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OFFICE OF ANALYSIS, RESEARCH, AND TECHNOLOGY

Introduction to the Commercial Motor Vehicle Web-Based Driving Tips Website

December 10, 2009

Webinar Transcript

Presenters

- Olu Ajayi, Mathematical Statistician, FMCSA Office of Analysis, Research, and Technology (ART)
- Dr. Richard Hanowski, Director, Virginia Tech Transportation Institute, Center for Truck and Bus Safety

Speakers (optional)

- Kirse Kelly, Web Conference Host, FMCSA ART

Description:

Even the most well-trained, safety-conscious commercial motor vehicle (CMV) driver is at risk of engaging in driving behaviors that could lead to a crash on today's crowded highways. Weather conditions or road conditions change and suddenly "driving too fast for conditions" becomes a risk factor. Failing to look or looking and not seeing, impaired performance because of fatigue, inattention or daydreaming or an unexpected external distraction can all lead to a truck crash. With that in mind, FMCSA has developed a Web site to raise the consciousness of CMV drivers about common driving errors and to provide valuable driving tips through an easily accessible tool—the Internet. Fleet safety managers can also use this information to support their driver training programs. In this webinar, drivers, fleet managers and other interested stakeholders will be given an introduction to the Web site, what it contains, and how to use it to their best advantage.

PRESENTATION—INTRODUCTION TO THE COMMERCIAL VEHICLE WEB-BASED DRIVING TIPS WEBSITE

PRESENTATION TITLE SLIDE: INTRODUCTION TO THE COMMERCIAL VEHICLE WEB-BASED DRIVING TIPS WEBSITE

Roy (Operator):

Welcome and thank you for standing by. At this time all participants are in a listen-only status until the question and answer portion of today's call. At that time, to ask questions over the phone line just press star followed by one. Also as a reminder, today's conference is being recorded, if you have any objections please disconnect at this time. I would now like to turn the call over to your Web Conference Host, Kirse Kelly. You may begin.

Kirse Kelly (Web Conference Host, FMCSA ART):

Thank you Roy and thanks to all of you who are participating in our webinar today, which will give you an Introduction to the Commercial Motor Vehicle Web-Based Driving Tips Website. Today is Thursday, December 10, 2009. This webinar is part of a series put on by the FMCSA Office of Analysis, Research, and Technology.

First, I just have a few technical items to share with you. For anyone who may have a smaller screen and the virtual meeting room is on the upper-left hand side of your screen, you may want to try a full screen which you can access by clicking on **Meeting** at the very top left side of your screen, choosing **Manage My Settings**, and then choosing **Full Screen**.

You can also submit questions throughout the presentation, although questions will be answered all at the end of the call. To enter a question, you simply need to type them in this box here at the lower-left side of your screen and then hit the arrow we have here at the edge, and your question will show up for us and we can respond to that.

Please note you will be able to download a copy of the slides for this webinar at the end of the call. If you have to leave early, you can return to this Web site later and it will be available. We will also be posting it on our Web site within the next day or two.

People who are members of the trade or local media are asked to contact our FMCSA Office of Communications if you have any particular questions. Members can just call the number that is here on your screen. It is (202) 366-9999. So, once again, that is (202) 366-9999.

Now I am going to go ahead and turn you over to Olu Ajayi, who is part of our Division of Research here at FMCSA.

Olu Ajayi (Mathematical Statistician, FMCSA ART):

Thanks, Kirse. Hi everybody and welcome to today's webinar. Today we plan to highlight the features of our defensive driving tips training tool. It is a web-based training tool that we hope

will supplement the resources that safety managers and drivers have for education and training their drivers; some easy and really interesting video-based training tips. This project, like Kirse said, was sponsored by the Research Division. It is one of the divisions of the Office of Analysis, Research, and Technology, and it was carried out by Virginia Tech. To walk us through the functionalities of this system is Dr. Rich Hanowski of the Virginia Tech Polytechnic University. Thank you.

