

Motive | Market + Territory Manager

V1 September 3

Contents

Introduction 3
What This Guide Covers 3
Event Coaching Policy 3
Dismissing an Event 4
Making Notes In Motive 4
Training 5
Training Calendar 5
Messaging 5
Introducing Motive: Manager-Led Driver Training Activities 6
Activity 1 | You Be the Coach | September 22 – 24 6
Activity 2 | Time Impact on Safety Standards | September 24 – 27 7
Go Live Huddles 8
Providing Positive Feedback Using Motive 9
Motive Safety Events Escalation 10
Safety Event Definition & Speeding Threshold (from Motive) 10
Event Severity 11
How to Set Vehicle Status 15
In-Cab Alerts Are On 15

Introduction

As part of our ongoing commitment to safety, performance, and driver support, we are rolling out **Motive** — a driver telematics and safety platform. Motive uses advanced technology to provide insights into driving behavior, helping us create safer roads, reduce incidents, and recognize great driving performance.

Motive's telematics system collects real-time data such as speed, braking, acceleration, and phone use while driving. This data is used to calculate a **Driver Safety Score**, which helps leaders recognize safe driving habits and identify opportunities for improvement. The goal is not to penalize drivers, but to support safe, consistent driving across the team — and to give credit where it's due.

What This Guide Covers

Inside, you'll find:

- **The PODS Safety Event Coaching Policy and Practices**
- **Training Plan**
- **Post Rollout Plan**
- **Feedback and Coaching Guidance**
- **Escalation of Motive Safety Events**
- **An overview of Driver Safety Events**
- **Compliance & Hours of Service (HOS)**

Event Coaching Policy

All safety events captured in Motive must be reviewed and coached by the assigned manager. Coaching may be conducted on individual events or by grouping multiple events into a single coaching session. **Events that are high-risk or repeat offenses must be coached as soon as possible**. All events must be coached in Motive within **72 hours.**

Timely coaching ensures feedback is relevant, that negative behaviors are promptly and consistently addressed, reinforces safe driving habits, and maintains accountability. Managers are expected to document each interaction in Motive by writing clear, professional notes in both the **Event Notes** and **Coaching Notes** fields. It is also expected that Managers frequently deliver **in-person coaching** supported by the Motive coaching session.

To support accountability and consistency, a report tracking the time between when a safety event is recorded and when it is coached will be reviewed regularly. This report will show

coaching timeliness by manager and will be monitored by Territory Managers (TMs), who will provide feedback to Market Managers (MMs) to support improvement, identify barriers, and reinforce expectations.

After reviewing a safety event and documenting the appropriate notes, the event should be sent to the driver for their review and acknowledgment. The time between the coaching session being sent to the Driver and the Driver acknowledging the session will also be monitored and reported on.

Dismissing an Event

The "Dismiss" feature within Motive's event coaching function is only made available to the RVPs and above. Managers who have identified events that should be dismissed should notify their TM for review. If the TM agrees that dismissal is appropriate, the TM should relay the request to their RVP. … Dismissals should only be used when a safety event is determined to have been inaccurately triggered. Dismissals are appropriate in cases where the event does not reflect actual unsafe driving behavior, such as GPS errors (e.g., a speeding event caused by the system misidentifying a highway as a side road), sensor malfunctions, or other technical anomalies. Motive has a team that reviews all videos and removes any false positive events; therefore, the need for our team to dismiss an event will be rare. All dismissals must be documented with a clear, factual note explaining the reason for dismissal and the evidence supporting the decision. Notes should be written professionally and with the understanding that they may be reviewed internally or externally.

Making Notes in Motive

To ensure consistent documentation for events, managers must add clear, professional, and concise notes to the Event Notes section and the Coaching Notes section in Motive following all coaching interactions. The notes should explain what action was taken—whether coaching or dismissal—and include a justification.

