

TICKETING AGGRESSIVE CARS AND TRUCKS

TACT Quarterly e-Update

A High-Visibility Traffic Enforcement Program

Volume 2, Issue 2 June 2009

Greetings from the State of Georgia and the Georgia Department of Public Safety



We continue to be excited with the results from our TACT Program funded by the Federal Motor Carrier Safety Administration (FMCSA). The Department of Public Safety's Motor Carrier Compliance Division is pleased to be working on our second Motor Carrier Safety Assistance Program (MCSAP) grant for TACT. While each of the projects has been a "learning" experience, the knowledge we have been able to gain and share has been well worth the effort.

Each of the five campaigns we have launched has brought us together with other local law enforcement jurisdictions, greatly enhancing both working relationships and dedication to enforcing the traffic laws on Georgia's highways.

We have been able to reach thousands of Georgia motorists, both commercial and non commercial, with radio messages, newspaper ads, billboards, and portable highway signage. Evaluation results from the campaigns have shown significant changes in driver behavior and the awareness of "Leaving More Space" for cars and trucks. We have received positive feedback from both the motoring public and the motor carrier industry.

We have taken great strides in promoting the campaign as an outreach and education program. During the week-long campaigns, both enforcement and civilian personnel have set up booths at the nearest welcome center locations distributing brochures to promote safe driving in and around commercial motor vehicles. A video is being produced to enhance the message of "Leave More Space For Trucks" that will target all drivers and specifically be used in driving schools and other venues.

The State of Georgia is proud to be a part of the TACT Program and we pledge to continue our efforts in promoting safe driving practices for all of Georgia's motoring public through education and enforcement. Awareness and safe driving practices are the keys to reducing the injury and fatality rates on Georgia's highways.

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

The TACT State Peer Exchange Network (T-SPEN) is a group of State and local stakeholders participating in the TACT Program. The group is 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.

TACT State Activity Updates

Alabama—The Alabama Department of Public Safety (ALDPS) Motor Carrier Safety Unit began conducting TACT based details in May 2008 to collect data in support of a TACT Readiness grant application. The Highway Patrol Division conducted two separate TACT details, the first utilizing Highway Patrol supervisors and the second utilizing the entire Highway Patrol Division in an effort to target aggressive drivers throughout the state. The first detail conducted utilized Highway Patrol supervisors that resulted in a total of 832 citations issued over a two-day period. The second detail used 15 Trooper Posts resulting in 16,281 citations issued to commercial vehicles and noncommercial vehicles for improper lane change, following to close, speeding, and aggressive driving.

ALDPS held its first Pre-TACT meeting November 2008. Stakeholders from 21 different law enforcement agencies attended and were informed of the ALDPS goals and support needed to ensure the program’s success. Care Research and Development Laboratory developed an interactive Web site to identify hot spots throughout the State of Alabama. The Web site identifies aggressive driving within each county and municipality as well as commercial vehicle crashes and aggressive driving.

In a recent news release, Public Safety Director Colonel J. Christopher Murphy stated that TACT enforcement periods coupled with the addition of several semi-marked vehicles and motorcycles to its patrol fleet, will help combat aggressive driving behaviors. “Alabama’s troopers have shown outstanding dedication to their mission of protecting the safety of all who travel our roadways,” said Murphy. “Alabama state troopers are saving lives, and as a result of their efforts, in cooperation with our local law enforcement partners, the gains in traffic safety in Alabama have been extraordinary.” Murphy said Alabama completed its initial work with TACT Readiness funds from FMCSA and plans to develop a framework for full implementation of the TACT program.

In April 2009, ALDPS received its first TACT funds and will start enforcement efforts. The ALDPS will conduct a seven-week detail with the support of the City Officer Program. This detail will be in two Phases -- three weeks with the City Officer Program and an additional four weeks conducted by ALDPS.

For more information about Alabama’s TACT Program and other traffic safety initiatives, please visit <http://dps.alabama.gov>.



