Safety ROI: Is Your Program Moving the Needle?



Jose Medina

VP, QA&S | Reimagined Parking

Matthew Peter

Senior Safety Manager | Discount Tire

2026 Konnect

Headquartered in Scottsdale, Arizona

1,300+ locations
40 States

40,000+ employee

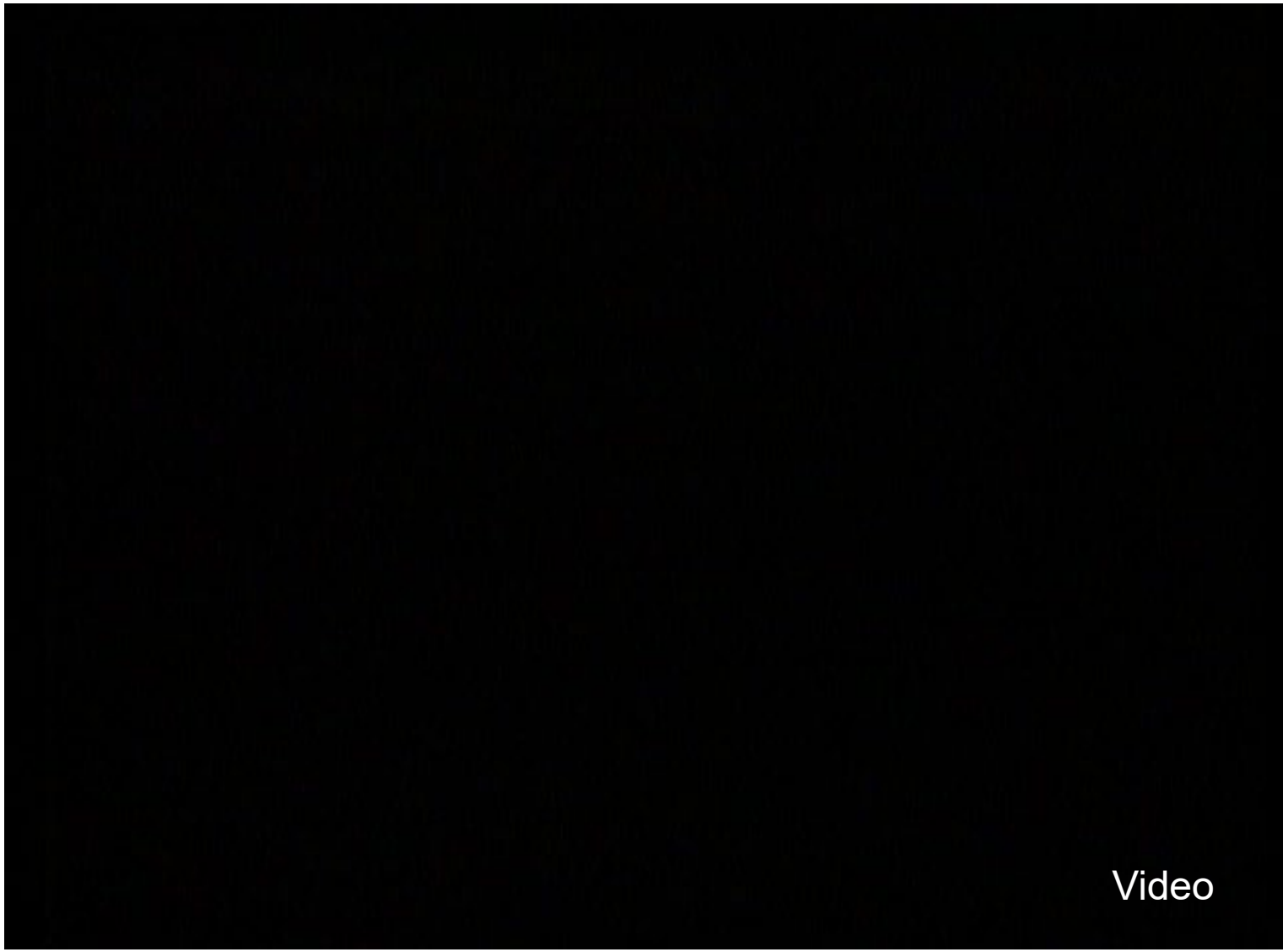
DISCOUNT® TIRE

Background:

- **Riskonnect User Since 2017 –** RMIS, Insights, EHS, Regulatory Compliance
- **Primary Uses –** Claims Administration, Reporting and Data Visualization, Regulatory Compliance
- **Fun Fact:** Discount Tire holds the Guinness World Record for the longest-running TV commercial (1975).



