



Improving Highway Safety with Technology



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Director of Safety
M&M Cartage Co, Inc.
Louisville, KY*



M&M Cartage
Family-owned since 1972

***Who's at
Fault?***





Apr 08 2021 (Thu) 02:51:14 PM EDT

37MPH (Limit: 45MPH)

REL: -7MPH



Benefits of Dash-Cam Technology



80+% crashes not
drivers' fault



The goal is to
keep you driving



Designed to
recognize good
driving



Fair and
Consistent
scoring



Video supports
the story



Video used to
quickly protect



Analyze Everything



DriverStars



Following
Distance



Forward
Collision



Stop
Sign



Hard
Braking



Driver
Alert



In-Cab
Audio



Distracted



Drowsy / Yawn



Pedestrian
Detection



U-Turn



Traffic
Signal



Hard
Turn



Fleet
Tracking



Event
Access



Seatbelt



Obstruction



Weaving



Vehicle
Speed



Posted
Speed



Hard
Acceleration



DHUBx



DriveriOne

Aug 20, 2025 (Wed) 02:51:21 PM EDT

60MPH (Limit: 70MPH)

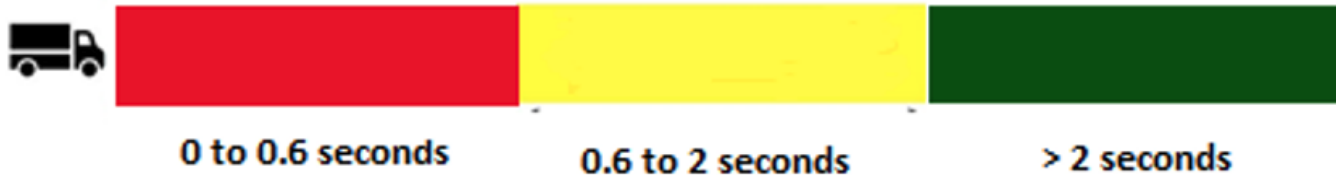


Following Distance

Following Distance alerts are generated when a driver is driving at a speed of 15mph or greater in the red zone for a consecutive period of 10 seconds or more.

M&M Cartage Co. average following distance: **3.7 seconds**

Cohort average following distance: **3.7 seconds**



Risky Tailgating refers to time spent in the red zone, while **Total Tailgating** refers to time spent in the red or yellow zones.

Alerts

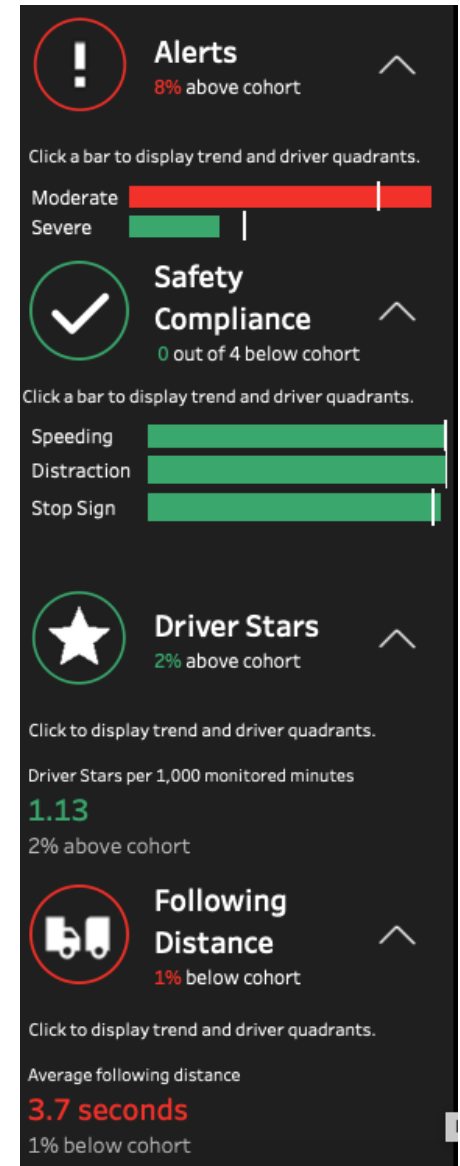
Alerts: **Moderate** VS **Severe** (per 1000mm)

* MM- monitored minutes

M&M Cartage Co **5.4 moderate alerts** per 1000 mm
Cohort **4.4 moderate alerts** per 1000mm

M&M Cartage Co is **21% higher** than cohort.

M&M Cartage Co. **1.6 severe alerts** per 1000 mm
Cohort **2.0 sever alerts** per 1000mm
M&M Cartage Co is **22% below** the cohort.



