



**SHARING IDEAS
TO SAVE LIVES**

TACT Quarterly e-Update

TACT FORUM 2008

Special Edition



Letter from the FMCSA TACT Program Director

On behalf of the U.S. Department of Transportation and its Federal Motor Carrier Safety Administration (FMCSA), we would like to thank everyone who participated in this year's TACT Forum 2008. We appreciate those who are actively supporting the TACT Program in your State and we encourage States who are interested in the program to implement TACT in the near future. Our theme, *Sharing Ideas to Save Lives*, spoke directly to the primary goal of this Forum and to that of the TACT State Peer Exchange Network (T-SPEN).

FMCSA recognizes their State partners have valuable ideas about the TACT Program and can help FMCSA meet its goal of significantly reducing fatalities, injuries, and crashes involving large commercial motor vehicles. Whether it is with local law enforcement, county courts, other State agencies or safety partners, we do not climb the ladder of success in a vacuum. We know that with success comes greater responsibility. We must share lessons learned and acquired knowledge so others can be successful.

Thank you again for participating in this exciting, energizing, and rewarding information-sharing event that will undoubtedly benefit our families, communities, and the Nation. FMCSA and the T-SPEN look forward to continuing this partnership and appreciate your hard work and dedication to making the TACT Program successful as it moves across the country.

Gladys M. Cole
Chief, Outreach Division and
TACT Program Director
Office of Enforcement and Program Delivery
Federal Motor Carrier Safety Administration



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About TACT Forum 2008

Las Vegas, Nevada

July 14 - 17, 2008

New York New York Hotel



In July, FMCSA Administrator John H. Hill and Mayor Oscar B. Goodman welcomed TACT Forum attendees to the New York New York Hotel in Las Vegas for an exciting new safety initiative. As the setting for FMCSA's inaugural gathering of DOT personnel, State agencies, law enforcement officials, and TACT safety partners, Nevada was a perfect backdrop to share innovative and life-saving ideas for the future success of this high-visibility traffic enforcement program. The overall goal of the Forum was to allow TACT stakeholders to discuss lessons learned, expose the program to a broader audience, and expand the outreach efforts.

Attendees of the Forum included representatives from the five T-SPEN States, along with 19 prospective States. FMCSA headquarters and field personnel, colleagues from the National Highway Transportation Safety Administration (NHTSA), Federal Highway Administration (FHWA) staff, and other subject-matter experts from program-related fields also participated.

TACT AT-A-GLANCE

To help reduce crashes and fatalities, FMCSA and NHTSA collaborated to develop the *Ticketing Aggressive Cars and Trucks* (TACT) Program—a high-visibility traffic enforcement program to help educate motorists on how to share the road safely with commercial motor vehicles (CMVs).

The TACT Program combines communications, education, and evaluation with targeted enforcement activities to raise awareness among car and truck drivers about safe driving behaviors. Risky driving behaviors may include, but are not limited to: unsafe lane changes, tailgating, failing to signal lane changes, failing to yield the right of way, speeding, and aggressive driving (a combination of two or more behaviors).

Since the Washington State pilot program, four additional States—Georgia, Kentucky, North Carolina, and Pennsylvania—have started TACT Programs. FMCSA is looking to expand TACT Program participation nationwide in 2009. Alabama, Colorado, and Washington have been awarded Pre-TACT high priority grants from FMCSA.



The theme for this year's forum was *Sharing Ideas to Save Lives*. Our objective was to give attendees an opportunity to network, share ideas, and become more knowledgeable about the TACT Program. We designed the sessions to engage and energize all participants. Each session gave attendees information on what TACT is, how a State can obtain

funding, how a State can implement the program, and why communicating the results of a TACT Program is so important.



T-SPEN *Leading Today For a Safer Tomorrow*

FMCSA established the TACT State Peer Exchange Network (T-SPEN) to assist other States with the implementation of their TACT Programs. Prior to opening day of the Forum, T-SPEN representatives gathered to discuss progress and share approaches currently being implemented through TACT activities in participating States. T-SPEN representatives from Georgia, Kentucky, North Carolina, and Washington met to outline their roles and responsibilities as mentors and advocates to new States entering the TACT Program.

Making TACT a Priority

Through Web calls and in-person meetings, the T-SPEN group continues to offer recommendations to keep States on track with TACT activities including providing support for funding applications, communications activities, enforcement strategies, and evaluation planning.

Research has shown that every TACT program should include three key components: communications, enforcement, and evaluation. Enforcement helps select the proper corridors for intervention, coordinates activities with local officers and courts, and may handle overall project management. Communication builds awareness, educates passenger and commercial motor vehicle drivers about risky behaviors, and heightens the effect of the enforcement. Together, enforcement and communications increase general deterrence—the perceived risk of getting a ticket. Evaluation helps establish a structural foundation for the program, provides feedback for program improvement and assesses the program’s processes and outcomes.

