freshdirect®

Your Online Grocer

Mike Derrig

Director Fleet Operations

freshdirect®

- FreshDirect delivers the highest quality food from farm to table, customers can continue to live their active lives, saving time for what really matters. We know that finding a variety of groceries can be a big challenge. Solving this challenge was the idea behind FreshDirect.
- We use our direct relationships with farmers and artisans to drive superior quality in sourcing, then use technology to make it easier to shop and deliver those fresh products to customers' doors. It's faster, it's fresher: It's grocery shopping perfected.

freshdirect®

- 300 Trucks
- 600 Dispatches per Day
- 4200 Dispatches per Week
- Operates 7 Days Per Week
- 800 Drivers

Partners in Safety

Vision Zero Safety Campaign

- Harsh Breaking Incidents – 5,373 To Less then **499** per wk
- Harsh Accelerating Incidents – 21,753 to Less then **981** per wk
- Speeding Over 7 MPH - 8,632 to Less then **2,021** per wk
- Total Incidents – 35,758 to Less then **3,501** per wk

Telogis Fleet Report

Team InSight Alerts Summary

Your FreshDirect Safety Initiative

Harsh Braking Worst 20 Drivers

for time period: 21-Oct-2014 12:00:00 AM To 22-Oct-2014 12:00:00 AM

Previous Week By Day Comparison

Date	Safety Alerting - Harsh Acceleration	Safety Alerting - Harsh Braking	Safety Alerting - Speeding >14	Safety Alerting - Speeding >7	Total
Total Tuesday 10/21/14	**125**	**57**	**65**	**287**	**534**
Total Sunday 10/19/14	239	114	91	351	795
Total Saturday 10/18/14	103	53	49	180	385
Total Friday 10/17/14	127	63	61	299	550
Total Thursday 10/16/13	115	62	57	279	513
Total Wednesday 10/15/14	62	49	62	241	414
Total Tuesday 10/14/14	**126**	**72**	**77**	**288**	**563**
Total Monday 10/20/14	235	107	117	414	873

Driver	Safety Alerting - Harsh Acceleration	Safety Alerting - Harsh Braking	Safety Alerting - Speeding >14	Safety Alerting - Speeding >7	Total	
Total	125	57	65	287	534	
992559	4	3	3	14	24	LIC
601001	2	3	0	2	7	LIC
608784	9	2	1	6	18	LIC
609796	0	2	1	2	5	NJ
601584	2	2	0	4	8	LIC
602494	1	2	0	3	6	LIC
608269	0	2	0	2	4	LIC
609616	3	2	0	2	7	NJ
992632	13	2	0	0	15	LIC