Fleet Performance Dashboard

TOTAL ALERTS

7891  Severe & Moderate ☒

TOTAL DRIVERSTARS

1824  DriverStars ☒


TOTAL ALERT GROUPS


1503 HARSH HANDLING ☒


1281 SIGN/SIGNAL VIOLATIONS ☒

89 ADVISORY ☒

FREQUENT ALERTS

3216  Speeding Violations ☒

1666  Following Distance ☒

861  Sign Violations ☒

GREENZONE 
911 Average Fleet Score ☒

NOTIFICATION 
24.4% Total % of Drivers

RECOGNITION 
29.6% Total % of Drivers

GREENZONE
Drivers with highest GreenZone Score

 **JEFF SATTERFIELD**
SATJEF

1013 MonthlyScore ☒

 **TODD CRADY**
CRADT

1010 MonthlyScore ☒

 **BRIAN VERTREES**
VERTB

1007 MonthlyScore ☒

GREENZONE
Drivers with lowest GreenZone Score

 **DEWAUN EDDINGS**
EDDID

517 MonthlyScore ☒

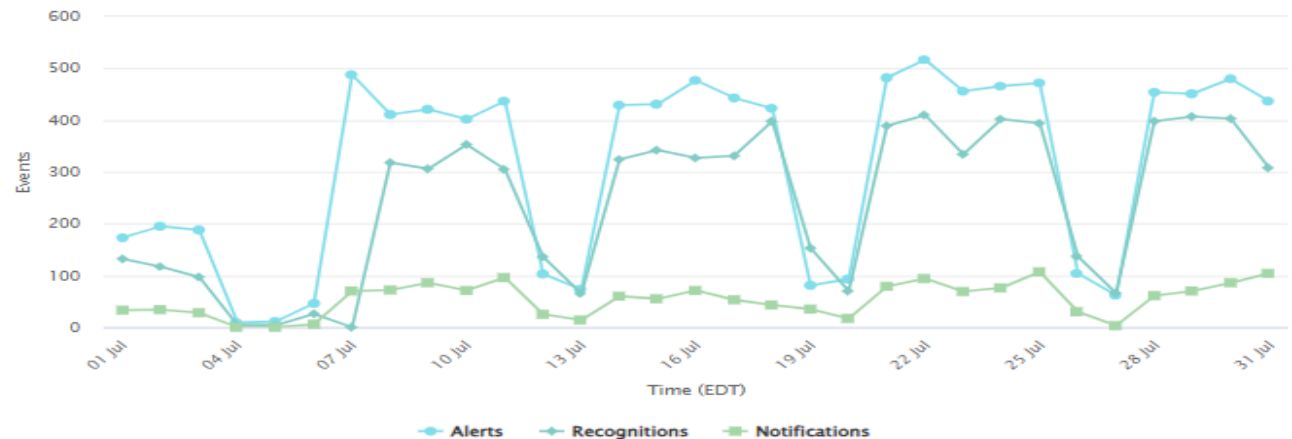
 **BOBBY LUDWIG**
LUDWB

600 MonthlyScore ☒

 **KEITH BLAIR**
BLAIK

610 MonthlyScore ☒

EVENTS VS TIME



COACHING CORNER

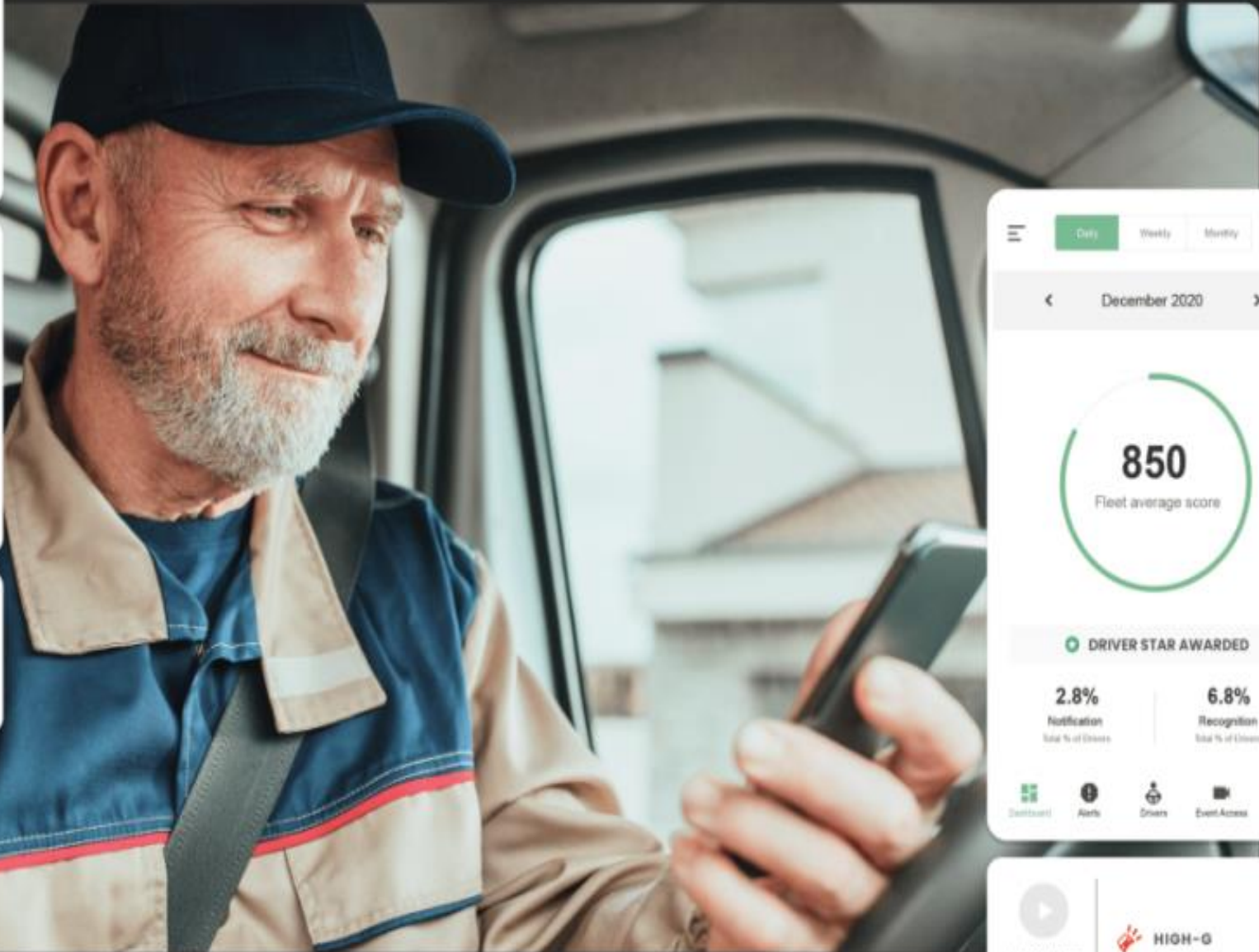




HARD-BRAKING
A few seconds ago | Engine ON • | 65MPH

Coachable Events

- Following Distance
- Hard Braking
- Hard Acceleration
- High - G
- Traffic Light Violation
- Hard Turn
- Speeding Violations



Driverstars

per 1000 monitored minutes

M&M Cartage Co. driver stars per 1000mm: **1.13**

Cohort driver stars per 1000mm: **1.10**

M&M Cartage Co. is **2%** above the cohort.

Situational DriverStars



Create Space



Move Over



Lane Merge

[New] Durational (Streaks) DriverStars



Attentive Driving

