

Where Does Your Fleet Actually Stand?

A Safety Program Assessment Tool



If you manage safety for a trucking fleet, you know the gap between effort and results. You run reports, review incidents, coach drivers, and invest in technology. But collision rates hold steady. Insurance premiums keep climbing. CSA scores don't move. Preventable accidents per million miles look the same as they did two years ago.

Many fleets try to fix this by adding more tools, such as camera systems that increase visibility into what's happening on the road. But observation alone often isn't enough to change outcomes. Without a clear benchmark for what a high-performing safety program can produce — fewer DOT violations, lower accident frequency, reduced cargo claims, and measurable fuel savings — new technology just generates more data and dashboards instead of better outcomes.

What if you could pinpoint exactly where your safety program stands and what it would take to move it forward?

This Safety Program Assessment Tool helps you do just that. It's a practical framework that allows you to:

- Diagnose how mature your safety program is today
- Understand what “good” looks like operationally
- Identify the specific actions that will move your fleet forward

Safety isn't just a compliance function. It's a performance system. Learn how to use this model to turn it into a powerful lever for supporting driver retention, operational efficiency, and fuel savings.

Why most safety programs stall

Here are the most common breakdowns that prevent safety programs from delivering consistent results.



Coaching is difficult to scale

Most fleets provide coaching for their drivers, but often only after incidents occur. This means the process is inherently reactive rather than preventative. In many cases, coaching depends heavily on one or two overextended managers who are responsible for reviewing events, delivering feedback, and keeping up with daily operations.

The result is that teams spend most of their time reacting to what has already happened instead of proactively preventing

costly driving behaviors like excessive speeding, idling, or harsh braking that quietly erode fuel efficiency over time.

That ongoing tension between reactive response and proactive prevention makes coaching incredibly difficult to scale, and is one of the biggest reasons many safety programs fail to evolve beyond a reactive state.

One of the simplest ways to solve this is to operationalize coaching through platforms that surface high-impact behaviors automatically and trigger timely, consistent feedback. These systems also make it easier to prioritize coaching based on risk instead of recency, so managers can direct their efforts to where it matters most.

It's challenging to know what "good" actually looks like

There's no single, universally adopted benchmark for a safety program. Technology vendors may publish event rates, video capture stats, and driver scores, but they don't answer the most important question: Is your program structurally sound?

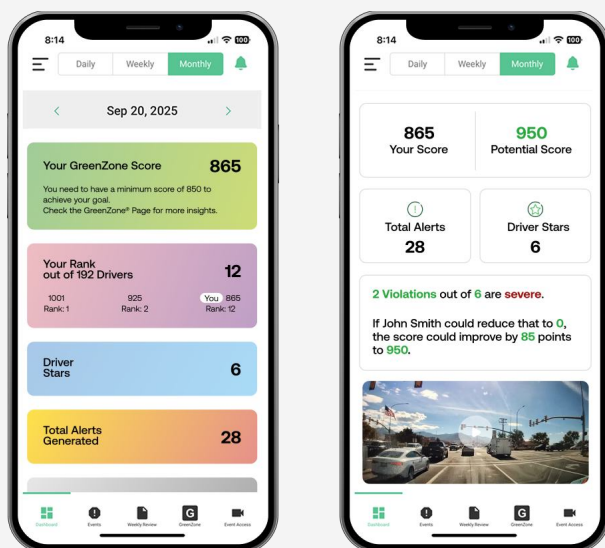
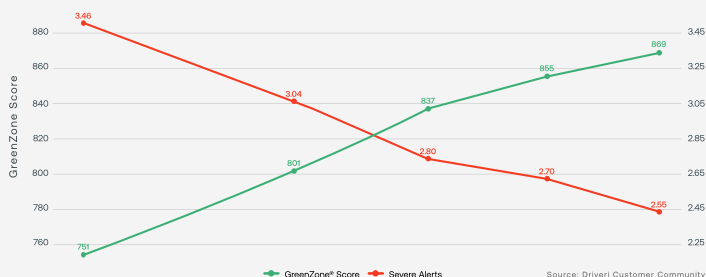
That means safety leaders have to interpret performance in isolation, without a clear reference point for comparison or improvement. How can you tell whether your fleet is behind your peers, operating at an average level, or actually approaching what "excellence" looks like in practice? What would that require operationally?

