

Trucking Industry Mobility and Technology Coalition

Annual Meeting Summary



Submitted to:
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By:
The American Transportation Research Institute

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TRUCKING INDUSTRY MOBILITY AND TECHNOLOGY COALITION 2011 ANNUAL MEETING

Gaylord Texan Resort and Convention Center
October 17-18, 2011

This report outlines the events that occurred at the Third Annual Meeting of the Trucking Industry Mobility and Technology Coalition (TIMTC), held on October 17-18, 2011. The TIMTC annual meeting was once again held in conjunction with the American Trucking Associations' (ATA) Management Conference and Exhibition (MC&E) at the Gaylord Texan Resort and Convention Center in Grapevine, Texas. This year, 77 individuals pre-registered for the meeting, compared with 66 for the 2010 annual meeting. However, over 200 people participated in the annual meeting sessions.

Three sessions comprised the third annual meeting:

1. Educational Session: (Data) Mining for Gold: Using Your Driver Data to Reduce Crashes
2. TIMTC Annual Meeting: The Future of Government and Industry Partnerships
3. TIMTC Annual Meeting: A Day in the Life of a Connected Truck

TIMTC also had the opportunity to set up an XM/Sirius radio show booth to highlight speakers and critical issues from the annual meeting. The Dave Nemo Show broadcast live on October 17 and 18 for two hours each morning on topics ranging from the transportation reauthorization bill to increasing productivity in the trucking industry.

Summaries of each of the three sessions and the two Dave Nemo Show broadcasts follow.

Dave Nemo Show Broadcast

Monday, October 17
8:00 – 10:00 a.m.

Anne Ferro, FMCSA Administrator, and Dan Murray, ATRI Vice President, Research

Administrator Ferro kicked-off the first show with an update on several FMCSA initiatives, including hour-of-service (HOS) and electronic on-board recorder (EOBR) rulemaking, the proposed CMV cell phone use while driving ban and changes to CSA.

Jim Burg, James Burg Trucking Company President and CEO, and Kevin Burch, Jet Express President

Mr. Burg and Mr. Burch discussed the industry's experience with government collaborations as well as their perspective on the future of government and industry partnerships. They also provided several examples of programs/technologies that may need to be mandated (e.g. EOBRs to "level the playing field") and programs/technologies that are better left for voluntary adoption. Mr. Burg also stressed the need for the protection of sensitive data.

Major Ron Cordova, New Mexico DPS, and John Hill, Former FMCSA Administrator and the Hill Group Principal

Major Cordova spoke about the New Mexico Department of Public Safety's enforcement activities. These efforts have been able to focus on non-compliant carriers through technology such as wireless roadside inspections (WRI), automated license plate readers and automated U.S. DOT number recognition system. The use of these technologies is the most cost-effective and efficient method for identifying the non-compliant carriers. Mr. Hill provided comments on nationwide highway safety initiatives such as the U.S. DOT-sponsored Smart Roadside Initiative (SRI).

Doug Hathaway, Maxum Specialty Insurance Group Vice President, Transportation Division, and Dan Murray, ATRI Vice President, Research

Mr. Hathaway discussed what types of driver and carrier data are being used by the insurance industry as well as some of the benefits and challenges associated with the predictive modeling. This type of modeling allows enforcement activities to be focused on the small percentage of drivers/carriers that are responsible for the majority of accidents.

(Data) Mining for Gold: Using Your Driver Data to Reduce Crashes

Monday, October 17

2:30 – 4:00 p.m.

Approximate attendance: 140

Moderated by Dan Murray, ATRI Vice President, Research

Anne Ferro, FMCSA Administrator

Many of Administrator Ferro's comments centered on FMCSA's Compliance, Safety, Accountability initiative. This program represents a more efficient and effective use of data than the previous SafeStat system. The data loop generated by this system connects drivers with motor carrier management staff as well as enforcement personnel.

Administrator Ferro cited the importance of in-cab naturalistic studies to improve highway safety. FMCSA and the Virginia Tech Transportation Institute (VTTI) have produced a website that utilizes video clips captured during such a naturalistic study. The videos show examples of driver errors and provide valuable driving tips. Fleet safety managers are encouraged to use this website as part of their driver training programs. (www.fmcsa.dot.gov/about/outreach/education/driverTips/index.htm)

Chad England, C.R. England COO

C.R. England collects a large amount of driver safety data to use in their predictive modeling scenarios. These algorithms can be used to predict a driver's future safety performance, fatigue levels, driver retention and can also assist the company in the recruiting process by assessing a driver's work history.

