ksm
Transport Advisors

Trucking
Analytics
Council

October 16-17, 2024

Agenda

October 16-17, 2024

Session Time	Speaker/Session Title
Wednesday, Oct. 16	
7:00-8:00 a.m.	**Breakfast** • Gannons Nashville (located in the hotel) • Opens at 6:30 a.m. • Provide group code "TAC" to the server
8:00-9:15 a.m.	**Welcome (Exchange Conference Room)** • Administrative items • Rollcall • Theme – Building the Ideal Driver and Driver Manager Profile/Persona • AI Update • Discuss use cases and applications used in your AI-related journey • Hot topics/questions for the group (come prepared with questions for your fellow members)

9:15-10:30 a.m.	**Driver Behavior**
	What type of behaviors are you currently tracking for drivers and driver/fleet managers? Examples below for discussion:
	• **Productivity**
	  • **Metrics and KPIs:** What specific productivity metrics are being used to evaluate driver and fleet manager performance?
	  • **Data Sources:** What data sources are currently used to track these metrics? Explore the integration of telematics data, TMS, and payroll data.
	  • **Challenges:** What challenges have you encountered in measuring and interpreting productivity data? Consider factors like regional differences, traffic patterns/terrain, and the impact of new technologies or regulations.
	• **Safety**
	  • **Behavioral Tracking:** How are you monitoring and promoting safe driving behaviors? Discuss the use of safety scores, real-time monitoring for speeding, harsh braking, throttle events.
	  • **Incident Analysis:** How is safety incident data being analyzed and used to prevent future occurrences? Explore the role of predictive analytics and how safety data can be used to identify at-risk drivers.
	  • **Training and Incentives:** What are the best practices for using data to inform safety training and incentivize safe driving behaviors? Discuss the impact of safety bonuses and recognition programs.
	• **Organization**
	  • **Communication and Workflow:** How are communication patterns and workflow efficiencies being tracked between drivers, dispatchers, and fleet managers? Discuss the tools used to ensure effective coordination, such as mobile apps, fleet management software, and automated scheduling.
	  • **Task Management:** What methods are in place to track and improve task management for fleet managers? Consider tools that track task completion rates, response times, and proactive issue resolution.
	  • **Role Clarity:** How are data insights being used to clarify roles and responsibilities within the fleet? Discuss the impact of clear organizational structures on performance and morale.
	• **Qualitative Measures**
	  • **Driver Satisfaction and Engagement:** How are qualitative measures like driver satisfaction, engagement, and morale being tracked and correlated with quantitative data? Discuss the role of surveys, feedback loops, and regular check-ins.
	  • **Fleet Manager Leadership Styles:** How is the effectiveness of fleet manager leadership being evaluated? Consider how different management styles impact driver performance and satisfaction and better communication with shippers and receivers.

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Session Time	Speaker/Session Title
Wednesday, Oct. 16 (cont.)	
10:30-10:45 a.m.	**Break**
10:45-11:15 a.m.	**Group Assignment/Case Study - Team East**

11:15 a.m.-12:00 p.m.	**Fueling and Trip Efficiency**
	What type of behaviors are you currently tracking for drivers and driver/fleet managers? Examples below for discussion:
	• **Fuel and Trip Efficiency Analysis**
	  • **Transit Time vs. Standard Times:** How are average transit times for loads being compared against standard expected times? Discuss methodologies for setting benchmarks and how these comparisons impact overall productivity.
	• **Route Optimization**
	  • **Effectiveness of Chosen Routes:** How is the effectiveness of selected routes being measured in terms of delivery times and fuel consumption? Consider the tools and algorithms used for route planning and how real-time adjustments are made.
	  • **Compliance to Suggested Routes:** What percentage of drivers comply with suggested routes, and how does this compliance impact overall efficiency? Discuss challenges in route adherence and potential strategies for improving compliance.
	• **Fueling Optimization**: How are fueling strategies being optimized along chosen routes? Explore the impact of fueling locations on overall trip cost and efficiency, including fuel price variations and availability.
	  • **Fuel Consumption Patterns**
	  • **Monitoring and Analyzing Fuel Efficiency:** What methods are in place to monitor and analyze fuel consumption across different routes, vehicle types, and driving conditions? Discuss the role of telematics and driver behavior in influencing fuel efficiency.
	  • **Identifying Consumption Patterns:** How are patterns leading to higher or lower fuel consumption being identified? Consider factors such as idling time, terrain, speed, and load weight.
	  • **Fuel Variance by Location:** How is fuel consumption variance being tracked across different geographic locations? Discuss regional fuel price differences, altitude, and climate as contributing factors.
	• **Average Time at Stops**
	  • **Time Inefficiency Analysis:** How are average stop times being compared to standard times within each company? Discuss the impact of longer stop times on overall trip efficiency and fuel consumption.
	  • **Identifying Bottlenecks:** What are the common causes of time inefficiency at stops, and how are these being addressed? Explore potential solutions like improved scheduling, driver training, etc.

12:00-1:00 p.m.	**Lunch**
1:00-1:30 p.m.	**Group Assignment/Case Study - Team West**

1:30-2:30 p.m.	**Safety Data - Deep Dive**
	• **Accident and Incident Rates**
	  • **Tracking Frequency and Severity:** How are accident and incident rates being tracked across the fleet? Discuss the tools used for capturing data on the frequency and severity of accidents, and how this data is used to identify high-risk drivers or routes.
	  • **Root Cause Analysis:** What methodologies are being employed to analyze the root causes of accidents? Explore how data from telematics, driver logs, and incident reports are used to identify common factors contributing to accidents.
	  • **Proactive Measures:** How are companies using incident data to implement proactive safety measures? Discuss training programs, policy changes, and technology solutions designed to reduce accident rates.