Awarded when a driver remains attentive of **2,400** monitored minutes where the driver is visible on the inward camera.



Safe Following Distance

when a driver maintains an Average Following Distance of at least **3.6 seconds** for a total of **1,500 monitored minutes**



Safe Speed

when a driver completes a total of **3,600 monitored driving** minutes without going above the set speed threshold.



Stop Sign

when a driver stops at **75 consecutive stop signs**.

Driver Star Alert

Created separation by Slowing Down



Driver Star Streak Achieved / Safe Following distance

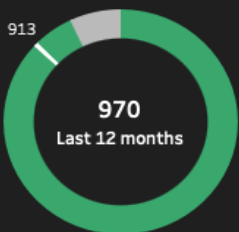
GreenZone Benchmark Report

Aug 2024-Aug 2025

GreenZone Benchmark Dashboard | M&M Cartage Co.


Explore GreenZone score and other performance metrics for M&M Cartage Co. - All Drivers.


GreenZone score is 6.3% above cohort. ⓘ



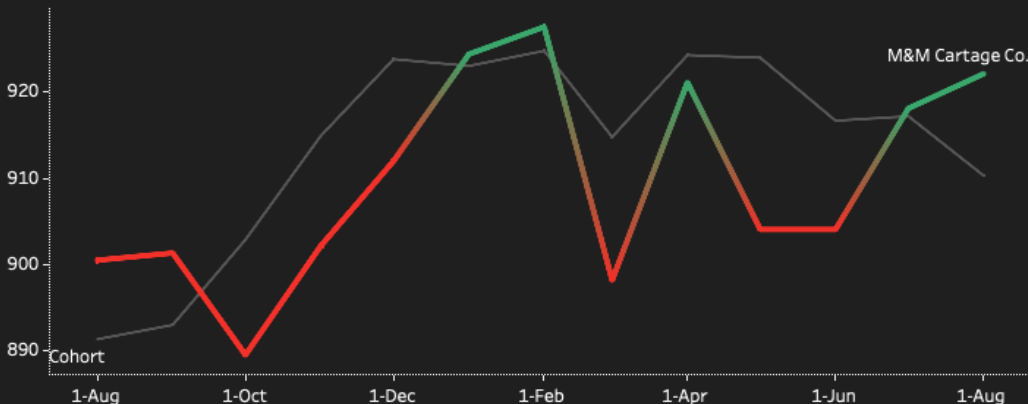
 **Alerts**
32% below cohort

 **Safety Compliance**
0 out of 4 below cohort

 **Driver Stars**
9% below cohort

 **Following Distance**
2% below cohort

M&M Cartage Co.'s GreenZone score



Try to reach a higher percentage in the upper right quadrant

Scored above 850
Less driving time

43%

52%

★ Scored above 850
★ More driving time

5%

Scored below 850
Less driving time

Scored below 850
More driving time

M&M Cartage Co.
GreenZone score: 970

Cohort
GreenZone score: 920

GreenZone score is 5.4% above cohort.

