

Trucking Industry Mobility and Technology Coalition

Annual Meeting Summary



Submitted to:
The United States Department of Transportation

By:
The American Transportation Research Institute

November, 2010



950 N. Glebe Road, Suite 210
Arlington, Virginia 22203
www.atri-online.org

**TRUCKING INDUSTRY MOBILITY AND TECHNOLOGY COALITION
2010 ANNUAL MEETING
Phoenix Convention Center
October 18-19, 2010**

1.0 Summary of TIMTC Annual Meeting

This report outlines the events that occurred at the Second Annual Meeting of the Trucking Industry Mobility and Technology Coalition (TIMTC), held on October 18-19, 2010. The TIMTC annual meeting was held in conjunction with the American Trucking Associations' (ATA) Management Conference and Exhibition (MC&E) at the Phoenix Convention Center.

Three sessions comprised the second annual meeting, which included:

1. Educational Session: Truck IntelliDrive(SM)¹: Beating Gridlock with a Smart Grid
2. TIMTC Annual Meeting: Truck Technology Programs and Opportunities
3. TIMTC Core Team Meeting

Summaries of each session follow.

1. Truck IntelliDrive: Beating Gridlock with a Smart Grid

Monday, October 18

2:30 – 4:00

Speakers:

Kate Hartman, RITA

Jeffrey Lindley, Associate Administrator, FHWA

Allen Biehler, Secretary of Transportation, Commonwealth of Pennsylvania

Kevin Knight, President and CEO, Knight Transportation

Approximate attendance: 95

1a. Opening Remarks

Attendees were thanked for participating in the meeting and for their support of TIMTC. Kate Hartman provided a brief description of the TIMTC's mission and introduced the first speaker, Jeff Lindley.

¹ IntelliDrive is a registered service mark of the U.S. Department of Transportation.

1b. Presentation: Addressing Traffic Congestion Through Better Management and Operations (Jeff Lindley, Associate Administrator, Office of Operations, FHWA)

Jeff Lindley was named the Associate Administrator for Operations for the Federal Highway Administration in August 2008. Mr. Lindley directs a staff responsible for development and delivery of FHWA policies and programs designed to reduce congestion and improve highway operations.

Mr. Lindley discussed several strategies for reducing congestion levels and improving highway system operations nationwide.

- Congestion is a tax on the nation and costs motorists time and money, reduces the quality of life, and reduces productivity
- Congestion is the result of imbalances between transportation system supply and demand
- There are several approaches for mitigating congestion, including, shaping demand, investing in new infrastructure, bringing supply and demand into alignment, operating the system at peak performance and improving the reliability of freight movements
- Example strategies include:
 - Adaptive Traffic Signal Control
 - Seventy five percent of U.S. traffic signals could operate more efficiently
 - Low cost approach to reducing congestion
 - Active Transportation and Demand Management
 - Dynamically managing and controlling traffic based on prevailing conditions
 - Variable speed limits
 - Temporary hard shoulder use
 - Dynamic signing and rerouting
 - Adaptive ramp metering and junction control
 - Traffic Incident Management (TIM)
 - Used by first responders and enforcement personnel to reduce response and clearance times while improving responder safety
 - “Move-it / Move-over” laws
 - Real-Time Traveler Information
 - 511 (available to two-thirds of the U.S. population)
 - Variable message boards displaying travel times (42 cities nationwide)
 - Congestion Pricing
 - Failure to properly price travel on highways is a root cause of congestion
 - The price of highway travel (fuel taxes, registration fees, etc.) bears little or no relationship to the cost of congestion

- Rationing transportation services via pricing is more efficient than rationing by delay
- Improving the Reliability of Freight Movements
 - Improves travel conditions for all vehicles
 - Focus on freight specific investments in key corridors
 - Focus on providing information of interest to carriers and drivers
- Cross-Town Improvement Project (C-TIP)
 - Traffic reduction strategy in Kansas City
 - Real-time information available to assist in route selection for truck drivers and railroads to minimize unproductive truck trips (empty or bobtail) through the urban area
- IntelliDrive
 - Suite of applications linking vehicles and infrastructure to improve safety, mobility and environmental performance without causing driver distraction

1c. Presentation: Pennsylvania Transportation Evolution (Allen Biehler, Secretary, PennDOT)

Allen Biehler leads the Pennsylvania Department of Transportation (PennDOT), an organization of nearly 12,000 people with an annual budget in excess of \$5 billion. PennDOT operates the nation's fifth largest state-owned highway system and administers one of the nation's largest grant programs for mass transit, rail freight, and aviation.