For example, in order to assess future safety performance, C.R. England evaluates changes in the length of hauls, differences in the number of hard brakes, empty miles compared to the fleet average, time spent idling and the number of days since a vacation.

By utilizing these analyses, C.R. England is able to focus resources on the drivers deemed most likely to have an accident in the upcoming month. This system also generates “action plans” for carriers based on the driver’s behavior in the previous month.

These predictive models have provided the insight to more effectively manage drivers. From 2009 to 2010, C.R. England had a 32 percent decrease in accidents, an 81 percent decrease in accident severity, a 17 percent decrease in driver turnover and a 24 percent increase in driver productivity.

Major Ron Cordova, New Mexico Department of Public Safety

The New Mexico Department of Public Safety (NM DPS), Motor Transportation Police, has improved highway safety recently through the implementation of several intelligent transportation systems (ITS) as part of the Smart Roadside Initiative (SRI). These include automated license plate recognition systems and automated U.S. DOT number recognition systems.

The NM DPS also established twelve “safety corridors” where crashes frequently occurred. These corridors have reduced speed limits, double fines for traffic violations and increased law enforcement presence. Additionally, the NM DPS has incorporated an internal performance-based system for managing enforcement by specific crash types, driver behaviors and locations.

The NM DPS has partnered with the industry to educate drivers about large trucks and also participates in the “Teens and Trucks” program.

Doug Hathaway, Maxum Specialty Insurance Group Vice President, Transportation Division

Mr. Hathaway has been using driver data analyses since finding that 9 out of ten drivers involved in an accident had a violation on their Motor Vehicle Record (MVR) or were new entrant drivers. Many motor carriers have very limited resources and predictive modeling and other analyses offer a way to focus those resources on the drivers most likely to be involved in a crash. He also noted that a very small percent of drivers are involved in the vast majority of incidents.

Mr. Hathaway also stressed the importance of using this data to improve driving behaviors. He and many other industry stakeholders have found this data valuable and would like to see more motor carriers install and utilize the various technologies currently available. Toward this end, a tax incentive should be offered to carriers as an added incentive to implement the safety systems.

Questions and comments

The Q&A portion of the session began with a question about a potential nationwide ban on cell phone use while driving. Administrator Ferro stated that one of the main goals of the U.S. DOT is to educate people on the dangers of driving distracted. In 2010, FMCSA issued a rule prohibiting commercial motor vehicle (CMV) drivers from texting while driving and is planning to propose an additional ban on hand held cell phone use in

the future. The Administrator noted the need for additional research on the effects of hand-free communication devices.

A second question was addressed to the Administrator, this time asking what could be done about carriers who “reincarnate.” Administrator Ferro replied that FMCSA would like to implement a nationwide vetting system similar to the drug and alcohol clearinghouse which would be able to search for and identify applicants with information already in the system.

Another participant asked Mr. England about the return-on-investment (ROI) of the predictive modeling system that C.R. England uses. He answered that while the capitol invested was not tremendous, the amount of time that it took to implement was greater than expected. He also noted, however, that saving a life is priceless.

Dave Nemo Show Broadcast

Tuesday, October 18
8:00 – 10:00 a.m.

John Hill, Former FMCSA Administrator and the Hill Group Principal and Dan Murray, ATRI Vice President, Research

Mr. Hill and Mr. Murray discussed a myriad of topics, including the need for more safety system ROI information, whether safety enforcement activities are targeting the right drivers, vehicles and carriers, the status of the HOS revisions and the driver shortage issue.

Chris Flanigan, FMCSA and Rebecca Brewster, ATRI President and COO

Mr. Flanigan joined Ms. Brewster on the air to discuss the status of Wireless Roadside Inspection research and how carriers will be impacted.

Dan Murray, ATRI Vice President, Research and Rebecca Brewster, ATRI President and COO

Mr. Murray and Ms. Brewster spoke about several ongoing ATRI research initiatives including mapping truck rollover locations, real-time weather notification systems and the identification of freight bottlenecks.

Bill Graves, ATA President and CEO

Mr. Graves provided his views on the future of the highway reauthorization bill and the pros and cons of potential funding sources (mileage-based user fees versus increased fuel taxes). He also noted the critical role that research and data plays in developing and supporting highway infrastructure investments.

John Runyan, Coalition for Transportation Productivity Executive Director and Darrin Roth, ATA Director of Highway Operations

Mr. Runyan and Mr. Roth spoke about the need for increased weight limits for trucks in the U.S. and the Safe and Efficient Transportation Act (SETA).

