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BETWEEN THE LINES

Kelly Anderson Group's Monthly Newsletter

25TH ANNIVERSARY EDITION



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COMPANY HIGHLIGHTS

Whether it's for monthly training, corrective action or a part of a certification, online training seems to play a major role in how the trucking world functions today. Kelly Anderson Group is proud to offer Impact Final Mile e-Learning which encompasses various in-depth topics needed for and geared toward final mile drivers. It is the most complete e-Learning service in the transportation industry.

If interested in this service or others we offer, visit our website at [kellyandersongroup.com](https://www.kellyandersongroup.com) or reach out to Bill Rohr at billrohr@kellyandersongroup.com!

TRIVIA

What company is known as the safest trucking company in North America?

TRUCKING SAFETY TECHNOLOGY

Safety technology has improved every year in the trucking industry, allowing companies - who choose to or can do so - to improve safety and compliance.

Technology has proven to extract a positive or negative response depending on the person. Whether disliked or not, safety devices in trucks are becoming the "norm." Side and rearview cameras, driver fatigue alert systems, lane departure alerts, dashcams and more are all progressively being implemented by businesses. Amazon will start initiating digital side mirror cameras later this year for their delivery trucks. Velocitor Solutions' Video Event Data Recorder (VEDR), a dashcam for trucks, is being used by various fleets. These are only a couple of examples.

In a 2023 State of Safety Report survey by Motive, 95% of businesses surveyed claimed to place safety as a priority, but 40% said to be underinvested in technology and initiatives for safety. These numbers reveal that not all companies can follow through on safety promises. However, this result may not be because there is a stubborn contractor behind a desk, but simply because their fleet's income and resources do not allow them to invest in safety tools completely.

"New equipment with more and more integrated technology just simply costs more to repair or replace," says Bob Carl with High Definition Vehicle Insurance. Even though devices such as VEDR and side-mirror cameras can protect drivers and the company itself, not all businesses can afford the upkeep of modern technology. However, increasingly more insurance companies are requiring certain safety devices to be installed in trucks in order to enforce safety practices.

Dashcams are a prime example of safety tools which are becoming required. Even though drivers can be hesitant about being monitored, dashboard cameras facing the road have been praised for sincerely helping the safety of truck fleets. "VEDR Integration was an answer for me," said GiGi Coffee, co-owner of Can Do Inc. in Ohio. Mrs. Coffee and her husband, Brian, are in their eighth year as trucking firm owners and grab at any chance to try a new development. Since 2019, the Coffees have been utilizing Velocitor's VEDR. Kelly Anderson Group's Impact Final Mile e-Learning integration begun in 2021, prompting Can Do to add this feature with VEDR. "It really has helped our safety, said Mrs. Coffee with relief. "It just makes so much sense."

Safety is not the only aspect in which VEDR has aided her and her drivers. "It takes that little bit of responsibility off of the contractor. It's the driver's responsibility now too," Mrs. Coffee said. Dashcams were created to enforce safety and protect drivers, but Can Do is proof that they also provide work and stress relief for contractors themselves.

"If you want to help others... it's a great way to streamline education and safety into one."

GiGi Coffee

Authorized Officer at Can Do Inc.



TRUCKING SAFETY TECHNOLOGY CONT.

Contractors and AOs (authorized officers, or an owner), such as the Coffees, do a lot to keep their business running. They have routes, drivers, finances, safety and more on their minds. Having the technology in place to relieve some of the daily stress and pressure is a huge weight off of their shoulders. The dashcam e-learning integration helps with this by automatically assigning the necessary safety training to drivers instead of the AOs having to individually assign each course.

Mrs. Coffee expressed that they have seen fewer and fewer "dings" - the alerts that notify them when an event occurs - from the VEDR system. Seeing a reduction in said "dings" informs them that their drivers have not had as many incidents since the implementation of the device. "Our drivers are driving safer," smiled Mrs. Coffee, while placing the spotlight back on her drivers.

Outside of dashcams, driver fatigue alert systems are also a tool that has improved safety. According to the Centers for Disease Control (CDC), one out of 25 adult drivers admit to falling asleep at the wheel, which is extremely dangerous. The smart alert technology warns drivers to take a break from the road by identifying the driver's habits, such as how Bosch Mobility Solutions' devices detects steering behavior, turn signal use, and trip duration.



"It's better to be proactive than reactive."

Jan Clifford Parker
Altexsoft

Equipment like driver fatigue alerts and dashcams are becoming more prominent and are ever evolving to keep safety a top priority. Not every driver and contractor though is willing to accept the modern technology changes.

Safety technology is there for those who want to use it or are willing to try it. "It's better to be proactive than reactive," says Jan Clifford Parker in an Altexsoft article. Installing certain safety tools can act as a preventative or supplement versus a bandage or medicine. Most modern devices are currently not a requirement across the industry but some insurances, as mentioned earlier, are beginning to require certain safety technology. Having this tech in place can also save money for businesses in the end as fewer accidents mean fewer chances their premium will increase.

With law firm and insurance statistics estimating 388,000 to 500,000 accidents occurring each year involving trucks in the United States, it remains essential for every driver, contractor and person involved to take safety seriously. Even if it is not technology itself, something should be set in place to protect those on and off the roads.

Statistics and testimonials have served to prove technology's effectiveness in both safety and the daily lives of contractors and drivers. When companies are able to invest time and money into safety technology, they will find the benefits can outweigh the road to get there.

TEAM MEMBER SPOTLIGHT

Derek White



Job Position:

Safety Trainer Program

Length at the company:

15 months

Where are you from:

El Dorado Springs, MO

Favorite part about working here:

"Flexibility and support of the leaders in the company."

TRIVIA ANSWER

Roehl Transport is known as the safest trucking company in North America according to FreightWaves. It has won TCA's Grand Prize for Safety and American Trucking Association's (ATA) President's Trophy numerous times. It has also made ATA's Top Three for safety results ever since 2003.



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