Electricity Supply Board



ESB Safe Driving Programme

Ollie Brogan, Manager ESBI Engineering Solutions

ETSC PRAISE Awards May 18th 2011





ESB Fleets

1900 Commercial Vehicles

50M km/ annum

4000+ people driving cars on business

22M km/annum

Commuting

81% Motor Vehicles;

7% Public Transport

11% Walk/ Bicycle

<u>Overseas</u>

Staff working abroad on consultancy



60 km/h

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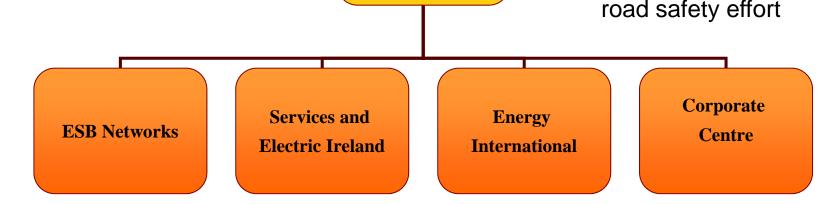
SAFE DRIVING STEERING GROUP

Targets:

- 1. Zero fatalities
- 2. 50% injuries
- 3. 30% collisions
- 4. 50% 'A' collisions

Objectives:

- 1. Integrate safe driving into business plans
- 2. Risk Assessments
- 3. Education & Training
- 4. Assist the national road safety effort



Sponsor

John Shine, Deputy Chief Executive

Supported by ESB Safe Driving Bureau



Education / Awareness



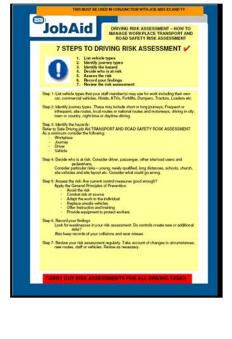


Fleet Drivers' HANDBOOK





	adhg Crowley & Ronan Co	er People affected: 55		xpiry d 5,06,201	
Popertulal Hazard / Bjak WOMPACAE Traffic Poulses Poperations Spage A Float markings Lighting Traffic Control Speed Paring Paring School Speed School Speed School System School System	x	File Note of the second s	Work repetency ors journation pervision f viour scenert History	X	T X X X X X X X
tisk Rating: L= Likelihood (= LxS. If Rating is: 1 to 3 = T (tolerable), 4 to 6 = AJ (apply judgement), 8 - 25 = RR	reduce risk and r	Nassess) Risk	
	Control Measures		Action by	L	- 8
		ided where possible, if travelling is required use public transport where possible. If drivi		1	5
3 Journey Scheduling/					
3 Journey Scheduling/ Start & Finish times	ensure that sufficient time is	allowed for the journey and if necessary overnight stays.	Managers	1.	1
3 Journey Scheduling/ Start & Finish times	ensure that sufficient time is Mobile phones should not be systems should not be inter-	allowed for the journey and if necessary overnight stays, used while driving. Pull overt periodically to check messages and make calls. Satnav red with while driving. Pull over to make changes.	All who drive for work.	1	5
Journey Scheduling/ Start & Finish times Vehicle Distractions Driver selection &	ensure that sufficient time is Mobile phones should not be systems should not be interf	allowed for the journey and if necessary overnight stays. used while driving. Pull overt periodeally to check messages and make calls. Satnav red with while driving. Pull over to malke changes. nece. Licence must be checked annually for suitability. All drivers to complete Road Ris	All who drive for work. k Line	1	5
3 Journey Scheduling/ Start & Finish times 7 Vehicle Distractions	ensure that sufficient time is Mobile phones should not be systems should not be interf All Drivers must hold full h to determine their risk ratio	allowed for the journey and if necessary overnight stays, used while driving. Pull overt periodically to check messages and make calls. Satnav red with while driving. Pull over to make changes.	All who drive for work. k Line managers	1	5





Policies / Procedures



1F



Reverse In – Drive Out Policy

Driving Licence Requirements.

To DRIVE this vehicle, the LICENCE required is:	в	
To TOW a load where the: - The Design GVW does not exceed the unladen weight of the drawing vehicle and the Total design GVW of the combination does not exceed 3,500kg. - The design GVW of the trailer does not exceed 750kg		
fo TOW a heavier load.	EB	

Never exceed the manufacturer's instructions as to maximum permitted weight that the vehicle can safely tow/draw.





