

THE OUTREACH AND EDUCATION 2009 ANNUAL REPORT TO CONGRESS

Pursuant to Section 4127 of the
Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
(P.L. 109-59)
February 2010

Section 4127 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (P.L. 109-59) guides the Federal Motor Carrier Safety Administration's (FMCSA) activities for conducting outreach and education programs. Section 4127 directs the Secretary of the U.S. Department of Transportation (DOT) to conduct, through any combination of grants, contracts, or cooperative agreements, the outreach and education program which FMCSA and the National Highway Traffic Safety Administration (NHTSA) will administer. The Secretary is also required to transmit an annual report to Congress on the programs and activities carried out under this section.

The DOT pursues increased outreach and education initiatives actively to promote safe operation and the best highway practices for commercial motor vehicles (CMV) and passenger vehicles. The FMCSA's outreach and education programs support the DOT's strategic objective to "enhance public health and safety by working toward the elimination of transportation-related deaths and injuries." The FMCSA's outreach and education activities are vital to the Agency's goal of reducing crashes and crash-related injuries and fatalities by preventing and minimizing the severity of truck and bus crashes.

The FMCSA is responsible for regulating the safety of interstate truck and motorcoach travel in the United States. Its safety goal is to reduce CMV crashes and fatalities on the Nation's roadways to 0.160 fatalities per 100 million total vehicle miles of travel by 2011. There was a 12 percent reduction in fatalities in crashes involving large trucks, from 4,822 in 2007 to 4,229 in 2008. To accomplish its safety goal, the Agency relies on strong partnerships with its stakeholders. In addition, FMCSA provides information to increase public awareness about the transportation of household goods (HHG) in interstate commerce to enable consumers to avoid becoming victims of moving fraud.

By way of this report, FMCSA is reporting on the following initiatives completed or underway in Fiscal Year (FY) 2009: (1) the Share the Road Safely Program, (2) the CMV Safety Belt Usage Improvement Program, (3) the Passenger Carrier Safety Outreach Program, (4) the HHG Consumer Complaint Telephone Hotline, and (5) the HHG Consumer Information Program.

SHARE THE ROAD SAFELY PROGRAM

In 2004 and 2005, Congress directed FMCSA and NHTSA to work together to educate the motoring public on how to change risky driving behavior and to share the road safely with CMVs. In early 2004, FMCSA and NHTSA coordinated the development of the Ticketing Aggressive Cars and Trucks (TACT) demonstration pilot program to improve safety on the

Nation's roadways. The TACT Program utilizes three components to reduce crashes and crash-related injuries and fatalities resulting from crashes involving both passenger vehicles and CMVs: communication, targeted enforcement, and evaluation.

TACT Activities in the States

The Agency differentiates three levels of involvement in TACT activities. First, "TACT-Readiness" States receive Motor Carrier Safety Assistance Program (MCSAP) funds to evaluate the feasibility of implementing a TACT program within that State. Second, "TACT-like" States conduct high-visibility traffic enforcement activities that incorporate communications (e.g., education and outreach efforts such as paid and earned media), into their TACT activities. The FMCSA works with the "TACT-like" States to add an evaluation component, the third component of the TACT Program. States with all three components are referred to as "TACT" States.

Currently, eight TACT States (Georgia, Indiana, Kentucky, Nevada, North Carolina, Oregon, Pennsylvania, and Washington) are engaged in all three components of a TACT Program. The Commonwealths of Pennsylvania and Kentucky did not apply for additional MCSAP funds to conduct a TACT initiative in FY 2009, although both have programs and will continue TACT activities this year. Four States (Alabama, Montana, New Jersey, and Texas) are involved in TACT-like activities, and FMCSA is working with them to develop the evaluation component. In 2009, three States (Colorado, Louisiana, and Utah) received MCSAP funds to implement a TACT readiness grant. In FY 2009, \$5.8 million dollars in MCSAP funding was awarded to States for TACT activities.

Results from the various State TACT projects are generally positive. Public awareness of the program is greater, when compared to baseline awareness measures. Crash reductions occur in the TACT corridors compared to the control corridors. Following distances increase, and there is a reduction in the number of improper lane changes.