Georgia—The Georgia Department of Public Safety launched its G-TACT campaign in November 2007. Georgia is now completed its I-75 traffic enforcement campaign that ended in mid-April 2009.

As part of ongoing G-TACT outreach activities, Georgia has partnered with the Atlanta Falcons of the National Football League and the Atlanta Braves of the National Baseball League for the 2009 season. The outreach package includes game day program ads, radio spots, and interactive messages. A contract was signed for a 15-second radio spot that will air before Atlanta Braves games. Georgia also secured a 6'x10' inflatable billboard that will be used for marketing purposes.

Washington—The Washington State TACT Program was launched in July 2005 following the success of other traffic enforcement initiatives like the *Step Up and R.I.D.E—Reducing Injuries Through Driving Education* and the *Click It or Ticket* campaign. Washington is partnering with Washington State University to conduct focus groups to examine the awareness and effectiveness of its TACT Program. They will also conduct a phone survey to gauge perceptions of the program.

Today, the program is completely implemented and 10 troopers are assigned full-time to the program. Washington continues working on its education, outreach, and enforcement activities.

North Carolina—The North Carolina State Highway Patrol introduced the second phase of its TACT Program in February 2009. Troopers use helicopters and unmarked patrol vehicles during the operation to aid in enforcement. In addition to increased enforcement, a statewide media and outreach campaign was also launched to promote the TACT message.

During the traffic enforcement period, there was a very large turnout at Lowe's Motor Speedway and radio spots drew much attention. The NC State Highway Patrol is exploring the use of a video evaluation tool to capture program outcomes and behavior changes. This entails a feasibility study with one of the State universities to help in developing this new technique. Troopers will be able to use software that tracks erratic lane changes, speeding, and following too closely. The video camera is mounted along a public highway and the threshold set for parameters being evaluated.



Help Keep the Nation's Roadways Safer!

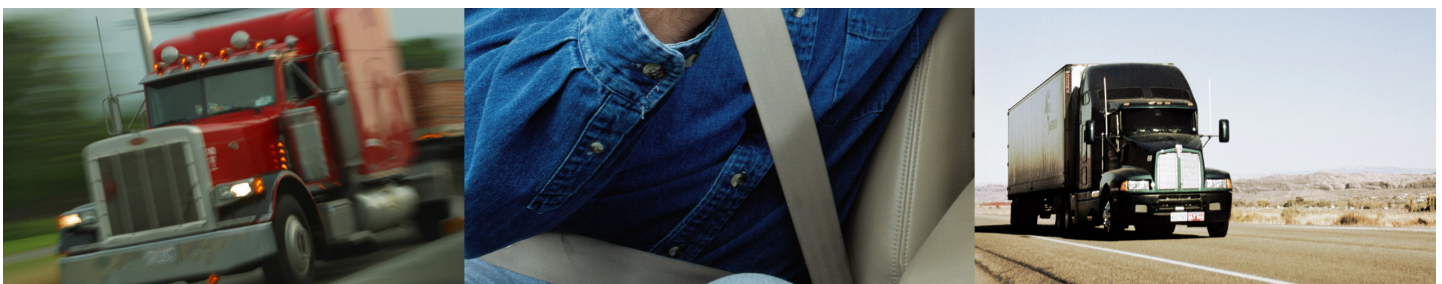
Don't speed.

Don't tailgate.

Use proper signaling when changing lanes.

Leave more space for trucks and other cars.

And, always remember to
BUCKLE UP!



Texas Becomes Newest TACT State!

Austin—In September 2008, the Austin Police Department joined the ranks of Washington State, North Carolina, Kentucky, Georgia and Pennsylvania in an effort to reduce fatalities and crashes on our roadways. The Austin Police Department became the first municipal law enforcement agency to be awarded the Federal Motor Carrier Safety Administration’s MCSAP grant to administer a TACT program.

Through an analysis of several years of Austin’s crash data, five major roadways were identified as the area of focus for the TACT initiatives. The roads are heavily traveled with commercial and personal vehicles. Combined they encompass 87 miles of high-speed roadway.

