

Industry Use and Perspectives on Driver-Facing Cameras

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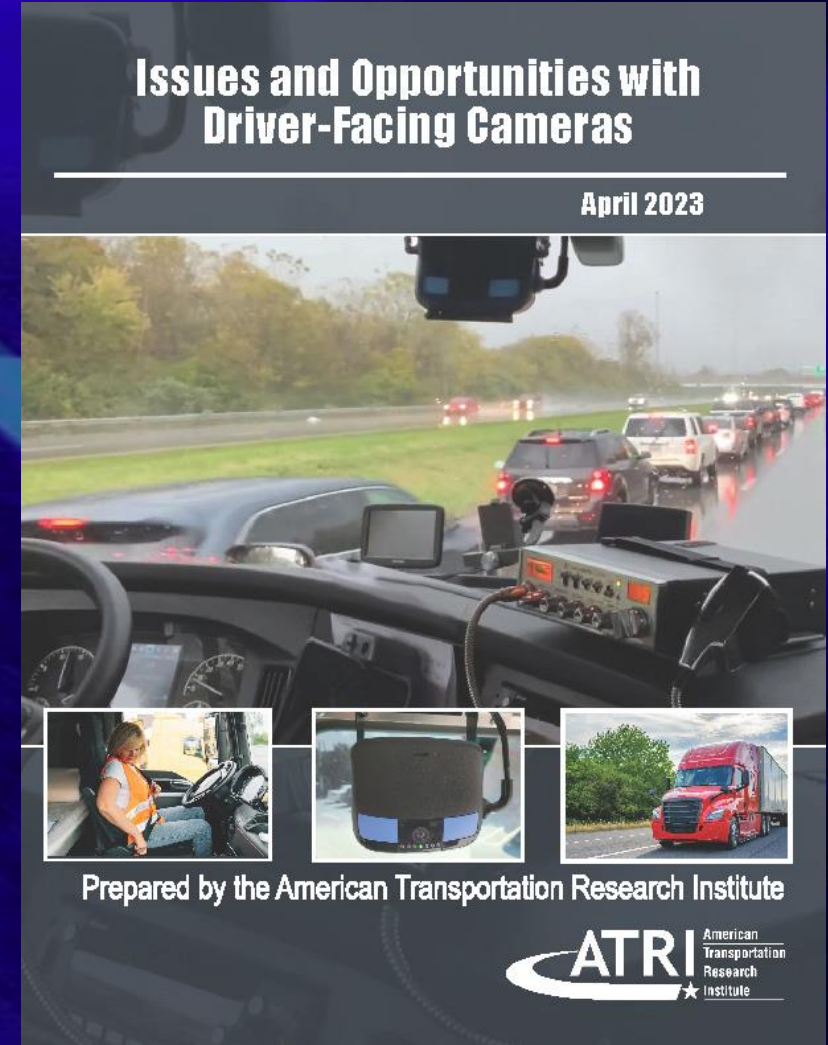


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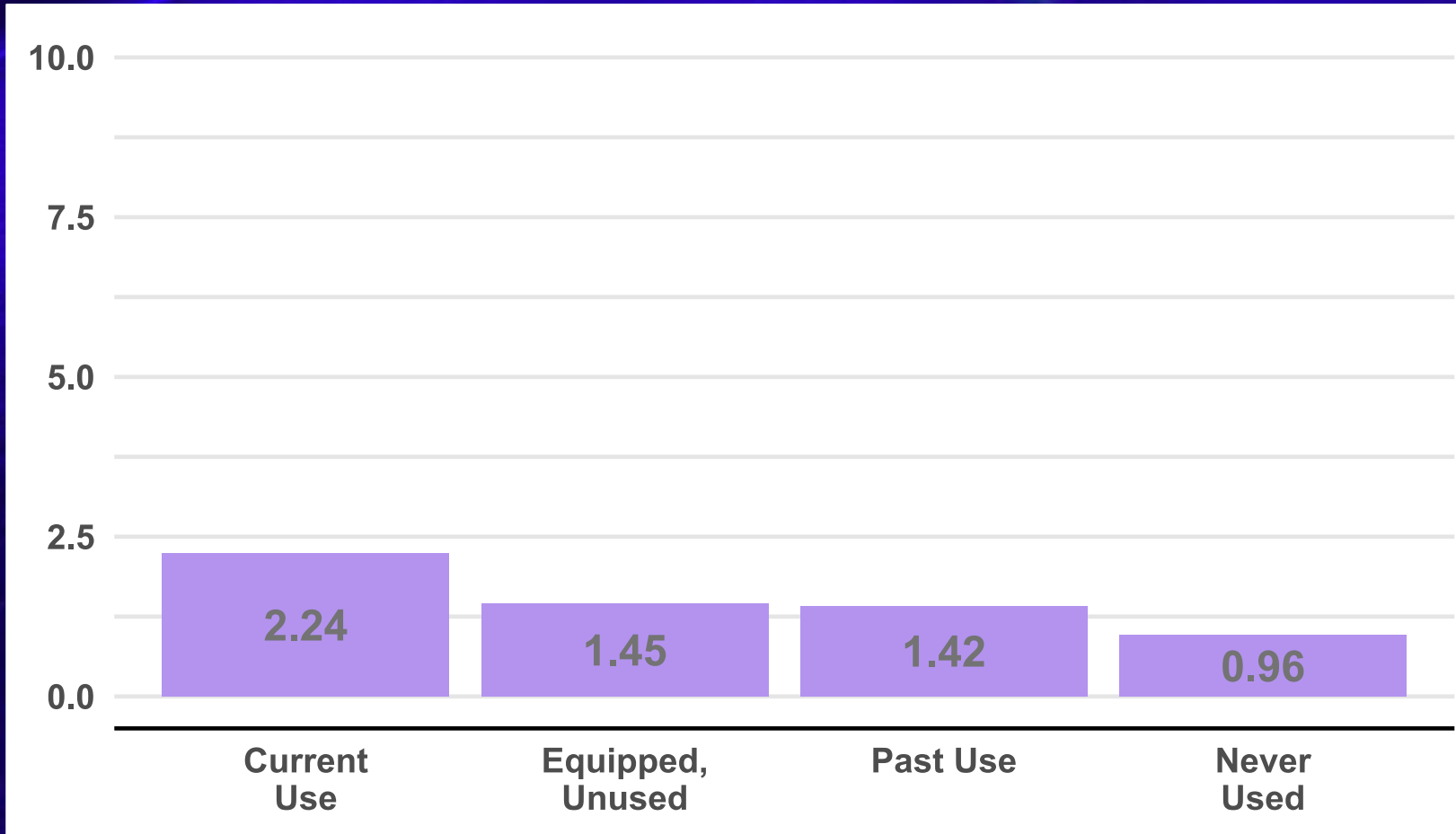