TACT States

Georgia

The Georgia Department of Public Safety administered high-visibility enforcement and public information campaigns in four enforcement and four control corridors throughout the State. The Department of Public Safety's Motor Carrier Compliance Division partnered with the Georgia State Patrol and local jurisdictions to staff each 25-mile corridor for 3-hour enforcement periods. There were four blitz periods with 15 officers each for a 3-week period. The TACT enforcement patrols focused on speeding, following too closely, improper lane changes, and careless or reckless driving by drivers of large trucks or other vehicles near large trucks. Results indicate improper lane changes were significantly reduced, safety message awareness increased, and following distances increased.

Indiana

Indiana received a MCSAP grant in April 2009 to conduct a TACT high-visibility enforcement campaign. Indiana will implement a program with the following three TACT elements: 1) an education and outreach element to increase public awareness of safe driving behaviors around commercial vehicles; 2) an enforcement element to increase patrols in a designated corridor during the blitz period; and 3) a research, evaluation, and data analysis element to collect and analyze data before, during, and after the campaign. Indiana will use local radio and television stations to air the public safety announcements. They will also contract billboard space for the messages to be placed in the TACT campaign corridor. The enforcement campaign took place over a 5-week period beginning the second week of August 2009. An 18-mile stretch of Interstate 465 was patrolled during the hours of 8 a.m. to 4 p.m., Monday through Friday. Finally, Indiana will use the Center for Road Safety at Purdue University to conduct the research, evaluation, and data analysis for this TACT campaign. A final report is expected during the 3rd quarter of FY 2010.

Kentucky

The Kentucky State Police Division of Commercial Vehicle Enforcement administered a high-visibility enforcement and public information campaign geared towards reducing the number of CMV-related crashes in the State. The program's objective was to alter driver behavior around large CMVs through education and enforcement. The University of Kentucky Transportation Center then evaluated the program. The campaign focused on two high-volume, high-crash interstate areas. One was located in northern Kentucky on Interstate 75 (Covington County) and the other along Interstate 65 (Jefferson and Bullitt Counties). The program consisted of two media campaigns (earned and paid), informational signage, and three enforcement blitzes. The campaign's success was measured using before and after campaign surveys, video observations, and crash data. The blitzes focused on public awareness, driver behavior, and road safety. Survey results indicated safe driving behaviors improved around CMVs. Particularly, an increased number of drivers left more space for trucks. Additionally, a higher number of individuals reported seeing roadway signs or hearing the radio message, "Leave More Space." Video data for passenger cars, small trucks, vans, and semi- or large-trucks revealed that, in general, larger trucks leave more space than other vehicle types and, in general, all vehicle types leave more space when following large trucks than for other kinds of vehicles.

Nevada

The Nevada Highway Patrol (NHP) is preparing to implement a high-visibility enforcement and public information campaign in 2009. Last year NHP conducted a TACT-like pilot project using State funding. In May and June of 2008, NHP Troopers rode in the cab of an unmarked NDOT semi-truck and watched for non-CMV moving violations. In the 2-day operation, over 81 citations were issued. Numerous news segments were aired in Reno and Las Vegas television markets with video showing NHP ticketing moving violators near large trucks. Since an evaluation component was added, Nevada qualified for a full TACT program grant in FY 2009.

North Carolina

The North Carolina's TACT enforcement campaign took place from September through December 2007. Enforcement efforts consisted of three waves, each lasting approximately

2 weeks in each roadway corridor. More than 2,400 TACT-related citations were issued during the three enforcement waves. Motorist and trucker surveys indicated a high degree of driver awareness of the TACT safety message. Video observation data showed that the TACT corridors with enforcement presence had larger percentage reductions in aggressive driving violations when compared with the control corridors without enforcement.

Oregon

The Oregon Department of Transportation is preparing to implement a high-visibility enforcement and public information campaign in 2009. In 2008, Oregon conducted a TACT-like exercise from May 12-16. Law enforcement officers stopped 362 drivers and issued 351 tickets and 97 warnings. The two most common violations were unlawful lane changes and tailgating. Fines ranged from \$97 to \$242. The fall 2008 TACT-like operation resulted in citations to 34 car drivers and four truck drivers. The key campaign message was "Leave More Space for Trucks." A similar campaign occurred the week of May 25, 2009. Local law enforcement officers spent the week on Interstate 5 south of Portland, emphasizing enforcement of aggressive driving around CMVs.