Safety Compliance

Risk factors specific info



Speeding compliance

M&M Cartage Co. speeding compliance: **99.6%** (1,143
hours in violation)

Cohort speeding compliance: **99.6%**

M&M Cartage Co. is **0%** above the cohort.



Stop sign compliance

M&M Cartage Co. stop sign compliance: **97.8%**
(8,815 violations)

Cohort stop sign compliance: **95.4%**

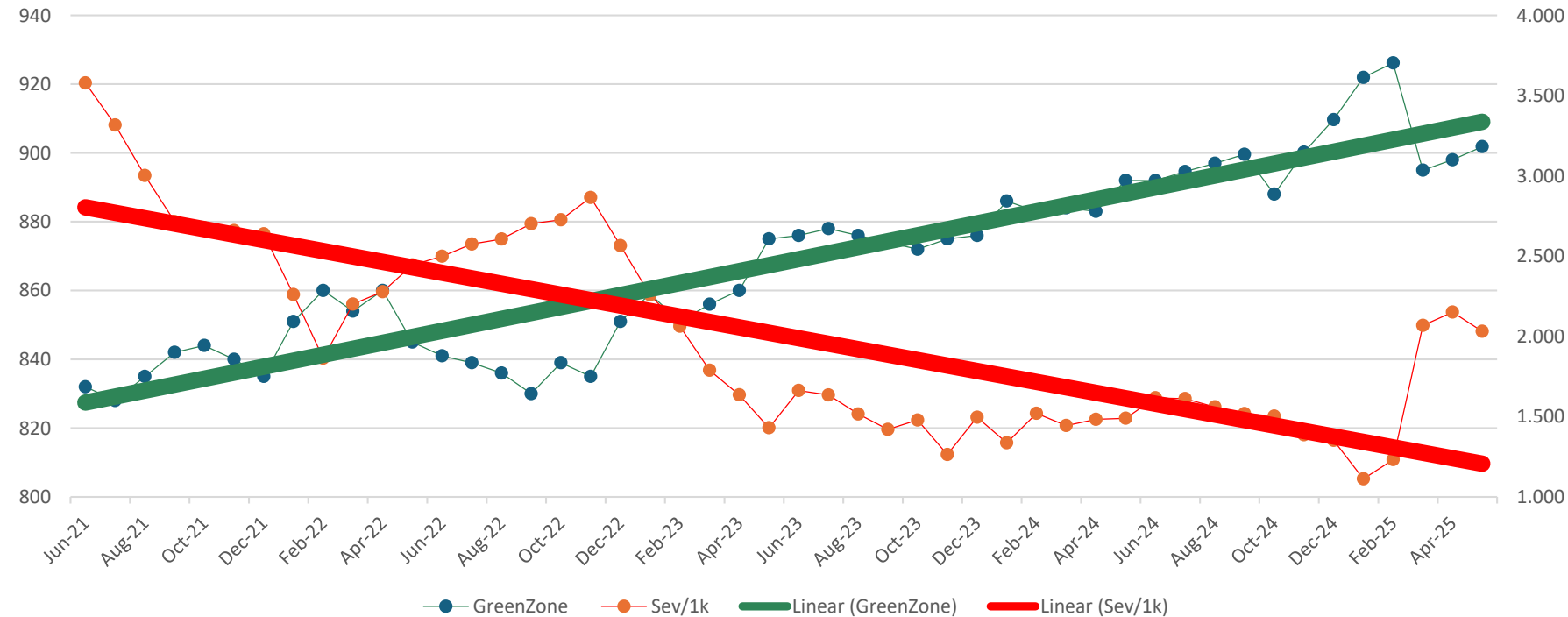
M&M Cartage Co. is **2.4% above** the cohort.

