

# Sign/Signal Violations Rate Metric Guide

Audience: All NA DSPs  
Updated April 11, 2022

## What is the metric?

**Sign/Signal Violations Rate:** It is critical that your Delivery Associates (DAs) follow traffic regulations for their safety and the safety of the communities they serve. The Sign/Signal Violations Rate measures how well your DAs adhere to posted road signs and traffic signals. We're currently including **stop sign violations**, which is any time a DA drives past/through a stop sign without coming to a full stop, **illegal U-turns**, which measure any time a DA makes a U-turn when a "No U-Turn sign" is present, and **stop light violations**, which is triggered any time a DA drives through an intersection while the light is red. In the measurement of this metric, a stop light violation will count 10 times to every one stop sign violation or illegal u-turn, since stop light violations can be particularly dangerous. In the new metric, your DSP weekly score is the sum of all stop sign violation events, illegal U-turns, and stop light violation events (which again, are weighted at 10 times stop sign violations) divided by the number of trips. This will show on your DSP Scorecard as XX events per 100 trips to make it easier to interpret. DSPs who achieve 'Fantastic' typically achieve less than 15 events per 100 trips.

### IMPORTANT TO KNOW

Use the DSP Safety Portal or Netradyme Portal ([www.netradyme.com](http://www.netradyme.com)) to see the number of Distraction Events for each DA, and use the Netradyme Portal to see videos of events for DA Coaching.

## Calculation Details

**Sign/Signal Violations Rate = Number of 'Stop Sign Violations' and 'Illegal U-turns' added to 10 times the number of 'Stop Light Violations,' divided by the count of trips run for the week for all vehicles with Netradyme systems.**

- A 'Stop Sign Violation' occurs whenever a DA drives through a stop sign without coming to a complete stop
- An 'Illegal U-Turn' occurs whenever a DA makes a U-turn at a no u-turn sign
- A 'Stop Light Violation' occurs whenever a DA drives through an intersection while a red light is indicated
- Events are measured by Netradyme's built-in machine vision and GPS, which detects stop signs and stop lights combined with vehicle speed to understand if the driver traveled through a red light/stop sign
- A trip is counted as any day where a DA delivers in a vehicle with Netradyme 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 incurred 19 Stop Sign Violation events, 1 Illegal U-turn event, and 1 Stop Light Violation event during 200 trips in a week, then the Sign/Signal Violations Rate is 15 events per 100 trips. Since each Stop Light Violation counts as 10 events, in total the DSP has 30 recorded events. 30 events per 200 trips is the same as 15 events per 100 trips. See example calculation below.

Number of Stop Sign Violation events in the past week	19
Number of Illegal U-turn Violation events in the past week	1
Number of Stop Light Violation events in the past week	1
Number of Stop Light Violation events in the past week (with 10x weighting)	10
Total events counting Stop Light Violations with 10x weighting	30
Number of trips with Netradyme in the past week	200
Number of events per trip	0.15 (10 events divided by 200 trips)
Number of events per 100 trips (final metric in Scorecard)	15 (number of events per trip multiplied by 100)

## Tips for DSPs

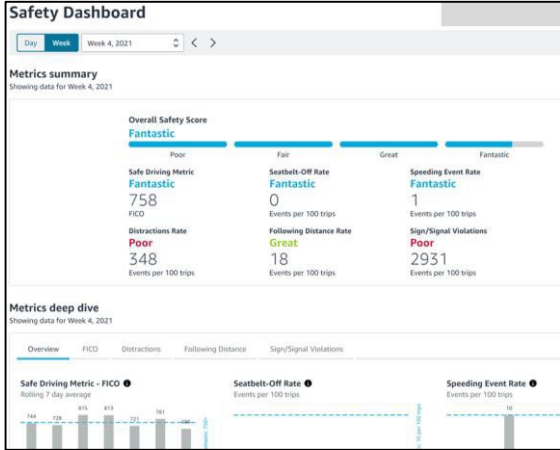
- ✓ Ensure DAs adopt the mindset of a "Professional Driver", and that they must make a personal commitment to eliminate driving habits not in accordance with professional driver standards, before and during vehicle operation.
- ✓ Help DAs understand that safe vehicle operations protects them, the organization, and the community.
- ✓ Communicate "Tips for DAs" frequently to all DAs to remind them of specific actions they must take.
- ✓ Use the DSP Safety Dashboard or Netradyme 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.).
- ✓ Proactively coach to mitigate areas of likely non-compliance (i.e. rolling stop signs, U-turns, yellow light acceleration).

## 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.
- ✓ Following traffic signs/signals can save not only your life, but the lives of others, it's the law, and it is Amazon policy. Fully stop at stop signs, do not attempt to "beat" a yellow light by accelerating, only make U-turns where legally permitted, and adhere to all other signs/signal rules.

# Deep Diving Sign/Signal Violations 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.



Delivery Associate	Overall Safety Score	FICO	Seatbelt-Off Rate (per trip)	Speeding Event Rate (per trip)	Distractions Rate (per trip)	Sign/ Signal Violations Rate (per trip)	Following Distance Rate (per trip)
	Poor	632 -- 0	25 -- 0	0 -- 0	1 ↑ 1	8 ↑ 5	0 ↓ 0
	Fair	728 ↑ 107	14 ↑ 2	0 -- 0	2 ↓ 1	3 ↓ 3	0 -- 0
	Fair	775 ↓ 24	14 ↓ 7	0 -- 0	0 -- 0	1 ↓ 2	0 -- 0

You can use the Netradyne Portal located at [www.netradyne.com](http://www.netradyne.com) to view events by DA and video evidence for coaching. There, you can deep dive which DAs have the most Sign/Signal Violation Events, using the events located with the 'stop sign,' 'stop light,' or 'u-turn' 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 'stop sign,' 'illegal u-turn,' or 'traffic light' icon, which indicates Sign/Signal Violation 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

<b>How fast does a DA need to be driving to trigger a stop sign violation?</b>	DAs must come to a full stop when coming to a stop sign. In practice, Netradyne measures a Stop Sign Violation whenever a DA travels through a stop sign at 3 MPH or greater.
<b>How do I deep dive what is driving my Sign/Signal Violations Rate score?</b>	To find the DAs who are most impacting your Sign/Signal Violations Rate score, you can access the Netradyne Portal at <a href="https://idms.netradyne.com">idms.netradyne.com</a> , 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.
<b>Why do the number of videos in the Netradyne portal not match the number of events reported for the Scorecard?</b>	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.
<b>Does the Sign/Signal Violations Rate Metric apply to both branded and non-branded vehicles?</b>	The Sign/Signal Violations Rate metric only applies to branded vehicles, since only branded vehicles have Netradyne devices installed.
<b>Will Scorecard metrics count when non-DSP personnel use the vans?</b>	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.
<b>Why does my trip count not match my route count?</b>	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.