Mr. Biehler presented an overview of Pennsylvania's Highway System as well as several initiatives for improving infrastructure planning, design and construction.

- In Pennsylvania, developed land has increased by 41 percent while the population grew only 1.4 percent (1982 – 1997)
 - Traffic has increased by 49 percent from 1998 to 2008
- Pennsylvania Transportation Program Reassessment
 - Resulted in the Transportation Funding and Reform Commission
 - Assessments, reforms and funding recommendations for state highways, bridges and public transit
 - Guiding Principles:
 - Select reliable, dedicated and inflation sensitive funding sources
 - Make funding level, structure and distribution responsive to performance and needs
 - Integrate transportation planning with land use, economic development and environmental policies
 - Give highest priority to core network
 - Stringent expansion criteria

- Released the “Smart Transportation Guidebook” in March 2008
 - Recommendations include using a flexible design on all projects, increasing coordination with local municipalities, linking land use contexts and roadway design values, and designing for a desired operating speed
 - PennDOT was able to reduce the number of roads in poor condition in half by using alternative construction and design
- Additional initiatives include updating traffic management centers, installing ITS devices (including variable message boards, cameras, and advisory radio), expanding 511, a truck parking pilot study and implementing a winter storm management program

1d. Presentation: Considerations for Technology Implementation (Kevin Knight, President and Chairman, Knight Transportation)

Kevin Knight has served as the CEO of Knight Transportation since 1993 and has served as Chairman of the Board since May 1999. Mr. Knight also serves on the Board of Directors and Executive Committee of the American Trucking Associations.

Mr. Knight’s presentation included a brief overview of Knight Transportation, a summary of current industry trends and considerations for technology implementation.

- There is a long road for demand and capacity to return after the current economic downturn:
 - Business failures have reduced the number of carriers
 - Surviving carriers have reduced fleet sizes
 - Replacement cycles for equipment have been postponed
 - Price of new equipment has risen sharply, requiring large capital investments
 - CSA 2010 will likely intensify the driver shortage
- We are currently in the early stages of recovery, however:
 - At current capacity, any demand improvement exposes capacity constraints
 - Current demand levels appear to be modest but sustainable
 - Fuel prices are volatile and unpredictable
- Key considerations for technology implementation:
 - Must add significant measurable value
 - Must provide an appropriate and short-term return on investment (ROI)
 - Must be proven and robust enough to survive a heavy-duty environment
 - Should not be overly complicated
- Three main technology areas: Safety, Information and Productivity/Mobility

- Safety technology:
 - Reduces human error
 - Rapidly developing technology segment
 - Focus is moving to more active systems
 - Some systems are overly complicated
 - Truckload carriers don't always have control over load securement
 - Example technologies include: roll stability, lane departure warning, accident avoidance, EOBRs, anti-theft technology and asset tracking for tractors and trailers
- Information technology:
 - Effective management of information is a daunting task for fleets of all sizes
 - These systems are meant to organize multiple data inputs in a meaningful way
 - Example technologies include: business operating systems, equipment monitoring systems, integrated communications systems and performance optimization systems
- Productivity and mobility
 - Asset productivity is key to economic viability
 - Assets are under-utilized based on irregular route complications and logistics parameters
 - Example technologies include: mobile communication and navigation systems
- Historically thin margins, in conjunction with high capital requirements make it very difficult for fleets to implement technology that does not provide an immediate return
- Regulation must be applied equally across the industry
- Government can help by encouraging research in emerging technologies that bring a real and measurable benefit to the industry
- Technology is not always the answer, but can effectively facilitate the solution
- Valued added technology will normally be implemented by the market naturally

1e. Questions and comments

An audience member noted that the truckload business model is complex and asked if panel members thought it was understood in the public sector that there is not a lot of flexibility. It was noted that Knight Transportation has been focusing on programs and strategies that are voluntary. A panelist acknowledged that states do not fully understand these issues (routing, scheduling, etc.) that carriers routinely deal with. For example, Pennsylvania uses Inrix data for the 511 system but the data has a limited scope. Another example cited was the Port of Los Angeles, where customers get charged a fee if

they pick up cargo during the day. This has only shifted the period of congestion from normal daytime operating hours to the overnight period. Higher toll rates during peak travel periods were noted as being very effective for decreasing passenger vehicle traffic but not truck traffic.

