

TICKETING AGGRESSIVE CARS AND TRUCKS

TACT Quarterly e-Update

A High-Visibility Traffic Enforcement Program

Volume 1, Issue 2 April 2008

Welcome to the second edition of the TACT Quarterly Update. The focus of this issue is to highlight States that have implemented traffic enforcement activities similar to TACT and show the benefits of implementing a TACT program with its three key components: communication, enforcement, and evaluation. FMCSA would like to thank Ms. Penny Nerup and Lieutenant Kevin Zeller for their continued contributions to the TACT Program.

Letter from Washington State

Washington State was honored to be selected as the first State to pilot the TACT (Ticketing Aggressive Cars and Trucks) Program in 2004. The TACT pilot project used enforcement, education, media, and evaluation to reduce fatalities and injuries resulting from cutting off, tailgating, and speeding around commercial vehicles. Our implementation showed TACT is an effective program in building awareness of safe driving practices, such as leaving more space between commercial, and reducing targeted violations.

Passenger car drivers' awareness of the TACT messages increased 49.6% from the pre-intervention to the post-intervention period. The percentage of drivers who said they leave more room when passing commercial vehicles rose from 16% to 24% during the same period. Violation rates were reduced significantly, by 23% in the intervention sites while remaining constant at the comparison sites. Evaluation results showed that the TACT pilot project was a very effective method for reducing the number of passenger/commercial vehicle collisions.

We deployed TACT in four high-crash interstate corridors that were approximately 25 miles long. Two intervention corridors received media and increased enforcement while the two comparison corridors did not. Two waves of enforcement lasting about two weeks took place at the intervention sites.

For a detailed technical report of the pilot Washington State TACT project, visit the Resources section of the TACT Web site at <http://www.fmcsa.dot.gov/tact>.

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About the TACT State Peer Exchange Network (T-SPEN)

The Ticketing Aggressive Cars and Trucks (TACT) State Peer Exchange Network (T-SPEN) is a group of State and local stakeholders participating in the TACT program who are taking the lead in sharing approaches to save lives by reducing crashes among passenger and commercial motor vehicles.

The States currently participating in T-SPEN include Georgia, Kentucky, North Carolina, Pennsylvania, and Washington.

The vision of T-SPEN is to serve as a safety advocate and become the national information resource for TACT programs.

The mission of T-SPEN is to support the sharing of lessons learned among TACT States; bring Federal, State, and local resources together to educate the public about how to operate safely around big trucks; and to find the best approaches to save lives across the nation.



T-SPEN Work Group

TACT State Activity Update

Washington—Washington was the first to implement a Ticketing Aggressive Cars and Trucks (TACT) program. The State was funded by the Federal Motor Carrier Safety Administration (FMCSA) and National Highway Traffic Safety Administration (NHTSA) in September 2004 and the campaign was launched in July 2005. Washington published their final report for the TACT program in May 2006 and the States that have followed have used this information to successfully launch related implementations.

The evaluation of the Washington TACT project showed a considerable reduction in unsafe driving behaviors as well as a sharp increase in motorists’ awareness of the proper way to share the road safely with commercial motor vehicles (CMVs).

The Washington State TACT program was successful in large part due to the cooperative efforts and relationships among the involved Federal, State and local agencies. Today, the program is fully implemented and 10 troopers are assigned full-time to the program. Washington will continue working on the program in 2008.

Below is a summary of the results from Washington’s TACT program implementation.

	Communications	Enforcement	Evaluations
Basic Approach	<p>Target Message: “Leave More Space”</p> <p>Activities: road signs, radio ads, newspaper ads, TV coverage, press events, newspapers, posters, banners, flyers, road signs, and large trucks wraps</p>	<p>Methods: officers in commercial motor vehicle (CMV) cabs with mobile radios; Washington State Police (WSP) aviation, marked and unmarked patrol vehicles</p>	<p>Study Methods:</p> <p>Awareness measure: public intercept surveys at Department of Licensing (DOL) offices</p> <p>Process measure: observations recorded on video by WSP troopers who followed CMVs in unmarked cars</p> <p>Outcome measure: truck crash analysis</p>
Results Summary	<p>\$190,403 bonus radio</p> <p>5,575 radio spots aired, 3,026 as no charge</p> <p>6,155 awareness surveys conducted</p> <p>Message awareness up from 17.7% to 67.3%</p>	<p>Dozens of officers trained</p> <p>5 enforcement waves conducted</p> <p>3,520 citations issued</p> <p>1,478 warnings issued</p>	<p>Rate of violations per hour down from 5.8 to 3.05</p> <p>Behavior was measured as “less illegal” and “less intimidating”</p>

