

Safe Driving Program



*Workers are more likely to die
from traffic-related motor
vehicle crashes than from any
other hazard on the job*

Source: National Institute for Occupational Safety and Health

Cingular's Fleet

- 5,319 Drivers
- 2,334 Vehicles
- Over \$1 Million in Annual Losses

Safe Driving Program Elements

Motor Vehicle Record Checks	Driver Training	Safe Driving Policy
Be Sensible Program	Motorist Observation Reports	Coaching

Motor Vehicle Record (MVR) Checks

- Applicants – Staffing Organization runs MVR's prior to hiring.
- Current Employees – Safety Organization run's MVR's annually.
- Current drivers must maintain a satisfactory driving record both on and off the job.



Driver Training

Before driving a vehicle in connection with company business, all drivers shall complete the following orientation course: **“The 5 Keys to Safe Driving”**

In addition, all regular drivers are required to complete the following course: **Smith System Over the Road Training.** (Can be taught by Smith System or authorized trainers within Cingular Wireless).

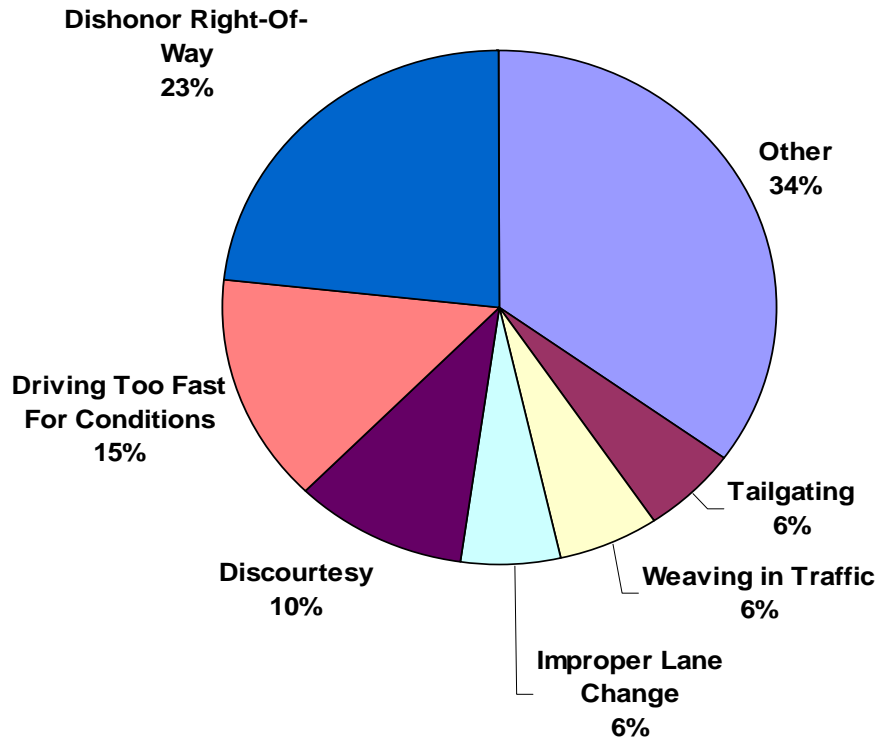
Motorist Observation Program



- The goal of this program is to improve safety performance, enhance company image, and reduce the number of motor vehicle accidents.
- Decals demonstrate our concern not only for our drivers, but for the general public as well. They also show the public that we value their opinion.
- When motorists call in, trained operators analyze and categorize calls. From these calls, observation reports are produced that include recommended preventive and training measures for the specific driving behavior.
- The reports are designed to help the company educate and retain drivers before collisions occur.



Motorist Observation Reports



Motorist Observation Reports

Each report provides:

- A unique report number.
- The date and time the report was taken
- The date and time the observation occurred.
- The report type – (Complaint, Compliment, or Miscellaneous)
- Caller information (caller information may be used by the company to verify the report with the caller before talking to the driver).
- Vehicle description, decal number, type of vehicle, colors, number of people in the vehicle, etc.
- Location of the observation
- Detailed description of the observation
- Driver response to the report
- Management action taken
- Manager and Driver signatures

Be Sensible

What is Be Sensible?

Be Sensible is a public service campaign developed by Cingular to encourage everyone to be more safe and courteous when using their wireless device.

Be Sensible



 cingular
fits you best™

AVIS  We try harder.

Be Sensible – Driving Tips

- Make driving safely your first priority. If the call will be distracting, consider waiting until your trip is completed to place it.
- Dial sensibly and keep your eyes on the road. Use speed dial, redial, Voice Dialer, or place your call before pulling into traffic.
- Use a hands-free device when available and be sure to attach it to your phone before starting your trip.
- Don't take notes or look up phone numbers while driving.
- Suspend conversations during hazardous driving situations.
- Don't engage in stressful or emotional conversations that may be distracting.

Coaching / Job Observations

- Identifies work practices that cause losses
- Maintains standards by ensuring that everyone works safely
- Highlights specific behaviors for positive reinforcement
- Allows immediate correction of substandard performance
- Measures learning and development efforts
- Increases safety awareness



Job Observation Form

Driving		
Observation	Safe	At-Risk
Driver (fitness for duty)		
Vehicle condition		
Safety belt use		
Obeys speed limit		
Looks ahead / Eye lead time		
Scans mirrors frequently		
Turn signal use		
Maintains space cushion		
Adequate following distance		
Mobile phone use		