

# TICKETING AGGRESSIVE CARS AND TRUCKS

# TACT Quarterly e-Update

A High-Visibility Traffic Enforcement Program

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## Letter from North Carolina



North Carolina was honored to follow the lead of Washington State and become the second State selected to pilot the *Ticketing Aggressive Cars and Trucks (TACT)* Program. The primary purpose of the TACT Program is to reduce fatalities and injuries resulting from aggressive driving behaviors around and by large trucks. Through a combination of education, enforcement, evaluation, and media activities, North Carolina is actively involved in supporting the Federal Motor Carrier Safety Administration's (FMCSA) mission and vision to make the Nation's roadways safer.

North Carolina deployed TACT in two high-crash corridors approximately 10-20 miles in length and used overtime enforcement to saturate the area. These corridors received three two-week waves of extra enforcement. At the same time, there were two comparison corridors that received no added enforcement or media component.

Evaluation results of the North Carolina TACT Program indicated there was an increased awareness of the program slogan "Don't Press Your Luck, Leave Room for Trucks" and an increased recall of the need to leave more room for large trucks. An analysis of violations issued during the program showed a reduction in the number of charges for improper lane changes, careless and reckless movement, and unsafe maneuvers.

North Carolina is excited to report the Kickoff of the second NC TACT Program in February 2009. During this TACT Program, there will be an added test area and an expanded media campaign. The TACT Program has proven to be a successful outlet in building awareness about the need to leave more room for large trucks and the dangers of aggressive driving behaviors such as tailgating, speeding, and cutting off large trucks.



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## DOT Acting Deputy Administrator of FMCSA



### Rose A. McMurray

FMCSA's Chief Safety Officer, Rose A. McMurray, will serve as Acting Deputy Administrator at the U.S. Department of Transportation (DOT) during the transition to the Obama Administration. Ms. McMurray has dedicated more than 34 years of service to DOT, serving in a variety of roles. Previously, Ms. McMurray served as Associate Administrator for Planning, Evaluation, and Budget, as well as the Associate Administrator of Traffic Safety Programs at the National Highway Traffic Safety Administration. Ms. McMurray has held senior executive positions at the Federal Transit Administration, Federal Highway Administration, and the Research and Special Programs Administration, where she served as Acting Administrator for one year. She was appointed to the Senior Executive Service in 1989.

Throughout her career, Ms. McMurray has been recognized with numerous honors and awards. This past September she received the 2008 Distinguished Service to Safety Award from the National Safety Council (NSC). The award is the highest honor bestowed on an individual safety professional by the NSC in recognition of outstanding service to the field of safety and health. Other honors awarded to Ms. McMurray include the Senior Executive Service Presidential Rank Award, the Secretary of Transportation's Meritorious Achievement Award, and the Secretary's Gold Medal for Leading DOT Efforts during the 1993 Midwest Floods. She has served on the Board of Advisors for the National Center for Injury Prevention and Control, Centers for Disease Control and Prevention. Currently, and for the second time in her career, she is a member of the Board of Advisors for the National Safety Council. From 1999-2004, Ms. McMurray was the U.S. Delegate to the United Nations' Working Party on Road Traffic Safety, Geneva, Switzerland. In 2004, she was appointed as a representative for the Organisation for Economic Co-operation and Development (OECD), Work Group on Achieving Ambitious Road Safety Targets with members from across the globe.

Ms. McMurray holds a bachelor's degree from West Virginia University. She and her husband have been married for more than 30 years and have two children.

## TACT State Activity Updates

**Washington**—Washington was selected as the first pilot State for the TACT Program because of its previous enforcement initiatives to combat unsafe driving behaviors around commercial motor vehicles (CMV) and its success with other programs such as *Step Up and Ride* and the *Click It or Ticket* campaign.

The Washington TACT Program was launched in July 2005 in four corridors, two for high visibility enforcement and two as control corridors. Washington published their final report for the TACT program in May 2006. The evaluation of the Washington TACT project showed a considerable reduction in unsafe driving behaviors as well as a sharp increase in motorist awareness of the proper way to share the road safely with CMVs.