Kentucky—The Kentucky Vehicle Enforcement (KVE), supported by FMCSA, received a Motor Carrier Safety Assistance Program (MCSAP) grant in May 2007 and launched their TACT campaign in August of 2007. Kentucky started its second TACT enforcement wave in February 2008. The program is focusing on excessive speeding, improper lane changing, reckless driving and not leaving sufficient space around CMVs.

Preliminary survey results suggested reduced crashes and increased safety practices. Kentucky used traffic camera videos in the enforcement corridors to evaluate results.

The following chart summarizes the results from Kentucky’s TACT program implementation.

	Communications	Enforcement	Evaluations
Basic Approach	Target Message: “Don’t Get a Ticket, Leave More Space.” Activities: press events, radio ads, highway signs, posters, fliers, decals, and brochures	Methods: unmarked cars, officers in truck cabs, traditional patrol cars	Study Methods: Awareness Measure: telephone survey Process Measure: traffic camera videos Outcome Measure: truck crash analysis
Results Summary	2 press conferences held \$57,936 earned media 3,390 paid radio spots aired 2,891 negotiated radio spots aired 7,500 brochures distributed 1,315 awareness surveys conducted and awareness of campaign message up from 12.1% to 41.6% 11 speaking engagements	Approximately 100 officers trained 2 enforcement waves conducted 2,882 citations issued Numerous prosecutor education activities	20% reduction in CMV collisions Video surveys: median 8% increase in following distances after enforcement blitz Kenton County issued a “No Drop” policy for prosecution of TACT cases and had a 30% reduction in overall collisions

Georgia—Georgia received a MCSAP grant to implement the Georgia TACT (G-TACT) program in May 2007 and The Georgia Department of Public Safety launched the program in November 5, 2007. Georgia held another G-TACT enforcement wave in February 2008.

Georgia’s first two phases of the G-TACT were a success and the results of the second phase are pending. Pre- and post-surveys were deployed at driver service centers in the enforcement corridors and telephone surveys were conducted by the University of Georgia to evaluate results of the first phase of G-TACT.

Georgia intends to continue with the TACT programs on other major transportation arteries. Below is a summary of the current results from Georgia’s TACT program implementation.

	Communications	Enforcement	Evaluations
Basic Approach	Target Message: “Don’t Get a Ticket, Leave More Space.” Activities: press events, radio ads, TV ads, newspaper ads, public service announcements (PSAs), posters, fliers, highway signs, and a Web site	Methods: Traditional patrol cars	Study Methods: Awareness Measure: public activity survey Process Measure: NA Outcome Measure: NA
Results Summary	2 press events held in Atlanta and Savannah 24 spots of earned media, included 11 in-depth stories 4,400 radio spots aired 3,000 brochures distributed 5 billboards 3 trailer wraps, one made an Atlanta Motor Speedway lap	35 officers trained 2 enforcement waves conducted 1,049 G-TACT citations issued and 1,524 total citations issued 482 G-TACT warnings issued and 1,117 total warnings issued	Currently in-progress

North Carolina—The North Carolina Highway Patrol received a MCSAP grant in September 2006 and started conducting Operation Ticketing Aggressive Cars and Trucks (TACT) in September 2007. The North Carolina Highway Patrol is determined to reduce both fatal and non-fatal traffic collisions involving big trucks on North Carolina highways. TACT is the first campaign to concentrate solely on vehicles driving aggressively around commercial motor vehicle violations and will be conducted in other counties later this year. Troopers will be using helicopters and unmarked patrol vehicles during the operation.



During stops for warnings or citations in the enforcement corridors, a flyer was given out to each offender. On one side there was TACT program information and on the other side there were safety driving tips. North Carolina has finished post-completion surveys and is in the process of evaluating the results of its enforcement waves.

Below is a summary of the current results from North Carolina’s TACT program implementation.