Pennsylvania

In April 2008, Pennsylvania received a MCSAP grant to implement a TACT campaign. The Pennsylvania State Police began their high-visibility and public information campaign on September 29, 2008, with a press event. The campaign took place from September 30, 2008, through November 14, 2008. Pennsylvania TACT used highway billboards, posters, safety awareness messages, and brochures to educate drivers about the importance of sharing the road and steering clear of unsafe situations. State police used marked and unmarked patrol vehicles and fixed-wing aircraft as part of the enforcement effort. The 4-week enforcement effort to reduce aggressive driving along a portion of Interstate 81 in Dauphin and Cumberland Counties resulted in nearly 1,500 traffic citations and more than 700 written warnings. In June 2009, the Pennsylvania State Police conducted an additional TACT campaign along Interstate 70 in Washington County, Pennsylvania. Final results for Pennsylvania's TACT initiative are expected during the 4th quarter of FY 2009.

Washington

The Washington State TACT program is fully implemented. Ten Washington State Patrol (WSP) troopers and one sergeant are assigned to districts throughout the State and enforcing TACT as their primary duty. During FY 2009, the WSP TACT troopers conducted 7,644 traffic stops, including 2,538 contacts for aggressive driving. In addition, the WSP TACT team routinely partners with local law enforcement on TACT-related enforcement efforts. The WSP has developed partnerships with the trucking industry and local law enforcement. These partnerships are key to the overall success of the TACT program.

TACT-Like States

Alabama

The Alabama Department of Public Safety (ALDPS) Motor Carrier Safety Unit began conducting high-visibility enforcement details in May 2008 to collect data in support of a TACT Readiness grant application. The Highway Patrol Division conducted two separate enforcement

details. The first utilized Highway Patrol supervisors and the second utilized the entire Highway Patrol Division in an effort to target aggressive drivers throughout the State. The first detail resulted in 832 citations issued over a 2-day period. The second detail resulted in 16,281 citations issued to CMVs and non-CMVs for improper lane change, following too close, speeding, and aggressive driving. In April 2009, ALDPS received MCSAP funding to conduct its TACT-like initiative. The ALDPS is adding an evaluation component to measure changes in driver behavior and awareness.

Montana

The Montana Department of Transportation Motor Carrier Services (MCS) Division began employing a TACT-like program in specific, high-crash corridors in late 2007. This TACT-like initiative used only enforcement activities. The strategy placed a Montana Highway Patrol (MHP) officer in the cab of a CMV driven by an MCS employee, with that officer identifying unsafe activities and maneuvers in the vicinity of the vehicle. When such activities were identified, the officer radioed the information about the offending vehicle ahead to assisting MHP officers traveling in the same direction. Those officers then intercepted the offending vehicle and issued a warning or citation as circumstances dictated. Both CMVs and non-CMVs were monitored for aggressive driving in the vicinity of the CMV. Enforcement activities typically ran for 3-day periods (8 hours per day), with TACT-like enforcement being performed approximately once per quarter and revolving around the State. To date, abbreviated TACT activities were conducted on highway corridors in or near the communities of Polson, Butte, Bozeman, Billings, and Belgrade. The TACT-like activities have been conducted on a number of different facility types, ranging from interstate highways to four- and two-lane (with passing lanes) U.S. and State highways. In light of the State's experience with its TACT-like activities, the Montana Department of Transportation would like to expand the program to include the enforcement and education components required to become a full TACT program.

New Jersey

For FY 2009, New Jersey's Transportation Safety Bureau (TSB) received MCSAP funding to support preliminary organization and process/program development for its TACT-like activities. The TSB within the New Jersey State Police will conduct research on existing and related activities, coordinate agency and stakeholder input, and form a focused group committed to the TACT mission and purpose. In addition, TSB will develop strategic goals and objectives for operational implementation of the program.

Texas

In May 2008, the Austin Police Department (APD) received a MCSAP grant to conduct a high-visibility traffic enforcement project. This project incorporated two (e.g., education and enforcement) of the three elements required for a TACT initiative. Once all preparatory work for the TACT campaign was completed, APD implemented TACT-like activities from October 6, 2008, through May 25, 2009. More than 4,800 citations were issued for offenses such as speeding, failure to signal, unsafe movement, following too close, disregarding posted signs and road markings, and failure to use a safety belt. More than 6,000 citywide traffic surveys were completed to evaluate the project. These activities were completed in anticipation of applying for a MCSAP grant to cover full TACT implementation in FY 2009.