Another participant asked the panel what role the government should play in implementing the programs and technologies previously discussed. It was noted that research and development is the most important role that these entities could take.

A discussion of Electronic On-Board Recorders (EOBRs) also arose, during which time several participants expressed the opinion that EOBRs should be adopted nationwide. EOBRs are seen as a tool to increase efficiency, productivity and accountability.

2. TIMTC Annual Meeting: Truck Technology Programs and Opportunities

Tuesday, October 19

10:15 – 11:30

Speakers:

Kate Hartman, RITA

Dan England, Chairman and President, C.R. England

Anne Ferro, FMCSA Administrator

David Parker, Senior Legal Counsel, Great West Casualty Company

Steve Keppler, Executive Director, CVSA

Approximate attendance: 140

2a. Opening Remarks

Dan England is president and chairman of the board of C. R. England, Inc., a Salt Lake City based global transportation provider.

Mr. England thanked attendees for participating in this event and provided a brief overview of the role of technology in trucking.

- Technology is, and will be needed by the trucking industry to address mobility, productivity and safety issues on the nation's highways
- Government and industry partnerships are critical to the success of future technology deployments

2b. Presentation: What is IntelliDrive? (Kate Hartman, RITA)

Kate Hartman, Program Manager, Truck and Program Assessment for the U.S. DOT's Research Innovative Technology Administration (RITA) ITS Joint Program Office, provided a general overview of IntelliDrive.

- IntelliDrive is a concept that leverages technology to promote connectivity among vehicles, roadway infrastructure and wireless devices
- These applications provide connectivity:
 - Among vehicles to enable crash prevention
 - Between vehicles and the infrastructure to enable safety, mobility and environmental benefits
 - Among vehicles, infrastructure and wireless devices to provide continuous real-time connectivity to all system users
- IntelliDrive focuses on three areas: Safety, Mobility and the Environment
- Safety
 - Safety problems:
 - 33, 808 highway deaths in 2009
 - Leading cause of death for ages 4 to 34
 - Safety benefits of IntelliDrive:
 - Dramatically reduced fatalities and injuries through greater situational awareness (driver advisories and warnings, vehicle control)
 - Example technologies: vehicle to vehicle (V2V), vehicle to infrastructure (V2I), and Safety Pilot (demonstrate V2V real world implementation)
- Mobility
 - Mobility problems:
 - 4.2 billion hours of travel delay each year (nearly 5 days per traveler)
 - \$78 billion annual drain on the U.S. economy
 - Mobility benefits of IntelliDrive:
 - Travelers have real-time information on rerouting or modal shift options
 - System operators have real-time data for optimal performance
 - Planners can use data to improve major investment plans
 - Example technologies: real time data capture and management, dynamic mobility applications
- Environment
 - Environmental problems:
 - 2.9 billion gallons of fuel wasted each year (three weeks worth of gas for every traveler) due to congestion
 - 22 percent of CO₂ emissions from vehicles
 - Environmental benefits of IntelliDrive:
 - Decreased emissions, greenhouse gases and particulates
 - Reduced stopping/starting at traffic signals (which consumes 3-5 times more fuel than constant driving)

- Navigation systems with real time information can reduce fuel consumption by 10.5 percent over systems without real time traffic data
- Outstanding technical issues:
 - Penetration vs. effectiveness
 - Driver acceptance
 - Data security
 - Positioning
 - Scalability
 - Channel switching
 - Being addressed under current CAMP activities (V2V program)
- What is Truck IntelliDrive?
 - Truck areas being worked on:
 - Safety
 - Smart Roadside
 - Route choices
 - Dynamic mobility applications

2c. Presentation: Anne Ferro, Administrator, FMCSA

Anne Ferro, Administrator of the Federal Motor Carrier Safety Administration (FMCSA), serves as the head of an agency that carries out its safety mission through a strategic mix of regulation, enforcement, research, grants to states and public outreach.

Administrator Ferro spoke of the need to eliminate severe crashes and fatalities involving large trucks and buses.