Issues and Opportunities with DFCs

- Incorporates survey data from 2,100 drivers, legal experts, and insurers as well as market research
- Identifies points of agreement and potential compromise on optimal DFC use among these key stakeholder groups

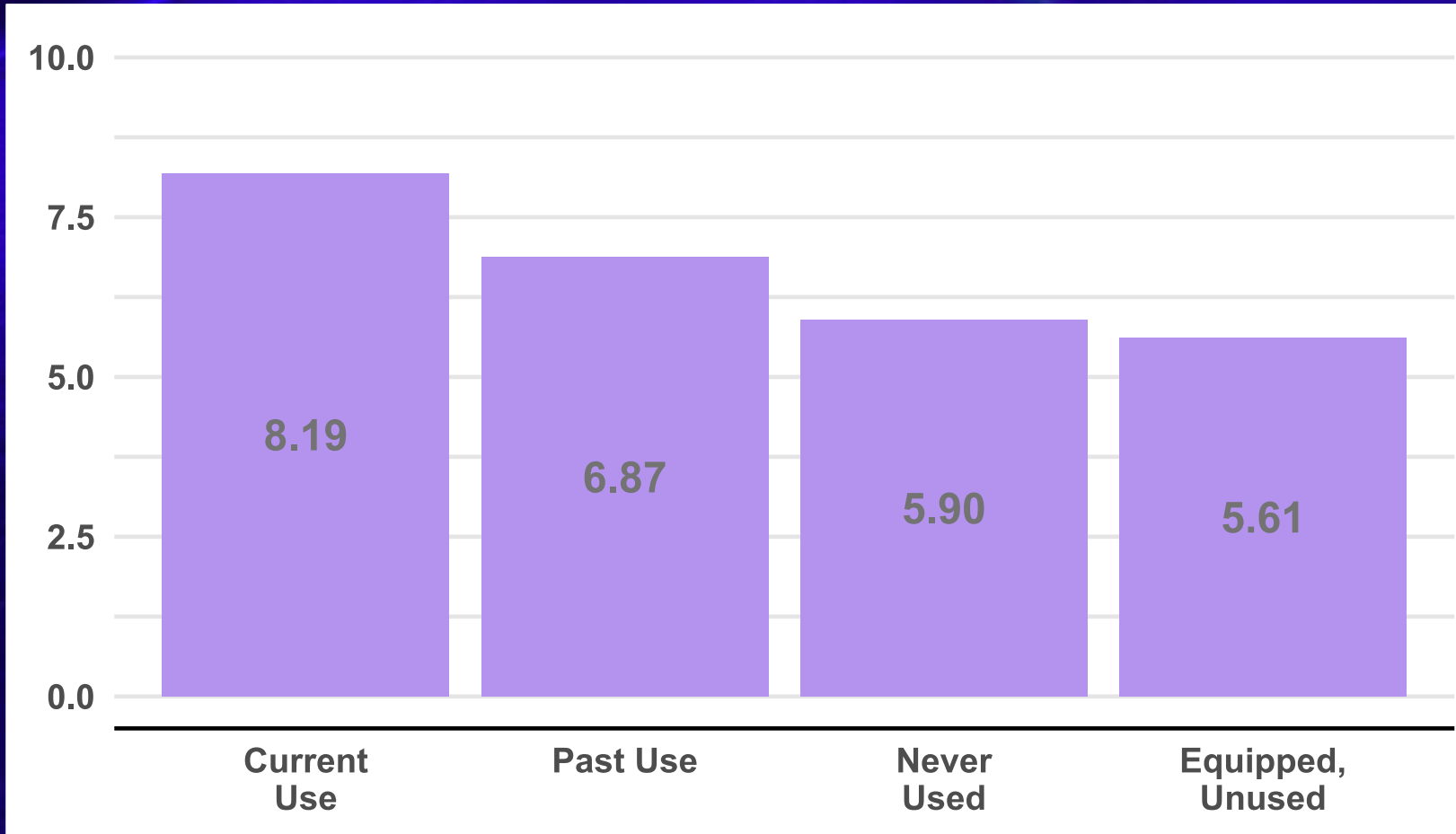


Driver DFC Approval is Low but Increases with Use



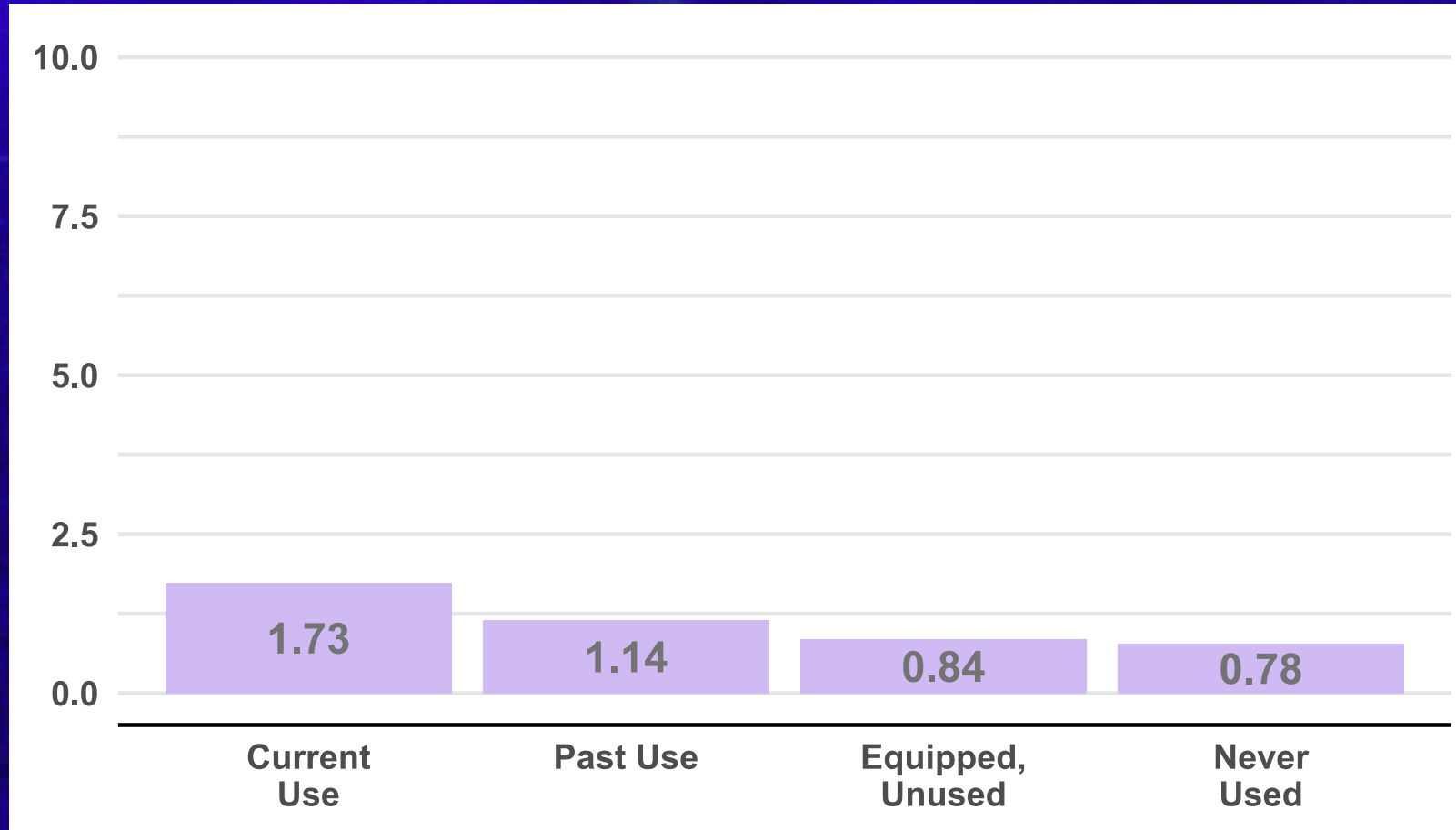
- Driver DFC approval is also higher with event-based DFCs versus continuously recording (by 22%) and new entrant drivers (31%)