Recommended Elements

Each note should include the following:

1. Date of Coaching – *(Ex. "Coached on 8/10/25 after driver returned to warehouse.")*
2. Type of Coaching – *(Ex. "Verbal coaching," "In app only," "Reviewed in 1:1.")*
3. Driver Response or Acknowledgment – *(Ex. "Driver acknowledged issue and committed to improvement.")*
4. Next Steps or Follow-Up (if applicable) – (*Ex. "Will monitor for improvement over next 2 weeks and review in their next meeting on _____")*
5. Link to Training Resource or Policy – *(Ex. "Reviewed seatbelt policy in safety handbook.")*

Examples of Good Notes:

- *"8/10/25 – Verbal coaching after huddle. Driver acknowledged phone use and agreed to keep phone in holder. Will follow up next week."*
- *"Reviewed harsh braking event. Driver explained sudden stop due to pedestrian. No coaching needed."*
- *"Driver disputed speeding event. Investigated and confirmed accuracy. Coached on maintaining posted limits."*

Training

Training Calendar

8/15	**Territory Manager Motive Training Webinar**
8/20	Motive MM Training East
8/21	Motive MM Training West
9/3	All Hands Call
9/3	Motive Print is available on the Intranet
9/8	e-Learning for MM and TMs goes live
9/15	e-Learning for Drivers goes live
9/24 -9/30	In-person Training by MMs during huddles
10/1	Motive Go Live with In-Person
10/1-10/4	Motive Day 1 Huddles

Messaging

The way we introduce Motive to our drivers will shape how they perceive the tool moving forward. Clear, consistent, and supportive messaging is essential to building trust and encouraging buy-in. This section outlines the key phrases and tone managers should use during rollout conversations—and just as importantly, what to avoid. Our goal is to reinforce that Motive is a coaching tool, not a disciplinary system, and that it's here to help drivers succeed, not penalize them.

"Motive's kind of like the coach who's always riding shotgun — using some real top-shelf AI magic to help our drivers be their safest, sharpest selves out there on the road. It's like having a guardian angel with a dashboard." – Ken Asche

Don't	Do's
"They are making us change on October 1st."	"We are launching Motive on October 1st."
"Motive is watching everything you do."	"Motive helps us coach and support safer driving."
"If you mess up once, your score will tank."	"Your safety score is based on consistent behaviors, not one-time mistakes."
"We use Motive to catch violations."	"We use Motive to recognize good habits and help improve where needed."
"Here's your report—figure it out."	"Let's review your report together and talk about what's working."
"Coaching means you're in trouble."	"Coaching is about helping you succeed and stay safe."
"This tool is here to monitor you."	"We're here to support you—this tool helps us do that better."

Introducing Motive: Manager-Led Driver Training Activities

To support a smooth transition from Samsara to Motive, managers will lead four brief training activities designed to help drivers understand the new safety scoring system, how their behavior is monitored, and how coaching works**. These sessions are built to be short (15 minutes or less) and delivered in person during Morning Huddles.**

Each activity includes a printed guide with talking points, visuals, and interactive elements to keep drivers engaged. The goal is to build understanding, reduce resistance, and show that following safety standards—like wearing seatbelts and avoiding phone use—has **minimal impact on job efficiency** and maximum impact on increased driver safety.

Managers should aim to deliver one activity per week over four weeks, allowing time for discussion and reinforcement between sessions.

Activity 1 | You Be the Coach | September 22 – 24

Objective:

Empower drivers to think critically about safety behaviors by having them take on the role of coach. This activity builds awareness of Motive's safety standards and encourages peer-to-peer learning.

Materials Needed:

- Access to safety videos

Trainer Instructions:

- Set the Stage
    - Explain that today, the team will flip roles: drivers will be the coaches.
    - The goal is to practice identifying unsafe behaviors and giving constructive feedback.
- Play 2–3 Short Safety Videos from Motive (or Samara if you do not have access or content in Motive yet):
    - Choose clips that show common violations (e.g., phone use, seatbelt violations, harsh braking, rolling stops).
    - Pause after each video and ask:
        - "What did you notice?"
        - "What would you coach this driver on?"
- Facilitate Coaching Discussion:
    - Encourage drivers to use Motive's language: refer to specific behaviors and their impact on safety scores.
    - Ask follow-up questions:
        - "How would you start the conversation?"
        - "What could the driver do differently?"
- *Optional Role-Play:*
    - *Have one driver act as the coach and another as the driver receiving feedback.*
    - *Keep it light and supportive—focus on learning, not judgment.*
- Wrap-Up Discussion:
    - "What did you learn by being the coach?"
    - "How does this change how you think about your own driving?"

Key Takeaway:

Drivers gain a deeper understanding of safety expectations and how coaching works—making them more receptive when they're on the receiving end.

