



# On the Road Again

Improving Driver Decisions and Behavior

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DIFFERENT WORKS

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**DIFFERENT WORKS**

# Course Description

In the United States alone

**110** people  
per day

The number of fatalities caused by car crashes in 2018

**9** people  
per second

The number of serious injuries caused by car crashes in 2018

As a design professional, you may not spend a lot of time thinking about vehicle and driver safety. However small you perceive your exposure to be, on average, auto hazards are second only to professional liability in their ability to negatively impact your bottom line. Understanding the risks of the road, driver behaviors, and company policies can help prevent crashes and keep your employees and the public, safer on the road when you are traveling for business.

# Learning Objectives

## Participants in this session will:

- 1** Review specific driver behaviors to help protect your employees and the public;
- 2** Analyze the benefits of using telematics to help control employee driver risks and guard against harming third parties;
- 3** Use auto loss trends to provide lessons learned in improving business practices; and
- 4** Consider company policy recommendations to increase safety for everyone on the road.



# Distracted Driving Defined

## Distracted Driving

As defined by the National Highway Traffic Safety Administration

**Distracted driving** is any activity that diverts attention from driving.

### Examples of distracted driving:

- Eating or drinking
- Fiddling with the stereo
- Grooming
- Using entertainment or navigation systems
- Talking or texting on the phone



# Types of Distractions

## 3 Main Types of Distractions

### Manual

Manual distraction – Takes your hand(s) off driving

### Visual

Visual distraction – Takes your eyes off driving

### Cognitive

Cognitive distraction – Takes your mind off driving

# Common Misconceptions

## 1 Superior ability

“I’m a better driver than most”

## 2 Good at multi-tasking

“I’m good at multi-tasking”

## 3 Only when stopped

“I only do it at a stop light”

## 4 Hands-free means “risk-free”

“I only do it using hands-free technology”

## 5 Drive time = work time

“I need to do it to be productive”



# Myth #1 – “Better Driver Than Most”

Most drivers over-estimate their ability to drive.

In the United States alone

**73%**

The percentage of drivers that consider themselves to be better than the average.

**94%**

The percentage of crashes caused by human error.

# Defensive Driving

Being a good driver is not just about knowing the rules of the road or the basic mechanics of operating a vehicle. It is also about being a defensive driver.

## 1 No assumptions.

Making assumptions about other drivers' intentions may result in you being caught off guard when they don't behave as expected.

## 2 Be prepared to react.

Be prepared to react to other drivers and unexpected hazards on the road.

## 3 Be alert and avoid distractions.

Being distracted impairs your ability to drive defensively and react to bad drivers and other hazardous conditions on the road.

# Myth #2 – “Great At Multi-Tasking”

We do not multi-task. We task switch.

## 1 Cognitive activity is redirected.

When you task switch, activity in the regions of the brain needed for driving is redirected to areas of the brain needed for the other task(s) you engage in.

## 2 Reduced field of vision.

When you task switch, your functional field of view is reduced and it is akin to getting tunnel vision.

## 3 Inattention blindness.

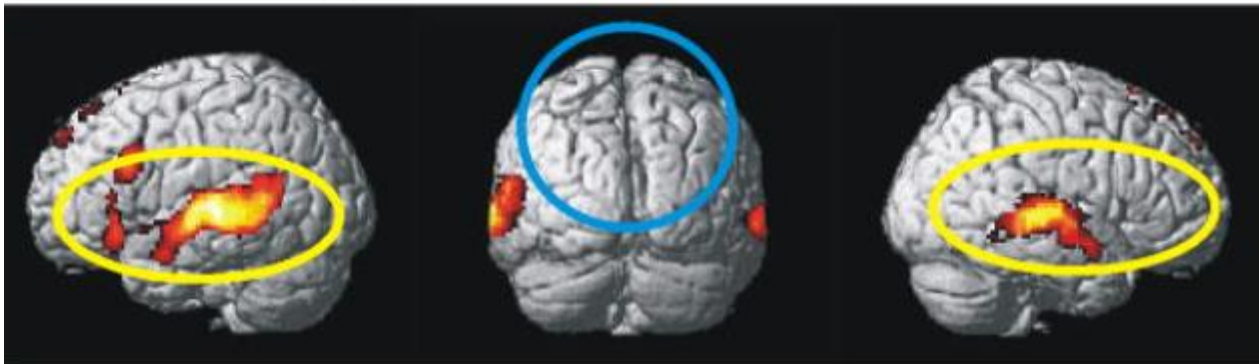
When you task switch, it may affect your brain’s ability to process the things you are seeing.

