



Ultimate Guide

Building a World-Class Fleet Safety Program



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Introduction

Building a world-class fleet safety program is an important mission for organizations in high-risk industries, from energy, to field services, to transportation. Industries that power the physical economy are among the most dangerous in the world. Every day, lives are on the line. Anything short of a world-class safety program jeopardizes the welfare of your workers and the success of your business.

Achieving top status requires executive commitment, meticulous planning, and the integration of advanced technologies like artificial intelligence (AI).

This guide outlines critical steps that definitively set you up to have a safer workforce and better business. Follow it closely and you'll implement a program that reduces accidents, protects drivers, and sets you apart.



The state of safety

If ever there was a time to ramp up investment in safety technology and become a world-class safety organization, **it's now**. Worksites and roads are more dangerous than ever. A worker succumbs to a work-related injury **every 96 minutes** in the U.S., and transportation incidents account for 38% of all occupational fatalities. In oil and gas, road risk is even higher, with motor vehicle accidents accounting for **more than half** of all fatalities.

Fleet safety is trending in the wrong direction. **Nearly 6,000 large commercial vehicles** were involved in fatal crashes in 2021, an 18% increase from the year before. People who make their living on the road aren't the only ones at risk, either. From 2010 to 2022, **pedestrian deaths increased by 77%**, while all other traffic fatalities rose by 22%—a troubling trend fueled by larger and heavier vehicles, lack of pedestrian infrastructure, increased nighttime crashes, and persistent risky behaviors like speeding and distracted driving.

Even so, **Motive's State of Safety Report** shows



40%

of commercial fleet leaders believe they underinvest in safety technology.

8%

say they're "drastically underinvested."

95%

say safety is a priority, but it's not their *top* priority.

Why aspire to be world class

Some businesses believe that investing in a safety program is too costly in the face of so many other expenses. However, the opposite is true.

Motive data shows that for fleets with world-class safety programs



66% experience fewer accidents and safety incidents



58% have lower insurance premiums



51% have better driver retention rates

While some companies are worried about driver pushback, businesses that deploy safety **technology actually retain more drivers** in the long run, not less.