In 2007, the WSP conducted a modified TACT Program using only enforcement. The evaluation of this program revealed it was not as effective in changing driver behavior

because it did not include an ongoing education campaign. In 2008, collision data indicates 55 percent of the fatality collisions involving CMV's occur on rural routes. For this reason, Washington requested a TACT Readiness Grant to implement a TACT Program on the rural routes to change driver behavior and reduce CMV collision rates. Washington will design and implement an evaluation of driver behavior on rural routes and evaluate video tapes to determine unsafe driver behavior by passenger car drivers and CMV drivers on rural roads. This effort will provide the foundation for a potentially larger study.

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 its education, outreach, and enforcement program.

Below is a summary of the results from Washington's initial TACT Program implementation.

	Communications	Enforcement	Evaluations
<b>Results Summary</b>	\$190,403 bonus radio 5,575 radio spots aired, 3,026 as no charge 6,155 awareness surveys conducted Message awareness up from 17.7% to 67.3%	Dozens of officers trained 5 enforcement waves conducted 3,520 citations issued 1,478 warnings issued	Rate of violations per hour down from 5.8 to 3.05 Behavior was measured as "less illegal" and "less intimidating"

### 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.



**Kentucky**—Statistics in recent years for Kentucky show that approximately 72 percent of all CMV-involved fatal crashes are caused by a non-CMV driver. To combat this problem, the Commercial Vehicle Enforcement Division of the Kentucky State Police (KSP), supported by FMCSA, received a Motor Carrier Safety Assistance Program (MCSAP) grant in May 2007. Their TACT campaign was launched in August of 2007 and the program was funded by MCSAP high priority grants. The program is focusing on excessive speeding, improper lane changing, reckless driving, and not leaving sufficient space around CMVs.

Subsequently, the FMCSA awarded Kentucky with a follow-up TACT grant for FY 2008 and Kentucky is actively working two new identified crash corridors while maintaining maintenance enforcement in the original TACT corridors.

The Kentucky TACT project used a data-driven approach to deploy TACT to two of the top CMV-involved crash corridors in 2007 and identified new corridors for the 2008 project.

The Commercial Vehicle Enforcement Division erected highway signs in the original enforcement areas saying, “Don’t Get a Ticket, Leave More Space.” Signs are in the process of being installed in the new corridors. In addition to roadway signs, a public awareness initiative of radio advertising was broadcast to further educate motorists on the importance of leaving more space.

Preliminary survey results suggested reduced crashes and increased safety practices. Kentucky used traffic camera videos in the enforcement corridors to evaluate results and started its second TACT enforcement wave in February 2008.



**Alabama**—The Alabama Department of Public Safety (ADPS) received a TACT Readiness Grant to determine whether ADPS is prepared to implement a TACT Program in Alabama. The objectives of the implementation are as follows:

- Establishing a steering committee
- Recruiting members of the project team
- Identifying the specific problem on Alabama’s roadways to address
- Establishing the goals of the program
- Planning the design and implementation of the TACT program in Alabama

Alabama will also conduct a pre TACT statistical analysis of the State’s problem areas, crash causation information, and other factors that may affect enforcement activities and will identify critical partners in the project.

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

	Communications	Enforcement	Evaluations
<b>Results Summary</b>	3,390 paid radio spots aired 2,891 negotiated radio spots aired 7,500 brochures distributed 11 speaking engagements 1,315 awareness surveys conducted and awareness of campaign message up from 12.1% to 41.6%	Approximately 100 officers trained 2 enforcement waves conducted 2,882 citations issued Numerous prosecutors education activities	CMV collision reduction of 20% Following distances increase 8% after enforcement blitz Collision reduction of 30% in Kenton County

**Pennsylvania**—The Pennsylvania State Police rolled out their TACT campaign in September 2008. The purpose of the campaign is to educate car and truck drivers about the dangers of driving aggressively and reduce the number of CMV-related crashes, fatalities, and injuries that occur on Pennsylvania’s roads. Additionally the program will:

- Increase the motoring public’s knowledge of the limitations of CMVs (i.e., stopping distance, blind spots, wide right turns, etc.)
- Increase the number of enforcement actions taken against motor vehicle and truck operators (i.e., warnings written, citations issued, etc.)
- Reduce the number of illegal driving behaviors (i.e., speeding, following too closely, reckless driving, and unsafe lane changes)

TACT uses highway billboards, posters, safety awareness messages, and brochures to educate drivers about the importance of sharing the road and steering clear of unsafe situations. The enforcement activities started in October 2008. State police used marked and unmarked patrol vehicles and fixed-wing aircraft as part of the enforcement effort.