Dr. Richard Hanowski (Director, Virginia Tech Transportation Institute, Center for Truck and Bus Safety):

Thanks, Olu. This is Rich Hanowski. My presentation is split into two parts. One is a fairly brief PowerPoint presentation that just gives you an overview, really, of the project. Then I am going to go into the Web site itself, which is publicly available. We will give you that link at the very end if you have not explored the Web site on your own. I will spend a little bit of time going through the Web site, some of the different pages to just get you familiar with it. Hopefully at the end, we will have a chance to get some questions answered and get some comments from you.

SLIDE 2: ACKNOWLEDGEMENTS

I want to start out by acknowledging the Federal Motor Carrier Safety Administration, particularly Dr. Martin Walker and Olu, who were really integral in this project. Also, at FMCSA, Wyle Information Systems implemented the Web content and Ed Miller and Joon Song were instrumental in that.

SLIDE 3: INPUT FROM SUBJECT MATTER EXPERTS

In addition, one of the things that we wanted to do as we developed the Web content was to ensure that fleet safety managers had a prominent role in the development process. To that extent, we had a group of subject matter experts and you can see them listed there on your screen: from JB Hunt, we had Vern Moore, and from Schneider, Tom DiSalvi, and from Cargo Transporters, Jerry Waddell, Gordon Trucking, Scott Manthey, and we also had Del Lisk, formerly of Smith System, now at DriveCam.

The other thing we want to acknowledge, because the unique part, I believe, of this Web site is the videos. If you have seen me present at conferences before, you have seen some of these videos. I wanted to acknowledge the drivers who allowed us to use their videos and post them on the Web site for all to see.

SLIDE 4: PRESENTATION OVERVIEW

To give you an overview of the presentation today, I am going to talk a little bit about driver error and why that is such an important topic. I will give you then, an overview of the project, talk about the deliverables of the project, which are also available online, and then, as I mentioned, I am going to spend about half of my time walking through the Web page itself.

SLIDE 5: DRIVER AS CRITICAL REASON

Driver error and driver as a critical reason. If you're familiar with the Large Truck Crash Causation Study, you know in that analysis, large trucks were assigned the critical reason in about 55 percent of the cases. When you drill down a little bit more into those cases, you will see the driver reasons accounted for about 87 percent of those cases. What we know from LTCCS—and it is really consistent with a lot of other research, both in light vehicle and heavy vehicle research, from the tri-level study to some numerous studies, naturalistic studies that we have done at the Virginia Tech Transportation Institute—the 100-car study, and the truck studies—we know that driver error is the primary contributing factor in crashes. What we wanted to do as a goal for the Web site, was to provide information to drivers and fleet-safety the managers to address and help minimize some of these more prominent driver errors.

SLIDE 6: PROJECT OVERVIEW

As an overview of the project, we really built off of the Large Truck Crash Causation Study. They have a framework that utilizes something called "critical reasons." I am not going into a lot of detail on what that is, but essentially it is the main error type, if you will, associated with one of the crashes from that database. We use that LTCCS as this framework for developing the Web site and to organize the different content—the information that we have on the Web site—that really,, I think, builds off nicely from the LTCCS. The other thing we wanted do—you know there is a lot of really good driving safety information out there. We did not want to reinvent the wheel here. We knew that kind of a niche and something we could add to the education and training information that is out there are these videos. So what we wanted to do is to have a supplemental tool, if you will, that is not meant to replace any of the information that is out there, but to synthesize it in one place and include these videos.