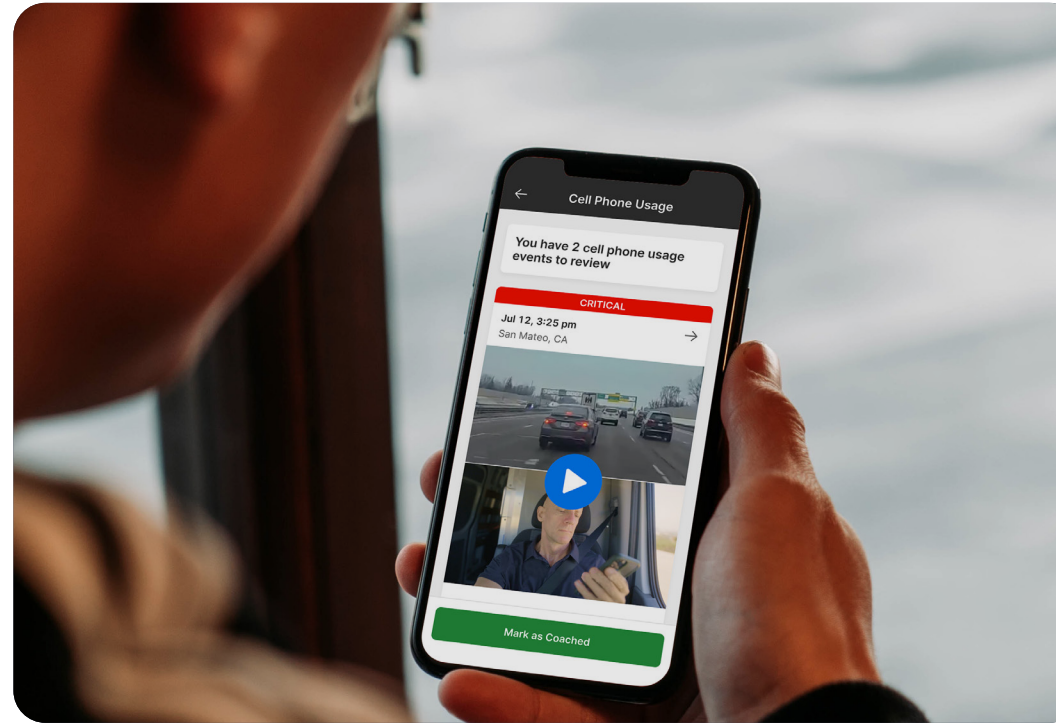


The 2023 state of safety report

95% of fleets believe safety is a priority. But is that *really* true? We surveyed more than 1,100 businesses to understand how fleets think about safety and what they're doing to improve it.

Assessing your current safety readiness

Assessing the state of your safety program is essential for maintaining safe, compliant, and productive operations. It's vital to identifying risks, preventing accidents and injuries, and protecting your most valuable assets — your people.



The importance of benchmarking



Objective

Understand your organization's current safety performance relative to industry standards.



Actions

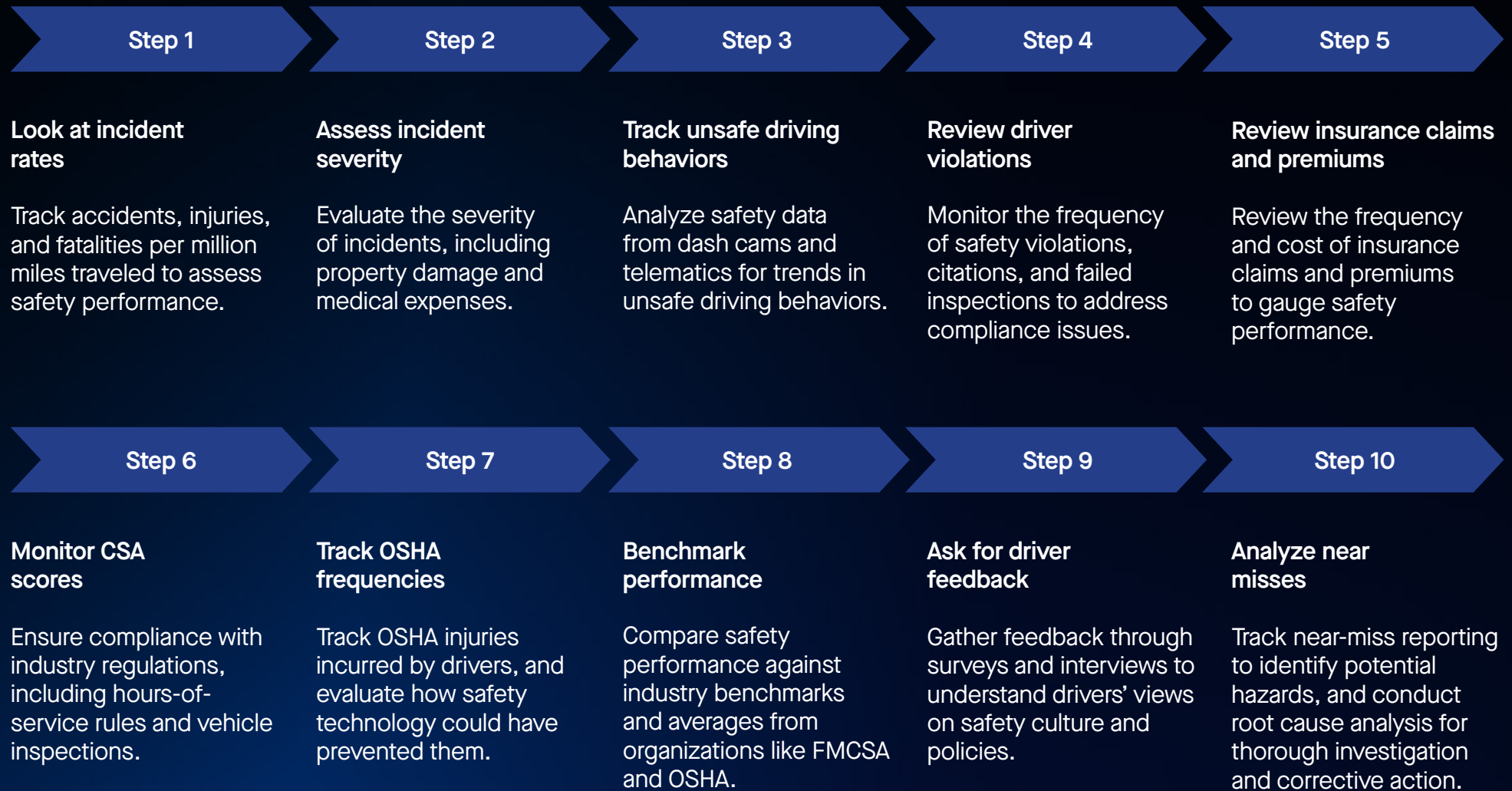
Gather and analyze safety data, including incident rates, severity, and unsafe driving behaviors. Compare these metrics against industry benchmarks from authoritative sources such as [FMCSA](#) and [OSHA](#).