Austin modeled its program after Washington State’s successful TACT program. One of the major goals in the project is to change driver behavior through a multi-faceted awareness campaign. A press conference announcing the TACT program kicked off the communication effort. The press conference was covered by the major local television, radio, and print media. In an effort to reach the daily commuting traffic, Austin P.D. purchased advertising wraps and placed them on the back of three Capitol Metro buses (transit authority). The buses travel the focus roadways on their daily routes. The wraps utilize the message, “Leave More Space For Trucks, Don’t Get A Ticket.”

The first wave of enforcement started in October 2008. A press conference was held after the first enforcement campaign

was completed to announce the results and increase community awareness. At the press conference a commercial driver and truck from CMC Steel, which had worked with the Austin P.D. during the enforcement activities, was present for the media to interview and obtain news clip footage. As part of the enforcement efforts, Austin used the “cop in the cab” to have a sergeant view violations from inside the cab and notify nearby officers to initiate the traffic stop. Austin P.D. received positive feedback from the public about the news stories for the “cop in the cab” method to address aggressive driving. Austin has recently completed the first six months of its first grant cycle and is planning to enhance and improve both its education and enforcement efforts.

Below is a summary of the results from Austin’s initial TACT Program implementation.

	Communications	Enforcement	Evaluations
Results Summary	4 press conferences 3 paid transit bus wraps 15,000 brochures 1 speaking engagement at State Capitol	More than 4,800 citations issued 6,065 enforcement hours	6,069 respondents to citywide traffic survey CMV collision reduction of 32% Collision reduction of 11% on focus roadways

Communication Enforcement Evaluation Partnership Safety Communication Enforcement Evaluation Partnership
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SHARING IDEAS TO SAVE LIVES

Making TACT a Priority in Your State

Research shows that every TACT program should include three key components: communications, enforcement, and evaluation. 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 the perceived risk of getting a ticket. Enforcement helps select the proper corridors for intervention, coordinates activities with local officers and courts, and may handle overall project management. Evaluation helps establish a structural foundation for the program, provides feedback for 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.



- COMMUNICATIONS
- ENFORCEMENT
- EVALUATION
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Getting the Most Out of TACT Resources

FMCSA developed a comprehensive resource guide—the *Sharing Ideas to Save Lives Resource Toolkit*—to further support States' and local governments' efforts in developing a TACT Program.

The materials and strategies in the Toolkit can help to—

- Prepare a grant proposal
- 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.



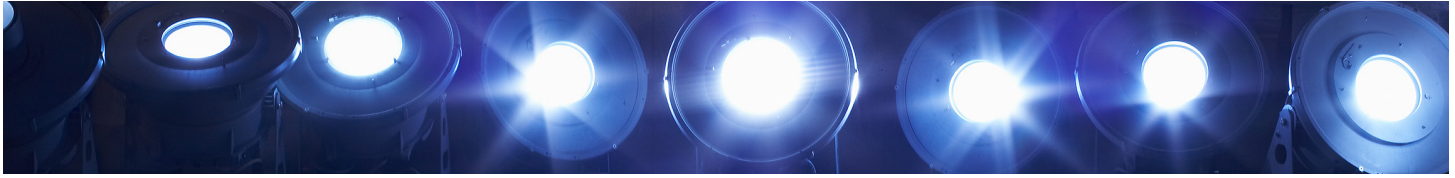
The Toolkit includes fact sheets, talking points, a brochure, and a PowerPoint presentation to help build awareness of the program and foster partnerships with local law enforcement and communities.

Media tips, sample press releases, and media advisories have been developed to help launch, promote, and sustain 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 specific to a State TACT Program. FMCSA has made these resources available on the TACT Web site.

To view, download, or print any of the Toolkit 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.





In the Spotlight

National Highway Transportation Safety Administration

The National Highway Safety Transportation Administration's (NHTSA) mission is to save lives, prevent injuries and reduce economic costs due to road traffic crashes, through education, research, safety standards and enforcement activity. NHTSA sponsors and conducts Behavioral Safety Research Reports, distributes publications and resource guides to local communities, participates in nationwide safety education campaigns, and seeks to implement pro-safety laws and regulations.