# Cognitive Activity Is Redirected

A. Driving Alone minus Driving with Listening



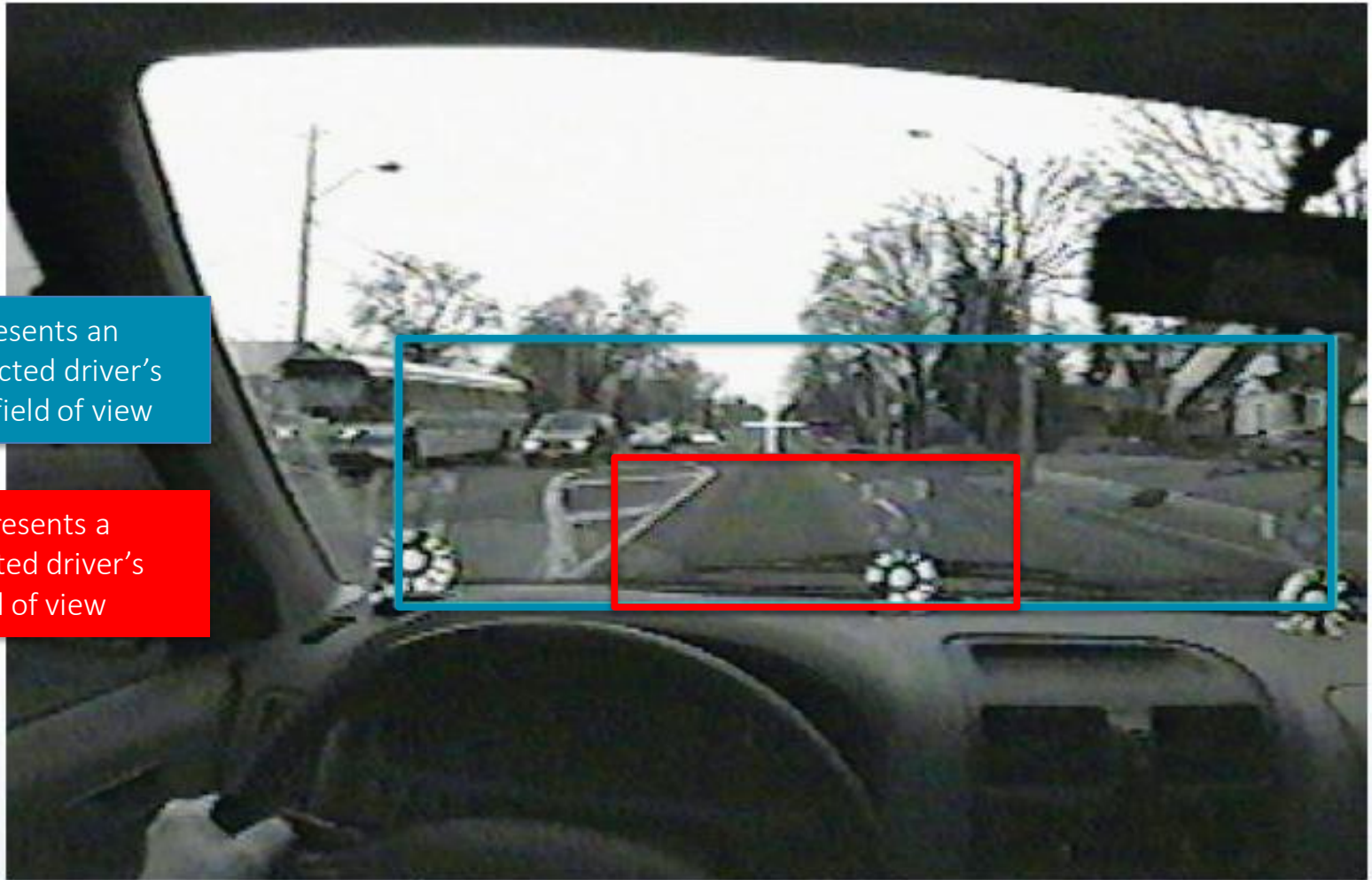
B. Driving with Listening minus Driving Alone