Benefits

Benchmarking is necessary to identify gaps, measure risks, set performance goals, and assess your position in the industry. Use benchmarking to lay the groundwork for improvement.

To understand exactly how your program needs to mature, take the 10-step assessment below.



After assessing the current state of your safety operation, some areas of improvement may be readily apparent while others are harder to pinpoint. In the next section, we'll outline how to identify gaps in your safety program and set realistic goals.

Identifying gaps and setting goals

As surprising as it may seem, physical economy businesses don't always grasp the complexity of their most serious risks. Many perform well in one area but lack visibility and control in another. That's why conducting an honest assessment, and working to identify gaps, is critical.



Objective

Pinpoint weaknesses in your current program to target for improvement.



Actions

Review safety data and technology use, conduct driver surveys, and track near-miss reporting. Set realistic, measurable, and specific goals for improvement.



Benefits

By identifying and addressing vulnerabilities in your safety program, you'll better prevent accidents, lawsuits, and damage to vehicles and equipment.

To spot troublesome trends, analyze your data.
If possible, take a look at three to five years' worth of data and look at the following metrics:

Incident rates

Track the number of accidents, injuries, and fatalities per million miles traveled to compare how your safety performance stacks up to other fleets.

Unsafe driving behavior

Explore the safety data provided by your dash cam and telematics solution, such as cell phone usage, close following, and speeding performance trends. Use it to identify opportunities for improvement.

Insurance claims and premiums

Analyze the frequency and cost of insurance claims and premiums. Higher rates imply poor safety performance.

CSA scores

Ensure compliance with industry regulations and standards, including hours-of-service rules, vehicle inspections, and licensing requirements.

Organizational safety culture

Evaluate communications, leadership commitment, and employee engagement.

