

motive

Labor relations guide: How to deploy dash cams in a union environment.



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INTRODUCTION

As technology continues to advance, dash cameras have become an increasingly popular tool used by fleet management. Many companies are considering implementing dash cameras to improve safety and monitor driver behavior.

However, when it comes to adopting dash cameras, unions may have concerns about their use. To successfully work with unions on adopting road-facing and driver-facing dash cameras, it is important for company officials to understand the potential benefits and concerns associated with this technology.

This guide will provide an overview of the benefits, concerns, and best practices for working with unions to adopt dash cameras.



The benefits of dash cameras

There are several benefits associated with the use of dash cameras. One of the primary benefits is improved safety. Dash cameras can provide real-time information on driver behavior, which can help identify unsafe driving practices and prevent accidents. Some can even detect safe driving practices, helping managers recognize and reward driver excellence.

Dash cameras can also provide valuable evidence in the event of an accident, helping to determine fault and avoid costly legal battles.

In addition to improving safety, dash cameras can also be used to monitor driver behavior and improve efficiency. Video captured by dash cams can help fleet managers identify areas where drivers may need additional training or support. Dash cameras can also help companies identify areas where they can improve their operations, such as optimizing routes or reducing idle time.



Challenges fleet managers may face

While there are many benefits associated with the use of dash cameras, there are also concerns that must be addressed. One of the primary concerns is privacy. Drivers may feel uncomfortable with the idea of being constantly monitored, and unions may have concerns about the impact on employee privacy rights.

It is important for companies to be transparent about the use of dash cameras and to address any concerns that drivers or unions may have.

Another concern is the impact on driver morale. Drivers may feel that their every move is being scrutinized, which can lead to reduced job satisfaction and increased turnover.

To address this concern, companies should communicate the benefits of dash cameras and involve drivers in the decision-making process



Best practices when implementing a video safety program in a union environment

Unions may have concerns about the impact dash cameras can have on employee privacy and the potential for disciplinary action based on footage from dash cameras. It is important to address these concerns and to work together to develop policies and procedures that protect the rights of employees while still allowing for the benefits of dash cameras.

It is also important to be transparent about the use of dash cameras. Companies should communicate the benefits of dash cameras to drivers and unions and be upfront about how dash cameras will be used. This can help to build trust and reduce concerns about privacy and morale.

Implementing a video safety program in a union environment is possible, and requires careful planning and consideration. Here are some best practices to follow:

Define clear objectives:

Clearly define the objectives and goals of implementing a video safety program. Identify the specific areas where the program can bring value, such as improving safety, reducing accidents, enhancing training, or supporting advocacy efforts. Having well-defined objectives will help guide the implementation process and measure the program's success.

Involve stakeholders:

Engage key stakeholders within the union – including union leadership, members, and safety representatives – in the decision-making process. Seek their input, address their concerns, and ensure their buy-in. Involving stakeholders from the beginning fosters a sense of ownership and increases the likelihood of successful implementation and adoption.

Select the right provider:

Choose a reputable and experienced video safety provider that specializes in union environments or has a track record of working with similar organizations. Evaluate providers based on factors such as AI accuracy, video quality, data analytics capabilities, ease of use, customer support, and compliance with privacy regulations.

Evaluate policies and procedures:

Establish clear policies and procedures for the use of dash cams within the company. Define guidelines regarding data collection, storage, access, and retention, ensuring compliance with privacy laws and respecting drivers' rights. Communicate these policies to union members and provide training to ensure understanding and adherence.

Communicate and educate:

Communicate the purpose and benefits of the video safety program to union members effectively. Provide educational materials, conduct training sessions, and address any concerns or misconceptions. Emphasize the program's focus on safety, driver support, and advocacy to gain union buy-in and foster a positive attitude towards the implementation.

Ensure data security and privacy:

Implement robust security measures to protect the video telematics data and driver privacy. Protect the data during transmission and storage, restrict access to authorized personnel, and regularly update software and hardware to mitigate potential vulnerabilities. Comply with applicable data protection laws and regulations to maintain driver/union trust and confidence.

Establish performance metrics:

Define key performance indicators (KPIs) to measure the success and impact of the video safety program. Metrics may include reduction in accidents, improved driving behavior, decreased insurance costs, or increased driver satisfaction. Regularly monitor and analyze the data to track progress, identify areas for improvement and recognition, and make informed decisions.

Provide ongoing training and support:

Offer continuous training and support to union members using the video safety system. Ensure that members understand how to use the technology, access video footage, and interpret the data. Provide opportunities for members to provide feedback, ask questions, and share experiences to foster a collaborative and supportive environment.

Evaluate and adapt:

Regularly evaluate the video telematics program's effectiveness and impact on union operations. Assess whether the program is meeting its objectives and identify areas for improvement. Consider feedback from union members, analyze data trends, and make necessary adjustments to optimize the program's benefits.

By following these best practices, companies can implement a video safety program successfully, promoting safety, supporting driver advocacy, and achieving their goals effectively.

Ready to learn more about how Motive can help transform the safety, productivity, and profitability of your operations? Request a demo today!



How can video telematics help unions?

