

Safe Driver Recognition Programs

Getting Started

Companies wanting to start a safe driver recognition program often ask how they should determine eligibility. Each company is unique, but some guidelines include:

Defining what you consider a disqualification

- Often companies define an event that will disqualify a driver as a "preventable accident." One definition includes "any occurrence involving a company owned or operated vehicle which results in property damage and/or personal injury, in which the driver failed to do everything they reasonably could do to prevent it.

- Another disqualifying event could include US DOT Compliance, Safety and Accountability Violations

Determining what drivers will be recognized for

- For companies that have the ability to track miles driven (often these are over-the-road drivers that have mileage logs) a miles driven award may be appropriate.

- However, for companies with route drivers that do not keep mileage logs, or if multiple drivers use the same vehicle, it may be easier to recognize years (or quarters, etc.) of safe driving.

Computing safe driver time/miles

This calculation needs to consider at least two elements

- Did a driver have a disqualifying event during the current time period?

- Does the driver have to "start over" after the disqualifying event, or will time/mileage keep going during next qualifying time period? So as not to discourage safe behavior after an accident, companies often "reinstate" a driver's year/mileage level in the following time period (ex. if a driver had 500,000 safe miles up until the year they had an accident, they will only lose the "safe miles driven" during the year of the accident, then continue to accumulate "safe miles" the following year above the 500,000).

Deciding what to award drivers who achieve a goal

- See inside for some popular custom award options, and reasons why you should choose them.



Logistics

E.A. Dion can handle the administration and fulfillment of a wide range of Safe Driver Programs. We set up custom websites to manage on-line award ordering, handle verification of eligibility, provide specific order breakdown information, etc. We also handle the award letter notification, collection of ring sizes and drop shipments as needed. Once you make the decision on what you want your safe driver program to include, E.A. Dion can handle the rest efficiently and effectively.



How and Why to Start a Safe Driver Recognition Program

Build & promote a culture of safety with awards that motivate and recognize

Dion

Creative Jewelry Solutions for Recognition Promotion and Motivation

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Safe Driver Recognition Programs

Getting Started (cont.)

- **Deciding what awards drivers will be recognized with when they reach a goal**

- Certainly Dion has a bias, but we truly believe that awards that travel with the driver are the very best. Custom award rings, belt buckles, key tags, etc. stay with the driver and continually remind them of their achievement. Drivers are away from the office most of the time, so they do not get the informal acknowledgement that other workers get every day, so it is even more important to show appreciation when they go above and beyond.

- Another element to consider is awarding something that is truly custom – with the company logo visibly displayed. Awards should be something that can only be earned – not purchased, and branding the award with the company's name/logo will remind the recipient who and why they received the award and that their company appreciates their efforts.

Types of Safe Driver Programs

Incentive and Recognition programs are effective tools to improve safety performance because they focus on best-practice behaviors, key-performance indicators and results. Properly structured and deployed, the recognition program will communicate standards-of-excellence across a wide variety of safety initiatives and promote the awards - your custom symbols of success.



Years of Safe Driving

To complement the mileage-based program, or as a stand-alone strategy, safe driver recognition is often structured with years of safe driving as the goal. Depending on the nature of your business, this approach may be more appropriate. Basing your program, or an element of your program, on years makes it easy to create a tiered recognition structure.



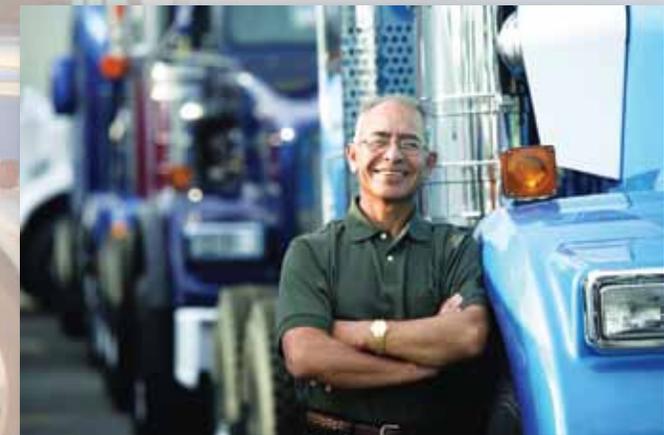
Complementary Recognition

To increase awareness of particularly high risk times, or to recognize other driver initiatives, many companies also incorporate such programs as Driver of the Year, Good Samaritan, Summer or Winter Campaigns and National Truck Driver Appreciation Week - just to name a few.



Safe Miles Driven

Most Safe Driver Recognition Programs include safe- miles driven tiers. The tiers allow for stepping-stones ensuring early recognition opportunities (tied to performance) and top-performer recognition at more significant milestones. Tiered programs often start at 100,000 miles and build to one and two million miles or more.



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