Activity 2 | Close Call Conversations | September 24 – 27

Objective:
Create a space for drivers to share real-life experiences and reinforce the importance of safe behaviors through peer recognition and discussion.

Setup:

- Conduct this activity during a team huddle, safety meeting, or training session.
- No props needed, but a whiteboard or flip chart can be used to capture key takeaways.

Instructions:

Step 1 – Share a Close Call:
Ask for a volunteer to share a story about a close call they experienced on the road — something that could have led to an incident but didn't. Encourage them to describe:

- What happened
- What they saw or sensed
- How they responded
- What the outcome was

Step 2 – Spot the Safe Behavior:
Invite another driver to point out the specific safe behaviors the storyteller used to avoid danger. Examples might include:

- Maintaining proper following distance
- Staying alert and scanning ahead
- Avoiding distractions
- Making a defensive driving decision

Step 3 – Group Reflection:
Facilitate a brief discussion with the group:

- If in these cases it went the other way and resulted in an incident despite your safe behaviors, how does Motive help you?
- What can we learn from this story?
- How can we apply these behaviors in our own driving?
- Are there any habits we need to reinforce or revisit?

Go Live Huddles

On the day of the rollout, it is important that MMs deliver a message at the huddles in person and support the transition. The bottom line is that: ***The first day a driver uses Motive sets the tone for how they perceive the program—and that tone starts with you.***

This section outlines the expectations for Market Managers during the **driver's first day of Motive use**, including how to conduct a meaningful morning huddle, track driver participation, and deliver consistent messaging across all locations.

Whether you manage a single location or multiple units, your leadership is key to making this rollout successful. By following the steps below, you'll help your team understand the purpose of Motive, reduce resistance, and reinforce our commitment to safety and performance.

Let's make this rollout smooth, impactful, and aligned with our standards.

Ensure every driver receives a consistent, informative, and supportive introduction to Motive on their first day of use.

Instructions for Market Managers

1. **Take Driver Attendance –** the purpose is to connect with every driver before they get in the cab.
    a. Track attendance at the Motive rollout huddle.
    b. Mark each driver's first-day Motive meeting as complete.
2. **Multi-Unit Managers:**
    a. Host huddles **virtually** or
    b. **Delegate** in-person huddles to an Assistant Market Manager (AMM).
3. **Print and distribute the Motive Driver One-Pager.**
    a. Ensure each driver receives a physical copy during the huddle.

Morning Huddle Talking Points

- This will be your first day with Motive
- Use the one-pager to get started
- Reach out to me if you have any issues getting started
- Double check you are on duty – it should have started you when you clocked in
- You will get in cab-alerts today
- At some point this week or early next week we will review your first couple days' score
- I will be providing feedback

Providing Positive Feedback Using Motive

Providing feedback in person has a significantly higher impact on future behavior than digital forms of feedback. This does not need to be lengthy and can be delivered in as little as 90 seconds. **Do not neglect positive feedback**. Positive feedback is just as effective at preventing safety risk, it builds trust with your team, and it is easier to give. If possible, give 5 times more positive as negative.

Positive Feedback Using the Four-Step Model

Each feedback interaction should follow this structure:

1. **Ask permission to give feedback**
2. **Describe the specific behavior or metric**
3. **Explain the positive impact or consequence**
4. **Encourage the driver to continue the behavior**

Quick Response to Coaching **Feedback Examples (Using Four-Step Model)**

"Hey, can I give you some quick feedback?"
"I noticed you acknowledged the coaching in Motive I sent you earlier today. ."
"That shows that you understand the new system and are making efforts to improve." a.
"Keep it up—this kind of consistency really makes a difference."

Positive Feedback Opportunities

Improved Following Distance	Observing a Driver Teach Other Drivers	Improved Stop Sign Compliance
Highest Safety Score	Safe Following Distance	Reduced Speeding Incidents
Zero Coachable Events	Quick Response to Coaching	Avoided Incident

Tips for Effective Positive Feedback

- **Be specific**: Reference the exact behavior or metric
- **Be timely**: within 24-48 hours of an event (this is a best practice; the standard is 72 hours)
- **Be consistent**: Recognize safe behavior regularly

Motive Safety Events Escalation

Safety is a core operational priority. If a driver repeatedly engages in unsafe behavior or fails to improve after coaching, Motive safety events should be escalated to formal disciplinary action. In cases of unmet coaching goals, the first step is to involve the HR Business Partner (HRBP) for further review.