Coupled with the TACT Resource Toolkit, the T-SPEN team uses these components as the framework for planning and implementation support for States preparing for high-visibility traffic enforcement programs. The T-SPEN workgroup is looking to expand its membership in 2009.

Honoring T-SPEN Members

To show appreciation for the dedication and hard work of the T-SPEN team, FMCSA presented each member with a special appreciation award during a Recognition Reception held Wednesday, July 16th at TACT Forum 2008. In addition to the awards ceremony, Forum participants were able to learn more about existing TACT States through exhibits and outreach materials that TACT Program coordinators displayed.

<i>T-SPEN Representative Awardees</i>
Major Christopher Long , Georgia Department of Public Safety
Major Wayne Beck , Georgia Department of Public Safety
Jan Childers , Georgia Department of Public Safety
Thad Sullivan , Kentucky Vehicle Enforcement
Myra Beckers , North Carolina State Highway Patrol
Captain George Gray , North Carolina State Highway Patrol
Lieutenant Raymond Cook , Pennsylvania State Police
Lieutenant Kevin Zeller , Washington State Patrol
Penny Nerup , Washington Traffic Safety Commission



Pictured Above—Front Row: Major Wayne Beck, Lieutenant Kevin Zeller, Myra Beckers, and Captain George Gray. Back Row: Major Christopher Long, Penny Nerup, and Lieutenant Raymond Cook.



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Using the TACT Resource Toolkit



During this year's Forum, FMCSA provided TACT participants with a comprehensive resource guide—the *Sharing Ideas to Save Lives Resource Toolkit*—to further support States' and local governments' efforts in

Using principles developed through the pilot programs, the Toolkit provides steps for developing the three main components of a TACT Program—1) communications, 2) enforcement, and 3) evaluation. To develop and expand partnerships, it includes fact sheets, talking points, a brochure, and a PowerPoint presentation.

developing a *Ticketing Aggressive Cars and Trucks* (TACT) Program. This toolkit contains information to plan and implement a high-visibility traffic enforcement program to reduce the number of collisions between passenger vehicles and commercial motor vehicles in a State.

The materials and strategies in the Toolkit can help—

- Solicit funding
- Plan and implement a TACT Program
- Create and expand partnerships
- Raise public awareness about the positive impact a TACT Program will have in saving lives in a State, and
- Build and sustain support for a State TACT Program.

The resources and recommendations included in this Toolkit are based on the successful TACT demonstration pilot study that was conducted in Washington State in 2005, and from other TACT pilot programs in Georgia, Kentucky, and North Carolina. Targeting the risky behaviors of cutting off, tailgating, and speeding around large trucks, the Washington State model program proved to be very successful.



Media tips, sample press releases, and media advisories have been developed to help launch, promote, and sustain a TACT Program.

Attendees of the Forum also received a CD-ROM containing the education and outreach materials necessary to successfully implement a TACT Program. Some of the materials can be printed and used as is, and some are templates that can be customized to reflect information that is specific to a State TACT Program. Many of the materials are geared toward helping to launch the initiative, while others will help to sustain a TACT Program.

In addition to the printed materials distributed at the Forum, FMCSA has also made these resources available on the TACT Web site. To view, download, or print any of the outreach materials to support a TACT Program, please visit www.fmcsa.dot.gov/tact and click on the e-toolkit option on the left hand menu.



TACT FORUM I



Sub-Theme:



On Tuesday, July 15, 2008, Anna Amos, Director of Safety Programs within FMCSA, kicked off TACT Forum I by discussing the importance of traffic enforcement programs and the need to coordinate efforts to ensure successful implementation at the national, State, and local levels. Ms. Amos was encouraged and energized by the turnout of participants for this inaugural event.

The Forum I sessions—*Increasing the Impact of TACT* (July 15-16)—were targeted to representatives from existing TACT States. Representatives from the current TACT States—Washington, Georgia, Kentucky, North Carolina, and Pennsylvania—shared their experiences and lessons learned in implementing the communications, enforcement, and evaluation components of their State TACT Programs.

A learning objective for these sessions was to hear about what worked and what didn't work from an operational perspective from those who coordinated various TACT support activities for their State. Speakers and panelists also discussed the importance of effective planning and how to develop the TACT Program from a one-time project into a sustainable, long-term program. We touched upon best practices for the second and later years of TACT Program implementation.