This is where structured scoring systems like the GreenZone® Score can provide a unique lens through which to evaluate fleet performance. This type of scoring framework helps fleets understand whether improvements are real, sustained, and even correlated with revenue impact and core operational costs like fuel consumption.

For example, the GreenZone scoring model is based on an analysis of over a billion miles of driving data, and every 50-point improvement in a fleet's GreenZone Score correlates to approximately 13–15% fewer accidents per million miles.

GreenZone Improvement

Decrease in severe risk directly correlates to increase in fleet GreenZone Score.



Improper coaching strains driver relationships

When programs rely heavily on punitive coaching, drivers naturally disengage because they see safety as enforcement, not support. Conversations become more defensive, trust erodes, and behavior change slows down (or behaviors stop improving altogether).

Over time, drivers stop volunteering context or asking questions, which makes it harder to uncover root causes of inefficient driving habits that impact both safety and fuel usage. This creates a cycle where managers push harder, drivers pull back, and meaningful improvement becomes increasingly difficult.

An effective way to break that cycle is to shift from primarily correcting mistakes to reinforcing what good looks like. According to a study on how incentives influence safe driving, behavior change is far more sustainable when drivers are recognized early and often, not just when something goes wrong.

The study followed drivers over 86 driving days and examined different financial incentive systems aimed at improving driver safety, specifically by reducing speeding, tailgating, and unsafe lane changes. It found that small, regular rewards were more effective than larger, infrequent ones, highlighting that consistency and immediacy matter more than size when it comes to influencing driver behavior.

Data overload leads to inaction

More alerts don't automatically translate to better decisions. In fact, they can have the opposite effect when there's no clear system for prioritization.

This leads to safety teams chasing volume instead of impact, working through large queues of events without a clear sense of which behaviors actually pose the greatest risk. The impact reaches managers too, who in turn spend more time sorting, filtering, and reacting to data than actually engaging with drivers in meaningful ways when timing is vital.

The system that collects this data should also be able to distinguish between true unsafe behavior and situational exceptions. Imagine a four-way stop where an officer is directing traffic and waves a driver through.

A basic telematics system detects the stop sign, monitors speed, and highlights a rolling stop if the driver is just following the officer's direction. Some platforms recognize this controlled-traffic context and suppress or reclassify the event so it doesn't trigger unnecessary coaching or inflate risk scores. This allows managers to focus on coaching moments that actually reduce risk instead of second-guessing edge cases.

The Fleet Safety Assessment Tool: From reactive to predictive in four stages

The Fleet Safety Maturity Model gives you a clear framework to evaluate what your fleet is doing and how those efforts actually translate into day-to-day driver behavior and operational outcomes.

There are four stages in this Safety Maturity Model: Reactive, Compliant, Proactive, and Predictive. The first stage establishes the baseline, where fleets are primarily responding to events, and each subsequent stage reflects a shift in how fleets use data, coach drivers, control fuel costs, and engage their workforce.

To make these stages more concrete, we'll include examples of operational signals alongside each stage and typical GreenZone score ranges we've observed in fleets that are operating at that level, across a range of industries and sizes.

Each stage also includes assessment criteria and observable milestones that will help you determine where your fleet stands based on how your current program operates day to day.

Finally, you will find a list of tactics for each stage, with two levels of effort:

1. **High-impact quick wins** that create momentum
2. Building **structural capabilities** that sustain progress

Stage 1

Reactive: Fixing incidents

What Stage-1 fleets look like operationally: irregular coaching, frequent firefighting, and low driver engagement.