	Communications	Enforcement	Evaluations
Basic Approach	Target Message: “Don’t Press Your Luck. Leave Room For Trucks.” Activities: press events, radio public service announcements (PSAs), billboards, banners, posters, fliers, and brochures	Methods: officers in commercial motor vehicle (CMV) cabs, unmarked and traditional patrol cars, and helicopters	Study Methods: Awareness Measure: public survey Process Measure: observation surveys Outcome Measure: truck crash analysis
Results Summary	During enforcement stops, a TACT flyer with safety driving tips is distributed	TBD	

Check Out What’s New on the TACT Web Site!

Since its launch in January, FMCSA has made several additions to the Web site to help States get the necessary information and resources to successfully implement a TACT program.

Visit www.fmcsa.dot.gov/tact for new updates to—

- Frequently Asked Questions
- A TACT Proposal Outline for States
- State e-Toolkits
- News and Events
- More Safety Partners, and
- Much, Much, More!

Upcoming Events

April

- Lifesavers Conference
April 13-15, 2008
Portland, Oregon
Oregon Convention Center
www.lifesaversconference.org
- Kentucky Lifesavers Conference
April 21-23, 2008
Louisville, Kentucky
The Galt House Hotel/Suites
lifesavers.ky.gov

July

- TACT Forum
July 15-17, 2008
Las Vegas, Nevada*

* Due to space limitations, attendance will be by invitation only

The Latest Research

Ticketing Aggressive Cars and Trucks (TACT) programs are being implemented in States across the country and noted by the color blue on the map below. The Non-Commercial Motor Vehicle (CMV) Traffic Enforcement (TE) States, noted in yellow, are conducting traffic enforcement activities as outlined in their safety plan. TACT States focus on violations pertaining to, but not limited to, the following:

- Unsafe lane changes,
- Tailgating,
- Failing to signal lane changes,
- Failing to yield the right of way,

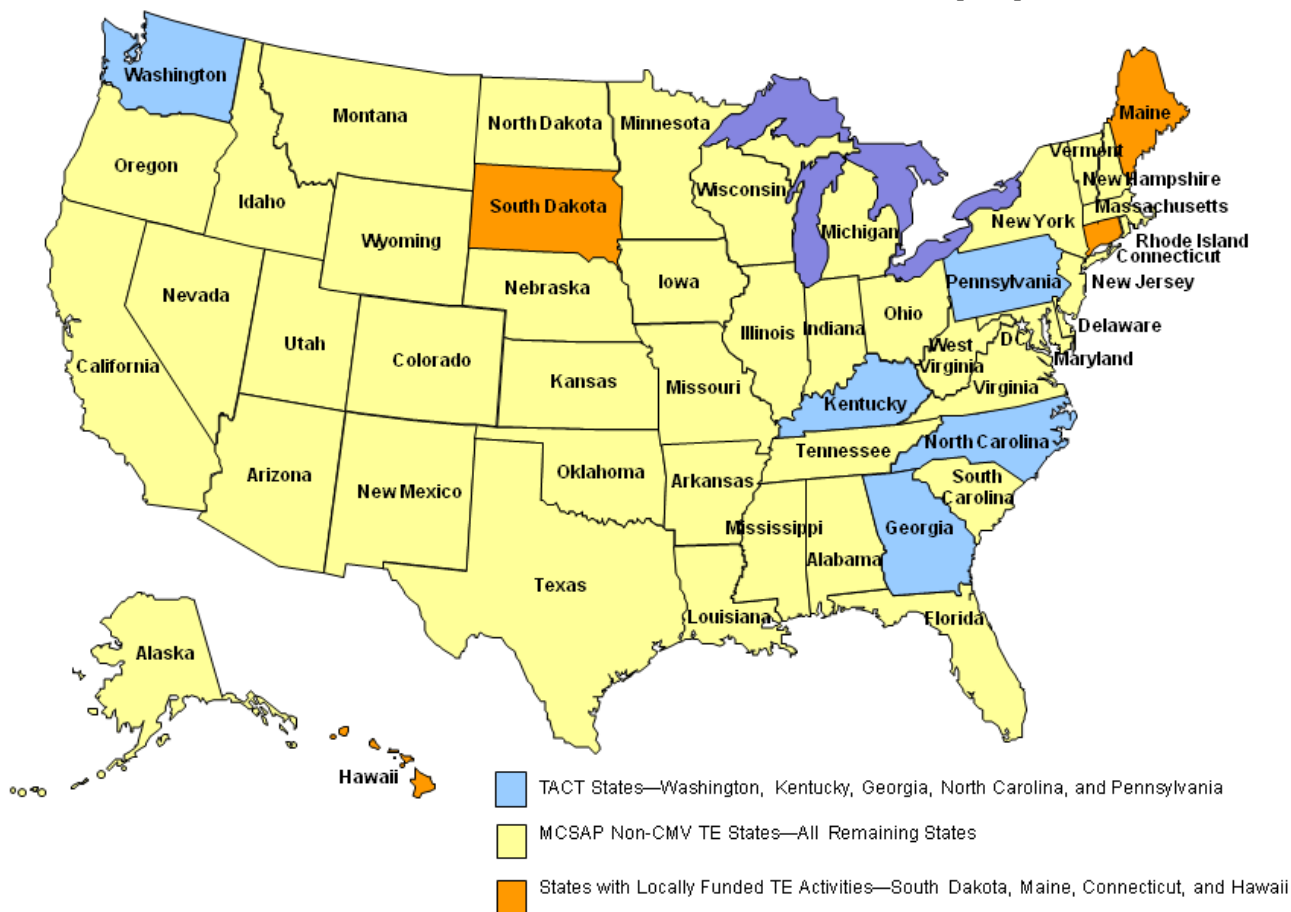
- Speeding,
- Aggressive driving (a combination of two or more of the above behaviors)