ENFORCEMENT - Audits

Seat Belt Audits

Vehicle Audits

Driving Audits

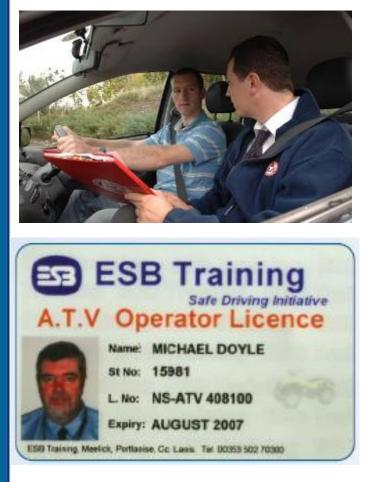




6

Driver Training





Advanced Driver Training

Specialist Vehicle Training

Driver Development Training



Vehicle Specifications



REVERSING and VISUAL AIDS AIRBAGS FACTORY FITTED BULKHEADS

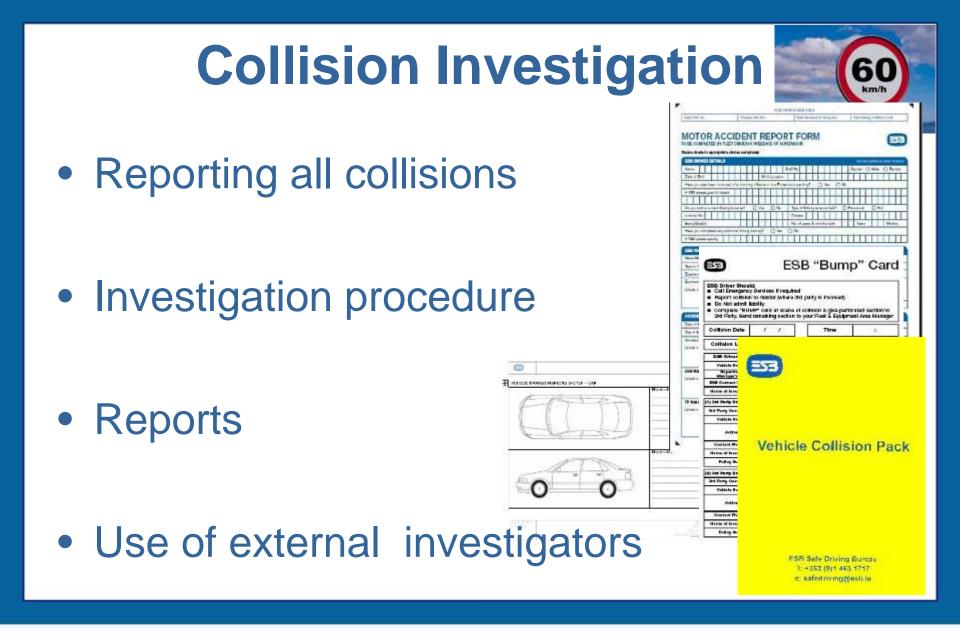
ABS BRAKES WHERE POSSIBLE



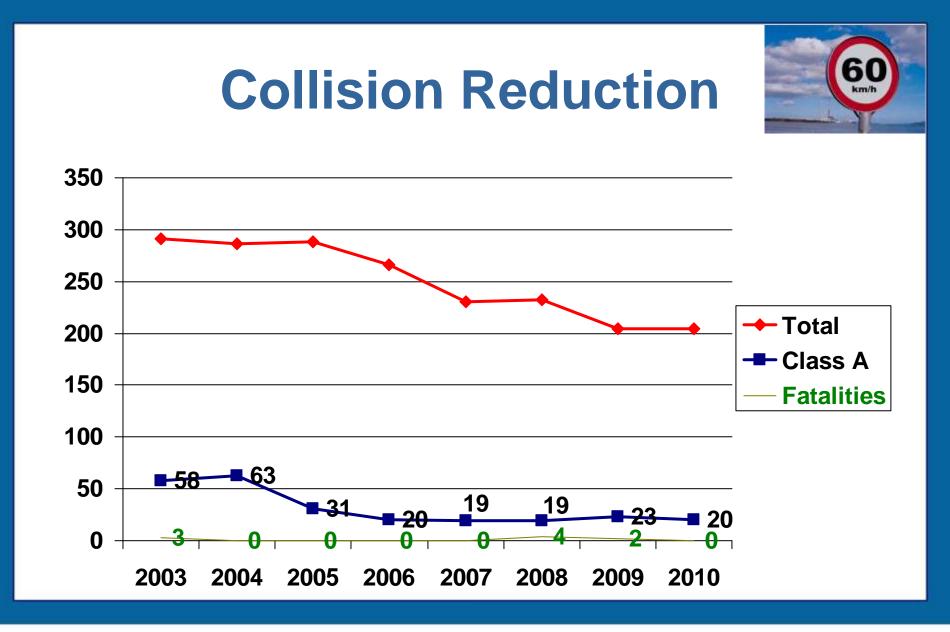














Financial Benefits



- Reduction in Fatalities = €11.6M
- Reduction in Class A (Serious) Collisions = €14.5M
- Motor Insurance premiums fell to 15% of 2003 levels

Table A2: Total Cost of Road Collisions in 2007

Type	Number of collisions	Cost per collision	Total cost (€)
Fatal	309	€2,891,435	€893,453,472
Serious	618	€386,286	€238,724,498
Minor	4,540	€38,045	€172,725,207
Material Damage	23,770	€3,044	€72,346,752
Total	29,237	N/A	€1,377,249,928

¹ Source of GNP per person employed Growth rate = CSO

Source Goodbody Economic Consultants, Report for Dept. Transport.



Summary



- Long history of safe driving in ESB
- Ongoing commitment to reduce collisions and injuries and collisions through:
 - Road user education
 - Better vehicles
 - Better information





Thank You



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