TIMTC Annual Meeting: The Future of Government and Industry Partnerships

Tuesday, October 18

10:15 – 11:30 a.m.

Approximate attendance: 65

Moderated by John Hill, Former FMCSA Administrator and the Hill Group Principal

Jim Burg, James Burg Trucking Company President and CEO

Mr. Burg stressed the importance of safety investments for fleets. James Burg Trucking has made substantial investments in equipment (tire inflation system, roll and stability control systems, collision mitigation systems, cargo securement pins, lane departure warning systems and video event recorders), their drivers (above average pay and benefits, training and re-training programs and hiring experienced drivers) and maintenance shops (efficient bays and significant parts inventory and performance based brake testing machines).

Many of the safety technologies can also be partnered with other technology to improve efficiency. For example, James Burg Trucking combined a tire inflation system with single-wide tires. This reduced the weight of each unit by 2,200 pounds and increased payload by up to 30 percent. While safety is a key component of business operations, efficiency and productivity are vital as well.

Since it is anticipated that enforcement resources will continue to be reduced in the future, the most effective and efficient method to improve highway safety will be through voluntary carrier involvement. Incentives should be developed to increase carrier participation in these safety programs. It will be critical that all stakeholders be involved in this collaboration (carriers, government, enforcement, suppliers and shippers).

One successful example of a successful voluntary program that will become a mandate is EPA's SmartWay program. This program has allowed carriers to experiment with a wide array of energy saving technologies and processes to find what worked best for their operations and the fuel efficiency mandates that will become effective in 2014 will include many of the successes of the SmartWay program. Mr. Burg suggested that a similar voluntary program could be implemented to improve safety.

Ron Medford, NHTSA Deputy Administrator

Deputy Administrator Medford discussed the collaborative research that went into the joint EPA and NHTSA fuel economy regulations. NHTSA is also working with industry partners on several other research projects including the evaluations of stability control systems, crash avoidance and connected vehicle technologies. The Deputy Administrator stressed the importance of timely, accessible and accurate data.

Kevin Burch, Jet Express President

Mr. Burch recounted his recent participation in ATA's "Call on Washington" program. This program allows state trucking association members the opportunity to travel to Washington, D.C. to meet with their members of Congress, agency officials and ATA policy and legislative staff. He cited this as an excellent way to be involved in policy

issues and to “let your voice be heard.” Mr. Burch also noted that it is important to become involved with local and regional planning committees. These groups are often directly involved in infrastructure planning. The right combination of infrastructure and technologies will allow the trucking industry to flourish.

Greg Nadeau, FHWA Deputy Administrator

FHWA is currently collaborating with several industry stakeholders to improve the safety and performance of the highway transportation system. Data is a critical component of many of their programs, including the freight performance measures (FPM) initiative. The goal of these programs is to focus available funding on key freight corridors.

Data is also playing an increasing role in FHWA’s dealing with Congress. Current, accurate and accessible data will be essential for a national freight policy.

Questions and comments

The first question was for Mr. Burg concerning load optimization. He replied that James Burg Trucking worked closely with shippers and other stakeholders in order to maximize capacity. He also noted that the company also participated in a very productive Michigan DOT meeting where they were asked for insight on what the state could do to improve freight movements.

The next question asked the panel for tips on becoming involved with local government organizations. Mr. Burch stated that the easiest way to get involved is through local chambers of commerce and media outlets. Carriers should seek out opportunities to provide positive comments about the industry and to enhance its image.

Another audience member asked if there had been any research into connecting the PrePass/E-ZPass systems to other entities such as shippers, ports, railroads, etc. Deputy Administrator Nadeau pointed out that SRI is seeking to address some of that concern by focusing on a comprehensive roadside communication network. He also noted that while much of the necessary technology exists, the focus now is on the ability to rapidly deploy the system.

Finally, the panel was asked if it may be possible to initiate a voluntary safety program similar to EPA’s SmartWay or the Trusted Truck program. All of the panel members thought it was a good idea and a good opportunity for future collaboration.

TIMTC Annual Meeting: A Day in the Life of a Connected Truck

Tuesday, October 18

2:00 – 4:30 p.m.

This session was split into three discussion areas: Increasing Mobility, Increasing Productivity and Improving Safety.