Regulatory compliance

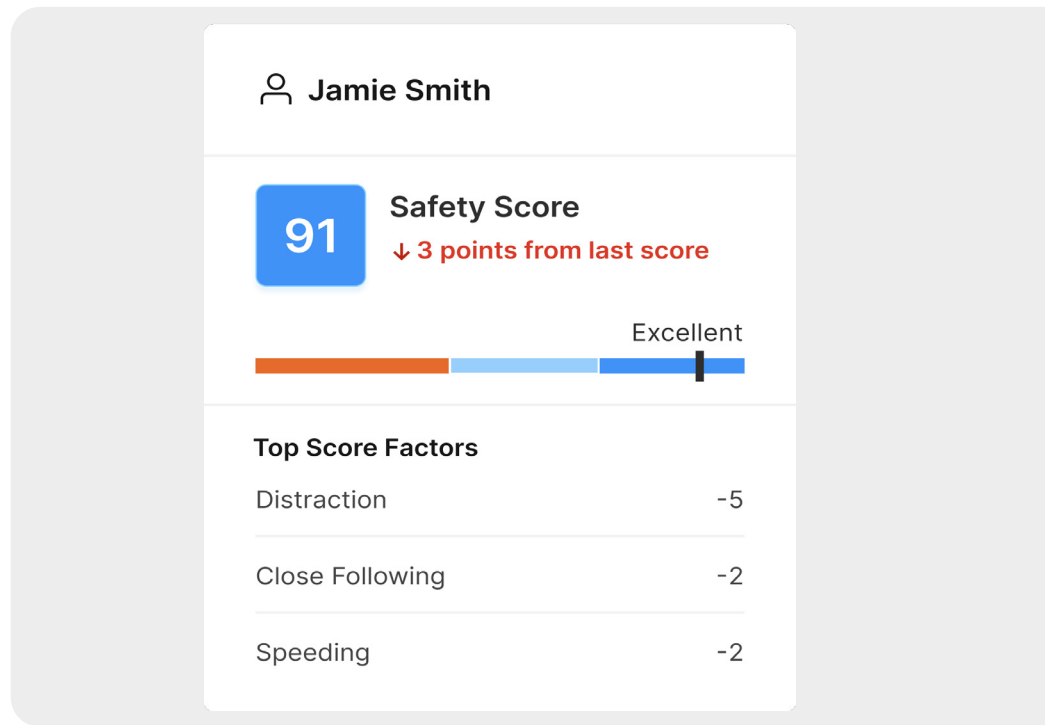
Conduct internal audits and review the results of recent regulatory audits to ensure compliance with safety regulations and standards.

Create a safety metric

Safety metrics are the key to tracking safety performance. Without them, safety managers are working in the dark, unable to know who's excelling or in need of coaching.

The most effective safety metrics evaluate driving performance over time. The Motive **Safety Score**, for example, gives an accurate measure of risk for each driver, based on how safe or unsafe their **driving habits** are. The Safety Score makes it easy for managers to spot when a driver has improved — or needs to.

With today's **flexible coaching tools**, safety managers can fully customize the weight of each driving behavior or turn behaviors off to better manage their safety program. Drivers have full visibility into how they're scored, with detailed behavior breakdowns.



For Motive fleets, finding your organization's Safety Score is easy.

- 01 Log into the [Motive Fleet Dashboard](#)
- 02 Navigate to your Safety Hub.
- 03 The Safety Score is integrated throughout the safety dashboard experience. It's displayed prominently in the Overview, and integrated into the coaching workflow under "Coaching."



The value of Safety Scores

Safety Scores show at a glance how your safety program is improving. Use them to measure the impact that safety policies, **coaching**, and technologies like AI dash cams are having on safety performance. Track safety performance for your entire fleet or individually by driver.



Being able to track our progress in real time with Motive lets us go back to our drivers and show them how they're improving."

Mike Meeker

Fleet Manager and Environmental Health and Safety Specialist
Architectural Surfaces

Laying the foundation for safety

World-class safety programs have a strong culture that puts **safety at the heart of everything**. The best leaders know that when a safety mindset touches every individual in the business, other benefits follow.



Cultivating a safety-first culture



Objective

Establish an organizational culture where **safety is prioritized at every level**.



Actions

Develop a proven Change Management process, as outlined in Chapter 5, define a clear purpose for the safety program, secure committed leadership, and ensure continuous improvement through data-driven insights.



Benefits

A strong safety culture leads to higher levels of employee engagement, resulting in fewer accidents and injuries, more uptime, lower collision costs, and less liability. Other benefits **include higher morale and better retention**.



Implementing world-class hiring and training practices



Objective

Hire the best candidates and train them extensively.