Safety Event Definition & Speeding Threshold (from Motive)

Motive's Vehicle Gateway and Dashcams can trigger safety behaviors and in-cab alerts that help drivers and safety managers in analyzing driving performance and ensuring drivers drive safely on the road.

Safety Event Definition

Event Type	Definition	Behavior
Core Risk	Fundamental driving principles with high correlation to accidents.	• Unsafe lane change • Close following • Lane cutoff
Traffic Signals & Signs	Violations of posted signs and signals in local, state, or federal jurisdictions.	• Ran a red light • Ran a stop sign • Failure to yield • Passing violation • Speeding
Awareness Driver Facing Dashcam Only)	Driver conduct that can potentially impact their driving.	• Distraction • Drowsiness • Smoking • Cell phone usage • Seat belt violation
Harsh Driving	Behaviors generated due to sudden changes in direction and speed.	• Braking • Accelerating • Cornering

Severity Level	Threshold
Low	< 6 mph over the posted speed limit for at least 1 minute
Medium	6 -10 mph over the posted speed limit for at least 1 minute
High	11 - 14 mph over the posted speed limit for at least 1 minute
Critical	>= 15 mph over the posted speed limit for at least 1 minute

Event Severity

When enabled, safety events will have one of four available severity values (critical, high, medium, low) assigned. The table below provides a detailed description of severity definitions for each safety event.

Safety event	Severity type	Severity definition
Collision	**Critical**	Collisions are always critical severity events.
Near Collision	**High**	Near collisions are always high severity events.
Driver capture	**High**	Driver captures are always high severity events because the driver is proactively sharing footage.

Forward Collision Warning	**High**	Forward Collision Warnings are always high severity events.
Unsafe Parking	**High**	Unsafe parking events are always high severity.
Hard Acceleration	**Low**	Our AI algorithm determines the event's severity using unsafe driver behavior and telematics data.
	Medium	Our AI algorithm determines the event's severity using unsafe driver behavior and telematics data.
	High	Our AI algorithm determines the event's severity using unsafe driver behavior and telematics data.
Hard Cornering	**Low**	Our AI algorithm determined this event's severity using unsafe driver behavior and telematics data.
	Medium	Our AI algorithm determined this event's severity using unsafe driver behavior and telematics data.
	High	Our AI algorithm determined this event's severity using unsafe driver behavior and telematics data.
Speeding Over Posted	**Low**	Vehicle speed is less than 6 mph over the posted limit.
	Medium	Vehicle speed is between 6-10 mph over the posted limit.
	High	Vehicle speed is between 11-14 mph over the posted speed limit.
	Critical	Vehicle speed is greater than or equal to 15mph over the posted speed limit.
Close Following	**Low**	Driver does not maintain a safe following distance while driving less than 10 mph.
	Medium	Driver does not maintain a safe following distance while driving between 10-45 mph.
	High	Driver does not maintain a safe following distance while driving over 45 mph.
	Low	Driver runs a stop sign going less than 10 mph.

Stop Sign Violation	**Medium**	Driver runs a stop sign going between 10-20 mph.
	High	Driver runs a stop sign going over 20 mph.
Cell Phone Usage	**Low**	Driver uses a cell phone while driving less than 5 mph.
	Medium	Driver uses a cell phone while driving between 5-20 mph.
	High	Driver uses a cell phone while driving over 20 mph.
Distraction	**Low**	Diver appears distracted while driving less than 30 mph.
	Medium	Driver appears distracted while driving between 30-60 mph.
	High	Driver appears distracted while driving over 60 mph.
Seatbelt Violation	**Low**	Driver does not wear a seatbelt while driving between 25-35 mph.
	Medium	Driver does not wear a seatbelt while driving between 35-45 mph.
	High	Driver does not wear a seatbelt while driving over 45 mph.
Unsafe Lane Change	**Low**	Driver does not maintain a safe following distance while changing lanes & driving between 0-30 mph.
	Medium	Driver does not maintain a safe following distance while changing lanes & driving between 30-45 mph.
	High	Driver does not maintain a safe following distance while changing lanes & driving over 45 mph.
Obstructed Camera	**Low**	Vehicle travels with an obstructed camera between 0-15 mph which may have prevented the detection of additional unsafe behaviors.
	Medium	Vehicle travels with an obstructed camera between 15-45 mph which may have prevented the detection of additional unsafe behaviors.

