



The Ultimate Guide on Transportation Safety and Training for Corporations





Presented by **[DPV Transportation Worldwide](#)**, a leading provider of premium fleet services throughout the U.S.

Drawing from current research, industry and socio-economic data and over a decade of transportation management experience, we offer our perspective on safety best practices of commercial transportation service providers that contribute to building a strong foundation of safety culture in an organization.

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A top priority of any company providing ground transportation services is to ensure maximum safety for everyone involved. This includes the well-being of passengers (clients, drivers and accompanying staff), the condition of vehicles and cargo, the efficiency of travel, and the sustainability of the environment.

Transport safety and peace of mind should be a top priority to achieve client satisfaction. A fundamental objective in preventing common transportation issues is to provide a layer of protection against various risks such as running efficient operations, adhering to traffic rules and speed limits, providing adequate training to staff, promoting safer driving habits and reducing the risk of accidents. Vehicles should be well maintained, and drivers properly trained. Safety and training policies should be in place and transparent to both clients and staff.



There are significant risks associated with ground transportation services. From point A to point B of the entire journey, various challenges can disrupt the flow of travel and compromise safety and security.

- Accidents, collisions
- Natural disasters
- Weather events and extreme temperatures
- Road traffic, road closures, roads in poor condition, streets without traffic lights, etc.
- Mismanagement of drivers
- Lack of coordination
- Vehicle issues
- Robbery on the road

Consider the following statistics:

- According to the World Health Organization, nearly 1.35 million people around the world die each year as a result of road traffic accidents. This equates to an average of about 3,700 deaths per day or one death every 23 seconds. (1)
- Every year, nearly 50 million people around the world suffer non-fatal injuries caused by car incidents and incur a disability as a result of their injury. (1)
- In the US alone, over 6 million car accidents happen every year. (2)
- According to the National Highway Traffic Safety Administration, vehicle crashes are the leading cause of death in the US, with more than 38,000 fatalities each year. (3)
- According to the NHTSA, driver errors are the leading causes of car accidents in the U.S.(4)
- Station wagons, 4-door sedans and 15-passenger vans were especially prevalent among vehicles involved in fatal crashes. (4)

These numbers illustrate what can happen when transportation safety & security is compromised. However, by understanding these risks, and using the right tools and strategies, these risks can be controlled.

To address these concerns, ground transportation services must prioritize duty of care and ensure that travel policies explicitly address road safety risks, rather than solely focusing on financial considerations.



1

Duty of Care - The Standard for Creating a Safety Culture

The alarming statistics surrounding ground transportation safety highlight the significance of adopting a duty of care approach to effectively address the risks involved.

In delivering ground transportation services, the highest level of expectation in the industry is to meet the standard duty-of-care requirements for safe travel. This means going above and beyond to safely and smoothly transport clients and accompanying staff from point A to point B.

This should be the ultimate goal of every ground transport company. Nothing should be more important than the safety of customers and employees.

What is Duty of Care?

Duty of care in transport safety is a fundamental moral rule that guides and influences the planning, preparation, and execution of commercial transportation services. It is the industry standard. This standard of care is the basis for a safe, comfortable and satisfying passenger experience. It is what differentiates an average company from an excellent one.

By legal definition, duty of care stipulates an obligation to prevent harm and protect others while they are using your services or exposed to your activities. In the context of driving, it means that all road users are legally obligated to exercise the highest level of care to ensure that any action does not cause injury to others or property damage.

Commercial vehicle operators have an intrinsic responsibility to our customers, partners, employees, chauffeurs and the community, to consistently deliver top-level service through efficient, comfortable, and safe travel, ensuring the highest level of safety in all of our activities and in all circumstances.



Why Does Duty of Care Matter?

Foremost of all, duty of care is a legal requirement that's recognized and enforced anywhere in the world. Failing to meet the necessary duty of care obligations is negligence and can land a company in a legal crisis. Commercial vehicle operators are expected to do due diligence to prevent harm to others. When companies create a safe environment, it can establish both employee and customer trust, loyalty, and satisfaction.

More than a moral and legal obligation, duty of care also helps to ensure business continuity. It puts forward an approach for preparedness, prevention, response, mitigation, continuity, and recovery, enabling companies to take proactive measures to keep people safe and maintain safe operations.

