Opportunity for Driving Safety – 24/7 On and Off the Job

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June 2007
Off the Job – 1998

Seatbelt - Yes

Fatality - No!
Driving is the most dangerous activity we do!

Fatality or not? Seatbelt use? You be the judge….
Why? SAFE DRIVING …..On and off the job! Safety 24/7 is a CORE VALUE

Prevention = Saves Pain & Aggravation

What is the “COST” of a Vehicle accident with or without an INJURY?

 ifdef
 Pain and Suffering of our Colleagues
 endif

 ifdef
 Loss to their families & friends…and us
 endif

 ifdef
 Financial Cost to the individual or business = Health care/Workmen’s compensation+ Investigation cost + clean-up/repair costs+ loss of business+ OT +…..unquantifiable loss of reputation and time.
 endif
Driving Safety

- DuPont Core Belief on Safety
  - 24/7 – Both on and off the job
  - SHE Standard on Driving Safety
    - Life Saving activity – Seatbelt use
    - Ban or Restrict – Cell phone use.
  - Driving fits and has benefits for us, employees and family members
- Uptick in accidents & incident statistics unacceptable
  - Including Fatalities…. UNACCEPTABLE
- Benchmarked Peers - what are they doing and why?
- Pathforward… what’s underway and what’s next for us
Driving Safety

US Only - Leased Vehicle accidents

2005 – 5 Vehicle Fatalities
  2 On the Job
  2 Off the Job
  1 Employee Biking to work

2006 – 2 OTJ = 1 Vehicle + 1 Motorcycle

2007 – 2 OTJ Motorcycle Fatalities
  1 On the Job – Van to drop off point

2005 first year of accurate Data collection

5/24/2007
Ag& N - SBU’s with most vehicles

If assume 35,000 miles driven per year then…..

Ratio* = #of accidents/ total# leased vehicles

* Includes Russia

Last Updated 5/2/07
What did we do…

- Commissioned Special Driving Safety Task Team ➔ Corporate Team
- Review Policy and Procedures – Revised Corporate Standard
- Benchmarked Other companies
- Focus Areas: Training, Mandated Ride Checks, Communications, Metrics, Root cause analysis of Accidents
- Communications, Communications, Communications
  - Used Sales & Marketing Team – Forward Energy Model
- Audits – Seat belt/ Cell Phone Checks and audits
BENCH MARK Program Comparison Early 2006

#1 STRONG LEADERSHIP COMMITMENT!!

- 20,000 Fleet vehicles; 40 K employees
- FULL management commitment
  - CEO sponsor, COO launched in 2002
- Took it to the next level!
  - Multiple levels of training, Interactive, BTW
  - Termination for Seatbelt infraction ON the job
- Metrics: per Million miles driven
  - Improved performance, 1/2 rate in first year
  - Audit trail, Expense report or required to report monthly to Group Driver Rep, gas card
- FULL time Director of VEHICLE DRIVING SAFETY PROGRAM….Reports to CEO!
  - EACH work group has designated Driving Coordinator
  - Vehicle Safety Programs & Teams by SBU equivalent
- Management commitment & Responsibility
  - Conduct Commentary checks annually
  - Support training for all employees
- PROGRAM For ALL employees & Family outreach component
  - Every employee participates in the program
  - Encouragement of family training with CD
- Training refreshed annually & tailored to Driving Employee environment

- Same elements: Procedures, Practices
- ALLOWED SBU’s to manage & Implement
- Corporate messages limited and from Central SHE office
- Statistics vary by SBU, no across the company recordkeeping with audit trail
- Frequent Driver definition varies
- Training Requirements vary
- Very limited family programs, Outreach?
- Management message and Line commitment varies
Benchmark Program Comparison

Additional Highlights

- **Management commitment**
  - Commentary Drive Assessment/ Checks
  - Supportive of Training costs within their business or function
  - Support and Name Driving Safety Coordinator for their groups… EVERY Organization!
  - Have Vehicle Safety committee/ task team like Site Safety Activity Committee for sites/businesses