TACT States' activities are different from Non-CMV TE States' because their enforcement efforts include a corridor enforcement component, offer public outreach and communication through earned media, and provide baseline measurements with an evaluation component. Non-CMV States are congratulated on their activities and encouraged to implement a TACT Program.

The aim of the TACT program is to reduce risky driving behaviors of passenger and CMV drivers in pre-determined locations or corridors. A valid measure of TACT Program success is a reduction in crashes and fatalities. If you are interested in implementing a TACT program in your State, please contact the State's Lead MCSAP Agency Representative.

Visit www.fmcsa.dot.gov/tact for more information on the TACT program.

2008 TACT and NON-CMV Traffic Enforcement (TE) Initiatives



Source: 2008 Commercial Vehicle Safety Plans (CVSP)

TACT Funding

States are encouraged to use basic and incentive grant funding and apply high-priority grants to support TACT program efforts and comply with the requirements of Section 4106 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Under SAFETEA-LU, States are required to conduct comprehensive and highly-visible traffic enforcement and commercial motor vehicle safety inspection programs in high-risk locations and corridors. Visit www.grants.gov for the latest funding information.

Interested in Starting a TACT Program?

States that are interested in starting a TACT Program can submit a TACT proposal that demonstrates the TACT project team has an understanding of the program requirements. States are encouraged to use basic and incentive grant funding and apply high-priority grants to support TACT program efforts.

Below is an Abstract of the Checklist of the Requirements for a TACT Program. The full checklist can be found on the TACT Web site. The checklists will give you a better impression of whether a TACT program will be helpful in building awareness of unsafe driving practices, reducing violations, and eventually reducing fatalities from passenger vehicle (PV) and commercial motor vehicle (CMV) crashes in your State.

If you can answer many of the questions with a "yes," your State may be ready to implement a TACT program.

1. Do we (the State) understand the basics of the TACT model?
2. Are we interested in pursuing a TACT program?
3. Will a TACT program have a sufficiently high priority within our State?
4. Do we have, or can we get, the Project Team and Member Expertise in project management, communications and media relations, research and evaluation, and outreach and partnership building?
5. Can we develop Goals for the Project by using State statistics or prior research, identifying violations and unsafe practices to focus on, and tying goals to communication, enforcement, and evaluation?
6. Can we design the project and provide descriptions and rationale for identifying high-risk and control corridors, intervention period and number of waves, media markets, and law enforcement training?
7. Can we develop a Communication Plan that will increase awareness of safe driving behaviors?
8. Can we develop an Enforcement Plan that will maximize law enforcement resources and groups, and address specific driving behaviors?
9. Can we develop an Evaluation Plan that will use reliable data collection methods to measure changes in awareness, unsafe driving behaviors, and number of crashes?
10. Can we conduct the necessary reporting and follow-up activities such as briefings to key stakeholders, a final report, and rewards and recognition for the program team?
11. Can we develop a proposed project budget for project management, enforcement, media, and evaluation?
12. Can we develop and adhere to a reasonable timeline for the activities?