- 2009 had the lowest number of large truck involved fatalities ever recorded by the U.S. DOT – this is in large part due to motor carriers
- IntelliDrive and all of the technologies that it encompasses will further increase safety on our nation’s highways
- While there are tremendous hurdles to over come (privacy and security issues, funding, etc.), these technologies are important tools for further increasing safety on the nation’s highways
- There needs to be more cooperation between the private and public sectors – organizations such as the TIMTC will aid in this cause
- TIMTC and other collaborative partnerships should have an expanded role in designing and promoting these initiatives and technologies
- FMCSA is funding a new program: FAST-DASH
 - FAST-DASH: the FMCSA Advanced System Testing utilizing a Data Acquisition System on the Highways Program
 - will move promising safety technologies from the design stage to implementation and ultimate deployment

- will assure quick-turnaround and independent evaluation of promising safety technologies

2d. Presentation: Commercial Truck Insurance Overview (David Parker, Senior Legal Counsel, Great West Casualty Company)

Dave Parker is the Senior Legal Counsel for Great West Casualty Company and Great West Risk Management. Mr. Parker presented an overview of the commercial trucking insurance business model.

- Carrier's actions relate directly to the underwriting outcome
- Underwriting for commercial truck insurance requires a vast amount of data including:
 - Loss history
 - Driver DMV records
 - Mileage report
 - Equipment list
 - SafeStat/ CSA scores
 - Insurance application
 - Financial records
 - Safety surveys
- Safety technologies of interest include roll stability, collision and lane-departure warning systems and adaptive cruise control
- Return-on-investment (ROI) is important for these technologies but the safety benefits should also be considered

2e. Presentation: Truck Technology Programs and Opportunities (Steve Keppler, Executive Director, CVSA)

Steve Keppler is the Executive Director of the Commercial Vehicle Safety Alliance (CVSA). The CVSA was established to promote an environment free of commercial vehicle accidents and incidents.

Mr. Keppler highlighted several truck technology initiatives that could increase safety and gave an introduction to the alternative compliance initiative.

- Roadway demand is increasing at a rate that is outpacing available capacity and resources
 - Federal, state and local jurisdictions are not increasing public safety staffing levels commensurate with the need
 - Highway construction and maintenance are not keeping pace with the need
 - Distracted and aggressive driving is increasing
 - Drivers are not well educated on good driving habits

- Vehicles are being built to go faster and have more safety features which gives drivers a false sense of security
 - CMV driver shortages
- While car and truck / bus drivers have many similarities (use the same roads, license required, minimum age to drive, laws enforced) there are several differences, including:
 - Purpose and duration of travel
 - Control over how, when and where travel takes place
 - Regulatory requirements
 - Size, value and dynamics of vehicle and cargo
 - Driver medical and competency qualifications
 - How vehicles and aftermarket add-ons are purchased
- Driver behavior is a significant factor in most crashes – technology can help in controlling for the variability across vehicle and driver types / abilities
- The goal is to enhance driver situational awareness so they are able to make more timely and informed decisions
- Potential solutions for increasing safety:
 - Build capacity
 - Costly and time consuming
 - Separate cars and trucks
 - Has merit in some locations
 - Increase size and weight of CMVs
 - May have some benefit, but many complications exist
 - Shift portion of freight to rail
 - Not economically viable in most cases
 - “Electrify” vehicles and infrastructure
 - Viable solution given the current political and economic landscape
- Crash mitigation
 - Identify which technology solutions exist and those needing development
 - Regardless of crash scenario, technologies can help CMV drivers be more prepared to react to their own actions or those of other people or things.
- Alternative compliance
 - Enforcement activities need to stay focused on high-risk carriers and operations
 - Safe carriers have been and will continue to invest in non-regulated safety strategies/technologies
 - We need to find ways to formally recognize those who are deploying proven solutions
 - Incentivize innovation
 - Offer safety “credits”
 - ATRI sponsored research has identified where traditional and non-traditional compliance works

