



Driving Insights No. 25



Utility Drivers: Distraction Comes in Many Forms

(Hint: It's not just cell phones any more)

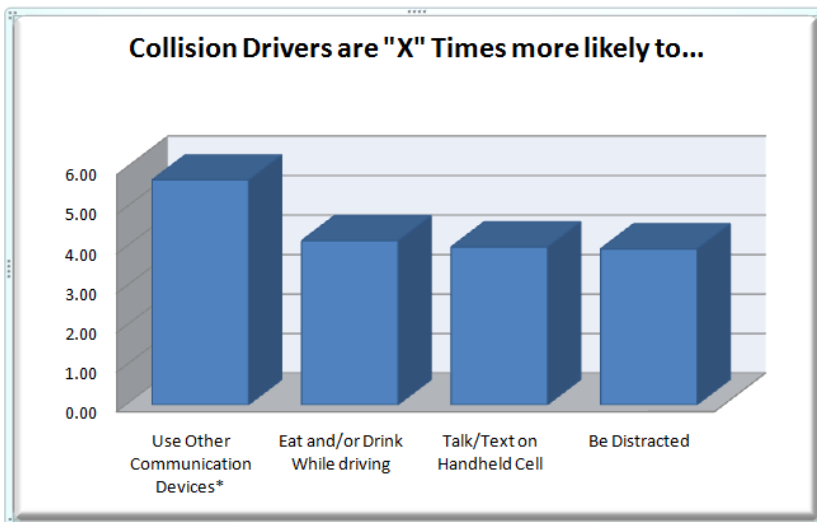
DriveCam is pleased to continue its *Driving Insights*™ Series with a look at distractions in the utilities industry. DriveCam has researched distractions in various industries, but as we look across our nationwide base of gas and electric utility clients, we noticed an interesting trend.

An important tool for utility drivers is the use of communication devices – other than cell phones – Nextel/chirp devices, CB radios, 2-way radios, walkie-talkies, etc. The key finding of our analysis shows drivers who were involved in a collision are nearly **six times** more likely to be regularly using these other communication devices compared to those who have not been involved in any collision.

Although handheld cell phones are still high on the list of distractions, it's important that utility companies pay attention to the use of any handheld device that might cause distracted driving.

Key Insights: When compared to drivers who have not had a collision, drivers involved in one or more collisions are:

- 5.70 times more likely to use other communication devices
- 4.16 times more likely to eat and or drink
- 4.00 times more likely to use a handheld cell
- 3.95 times more likely to be distracted by any type of identified distraction



*Other communication devices include: Nextel/chirp devices, CB Radio, 2-way radios/walkie-talkies, etc.

Background: DriveCam's Video Event Recorder provides the unique ability to identify when a collision has occurred. DriveCam does not review collision events for legal reasons; however, video review of a driver's prior non-collision risky behaviors allows DriveCam to better understand those behaviors that act as leading indicators of collisions. Identifying these behaviors provides safety managers a focused direction in coaching and training.

Methodology: This newsletter focuses on the analysis of over 8,000 active drivers within the utilities industry between July 2009 and December 2010. The difference between collision and non-collision drivers' distracted driving behaviors was evaluated for this study in order to identify the distractions with a statistically significant difference. Once they were identified, the probability of a collision given the number of times the distraction was observed was calculated.

About DriveCam's *Driving Insights*

DriveCam's *Driving Insights* is designed to provide insight for executives and managers throughout a variety of transportation industries. It is derived from DriveCam's extensive database of driving events from over 3 billion driving miles – the largest in the world. *Driving Insights* is released on a regular basis and is a registered trademark of DriveCam Inc.

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As proven experts in the science of safe and efficient driving, DriveCam prevents collisions and reduces fuel costs by improving the way people drive. Our solution addresses the causes of poor driving by combining data and video analytics with real-time driver feedback and coaching, resulting in reductions in collision-related costs and fuel consumption in over 150,000 commercial vehicles. In addition, DriveCam has monitored and analyzed data from over 3 billion driving miles and holds the world's largest database of risky driving, which is continually used to improve proprietary analytics and deliver insights into transportation industry trends. DriveCam was recently recognized as #30 in *The Wall Street Journal's* listing of Top 50 Venture-Backed Companies. For more information, visit www.drivecam.com.