Actions

Develop stringent hiring criteria, perform thorough background checks, and provide **ongoing safety and technology training**.



Benefits

World-class hiring and training serve as the backbone of your safety culture, leading to the best performance possible.



Applying effective communication strategies



Objective

Maintain open lines of communication about safety policies, expectations, and achievements.



Actions

Utilize integrated platforms and driver apps to reinforce safety messages, check in with operators, and share success stories.



Benefits

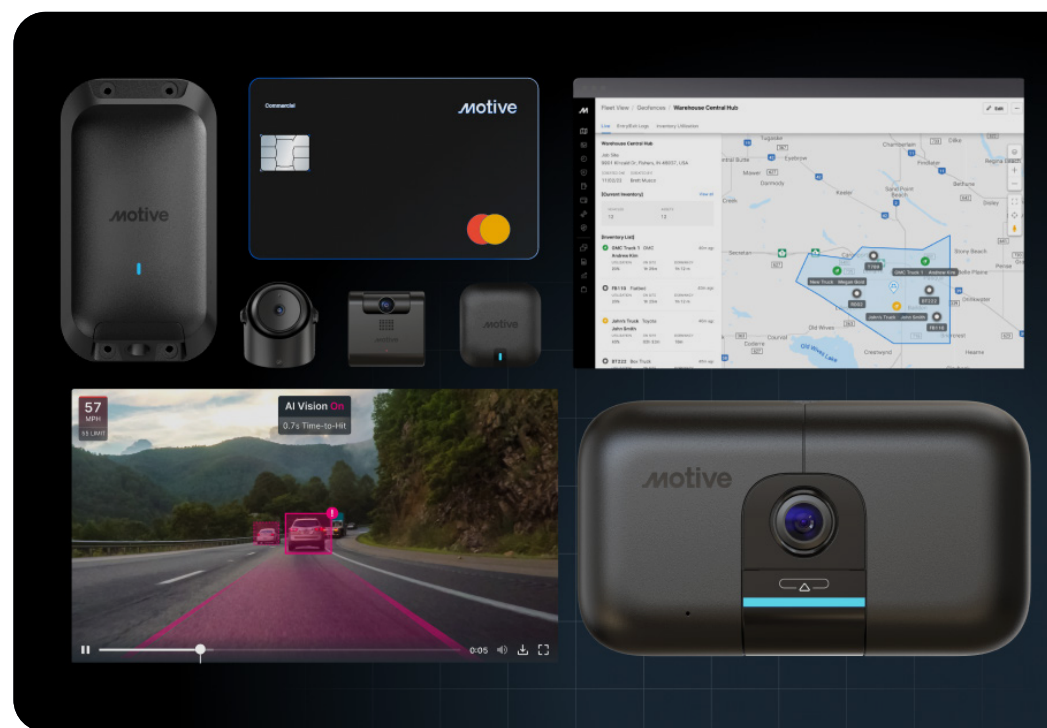
In physical operations, heavy equipment, sensitive cargo, and fast-moving vehicles create risk. Timely communication helps set expectations, prevent injury, and save lives.

Evaluating and selecting the right technology solutions

AI is setting the pace in fleet safety today. Motive's [Physical Economy Outlook](#) found that 73% of leaders believe roads are safer with AI-enabled cameras/dash cams; 64% say AI is crucial for preventing accidents and coaching drivers; and 49% say AI increases safety for workers.

Those that put AI at the center of their safety programs will be the ones to set the standard. Today's leaders simply cannot have a world-class safety program without AI.

Pro tip: AI-powered safety tools are *not* all the same. There are vast differences in AI quality and risk detection. **If there's one area where you shouldn't compromise, it's in the quality of your AI.**



Objective

Invest in the most reliable [safety technologies](#), especially AI-powered solutions. Make sure they'll help you achieve your most important needs.



Actions

Research, and trial AI dash cams. Assess vendors based on [accuracy, and reliability](#) seamless integration, implementation process, and support.



