



PUBLIC TRANSPORTATION REPORT

Issue 3//2013



The benefits of **PREDICTIVE HIRING**

Protective partners with JOBehaviors to help our insureds hire and retain qualified, safe drivers. The JOBehaviors team has spent the last 20 years developing behavioral based pre-hire assessments that accurately identify outstanding performers in the applicant pool. Their clients experience increased retention and improved safety, customer service and overall job performance. We asked Bob Howell from JOBehaviors to provide us with details how your fleet can benefit from this service.

Putting safe, courteous and loyal drivers behind the wheel is the goal of every public transportation company. But knowing which candidates in your applicant pool will be a good match remains as challenging today as it has been for decades. To compound the problem, industry leaders say there is a serious shortage of drivers and it is only going to get worse. A big part of the driver shortage problem can be solved through effective driver selection.

Objective vs. subjective criteria

The industry's current approach to driver screening results in a large percentage of outstanding driver candidates being rejected for subjective rather than objective criteria. Objective criteria include drug screens, PSPs, DUIs, driving records, lack of experience and credit checks. Subjective criteria include poor interviews, an incomplete application, the hiring manager's gut feeling and the driver's personal appearance.

Interestingly, subjective screens account for a large percentage of outstanding drivers being rejected. Over the years, recruiters have developed subjective criteria that they rely heavily upon to screen out candidates in hopes of protecting their company from "another one of those." Do subjective screens accurately differentiate between good and bad driver candidates? There is evidence to support that they often do not, especially when you consider new driver turnover rates are as high as 80 to 100 percent. In addition, these drivers often exhibit safety and performance issues that can be incredibly disruptive to the entire organization. ➤➤



Keep your drivers safe with free online training

Protective offers free Pro-TREAD online driver training lessons developed specifically for our Public Transportation customers. As a fleet owner, you can track the progress of each of your drivers with documentation of each lesson completed. Every level requires 100 percent mastery, so you can be sure that your drivers will truly learn all of the safety and compliance material presented.

We are currently offering two lessons. “**Distracted Drivers**” identifies various distractions that could occur along a route to help drivers recognize and prevent them on the road. “**Fatigue: The Hazards of Drowsy Driving**” details the causes and possible consequences of fatigued driving and trains drivers on the steps they can take to prevent and combat fatigue. ■

Contact our Loss Prevention Department at lossprevention@protectiveinsurance.com or (800) 644-5501 x7341 to obtain free promo codes to access the lessons.



Share your ideas!

After reading this issue of the Public Transportation Report, we want to hear from you! Do you have a useful resource for educating your drivers that our readers should know about? Are there topics you'd like to see covered in future issues? Send your feedback and ideas to lossprevention@protectiveinsurance.com. ■

➤➤ Experienced vs. non-experienced

Is experience an accurate predictor of driver performance? We have all seen drivers with many years of experience who are poor performers and we've seen newly minted drivers who are outstanding. At the end of the day it comes down to behavior. Your fleet should hire based on behavior then confirm that drivers have the skills needed.

EEOC and criminal background checks

Last year, the EEOC issued a guidance update on criminal background checks. According to their findings, minorities are disparately impacted by criminal histories. As a result, the EEOC has mandated that moving forward companies will need to prove “business necessity” for rejecting applicants based on criminal histories or risk violating its standards. All JOBehaviors assessments are based on an in-depth job analysis which clearly demonstrates “business necessity” and complies with EEOC employee selection guidelines, including the new rules relevant to hiring felons, in addition to establishing consistency in your hiring practices.

What's the solution?

A major solution to driver shortage, retention, performance and complying with EEOC guidelines is to become more scientific and accurate in identifying outstanding driver candidates. Every company has a solid base of good drivers. The goal is to consistently hire drivers as good as your current best.

JOBehaviors provides an online assessment with links that can be embedded into your company's website, web-based recruiting sites or emailed to candidates. Results from the 12-minute assessment are instantly returned via email and archived in your JOBehaviors account. Other features include a “Custom Question” section and “Retention Tracking” to continually monitor the retention of new hires.

Since interviews are time consuming and often not very predictive, JOBehaviors recommends assessing candidates as the first step in your hiring process to ensure you are spending time and resources on candidates with the highest potential for long-term success. ■



For more information about JOBehaviors and a free consultation, contact:

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503-655-2235
www.JOBbehaviors.com/transportation

Building an effective safety program



It's good practice for fleets to regularly take a comprehensive look at their safety programs to make sure the content is up to date and to analyze the overall effectiveness and impact. To help, Protective has created a Public Transportation Safety Best Practices guide describing elements that will help improve motor carrier operations, lower loss costs and compliance costs, and project a positive image of a public transportation company that puts safety first.

The guide covers the following topics:

- Driver selection and qualification
- Driver application process
- New driver evaluation
- Company policies and procedures
- Maintenance department
- Telematics ■

We also have written OSHA safety plans that are available to our insureds. To request a copy of the full Public Transportation Safety Best Practices guide or OSHA safety plans, contact our Loss Prevention Department at (800) 644-5501 x7341 or lossprevention@protectiveinsurance.com.

Get connected

We're excited to announce that Protective is now on Twitter and YouTube! Our tweets and videos will focus on a variety of topics including driver safety, fleet management best practices, upcoming industry events and more. On our YouTube page, we've created a series of videos called Safety Solutions that offers quick safety tips for drivers. The videos are designed for drivers to watch while on a break or for motor carriers to play during safety meetings. We have two videos posted now with more to come soon!



@ProtectiveIns



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The videos

◉ Avoiding low clearance collisions

Low clearance collisions are preventable if you know your clearance height before your trip, pay attention to warning signs while on the road and use caution when approaching low clearances. This video discusses these and other tips for avoiding this type of collision.

◉ Driving safely through highway work zones

Construction is an issue every driver has to deal with at some point, but it can be even more frustrating when you're behind the wheel of a truck or motorcoach. The risk of collisions in construction zones is higher for operators of these types of vehicles. This video covers how to navigate these situations. ■

Scan to watch our Safety Solutions now!





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Protective Insurance Company

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2013 SEMINAR

Hosted by Protective Insurance Company, the Public Transportation Claims + Safety Seminar is an opportunity for our industry partners to get together to discuss hot topics and current trends. Leaders in their respective fields will join us to talk about seatbelt regulations and telematics, among other topics. We hope to see you there!

REGISTRATION IS FREE!

More information to follow and online at

www.ptclaimsandsafety.com

located in

INDIANAPOLIS, IN