The full Checklist of the Requirements for a TACT Proposal can be found on the TACT Web site at www.fmcsa.dot.gov/safety-security/tact/FundingandGrants.htm. If you have answered "yes" to many of the questions, you may use the TACT Proposal Outline found in the same area on the TACT Web site to assist in your proposal preparation process.



In the Spotlight—TACT Safety Partner

American Trucking Associations

The American Trucking Associations (ATA) is the largest national trade association for the trucking industry. Through a federation of other trucking groups, industry-related conferences and its 50 affiliated state trucking associations, ATA represents more than 37,000 members covering every type of motor carrier in the United States. The mission of ATA is to serve and represent the interests of the trucking industry with one united voice. Part of that mission is to promote safety and security on our nation's highways and among our drivers.

ATA works to educate motorists with the highway safety outreach program Share the Road that educates all drivers about sharing the roads safely with large trucks. An elite team of professional truck drivers with millions of accident-free miles deliver life-saving messages to millions of motorists annually. Speaking to groups as diverse as lawmakers, high-school students, senior citizens and motorcycle owners, Share the Road travels the country to make the motoring public aware of safe highway driving practices.

The safety program is sponsored by Mack Trucks, Inc. and Michelin North America, Inc. For more information, visit www.atastr.org.

ATA also works through the America's Road Team, sponsored by Volvo Trucks North America, to spread the word about safety on the highway. The Road Team is a national public outreach program led by a small group of professional truck drivers who share superior driving skills, remarkable safety records and a strong desire to promote safety to both colleagues within the industry, and motorists they interact with everyday. America's Road Team Captains stress the cornerstones of essentiality, image, professionalism and safety that are required to be a professional truck driver. For more information, visit www.americasroadteam.com.

The National Truck Driving Championships, which were established in 1937, is a national competition that inspires tens of thousands of professional truck drivers to perfect their driving prowess to compete in the safe driving skills competition.

The "Super Bowl of Safety" begins at the state level, where professional truck drivers compete in eight competing categories, challenging their driving skills, and knowledge of safety, equipment and the industry. State winners move to the National Truck Driving Championships where they compete with the best of the industry on a national level. At the end of the competition, not only are eight professional drivers announced in each class, one is chosen as the "Grand Champion."

For more information on ATA and their safety education and promotion programs, visit www.truckline.com.



Article courtesy of Elisabeth Barna, Vice President of Strategic Planning and Outreach for ATA.

TACT Safety Partners

- American Trucking Associations www.truckline.com/index
- Commercial Vehicle Safety Alliance www.cvsa.org/
- Federal Highway Administration www.fhwa.dot.gov/
- Federal Motor Carrier Safety Administration www.fmcsa.dot.gov/
- Governor's Highway Safety Representatives www.ghsa.org/
- International Association of Chiefs of Police www.theiacp.org/
- National Highway Traffic Safety Administration www.nhtsa.dot.gov/
- National Safety Council www.nsc.org/
- National Sheriff's Association www.sheriffs.org/
- State Patrol and State Police www.statetroopersdirectory.com/

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Contact Us

For States interested in participating in the Ticketing Aggressive Cars and Trucks (TACT) Program, please e-mail tactinfo@dot.gov.

To receive information about how cars and trucks can share the road safely, please call 1-877-SAFE-TRK (723-3875).

The mailing address for FMCSA is:

United States Department of Transportation
Federal Motor Carrier Safety Administration
Outreach Division, Office of Enforcement and Program Delivery
1200 New Jersey Avenue, SE, W63-314
Washington, DC 20590
www.fmcsa.dot.gov

To contact FMCSA Service Centers and Field Offices, please visit www.fmcsa.dot.gov/about/contact/offices/displayfieldroster.asp.



U.S. Department of Transportation
Federal Motor Carrier Safety Administration