Benefits

The more reliable your [AI detection](#), the better your safety technology will alert drivers to risk. To distinguish second-rate AI-powered solutions from top-tier options, follow **the recommendations below.**

Choose a partner, not just a vendor

- Selecting the right partner can be overwhelming. Go with a provider that will be your partner every step of the way.
- Where a vendor merely provides a product or service, a partner is invested in your people and their well-being, not just your business.

Ensure the provider understands your business and its needs.

- Every business is different. Has the technology provider taken the time to learn about your experience? Are they just selling dash cams, or have they developed a comprehensive plan to address your pain points?
- Read: [Why customers choose Motive: A safety leader's perspective](#)

Understand if the provider will help install the hardware and train employees how to use it.

- Ease of installation is a major differentiator. Even 10 extra minutes per install can translate into dozens of labor hours lost across large fleets.
- Once the hardware is installed, employees will need training. Is that left to you without guidance, or will the vendor provide resources?

Make sure your provider offers 24/7 support.

- Choosing an AI-powered safety solution is a big investment. To get your money's worth, [24/7 support](#) is critical.
- Can you get a hold of someone quickly if there's a hardware or software problem? Do you know whom to call if you have a billing question? The best hardware is nothing without responsive support.
- To test this theory right now, simply call each vendor's customer service and see who picks up to assist you. This is an easy test to conduct before making a decision.

Find out if a team of people reviews dash cam video.

- While AI should analyze and surface any critical incidents captured, having a [team of human reviewers](#) is essential to training highly accurate and reliable machine learning models.
- Motive's 400+ person Safety Team, for example, watches your safety videos and identifies false positives so that you only view true safety events that deserve your attention.
- The Safety Team adds further context to each safety event, such as weather and road conditions, traffic activity, the presence of pedestrians, and the driver's level of awareness.



Launching a trial program and collecting success stories



Objective

Validate the effectiveness of safety technologies in a controlled group before wider implementation.



Actions

Define safety objectives, select a pilot group, and document the impact of technology on safety improvements.



Benefits

In any successful trial, the safety technology will exonerate drivers of wrongful blame, reduce unsafe driving behaviors, and prevent accidents. Especially if there's a video component like dash cams.



**Our partnership with Motive
is long term at this point.
Ultimately, it's something
that has stood up and we can
count on.”**

Jared Whitson
Director of Safety
Bennett Family of Companies

[Read Bennett's Full Case Study](#)

Implementing your safety program with the Motive Method

Once you've laid the foundation for your safety program and selected the right AI-powered safety solutions, it's time to implement and integrate the technology into the daily routines of your business and team. The more opportunities workers have to interact with the technology and see how it works, the more they'll **buy into the program**.

Securing employee buy-in



Objective

Overcome resistance, ensuring that drivers and staff understand and accept safety technologies.



Actions

Communicate the benefits of safety technology. Explain why it's needed, provide complete training, and identify and leverage internal champions.



Benefits

Safety tools like AI dash cams and **360° cameras** don't just protect businesses; they save lives.



Physical Economy Outlook 2024

A Motive survey of 1,000 physical economy leaders explores last year's challenges and the opportunities that lie ahead.



The Motive Method: Plan, design, deploy, and succeed

Whether you're launching a new program or transforming an existing one, this model provides a proven path forward for effectively changing behavior, protecting drivers, and delivering measurable ROI. The Motive Method is wrapped in four essential phases: Plan, Design, Deploy, and Succeed.

Each phase is led by dedicated Motive implementation specialists, account managers, and **safety experts** who work with your team to ensure every detail is aligned, adopted, and activated.

PHASE 1

Plan — define your goals and metrics

This phase is about alignment, clarity, and continuous communication, centered around a shared vision. In this phase, we work with your team to:

- Align stakeholders across operations, safety, HR, and leadership.
- Set clear objectives (e.g., reduce preventable accidents by 40% in 12 months).
- Establish baseline safety metrics using Motive dashboards and reports.
- Identify the right pilot group or priority regions for rollout.