Who is Responsible for Duty of Care?

The principle of duty of care plays a significant role in maintaining safety on our roads. In the context of transport safety, this principle underscores that everyone's actions on the road affect the safety of others, and thus, everyone has a responsibility to act in a manner that doesn't put others at risk.

Creating a duty of care program requires sustained effort, it is essential that all personnel at all levels of management must understand that a commitment to safety is of utmost importance in creating and maintaining a positive safety culture within an organization.

Following the expansion of duty of care, the need for the implementation of a risk management system is more important than ever.

2

Adopting a Culture of Safety - Developing A Safety Management System

To meet duty-of-care requirements in transportation safety, the ultimate goal is to implement effective safety management practices and strategies. Transport safety management is a systematic approach taken by an organization to reduce or prevent injuries and deaths.

To be effective, the transport safety management system must take into account the organization's specific structures and processes related to the safety of operations. It can follow different approaches, such as education and training, evaluation, interventions, or emergency responses. The fundamental objective is to design and coordinate recommended practices, a step-by-step approach to implement safety solutions that are appropriate, feasible, and cost-effective to effectively control safety risks.

Implementation of a safety management system (SMS) to identify safety risks and a commitment to continuous improvement, can inevitably lead to a positive safety culture which can become the norm within your organization.

A study on SMS integration shows that companies who utilized a robust safety management system saw 46% fewer incidents annually than those who did not. Promoting a culture of safety can also help both employees and customers feel safer and well taken care of, leading to better retention and customer satisfaction. (6)

When developing a duty of care program, the idea is to begin with a basic strategy with simple plans of action and grow from there. A key goal is sustained effort. If leadership and employees are solidly committed to achieving goals, monitoring performance, and evaluating outcomes, the workplace can continuously progress along the path to higher levels of safety procedures.

Tracy Marks, Safety & Compliance Manager of DPV Transportation, an industry leader in commercial ground transportation services based in the USA, acknowledges that injuries

and accidents are the biggest cost for companies and that safety should be a significant concern for service industries.

Tracy has 7 years of background experience in law enforcement in the USMC and 29 years experience in safety and operations and compliance including as Corporate Schools Facilitator at UPS. Tracy has achieved an excellent track record of operational excellence, setting and exceeding all safety and operational metrics while increasing production as well as safety injuries and crash reductions.

Tracy concurs that “Ground transportation providers should never compromise security; bad training can lead to accidents and legal issues.”

Tracy cites UPS as an excellent example for safety culture.

“Europe and other countries seek UPS for driver safety training,” Tracy states.

“It should be the goal for ground transportation companies to reach UPS’ level of commitment to safety to become an industry leader,” Tracy adds.

UPS, a global logistics leader that provides transportation, distribution, trade and brokerage services, has nearly 126,000 vehicles authorized for hire on interstate highways across the United States and has an excellent safety system framework. Arguably, they have set the industry standard worldwide when it comes to transportation safety.

Safety is baked into UPS culture. Every single employee at UPS works together to create an unmatched culture of safety. UPSers at all levels of management, care, and are committed to adhering to a proactive approach to keep everyone safe in the workplace and on the road. (5)



Tracy adds, "UPS invests heavily in safety training for drivers, building a positive reputation."

UPS continually evolves their safety programs. The global fleet management company invests more than \$343 million annually on safety training in the U.S. alone. Their operations employees receive five million hours of safety training per year. (5)

DPV Transportation, under the guidance and leadership of Tracy, is investing and planning to match UPS's safety standards.

In addition, the U.S. Government is committed to developing a culture of safety on the road through legislation established by the National Highway Traffic Safety Administration. The NHTSA's Safe System Approach aims to work hand in hand with the general public to help reduce the number of deaths, injuries, and economic losses resulting from motor vehicle crashes on the Nation's highways. NHTSA's Safe System Approach is a fully integrated method to roadway safety that focuses on the premise that safety is proactive and a responsibility that is shared by all road users. (7)

The benefits of a positive safety culture are significant. It results in a safer work environment, further improves the quality of safety performance, and minimizes the likelihood of incidents and accidents. The aim is to work with people and their values, beliefs, behavior, and attitudes regarding safety to ensure that safety is a top priority for all and that safety risks are proactively identified and managed.

