Distractions Rate Metric Guide

What is the metric?

Distractions Rate: It is critical that your Delivery Associates (DAs) are not distracted while driving for their safety and the safety of the communities they serve. The Distractions Rate metric measures your team's performance on distracted driving. Netradyne captures 3 types of distraction based on video evidence, including when a DA is looking down, looking at their phone, or talking on their phone while driving. Each time a DA is driving while distracted, Netradyne will register one event. Your DSP weekly score is the sum of all distraction events divided by the total number of trips. This will show on your DSP Scorecard as XX events per 100 trips to make it easier to interpret. DSPs who earn 'Fantastic' for the Distractions Rate metric typically achieve fewer than 5 Distraction events per 100 trips.

IMPORTANT TO KNOW	Use the DSP Safety Portal or Netradyne Portal (www.netradyne.com) to see the number of Distraction Events for each DA, and use the Netradyne Portal to see videos of events for DA Coaching.

Calculation Details

Distractions Rate = Number of 'Distraction Events' divided by the number of trips run for the week for all vehicles with Netradyne systems multiplied by 100

- A 'Distraction Event' occurs whenever a DA looks down at their phone, talks on their phone, or looks away from the road for an extended period of time
- Events are measured by Netradyne's built-in machine vision, which detects DA eye movement and when a DA is using their phone
- A trip is counted as any day where a DA delivers in a vehicle with Netradyne enabled, with short trips excluded from measurement. A DA can only have a maximum of one trip per day. Typically, the count of trips will be the same as the route count, if each route is a full day route.
- All DSP metrics are displayed as XX events per 100 trips to make them more easily interpretable
- DA metrics are displayed as XX events per trip (not per 100 trips)
- EXAMPLE: If a DSP executed 200 trips in a week and the DSP incurred 10 Distraction Events during those trips, then the Distractions Rate is 5 events per 100 trips (10 events per 200 trips is the same as 5 events per 100 trips). See below for example calculation

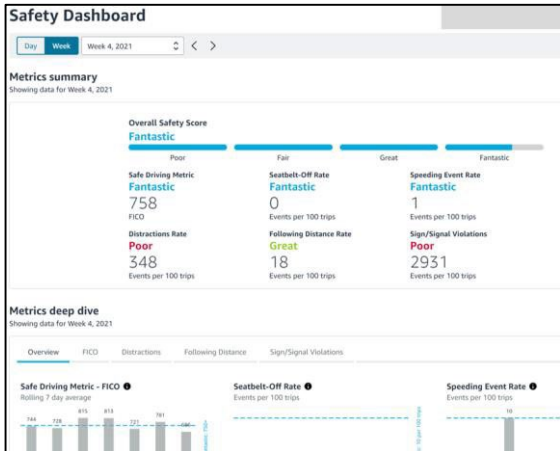|	
Number of Distraction events in the past week	10
Number of trips with Netradyne in the past week	200
Number of events per trip	0.05 (10 events divided by 200 trips)
Number of events per 100 trips (final metric in Scorecard)	5 (number of events per trip multiplied by 100)

Tips for DSPs

- ✓ Ensure DAs adopt the mindset of a "Professional Driver", and that they must make a personal commitment to eliminate driving habits not in accordance with professional driver standards, before and during vehicle operation.
- ✓ Help DAs understand that safe vehicle operations protects them, the organization, and the community that has entrusted us with operating safely within their neighborhoods.
- ✓ Communicate "Tips for DAs" frequently to all DAs to remind them of specific actions they must take.
- ✓ Use the DSP Safety Dashboard or Netradyne Portal Driver page to identify those DAs exhibiting at-risk driving behavior, and establish a process to coach underperforming DAs (i.e. daily huddle, video training, etc.).
- ✓ Provide tools (i.e. approved phone mount/placement) to help eliminate sources of distracted driving behavior.