# Reduced Field of View

Represents an undistracted driver's typical field of view

Represents a distracted driver's field of view



# Inattention Blindness



# Myth #3 – “Safe to Text While Stopped”

Interacting with your phone while driving can impair our driving capacity even after we disengage with the device.

**27** seconds

The time it takes to return to full attentional capacity after using a technological device while driving.

**3** football fields

The distance traveled in 27 seconds at a speed of 25mph is the equivalent of 3 football fields.



# Myth #4 – “Hands Free Devices Are Safe”

Hands free does not mean risk free. Using any device while driving is dangerous – regardless of whether you are using a hands held or a hands free device.

**4x** more likely  
to crash

Drivers using a cell phone  
while driving are  
4x more likely to crash.

**23x** more likely  
to crash

Drivers who are texting  
while driving are  
23x more likely to crash.

# Myth #5 – “I Need To Be Productive”

Many companies with complete cell phone bans have reported an increase in productivity.

“

Initially, the sales force was concerned that the company would lost business, but that has not been the case. Many customers who have seen Shell’s success now have their own policies.

Mike Watson, Shell Global Road Safety Manager (2012)

”

# Trends

Auto claims can have the second highest negative impact on your bottom line

“

OSHA and the National Safety Council cite motor vehicle-related crashes as the No. 1 cause of on the job death, with distraction among the leading factors.

Safety and Health Magazine

”

# Hypothetical

## Distracted Driving

While driving a company car, Jack runs a red light and plows into a pedestrian crossing the intersection. He was so caught up answering a call from his boss that he didn't notice that the light had changed.

Since Jack doesn't have much money, the victim sues his employer for \$10 million. The company has a strict policy banning workers from talking on cell phones while driving.

# What Do You Think?

Is the company be liable for Jack's negligence?

A. No because employers aren't responsible for how their employees drive.

B. No because Jack caused the accident by violating the distracted driving policy.

C. Yes because the company failed to implement its policy effectively.

D. Yes because the company shouldn't have even let employees *have* cell phones in the vehicle while driving.

# Answer

Is the company be liable for Jack's negligence?

A. No because employers aren't responsible for how their employees drive.

B. No because Jack caused the accident by violating the distracted driving policy.

C. Yes because the company failed to implement its policy effectively.

D. Yes because the company shouldn't have even let employees *have* cell phones in the vehicle while driving.

# Vicarious Liability

Is your firm covered for their owned, hired, and non-owned automobile exposures?

## Vicarious liability.

Imputed liability; attachment of responsibility for harm or damages caused by another.

- 1 Car owner liability
- 2 Poor or negligent maintenance
- 3 Negligent entrustment
- 4 Respondeat superior



# Other Costs



Medical and vehicle repair expenses



Investigating and reporting costs



Wages and productivity loss



Increase in insurance premiums



Publicity

# Workplace Policy

Make sure your policy is fairly and consistently followed.

## 1 Prohibited conduct.

Outline what is acceptable and unacceptable behavior when operating a company vehicle or any vehicle to conduct company business.