SLIDE 7: PROJECT OVERVIEW, CONTINUED

Again, I presented on our naturalistic driving studies at a number of different conferences. One of the things that was kind of a recurring theme, is I would hear from fleet safety managers, about "Boy, these videos are great. I do my safety meetings, I talk to my drivers, but if I could show them another driver—a colleague, if you will—performing, doing an error"—and the videos are very compelling, as you will see; I will run through some of them—"that would be a very powerful tool for me as a safety manager to educate my drivers." I received a number of different comments on that. Based on those comments, I then went to FMCSA. As I mentioned, Martin Walker was really instrumental in this project. We got this project together to be able to do just that; to be able to put these videos on the Web for fleet safety managers to use along with some driving education information.

SLIDE 8: PROJECT DELIVERABLES

One of the things we had to do was to go back to the drivers, track them down, which can be a difficult task, but we went back and found the drivers that we could and said, "Would you allow us to use these videos in this particular forum?" Not all of them said yes, but enough of them said

yes to make this an interesting project. One of the things, again, that we wanted to do through the Web content was provide these ideas and tips to safety managers that they could then provide to their own drivers. As I mentioned I think at the start—and we are going to provide this to you later on if you do not know where the Web site is—it is on FMCSA's site. We will give you the link to that toward the end of this webinar.

You can see the picture there. That is what the opening site page is like when you go to the Web site. From that Web site, you can download the final report. We did a literature review of not only driver error, but information sources that are out there—it kind of goes through the process that we went through to develop this Web site. Again, another—the significant deliverable was the Web page itself, which is, again, live on FMCSA's main site. There is a link to it, but we will provide it again in a little bit.

SLIDE 9: CONTACT INFORMATION

That concludes the PowerPoint part of my presentation, but I am going to move now to the Web site. So bear with me . . .

COMMERCIAL MOTOR VEHICLE WEB-BASED DRIVING TIPS WEBSITE

There is a little bit of delay here; the site—on FMCSA's Web site there is not this delay. So, again, I ask you to bear with me here as I click through different pages. Essentially this is what you will see when you go to the Web site. There is a bit of an overview page. I am going to read this. I know on some people's screens you will be able to see this really easily, but on others, because I am using a Flash version of this off my own computer, it may be a little fuzzy to some people. So I am going to read it a little bit and give you the gist of what it says.

It starts out by saying, "Even the most well-trained, safety-conscious Commercial Motor Vehicle (CMV) driver is at risk of engaging in driving behaviors that could lead to a crash on today's crowded highways. Weather conditions or road conditions change suddenly, and 'driving too fast for conditions' becomes a risk factor. Failing to look or looking and not seeing, impaired performance because of fatigue, inattention or daydreaming or an unexpected external distraction can all lead to a truck crash.

"This Web site was developed to raise the consciousness of CMV drivers about common driving errors and to provide valuable driving tips through an easily accessible tool, the Internet. Fleet safety managers can also use the Web site for their driver training programs. These tips offer preventive measures that CMV drivers can take to help avoid crashes."

Then it talks a little bit about VTTI, and a little bit about the video clips itself. And I'll go to the next page, here.

You can see that on the left-hand side is where you can navigate. The first couple of links here just provide again, background information on the project and the Web site for users, and then that is followed by a number of different, what we call "driver error categories" that I will go through here in a second.

Kirse Kelly:

One moment, Rich. I just wanted to let you know that I am going to try to make the screen a little bigger for people, because it might be hard for people to see. Okay, go ahead.

Dr. Richard Hanowski:

Okay. The last two links here—there is a link that is called "documents;" that is where you can download a number of different documents, the final report for instance. Then there is a reference section, and I am going to talk about in a little bit more detail in a second. This page here, again, is the project background. It is a little bit like I mentioned in my PowerPoint presentation, so I am not going to go into a lot of detail on this, but essentially it talks about how this Web site was built off of the Large Truck Crash Causation Study and really works well with that particular study. It also shows images—here in the middle is the video. When you have seen these videos a few times you figure out what is going on, but for a new user, a new person that has not seen these videos, we thought it was important to identify what they are looking at right up front. You can see the first view—going clockwise from the top left, you see the driver's face. Then you have the forward view, so what the driver sees out the forward window. Down below, this particular image is split into two. These are cameras on the west coast mirror. The big mirrors on the side of tractor pointing backwards against the trailer. It is a split screen and what you can see from this is what is going on to the side of the tractor-trailer.