- Small vs. large fleets
- Substantiating impacts on compliance and safety
- Use empirical data to improve safety beyond what we have today
- Implementing alternative compliance
 - Different approach than traditional methods
 - Oversight and monitoring is key
 - Needs further definition
 - Must be a partnership
 - Technology deployment is key but more important are the process / institutional issues and business models
 - Testing should include the full life-cycle from design to development to deployment to maintenance
 - Should also include cost-revenue exploration
 - Government must take a leadership role
 - Must have a short, medium and long term plan
 - Results must have application to the real world
 - Government contracting / funding must be simple and streamlined
- Deploying alternative compliance and measuring success
 - Create an environment to minimize IP and privacy concerns
 - Industry is concerned about litigation more than government
 - Involve and get buy-in from the carriers who will be using the system
 - Ensure that solutions are easily implementable and do not rely heavily on technology
 - Long term financial health of transportation system is critical
 - Understand, appreciate and embrace globalization
 - Measures of success must be clearly defined and able to be substantiated
 - Accountability must be prioritized
- Conclusions
 - Technology solutions have tremendous safety potential
 - Benefits important to both government and industry
 - Industry ROI is a key factor
 - Understanding the motivations behind why people make decisions is key
 - Outreach and education must be substantial and visible
 - Initiatives must be inclusive and address real-world problems
 - Alternative compliance strategies can change behavior

2f. Questions and comments

Several participants commented that the most common complaint or issue perceived with available technologies is privacy concerns. The TIMTC was cited as an excellent forum to discuss and develop potential solutions to these issues.

Another concern that audience members expressed was how to ensure that these technologies do not become a distraction to drivers. The FMCSA recognizes this concern and that there are several legislative actions in progress, including the texting ban for commercial motor vehicle operators. RITA is also aware of this concern and is actively researching this topic. The National Highway Traffic Safety Administration (NHTSA) is studying distracted driving as well as methods to standardize various Intelligent Transportation Systems (ITS) technologies.

3. TIMTC Core Team Annual Meeting

Tuesday, October 19
2:00 – 5:00

Presentations by:

John Hill, The Hill Group
Leo Penne, AASHTO
Darrin Roth, ATA
Crystal Jones, FHWA
Carl Kirk, ATA
Tom Kearney, FHWA
Chris Flanigan, FMCSA
Rick McDonough, NYSDOT
Bob Kreeb, NHTSA

Approximate attendance: 50

3a. Opening remarks:

Steve Williams, Chairman and CEO of Maverick USA, Inc., opened the session by thanking the attendees for participating in the meeting. Mr. Williams provided a brief overview of technology implementation in the trucking industry.

- While many motor carriers would like to implement new technologies, most have not had the discretionary funds in the last five years
- Drivers are operating increasingly complex and expensive equipment
- Drivers are also being hired with less on-the-road experience and there is an increasing number of technologies in the cab
 - This equates to more driver training needed
- Driver demographics are rapidly changing

Mr. Williams received several questions from audience members. One participant inquired what the most effective technology that Maverick had installed on its fleet. He stated that both collision avoidance and roll stability control systems have been very successful. Mr. Williams was also asked what role he thought the government should take in promoting these technologies and he stated that the Federal government should mandate the use of EOBRs and continue to facilitate research and incentives.

3b. Program Updates:

John Hill
The Hill Group

Developing safety incentives for the trucking industry:

- Carriers are operating in a financially constrained environment
- FAST-DASH testing of technology is an important development
- Carriers need to know the expected ROI for technologies
 - Carriers need short ROIs for technologies
- Carriers also need regulatory relief (employer notification system)
- Would like to work with the TIMTC to draft a set of proposals on how to address these issues

Steve Keppler
Commercial Vehicle Safety Alliance

CVSA activities update:

- Petition for rulemaking – feasibility of developing an alternative compliance program
- CVSA advocates EOBR mandates
- Legislation / tax credit for on-board safety systems (lane departure warning, roll stability, collision warning and adaptive cruise control)
- Must standardize roadside inspection technology to ensure data uniformity

Leo Penne
American Association of State Highway and Transportation Officials

Reauthorization plans and expectations:

- AASHTO can be thought of as a corporation in charge of the nation's roads
- Why reauthorization?
 - "Transconomy"
 - Demand exceeds supply
 - Investment not consumption
 - Private sector gains productivity from public infrastructure investments

- Purchasing power has been eroded by 80 percent since 1993 (last gas tax increase)

Darrin Roth

The American Trucking Associations

Trucking industry policy issues:

