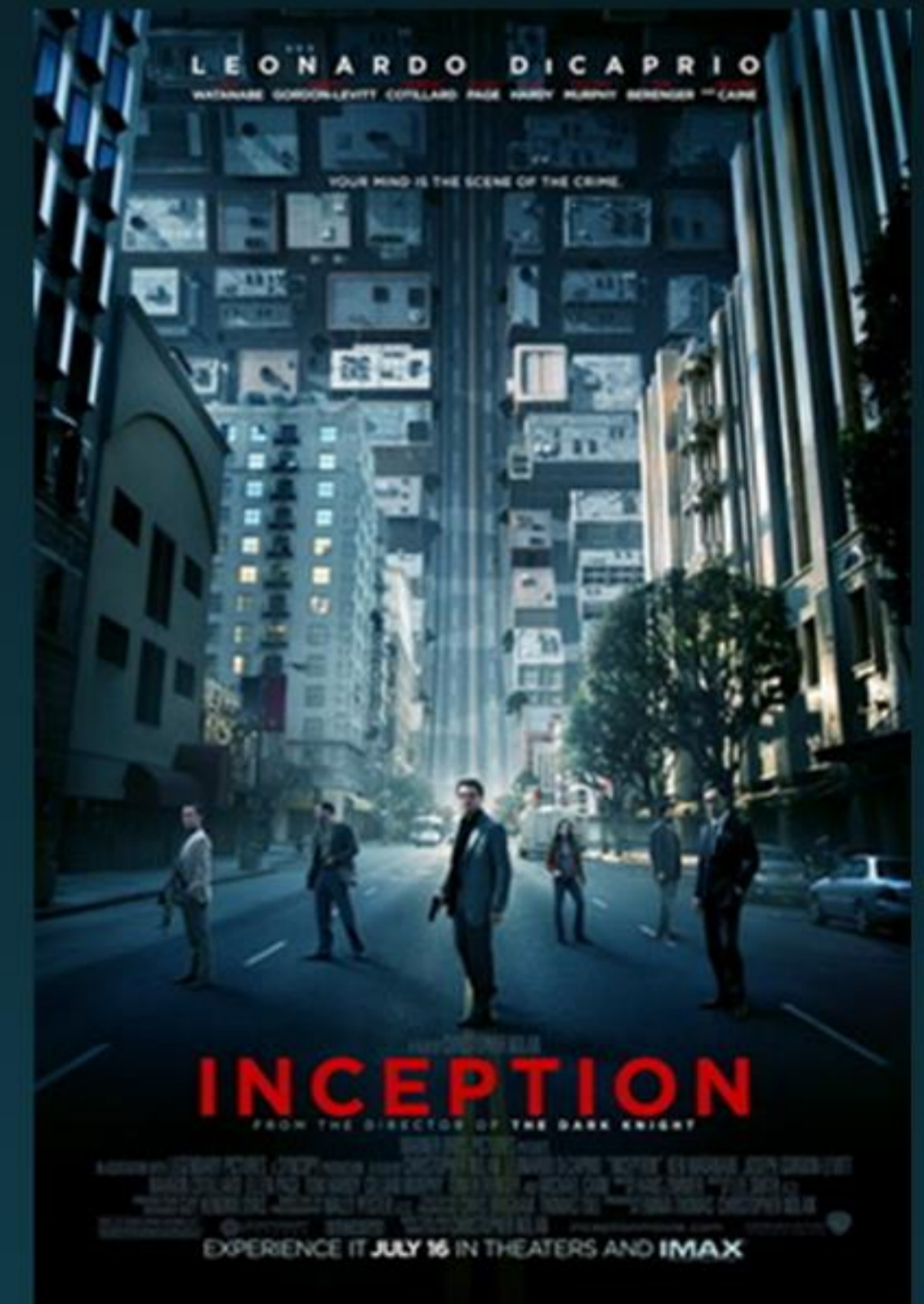
My own journey

- 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





Funneling 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

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