- **Every Employee**
  - Driver Safety Training- varies by level to Driving Coordinator
  - Report Company mileage monthly to system
  - Commitment that all will support program, sign off by Frequent Drivers
  - All Company Drivers Self Report if moving violation
  - MVR is reviewed; At Risk Classification assessment

- **Family & Outreach**
  - Offer Training programs – Defensive driving, DVD’s etc.
Key Critical X’s for a Safe Driving Program & Improvement
When comparing to benchmark companies:

- Overall Driving Safety Coordinator
  - Leadership and commitment - strong messages
  - Oversight to implementation

- Auditing
  - Driver Checks - self and others
  - Motor vehicle record checks

- Training
  - Understand the hazard of their driving environment
  - Annual
  - Classroom, Interactive & On the Road...Defensive Driving
  - Include the outside community

- Enforcement of core values / rules
  - Seat Belt Use
  - Cell phone
Global SBU B Accidents 2005-06 – Who caused accident x Vehicle’s motion

Pareto Chart of Vehicle Motion by Who Caused

- Who Caused = DP driver
- Who Caused = other
- Who Caused = Other driver

Overall a high % of accidents caused by our Drivers
Global SBU B Accidents in 05-06
Region x Year

Pareto Chart of Year by Region

- Region = Asia
- Region = EMA
- Region = LA
- Region = NA

EMA & LA had increase in accidents in 06 vs 05.
Global SBU B Accidents in 05-06
Accident Type x Region

Pareto Chart of Accident Type by Region

Accident Type:
- struck by vehicle
- struck vehicle
- struck object
- unknown
- struck animal
- Other

Regions:
- Asia
- EMA
- LA
- NA

Observations:
- NA has higher rate of striking vehicle and objects.
- EMA & LA drivers usually struck by other vehicle.
Collisions and Incidents by Category

- Collision between vehicles: 60
- Stopped and hit by other party: 43
- Hit rear of other party: 21
- Other party hit rear: 16
- Collision with fixed object: 15
- Damage while parked: 15
- Pedestrian/Animal crossing: 15
- Damage while parking/backing: 16
- Other: 9

Total: 200

Asia Pacific Green Belt Project— to reduce accidents
Controllable X’s

Accidents Per year
- Vehicle Collisions
  - Animal Mishaps
    - Awareness & Attention
  - DP Driver at Fault
    - Awareness & Attention
- Vehicle Incidents
  - Parking Location
    - Vehicle Visibility
  - Other Driver at Fault

Performance Standard
Reduce accidents by 25%

Focused Training
Vehicle Equipment
Punishment & Restrictions
Training
Equipment
Rewards
**Corporate Change:** Seatbelt use on company business or in company car is mandatory. Classified as an inviolable Safety Rule. This means employee can be terminated if fails to comply absent mitigating circumstances.

**Rational:**
- Seatbelts save lives and our safety culture requires the use of all prevention equipment.
- We have had multiple fatalities where the driver failed to wear his seatbelt, was ejected during the crash and killed.
- Seatbelts must be worn in all company vehicles, in all vehicles on company business and at all time on company property.
- This safety rule is the equivalent of LTT.
- Many states mandate seatbelt use—primary moving vehicle offense.

**Action Plan Elements:** Modify Company driving standard, issue, cascade communication major change; Consequences determined by Team including HR & Legal & Business reps. Conduct audits and share statistics.

Modification Approved and Issued. Communications issued. Preliminary seatbelt checks conducted. Corporate disciplinary procedure to be followed.
Motor Vehicle Incident— an undesirable event resulting in personal injury or property damage as a result of a parked motor vehicle incident or motor vehicle collision

**Company Car?**

- **Yes:**
  - **Parked & Unoccupied?**
    - **Yes:** Report as a Motor Vehicle Collision To CP Mgmt. & Enter into ITS Database
    - **No:** Report as a Parked Motor Vehicle Incident To CP Mgmt. & Enter into ITS Database

