

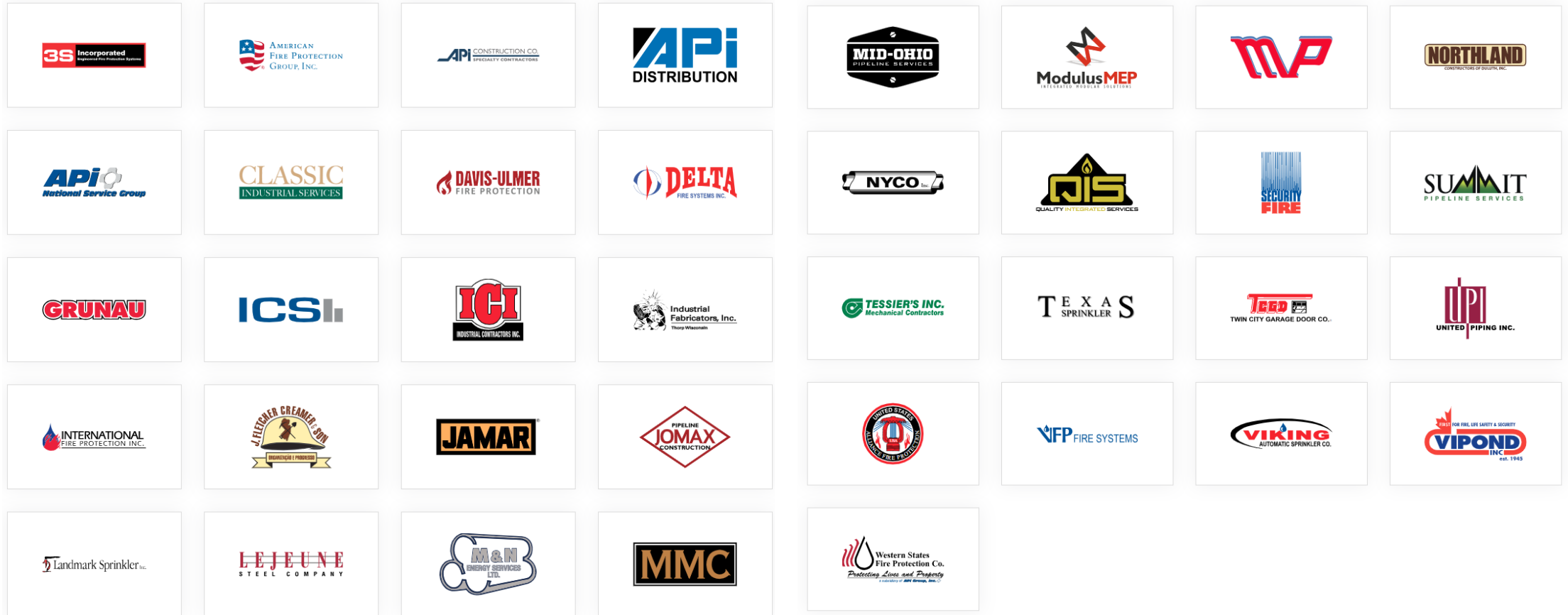
Driving
WITHOUT
Distractions



GRUNAU



APi Group Inc.



Why Driving Without Distractions

Why – “Driving Without Distractions”

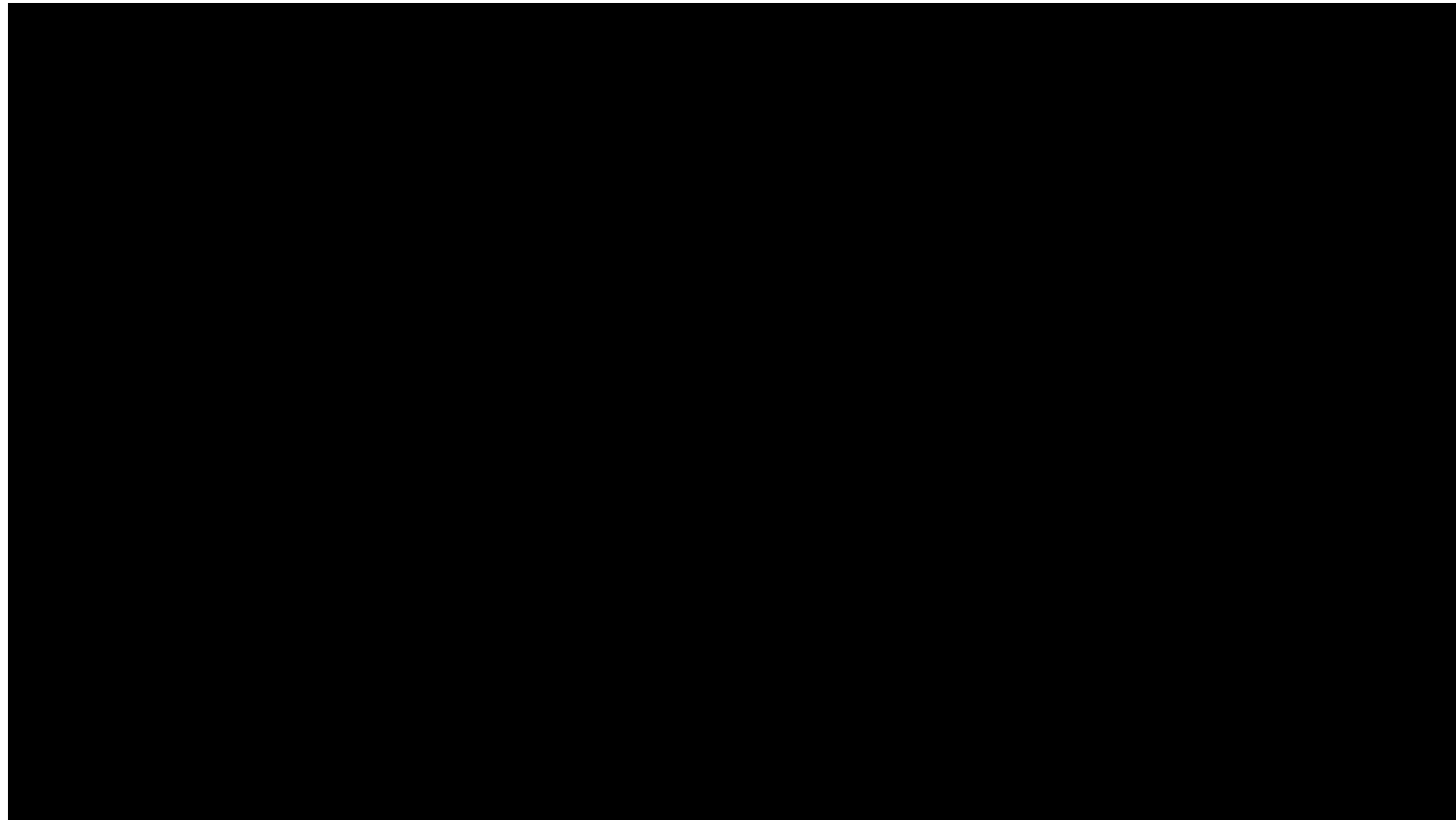
- 4 lives lost in April/May 2017 (not APi or Grunau employees).
- At least 8 families have been permanently impacted.