Tips for DAs

- ✓ As a Professional Driver, you must make the personal commitment to eliminate driving habits not in accordance with professional driver standards, before and during vehicle operation. Safe behavior protects you, your family, and the community that has entrusted us with operating safely within their neighborhoods.
- ✓ Holding/manipulating/answering a phone (work or personal) while vehicle is in operation is strictly prohibited. If phone use is needed, park vehicle in safe location before using. Maintain Amazon device in mount, and stow/keep personal device out of sight.
- ✓ Eliminate internal distractions (phone, eating, adjusting radio/climate, etc.) and maintain defensive driving techniques so you are prepared for outside distractions (pedestrians and animals, sun glare/weather, distracted motorists, etc.).

Deep Diving Distractions Rate

DSPs can use the DSP Safety Dashboard here to see metric trends, including viewing DSP metric trends, deep diving DSP metrics and drilling down into individual DA performance for coaching. You can identify DAs for recognition or coaching either using the DSP Scorecard or DSP Safety Dashboard. See screenshots below.

You can use the Netradyne Portal located at www.netradyne.com to view events by DA and video evidence for coaching. There, you can deep dive which DAs have the most Distraction Events, using the events located with the 'eye' icon. See below for an example of how to deep dive. You can view more materials as part of your Netradyne onboarding.
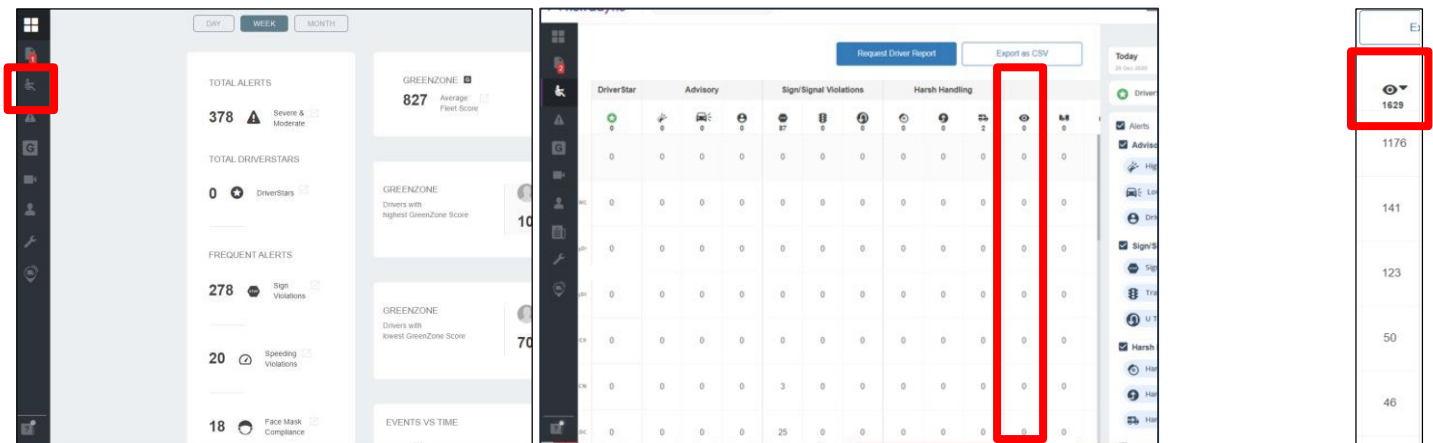
1. In the Netradyne portal, click on the Driver view icon on the left side of the dashboard (highlighted in red)
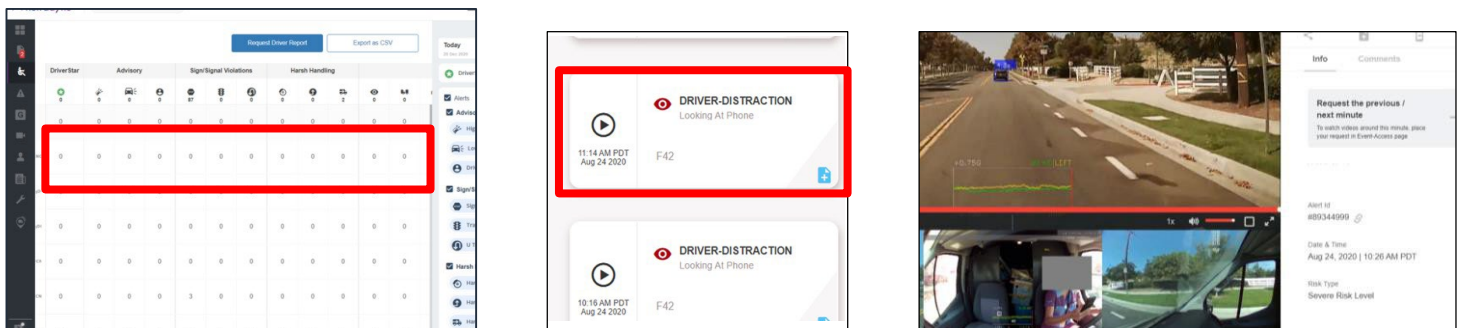
2. Scroll to the right until you see the 'eye' icon, which indicates Distraction Rate Events