- **No:**
  - **On the Job or Or Off Job?**
    - **On:**
      - **Parked & Unoccupied?**
        - **Yes:** Report as a Motor Vehicle Collision To CP Mgmt. & Enter into ITS Database
        - **No:** Report as a Motor Vehicle Collision To CP Mgmt. & Enter into ITS Database
    - **Off:**
      - **Parked & Unoccupied?**
        - **Yes:** Report as a Motor Vehicle Collision To CP Mgmt. & Enter into ITS Database
        - **No:** Report as a Parked Motor Vehicle Incident To CP Mgmt. & Enter into ITS Database

**Definition:**
Company Vehicle includes Owned, leased, or rental.

**Timing of Reporting:**
Within 24 hours as outlined in S9G and CP Injury/Illness/Incident Reporting Guidelines. (see The Front Page)
Entry within 10 days into ITS as required By DuPont Std. S9G.

**Exceptions:**
Do not report minor dings to side of vehicle likely caused by opening of adjacent car door. Do not report chips and dings to paint and cracks to windows while driving caused by small stones thrown from roadway.
What have we done?

- Company standard updated and communicated
- Explicit communications around Seat belt and cell phone use… several Senior leadership communications
- Interactive Training module developed, more to follow
  - Encourage Defensive Driving training for all
  - Insurers Driver’s Programs
- Definition of Frequent driver expanded and requirements for training and checks specified
- Driver Checks – Required Quarterly for Frequent Drivers
- Leadership – Meet and Greet and Checks
- Positive Recognition of Safe Drivers!!!!
- Communications!: Internet & Email
  - Business Unit Front Page- available to all employees
  - Forward Energy Model – Compilation of contribution from Sales & Marketing Teams globally – includes training tool, video or message
**Driving Safety Audit Observation Program**

**Driver:** ________________________________________________

**Observer:** ______________________________________________

**Date:** ___________________________________________________

The CheckRide program is a cooperative coaching effort between drivers and riders; the purpose of the program is to identify driving errors before they cause accidents or become poor driving habits.

**Instructions**

**Driver:** Every driver should have a CheckRide at least once annually.

**Observer:** Your job is to observe the driver, checking for defensive driving techniques, adequate driving skills, and any weak points that could contribute to an accident. Your analysis could help this driver avoid an accident.

**Observer:** Fill out the card by placing a check mark in the left column for good driving examples and check in the right column for areas when improvement is needed.

**Tips for Driving in Adverse Conditions:**

* Look Well Ahead  
* Reduce Speed  
* Follow at Greater Distance  
* Brake Gently

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**Dupont Oval of Safety Approaching “Stale Light”**

**Driver Goal:** Keep All Drivers Out of Oval of Safety

**Front…Sides…Rear**

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**Remarks**

A CURRENT AND VALID DRIVER’S LICENSE AVAILABLE? Y/ N

Status of Motor Vehicle Records?

When was last training?

Last Two Incidents?

Any complaints about driving since previous audit?

Follow-Up Status from Most Recent Audit?

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**Other:**

04/07/03

A Current and valid Driver’s License Available? Y/N

Status of Motor Vehicle Records?

When was last training?

Last two incidents?

Any complaints about driving since previous audit?

Follow-up status from most recent audit?

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5/24/2007
### Vehicle Checks
- Tires
- Windshields/Wipers
- Lights
- Brakes
- Appearance
- Turn Signals
- Horn
- Safety Equipment
- Hazard Lights
- Overall Condition
- Seat
- Mirrors
- Head Rest
- Restraints
- Cellular Phone/Telematics

### Adjustments
- Seat
- Mirrors
- Head Rest
- Restraints
- Cellular Phone/Telematics

### Skills

#### GOOD

<table>
<thead>
<tr>
<th>Seeing</th>
<th>Hand Position (Driving Straight)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scan 15/20 seconds ahead</td>
</tr>
<tr>
<td></td>
<td>Moves eyes every two seconds</td>
</tr>
<tr>
<td></td>
<td>Develops Big Picture</td>
</tr>
<tr>
<td></td>
<td>Checks Blind Spot Before Lane Change</td>
</tr>
<tr>
<td></td>
<td>Checks for Tailgaters</td>
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</tbody>
</table>