- We should have reacted sooner.
 - Leading Indicators.
 - Committee formed to react.

What is “Distracted Driving”

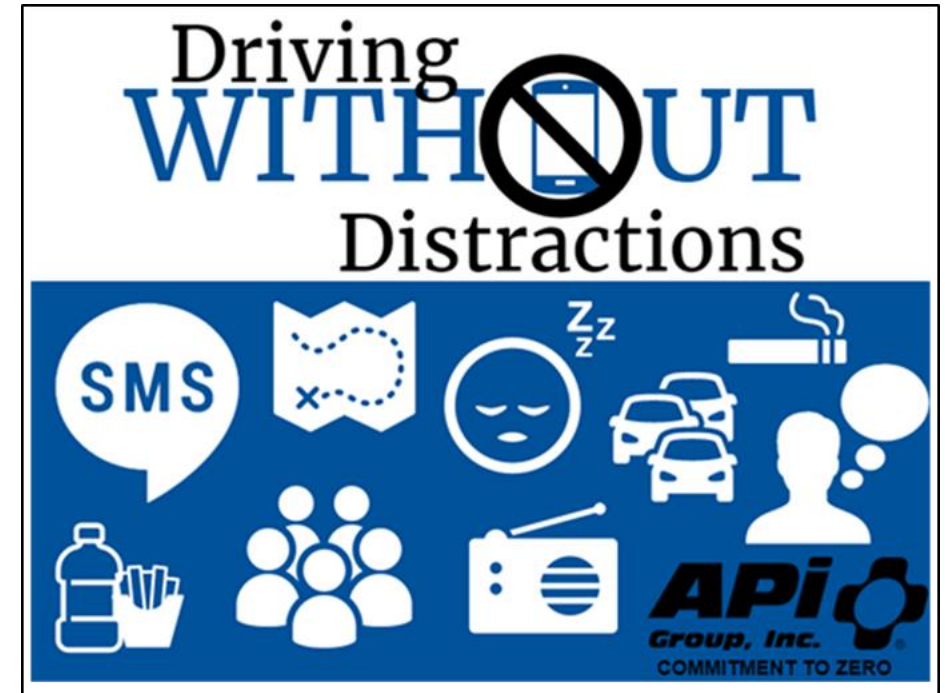
Driving Without Distractions

- How many have been frustrated recently by a distracted driver?
- Have you been distracted in last month?



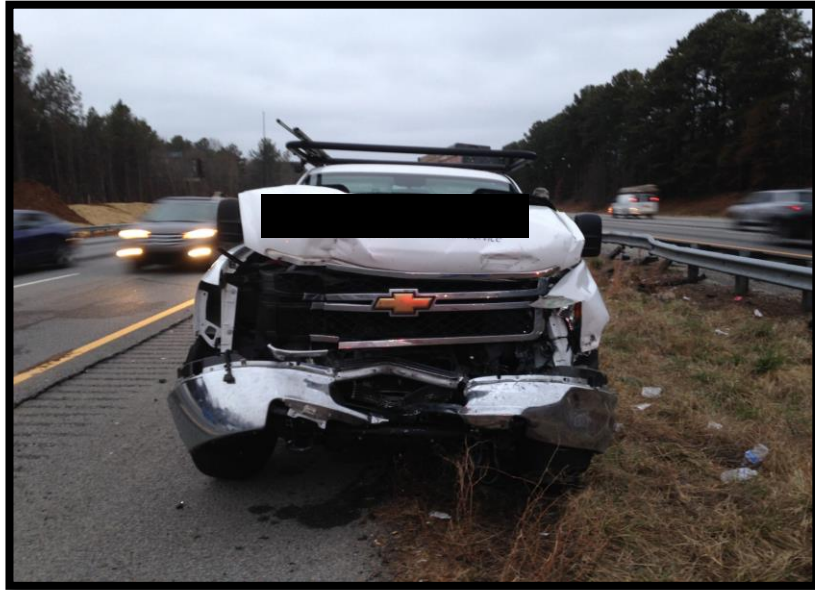
What Is Distracted Driving?