Driver RFC Approval Increases with Use

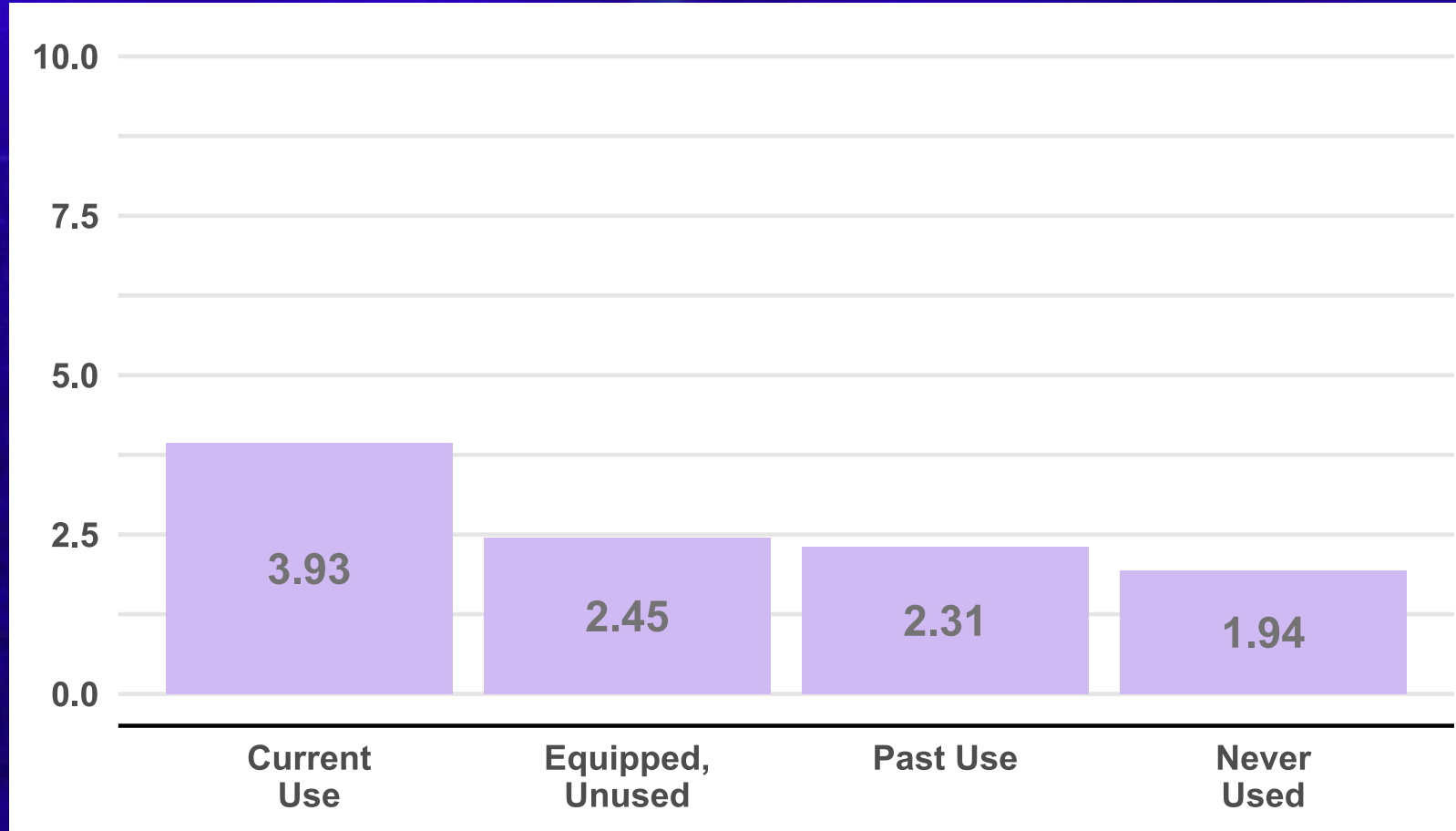


- Driver RFC approval has improved over