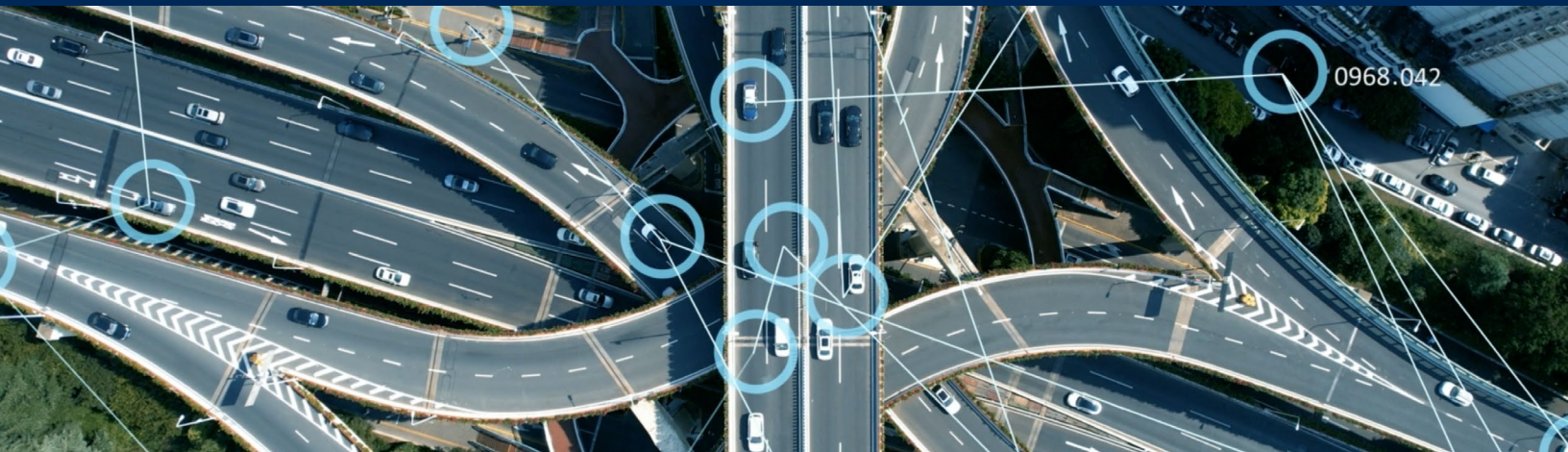


# Utility Improves Driver Safety Through Data Visibility and Reporting



## Executive Summary

Monthly speeding violations were climbing toward 19,000 — and no one could see why. Here's how one electric utility fixed that. An electric utility implemented a data-driven reporting approach using Geotab and Utilimarc. The program focused on increasing visibility into key behaviors, especially speeding, and standardizing how that data was communicated across the organization.

By shifting to consistent reporting and measuring miles driven in violation, the utility improved awareness and accountability without relying on disciplinary action. Over time, this approach led to measurable reductions in unsafe driving behaviors and eliminated manual reporting inefficiencies.

## The Challenge: Limited Visibility and Inconsistent Data

Prior to 2023, this utility relied on a GPS system that provided limited and inconsistent data. Because the system only updated every few minutes, it was difficult to validate behaviors such as speeding, leading to low trust in the data.

There was no standardized reporting process, and limited visibility into driver behavior across the fleet. Safety data was not widely used or actionable, and no dedicated role existed to managing driver safety reporting.

By prioritizing awareness and engagement, the utility was able to improve safe driving behaviors.

## The Solution: A Data-Driven Reporting Program

In March 2023, Geotab supported providing more reliable and frequent data. Early insights revealed unexpected safety issues, including speeding and seatbelt non-compliance.

To address these findings, the utility built a reporting program focused on key behaviors with emphasis on speeding and related factors such as seatbelt usage. Rather than relying on violation counts, the team chose to measure miles driven in violation, providing a more accurate representation of driver behavior.

## Results

The utility achieved measurable improvements in driver behavior through increased visibility and consistent reporting.

- 32% reduction in miles driven while speeding
- 21% reduction in speeding violation counts
- Average monthly violations reduced from approximately 19,000 to 9,800

## Program Development

The program began with manual reporting using Excel, requiring approximately four to five hours per week to compile and distribute data across multiple work groups. During this phase, additional effort was needed to help stakeholders understand the metrics and definitions.

In 2024, a partnership with Utilimarc enabled automated reporting to:

- Standardize reports across the organization
- Deliver consistent insights
- Eliminate manual reporting workload

Reports were distributed to supervisors and managers for groups with ten or more vehicles. Each group determined how to communicate the data internally, with the program focused on raising awareness rather than enforcing compliance.

## Operational Impact

- Eliminated 4–5 hours of manual reporting per week
- Enabled faster access to data and year-over-year comparisons

## What Made the Difference

- **Data Visibility:** Reliable, frequent data revealed previously unknown safety issues
- **Consistent Reporting:** Standardized reports made safety data accessible across the organization
- **Behavior-Focused Measurement:** Miles driven in violation provided a clearer picture of driver behavior
- **Awareness Over Enforcement:** Improvements were achieved without disciplinary action
- **Internal Advocacy:** Ongoing engagement helped sustain focus on safety

## Program Evolution

Building on measurable progress, the utility is now focused on three fronts: smarter measurement, richer data, and broader visibility.

Safety scorecards are in development to surface both strong performance and areas needing attention — moving beyond violation counts toward a fuller picture of driver behavior. In parallel, the team is revisiting reporting methods and rule weighting using existing telematics data, dialing in accuracy without adding new tools.

Looking further ahead, the utility is evaluating additional telematics signals and exploring video telematics — valued for both visibility and driver exoneration. Driver identification solutions are also on the roadmap.

Guiding it all is a cross-functional steering committee that keeps fleet and safety teams aligned.

## Key Takeaway

Better data changed everything. One utility cut speeding violations nearly in half — not through disciplinary action, but through visibility. When drivers and managers could see the data clearly, behavior followed.