GreenZone x Severe Risk per 1k MM

Date Range: June 2021 to May 2025 ◆ 79M Captured and Analyzed Minutes

GreenZone ▲ 69-Points | Severe Risk per 1k Minutes ▼ 43%

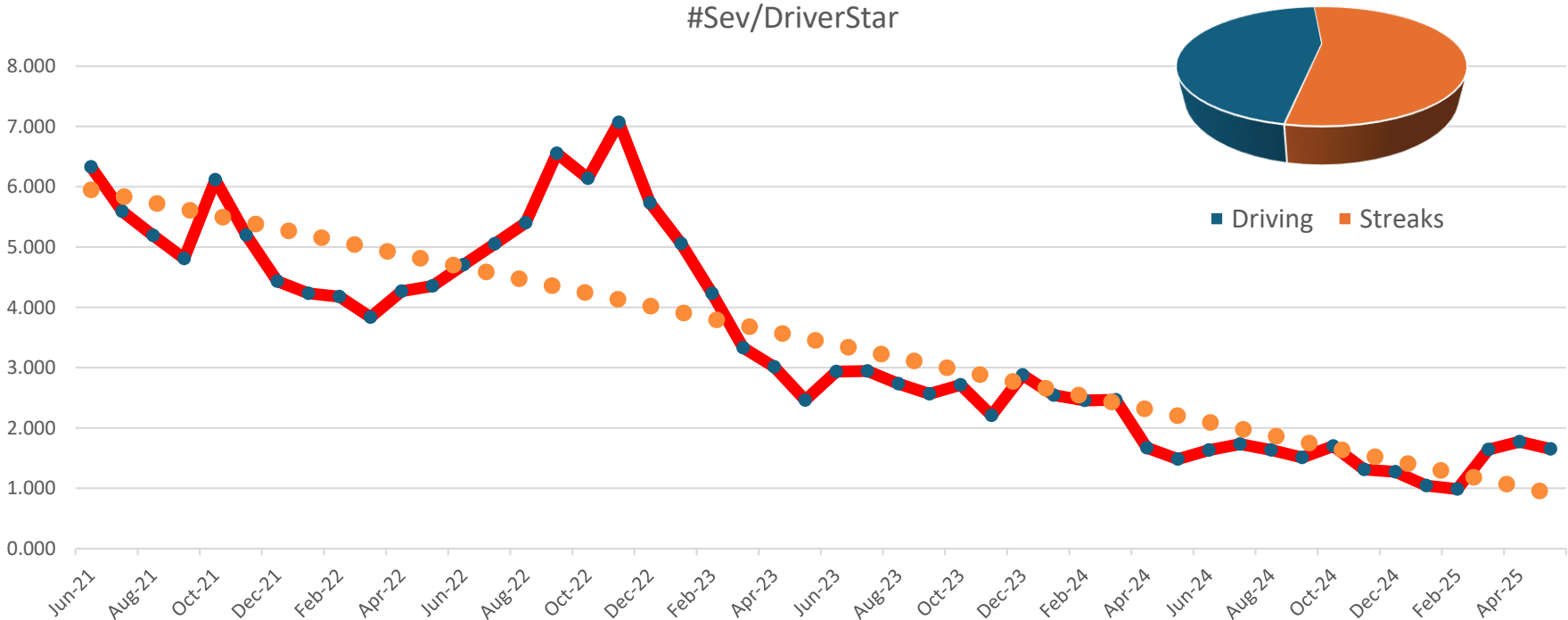
For every 5-Point ▲ GreenZone = 6% Reduction in Severe Alert KPI



Measuring Driver Engagement

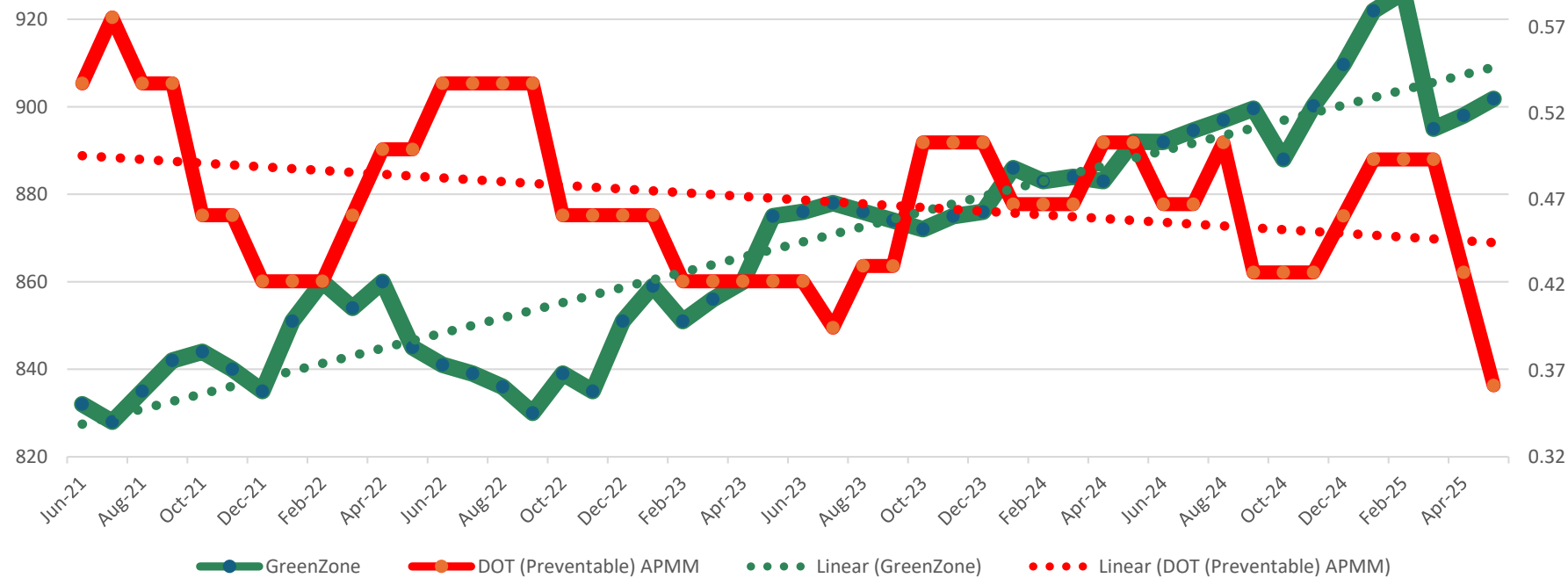
#Severe Alerts per DriverStar
73.9% Improvement