One issue particularly important to NHTSA's mission is aggressive driving, which is a serious problem on our roadways. Many people do not understand exactly what aggressive driving is. Most people know it when they see it, but NHTSA, after discussions with law enforcement and the judiciary, defines aggressive driving as occurring when "an individual commits a combination of moving traffic offenses so as to endanger other persons or property." NHTSA provides guides, planners and information to law enforcement professionals and prosecutors to assist in the reduction of aggressive driving.

In addition, NHTSA produced the *Speed Campaign Toolkit* to provide community leaders and law enforcement with marketing materials, earned media tools, and communication ideas that local law enforcement and highway patrols can distribute to fit their unique needs and objectives. The resources available are built on two message platforms: "Social Norming—Stop Speeding Before It Stops You," and "Enforcement—Obey the Sign or Pay the Fine."

For more information on this and other NHTSA initiatives, please visit www.nhtsa.dot.gov.

Upcoming 2009 Events

June

- ★ June 2-4: Traffic Enforcement Week
Roadcheck Nationwide 2009
- ★ June 25-27: Great West Truck Show Las Vegas
Las Vegas, NV

August

- ★ August 20-22: The Great American Trucking Show
Dallas, TX
www.truckshow.com

October

- October 3-7: IACP 116th Annual
Conference and Exposition
Denver, CO
- October 4-7: ATA Management
Conference & Exhibition
Las Vegas, NV

**For more information about upcoming events,
visit www.fmcsa.dot.gov/tact**

Latest Research

TACT is a comprehensive program to reduce the number of crashes between passenger vehicles and large trucks. From 2003 through 2007, there were 12,789 fatal crashes involving at least one large truck (gross vehicle weight rating over 10,000 pounds) and one passenger vehicle (car, pickup truck, van, or SUV). These crashes represented 60 percent of all large trucks involved in fatal crashes. For these crashes, the following table shows the percent of drivers coded with the top five driver crash related-factors for both types of vehicles.

Top Five Driver-Related Crash Factors in Large Truck-Passenger Vehicle Fatal Crashes

Factors	Percent of Drivers	
	Passenger Vehicle	Large Truck
Failure to keep in proper travel lane	33	7
Failure to yield right-of-way	17	4
Driving too fast for conditions or over posted speed limit	17	4
Inattentive (talking, eating, cell phone use, etc.)	11	3
Failure to obey traffic signals and signs	9	3

Source: National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS)

The greatest opportunity to reduce the number of passenger vehicle-large truck fatalities is by addressing these driving behaviors. TACT is uniquely structured to address these dangerous driving behavior problems.

TACT is an evidence-based, three-component approach to reducing the number of crashes between cars and large trucks. The first TACT component is intensive media **outreach** and driver education. Through various combinations of road signage, radio public service announcements, high-visibility press events, and other activities, drivers of passenger vehicles and trucks are made more aware of the campaign's safety messages. The second TACT component is intensive **enforcement**. Specially-trained officers patrol high-crash corridors to actively enforce regulations that address driving behaviors contributing to the largest percentages of passenger vehicle-large truck crashes. The third TACT component is **evaluation**. Surveys of drivers may be conducted to measure the education awareness and self-reported behavior change among drivers. Working together, the three components of TACT aim to improve driver behaviors and reduce the number of crashes, injuries, and fatalities on our Nation's roadways.

As of June 2009, five States (Georgia, Kentucky, North Carolina, Pennsylvania, and Washington) have successfully implemented TACT campaigns incorporating all three components required for TACT. In addition, two States (Colorado and Utah) received MCSAP funds to implement a TACT readiness grant. The newest States engaging in TACT activities this fiscal year include: Alabama, Indiana, Montana, Nevada, Texas and Oregon. More information about TACT and applying for MCSAP funds to administer a TACT program is available at www.fmcsa.dot.gov/tact.



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 or visit www.fmcsa.dot.gov/tact.

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

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