

EEI Conference

April 22, 2010



AlertDriving – DTE Energy Pilot Program

Agenda

1. Current State at DTE Energy
2. Desired State at DTE Energy
3. Gap and Strategy to Implement
4. Traction supplied by Alert Driving

Impact of Motor Vehicle Accidents



Bucket truck tip-over



Head-on collision



Head-on collision



**Truck hits car at 65 Mph
2 fatalities**



**Driving too fast for
road conditions**



**Driving while
Tex-messaging**



**Driving while on
cell phone**

How do we want DTE Energy to look in 2012?

People

- Safe driving behavior is seen as an integral part of safe work practices.
- Employees routinely participate in training that communicates and reinforces safe driving practices.
- Employees with increased risk are systematically identified and provided additional support.

Process

- Procedures for reporting injuries, illnesses, damage and near misses are well understood and followed.
- All costs associated with motor vehicle accidents are tracked and reported on a continuous basis.
- Causal factors for motor vehicle accidents are analyzed through continuous improvement and human performance practices with pervasive threats identified and mitigated with information, feedback and training.

Technology

- Driver safety training is delivered through technologies that are cost effective and appropriate to the subject matter and the work environment.
- Vehicles are well maintained, equipped to enhance driver safety and outfitted to be highly visible to other drivers.
- Emerging vehicle-based technologies for improving safe driving behavior are evaluated and implemented where appropriate.

DTE Energy Gaps Between Current State and Objective

Gap	Action
Inconsistent policies, procedures & reporting for employees driving on company business	Implement and communicate enterprise-wide policies, procedures and reporting for employees driving on company business
Incomplete tracking of vehicular accident information	Implement consistent procedures for tracking and reporting vehicular accidents
Minimal screening / evaluation of driving records for employees driving on company business	Implement consistent risk assessment and mitigation process for new and current employees
No active driver training or driver safety awareness program	Implement consistent web-based and hands-on defensive driver training program; provide defensive driving materials for water cooler / safety meetings
No active accident reduction program	Develop baseline metrics and institute consistent tracking of vehicular accident data

“Zero Collision” Strategy Plan

Strategy	Action
Obtain senior management commitment	Present program to Safety Council leaders
Create employee involvement	Engage employees with web-based and hands-on defensive driving training
Institute consistent policies and procedures	Create/modify policies and procedures to align with defensive driver training
Provide defensive driving training	Invest in a Web-based training program
Implement sustainability / communication plan	Develop baseline metrics and begin tracking motor vehicle accident data

DTE Energy's Approach

Pilot Program: Determine DTE's targeted driver training curriculum based on driver on risk assessment.

2010 Plan: Roll out a centralized fleet risk management system that targets top crash causes supporting DTE's "Zero-Collision" strategy.

Traction supplied by AlertDriving...!

- AlertDriving is a technology company that specializes in Global Fleet Risk Management solutions
- We pioneered web-based Fleet Risk Management over 12 years ago, and remain the Global Leaders

Customer Development Success – over 600 Clients

Many of the Largest Companies in the World

Utilities

DTE Energy

Duke Energy

Scana Corporation

Xcel Energy

National Grid

Nebraska Public Power

CMS Energy

Non-Utilities

Procter & Gamble

DuPont

Best Buy

Merck

PepsiAmericas

Xerox

G&K Services

AlertDriving Client Success Stories

Proven Efficacy (Data Supplied by AlertDriving Clients)		
Client	Vehicle Type(s)	Collision Reduction
United Rentals	Passenger & Service	65 %
Owens Corning	Passenger	50 %
McCarthy Building Companies	Service	52 %
Cricket Communications	Passenger	50 %
Kellogg	Commercial Trucks	Zero Incidents (in ten months)

DTE Energy's Pilot Program Summary

Driver Count	125 Gas and 125 Electric drivers
Duration	May 20 th through October 26 th
Program	50% Risk Assessment / 50% 4 modules
Feedback & Conclusions	<ul style="list-style-type: none">• Drivers would recommend training• Identified DTE's top crash causes• 40% of drivers rated high risk• Full impact likely being under reported