In Stage 1 fleets, safety revolves around reacting to incidents. Most coaching happens and safety managers review data in response to crashes, complaints, or severe events. Outcomes depend heavily on individual managers, which creates a lack of consistency across the fleet.

For fleets in this stage, the goal is to reduce chaos and shorten the time between an event and a coaching conversation by creating basic visibility. Timing is the first real lever for behavior change, and in many reactive programs, coaching happens days or even weeks after an incident. By then, the moment is gone; the driver doesn't remember the situation clearly, and the feedback feels abstract.

The shift from delayed reactions to more timely feedback is often the first meaningful improvement a fleet makes. By establishing faster follow-through and a more regular rhythm for turning events into coaching conversations, Stage-1 fleets can create the basic structure required to start operating less reactively and ensure their early improvements will stick.

Is your fleet in Stage 1?

Stage-1 fleets typically exhibit at least three out of these five characteristics:

1. Coaching follows a somewhat-defined process

- There may be a coaching SOP or script in place, but it isn't applied consistently across managers or situations
- Coaching is still largely driven by individual habits rather than a shared operating standard

2. You're in the midst of identifying top risk behaviors

- Most fleets begin narrowing focus to a small set of high-impact behaviors (e.g., speeding, distraction, following distance)
- Alignment on definitions and enforcement can still vary across teams

3. You're reviewing data on a recurring basis

- There's usually some form of monthly or periodic review
- Reviews tend to be manual and limited to select stakeholders

4. Some drivers understand expectations

- Drivers generally understand that certain behaviors matter
- Clarity around thresholds, triggers, and consequences may still vary depending on the manager or situation

5. You're tracking coaching activities

- You're starting to log coaching sessions
- Visibility is still incomplete
- There isn't a fully reliable system for understanding coverage or effectiveness yet



Stage 1 playbook/tactics

Use these tactics to help your fleet operate at the top of Stage 1 and build the foundations you'll need to progress to Stage 2.

Quick wins (30–90 days):

- ☐ Define your top 3–5 risky behaviors (e.g., speeding, distraction, following distance)
- ☐ Publish and standardize these behaviors across all coaching conversations
- ☐ Set a coaching time window within 24–48 hours of events
- ☐ Introduce a simple coaching structure: What happened, why it matters, and what to do differently next time
- ☐ Start tracking coaching activity consistently (even if it's just in a spreadsheet)

Structural investments (3–12 months):

- ☐ Define coaching triggers and assign responsibilities (e.g., who flags events and who's expected to start coaching)
- ☐ Set up a recurring safety review cadence (at least once a month) with members of leadership.
- ☐ Create visibility into repeat offenders and behavior trends
- ☐ Establish basic escalation paths so it's always clear what happens when a risky event is identified (e.g., who gets notified and what the expected next step is)

Stage 2

Compliant: Following the rules

What Stage-2 fleets look like operationally: more discipline compared to fleets in Stage 1, but limited behavior change.

At this stage, your fleet has some structure. Maybe you've defined policies, introduced documentation, or established more frequent coaching. Safety has shifted from a purely reactive incident response to more structured rule enforcement, but it's still largely event-driven rather than behavior-driven.

In Stage 1, a key improvement tactic was to reduce the delay between an event and coaching. But even when coaching happens within 24 to 48 hours of an event, that's still well after the event has already happened.

Fleets in Stage 2 have a goal of compressing the feedback loop closer to the moment of behavior itself. At this point, same-day coaching is simply the baseline, with the goal being real-time (or near-real-time) in-cab alerts that empower drivers to correct behavior immediately. When feedback happens in the moment, drivers don't have to reconstruct what happened or sit through long review sessions trying to recall events.

At Charley's Taxi, for instance, in-cab alerts helped drivers improve following distance by 10%, demonstrating how real-time intervention can change behavior. This also translates into fewer near-misses and incidents. According to a survey of more than 500 professional drivers conducted by Together for Safer Roads (TSR), over a quarter of respondents reported recalling avoiding a crash was due to in-cab alerts.