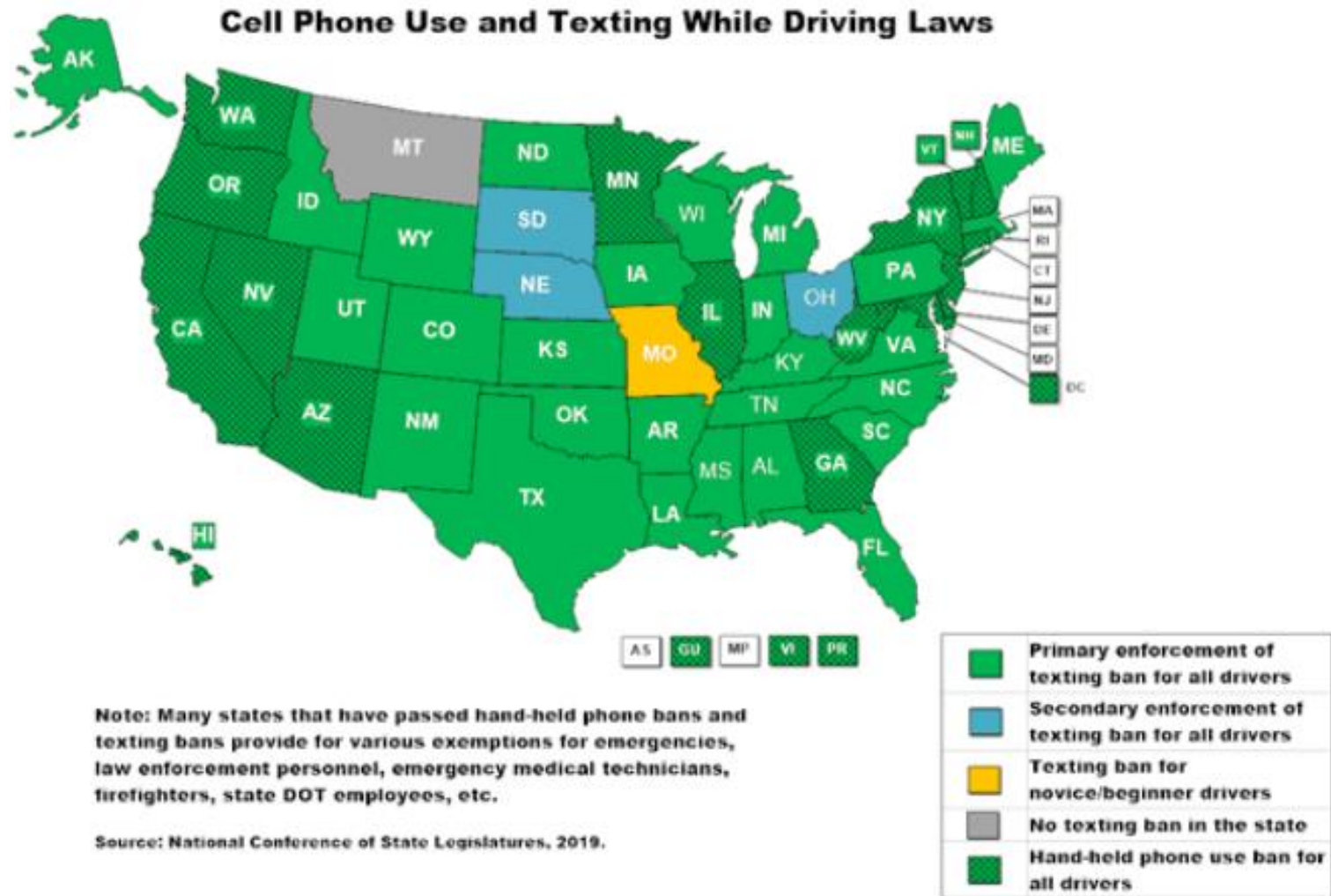
## 2 Monitoring for compliance.

Inform employees about how compliance will be monitored.

## 3 Enforcement.

Spell out the consequences for any violations.

# It's the Law



# Supporting Policies



## **Start by asking.**

Start every call by asking whether or not it's a good time to talk. If the person you are calling is driving, have them call you back when it's safe to do so.



## **Smart scheduling.**

Avoid scheduling calls or teleconferences during peak travel times.



## **Journey management planning.**

Make sure frequent rest stops are factored into business trips and phone messages indicate the employees will return calls once they stop driving.

# Telematics and Technology



***SAFEDRIVE***



LifeSaver



# Quote

“

With over 100 deaths per day related to distracted driving in the U.S. alone, you never know who – an employee, spouse, child or friend – will make it home to their family because your company took a stand to put safety first.

Cargill

”

Thank you for your time!

# QUESTIONS?

This concludes The American Institute of Architects  
Continuing Education Systems Program

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