TACT was sponsored by the Commercial Vehicle Safety Alliance, an organization whose membership includes law enforcement officials, truck and bus companies, industry associations, and insurance companies in the United States, Canada, and Mexico. In 2009, the Pennsylvania State Police plans to conduct an additional TACT wave along another high crash corridor in an alternate part of the State.

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

	Communications	Enforcement	Evaluations
<b>Results Summary</b>	654 paid media spots on 9 different radio stations. 3 TACT media events, 3 press releases 2 fixed billboards used during the campaign Variable message boards were deployed throughout the Harrisburg area Press Officers were interviewed about the TACT Program on 5 different radio shows	Nearly 1,500 citations written 730 written warnings were issued	Currently in-progress



**North Carolina**—In 2006, the North Carolina State Highway Patrol was selected as the second state to participate in the TACT pilot program and started the program in September 2007. The objectives of the TACT Program in North Carolina are three-fold:

- Reduce the number and severity of crashes involving commercial motor vehicles measured by injury and fatality rates.
- Increase public awareness regarding the safe operation of vehicles around commercial motor vehicles.
- Improve North Carolina’s ranking among States with regards to the enforcement of laws and regulations pertaining to problem drivers and their interactions with commercial motor vehicles.

North Carolina set out to meet these objectives with the use of high-visibility traffic enforcement, media awareness, and public outreach. The slogan for the TACT Project in North Carolina was “Don’t Press Your Luck, Leave Room for Trucks.”

TACT is the first campaign to educate motorists about the dangers of unsafe driving behaviors committed by cars around trucks, trucks around trucks, and trucks around other types of motor vehicles. Enforcement activities will be conducted in other counties throughout the duration of the program.

Troopers have used helicopters and unmarked patrol vehicles during the operation to aid in enforcement. In addition to increased enforcement, a statewide media and outreach campaign is also being conducted to promote the TACT message.

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

	Communications	Enforcement	Evaluations
<b>Results Summary</b>	40 radio air billboards 100 radio air sponsorships 192 radio mentions 24 radio bonus spots Internet ad on radio station homepage 23 Gas Tank Toppers locations 4 Billboard locations	3 waves 93 officers patrolling daily for a 5-day period 2,410 TACT citations	Drivers were able to recall message on giving trucks more space on the road and able to recognize the TACT slogan  Greater reductions in violation rates in enforcement vs. control sites

## Upcoming 2009 Events

### March

- Mar 28: Lifesavers Conference  
Nashville, Tennessee

### April

- Apr 4-7: CVSA Workshop  
Louisville, Kentucky
- Apr 8-9: 4th Annual FMCSA MCSAP Leadership Conference  
Louisville, Kentucky

**For more information about upcoming events, visit [www.fmcsa.dot.gov/tact](http://www.fmcsa.dot.gov/tact)**

**Georgia**—The Georgia Department of Public Safety launched its educational campaign to reduce the number of crashes between passenger vehicles and CMVs in November 2007. The G-TACT program combines educational outreach and media coverage with enforcement by law enforcement officers in those traffic corridors with a sustained increase in the number of passenger vehicle and CMV crashes. There have been three major enforcement waves in G-TACT. The final wave of G-TACT is scheduled for completion in mid-January 2009.

As part of ongoing educational outreach activities, Georgia has partnered with the Atlanta Falcons of the National Football League for the 2008 and 2009 football seasons. The outreach package includes game day program ads, radio spots, interactive messages, etc.

Below is a snapshot summary of the G-TACT Program results. Comparative evaluation results were from pre-enforcement versus post-enforcement activities.

