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AT&T National EH&S Organization – Motor Vehicle Safety Initiative Case Study

The AT&T National EH&S Organization launched the Motor Vehicle Safety Initiative within AT&T Field Operations to further support safe driving practices for employees who operate vehicles as part of their work. With approximately 20,000+ vehicles used across a wide range of operating environments; including roadways, customer locations, parking areas, intersections, and field settings; the initiative emphasized practical, data-informed engagement, coaching, and awareness.

The program combined safety data, predictive safety analytics, driving-event visibility, field observations, coaching, leader engagement, and defensive driving expectations to help teams identify areas for additional focus. Trend reviews, scorecards, observations, and coaching conversations reinforced safe practices in everyday driving situations, including backing, parking, maneuvering, turning, intersections, following distance, blind spots, and weather conditions.

The initiative was associated with measurable safety and business improvements including a notable year-over-year decrease in motor vehicle incidents, and lost time.

This case study highlights AT&T's continued commitment to employee safety, operational discipline, and the use of data-informed tools and leadership engagement to support safe work practices.