3. Click on the icon to sort by DAs with the most events of that type

How do I see details of individual events?

You can see individual events several ways, and one of these is by drilling into the individual DA's data to see events associated with that DA.

1. Click on the row of the DA whose data you want to deep dive

2. Click on the event to view

3. View the event with Netradyne Camera video footage

FAQs

Why do we need a Distractions Rate metric? Aren't Distractions already captured in the FICO® score?	The FICO® score uses distractions from the Mentor App, which use phone sensors to understand when a DA is handling their phone. These distractions feed into the FICO® score, which is an overall measurement of driving risk. Netradyne distractions use machine vision to detect distraction events, typically of longer duration than those captured by Mentor. We're highlighting Netradyne distractions in this metric because these come with video evidence, which will enable coaching conversations with your DAs.
Why do my Mentor distractions and Netradyne distraction numbers not match up?	Mentor distractions and Netradyne distractions are measured differently. A Mentor distraction occurs any time a DA manipulates their phone while the vehicle is moving, and is captured by the phone. Netradyne distractions are measured by the Netradyne camera, which uses machine vision to understand whether a DA is looking at their phone, talking on their phone, or looking away from the road. Typically, Netradyne distractions are of longer durations than Mentor distractions.
How do I deep dive what is driving my Distractions Rate score?	To find the DAs who are most impacting your Distractions Rate score, you can access the Netradyne Portal at idms.netradyne.com, where you can see individual driver events (see page 2). You can also see videos of individual events to supplement coaching sessions with individual DAs.
Why do the number of videos in the Netradyne portal not match the number of events reported for the Scorecard?	To improve data processing speed, not every event captured by a Netradyne device will have a corresponding video in the Netradyne portal, so the total number of videos will not match the count of events for your DAs.
Does the Distractions Rate Metric apply to both branded and non-branded vehicles?	The Distractions Rate metric only applies to branded vehicles, since only branded vehicles have Netradyne devices installed.
What is the GreenZone Score? Is it being measured on my Scorecard?	The GreenZone Score is Netradyne's single score that measures driving risk. While it provides another data point on driving risk, we are not using this in the DSP Scorecard.

FAQs Continued

Will Scorecard metrics count when non-DSP personnel use the vans?	Scorecard metrics only include events for DAs assigned to your DSP. We use Amazon's DA-to-device linking to make sure we're only counting events for scoring while your DAs are associated with the vehicle. If another third party drives the vehicle, it will not count against you or your DA.
Why does my trip count not match my route count?	Even if all your routes have a Netradyne device, there are a few reasons trip count and route count may not match. First, there is a small percentage of routes where we can't definitively link your DA to their Netradyne device. In these cases, we don't count the route. Second, if the Netradyne device isn't reporting for that day, we remove it from scoring. Finally, we also filter out short trips from scoring.