- It is the diversion of attention away from driving, which reduces driver awareness, decision making and/or performance
- Types of Distractions:
 - **Using a cell phone or other electronic device**
 - Outside person, object, or event
 - Other Occupants
 - Eating or Drinking
 - Adjusting audio, climate or other controls in vehicle
 - Smoking
 - Fatigue
 - Moving Objects
 - Daydreaming

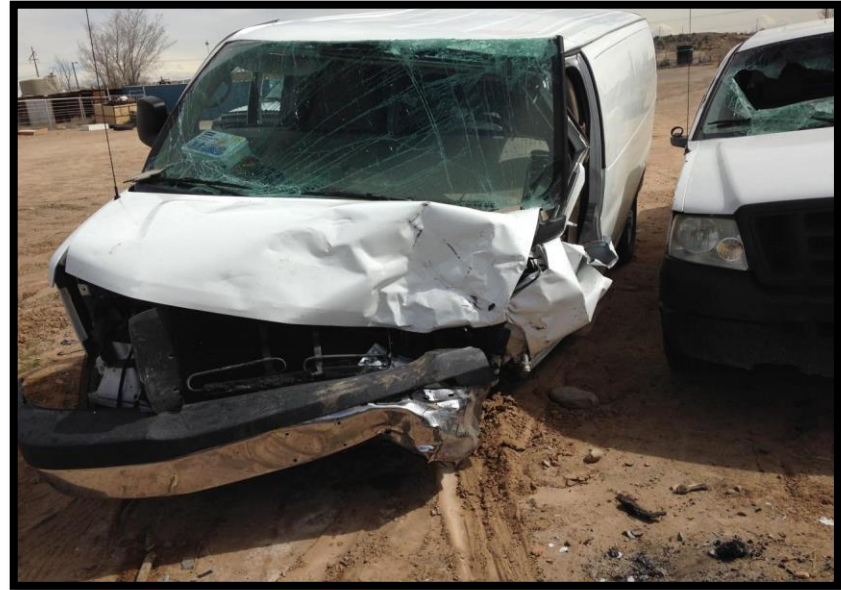


Risks of Driving Distracted

40% of all Auto Accidents involve the use of Cell Phones



1 out of every **4** accidents is caused by texting while driving



Consider This...

- Each day in the United States, approximately **9** people are killed and more than **1,000** injured in crashes that are reported to involve a distracted driver
- A study done in April 2017 Found:
 - Distracted driving occurred during **52%** of trips that resulted in a crash
 - The average duration of distraction was **135** seconds
 - Road fatalities on the U.S. roads rose by **14%** since 2015, the largest two-year increase in **50** years

Categories of Distraction

Visual



When the driver takes their eyes away from the road for an unsafe period of time while driving

Physical



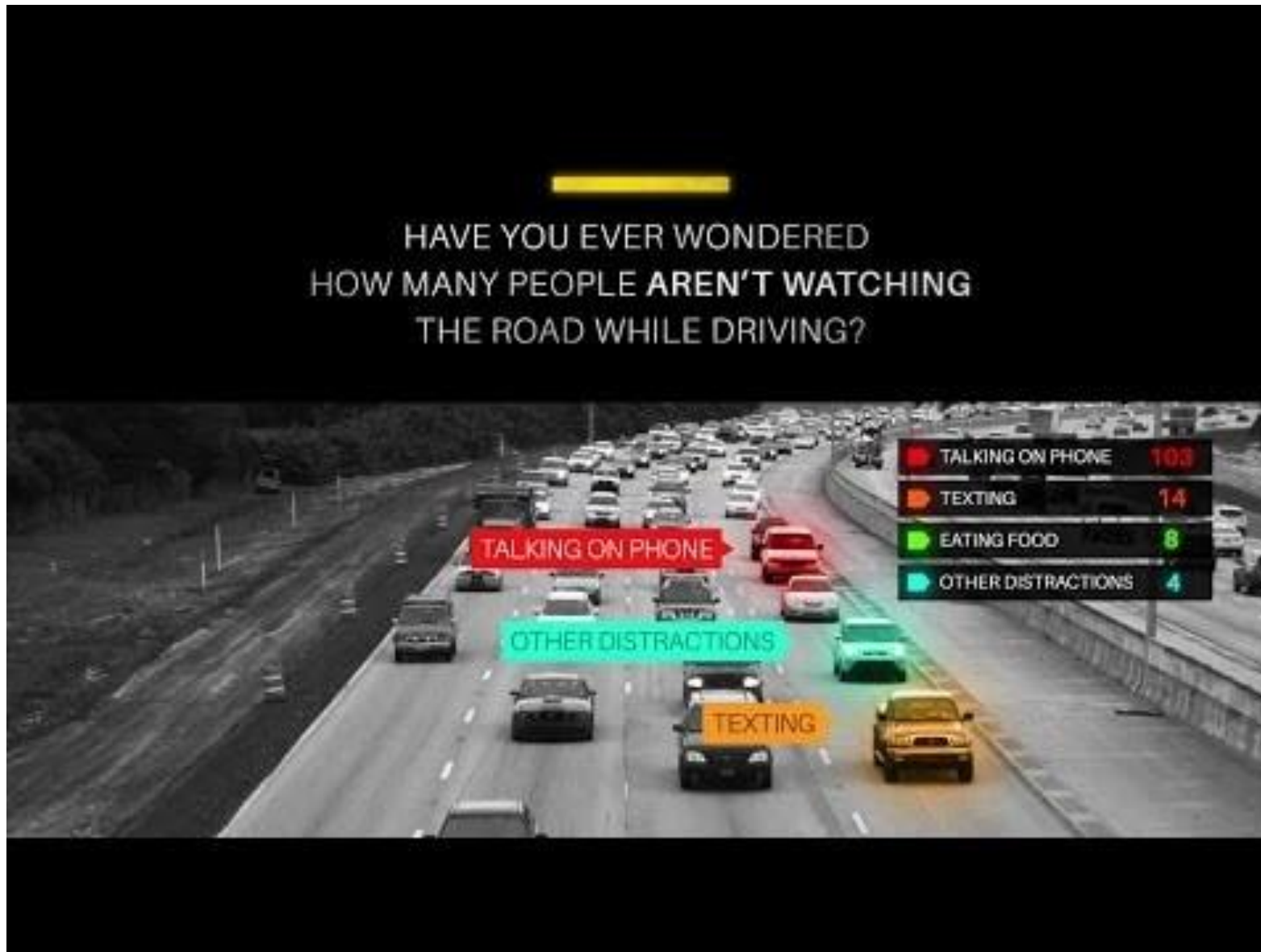
When the driver removes their hands and/or feet off the controls while driving or operating vehicles for an unsafe period of time