The other thing on this particular page that I mentioned, again, in my PowerPoint, is it talks about how the Web site was developed having subject matter experts, which was really important, because we wanted something that hopefully people will end up using at the end of the day. So we wanted to make sure that we had at least some representation from some fleet safety managers in that regard.

I am going to go through now and just highlight a few of the different driver-error categories and show you some of the videos associated with them. I will just pick this one for now. Again, at the end of this, I hope you go to the Web site and you can click on and take a look at all the different error categories. There is a little delay here, again, just bear with me.

This is a first error category and each of them is set up similarly. At the very top of this screen you will see "Unfamiliar Roadway." That is what this particular set of driving tips is focused on. There is little discussion of what is being meant by "unfamiliar roadway." This says, "Because Commercial Motor Vehicle drivers often travel to new cities and towns, they may be unfamiliar with the roadway and feel compelled to read a map or directions while driving. The Large Truck Crash Causation Study reported that 22 percent of large-truck crashes occurred when CMV drivers were unfamiliar with the roadway." That kind of describes the error category itself.

One thing you will notice here is a little number, a little reference number, and by clicking on that, this goes to the reference page. You can see here, at the top, that was number 15. It said that that reference for that statement that was made was based on a USDOT FMCSA report, *The Large Truck Crash Causation Study*, gives the publication number, and where we could, we gave the link to that, so you could go and download that directly from this kind of one-stop-shop, if you will. Let me go back now. You will see the references—there are about 80 different

references. Again, it is set up to, as the Web site hopefully evolves and new research is conducted, this could be updated as well.

Again, I just clicked on the "Unfamiliar Roadway," to get back to where I started here, and again there is a bit of a delay.

One of the things, one of the comments that we have heard with this reference section was that it is really nice because it does put a lot of information that safety managers might be interested in, in one spot. Again, it is not probably all the information that is out there, but I think it is a lot of the information.

Back to "Unfamiliar Roadway" now. After we kind of defined what the problem is, then there are a number of different, what we call tips, "Driving Tips," to help drivers in this kind of situation. You can see this one has, Tip Number One is "Review maps and plan your route before driving." There is a second tip, "Do not . . . change your direction of travel," and a third tip is "Signal your intentions." Now, different driver error categories may have a different number of tips. Also, depending on whether or not we had a video, or maybe a better way to say this, we had a video that the driver agreed we could put on the Internet, those particular tips have associated videos.

I will go through the first one because it does have a video. Again, it was "Review maps and plan your route before driving." What it says is, "Be sure to plan your driving route before getting behind the wheel so you can keep your schedule and prevent distractions that may occur while trying to read a map or directions." Again, there is a reference to that. "You may use electronic devices, such as a navigation system, to aid you when you are unfamiliar with the roadway. However, remember to use the technology appropriately (pull safely to the side of the roadway or stop and take a break), otherwise it can be a source of distraction." So that gives an overview of the tip itself. Then what we wanted to do is we wanted to have some, what we call "Did You Knows," some little facts, tidbits that would hopefully bring the point home of this particular tip. So, this first "Did You Know?" says that "When transporting hazardous materials, remember that most states and localities have route restrictions and/or designated routes. You must carry a written copy of your route plan, and you must follow the plan if you are carrying Division 1.1, 1.2, or 1.3 explosives." Again, there is a reference that the users can click on to get that particular information.

The second "Did You Know?" says "An independent . . . driver from Philadelphia received a $17,751 traffic ticket for exceeding the road-weight limit when he got lost in a suburban neighborhood of East Whiteland Township, Pennsylvania. He was unfamiliar with the area and had difficulty following the directions that were provided to him." Again, there's a reference for that story as well. Hopefully some kind of real-life anecdotes to help drivers and to drive that point home about being prepared for an unfamiliar road situation.