Fun Fact



Close Call Reporting

- Reporting always existed but was reserved for only the most serious events and required an overly burdensome investigation. (Psif)
- The everyday precursors no safety glasses, no gloves, the near-slip, the shortcut stayed invisible.
- **Key insight:** We were rich on lagging data and poor on the leading signals that actually predict harm. The old way was too rigid.





New Approach

- Change the definition of a close call and simplify the reporting process. Everyone is encouraged to report. Reinforce non-punitive.
- Simplify the reporting process. What happened and what did you do to fix it? Focus on fixing the hazard in the moment.
- Anything is fair game to be reported if it deviates from our standards.

2026 KOnnect

Riskonnect & Discount Tire Working Together

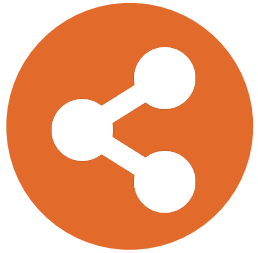
Technology helped remove some of the friction that killed the old program



New Reporting Portal



Closed-loop Workflow



Automated Distribution



Insights Dashboards



AI-enabled Analysis

2026 Konnect

What Really Happened

Q1 2026 vs Q2 2026

Quarter-over-quarter change

494%

INCREASE IN CLOSE CALL REPORTING

DRIVES

Year-over-Year

Same time period

12%

REDUCTION IN EMPLOYEE INJURIES

THE INSIGHT

The injury reductions were concentrated in the regions that reported close calls at a higher rate.

2026 KOnnect



Lagging indicators tell us where we crashed.
Audit intelligence helps us see the curve coming.

REIMAGINED PARKING

Headquartered in New York, NY

2,500+ locations
250+ cities

6,500+ employee

THE JOURNEY:

RISKONNECT USER SINCE 2019

RMIS • Insights • EHS

PRIMARY USES

Site Audits • Corrective Actions • Executive Dashboards • Fleet Management • DVIR (Canada)

THE SHIFT

• From Paper to Digital Audits • Tiered Audit Capabilities • CAPA Management

2026 KOnnect

Audit Tool as an Early Warning System

Each audit gives us a signal. The value comes when we connect those signals.



- One audit is an observation.
  A hundred audits is a pattern.
- The same finding repeating across a region predicts the claim before it is filed.
- Score trends by site show where to deploy resources.
- History sets the baseline; recent audits show the direction.

2026 KOnnect

Riskonnect & Reimagined Parking Working Together

If we want audit data to drive decisions, we have to design the audit for decision-making