Cognitive



When the driver's mind becomes unsafely distracted while driving or operating a vehicle

Florida Highway Video



If We Do Nothing...

Verdict

- **\$21.6M:** Ms. Wilson was ordered to pay out for driver negligence as she was on her phone when involved in a violent wreck killing another driver.
- **\$18M:** Holmes Transport of Alabama was ordered to pay the damages by a U.S. District Judge to Mr. Tiburzi who was left unable to walk or talk after a crash that was caused by one of their drivers who was distracted by a cell phone.

Settlement

- **\$2.1M:** Coca-Cola driver was talking on the phone and struck another driver. Plaintiff's attorney successfully argued Coca-Cola's cell phone policy was "vague and ambiguous". Policy requires use of a hands-free device when operating a motor vehicle, which exceeded the state law requirement where the accident took place.

Pending Lawsuit

- Lawsuit filed against Apple/Samsung requesting both companies educated drivers against using smartwatches and smartphones while driving.



Our Journey

Driving Without Distractions Purpose

APi Group, Inc. (APi) is dedicated to eliminating auto related accidents, injuries and deaths; by promoting safe driving behaviors through greater awareness.

The purpose of this policy is to increase employee safety, reduce unnecessary risks while driving and to eliminate any activity that could divert a person's attention away from the primary task of driving.

APi and its subsidiary companies will support this policy by providing educational resources, training and tools needed to reach our Commitment to Zero.



Furthering Our Commitment to Zero

Driving Without Distractions Task Force (DWDTF)

A task force was formed to create a policy, learning, development, and supporting tools regarding the dangers of driving distracted.

Mission

Change our culture and continuously improve distracted driving behaviors of team members, families and the communities in which we work and live.

Vision

- To further our Commitment to Zero.
- Build team members into leaders to support our mission.
- Make better choices during vehicle operations.
- Hold each other accountable for choices.
- Encourage discussions about distracted driving.
- Build a future for zero-distractions.



Policy Discussion

- ❖ Policy (Option 1): **While operating a vehicle/equipment, employees may only use hands-free electronic devices, unless said use is prohibited by local, state or federal laws.** A hands-free electronic device is one in which the driver can initiate, answer, or terminate a call by pressing a single button on a mobile device, earpiece, steering wheel or instrument panel while remaining in the seated driving position and properly restrained by a seat belt. Hand-held use of electronic devices, including texting and reading/responding to emails, is prohibited.
- ❖ Policy (Option 2): **While operating a motor vehicle, electronic devices shall not be used** – whether the vehicle is in motion or stopped at a traffic light. This prohibition includes both hand-held and hands-free use of electronic devices. If an employee must use an electronic device the vehicle / equipment shall first be parked in a safe location before using the electronic device.



memo

Date: December 13, 2017

To: API Group Presidents, API Group COOs, API Group Safety Leaders

CC: Tom Lydon, Mike Leidholm, Kristin Heizman

From: Russ Becker

Re: Driving Without Distractions Policy

Distracted driving has become a serious concern. Each one of us needs to be personally responsible for driving without distractions. As leaders, we owe it to our families, friends, and the public to change our own behaviors of distracted driving and be an example for our employees to follow.

Auto accidents can cause life altering injuries up to and including death. The impact of these accidents is not only felt by those involved in the accident, but by their families and friends as well. Because of these risks, API is implementing a Driving Without Distractions Policy with a requirement of zero use of electronic devices while driving.

I know this will be difficult. Our plan is as follows:

- 2/1/18 Hands free only
- 7/1/18 Zero use of electronic devices
- 1/1/19 Zero use of electronic devices with control/monitoring

By December 31st 2018, API Group will require all companies to have a tool to control zero use of electronic devices. We are currently piloting a couple of options. More information will be provided in the near future.

We recognize that this is a major shift in our culture and that it will be a process to implement across all operating companies. We also recognize that it will take time to implement. Regardless, we believe that by implementing a zero-use policy our employees will be more aware of the hazards on the road, including other drivers using their electronic devices, and this will ultimately keep our employees safer, happier and healthier.

More specific guidelines regarding consequences, etc. will be forthcoming.