TACT Readiness States

Colorado, Louisiana, and Utah all received TACT Readiness grants to form a TACT Steering Committee, initiate problem definition discussions and corridor selection activities, and to prepare a proposal for a FY 2010 TACT project.

TACT Web Site

The TACT Web site at www.fmcsa.dot.gov/safety-security/tact/index.htm serves as an online resource to help States plan and implement a high-visibility traffic enforcement program. The information and tools provided on this Web site help States educate motorists about the dangers of unsafe driving behaviors of passenger vehicle drivers around trucks, truck drivers around trucks, and truck drivers around other types of motor vehicles. The Agency recently added the “Sharing Ideas to Save Lives Resources Toolkit and User’s Guide,” “A Guide for Planning and Managing the Evaluation of a TACT Program,” and a “What is TACT?” brochure. The FMCSA continues to publish the TACT Quarterly e-Update on the Web site. This electronic newsletter keeps States informed about what activities other TACT States are undertaking and presents new and innovative ideas to accomplish the mission of TACT.

TACT Best Practices Study

The Agency is conducting a high-level study of the pilot phase of the national TACT program to determine program strengths, best practices, lessons learned, and opportunities for improvement. In addition, the study will determine and assess the overall process of how States are currently conducting TACT and will identify key stakeholders and their roles and responsibilities. The study is not intended to assess each individual State’s TACT program.

The key objective of the study is to understand what is working well at the macro-level in the States and what program element need adjustment. A related study objective is to explore what States are doing to evaluate the success of their program. The Agency wants to determine to what extent States are following the guidelines issued by FMCSA and NHTSA. The study will also provide insight into the States’ view of the FMCSA TACT materials and resources and the grant application process. A final report was received in August 2009. The report featured a gap analysis and recommendations for TACT as well as strategic considerations for TACT.

CMV SAFETY BELT USAGE IMPROVEMENT PROGRAM

The CMV Safety Belt Usage Improvement Program’s goal is to increase safety belt use among CMV drivers. The program began after FMCSA’s June 2003 “Safety Belt Usage by CMV Drivers” study revealed that only 48 percent of CMV drivers wore safety belts. The CMV Safety Belt Partnership was established and consists of 20 members including representatives from other Federal agencies, industry associations, manufacturers, insurance companies, safety organizations, and law enforcement organizations.

Safety belt use among CMV drivers reached an all-time high last year, according to the 2008 Safety Belt Usage by CMV Drivers Survey, a national survey sponsored by the Agency. The study found a record high 72 percent of truck drivers now wear their safety belts, compared to 65 percent in 2007.

In March 2009, FMCSA announced the “*Safety Belts—A Way of Life!*” campaign designed to encourage CMV drivers to buckle up on every trip, every time. The kick off event took place in Richmond Hill, Georgia, as part of an effort to congratulate truckers on their achievement and to encourage more drivers to buckle up. The “*Ready for the Road Ahead!*” poster was featured at the event. It is the first in a series of posters scheduled for a quarterly rollout during 2009. This new campaign emphasizes the need to expect the unexpected and why it is important to make wearing your safety belt “A Way of Life.”

The FMCSA continues to work closely with the CMV Safety Belt Partnership to develop outreach materials for distribution to motor carriers and CMV drivers. The FMCSA’s Outreach Division maintains an FMCSA Web page dedicated to communicating information on how to increase safety belt use among this population. Available at www.fmcsa.dot.gov/safetybelt, the Web site contains educational materials to inform motor carriers and commercial drivers about the importance of wearing a safety belt, successful State enforcement models, relevant research studies, presentations, and public service announcements.

The FMCSA’s Outreach Division continues to publish the FMCSA Safety Belt Program e-Update, which highlights Partnership and State activities related to increasing CMV driver safety belt use. This newsletter is distributed nationwide and is available on the Web site.

In 2003, the CMV Safety Belt Partnership was created to combat low safety belt use among the nation's CMV drivers. This Partnership has been successful in increasing seat belt use by CMV drivers, but it has focused on truck drivers. The FMCSA now wants to expand the Partnership to reach more motorcoach drivers. The FMCSA will distribute a “Buckle Up!” CD to motorcoach companies. The CD will contain tools and materials that motorcoach companies can use to increase safety belt use by their drivers.