- Reauthorization is long over due
- Oberstar still does not have a funding source for the bill
 - Has been prevented from adding a fuel tax
- Need to recognize the capacity and funding challenges
- Focus on cost effective programs
- Will need much more funding just to maintain current infrastructure
- Need to better communicate to the public about the realities of proposed funding (i.e. tolling, fuel taxes, etc.)
- Fuel taxes are the best way to fund the highway program
- The lack of funding has led many states to seek alternative funding sources
 - A \$0.10 increase of the gas tax would mean that the average traveler would pay \$0.16 more per day or \$60 more per year
- Would need to pick and choose the programs that are funded
 - Include programs that mitigate truck parking issues
 - Size and weight reform would also address many issues

Crystal Jones

Federal Highway Administration

Freight performance measures:

- The FHWA has assumed an advocacy role for issues such as methods to increase freight capacity
- Support outreach efforts that communicate how important freight is
- Currently using anonymous data from thousands of trucks traveling across the nation to determine performance measures
- Focus on developing performance measures to improve freight mobility

Tom Kearney

Federal Highway Administration

Smart Roadside Initiative and truck parking:

- Truck parking issues
 - Need to build new facilities, increase the number of truck parking spots at existing facilities and reconfigure current sites
 - However, there is not much funding for these activities
 - Projects that do have funding:
 - I-95, I-5, Utah I-95, Mississippi I-10, Oregon I-5, TN Smart Park (through 511), PennDOT

- Should work toward a cohesive national system
- FMCSA SmartPark
 - One component of the Smart Roadside Initiative
 - Completely automated technology
 - Need input from carriers and enforcement personnel

Carl Kirk

The American Trucking Associations

Technology and Maintenance Council and Information Technology and Logistics Council updates:

- Technology and Maintenance Council
 - Seeks to improve transport technology, its maintenance and maintenance management
 - Have generated thousands of pages of recommendations from 120 task forces
 - These recommendations are voluntarily adopted by carriers and suppliers
- Information Technology and Logistics Council
 - Seeks to improve the communication of data between carriers, shippers and consignee
 - Five groups have developed recommendations for the “low-hanging fruit” for manufacturers and fleets

Chris Flanigan

Federal Motor Carrier Safety Administration

Wireless Roadside Inspection (WRI):

- While the number of trucks being inspected fluctuates each year the funding remains steady
- Approximately 3.4 million vehicles are inspected each year with a 70 percent violation rate
- Need a public / private partnership to promote these new initiatives
- Should work toward a comprehensive and cohesive national system
- CVISN System - potential benefits to states:
 - More inspections leads to increased safety
 - Increased revenue
 - Driver, vehicle and carrier inspections performed while the vehicle is moving
- CVISN System – potential benefits to the industry
 - Increased driver safety
 - Credits for good inspections
 - Transparency (with real time results)
 - Fewer roadside inspections (fuel savings)
 - Lower insurance rates

- Faster border crossing
- Pilot testing in New York, Tennessee and at the University of Kentucky
- Report expected in June, 2011

Rick McDonough

New York State Department of Transportation

C-VII implementation efforts in NY State:

- New York is planning on closing parking facilities
- Need to set priorities based on funding
- Should not increase size and weight limits
 - Do not have the funding to maintain current impacts to the infrastructure
- Programs such as IntelliDrive and CVII need to factor in heavy duty vehicles
- Should focus on easy targets to improve the highway system (unified permitting, plowing roads, faster inspections)
- The vast majority (85 percent) of bridge hits in New York are due to directions provided via a third party navigation device
- New York State CVII pilot test
 - One of the largest operators in the state with over 300 vehicles
 - Installing sensors on four maintenance vehicles
 - Applications: CMV driver ID and verification (V2I), wireless vehicle safety inspection information (V2I), commercial vehicle to maintenance vehicle communication (V2V)

Bob Kreeb

National Highway Traffic Safety Administration

NHTSA activities update:

- Developing regulatory agenda by 2013
 - Will include collision warning and roll stability systems, size and weight issues
 - Will be testing vehicle dynamic and brake testing
 - Researching IntelliDrive technologies (focus is on light duty vehicles though)
 - Seeking to develop a heavy truck research program
 - Virginia Tech is researching if it is possible to link light duty vehicle specs to heavy duty vehicles
 - UMTRI is studying interaction issues between light and heavy duty vehicles
 - Battelle is examining technology interface issues

3c. General Discussion:

Several participants mentioned the need for a comprehensive and cohesive national highway system. One often cited example was the patch work size and weight regulations. Participants also noted the need to standardize in-cab technology.