Driving ~~WITHOUT~~ Distractions





MEMORANDUM

To: Grunau Employees

cc: Mike McParlan, Mike Leidholm, Kim Gray, Chris Rafferty

From: Bill Ball, Jared Owen, Joe Kratz

Date: December 21st, 2017

Subject: Driving Without Distractions – Policy Update

Grunau Team,

Distracted driving has become an increasing concern that affects all of us, each day in the US approximately 9 people are killed and more than 1,000 injured due to crashes involving distracted drivers. We owe it to our families, friends, co-workers, and the general public to change our behaviors to eliminate this risk.

Grunau, along with APi Group, is on the commitment to zero journey, this includes eliminating incidents on the roadway. Due to the increased risk we face on the roadways, we will be implementing a Driving Without Distractions Policy which will require zero use of electronic devices while driving. This will require us to change our habits and the way we currently operate.

The implementation plan is as follows:

- 2/1/18 Hands free only cell phone use.
- 7/1/18 Zero use of electronic devices (implement control / monitoring device)

This policy pertains to all company related travel and while using company owned electronic devices. We ask that you discuss this risk with your friends and family and have them commit to eliminate distracted driving as well.

If you have a Bluetooth device, its use will be permitted for the first 6 months of 2018, however we strongly encourage putting your phone down. The first 6 months of 2018 will be an opportunity for us to challenge each-other to find our own best practices to eliminate distracted driving and improve how we currently operate. Effective July 1st technology will be used on our company phones to block phone calls and most apps, with exception of mapping and music apps. Details will be communicated later.

The new I-phone update provides a voluntary "do not disturb" function that can be used to block calls while driving. A free app called EverDrive, is also available and you can compete against others for best driving / phone score. We encourage you to try these tools to help change your behavior and put the phone down.

More communication on the Driving Without Distractions program to follow.

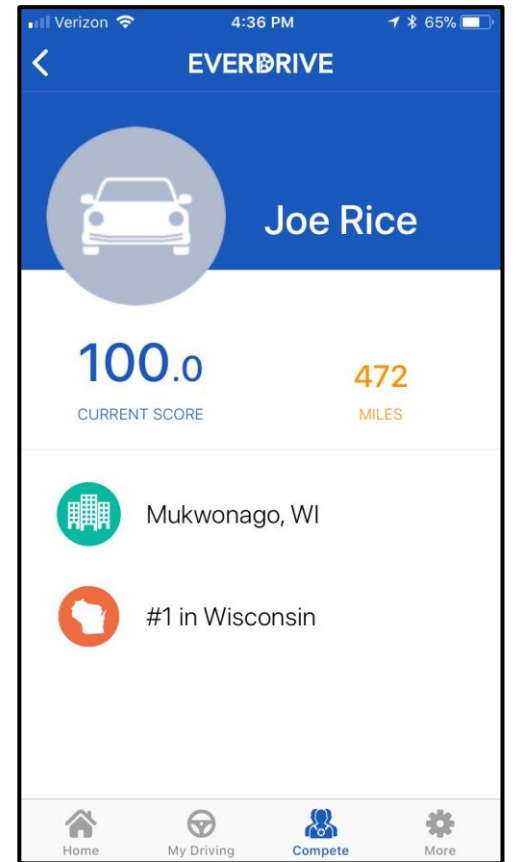
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Implementation

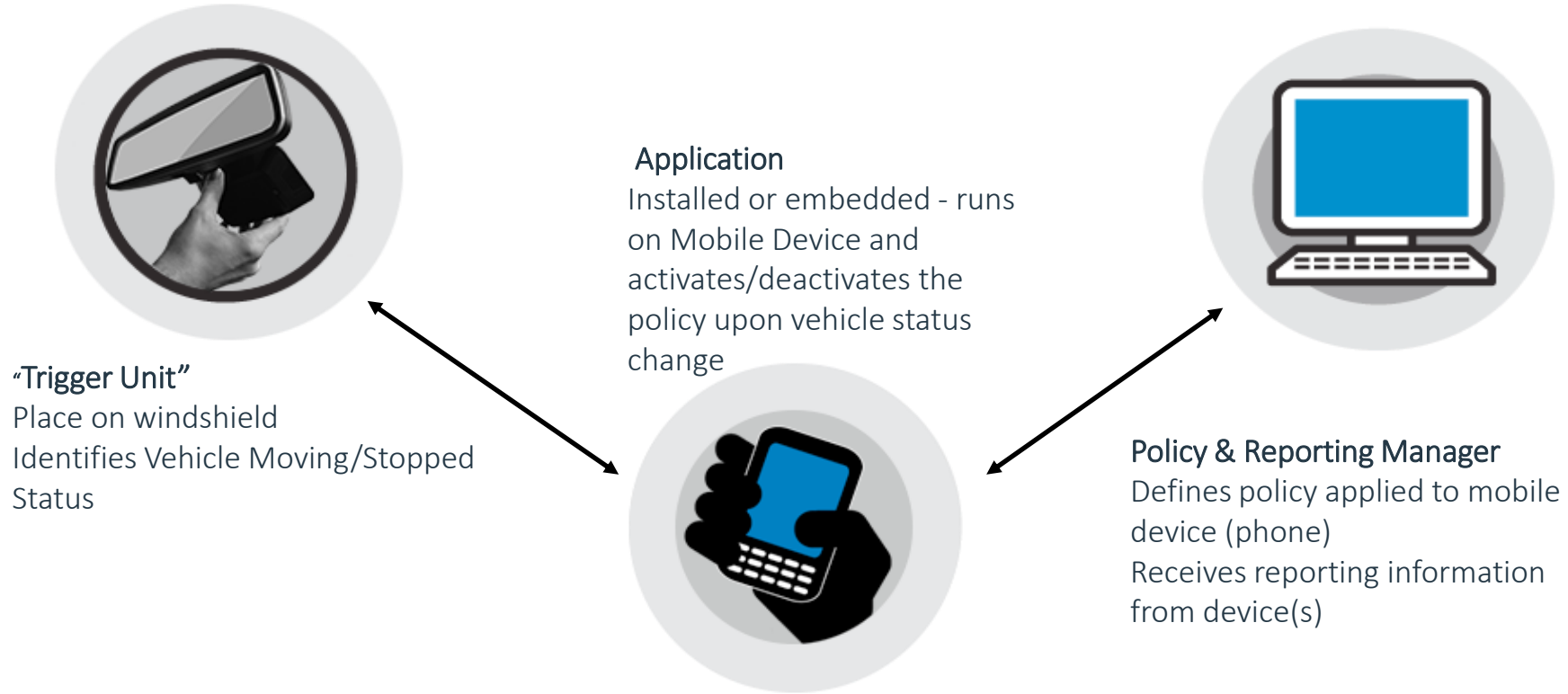
- Grunau will prohibit use of cell phone while driving using Cell Control program. (July 1st, 2018)
 - Grunau owned phones.
 - Grunau owned vehicles.
- Personal cell phone use during business travel also prohibited by policy.
- Conducted pilot using 40 Cell Control devices throughout Grunau.
 - All Locations
 - Executives, Branch Managers, **Influential Team Members*