“Beyond the product, Motive has walked with us through multiple upgrade projects and implementation processes, easing the burden and providing guidance throughout. The partnership that has developed between our two organizations is truly unique, with established relationships and support systems that have stood the test of time.”

– Jared Whitson, Director of Safety, Bennett

PHASE 2

Design — build the program framework

Here is where vision becomes strategy. Motive guides your team in designing a program that reflects your operational realities and company culture:

- Define **coaching workflows**, including the coaching method, who coaches whom, and on what schedule.
- Establish **policy updates** and align them with detection goals.
- Segment drivers for tailored rollouts, with groups such as high-risk and new hires.
- Develop internal and driver-facing communications.

We ensure every element — from alerts to incentives — is configured for both impact and adoption. Motive supports fleet leaders with proven tools to activate at this stage, including our *Safety Policy Template*, *Driver Communication Toolkit*, *Coaching Program*, and *Escalation Playbook*.

Best Practice: Use safety incident video during policy development to align stakeholders on what behaviors warrant coaching, recognition, or escalation.

PHASE 3

Deploy — launch with speed and support

With the program designed, it's time to go live, and with as little friction as possible. This is a critical trust-building phase, especially with drivers. Motive is here to help every step of the way, with end-to-end management of:

- AI Dashcam installation and **driver onboarding**, training your frontline managers on **coaching techniques and the Safety Score**.
- The enablement of real-time event alerts and mobile, **self-coaching workflows**.
- Monitoring early adoption metrics, such as **driver scorecards**, and adjust rollout pacing as needed.

***Best Practice:** Lean on rollout, training, change management, and day-one readiness tools from Motive to support a seamless deployment.*

PHASE 4

Success — measure, optimize, scale

Now that your program is live, this phase turns your safety program from a project into a competitive advantage. We're working alongside you to achieve your goals:

- Track leading indicators (cell phone use, close following, speeding, distraction) and lagging outcomes (crashes, claims).
- Refine coaching flows and thresholds based on performance data.
- Develop custom impact reports for leadership and insurance partners.
- Expand successful practices fleet-wide.

Motive's structured, team-led implementation model is designed to scale — whether you're rolling out safety across 50 drivers or more than 5,000. With deep industry expertise and technology that adapts to your fleet, we help ensure your program delivers results from day one — and keeps improving over time.

Adopting a change management mindset to create a culture of safety that sticks

Technology and policies are critical, but without structured change management, even the best safety programs risk stalling. **Change management** ensures that investments in people, processes, and technology translate into lasting results.

Motive understands and adapts to your safety journey, whether you're just starting with cameras or seeking to replace an inadequate or outdated system.



Utilizing data for accountability



Objective

Confirm executive sponsorship and stakeholders are on board, build support from drivers through ongoing communication and training, and measure progress.



Actions

Implement **Safety Scores**, conduct regular **coaching sessions**, tailor coaching methods to individual needs, and implement recognition and rewards.



Benefits

Coaching and recognition are key to having a proactive and sustainable safety program, leading to fewer accidents, less risk, and lower costs.

Why change management matters



Behavioral change is hard: Safety programs often require drivers and managers to adopt new habits, not just new tools.



Trust must be earned: Transparency and communication are critical to overcoming skepticism.



Consistency drives adoption: Programs succeed when communication, coaching, and incentives are aligned and reinforced over time.



Five steps to effective change management

Executive sponsorship

- Leadership must visibly and consistently champion safety.
- Messages should come from the top and be repeated frequently.

Stakeholder alignment

- Safety, operations, HR, and IT must work together from day one.
- Aligned priorities prevent bottlenecks and confusion during rollout.

Driver engagement

- Early, honest communication with drivers builds trust.
- Feedback loops give drivers a voice and ownership in the program.