3

Best Practices for Transport Safety & Security

According to the U.S. Bureau of Labor Statistics, safety and security programs are crucial in the transportation services industry for several reasons:

- Accident reduction
- Improved driver behavior
- Improved driver retention rates
- Easier compliance
- Enhance social responsibility goals
- Increase productivity and enhance overall business operations
- Improved client trust

Solid safety cultures are built on an easy-to-follow plan, regular safety training, safe driving incentives, and a proactive vehicle maintenance program.

Driver Screening, Training and Development

Licensed transport operators offer a wide range of services that require physical skill and mental expertise, not to mention remarkable driving skills. Highly skilled drivers chauffeur a range of vehicles that include:

- Limousines
- Armored cars
- Bulletproof vehicles
- All-wheel-drive cars and minivans
- Buses
- Four-Wheel Drive Vehicles
- SUVs
- Trucks

With 94% of road accidents in the US caused by risky driving behaviors (9), trained drivers who prioritize safety on the road are a crucial asset.

Safe drivers protect your bottom line. According to the OSHA, a vehicle crash can cost a company an average of \$16,500. Costs can reach about \$74,000 if there is an injury and exceed \$500,000 if a death occurs. (8) Safe drivers can help lower the possibility of loss caused by road accidents and fatalities.

Safe drivers lower liability in case of loss. Employers face significant risks and costs associated with a bad driver, including litigation and damages, insurance costs, crash and claim costs, and employee retention. Effective screening, hiring, training and monitoring can help reduce liability.

Safe drivers boost your brand's reputation. In the world of transit and transportation, every business depends on drivers and the decisions they make on the road every day. Driver behavior that puts guest safety as a top priority leads to a positive client impression and helps build credibility and loyalty among potential customers.

DRIVER HIRING PROCESS

A proper pre-employment screening and selection process is a critical factor in ensuring transport safety and business sustainability from the get-go.

Driver screening and monitoring processes can play an integral role in vetting out safe and unsafe drivers and minimizing the risk of hiring an employee with a history of unsafe driving who may put other employees, customers, or the public at risk.

What are the requirements for hiring drivers?

There are required skills and qualifications which many recruiters and hiring managers consider the basic or minimum requirements and use as "hiring standards" when looking to hire safe drivers. In addition, there are preferred skills and qualifications which are focused to meet the different needs of every organization.

Determining which skills and qualifications are required and which are preferred can help ensure that you are hiring the right people for the job.

See Appendix A for a list of skills and qualifications to look for in a driver.

It's crucial to set the bar high for new recruits when assessing the quality and the safety of their driving skills. By establishing a clear hiring criteria that reflect the needs of your organization, you basically initiate a pre-screening to find candidates that would be a good fit for the workplace.

New Hire Checklist

A New Hire Checklist takes a lot of the guesswork out of hiring a new driver. The checklist will help you collect correct and well-documented information about the new driver and significantly speed up the onboarding process.

A new hire checklist will include all the relevant documentation and certifications required for the position.

The checklist should be specific to your organization's needs and meet specific laws regulating the requirements for some positions. For instance, semi-truck drivers must pass different state screenings and licensing requirements than school bus drivers or small-van delivery drivers.

See Appendix B for a sample New Hire Checklist.

DRIVER MONITORING

A pre-employment background check is the first step of an effective driver screening program. Once they're hired, a consistent screening and monitoring policy should be carried out to monitor consistent compliance with driver safety policy.

The new hire checklist can be used to build the driver qualification file, which must be maintained throughout the driver's employment history with the company to regularly assess the quality and the safety of their driving. This will help assess his or her qualifications and risks and would include motor vehicle records and reviews, medical certifications and the driver's annual certification of violations.

DRIVER TRAINING AND DEVELOPMENT

In both the United States and Canada, safety training is a critical requirement for workers in the transportation industry. These training requirements help to develop drivers with safety skills. Drivers become aware of federal regulations, safety standards, and best practices for the safe operation of their vehicles. Transportation companies that comply with these requirements help reduce the risk of accidents and injuries and create a safer workplace for their employees and the public. (10)

Ensuring drivers are trained and competent is of utmost importance for ground transport safety. A good driver training program can provide defensive driving instruction, extensive knowledge of road rules, and safety in tackling distractions and complex roadways.