DTE Energy's Implementation Plan

- Define contract specifications
- Secure core team members
 - Business Unit Leads, Corporate Safety, Legal, Supply Chain, IT, Labor Relations, SAP Administrator, Corporate Communication, AlertDriving Integrated Solution Expert and Contract Administrator
- Identify launch date
- Module selection
- Define passing rate 80%, 90%, etc
- Determine frequency of each lesson (once a month, once a week, etc)
- Develop a “Policy Testing” module
- Provide corporate logo for custom branding
- Develop communication plan for company

Contact




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Appendix

Hazard Perception Evaluation

Sample Question 0 5 10    Attempts



Click directly on the hazard that you feel is the biggest potential risk.

Each video clip is 10 seconds long. Scan the road and your mirrors as you would in a real driving situation. You have up to 3 mouse clicks to correctly identify the most dangerous traffic hazard.

This sample question is for practice purposes and will not affect your score.

Defensive Driver Training

Step 1: View the Slideshow

Deadly Distractions



In this module participants will learn:

1. What is meant by the term distracted driving and why it is so potentially dangerous;
2. The consequences of distracted driving; and
3. Ways to stay focused behind the wheel.

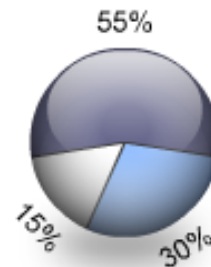


1 / 6



Step 2: Know the Stats

Source of Driver Distractions



Driver Initiated: 55%
Outside the vehicle: 30%
Inside the vehicle: 15%



1 / 3

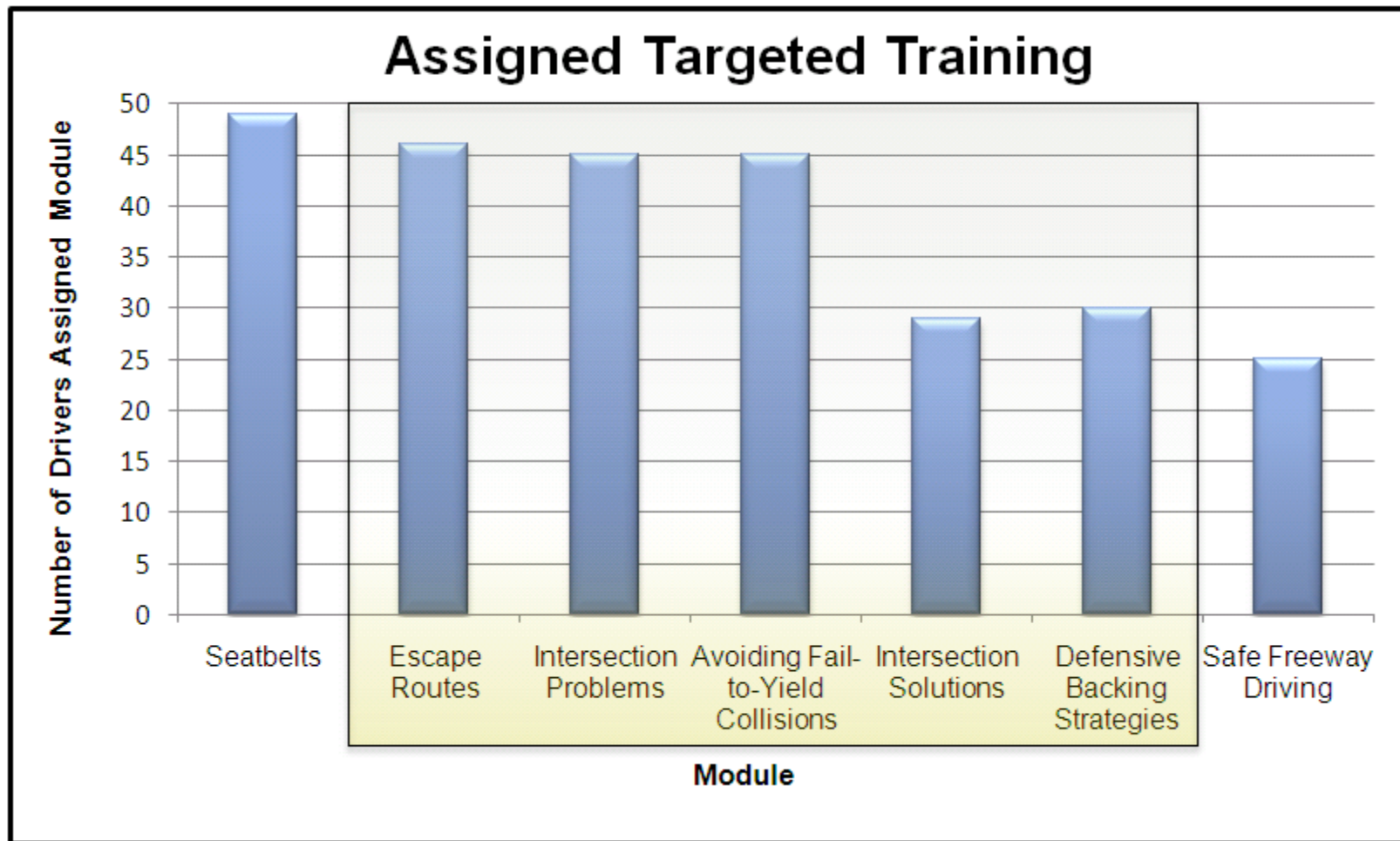


Step 3: Click Play on video bar below.



[Step 4: Click Here to take the test!](#)


Training Regime



Driver Risk Profiling

Barbara Dalzell

[Driver Administration](#)
[Resend Login](#)
[Delete](#)
[Add Driver](#)