Approximate attendance: 60

Discussion facilitator: Kate Hartman, RITA

Increasing Mobility

Ed Strocko, FHWA

The four main goals of FHWA include building for the future, spurring innovation, ensuring highway safety and reforming government/exercising responsibility. FHWA is proposing to accomplish this through several actions including consolidating individual programs into core programs, establishing a performance-based highway program and giving states broader flexibility on the use of funds to improve the performance of designated national freight corridors.

The FY 2012 budget outlines the key elements of a national performance-based highway program. The focus will initially be on safety, pavement and bridge conditions but will be expanded to include economic competitiveness, environmental sustainability and livability. Performance measures are being used in planning and policy decisions, forecasting and modeling, performance management and to communicate results to the public and strengthen accountability. They are also being used to identify and define freight significant corridors on a national level.

Barbara Ivanov, Washington State DOT

The Washington State Legislature initiated the first state truck performance measure program in the U.S. in 2007. The initial project tracked truck trips through GIS technology and the Washington State DOT (WSDOT) analyzed truck speed and travel time reliability in the central Puget Sound region. The state legislature continues to fund this program and has recently increased their support to \$200,000 for the 2011-13 budget.

The freight performance measures program has allowed the state to accurately identify significant freight bottlenecks and to successfully compete for (and prioritize) funding. It has also increased public accountability to citizens. Tracking truck highway performance before and after projects are constructed helps to explain the value of infrastructure investment.

Ms. Ivanov stressed how essential partnerships with the industry are for this program – its success depends on retaining access to data owned by trucking companies. These companies continue to support the program because WSDOT has made protecting their proprietary data a top priority and has used the analyses to improve the states truck freight system.

Randy Butler, FHWA

Mr. Butler provided an overview of dynamic mobility applications (DMA). In order to address a lack of traveler information, FHWA is developing freight advanced traveler information (FRATIS) applications focusing on real-time location data, dynamic route guidance and drayage optimization. A pilot test of this system (Cross-Town Improvement Project) was conducted in Kansas City this summer and it was found that the number of empty trips was reduced significantly during the trial.

Questions and comments

One audience member asked Ms. Ivanov if the highway improvement projects implemented in Washington State were really addressing the congestion issue or if the

traffic levels were just being moved to another corridor. Ms. Ivanov noted that that is a concern in planning these projects and that they must clearly define the goals of each plan and communicate those to the public.

Another participant inquired about the future of the Cross-Town Improvement Project (C-TIP). Mr. Butler stated that it is expected to become a publically owned and operated system in the future.

Increasing Productivity

Tom Kearney, FHWA

Mr. Kearney gave an update on the Smart Roadside Initiative (SRI). SRI will help enforcement officials to identify non-compliant carriers while keeping compliant carriers moving on the highways. The research and analysis phase is complete and the concept of operations phase is nearing completion. Next steps will include determining system requirements and designing the system architecture. Ultimately, this initiative will improve productivity through an integrated and interoperable roadside inspection system.

Chris Flanigan, FMCSA

Wireless roadside inspections (WRI) are one of the core SRI programs. WRI allows enforcement officials to conduct more inspections since driver, vehicle and carrier checks are performed while the vehicle is moving. This allows the focus to be on unsafe drivers and vehicles, even if they are associated with a “safe” carrier.

Several potential benefits to the industry have been identified. These include reduced delays, fuel use and equipment wear due to fewer stops for roadside inspections and lower insurance costs and increased transparency due to real-time WRI result sharing with carriers.

Pilot tests conducted in three different states evaluated the technical and operational feasibility of WRI earlier this year. The tests incorporated EOBRs, fleet management technologies and E-screening systems to check driver qualification and log data while the vehicle traveled at highway speeds. The next phase of research will include a field operational test and, ultimately, a national deployment.

John Runyan, Coalition for Transportation Productivity

The Safe and Efficient Transportation Act (SETA) would give states the authority to allow 97,000 pound, 6-axle vehicles interstate access. Mr. Runyan pointed out that the 6th axle on a truck maintains essentially the same weight per axle, tire displacement and braking distance. The 6th axle also ensures that there is no additional pavement wear since there is no additional weight per axle. Increasing the weight limit for trucks could improve highway safety, reduce emissions and increase efficiency.

Questions and comments

All of the questions for this panel were about SRI. First, an audience member asked what the timeline for SRI was and if new technology was needed to implement it? Mr.

Kearney replied that most of the technology has been developed at this point and that the next phase should be completed in the next few years. A follow-up question from the same individual asked if it was going to be a national program and if it would be a voluntary program. It will be a voluntary program and Mr. Flanigan pointed out that it is being planned as a national program in order to be able to identify trends at the corridor, regional and national levels.