Another potential benefit of in-cab alerts for both drivers and coaches is it removes the friction from face-to-face coaching conversations. Depending on the manager, this type of feedback delivery may feel more objective and less confrontational compared to a one-on-one safety review.

Finally, fleets in Stage 2 begin introducing positive reinforcement to change the tone of safety from purely corrective or punitive to more balanced and incentive-driven. This gives drivers a clear path to success, making expectations more tangible and achievable while also increasing buy-in and engagement.

Is your fleet in Stage 2?

Stage-2 fleets typically exhibit at least three out of these five characteristics:

1. Coaching happens on a weekly cadence

- It doesn't just happen in response to incidents
- The fleet has set an expectation for managers to coach regularly
- Coaching becomes part of the operating rhythm

2. You're prioritizing coaching based on risk

- Focus on repeat offenders, high-severity events, or bottom cohorts
- Coaches tailor feedback to what drivers individually need

3. Managers are using positive reinforcement

- Coaches and managers recognize safe driving in informal ways, such as shout-outs and small rewards
- Drivers see a path to succeed

4. Drivers have a voice

- Drivers can challenge events or provide context, which reduces friction and builds trust
- The fleet uses driver input to help refine the safety program and ensure policies reflect real-world experiences

5. Follow-up is standard

- Coaching doesn't end once the conversation is over
- You're tracking and addressing repeat risky behaviors or events

Stage 2 playbook/tactics

Use these tactics to help your fleet operate at the top of Stage 2 and build the foundations you'll need to progress to Stage 3.

Quick wins (30–90 days):

- ☐ Establish a true weekly coaching cadence (not just event-driven)
- ☐ Prioritize coaching for repeat offenders, bottom-performing drivers, and high-severity events
- ☐ Introduce real-time or near-real-time feedback (e.g., through in-cab alerts)
- ☐ Add follow-up checks after coaching:
 - Did behavior improve?
 - Did it repeat?

Structural investments (3–12 months):

- ☐ Build a closed-loop coaching system where each coaching event has an owner for action and follow-up
- ☐ Formalize and standardize existing driver feedback or dispute process across the fleet so there are clear rules for how and when to challenge events
- ☐ Track behavior change (e.g., compare event frequency before and after coaching)
- ☐ Introduce lightweight recognition tracking (e.g., who is being recognized and why)



Recognize John

- ☒ Excellent! Your alert count (2) is 4.8 alerts below the fleet average (6.8 per driver). You're driving more safely than most!

Opportunities for Improvement

- ☐ Your fuel efficiency is below the fleet average by 5.0 MPG. Work on improving your fuel economy to match your peers.

Stage 3

Proactive: Changing behavior early

What Stage-3 fleets look like operationally: structured, forward-looking coaching that drives measurable improvement.

This is where real transformation begins. Beyond leaving reactivity behind, Stage-3 fleets can often prevent problems before they happen by operating more strategically and focusing attention on the behaviors and drivers that carry the highest risk of future incidents.

There's also a shift in how coaching and accountability show up on a daily basis. Drivers are able to self-coach and correct minor day-to-day mistakes, while managers' coaching now focuses on leading indicators like speeding, distraction, and following distance instead of just what drivers did wrong when an incident happened.

MMC Materials, for example, has implemented a driver self-coaching system that gives drivers direct access to their performance data and event footage so they can review their own driving and correct behavior independently between manager coaching sessions. "They can log on, see their score, and watch videos. They can self-correct, sometimes for mistakes they truly believed they did not make," says Kyle Beckman, Director of Compliance and Innovation.

"We've had some drivers completely eliminate issues and dramatically reduce speeding and distracted driving." So far, the fleet has decreased speeding by an estimated 78 percent.