PASSENGER CARRIER SAFETY OUTREACH PROGRAM

The Passenger Carrier Safety Outreach Program’s goal is to provide the public and the commercial passenger carrier industry up-to-date and comprehensive safety information in order to reduce injuries, crashes, and fatalities. The commercial motorcoach industry transports more than 500 million passengers annually in the United States. While motorcoach travel is one of the safest forms of commercial passenger transportation, crashes involving motorcoaches tend to receive heightened attention. The Passenger Carrier Safety Outreach Program provides regulatory, safety, and educational information to the public and industry in a variety of formats, ranging from easy-to-understand brochures to an interactive Web site.

The FMCSA is completing a redesign of the Passenger Carrier section of the Agency’s Web site to make it easier to use. The Web site includes an interactive system for individuals and groups to find safe and appropriate interstate motorcoach transportation in their area

(<http://www.ai.fmcsa.dot.gov/passenger/home.asp>). Referred to as the Passenger Carrier Safety Web site, the site provides current safety data on interstate passenger carriers nationwide and focuses on three critical areas—driver, vehicle, and safety management. This system is particularly useful to school districts looking to find safe motorcoach transportation for students.

The FMCSA continues to provide motorcoach safety information on the Agency's Web site. The brochures on the Web site provide the motorcoach industry with an overview of essential information in the following regulatory areas: (1) licensing and insurance requirements for for-hire motor carriers of passengers; (2) driver qualifications; (3) hours of service; (4) inspection, repair, and maintenance; (5) safety rules for private motor carriers of passengers; and (6) school bus operations. These easy-to-understand brochures have been broadly distributed. The FMCSA continues to receive requests for additional copies from motor carriers and motorcoach associations.

The FMCSA continues to provide an educational booklet for motorcoach drivers, "Motorcoach Brake Systems and Safety Technologies: An Introduction to Retarders, Anti-Lock Braking Systems (ABS), and Other Electronically Controlled Safety Devices." This booklet was prepared in response to the National Transportation Safety Board's (NTSB) recommendation (H-02-033) to develop and distribute, in cooperation with the United Motorcoach Association and American Bus Association, a booklet that educates motorcoach drivers on the different types of retarders and their use during slippery road conditions. The booklet also covers safe motorcoach braking and equipment usage. The industry has praised FMCSA for the booklet's overall quality and usefulness.

To assist motorcoach companies with implementing a safety awareness program for passengers, NTSB recommended that FMCSA produce outreach materials addressing pre-trip safety. Consequently, FMCSA developed and distributed two safety pamphlets and an audio compact disk (CD) providing pre-trip safety information to passengers. The FMCSA promoted and distributed the pamphlets and CD to passenger carriers via postal mail, e-mail, and at industry association meetings and conferences. The FMCSA provided downloadable files of the pamphlets and audio announcements on the Agency's Web site. The original audio CD contained a safety announcement in English. The FMCSA translated the pre-trip safety announcement into six foreign languages. Audio files in each of these languages are downloadable from the Agency's Web site. The FMCSA plans to distribute a sequel audio CD with the safety announcement in seven languages.

HOUSEHOLD GOODS CONSUMER COMPLAINT TELEPHONE HOTLINE

The FMCSA continues to support the toll-free HHG Consumer Complaint Telephone Hotline and related Web sites to receive, monitor, and address consumer complaints and provide information on the transportation of HHG. In calendar year 2008, the hotline received 2,358 complaints. As of November 20, 2009, the hotline has received 2,120 complaints. The number of complaints fell during calendar year 2008 compared to the previous year.

HHG Consumer Complaints

Calendar Year	2003	2004	2005	2006	2007	2008	2009 ¹
Number of Complaints	2,272	2,979	2,987	3,300	4,037	2,358	2,120

Source: FMCSA's HHG National Consumer Complaint Database

In FY 2009, FMCSA continued to operate the HHG Consumer Complaint Telephone Hotline in addition to maintaining the following activities:

- Develop and begin to implement an HHG Enforcement Assistance Outreach Plan
- Ensure all written, telephone, fax, e-mail, and Internet consumer complaints are entered into the HHG National Consumer Complaint Database (NCCD)
- Provide general database system maintenance, including activities required to keep the NCCD operational—examples of such activities include system patches, server software maintenance, and end-user support
- Maintain the computer-generated letter system that sends routine agency responses immediately back to the consumers filing HHG complaints with FMCSA
- Notify HHG carriers and brokers regarding a complaint, if the complainant authorized FMCSA to release complaint information. By doing so, companies will be alerted to problems before they become severe or repetitive and warrant investigation and possible enforcement action
- Inform consumers, carriers, and brokers in hostage load situations of their rights and responsibilities
- Identify and target the most egregious HHG carriers and HHG brokers violating the commercial regulations
- Develop and distribute pamphlets, posters, and other educational materials