Training and enablement

- Equip managers and frontline supervisors to coach effectively.
- Provide ongoing reinforcement through refreshers, peer learning, and recognition.

Measurement and recognition

- Track adoption, coaching rates, and safety outcomes.
- Recognize teams and individuals for embracing the change.

Change management isn't a phase — it's the thread that runs through your entire safety transformation journey.

How Motive can help

The best safety organizations use the best safety technology. Fortunately, **Motive's AI is the most accurate in the industry**, giving customers the most reliable accident prevention available.

Within four months of regular coaching, **nearly 60% of businesses surveyed experienced fewer accidents with Motive**, while 91% of those customers reduced at-fault accidents with the help of Motive's powerful AI.

That's just the start of what Motive technology can do for fleet safety performance. Maximize your return-on-investment with Motive's suite of innovative and impactful tools, and watch as they take your safety program to the highest level.





Having visibility into driver performance helps us stay on top of everything. We can see which drivers need coaching and understand steps we need to take to become safer.”

Stefan Varagic
Founder and President
Cargo Network Solutions

[Read Cargo Network Solution's Full Case Study](#)

8 ways Motive keeps your drivers and business safer

01

Motive AI prevents accidents better than the competition, instantly detecting unsafe driving **3-4x more successfully** than they do. That's a huge difference in moments where every second counts.

02

Motive's **real-time alerts** prompt drivers to correct high-risk driving behaviors as they unfold, instantly reducing the likelihood of an accident.

03

When used together, the Motive **AI Dashcam** and **AI Omnicam** provide **360° visibility**, eliminating blind spots and offering a complete view of safety performance.

04

Motive leads the industry in collision detection, **instantly detecting 99% of severe accidents** and delivering HD footage within seconds, so you can act fast to recover from problems.

05

The **Motive Safety Team**, a 400+ person extension of your team, reviews your videos and **eliminates false positives**, so your drivers are never penalized for mistakes they didn't make.

06

Motive is the only platform that lets safety managers **fully customize** their in-cab alerts, video uploads, and Safety Score to suit their specific program needs.

07

Through **robust coaching tools**, Motive makes it easy to coach drivers virtually through the Driver App or in person with Coaching Sessions.

08

An **Integrated Operations Platform** like Motive's delivers unmatched value, providing fleets with complete visibility and control, deeper insights, and enhanced safety.



Motive helps us keep our drivers safe and compliant. Our CSA scores continue to improve as our team integrates Motive workflows and coaching into their day-to-day.”

Joey Mendoza

Associate Director, Fleet Strategy and Operations
Carvana

Summary and next steps

Build fleet safety and unlock significant cost savings with Motive. Join the ranks of Motive customers who've experienced a dramatic **57% reduction in accidents** within just four months of deploying AI Dashcams and driver coaching.

Our top five enterprise fleets have taken it further, enhancing safety across all major categories of unsafe driving behaviors. But the benefits don't stop there. Beyond bolstering safety, surveyed Motive users have enjoyed a 30% reduction in accident-related expenses and a 21% decrease in insurance costs.

Whether you're starting from scratch, piloting new technology, or scaling a mature safety initiative, Motive is here to help your team succeed at every phase. With Motive, you'll:

- Align with your dedicated Motive team for guidance and support.
- Launch your safety program using The Motive Method.
- Customize policies, workflows, and dashboards for your fleet.
- Start experiencing real-time insights and automated workflows.

Watch your team's confidence grow as you lead with safety — and show results

Visit gomotive.com/safety or **get in touch** with our team to get started.



motive



gomotive.com



855-434-3564



sales@gomotive.com



We're always improving and growing and the best way to continue on that path was with Motive. The flexibility of the product, the creativeness, the innovation and the overall partnership keeps us world-class."

Clint Brocato
Corporate Safety Manager
Murphy-Hoffman Company

[Read Murphy-Hoffman Company's Full Case Study](#)

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