Beyond self-coaching, Stage-3 fleets that are performing at the top of this level also demonstrate a culture of peer accountability, where drivers begin coaching each other. Instead of relying entirely on managers or focusing only on personal performance, experienced drivers guide newer ones, and the team aligns around shared goals. This reduces the overall burden on safety managers. More importantly, it accelerates behavior change by distributing coaching across the wider team and reinforcing safe habits as part of daily work, rather than waiting for formal feedback after an incident.

Finally, leadership begins to recognize safety as a performance driver with measurable business impact, and starts incorporating it into operational decisions like routing, coaching priorities, fuel efficiency discussions, and retention strategy.

This is where fleets begin to see additional benefits, like:

- **Improved fuel efficiency** due to less unnecessary acceleration, harsh braking, and idle time
- **Stronger insurance positioning** with demonstrated improvements in driver behavior and reduced risk exposure
- **Better driver retention** as a result of more supportive, feedback-driven coaching that improves trust and engagement

Is your fleet in Stage 3?

Stage-3 fleets typically exhibit at least three out of these five characteristics:

1. You've formalized supervisor accountability

- Coaching expectations are tied to performance
- Scorecards track coaching quality and completion

2. Safety is integrated cross-functionally

- Operations, Dispatch, and HR teams all participate
- Safety metrics influence broader business decisions
- Safety discussions happen outside safety meetings

3. You're measuring coaching impact and not just activity

- Managers are evaluating effectiveness and tracking behavior change after coaching
- You're using structured recognition systems (not just ad hoc praise), with criteria tied to performance trends

4. Team-based goals and peer accountability exist

- Drivers work toward shared performance goals
- More experienced drivers are beginning to coach newer drivers without prompting from managers

5. Leading indicators drive decisions

- Managers are identifying high-risk drivers early based on repeated leading indicator triggers, not just after incidents occur
- You're systematically tracking behaviors that cause accidents, like:
 - Speeding
 - Following distance
 - Distraction
 - Fatigue
 - Signal violations

Stage 3 playbook/tactics

Use these tactics to help your fleet operate at the top of Stage 3 and build the foundations you'll need to progress to Stage 4.

Quick wins (30–90 days):

- ☐ Track supervisor performance (with metrics like coaching completion and driver improvement)
- ☐ Add team-based safety goals to support individual metrics
- ☐ Make performance transparent across teams with simple dashboards or reports that show team vs. team performance and improvement trends over time
- ☐ Formalize driver recognition with a repeatable system and telematics platform that tie recognition to performance data rather than just manager discretion

Structural investments (3–12 months):

- ☐ Pair high-performing drivers with new or struggling drivers to enable peer-to-peer coaching, like a “mentoring program.”
- ☐ Integrate safety into operations, dispatch, and HR workflows
- ☐ Standardize behavior change measurement (e.g., track repeat events for coached behaviors, measure improvement within two to four weeks post-coaching)
- ☐ Build a prioritization engine to focus coaching effort (e.g., use data to identify high-risk drivers based on leading indicators, and rank coaching opportunities by risk level)



Stage 4

Predictive: Designing risk out of the system

What Stage-4 fleets look like operationally: a system with cross-functional ownership that sustains itself and continuously improves as the fleet grows.

At this stage, safety is no longer a standalone function; it's embedded into how the entire fleet operates, making it a true competitive advantage rather than just a compliance requirement.

Instead of reacting to risk or even simply anticipating it, Stage-4 fleets are actively designing it out of the system by using data, coaching infrastructure, and operational controls to prevent high-risk conditions from emerging in the first place.

Teams focus on why certain behaviors are trending and how to intervene before they escalate. Coaching is highly targeted but operationally efficient, using automation to ensure the right drivers receive the right intervention at the right time without relying on manual reviews or individual judgment.

Because of this structure, Stage-4 fleets can scale performance more easily. As fleets grow, the system is designed to scale without losing effectiveness because feedback loops stay tight, coaching remains timely and tailored to individual drivers, and performance improvements can build on prior gains instead of resetting.