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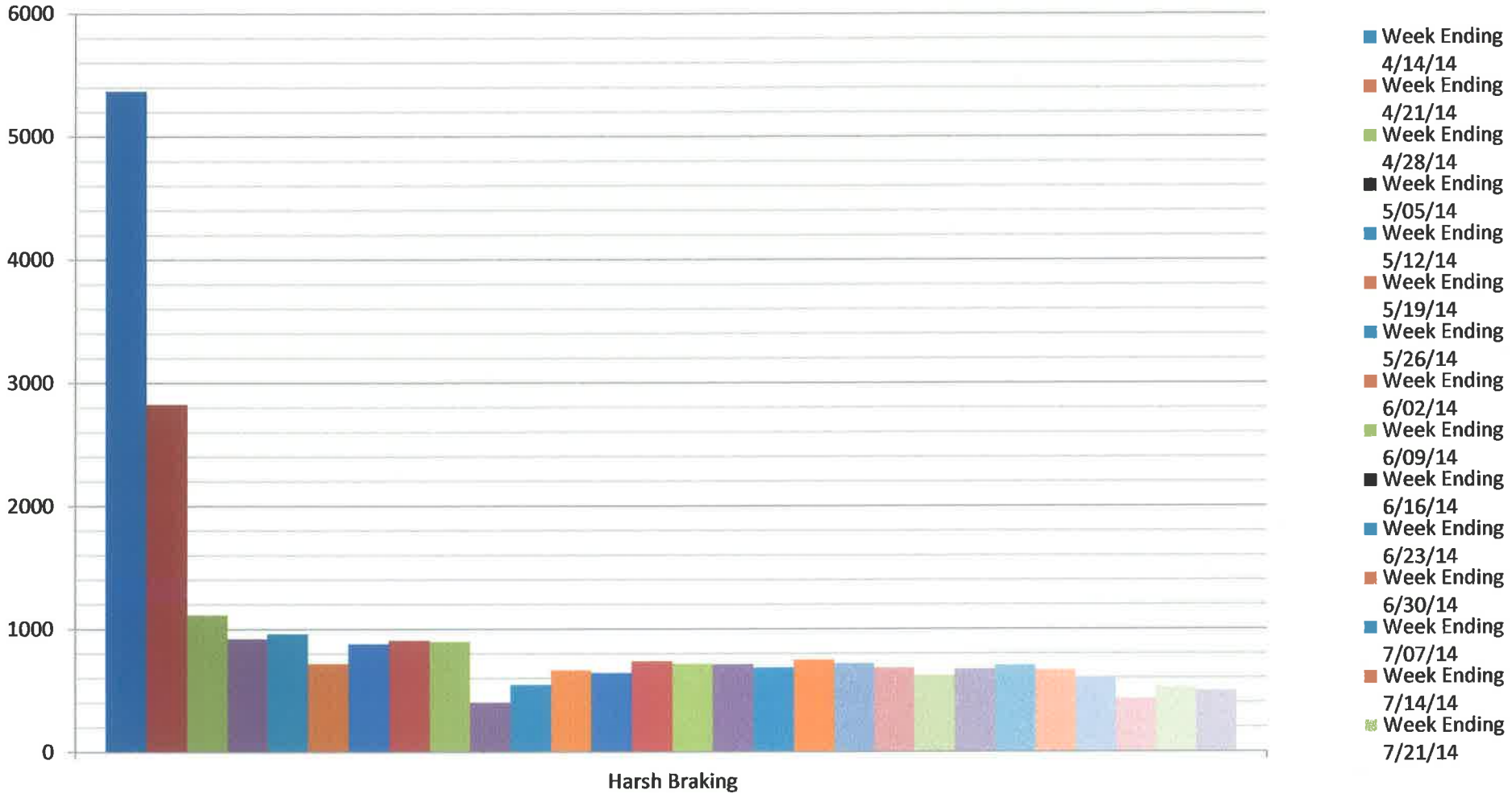
Driver	Safety Alerting - Harsh Acceleration	Safety Alerting - Harsh Braking	Safety Alerting - Speeding >7	Total		Damages	Orders	% Damages	Over 150 Orders?
Total	981	499	2021	3501					
608911	9	12	16	37	NJ		836	0.00%	Y
608894	8	12	11	31	NJ	8	475	1.68%	Y
609017	9	11	14	34	LIC	11	394	2.79%	Y
608918	1	11	10	22	NJ	6	496	1.21%	Y
608784	25	10	25	60	LIC	11	434	2.53%	Y
607716	5	10	15	30	PHL	4	96	4.17%	N
608923	25	9	26	60	NJ	7	444	1.58%	Y
609435	13	9	24	46	NJ	8	321	2.49%	Y
609085	4	9	13	26	PHL	1	26	3.85%	N
608757	1	9	14	24	PHL	1	109	0.92%	N
609657	13	8	32	53	NJ	3	239	1.26%	Y
500021	16	8	8	32	LIC	7	588	1.19%	Y
609616	13	7	18	38	NJ	3	323	0.93%	Y
608786	4	7	15	26	PHL	4	216	1.85%	Y
608897	1	7	15	23	NJ	3	199	1.51%	Y
609179	3	7	8	18	NJ	7	379	1.85%	Y
608946	4	6	21	31	NJ	5	288	1.74%	Y
608900	12	6	6	24	NJ	10	335	2.99%	Y
609236	3	6	12	21	NJ	7	426	1.64%	Y
608898	0	6	12	18	NJ	3	199	1.51%	Y
604273	4	6	1	11	LIC		798	0.00%	Y


6000
5000
4000
3000
2000
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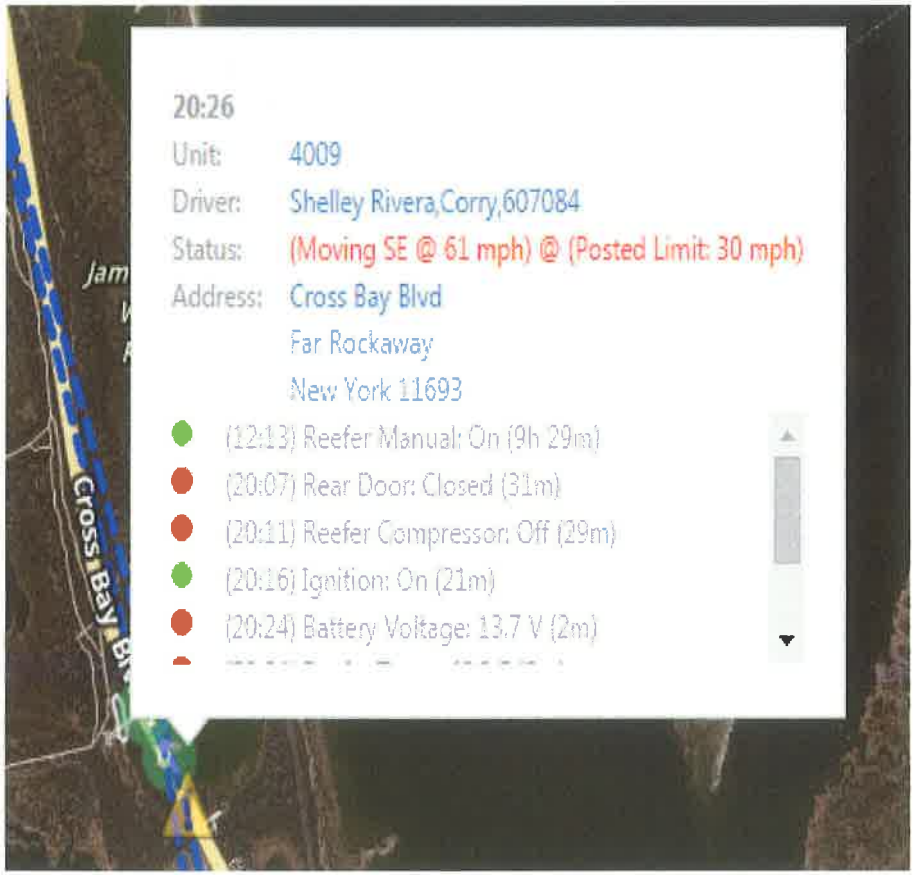
Harsh Braking
Week Ending 4/14/14
Week Ending 4/21/14
Week Ending 4/28/14
Week Ending 5/05/14
Week Ending 5/12/14
Week Ending 5/19/14
Week Ending 5/26/14
Week Ending 6/02/14
Week Ending 6/09/14
Week Ending 6/16/14
Week Ending 6/23/14
Week Ending 6/30/14
Week Ending 7/07/14
Week Ending 7/14/14
Week Ending 7/21/14