time as more drivers use them

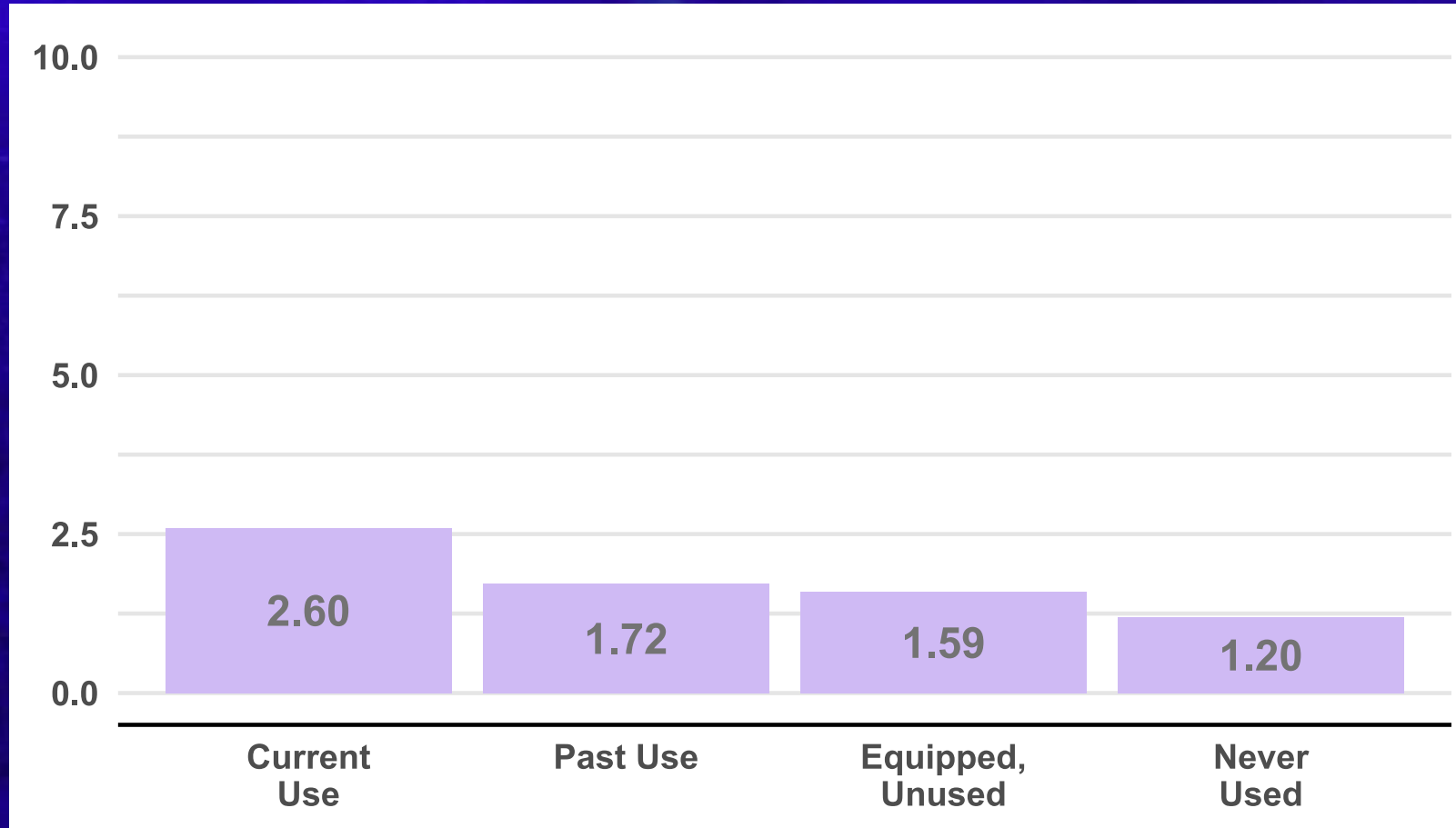
Driver Opinion: DFC Privacy Protection