Change Habits

- Begin to change your habits:
 - Evaluate your current phone usage, can your calls wait?
 - More detailed pre-planning on routes / trips.
 - Use i-phone do not disturb setting.
 - Download free “Everdrive” app.
 - Turn off phone while driving.
 - Put your phone out of reach while driving.
 - Have discussions with family, customers, and co-workers. Encourage others to join the challenge with you.
 - Plan pauses into route.
 - Arrive at destination early to respond to calls.



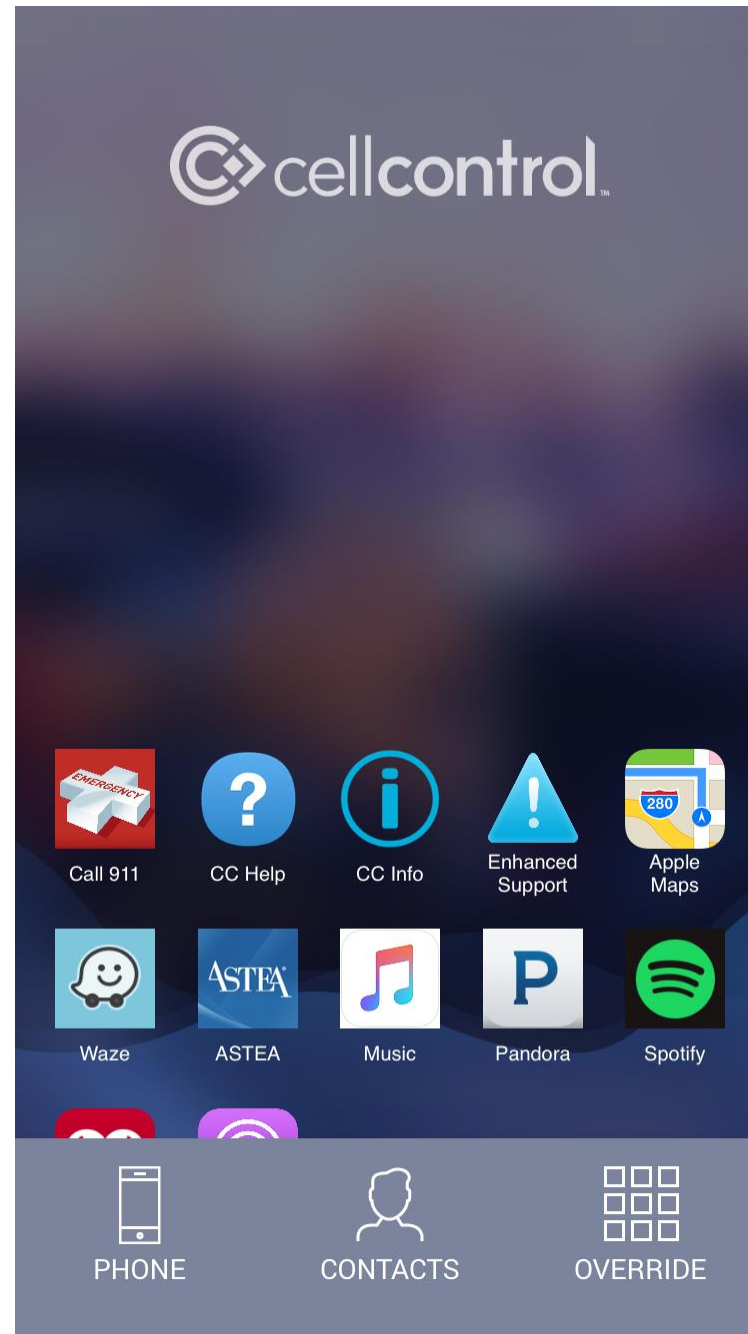
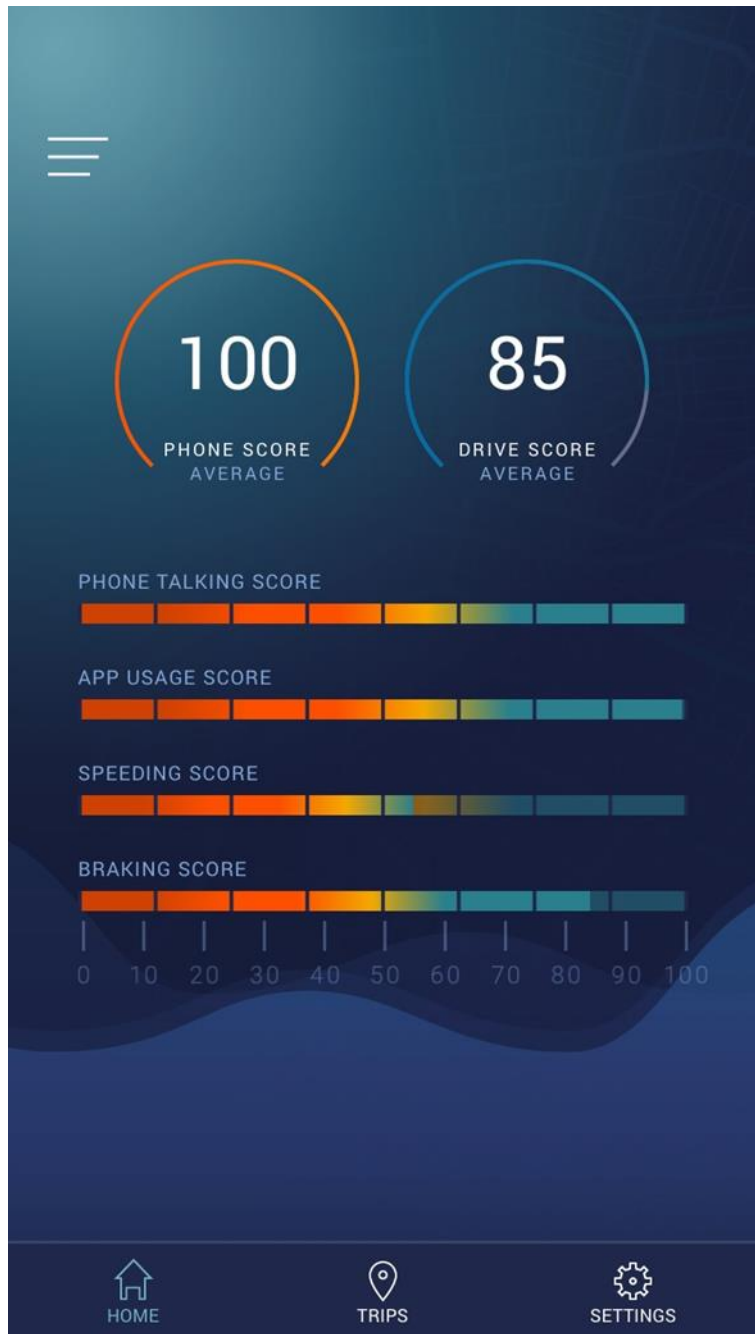
Supporting Tool – Cell Control (Truce Software)