As you can see, this particular tip has an associated video with it. I am going to click on that; there may be at bit of a delay on your end, but again, at the end of this, I hope to go to the Web site and you can click on these at your will—but you will get a good look at what the videos are like. Keeping in mind the four screens we talked about, you will see this driver; he is in the right-hand lane of a road, and it becomes an exit only lane, but he does not want to exit. Pay attention

to—right now he realizes he's in the wrong lane. If you look in the bottom-right corner, you see he is very close to cutting off a car there, in behind. There is a description of the video, as well. You can replay this. I can replay that again for you. It goes pretty quick sometimes. It says, "The CMV driver is traveling in the far-right lane of a multilane highway during the day. The driver's lane becomes an exit lane and suddenly bears to the right. The driver brakes quickly and crosses two lanes of traffic to maintain his original route. The driver changes lanes directly in front of another vehicle." Again, he nearly has a sideswipe crash. Now, at the end of the video, and after the video description, there is something that we call a "Training Exercise," again, just to help drive the point home and make sure people are paying attention to what was going on in the video, because again, it goes pretty quickly, and if you're not familiar with looking at these videos, you can miss, a lot times, a lot of the subtleties that are really important. This training exercise says, "After doing the video try to answer the following questions:

- What behaviors indicated that the driver was unfamiliar with the roadway?
- How did the driver behave when he recognized that he was in the wrong lane?
- Why was the driver's maneuver unsafe?
- What should the driver have done differently?"

Essentially what this does is it would put a driver who was going through this training exercise in the driver's seat and help them role play a little bit; and if they were in that situation, what would they have done differently?

You will see there are a couple of other tips; I will not go through these in this webinar here today. Some of the error categories have a number of different tips.

I will do another one here, though. Again, there may be a bit of a delay here. This one is called "Inadequate Surveillance."

One of the things that we did, we had, we started off with--I think there are about 15 different error categories that we had and we narrowed those down. What really helped us to narrow the categories down was the group that we have.

This one says, "Inadequate surveillance occurs when the driver is in a situation where he/she is required to look to safely complete a maneuver and either fails to look in the appropriate place or looks, but does not see. This may include lane changes or turns at intersections where the driver looks in the required direction, but fails to see the approaching traffic." Again, linking back to the Large Truck Crash Causation Study, that study ". . . reported that 14 percent of large truck crashes occurred due to CMV drivers' inadequate surveillance." This one had a number of different tips. The first one is "Be aware of your 'no-zone.'" Tip two is "Always drive defensively." Tip three is "Look far enough ahead." Tip four says, "Check your mirrors often." A fifth tip, the final on this: "Approach and enter intersections with caution."

Two of these have videos. I will kind of go through those. This is "Be aware of your 'no-zone.'" It says, "Be vigilant in watching for vehicles in the 'No-Zone.' Drivers around you may not be aware of the size of your truck's blind spots. As a (CMV) driver, you are aware that some of your blind spots are large enough that a passenger vehicle can virtually disappear from your view. Remember that other drivers unfamiliar with commercial driving probably don't realize

this." The "Did You Know?" for this one says, "The 'No-Zone' represents the areas around your truck where crashes are more likely to occur. One-third of all crashes between large trucks and cars take place in the 'No-Zone.'" Here is a video example of a car in the "No-Zone" that I will show you now. You can see the driver's face, and what you want to pay attention to is the bottom-right corner. A car goes to pass and then he lingers, does what he should not do, and just lingers in the "No-Zone," and the driver loses sight of it. You can see the driver checking the mirrors, but misses it, and almost has a sideswipe crash. It certainly was not intentional or was not an aggressive driver. He apologizes to the car, but again something that truck drivers just need to be aware of. Again, there is a video description of that clip and then some training exercises that follow.