[Print](#)
[Download](#)

Group: Territory 3 & 4
Employee ID: 0080
Date of Hire:
Vehicle #:
Email: Barbara.Dalzell@alertdriving.com
Telephone #:
Date of Birth: 1944-09-08
License #: MD0080 (MD) [Deactivate](#) 
Location: 2954 Fieldlight Mall
 Cumberland, Maryland

Risk Level: **HIGH**
Login ID: sonic0094
Login Password: sonic
Language Preference: English
Secondary Driver(s): [Ken Dalzell](#)

Added By:
Date & Time Added:

Profile History

Category	Details	Risk Rating	Points												
MVRs	MVR # 1 (2005-09-26)	MEDIUM	3												
Claims	<table border="1"> <thead> <tr> <th>Claim No.</th> <th>Date of Loss</th> <th>Claim Cost</th> <th>Preventable</th> </tr> </thead> <tbody> <tr> <td>30036</td> <td>2005-08-16</td> <td>\$ 4871.00</td> <td>NP</td> </tr> <tr> <td>30078</td> <td>2001-05-08</td> <td>\$ 4709.00</td> <td>P</td> </tr> </tbody> </table>	Claim No.	Date of Loss	Claim Cost	Preventable	30036	2005-08-16	\$ 4871.00	NP	30078	2001-05-08	\$ 4709.00	P	LOW	2
	Claim No.	Date of Loss	Claim Cost	Preventable											
30036	2005-08-16	\$ 4871.00	NP												
30078	2001-05-08	\$ 4709.00	P												
Hazard Perception	Click on hazard perception link in course listing below for statistics	LOW	1												
OVERALL		HIGH	6												

DTE Energy's Project Steps

1. **Research company vehicle accident information.**
2. **Conduct benchmarking efforts.**
3. **Share benefits of Vehicle Safety Program with key Leaders and Union officers.**
4. **Identify core team and expectations.**
5. **Issue RFP Specification for Vehicle Safety Program.**
6. **Complete financial analysis on vehicle accident impact and select vendor.**
7. **Finalize pilot implementation plan.**
8. **Begin pilot program.**
9. **Execute Vehicle Safety Program.**
10. **Monitor training completions and vehicle accident trend.**