	High	Vehicle travels with an obstructed camera over 45 mph which may have prevented the detection of additional unsafe behaviors.
Drowsiness	**Low**	Driver appears drowsy or fatigued while driving between 10-25 mph.
	Medium	Driver appears drowsy or fatigued while driving between 25-45 mph.
	High	Driver appears drowsy or fatigued while driving above 45 mph.

Note:

1. *Lane cutoff, Ran red light, and Smoking events do not have any severity assigned to them because they are tagged by the Safety review team. They inherit the severity of the underlying safety event generated by Motive devices.*
2. *When one event has multiple Unsafe behaviors tagged to it, the severity for that event is calculated based on the maximum of the severities of the multiple unsafe behaviors tagged to the event.*
3. *When you change the severity from the dashboard, then you will see the same severity across the dashboard for that event. You will also notice such changes in the severity tool tips in the Safety events listing and events details page, where the tool tip reads "The severity of this event was manually changed by a fleet manager from your company."*
4. *When severity is pending, it means that Motive is still analyzing the severity and has not allocated any severity to the event yet. In such cases, you will notice that the tooltip reads "A severity level will be assigned once Motive analyzes this event."*

As a Market Manager, understanding Motive's compliance and Hours of Service (HOS) features is essential to supporting safe, legal, and efficient operations. Motive is more than a tracking tool—it's a system that helps ensure drivers are operating within federal regulations, particularly those set by the FMCSA.

This section outlines the key features you'll use to monitor driver compliance, manage short-haul exemptions, respond to violations, and support your team during inspections. With the right knowledge and consistent oversight, you'll be able to coach effectively, prevent violations, and maintain a strong safety culture across your location(s).

How to Set Vehicle Status

The “Set Fleet Out of Service” feature in Motive provides fleet managers with a streamlined way to temporarily disable vehicle tracking and compliance monitoring for specific vehicles or groups of vehicles. This is particularly useful during periods of inactivity—such as seasonal downtime, maintenance windows, or when vehicles are being decommissioned—ensuring that the fleet’s operational data remains clean and accurate. By marking vehicles as out of service, managers prevent unnecessary alerts, violations, or data anomalies from appearing in reports or dashboards.

This feature also helps maintain compliance with Hours of Service (HOS) regulations by ensuring that inactive vehicles do not inadvertently generate logs or trigger duty status changes. Once a vehicle is marked out of service, it is excluded from active fleet metrics, coaching workflows, and safety score calculations, allowing managers to focus on the vehicles that are currently in operation. When the vehicle is ready to return to service, it can be reactivated with just a few clicks, restoring full functionality and data tracking.

How to use the Out-of-Service/In-Service feature on the Fleet Dashboard – Motive Help Center

In-Cab Alerts Are On

In-cab alerts in Motive are real-time notifications delivered directly to drivers via the **AI Dashcam** and **Fleet Dashboard settings**, designed to improve safety and compliance by addressing risky driving behaviors as they happen. These may vary based on current safety initiatives and the focus set by leadership.

- **In-cab alerts** are **real-time audio and visual warnings** triggered when a driver crosses a predefined threshold for unsafe behavior (e.g., speeding, cell phone use, close following).
- These alerts are meant to **give the driver a chance to self-correct** before the behavior escalates or is logged as a coachable event.
- **Coachable events** are then generated if the behavior continues or meets the severity criteria defined in the system.

Audio & Visual Feedback

When unsafe behavior is detected, the AI Dashcam provides **instant feedback** using:

- **Audio alerts** (spoken warnings)
- **Visual LED indicators** on the dashcam

These alerts are designed to **coach drivers in the moment**, helping them self-correct without needing immediate manager intervention.

AI-Detected Coachable Behaviors

The system uses artificial intelligence to detect and respond to:

- **Speeding**
  - Audio: “Slow down. Company speed limit exceeded.”
  - LED: Blinking red
- **Close following**
  - Audio: “Please keep your distance.”
  - LED: Blinking red
- **Cell phone usage**
  - Audio: “Please keep your eyes on the road.”
  - LED: Blinking red
- **Harsh events** (braking, acceleration, cornering)
  - Audio: “Harsh event detected.”
  - LED: Loading red bar