works across all vehicle types



***Audible alert will announce who is calling so a determination can be made if you need to pull over and call person back.**



TRIP ACTIVITY

- 4/12/19**
 6:26:07 AM - 7:11:16 AM >
 100 PHONE SCORE | 96 DRIVE SCORE
- 4/11/19**
 4:23:49 PM - 5:09:51 PM >
 100 PHONE SCORE | 94 DRIVE SCORE
- 4/11/19**
 12:35:52 PM - 12:50:45 PM >
 100 PHONE SCORE | 85 DRIVE SCORE
- 4/11/19**
 11:09:11 AM - 11:25:44 AM >
 100 PHONE SCORE | 90 DRIVE SCORE
- 4/11/19**
 6:33:00 AM - 7:13:31 AM >
 100 PHONE SCORE | 89 DRIVE SCORE
- 4/9/19**
 12:19:18 PM - 12:22:32 PM >

[HOME](#)
[TRIPS](#)
[SETTINGS](#)

TRIP DETAILS

< MORE >

4/12/19
 6:26:07 AM - 7:11:16 AM

100 PHONE SCORE | 96 DRIVE SCORE

MILES DRIVEN	TALK TIME	PHONE USAGE
27.88	0 sec	0 sec

Delafield, Waukesha, Milwaukee, Oak Creek, East Troy, Burlington, Geneva, Kenosha, Pleasant Prairie, Racine

[Google](#)