Results Summary	Communications	Enforcement	Evaluations
<b>Cobb, Bartow &amp; Chatham Counties</b>	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 482 G-TACT warnings issued	Improper lane change reduced 6.8% Failure to signal reduced 3.7% Message awareness increased 16.1% in Cobb/Bartow and 26.8% in Chatham
<b>Barrow/Jackson/Gwinnett Counties</b>	Press event in Discover Mills in Lawrenceville 4 traffic signs Billboards Public Service Announcements Radio spots	526 G-TACT citations issued 198 G-TACT warnings issued	Failure to signal reduced 5.8% Following too closely reduced 7% Message awareness increased in surveys 15.7%
<b>McDuffie &amp; Richmond Counties</b>	DOT Overhead Variable Message Signs Billboards PSAs Radio spots Truck wraps	601 G-TACT citations issued 211 G-TACT warnings issued	Failure to signal reduced 19.5% Message awareness increased 21.8%



## Latest Research

The *Ticketing Aggressive Cars and Trucks* (TACT) Program is an evidence-based and high visibility traffic enforcement model that can be replicated by States to promote safe driving behavior and reduce crashes between commercial motor vehicles (CMVs) and passenger vehicles. TACT uses targeted enforcement with extensive communications outreach and embedded evaluation measures to educate motorists on how to safely share the roadway.

In 2004 through 2007, in the United States, 20,310 people were killed in crashes involving at least one large truck, and 437,000 people were injured in large truck crashes. During the same period, an estimated 1,656,000 large trucks were involved in crashes. Over 75 percent of the deaths and injuries were a result of large truck crashes with passenger vehicles.

### Trends in Passenger Vehicle (PV) Deaths from Collisions with Commercial Motor Vehicles (CMV)

Year	Fatalities from Large Truck Crashes	PV Occupant Fatalities from Large Truck Crashes	% of Fatalities from PV & CMV Crashes to All Large Truck Crashes	Total Fatalities from All Motor Vehicles Crashes
2007	4,808	3,335	69.4%	41,059
2006	5,027	3,572	71.1%	42,708
2005	5,240	3,716	70.9%	43,510
2004	5,235	3,817	72.9%	42,836

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

### Trends in Large Truck Crashes and Injuries

Year	Large Trucks Involved in Fatal Crashes	Large Trucks Involved in All Crashes	Large Truck Occupants Injured in Large Truck Crashes	Other Vehicle Occupants Injured in Large Truck Crashes	Total Injuries from Large Truck Crashes
2007	4,584	414,000	23,000	75,000	101,000
2006	4,766	385,000	23,000	81,000	106,000
2005	4,951	441,000	27,000	84,000	114,000
2004	4,902	416,000	27,000	85,000	116,000

Source: National Highway Traffic Safety Administration, Traffic Safety Facts 2007 Early Edition

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



## TACT Safety Partners

- American Trucking Associations [www.truckline.com/index](http://www.truckline.com/index)
- Commercial Vehicle Safety Alliance [www.cvsa.org/](http://www.cvsa.org/)
- Federal Highway Administration [www.fhwa.dot.gov/](http://www.fhwa.dot.gov/)
- Federal Motor Carrier Safety Administration [www.fmcsa.dot.gov/](http://www.fmcsa.dot.gov/)
- Governor's Highway Safety Representatives [www.ghsa.org/](http://www.ghsa.org/)
- International Association of Chiefs of Police [www.theiacp.org/](http://www.theiacp.org/)
- National Highway Traffic Safety Administration [www.nhtsa.dot.gov/](http://www.nhtsa.dot.gov/)
- National Safety Council [www.nsc.org/](http://www.nsc.org/)
- National Sheriff's Association [www.sheriffs.org/](http://www.sheriffs.org/)
- State Patrol and State Police [www.statetroopersdirectory.com/](http://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](mailto:tactinfo@dot.gov) or visit [www.fmcsa.dot.gov/tact](http://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:

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To contact FMCSA Service Centers and Field Offices, please visit [www.fmcsa.dot.gov/about/contact/offices/displayfieldroster.asp](http://www.fmcsa.dot.gov/about/contact/offices/displayfieldroster.asp).



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