Training should begin during induction with an in-classroom familiarization session of any new vehicle they may be required to drive, its safety features and proper vehicle handling. A driver must not be authorized to operate any vehicle on which they have not received training.

A series of initial trainings should follow and cover critical aspects, including:

- Defensive driving skills
- Driver fatigue management
- Driver awareness training
- First aid training

Regular training updates should be a part of your safety protocol. Ongoing training should include:

Advanced training:

- Anti-skid and anti-rollover training
- Eco-driving
- On-going vehicle familiarization training

Refresher training courses, on at least a three-year basis:

- Defensive driving skills
- Driver fatigue management

Accidents, injuries, and property damage are less likely to occur when professional drivers are well trained.

Take the UPS driver training program. UPS trains the safest drivers in the world. The global company spends more than \$343 million on safety training every year. They have more than 440 safety professionals who focus on teaching, training, coaching and counseling their drivers across the U.S. (5)

At UPS, "Safety begins with the right training and is a process of daily commitment and continual learning."(11)

Moreover, the company recently announced additional investments in safe driving education with dedicated driver training schools that use in-class virtual reality (VR) training programs. The use of virtual reality, along with hands-on driving and instructor-led classroom training delivered by elite professional trainers, allows drivers to experience real-life scenarios. This investment in ongoing advanced training for their drivers is expected to impart years of accident-free safe driving.

Tracy Marks, Safety and Compliance Manager of DPV Transportation, and who has had 30 years of experience with UPS' training programs, emphasizes the importance of investing in drivers, "All drivers need education."

"Professional drivers require both initial and ongoing training," Tracy adds.

However, he strongly points out, "With the current economic situation, some companies recognize the need for driver education but are hesitant to invest the necessary capital to train them."

When you're managing a transport venture, investing in driver training should be one of your company's best practices. Driver training and development are essential to quality business performance and customer service.

RECOGNITION AND REWARDS FOR SAFE DRIVING

While driver training focuses on teaching and education to eliminate bad driving habits and learn the best driving practices, driver development centers on acknowledging the validity

of driver improvement or progression in competency levels, behaviors and techniques. A system of reward and recognition can be practiced annually, quarterly or monthly, and can be in the form of a points-based system, financial compensation such as an increase in pay, cash bonuses or universal gift cards, or employee recognition in the form of a promotion or increased authority among peers like having them act as mentors to other drivers.

Whichever way you approach the reward system, the aim is a commitment to driver support. Pay them well, treat them well, and consistently communicate appreciation for their progress and development and you'll have happier drivers who feel valued and supported, which then leads to a culture of safety where everyone understands their role in maintaining safe driving practices.

Vehicle Safety Management

To be effective, training must be supported by the provision of suitable vehicles and equipment that are safe and reliable. Putting it simply, drivers with safety skills cannot drive safely in, let's say, poorly maintained vehicles.

Regular inspections, servicing, and repairs are vital to keep transport vehicles in optimal condition when on the road. Maintaining vehicles reduces the risk of accidents and deaths due to mechanical failures.

The National Highway Traffic Safety Administration (NHTSA) administers vehicle safety laws and has issued dozens of safety standards that have saved more than 600,000 lives, and helped lower the risk of a fatality by as much as 56%. (12)

The WHO reports, however, that on a global scale, about 80% of countries worldwide allow the sale of vehicles that fail to meet basic safety standards, leaving millions of road travelers across the globe exposed to unnecessary risks. Vehicles that do not meet federal safety standards lack critical safety features, such as seat belts, airbags, and anti-lock braking systems.

Quality maintenance requires pre-emptive regular vehicle inspections as recommended by the manufacturer. Commercial motor vehicles (CMV) that transport goods or paying passengers have special requirements for inspections and maintenance which may vary from

state to state. (13) Commercial ground transportation services include taxicabs, off-airport limousines, shared-ride services, transportation network companies, courtesy vehicles, buses, and vans.

Use a daily vehicle inspection checklist (14) to help you focus on the most essential components. Another helpful feature to consider is a tracking service to track maintenance schedules and automate notifications.