DriverStar Breakdown
(Last 24m)



GreenZone x Rolling 24 DOT (Preventable) APMM

Date Range: June 2021 to May 2025 ◆ 79M Captured and Analyzed Minutes
GreenZone ▲ 69-Points | Rolling 24m APMM ▼ 32.7%





MEASURING SAFETY & COMPLIANCE

M & M CARTAGE CO INC

U.S. DOT#: 325199

Address: 6220 GEIL LN

LOUISVILLE, KY 40219

Number of Vehicles: 302

Number of Drivers: 319

Number of Inspections: 120

Safety Rating & OOS Rates

(As of 08/19/2025 updated daily from [SAFER](#))

SATISFACTORY

(Rating Date: 03/23/1990)

Out of Service Rates

Type	OOS %	National Avg %
Vehicle	13.2	23.1
Driver	0.0	6.3
Hazmat	0.0	4.4

BASIC Status (Motor Carrier View) ?
 [View CSA Prioritization Preview](#)

How does SMS relate to crashes?

Behavior Analysis & Safety Improvement Categories (BASICs)

Based on a 24-month record ending July 25, 2025

UNSAFE DRIVING

CRASH INDICATOR

HOURS-OF-SERVICE COMPLIANCE

VEHICLE MAINTENANCE

CONTROLLED SUBSTANCES AND ALCOHOL

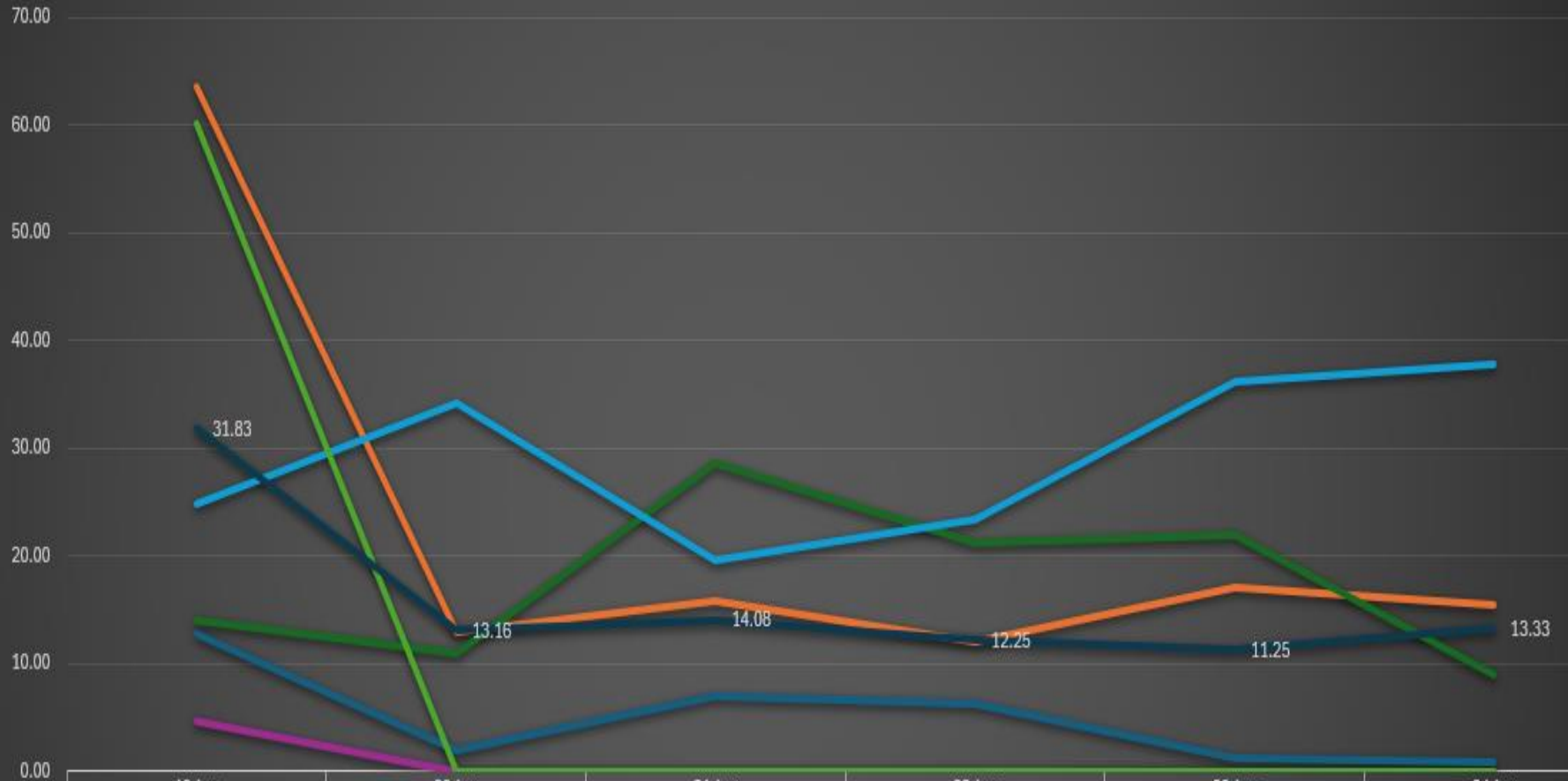
HAZARDOUS MATERIALS COMPLIANCE

DRIVER FITNESS

INSURANCE AND OTHER

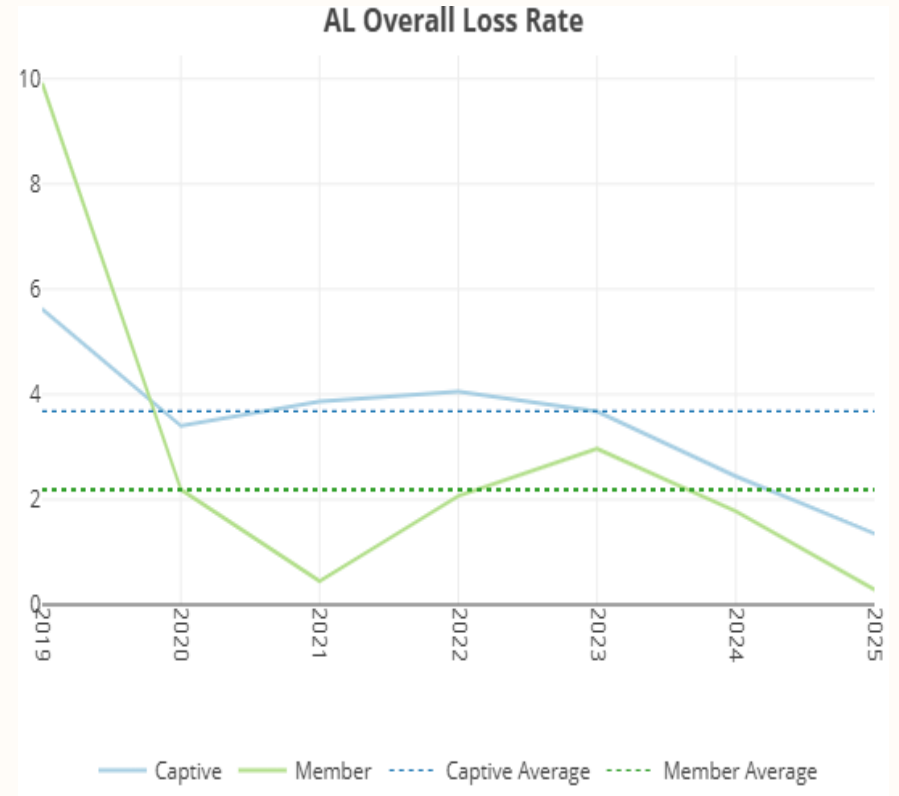
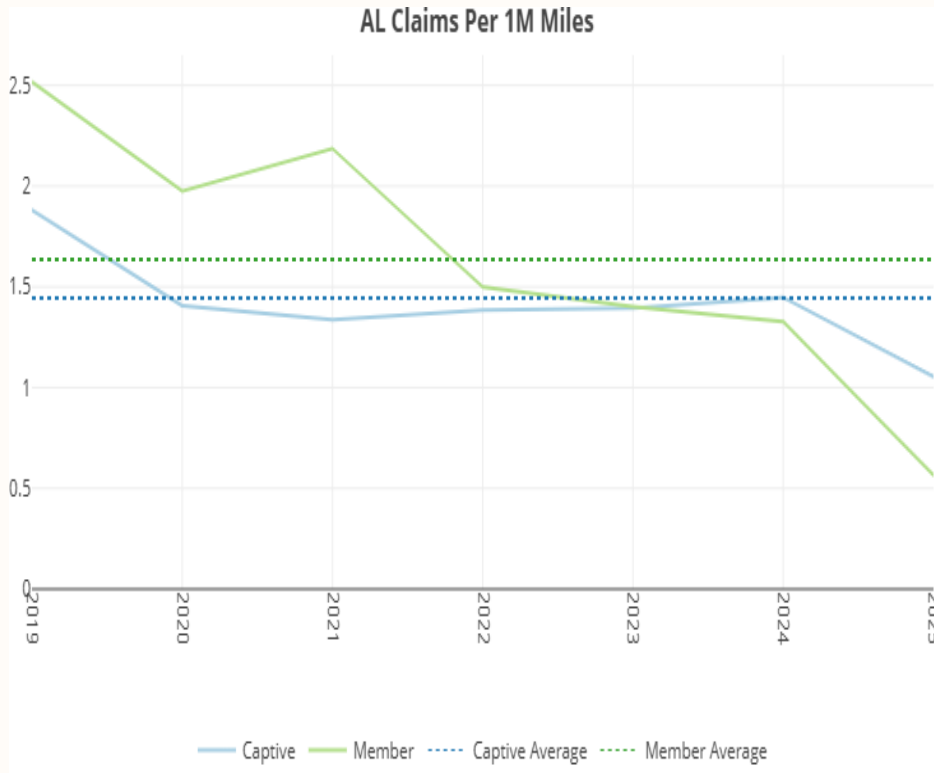