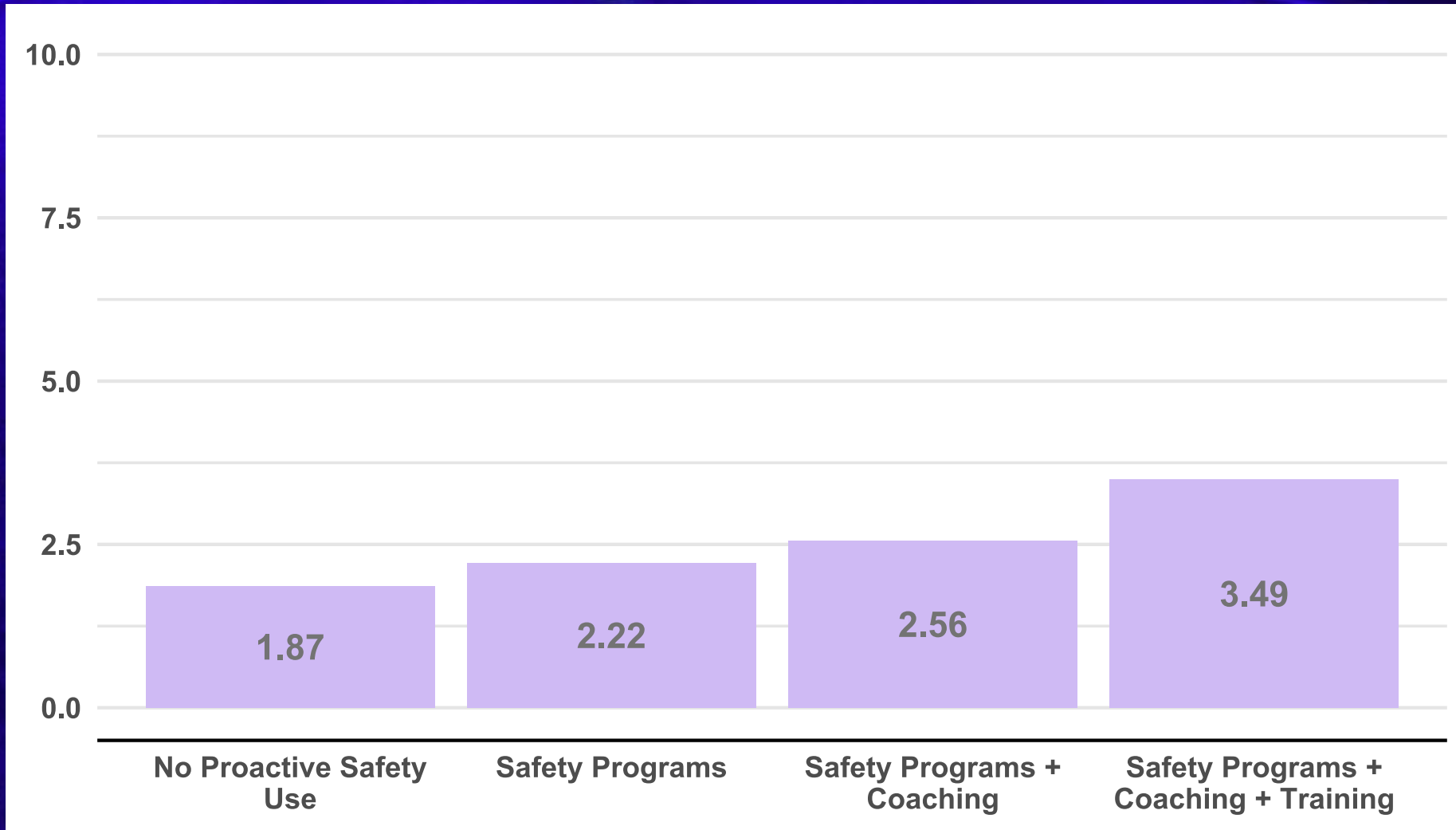
Driver Opinion: DFC Legal Effectiveness



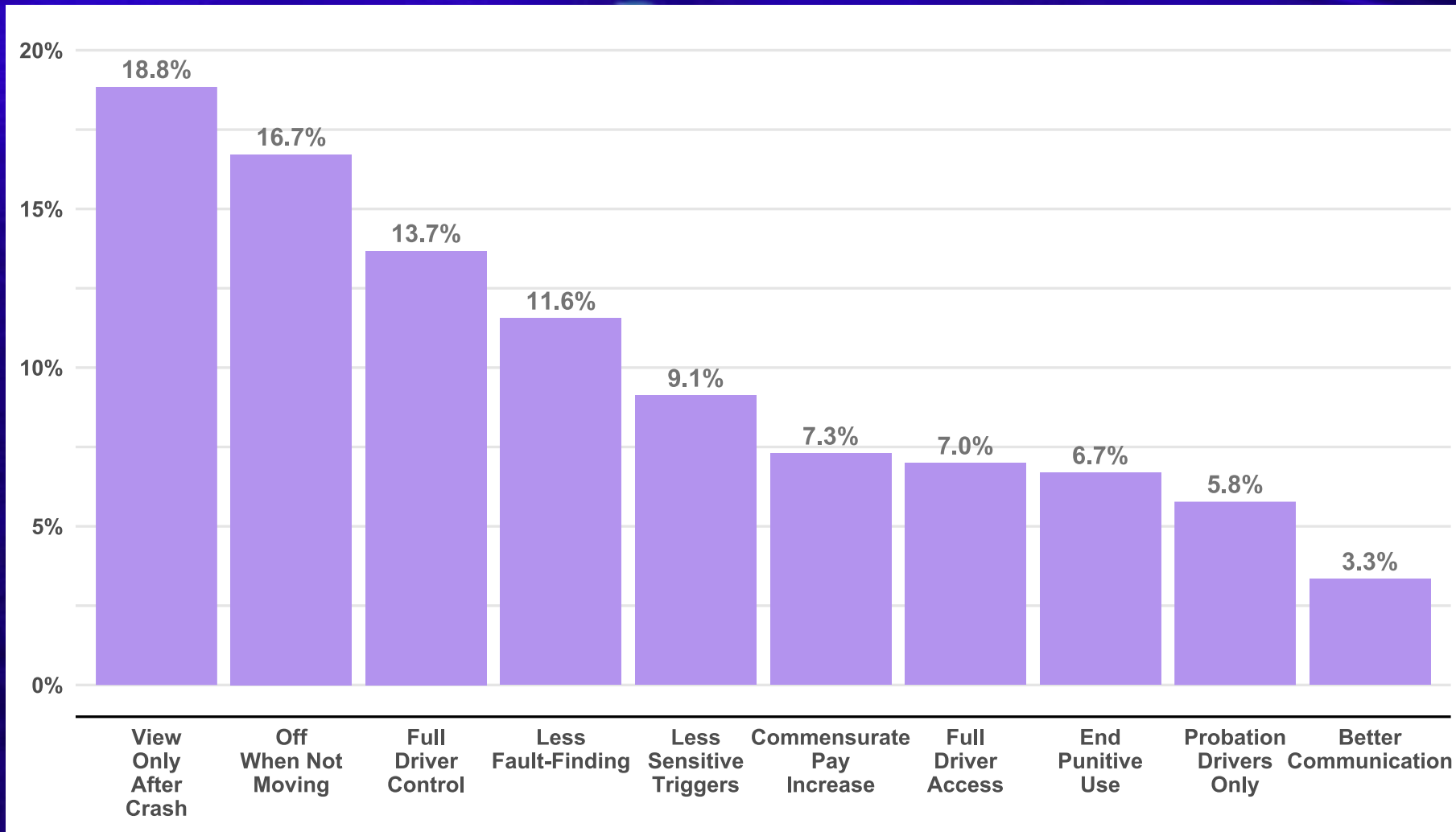