The impact of this extends beyond incident reduction, with Stage-4 fleets typically seeing meaningful gains across multiple parts of the business. These include lower operating costs as a result of improved fuel efficiency, stronger customer relationships due to higher reliability, and reduced insurance costs as risk profiles become more predictable and demonstrably lower over time.

At this level, leadership is comfortable with treating safety performance as a core operating input alongside cost, service, and productivity. It directly influences strategic decisions such as route design, fleet utilization, and capital allocation, becoming a core lever for scaling performance across the entire operation.



Is your fleet in Stage 4?

Stage-4 fleets typically exhibit at least three out of these five characteristics:

1. You're anticipating risk, not just managing it

- You can identify trends weeks in advance
- Managers are proactively intervening with targeted coaching or operational changes before behaviors escalate into measurable events

2. Culture is sustaining performance

- New drivers are adopting existing norms quickly
- Safety expectations require minimal intervention to maintain performance standards
- Peers, not just managers, are enforcing good driving habits

3. Leadership uses safety as a business lever

- Safety metrics appear alongside financial metrics in business-level reviews and reports
- Safety performance directly influences operational decisions such as routing, scheduling, and capacity planning
- Risk trends support evaluations of trade-offs between cost, service levels, and asset utilization

4. External stakeholders are recognizing performance

- Insurers may engage more favorably by offering better terms or earlier renewals based on demonstrated risk reduction
- Shippers view your fleet as a preferred, lower-risk carrier and may prioritize you for long-term contracts and strategic partnerships
- Recruitment typically becomes easier as strong safety performance and reputation attract higher-quality drivers and reduce time-to-hire

5. You've designed continuous optimization into the system

- Recognition, coaching, and intervention are fully automated or triggered based on predictive signals (e.g., repeated speeding events within a short time window or long continuous driving without breaks)
- You're able to continuously refine performance feedback loops using data and improve accuracy and effectiveness without manual resets or program overhauls

Stage 4 playbook/tactics

Use these tactics to help your fleet operate at the top of Stage 4 and maintain excellence over the long term.

Quick wins (30–90 days):

- ☐ Review risk trends (not individual events) weekly or biweekly with clear actions (e.g., targeted coaching or route adjustments)
- ☐ Tie safety metrics to operational KPIs (e.g., correlating driving behaviors like speeding and harsh braking with fuel usage and maintenance costs)
- ☐ Make safety performance readily shareable both internally and externally with insurers, customers, or prospects

Structural investments (3–12 months):

- ☐ Build predictive risk models that identify routes, drivers, and/or behaviors most likely to result in future incidents using historical and real-time data
- ☐ Use benchmarking (e.g., GreenZone scores) to validate performance and support insurer conversations
- ☐ Highlight safety performance in RFPs and equip sales teams with safety performance metrics and talking points
- ☐ Use driver performance and recognition programs in recruiting materials
- ☐ Review and adjust safety goals quarterly to create a continuous optimization loop

Operationalize safety to unlock consistent fleet performance

Investing in tools and responding to incidents are important, but without the operational systems that drive reliability and predictability, those efforts aren't enough to translate into sustained improvement.

Across every stage, the biggest safety gains come from a small number of disciplined actions executed well. Using data-based scoring models and a holistic approach to coaching helps fleets engage drivers intentionally, creating

systems where they understand expectations, feel supported, and have a clear path to succeed.

Most importantly, they follow through relentlessly to ensure that coaching, feedback, and recognition directly impact driver behaviors over time. This improves not just safety outcomes, but also operational efficiency and fuel performance across the fleet.

If you want to understand where your fleet stands today and what it will take to move forward, now is the time to take a structured approach. Talk to Netradyne's experts about how to assess your safety program and identify the systems that will improve performance across your entire fleet.

[Book a demo](#)



ABC Supply keeps its drivers safe with Netradyne.