On-Road Performance							
0.36 Measure	0.09 Measure	0.11 Measure	2.43 Measure	0 Measure	0 Measure	0 Measure	N/A
1% Percentile	11% Percentile	Less than 3 driver inspections with violations	28% Percentile	0% Percentile	No HM placardable vehicle inspections	0% Percentile	
On-Road Performance Detail							
Driver Inspections with Unsafe Driving Violations: 10 Safety Event Group: 9-21 driver inspections with Unsafe Driving Violations Avg. PU × UF: 292.3 Segment: Combination Carrier	Crashes Included in SMS: 12 Safety Event Group: 7-16 Crashes Avg. PU × UF: 292.3 Segment: Combination Carrier	Driver Inspections: 120 with HOS Compliance Violations: 2 Safety Event Group: 101-500 relevant driver inspections	Vehicle Inspections: 73 with Vehicle Maint. Violations: 25 Safety Event Group: 21-100 relevant vehicle inspections	Driver Inspections: 120 with Drugs/Alcohol Violations: 0 Safety Event Group: No Safety Event Grouping	HM Placardable Vehicle Inspections: 0 with HM Compliance Violations: 0 Safety Event Group: No Safety Event Grouping	Driver Inspections: 120 with Driver Fitness Violations: 0 Safety Event Group: 101-500 relevant driver inspections	N/A