"Always drive defensively" is the next tip in this section. It talks again a little bit about defensive driving followed by a couple of "Did You Knows." Then it has a video. I will play this video for you as well. Up ahead you are going to see there is a pickup truck that is going to cut this truck driver off just as he looks away. He very closely has a rear-end crash with the truck. Our truck driver in the study had to brake very quickly, swerved and hit the brakes quickly to avoid a rear-end crash. Again, there are a number of these different error categories with videos that hopefully will bring—at least provide another tool for safety managers to bring the whole point home about a particular behavior.

As I mentioned, there are references that safety managers or drivers can follow up on, as well as a link to different documents that are part of the project itself. They are part of the project deliverables that also would be available to whoever wanted to download these now. You can see there was a final briefing we did on this project almost a year ago. It says "The final report is in press," but I guess I have an older version of this Flash drive, because I believe that is now available from FMCSA's Web site, so you can download the final report.

That will conclude my overview of the Web site. Again, I encourage you to go through it on your own afterwards and go through the different sites. Look at the different videos. There are a number of different videos and a number of different error categories for you to look at.

I think the thing to do at the end of this, again, we will provide the link and you can click on it and they should take you directly to the Web site to look at all of these videos and hopefully it will be self-explanatory. I think I have my, at the end of the PowerPoint, somewhere in the presentation there is my e-mail address along with Olu's. We can certainly answer any questions you have pertaining to the protocol, or how to navigate through the Web site itself. I don't know if you want to open it up to questions at this point Kirse.

Kirse Kelly:

Okay, yeah, let's go ahead and do that.

[31:48]

QUESTIONS AND ANSWERS

Kirse Kelly: We are going to go ahead and go over to questions now. Thanks, Rich. If you would like to ask a question, you can submit them by, as we discussed, typing them in the space at the bottom of the **Q&A Box** on the lower-left side of your screen, or if you would like to ask questions over the phone, you can press ***1** and then state your name to the recorded message. When your line is open, Roy, our phone operator will announce you by name, so please state your name clearly for proper pronunciation. Questions will be answered in the order that they are received. As mentioned at the beginning of the call, please note you are going to be given an opportunity to download a copy of the presentation at the end of the webinar. If you have to leave early, you can return to this Web site at a later time and the slides will be available.

Question: ***How soon will this be available on the Web site?***

Kirse Kelly: It is available now, so you will be able to go ahead and check it out right after this.

Question: ***Can we download the videos to use them for training purposes?***

Dr. Richard Hanowski: Yeah, we struggled with that a little bit in really how to approach that. The videos, I think, in and of themselves are very powerful. I hope that most of you were able to see that and will take a look at this afterwards. They should not be used independent of the other information that is up there. It shows the driver very often in kind of a precarious situation, committing the error, but that in of itself, we did not feel was enough information to provide. We also feel like we need to say, "Okay, this is what you should be doing." So, it is kind of a package deal, but it is all free. It is all on the Internet. What we hope fleet managers will do is not download the videos directly, but watch them off of the Web site, because you can watch them and replay them as many times as you want. But the videos in and of themselves are not set up to be downloadable independent of the Web site.

Kirse Kelly: So people could share them if they were on the Web site during a training session, for example.

Dr. Richard Hanowksi: Absolutely. You could get on the Web site, put that on a projector for your group of drivers, and then project that onto the screen and go through these pages just like I am doing today, but maybe emphasizing certain aspects. Maybe you just want to focus on one driver-error category in each safety meeting—however you have it set up. There are probably different strategies

that different safety managers will use. Again, this would then provide one place where you could get a lot of information. Again, it is not all of the information that is out there. I really want to stress we did not want to reinvent the wheel. There is a lot of really good safety—I do not want to name any because I will leave someone out, but there is a lot of really good safety information, sites and products and packages that are out there. This is just a supplement to that.