Furthermore, equipping vehicles with advanced safety technologies can make a significant difference in helping to prevent crashes and reduce injuries and fatalities. (15) Features like automatic emergency braking systems, collision avoidance systems, backup cameras, blind-spot monitoring, geo-fencing technology, traction control systems, and electronic stability controls are some of the best technology breakthroughs that can help drivers avoid accidents and keep everyone safe.

4

An Exceptional Safety Record

Transportation safety and security are vital for protecting lives, valuable cargo, and safeguarding brand reputation.

Whether it's third-party logistics service providers, airport limousine transfers or charter bus services, a critical component in ensuring transportation safety, in any event, is the selection of a transportation provider that has an exceptional safety record. Vetting out the good from the bad can be challenging, but here are some important factors to look into:

Compliance standards

Providers of commercial ground transportation services are required to stay compliant with DOT and FMCSA requirements, in addition to licensing requirements, taxes, and fees.

Common DOT safety compliance requirements (16) for commercial transportation providers include:

- Refraining from drugs and alcohol.
- Following inspection requirements.
- Following FMCSA guidelines.
- Adhering to hazardous material regulations.
- Meeting general safety requirements.

Safety performance metrics

Safety performance indicators show an organization's efforts towards health and safety, and whether they maintain a safe work environment and comply with federal standards. To get reliable data, check on the provider's safety record with the Department of Transportation (<https://safer.fmcsa.dot.gov/>). A satisfactory safety rating means that a provider has met adequate safety standards prescribed.

Customer safety and assistance

Another way to evaluate the provider's safety record is to assess their customer service and communication skills. At the very least, their services should include 24-hour roadside

assistance, breakdown support and vehicle replacements, on-board vehicle monitoring systems that prompt immediate access to on-site fleet coordinators, account managers, dispatchers, or drivers.

Vehicle safety features

Vehicles must conform to the performance standards set forth by the National Highway Traffic Safety Administration (NHTSA). Seatbelts and airbags are, of course, vehicle safety standards. However, transportation providers that invest in lifesaving technology that can make driving safer in a lot of ways send a message to customers about how much these companies value safety.

Despite all precautions, however, the reality is accidents can happen. We will never be 100% safe. However, we have to do our best, and only by doing our best can we get as close as possible to 100%.

Doing our best to fulfill the duty of care obligations in all of our activities, to mitigate the various risks the transport industry faces, such as accidents and collisions, and implementing best practices that include vehicle maintenance, driver training, route planning, technology innovations and robust security measures - all these key features are crucial to ensure efficient and secure transport operations and the highest level of traveler safety on the road.



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Appendix A - Driver Hiring Guide: Skills and Qualifications to Look for in a Driver

Required Skills and Qualifications	Preferred Skills and Qualifications
<ul style="list-style-type: none"> • Valid professional driver’s license to show that you are allowed to operate motor vehicles for a living • No chargeable accidents for at least one year • No DUI or DWI convictions in the last five years • Ability to drive and stay focused for extended periods of time • Strong commitment to safety • Excellent navigational skills • Good communication and interpersonal skills 	<ul style="list-style-type: none"> • Valid commercial driver’s license to operate large and heavy vehicles such as trucks and buses that transports more than 15 passengers or hauls hazardous materials on public roads. • Experience driving in a professional capacity with a minimum of three years of verifiable driving experience with similar vehicles • No more than two non-serious moving violations in the past three years • Experience using GPS technology • Excellent time management and organizational skills • Ability to perform basic vehicle maintenance • Familiarity with the local area

Appendix B - New Hire Checklist

- Motor vehicle records (MVR) over the past 3 years

- Road test and certification

- Safety performance history

- Medical certification

- Proof that the medical examiner is on the national registry

- Pre-employment drug and alcohol test

- Documentation showing previous drug and alcohol testing

- Driver Improvement Courses for Safe Driver status, i.e. defensive driving course, eco-driving

- Road test/certificate or copy of a Commercial Driver's License (CDL)

- Background checks

We invite you to learn more.

At DPV, we pride ourselves in staying up to date with the latest technological and sustainability trends.

With live location tracking, arrival estimates, and customizable settings to specify your experience, you're always in the know of what's going on with your logistics. Reach out to our team to explore more details about our electric & sustainable vehicles and how we can revolutionize your ride in comfort and safety.

To schedule a consultation with a DPV ground transportation expert, please contact us via the methods below:

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