CSA Scores 2019-2024



	19 Avg	20 Avg	21 Avg	22 Avg	23 Avg	24 Avg
Unsafe Driving Rank	12.75	1.94	7.08	6.25	1.17	0.83
Crash Indicator %	63.50	13.03	15.92	12.00	17.08	15.42
HOS Compliance %	14.00	10.90	28.67	21.17	21.92	9.00
Vehicle Maint %	24.83	34.24	19.58	23.33	36.17	37.75
Drugs / Alcohol %	4.67	0.00	0.00	0.00	0.00	0.00
Driver Fitness %	60.17	0.00	0.00	0.00	0.00	0.00
# Crashes	31.83	13.16	14.08	12.25	11.25	13.33

ANNUAL LOSS RATE / CLAIMS PER MILLION MILES



ANNUAL TRANSPORTATION SAFETY ASSESSMENT



2024 SAFETY AWARD WINNERS

Top Transportation Safety Assessment Score

Flour Transport, Inc.
Brent Redmond Transportation, Inc.
Styer Transportation Co.
M & M Cartage Co., Inc.
Pan American Express, Inc.
Rig Runner, Inc.
Transportation Services, Inc.

Top Overall Safety Scorecard Ranking

Comstar Enterprises, Inc.
M & M Cartage Co., Inc.
Tucker Freight Lines

06/05/2017	81%
08/07/2019	84%
11/05/2019	82%
12/18/2020	91%
11/11/2021	95%
11/10/2022	96%
12/13/2023	99%
12/12/2024	99%

IMPLEMENTING CHANGE



- **Leadership Commitment:** Cooperate buy-in
- **Integration:** invested in In-cab Technology
- **Employee Engagement:** Changed the Culture, Motivated the drivers with Incentives, and Rewarded them for their dedication to Safety
- **Analyze the Data:** Weekly / Monthly / Yearly
- **Clear Objectives:** Create Clear Safety Goals
- **Train, Train, Train:** Monthly & Annual Training
- **Continuous improvement:** Always strive for Perfection, So that someday you may achieve Excellence!