Driver Opinion: DFC Safety Improvement



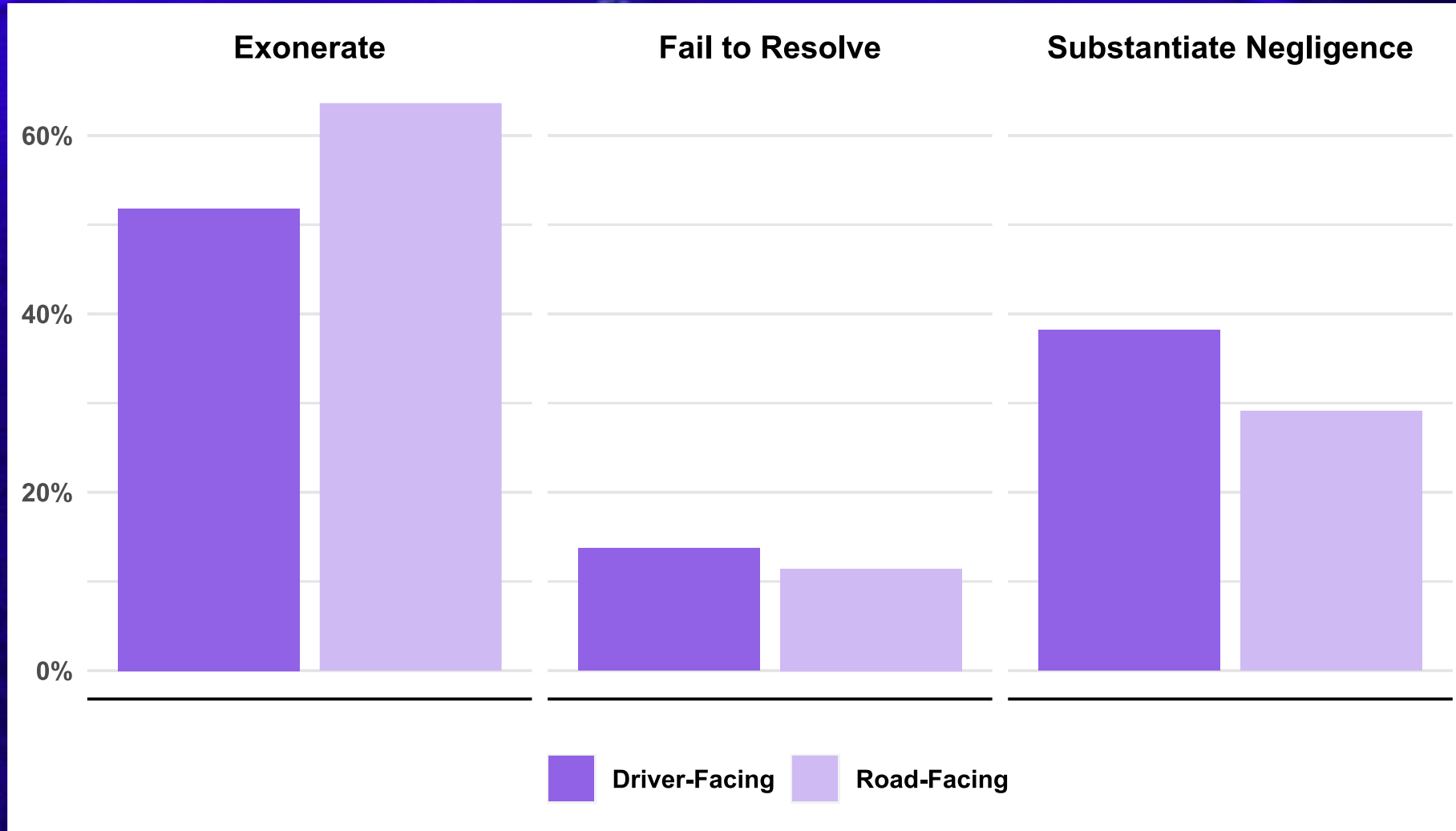
DFC Use in Preventative Safety Improves Approval