2:30-2:45 p.m.	**Break**

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Wednesday, Oct. 16 (cont.)	
2:45-3:45 p.m.	**Safety (continued)** • **Health and Wellness Checks:** · Evaluating the impact of drivers' health and wellness on their safety records. Is this even allowed? Reach out/touch points correlated to performance. • **Vehicle Maintenance Reports:** Correlating vehicle maintenance and inspection reports with safety records to determine the importance of regular maintenance / adherence to PMs.
3:45-4:15 p.m.	**Group Assignment/Case Study - Team North**
4:15-5:15 p.m.	**Guest Speaker #1 - Swan Webb, Principal Data Scientist and Cofounder - The Results from Data Initiative** • "Making Money in Trucking with Data"
5:50 p.m.	**Meet in Hotel Lobby** Leave at 5:55 p.m. to walk to venue for group dinner. The venue is a two-minute walk, about 500 feet.
6:00-8:00 p.m.	**Group Dinner** • Puckett's Restaurant-Downtown Nashville, Puckett's Backstage Private Dining · 500 Church St., Nashville, TN 37219
Thursday, Oct. 17	
7:00-8:00 a.m.	**Breakfast** • Gannons Nashville (located in the hotel) • Opens at 6:30 a.m. • Provide group code "TAC" to the server
8:00-8:30 a.m.	**Feedback/Discussion from Day 1**
8:30-9:00 a.m.	**Group Assignment/Case Study - Team South**
9:00-9:45 a.m.	**Voting and Group Discussion about the Group Assignment/Case Study**
9:45-10:00 a.m.	**Break**
10:00-12:00 p.m.	**DM-Specific Behaviors** • Performance of their drivers, turnover, on-time performance, driver/truck utilization. Pay per driver. Overtime pay? • Predictive index / personality testing-initial testing, matching drivers/DMs • Call metrics-Call duration (being able to have more touches with all drivers, as opposed to fewer/longer durations). Call quality. • Comparing telematics vs. paid hours.
12:00 p.m.	**Closing Remarks and Adjourn**

Contacts

Questions? Please contact:

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Scan this QR code with your phone to view survey, agenda, membership directory, and final presentation slides.

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Antitrust Guidelines
Trucking Analytics Council (TAC)

Antitrust Guidelines

To help better protect attendees and their companies and firms from antitrust investigations, criminal prosecutions, and private treble-damage actions[1], the following Antitrust Guidelines should be followed in connection with any Trucking Analytics Council (TAC) sponsored meeting of representatives of competing transportation or logistics companies ("Meeting"):

1. **General**
   a. Membership and participation in the Trucking Analytics Council (TAC) will be voluntary.
   b. Participation will be limited to analytics and data professionals employed by participating companies.

2. **TAC Meetings**
   a. **Agenda, Discussion, and Minutes**
      An agenda, attaching these Antitrust Guidelines, should be distributed at the start of the Meeting and the chair/Meeting leader should, at the start, draw the attendees' attention to the need to comply with the Guidelines. Discussion of transportation and logistics related items not on the agenda should be kept to an absolute minimum, and there should be no discussion of the Topics to Avoid, which are listed below.

   b. **Topics to Avoid**
      The following topics should not be discussed at the Meeting or by two or more companies conferring informally outside the Meeting: individual (as contrasted with aggregated data available via public / anonymized indexes) motor carrier or broker freight rates, fuel or insurance surcharges, credit terms, revenue or total expense per mile, service volumes or capacity, future sales or marketing strategies, new-service plans, customer or supplier lists, wage or salary rates, owner-operator or company-driver compensation, broker commission rates equipment prices or rents, or other actual input costs. Also completely off-limits are agreements to set or stabilize rates or components of rates for transportation or logistics services, agreements to limit the volume or type of such services, agreements to divide up trucking or logistics customers, geographic areas, or commodities, and agreements not to deal, or to deal only on specified terms, with competitors, customers, suppliers, or others.

   c. **"Best Practices" Discussions**
      1. While discussions relating to legal issues and to petitioning the various branches of government for action are generally protected from antitrust challenge by the First Amendment under the Noerr-Pennington Doctrine, "best practices" discussions by motor carriers should be limited to those designed to reduce costs, increase output, achieve economies of scale or network efficiencies, or realize some other efficiency, such as improved safety or environmental performance. Discussions should be confined to what is reasonably necessary to accomplish these legitimate goals and should not include any of the above Topics to Avoid.

      2. No agreement should be reached (with respect to the operation of the participants' motor carrier or logistics businesses) to use a particular practice, to deal with customers on particular terms, to deal with suppliers on particular terms except in connection with a group-purchasing or other joint venture reviewed in advance by an attorney, or to exclude a competitor for using a different practice.

[1] Violations of the antitrust laws can result in prison terms of up to 10 years on each count, fines of up to $1 million for an individual and $100 million for a corporation on each count, court injunctions and Federal Trade Commission cease-and-desist orders, treble (three times actual) damages, restitution, and an award of attorneys' fees to the plaintiff. 15 U.S.C. §§ 1, 15(a), 26, 45; 18 U.S.C. § 3584.

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