HOUSEHOLD GOODS CONSUMER INFORMATION PROGRAM

An estimated 40 million households move each year – of which approximately 1.6 million of these move across State lines. There are approximately 4,800 active HHG carriers and 500 active HHG brokers registered with FMCSA. While most HHG moves are conducted without incident, a significant number leave consumers dissatisfied, overcharged, or without their personal possessions. As a result, FMCSA increased its enforcement and outreach efforts to protect the public from illegal activities and deceitful business practices by dishonest moving companies and brokers.

The transportation of HHG continues to be challenging. This is, in part, because individual shippers (i.e., consumers) are typically less knowledgeable about regulations and motor carrier responsibilities, and are more susceptible to misunderstandings, false promises, and fraud. The FMCSA HHG Consumer Information Program's goal is to improve the level of consumer protection and awareness of consumers' rights and responsibilities.

¹ From January 1, 2009 to November 20, 2009.

In June 2005, FMCSA launched its *Protect Your Move* Web site (www.protectyourmove.gov). The Web site provides information for consumers to plan a successful HHG move and to avoid becoming the victims of moving fraud. There have been more than 15 million hits on the Web site since its launch. The average daily hit rate is 11,600, with the average visit lasting 12 minutes.

During the first 3 months of FY 2009, there were nearly 1.0 million Web site hits, with an average daily hit rate of nearly 8,000. These figures are slightly higher compared to the same period last year, with 900,000 Web site hits and an average daily hit rate of 7,500 from October 1, 2007, through January 31, 2008. The average visit lasted 12 minutes for the first 3 months of FY 2009, which was unchanged from the same period in FY 2008.

The FMCSA continues to partner with the United States Postal Service (USPS) to inform consumers about dishonest moving companies. The initiative features use of the USPS's Mover's Guide™ and Mover's Guide Online™ to reach consumers prior to the actual move date and encourage them to visit the *Protect Your Move* Web site for useful information on how to complete a successful interstate move. Since the USPS initiative with FMCSA began in September 2006, more than 43 million change-of-address forms have been filed using the hard copy Mover's Guide Change of Address Kit. The change-of-address kit features a leaflet directing households to visit FMCSA's *Protect Your Move* Web site.

The USPS offers consumers a way to change their address through its Web site. As part of this process, FMCSA is able to present a fraud prevention message to those who change their address using the USPS's Mover's Guide Online™ registration process. The Agency worked with USPS to ensure that users moving to and from States having the highest concentration of moving complaints received the fraud prevention message. To date, of the 7 million online changes-of-address filed, 343,000 change-of-address filers have opened and viewed the FMCSA's online fraud prevention message. This program ran from September 2006 through April 2009.

The FMCSA continues to feature its *Protect Your Move* Web site in the "mover's disclaimer box" in the "Movers" section of the Yellow Book USA directory. There are over 975 Yellow Book directories printed each year with an annual distribution of nearly 123 million.

PROGRAM EVALUATION

As a result of recommendations from the U.S. Government Accountability Office, FMCSA applied for and received approval from the Office of Management and Budget to conduct a survey to measure the awareness of the Agency's outreach and education materials. The two programs being evaluated are the Share the Road Safely (STRS) and the HHG Consumer Information programs. Final reports were received for each program assessment and are available upon request.

The baseline study for STRS revealed the dynamic nature of the STRS campaign, and its evolution from an effort to educate passenger vehicle drivers about large truck limitations into a wide-reaching program to educate all highway users on how to safely share the road.

The baseline study for the HHG Consumer Information Program revealed that respondents who saw or heard the FMCSA's HHG phrases or materials were generally more knowledgeable. Overall, the most recognized message was "Your Rights and Responsibilities When You Move" with over half (53 percent) of survey respondents recalling receiving the booklet.

SUMMARY

The FMCSA is committed to providing outreach and education activities that support DOT's strategic safety objectives and the Agency's goal of reducing crashes and crash-related injuries and fatalities by preventing and minimizing the severity of truck and bus crashes. The Agency continues to plan, fund, and implement programs that combine both education and enforcement to reduce traffic injuries and fatalities associated with large truck crashes.