Another discussion centered on potential highway system funding sources, specifically on an increased fuel tax. One participant pointed out that when drivers are asked whether they would prefer to pay a toll or a fuel tax, most will say they would prefer a toll. Often drivers believe that they can avoid the tolling station. However, when drivers are asked if they would prefer to pay an additional \$5 per trip (a toll) or an additional \$0.16 per trip (a fuel tax increase), most drivers prefer the fuel tax.

One participant noted that often, the entities that provide the infrastructure (Federal, state and local governments) are not aware of the needs of the users. It is important to develop a dialogue between the private and public sectors to ensure optimal infrastructure design.

An audience member inquired into whether speed limiters could be used to transmit other data. While speed limiters are not currently capable of this function EOBRs are. ESRC would be a good technology to utilize for additional data capture. Fleets already use intelligent sensors on trucks and it would be relatively easy to “piggyback” on these technologies. A much larger bit stream would be needed to transmit data though.

A question was posed to panel members concerning future maintenance of these technologies. ATA’s Technology and Maintenance Council has developed an informational video geared toward teenagers to increase interest in pursuing this technologically advanced field.

Additional comments included:

- ROIs need to be better identified
 - However, while ROIs are important, there are other measures that should be considered (i.e. safety)
- Market penetration of most technologies is still very low
 - Carriers are reluctant to invest in new, unproven technologies
 - Need to add incentives to ensure technology implementation (especially for small carriers)
- It is difficult to quantify the benefits of these systems since the utilization rate is low
- Many technologies would benefit from standardization
- Current research initiatives focus on passenger vehicles – trucks need to be included as well

Appendix A:
TIMTC 2010 Annual Meeting Agenda



**TIMTC Annual Meeting
Phoenix Convention Center
October 18 – 19, 2010**

Monday, October 18	
9:45 a.m. – 12:15 p.m. Location: Hall 4, Lower Level, North Building, Convention Center	Tour ATA's Exhibit Hall
2:30 – 4:00 p.m. Location: Meeting Room 102 B, 100 Level, West Building, Convention Center	Truck IntelliDrive: Beating Gridlock with a Smart Grid Speakers to include: <ul style="list-style-type: none"> • Kate Hartman, RITA (moderator) • Jeffrey A. Lindley, Associate Administrator, FHWA Office of Operations • Allen D. Biehler, Secretary of Transportation, Commonwealth of Pennsylvania • Kevin Knight, Chairman and CEO, Knight Transportation
Tuesday, October 19	
10:15 – 11:30 a.m. Location: Meeting Room 106 B/C, 100 Level, West Building, Convention Center	Truck Technology Programs and Opportunities Introduction: Kate Hartman, Research and Innovative Technology Administration Speakers to include: <ul style="list-style-type: none"> • Dan England, Chairman and President, C.R. England • Anne Ferro, FMCSA Administrator • David Parker, Senior Legal Counsel, Great West Casualty Company • Steve Keppler, Executive Director, CVSA • Dan Murray, Vice President, Research, ATRI (discussion facilitator)
11:45 a.m. – 1:45 p.m. Location: Hall 4, Lower Level, North Building, Convention Center	ATA's Exhibit Hall Grand Finale & Walk-Around Luncheon
2:00 – 5:00 p.m. Location: Meeting Room 106 B/C, 100 Level, West Building, Convention Center	TIMTC Annual Meeting Opening Remarks: Steve Williams, Chairman and CEO, Maverick USA, Inc. Participants to include: <ul style="list-style-type: none"> • John Hill, The Hill Group • Leo Penne, AASHTO • Darrin Roth, ATA • Crystal Jones, FHWA • Carl Kirk, ATA, TMC / ITLC • Tom Kearney, FHWA • Chris Flanigan, FMCSA • Rick McDonough, NYSDOT • Bob Kreeb, NHTSA
6:30 – 9:00 p.m. Location: Sheraton Phoenix, Phoenix Ballroom, 3 rd Level	ATA's Annual Banquet Additional fee applies