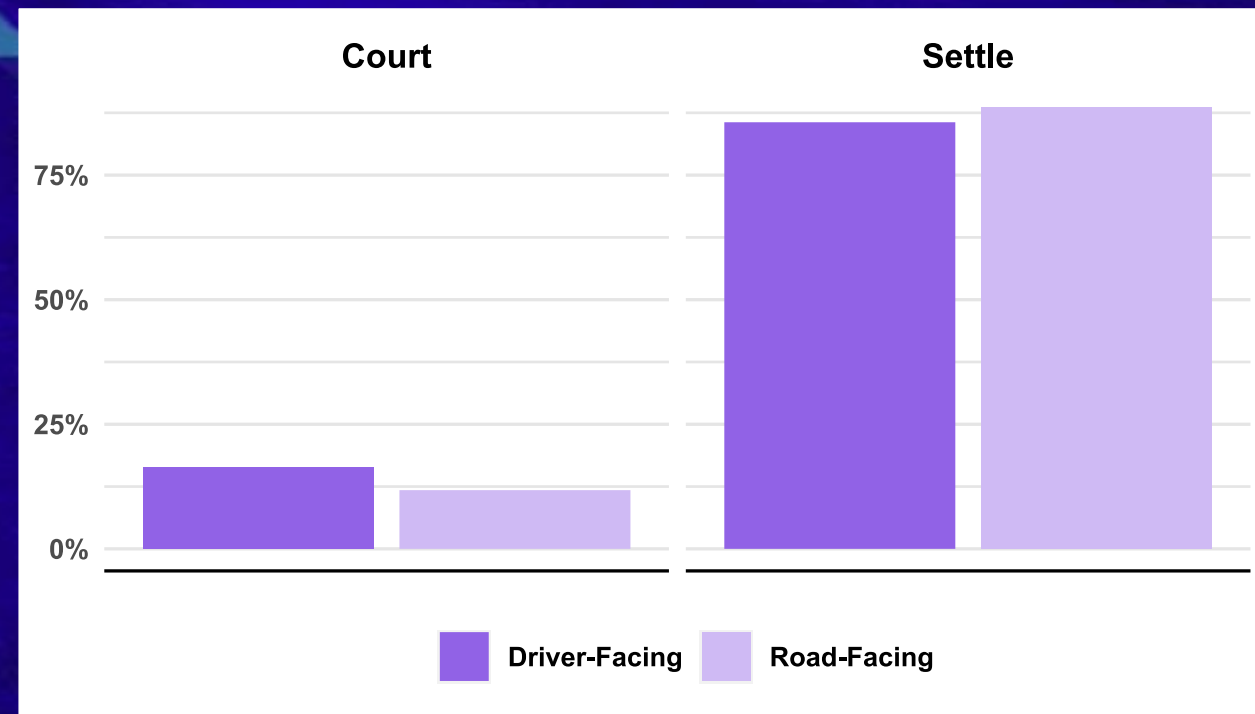
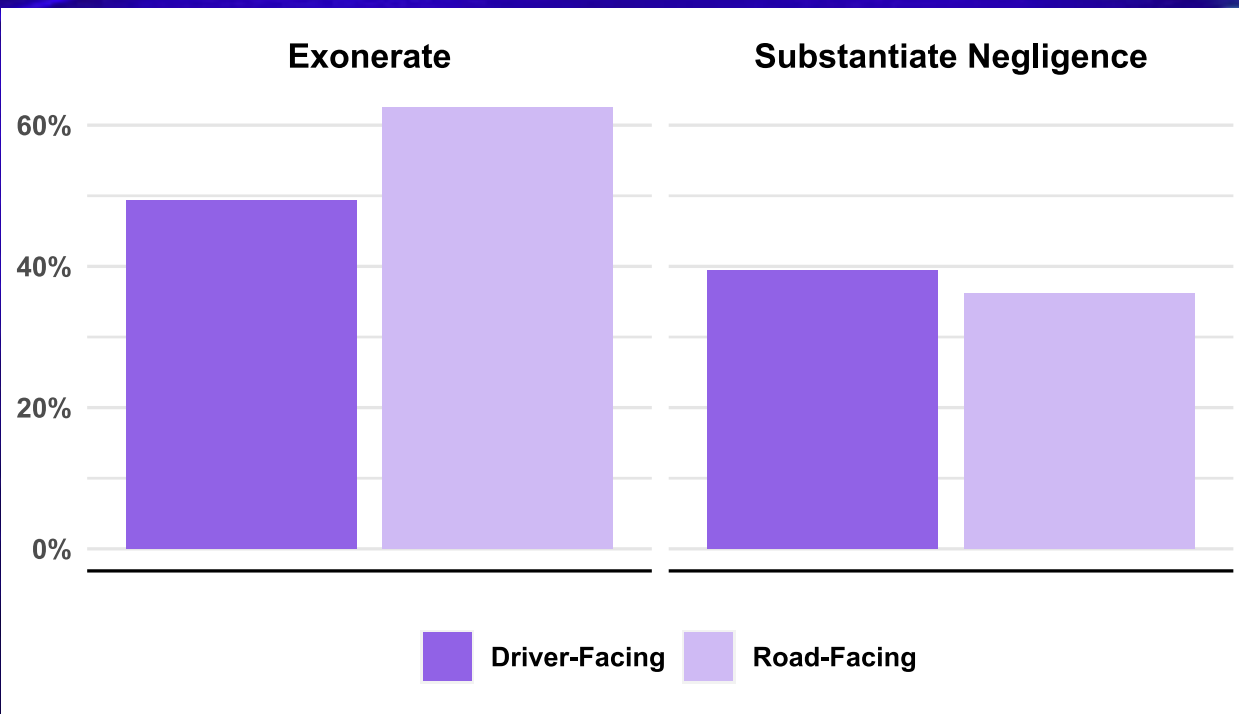
Driver Suggestions to Improve Acceptance



Impacts of Camera Footage on Insurance Claims



Impacts of Camera Footage on Litigation Outcomes



- DFC benefits in litigation are highly dependent on the development of explicit, thorough, and consistently-applied DFC policies and procedures

Fleet Recommendations

- **Drivers and legal experts (88%) prefer event-based cameras: continuous cameras can provide fodder for plaintiffs**
 - ◆ Don't classify false triggers as events or coachable
- **Policies must be explicit, transparent, consistent, thorough, and well-communicated**
- **Privacy concerns tantamount, especially for women drivers: access to footage should be limited to need-to-know basis**
 - ◆ DFCs off when truck is in park
 - ◆ Carriers can improve acceptance by giving drivers access
 - ◆ Delete footage that does not depict an incident after review, according to policy
 - ◆ Drivers, legal experts, and insurers all agree

Coaching Recommendations

- Driver approval increases when cameras used for driver training, developing safety programs, and coaching
- Insurers rated DFC-based coaching at 7.9 / 10: sooner after event is better
- Drivers and legal experts agree: less sensitive triggers mean less annoyance and less false “evidence” for plaintiffs
- Drivers dislike punitive use, though legal experts believe it necessary: prioritize positive feedback and incentivization
- Drivers dislike fault-seeking. Coaching should be outcome-focused and target recurring or major issues; coaches should have driving experience

Recommendations for Carriers that Do Not Want to Use DFCs

- **Institute and document safety procedures that make DFCs redundant**
- **Document the extraordinary storage and/or cost requirements of maintaining DFC footage for your operation**
- **Link the challenge of recruiting and retaining safe drivers with**
- **Avoid other in-cab systems (such as some RFCs) that include inactive DFCs**

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