Designing Audits

Standardized question sets built to trigger action, not just produce a score



Executive Reporting

One monthly view of audit health by region and by site



Corrective Actions

Findings routed to a named owner with due dates and verified closure



Insights Dashboards

Score trends and repeat findings visible in real time



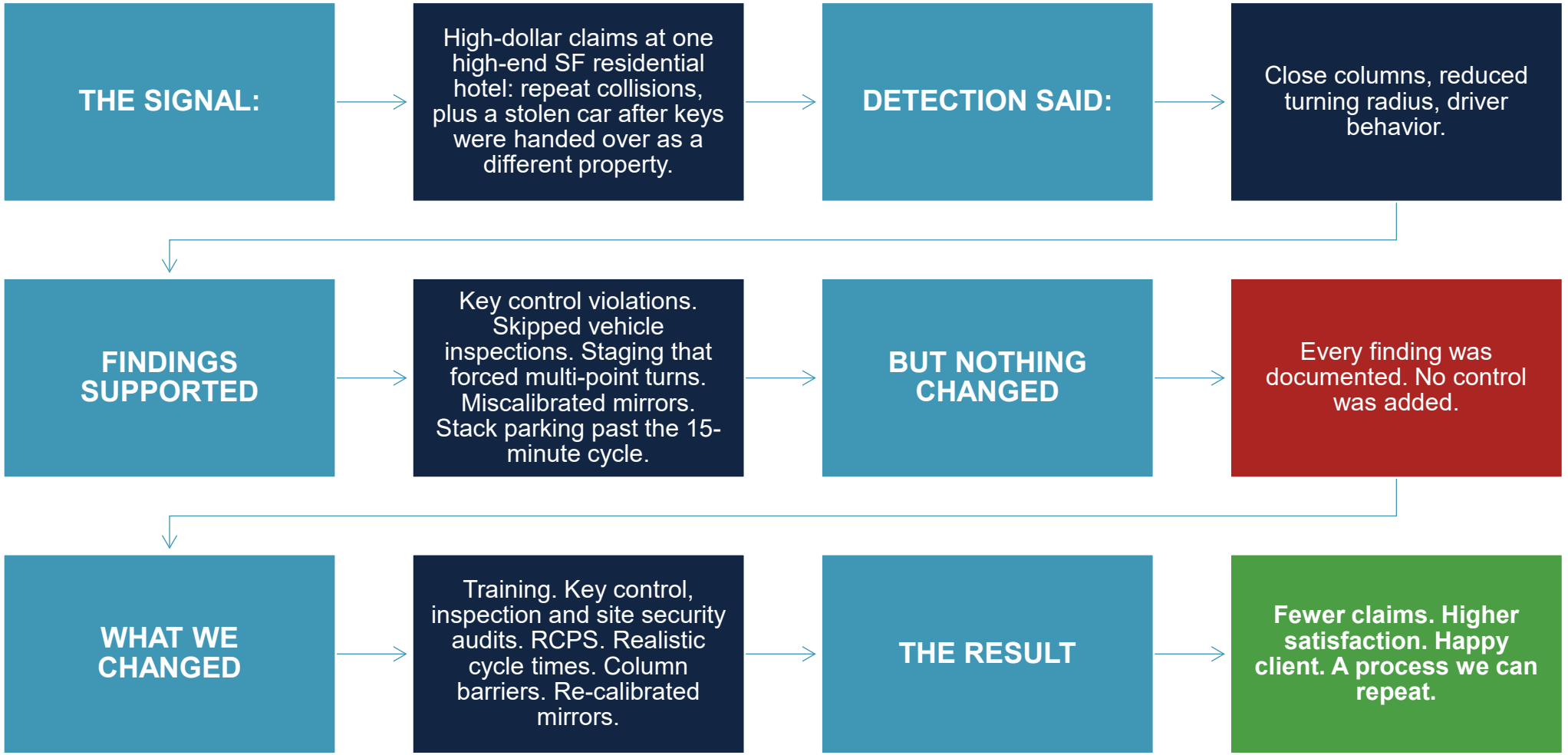
AI-enabled Analysis

Surfaces patterns across sites before they become claims

2026 KOnnect

Case Study: Detection is Not Control

The goal is not just to close the event. The goal is to prevent the next one.



2026 KOnnect

KEY TAKEAWAYS

"We stopped asking people to only report the worst thing that could happen — and started letting them report the little things. And the little things told us everything."

– Discount Tire

"Safety ROI is not proven by having more data. It is proven when the data changes decisions, strengthens controls, and prevents the next loss."

– Reimagined Parking

2026 KOnnect

QUESTIONS

2026 Konnect

CONNECT WITH ME

Jose Medina

jose.medina@reimaginedparking.com

reimaginedparking.com/

in/josemedina001/

Matthew Peter

matthew.peter@discounttire.com

discounttire.com/

in/matthew-peter-559429209/

2026 KOnnect


THANK YOU
2026 Konnect