



Case Study



"We are far better managers of our drivers because of DriveCam," concludes Scott. "DriveCam's services have paid for themselves five times over."

JOE SCOTT
President & CEO
Easton Coach

COMPANY PROFILE

- Founded in 1984
- More than 400 vehicles
- 1.5 Million passengers per year

DriveCam® is a registered trademark of DriveCam, Inc.

As a result of DriveCam's services, Easton Coach Company's paratransit drivers are safer, more responsible, easier to train—and more likely to stay on board.

Easton Coach Company's Drivers are Safer—and Happier—Thanks to DriveCam's Services

- Cell phone use while driving decreased by 73%; scored event frequency decreased by 77%
- DriveCam's Services enable Easton Coach to supervise drivers more effectively and address issues quickly
- Driver turnover and longevity are improving with use of DriveCam's services

Safe driving is the #1 priority at Easton Coach Company, a leader in passenger ground transportation that provides motorcoach and transit services throughout the eastern United States. Each year, the company travels more than 12 million vehicle miles and serves 1.5 million special-needs people through its paratransit operations. Its team of more than 600 trained professionals operates one of the largest fleets in the industry, including 320 paratransit vehicles comprising mostly 14-passenger units, paratransit vans and minivans, as well as 80 motor coaches and shuttle vehicles.

With hundreds of drivers on the road for weeks at a time, primarily unsupervised, monitoring and improving driving performance was a major challenge before Easton Coach President & CEO Joe Scott decided to implement DriveCam's services in 2006. "I knew I needed DriveCam's services because I couldn't evaluate drivers' behaviors in a meaningful enough way," Scott said. "Ride-alongs with supervisors can be hit or miss, but DriveCam video event recorders get me into the cab so I can see a person's actual behavior."

"Our paratransit drivers work in urban, suburban and rural environments," explained Easton Coach Director of Safety and Training Fred Parris. "They often drive at low speeds, carrying anywhere from two to ten passengers, and there's a lot of start-and-stop driving." Common driving safety issues such as cell phone use while driving and following distance become even more serious given the nature of Easton Coach's vehicles. "Operating



a paratransit van can be not much different than driving a large station wagon,” added Scott. “People can think they’re following far enough behind when often times they’re not. All you need are a couple of relatively close calls to realize it is a more challenging endeavor than people may realize.”



“In addition, we’re transporting special-needs passengers—people with severe mental and behavioral challenges, elderly dialysis patients and people with disabilities,” Scott said. “So for our drivers, distraction levels are considerably higher than average.”

Implementing DriveCam’s Services

“At first there were some misconceptions about DriveCam’s services among the drivers,” said Parris. “So we spent 30-45 minutes meeting with all the drivers up front, describing what DriveCam’s services provide, and using the DriveCam event clips to show them what we’d be seeing and looking for in terms of driving behavior.” Today, Easton Coach uses DriveCam as part of its onboarding training program. “Every new driver is trained with it,” said Parris.

“We use the actual DriveCam event clips as training tools,” said Scott. “We’ve developed the best training material using our own events to demonstrate negative driver behavior and train accordingly.”

Benefits of DriveCam’s Services

DriveCam’s services and downloading technology have made a huge difference in how quickly Easton Coach can identify and resolve driver problems. “Getting events off the video recorders and onto desktops quickly reduces the time between events and driver coaching,” said Scott. “With coaching available within 24 hours of an event, we can identify issues and work to remediate them faster,” Scott said.

Unlike other services providing 24/7 monitoring that flood clients with data to be sorted through, “Drive Cam’s services are much more precise, thanks to their dedicated analysis and management team that checks to see what came in overnight and reports any events,” Scott said. “We don’t waste time reviewing unnecessary footage.”

As a result, DriveCam’s services have been very beneficial in improving driver turnover rate and employee longevity at Easton Coach. “DriveCam’s services have been especially useful in helping us to retain paratransit drivers, improving the driver turnover rate by more than 10%,” Scott said. In addition, Easton Coach’s average driver tenure is now over four years. “There’s nothing more important than employee longevity,” Scott said. “A tenured driver knows the passengers and their needs, traffic conditions, weather issues, etc. The longer they’re with us, the better.”

DriveCam’s services also promote greater responsibility and proactivity among drivers in reporting events. “Drivers now come to us and tell us when they had a near-miss and ask to see the DriveCam footage, rather than wait until we catch it,” said Parris. “That says a lot.”

DriveCam’s Services “Pay for Themselves”

Within the first couple of years of working with DriveCam, Easton Coach’s accident claim numbers decreased by 40%, resulting in substantial savings. “Clearly, if you can get accurate indications of driver behavior and thus resolve any problems, it helps to lessen incidents and their severity,” said Scott.

In fact, since implementing DriveCam’s services, Easton Coach has:

- Reduced scored event frequency by 77% and severity by 72%
- Reduced cell phone use while driving by 73%
- Improved following distance events by 70%
- Decreased number of traffic violations by 69%
- Reduced incidence of driver unbelted on roadway by 89%

“We are far better managers of our drivers because of DriveCam,” concludes Scott. “DriveCam’s services have paid for themselves five times over.”

DriveCam, Inc.
San Diego, California, USA
+1 (858) 430-4000
info@drivecam.com

As experts in compliance and the science of safe and efficient driving, DriveCam reduces collision-related expenses, fuel costs and the risk of audits and lost business for hundreds of commercial fleets worldwide. We identify and address the causes of poor driving by combining sight and sound with real-time, predictive analytics. With over 500 commercial and government fleet clients, DriveCam monitors 20 billion driving miles annually, while protecting more than 400,000 drivers worldwide. For more information, visit www.drivecam.com