Lessons From The Field - 5 Years of IVMS in the O&G Industry

Colonel Mark Trostel
Lessons From The Field:
The Evolution of an Oil & Gas IVMS Program

Encana Oil & Gas, Inc.

Colonel Mark Trostel
Driving Safety Advisor
Driving is Dangerous Work

40% of all fatalities in the energy industry occur in vehicles - not on drilling rigs, remote well sites or during the myriad of other dangers workers face daily (NIOSH 2011).
Encana’s Driving Safety Program Evolution Highlights

2002:  Core EHS systems in place.
2007:  Established Drive Safe Team
2009:  Created Driving Safety Advisor Position
2010:  Implementation of Cartasite’s ROVR device in every company light duty vehicle in U.S.
2013:  Speed2Street metric layered in
2014:  Re-launch of expanded 12 Point Driving Safety Program
IVMS - Changing Behavior

Setting Expectations: Rewards & Consequences

• Defined minimum driver performance expectations
• Defined supervisor expectations.
• Empower supervisors to reward excellent driving.
• Defined thresholds for rewards.
• Consequences for non-compliance follow standard HR policies for non-compliance as with other corporate policies.
Rewards and Interventions

Rewards may include one or more of the following:
- cash awards
  - monthly or quarterly gift cards
  - annual performance bonus
- Points for merchandise
  - awarded quarterly - can accumulate for significant merchandise

Interventions may include one or more of the following:
- counseling by the supervisor
- coaching—personal ride-along
- referral to targeted/remedial training
- driver improvement plan
- referral to Encana’s Driving Safety Advisor for training/counseling
In Vehicle Monitoring

Keys to Encana’s IVMS Program Success

• Provides direct feedback to the driver
• Creates positive competition
• Easily identifies exceptional drivers for recognition & coaching
• Self-managed and minimal maintenance required
IVMS – Measurable Results: Impact on Driver behaviors

2010 to 2012: Year 1 to 3

Year 5: 2014
Introduction Speed2Street
IVMS – Measurable Results:

Impact on Motor Vehicle Crash Rates

- 55% Reduction in on road crash rates Year 1
- Continual reduction in Total MVI for (4) years
Results – Encana Fleet MV Crash Rate

• Approximately 16.2 (+or -) million miles driven annually by U.S. Fleet.

• MVI Rate Calculations
  – MV Crashes per One Million Miles
  – Includes All MV crashes regardless of amount of damage or location occurred

• Rate Comparison
  – 2010 = 5.75
  – 2011 = 4.52
  – 2012 = 3.49
  – 2013 = 3.24
  – 2014 = 2.68 to date
Outcomes/Benefits

• Healthier, safer, more productive and professional workforce
  • Fewer Over Speed Events
  • Fewer Rapid Starts
  • Fewer Hard Braking Events
  • Equates to fewer dangerous driving events we are exposed to – number in the Thousands!
  • Fewer Crashes!
  • Reduced Personal and Company Liability
  • Improved Positive Public Perception
  • Accountability – Regulatory Agency reporting
5 Years Later: What have we learned?

Driving safety is a constantly evolving process

- Regularly and consistently communicate expectations of Drivers’ & Supervisors’ responsibilities in IVMS program
- K.I.S.S. – Keep It Simple Somehow, the IVMS system and metrics should be easy and simple to use by everyone
- Technology keeps evolving (and it’s a good thing)
- Incentives and friendly competition are powerful
- Integration with Journey Management Program and Fleet Management Program = Value Add
12 Point Driving Safety Program – Re-launch 2014

1. Driver Distraction
2. Safe Vehicle Operations
3. In Vehicle Monitoring
4. Drive Safe Team
5. Driving Safety Training
6. Fleet Management/Safety Standards
7. Commercial Motor Vehicle Regulatory Compliance
8. Motor Vehicle Incident Reporting
9. Driver Fitness & Alertness
10. Road Journey Management
11. Driver Qualification & Authorization
12. Driver Commitment
For More Information on IVMS Implementation...

Implementing an In-Vehicle Monitoring Program
A Guide for the Oil & Gas Extraction Industry

Developed by the National Occupational Research Agenda (NORA) Council Oil & Gas Motor Vehicle Safety Work Group with the assistance of the National Institute of Occupational Safety and Health (NIOSH) 2012
The Driver’s Social Contract

Each and every one of us who drives on the public streets and highways shares an unwritten Social Contract with every other driver on the road.

We each have the right to expect that driver coming toward us - or one of our family members - to be sober, to be rested and alert, to be in control of their vehicle, that their vehicle is safe, and that they know the rules of the road and abide by them. They, in turn have every right to expect the same of us.
The Most Important Objective:

Get Home Safely to Your Family!
Contact Information

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