Finally, a participant commented that SRI should include other entities such as ports since there are often no scales to weight cargo containers with. These containers often get put on trucks which then get an overweight violation

Improving Safety

Bob Petrancosta, Con-way Freight

Mr. Petrancosta provided an update on the connected vehicle safety pilot model deployment. This is a naturalistic field test of several vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) wireless communication technologies and included over 2,200 instrumented vehicles and 29 roadside infrastructure locations. The data being collected will be used to determine the effectiveness of the technologies and ensure that they do not distract the drivers.

The pilot test has three levels of vehicle/technology integration: 1. fully integrated (EOBRs send/receive messages, multiple safety applications and driver feedback from the technology); 2. retro-fit (aftermarket installation) and 3. vehicle awareness device (broadcasts only a basic safety message and no driver feedback). Con-way is one of the carriers participating in this project. It will not only benefit them in the future through fully vetted and interoperable technologies but also assists Con-way now through access to data captured through these experiments.

Chris Flanigan, FHWA

Mr. Flanigan provided an overview of FMCSA ITS initiatives on behalf of Jon Mueller. The initiatives include both technology transfer activities (CMV Roadside Technology Corridor and the FAST DASH program) as well as roadside and onboard technology deployments (CVISN and promotion of existing onboard safety system benefits).

FHWA has several roadside technology initiatives underway. These include an app (Query Central Mobile) that will allow FMCSA border and state inspectors to access motor carrier safety scores from an iPhone or iPad.

Bob Kreeb, NHTSA

NHTSA is currently focusing research on crash mitigation systems such as electronic control systems to improve highway safety. These systems enhance lateral vehicle stability by electronically assisting drivers in dangerous situations. The mitigation systems improve safety through driver warnings and, if the driver does not take steps to address the situation, active vehicle control. These systems can also improve safety through driver performance monitoring.

Questions and comments

An audience member inquired about the possibility of truck platooning with these technologies. Mr. Kreeb noted that the California PATH coalition demonstrated the feasibility of this approximately 10 years ago and more recently in France but there are currently no plans for truck platooning in the U.S.

Appendix A:
TIMTC 2011 Annual Meeting Agenda

The Trucking Industry Mobility & Technology Coalition

The Trucking Industry Mobility & Technology Coalition (TIMTC) is a unique collaboration between the trucking industry and the public sector. TIMTC is the only industry forum to actively engage motor carriers, law enforcement, technology providers, equipment manufacturers, transportation planners and policy makers at the local, state and national levels. To learn more about TIMTC, visit the website at: www.freightmobility.org

TIMTC 2011 Annual Meeting Agenda

Monday, October 17

9:45 a.m. – 12:15 p.m. **Tour ATA's Exhibit Hall**
Longhorn Hall C, Level 1

2:30 – 4:00 p.m. **(Data) Mining for Gold: Using Your Driver Data to Reduce Crashes**

Room: San Antonio 1,
Level 3

Speakers include:
Anne Ferro, Administrator, FMCSA
Chad England, COO, C.R. England
Major Ron Cordova, New Mexico DPS
Doug Hathaway, VP, Transportation Division, Maxum Specialty Insurance Group
Moderated by: Dan Murray, VP, Research, ATRI

Tuesday, October 18

10:15 – 11:30 a.m. **The Future of Government and Industry Partnerships**
Room: San Antonio 6,
Level 3

Speakers include:
Jim Burg, President and CEO, James Burg Trucking Company
Ron Medford, Deputy Administrator, NHTSA
Kevin Burch, President, Jet Express
Greg Nadeau, Deputy Administrator, FHWA

Moderated by: John Hill, Principal, The Hill Group

11:45 a.m. – 1:45 p.m. **ATA's Exhibit Hall Grand Finale & Walk-Around Luncheon**
Longhorn Hall C, Level 1

2:00 – 4:30 p.m. **A Day in the Life of a Connected Truck**
Room: San Antonio 6,
Level 3
Panel discussions will focus on three topics:

Increasing Mobility
Barbara Ivanov, WSDOT
Randy Butler, FHWA
Ed Strocko, FHWA

Improving Safety
Bob Petrancosta, Con-way Freight
Jon Mueller, FMCSA
Bob Kreeb, NHTSA

Increasing Productivity
John Runyan, Coalition for Transportation
Productivity
Tom Kearney, FHWA
Chris Flanigan, FMCSA

Discussion Facilitator: Kate Hartman,
RITA



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