#### Needs Improvement

<table>
<thead>
<tr>
<th>Spacing</th>
<th>Brake Utilization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observes Minimum Following Distance (Three Seconds)</td>
<td>Brake Utilization</td>
</tr>
<tr>
<td>Spaces Vehicle Properly With Lane</td>
<td>Brake Utilization</td>
</tr>
<tr>
<td>Maintain Avenue of Escape</td>
<td>Brake Utilization</td>
</tr>
<tr>
<td>Avoids Driving in Blind Spot of Others</td>
<td>Brake Utilization</td>
</tr>
<tr>
<td>Observes Stop Distance (Min. 1 Car Length)</td>
<td>Brake Utilization</td>
</tr>
<tr>
<td>Uses Proper Lane</td>
<td>Brake Utilization</td>
</tr>
</tbody>
</table>

#### Communications

- Uses horn when in doubt
- Uses directional signals correctly
- Signals intent by:
  - Brakes
  - Headlights
  - Flashers

#### Response

- Backs properly
- Doesn’t cut corners
- Covers brake in doubtful situations
- Adjusts speed to conditions
- Yields to others when appropriate
- Approaches lights and intersections correctly
- Doesn’t get upset at other drivers
- Checks rearview mirrors when stopping and slowing down
- Yields at exits correctly

### Preparation to Drive (Cont’d)

#### Skills

<table>
<thead>
<tr>
<th>Hand Position (Driving Straight):</th>
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</thead>
<tbody>
<tr>
<td>Good</td>
</tr>
<tr>
<td>Too high</td>
</tr>
<tr>
<td>Too low</td>
</tr>
<tr>
<td>Elbow on the door</td>
</tr>
<tr>
<td>On the gear stick</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Hand Position (When Turning):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
</tr>
<tr>
<td>Too high</td>
</tr>
<tr>
<td>Too low</td>
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<table>
<thead>
<tr>
<th>Brake Utilization:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late</td>
</tr>
<tr>
<td>Shift down while braking</td>
</tr>
<tr>
<td>Good (Covers)</td>
</tr>
<tr>
<td>Abrupt (Not Smooth)</td>
</tr>
</tbody>
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### When Renting a Vehicle, Check Location of (Ensure All Are Operational):

- Headlights
- Turn Signals
- Horn
- Reverse Lights
- Warning Lights
- Wipers & Fluid

### Parking:

- Pulls through when possible  Y/N
- Backs in when appropriate  Y/N
- Checks area before backing  Y/N
- Lowers window for improved hearing  Y/N
- When backing and turns off noise making items  Y/N
- Parks in appropriate areas conducive to personal safety and vehicle safety  Y/N

### Cellular Phone/Telematics/Distractions:

- Review SSG requirements with driver  Y/N
- Any “Cockpit” distractions? Excessive?  Y/N Y/N
- Were distractions well managed?  Y/N
Leadership Checks Meet & Greet Or PM Survey

Have We Seen Improvement?

- Seat Belts
- No Cell Phone Use

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<tbody>
<tr>
<td>Seat Belts</td>
<td>84</td>
<td>96</td>
<td>98</td>
<td>100</td>
</tr>
<tr>
<td>No Cell Phone Use</td>
<td>93</td>
<td>95</td>
<td>96</td>
<td>100</td>
</tr>
</tbody>
</table>
Driving Safety

Training – Underway

Ride Checks - Ongoing

2005 first year of accurate Data collection

US Only- Leased Vehicle accidents

2003 2004 2005 2006 2007

year

2007 YTD

SBU A
SBU B
SBU C
SBU D
SBU E
WHAT ARE the 7 Principles of SAFE DRIVING?

- Understand the hazards of the DRIVING.... the environment
- Ensure all have required skills and training
- Maintain & USE Safety equipment
  - Upgrade as needed  Safety / prevention
  - Rules of the Road – MANDATORY SEATBELT USE.
- Manage changing environments
- Anticipate the unexpected....always!
- Identify and learn from incidents/ accidents
  - Share the learnings and prevention opportunities
- “Drive” continuous improvement... never accept complacency.. Our people can get hurt!
Any Questions?