The Tuesday morning sessions opened with a comprehensive show-and-tell media presentation led by Don Lively, Georgia TACT Program Coordinator. He and his panel of current TACT State representatives presented various radio and television messages unique to each State. A discussion of communication *lessons learned* followed in which panelists shared some of the challenges to implementing TACT such as getting road signs erected in time for the enforcement wave.

Panelists mentioned the importance of a press event in promoting the message and gaining much of the paid and earned media that will reach the driving public and change safety behaviors. During the *Behavior Change and Social Marketing* session led by Scott Stafford, he stressed how knowing your audience and pinpointing the risky driving behavior you want to change is critical to an effective TACT Program. He talked about how States need to put established methods for social marketing into practice to ensure that States are reaching the right audience, with the right message, at the right time. Penny Nerup, Washington Traffic Safety Commission Program Manager, stated that timing is everything during the TACT Coaching Initiative session. It is imperative to properly plan for the enforcement period and promotion so that no competing events are happening that would detract from the amount of coverage the TACT Program receives.

Lieutenant Kevin Zeller, Washington State Patrol, was joined by several law enforcement representatives to discuss the roles of traffic enforcement officials, coordination among State and local agencies, and further training needs to make the enforcement planning and implementation efficient for all involved.

In hearing lessons learned during evaluation, panelists spoke about the need to measure your TACT Program results. If you don't evaluate, you won't know if you are making a difference with the Program. Funding and program resources could be jeopardized without strong evaluation findings.

In conclusion, the Forum I sessions reinforced the message that it takes a team of people to make the TACT Program successful. Collaboration at the Federal, State, and local levels is very important. Everyone must be involved in the planning from the TACT Steering Committee, to safety partners, to the court clerks who process the citations.

SHARING IDEAS TO SAVE LIVES

TACT FORUM II Highlights



Sub-Theme: What is TACT?

Forum II began on Wednesday, July 16th with a networking and recognition reception which brought together nearly 100 representatives from Federal, State, and local agencies currently participating in the TACT Program or interested in planning for a 2009 Program. Attendees had the opportunity to meet each other and discuss their involvement in the TACT Program process. Secretary J. Michael Brown from the Kentucky Justice and Public Safety Cabinet gave encouraging remarks during the recognition component of the reception.

FMCSA Administrator John H. Hill opened the Thursday morning sessions by emphasizing the need to grow the TACT Program nationwide. Administrator Hill commented that DOT Secretary Mary Peters is encouraged by the goals of the TACT Program and given that inspection efforts to keep highways safe is at a plateau, TACT could be the next intervention that will help reduce crashes and save lives. **He challenged States to exhaust all funding mechanisms and engage more people resources to help further reduce crashes, injuries, and fatalities across the Nation.**

The Forum II sessions—*What is TACT?* (July 16-17)—were targeted to prospective TACT States. The desired result of this Forum was to share life-saving experiences and provide actionable recommendations to prospective program participants so that improvements can be made to the TACT Program to ensure its future success.

Since many participants are in the beginning stages of TACT planning, a general session was given to define the Program, FMCSA's mission and objectives for expansion, and the technical resources and personnel needed to effectively plan, implement, and evaluate this traffic enforcement campaign.

As a national resource, the T-SPEN team shared information about its roles and responsibilities in providing coaching support to States just starting TACT. Myra Beckers, North Carolina TACT Steering Committee, led the discussion about how to plan effectively for a TACT implementation. Ms. Beckers spoke of the critical need to assemble a team of professionals that specialize in outreach and education, law enforcement, and evaluation. Having a strong foundation of program personnel coupled with resources like the *Sharing Ideas to Save Lives* Resource Toolkit and TACT Web site, will facilitate a more collaborative, and focused division of TACT activities and responsibilities. These resources are instrumental in not having to reinvent the wheel when a new State begins its TACT Program.

Additionally, speakers discussed how evaluation determines the impact of the communication and enforcement activities on driver awareness, crash reduction, and high-risk behaviors in the enforcement corridors. Linda Cosgrove, Chief of the Injury Prevention Division within NHTSA, shared how evaluation planning drove key program decisions within the highly-successful *Click It or Ticket* Program. It is important that States plan for evaluations before they start TACT by defining their data needs and methods for collection.

From understanding the impact of selecting crash corridors and related media markets, to the planning for effective evaluation processes, there are valuable resources available to States to implement a TACT Program. Through proper planning, two-way communication, and collaboration among Federal and State agencies, law enforcement organizations, and industry partners, States can leverage these resources and build the TACT Program into a lasting, life-saving initiative that will make our Nation's roadways safer.





Special Moments from the Forum



Thank You to TACT Forum 2008 Participants!

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:

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



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