Video telematics, which combines video technology with telematics systems, can offer significant benefits to unions in various ways:

Safety and Risk Reduction:

Video telematics can enhance safety for union members by capturing and analyzing video footage of driving behavior. This technology can detect and record instances of aggressive driving, distracted driving, or other unsafe practices. By promoting safer driving habits, unions can reduce the risk of accidents, injuries, and fatalities among their members, leading to improved workplace safety.

Accident Investigations:

In the event of an accident involving a union member, video telematics can provide valuable evidence for accident investigations. The recorded video footage can help reconstruct the events leading up to the accident, determine fault, and resolve disputes more accurately.

This can assist unions in protecting the rights and interests of their members during insurance claims, legal proceedings, and negotiations with employers.

Training and Coaching:

Video telematics enables companies to provide targeted training and coaching to their members. By analyzing recorded driving footage, companies can identify areas for improvement and develop personalized training programs. Video footage can be reviewed with union members to provide feedback, highlight best practices, and address specific challenges.

This proactive approach to training can enhance driving skills, reduce risks, and promote overall professionalism among union members.

Advocacy and Negotiations:

Video telematics data can serve as a valuable tool during labor negotiations and advocacy efforts. Unions can utilize the recorded video footage to showcase the challenges faced by their members, such as difficult driving conditions, unreasonable workloads, or inadequate safety measures.

This evidence-based approach can strengthen the union's position, support their demands for better working conditions, and potentially influence negotiations with employers and government entities.

Member Support and Representation:

Video telematics can help companies better support and represent their union employees. By monitoring driving behaviors and vehicle conditions, companies can identify issues that may affect union employee well-being, such as excessive work hours, inadequate rest breaks, or vehicle maintenance problems.

This information can be used to address these concerns with employers and advocate for improved working conditions, ultimately safeguarding the rights and welfare of union members.

Data Analysis and Decision-Making:

Video telematics systems generate a wealth of data that can be analyzed to gain insights and make informed decisions. By analyzing driving patterns, routes, and other relevant data, unions can identify trends, optimize operations, and develop evidence-based strategies. This data-driven approach can help unions improve efficiency, resource allocation, and member satisfaction.

Overall, video telematics provide companies with tools to enhance safety, improve training, support union member advocacy, and make data-driven decisions. By leveraging the power of video and telematics technology, companies can protect their employees' interests, and ensure compliance with safety regulations.

Dash cameras can provide many benefits to companies, including improved safety and efficiency. However, when it comes to adopting dash cameras, it is important to consider the concerns of drivers and unions.

By following best practices for implementation and involving drivers and unions in the decision-making process, companies can successfully adopt dash cameras while still protecting the rights of employees.





Frequently asked questions

Why is my organization exploring video?

Your safety is our top priority. Dash cams help us prevent collisions and injuries, and provide crucial video evidence to protect you from fraudulent claims and exonerate you when the accident isn't your fault. Furthermore, the dash cams highlight your positive driving practices, allowing us to better recognize and reward safe drivers.

What causes a safety event?

The dash cam captures short video clips when safety events like close following or cell phone use are detected and exceed set thresholds. These videos are used for coaching and recognizing safe driving.

How long are the captured safety events?

The video length depends on the safety event. For example, close following events capture 10 seconds of footage, highlighting the most intense moments of tailgating. Hard braking events capture 15 seconds, showing the driver and road conditions leading up to the braking.

Is video constantly recording?

Yes, the dash cam continuously records for your protection, but only footage from specific safety events is automatically uploaded. In a collision, authorized personnel can access footage for fair assessment and exoneration if you're not at fault. Companies can customize video retention policies to fit privacy and operational needs.

What if a union member indicates they don't allow dash cams?

Union contracts vary in their language around work practices, including safety technology and dash cam use. Be sure to review the contract provisions related to safety technology before implementing dash cams or making changes to safety programs, ensuring alignment with the contract terms.

Are there situations where these dash cams could be used for disciplinary actions?

The primary purpose of the video clips is education and training. They help us understand the factors behind unsafe behaviors and improve safety. Triggering a safety event alone doesn't lead to disciplinary action; instead, these clips support our coaching program by focusing on continuous improvement, positive reinforcement, and rewarding safe driving.

Is audio captured?

Motive can capture audio, but our system default is audio off. Please reach out to your system administrator regarding how your company plans to configure audio.

Who can see the videos?

Only authorized personnel can access recorded footage through the secure Motive Dashboard. Your data is protected, and no third parties have access to it. You can inquire with your System Administrator for further details on who has access.

Will I have access to my videos?

We do offer drivers the ability to access their driver safety events in the Motive Driver App. However, some of our customers reserve the right to keep access to a minimum.

Can someone remotely log into my video camera?

Motive offers live stream capability, so it is important to check with your system administrator to determine if this feature has been enabled. In-cab audio and visual alerts will always notify drivers when the live stream starts and ends.

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About Motive

Motive builds technology to improve the safety, productivity, and profitability of businesses that power the physical economy. The Motive Automated Operations Platform combines IoT hardware with AI-powered applications to automate vehicle and equipment tracking, driver safety, compliance, maintenance, spend management, and more. Motive serves more than 120,000 businesses, across a wide range of industries including trucking and logistics, construction, oil and gas, food and beverages, field services, agriculture, passenger transit, and delivery. Visit gomotive.com to learn more.