Question: ***How many videos are available and how often are they updated?***

Dr. Richard Hanowski: I think there are roughly eight or nine different error categories. I think with the videos, I think there is about 10 or 11 different videos across those error categories. The videos that we have on, in some cases we had better videos that we would have liked to of used, but again to make that happen we have to get the driver's permission to use the videos. So, the videos we were able to get are the ones that, obviously, we were able to get permission for, we could then put on the Internet. I think as we do more of these naturalistic studies we will have an opportunity to have more data, to have more videos, and to put more of that data on the Internet. I think it depends a lot on the audience that is listening in today, the fleet safety managers that are out there. If you are using this, if this is something that you think is a good resource, then you should send an e-mail to FMCSA. Comment that this is a valuable resource; that you are using it, that the drivers—it helps you in your safety curriculum. I think that would have a lot of credence to continue on, and update it to include more videos. I guess if it is something that does not get used and the feedback is a little mediocre, then—if it is not getting used, then why update it? This is certainly something, I think if gets used and the demand is there to see a "living Web site" that is updated—for instance, the driver distraction stuff. We did this Web site before that study really was finalized. So, we could go back and update that information. But it certainly has an opportunity, I think, as a format for expansion. But again, I think that just depends on fleet safety managers and fleets, and how they are using it, and whether they think it is a useful tool.

Kirse Kelly: Roy, are there any questions on the phone at this point?

Roy (Operator): Once again, ***1** will set up questions over the phone line. At this moment, I am showing no questions over the phone lines.

Question: ***Any plans to evaluate the effectiveness of the driving tips in terms of subsequent collision involvement?***

Dr. Richard Hanowski: Boy that is a great question. That is always the million dollar question with any type of training or educational programs. You can show videos and you can show training information, but how do you assess the efficacy of that?

That is really hard to do, especially in a controlled environment. We have had subsequent projects, where we have looked at, more subjectively, in terms of "Are fleet managers using this as part of there program?" I think the Web site has been up for maybe almost a year, probably—maybe not quite a year, but for a significant—several months, anyway. There have been surveys that have come up and sent to fleet managers to find out "Are they using it?" But being able to tease out—"Does this lead directly to a reduction in crashes?" I am not sure how you could do that. I think that is an issue with all types of education and training programs.

Question: ***What was the cost to design and implement the site?***

Dr. Richard Hanowski: The implementation was done by WYLE Systems—that is a subcontractor for FMCSA. The cost was, if I recall correctly, about $100,000, roughly speaking, for the entire project. That included working with the subject matter expert group, the literature review, the design of the site, getting it on the Web site. That is kind of a rough estimate of the cost.

Kirse Kelly: Are there any questions on the phone line, Roy?

Roy (Operator): I am still showing no questions over the phone.

[40:28]

Kirse Kelly: If there are no other questions online, we will go ahead and go to our evaluation page. As Rich mentioned, you can contact him or Olu with any other questions that you may have. Before you sign off, we just ask you to complete the evaluation you see here on the screen. We welcome your comments about this webinar, and about the Web site, and your suggestions for future webinars.

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As a reminder, members of the trade or local media participating in today's webinar should contact the FMCSA Office of Communications with any questions, and that phone number is (202) 366-9999. Once again, the Office of Communications here at FMCSA at (202) 366-9999.

We have several webinars in the planning stages for the upcoming year of 2010. Please continue to check our Web site at www.fmcsa.dot.gov/art to

register in the future. We do not have any open right now, but we should be having some in the next couple of weeks. We will be sending out announcements for those upcoming webinars. If you are not yet on our e-mail list, please contact the web conference coordinator—that is me—at Kirse.Kelly@dot.gov and then just request your name be added to that list. That is, once again, Kirse.Kelly@dot.gov. You can contact me for being added to our list or any webinar questions you might have.

This concludes this webinar. Once again, thank you for participating and thanks also to Roy, our phone operator.

[43:11]