



SAFETY DEPARTMENT



July 2023 - Distracted Driver - Watch Your Rear & Stay in the Clear!

What Happened?

On July 6, 2023, one of our End Dump Trucks. Our driver used a crossover to pull into the right lane and a motorist was reaching for something in the floorboard and collided with our truck.

You could be the best driver we have or never been involved in an incident, and we have found that distracted drivers are a real issue for ESS. We have seen issues that other motorist are on cell phones, texting, eating, drinking or even arguing with kids and in some extreme cases we have seen them reading, or applying makeup. It's crazy on the roads today!

What Have We Learned? What Behaviors or Conditions Contributed? & Reminders:

According to the CDC, "Nine people in the US are killed everyday in crashes that are reported in the distracted driving incident.

The CDC Identifies three main types of driver distraction:

- Visual: Taking your eyes off the road
- Manual: Taking your hands off the wheel
- Cognitive: Taking your mind off driving

Examples include:

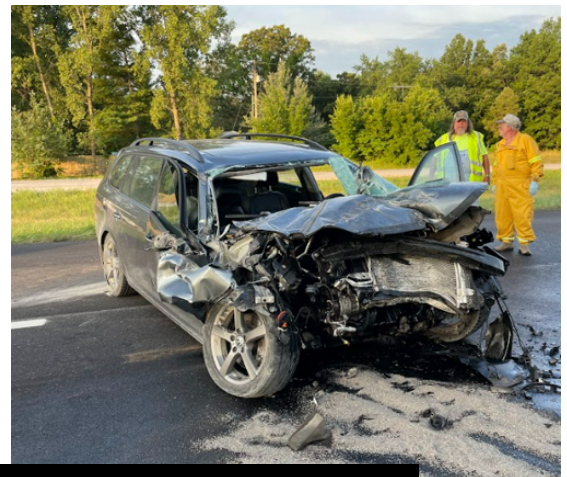
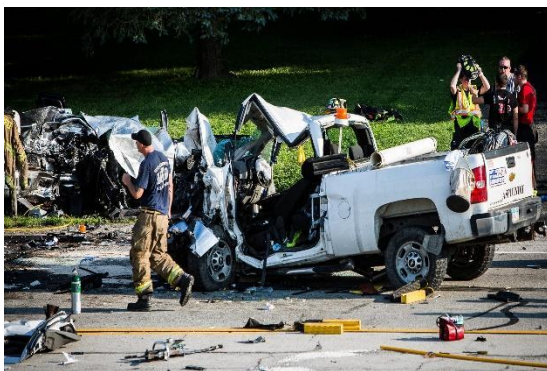
- Talking on the phone or texting
- Adjusting the radio
- Watching Videos
- Reading
- Eating

Tips for Recovery Strap Use

Many drivers are aware of the hazards of texting and driving, and they incorporate best practices to prevent these behaviors. We have done a great job of educating our drivers, but other habits can be equally distracting to perform while driving, such as picking up a phone to select new playlist or podcast.

Our large trucks have cameras facing inside the cab and we will be utilizing these to help minimize driver distracting.

Our future depends on us continuing to being able to haul or own equipment.



Text OR Drive
There is no AND



ON THE ROAD.

NOT YOUR PHONE.