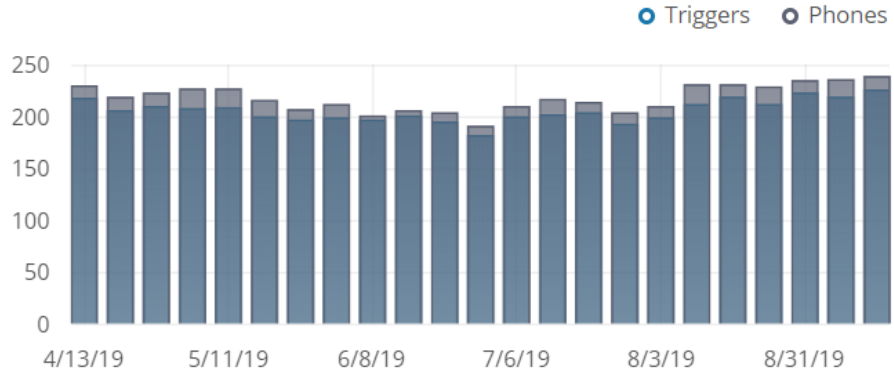
MILES
3,645,806

BLOCKED CALLS
46,336

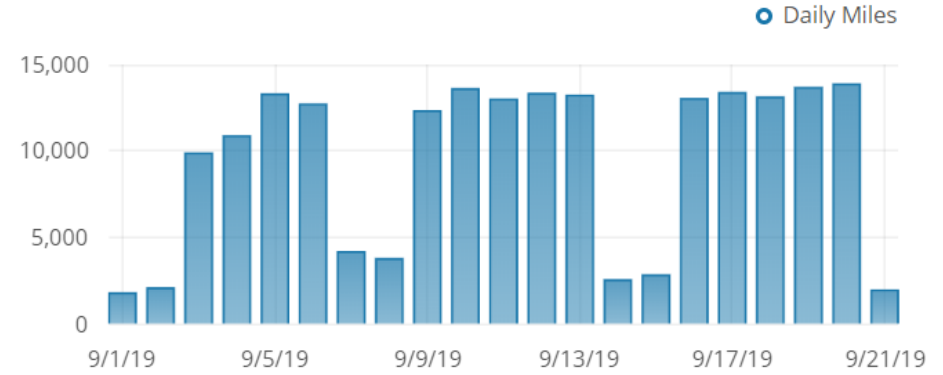
BLOCKED SMS
68,347

BLOCKED APPS
52,363

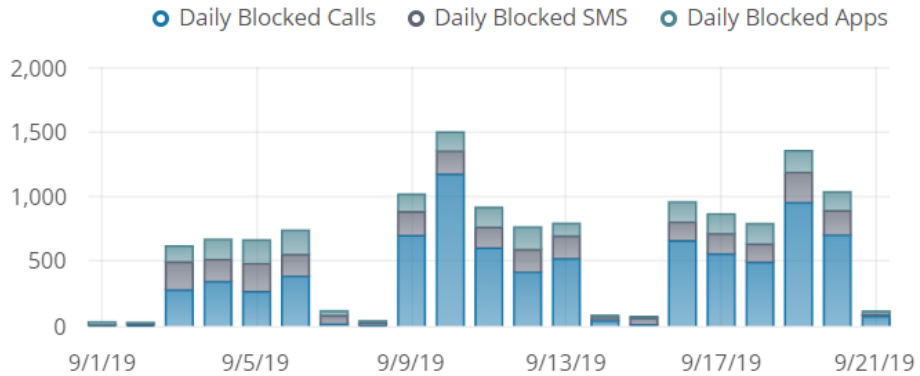
Utilization Trend



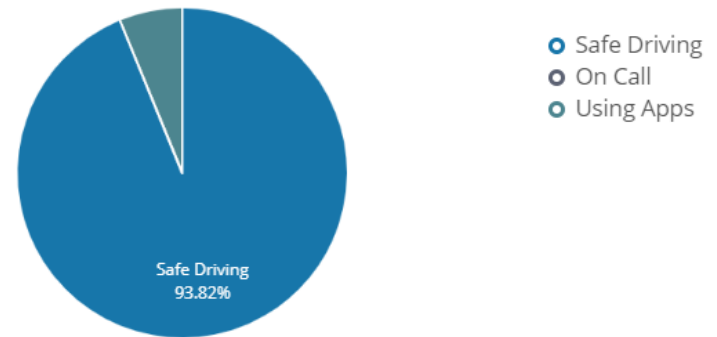
Miles Protected



Blocked Activity



Driving Activity - Today



DRIVING WITHOUT DISTRACTIONS



A culture of safety is a high performing culture.

Each day in the US approximately nine people are killed and more than 1,000 injured due to crashes involving distracted drivers. With that statistic in mind, Grunau Company has enacted our Distracted Driving policy, effective July 1, 2018.

The policy mandates all employees refrain from any cell phone use while driving. This includes talking, texting, and anything else that would otherwise distract the driver from the road.



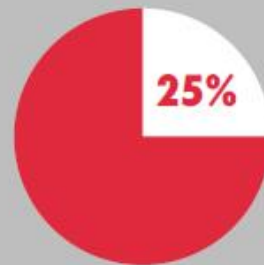
It only takes **3** seconds of diverted attention to cause a crash



14% of distracted driving related deaths comes from cell phone use.



Texting and driving is **6** times more likely to get you in an accident than drunk driving.



Of all motor vehicle fatalities are caused by distracted driving.

94

PERCENT

Vehicle collisions caused by driver error.

37

PERCENT

Decrease in brain function while talking on cell phones.

80

PERCENT

Car crashes are attributed to distracted driving.

- We are a service business
- Our customers need to contact us
- We will go out of business
- We are going back to the 1980's
- What if it's an emergency?

Challenges

- Varying levels of buy-in by team
- Cell Control roll-out challenges
- Grunau / APi IT challenges
- Personal Phones



Cell Slips

- Blocks all cell signal when in pouch
- Purchased 2 for each employee.
 - Each employee was able to give one away to someone else.



www.cellslip.com

Results

Grunau 2018 Fleet Performance (At Fault)

- 2018
 - 6 at fault accidents (before roll-out)
 - 3 at fault, rear ended other vehicles (no phone use)
- 2019
 - 1 at fault auto incidents (YTD)
- APi still collecting data, most companies not using Cell Control Until end of 2018.

Additional Resources

- Tom Goeltz – Hays Companies and NSC Distracted Driving Advocate
- David Teater – NSC Distracted Driving Advocate
- <https://www.trucesoftware.com/>



Questions?