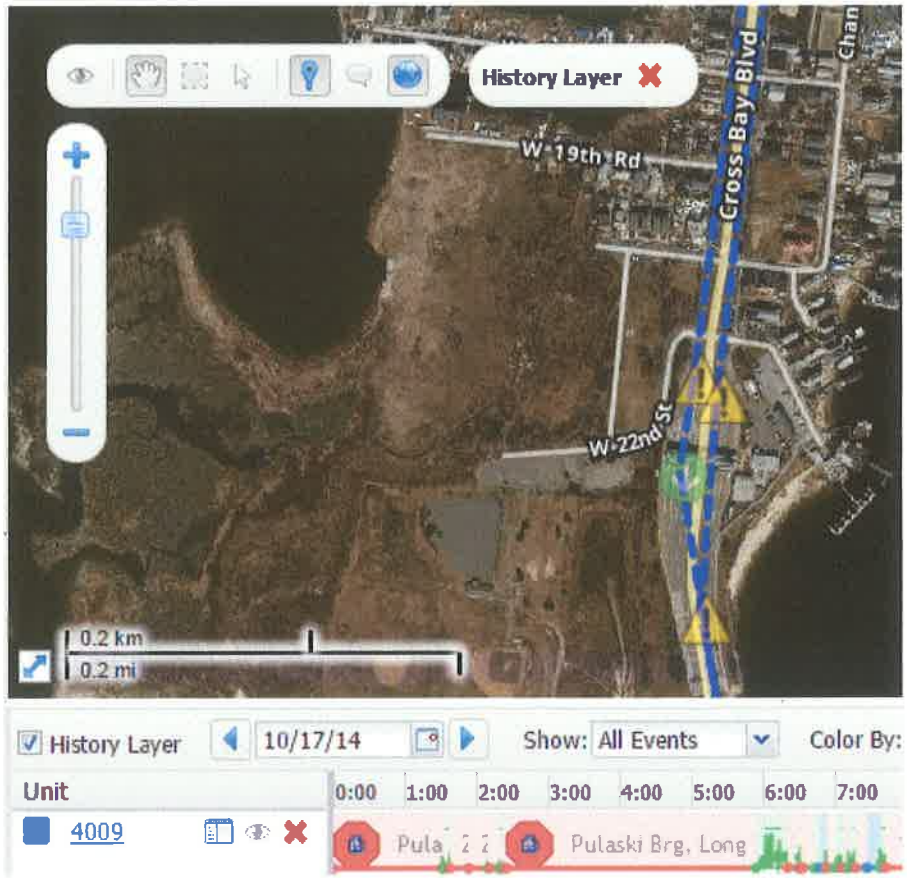
Driver Safety Compliance

DETAILS:

A non customer called in because while he was driving in Rockaway Beach Queens, the truck was 6-8 feet from his bumper flashing bright light, the non customer was unable to switch lanes because a bus was in the other lanes also the driver was 60 in a 40 area at 8:20 to 8:40

Incident Tracking





SAFETY ATTITUDE

Safer Driving Habits

Accident Reduction

Product Integrity

Customer Satisfaction

Vehicle Maintenance

Insurance Rates

Public Image

SAFETY CULTURE

Safety is SMT

Safety is Personal

Safety is about your Family

Safety is about You

Safety is a daily Briefing

Safety is a Culture

Safety is your way of Life

Vision Zero Safety Campaign

Partners For A Safer New York City

Thank You

Drive Safe