

# Analyze and Evaluate Outcomes

The primary goal of this step is to compare what was accomplished to the targets that were set. The metrics you previously defined are the main criteria for determining how successful efforts have been.

It is important that the analysis focus on real numbers and generate quantifiable results that committee members and management can use to see whether targets were met, and to guide objective decisions on future actions. The analysis should also pay attention to understanding why those results occurred. Involving supervisors and front-line employees will help ensure the analysis includes an operational perspective.



On a day-to-day basis, things happen to influence results, and often make outcomes better - or worse - than expected. Operational realities are not an excuse for missed targets, but understanding those factors provides a better-informed foundation for evaluating outcomes and the effectiveness of specific measures in the road safety plan.



To make the analysis and comparison effective, report metrics and outcomes in simple numbers. If the company had 13 crashes last year and only four crashes this year, and if insurance fees are \$3,000 less in 2018 than they were in 2015, those are positive stand-alone numbers to compare. Digging a little deeper and doing comparative calculations provides better insights and enables the organization to zero in on problem areas. Other ways to compare and report results:



- percentages - compare # completed to total # possible
- percent change, or rate of change - e.g., 12 per cent improvement this year compared to 7 per cent improvement last year
- time - by month, quarter, year or five-year period (trend)



- time of day - daylight versus night, morning shift versus afternoon shift
- time of year - winter versus non-winter conditions
- department, business unit or regional group
- driver age group - e.g., <25, 25 to 34, 35 to 44, 45 to 54, 55 to 64, 64+
- driver experience group - e.g., less than 2 years of driving experience, 2 to 5 years, 6 to 10 years, 10 to 20 years, 20 years+, etc.
- exposure - how many hours (or km) employees drive per period
- vehicle type - car, pickup or SUV, GVW<4500 kg versus GVW>4500 kg, age of vehicle

Assemble these results into a report. Depending on who will be reviewing these results - the safety committee, the management team, owners and shareholders, auditors or perhaps an enforcement agency - you may need to make the report more or less formal.



However, even if only the safety committee will be reviewing the results, a concise summary that compares what was planned to what was accomplished is a record that has significant value to next year's committee, and the safety committee ten years from now.