



TRUCKS TAKE EXTRA YARDS TO STOP

LEAVE MORE SPACE FOR TRUCKS

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Michigan Office of Highway Safety Planning

Michigan's Ticketing Aggressive Cars and Trucks Program

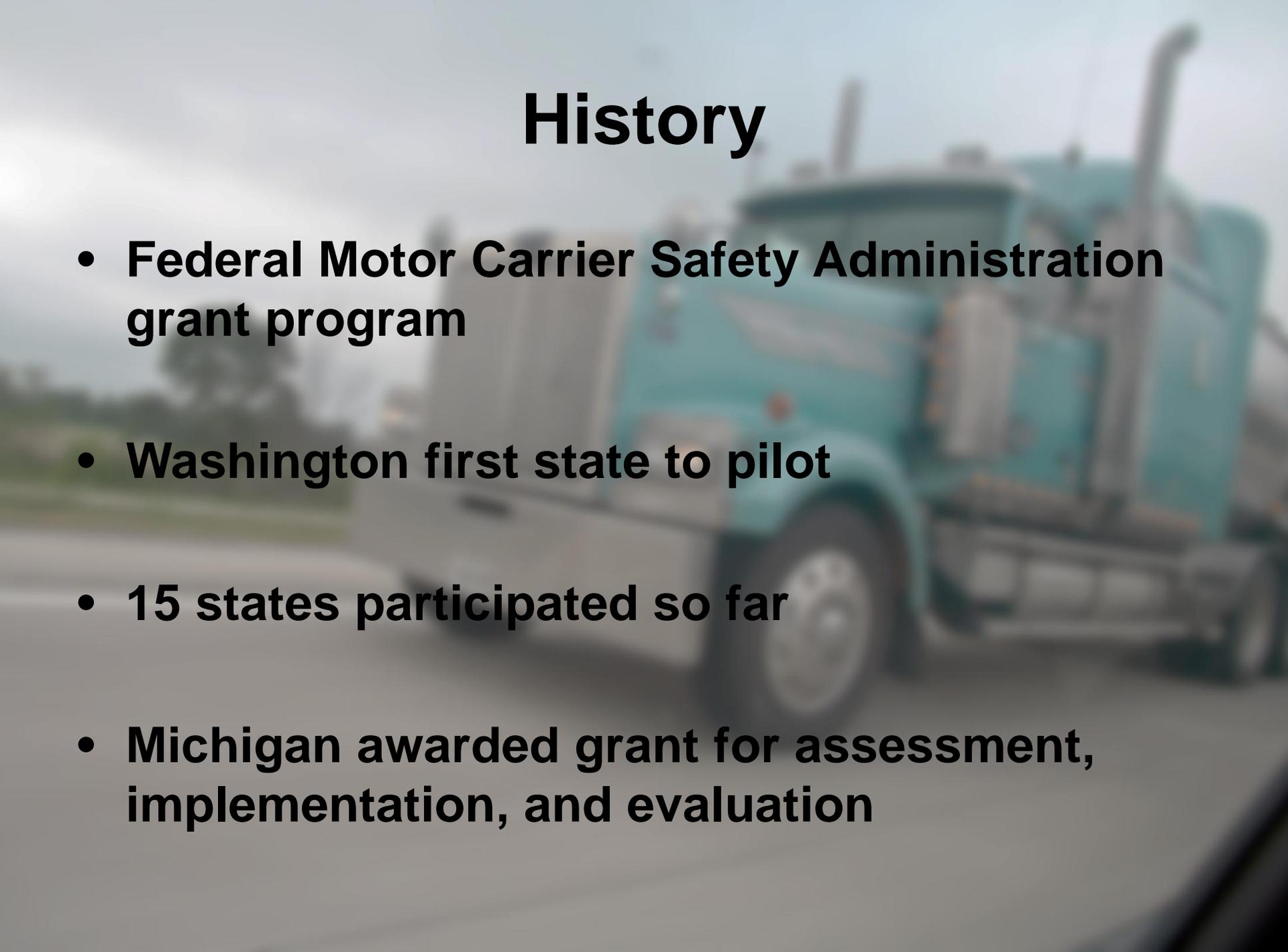
Ticketing Aggressive Cars and Trucks (TACT)

- **Goal: deter unsafe driving behaviors by passenger vehicle and commercial motor vehicle (CMV) drivers when they interact**

Ticketing Aggressive Cars and Trucks (TACT)

- **Mission: reduce CMV-involved crashes, injuries, and fatalities by combining education and evaluation with targeted enforcement**

History



- **Federal Motor Carrier Safety Administration grant program**
- **Washington first state to pilot**
- **15 states participated so far**
- **Michigan awarded grant for assessment, implementation, and evaluation**

Assessment

- **Conducted by the University of Michigan Transportation Research Institute (UMTRI)**
- **Analyzed CMV crash data**
 - 2008-2012
- **Selected two CMV high crash areas**
 - One for enforcement, one as control site for evaluation

Assessment

- **Grand Rapids area selected for TACT enforcement**
 - US 131
 - I-196
- **Ann Arbor area selected as control site for evaluation**

Assessment

- Reviewed crashes, injuries, and fatalities involving aggressive driving around commercial motor vehicles
- Aggressive driving defined as...

Aggressive Driving

- Careless/Reckless Driving
- Speeding
- Improper Lane Change
- Following Too Close
- Overtaking and Passing
- Texting; Cell Phone CMV Only
- Impaired Driving

Project Costs

- **Enforcement: \$185,000**
- **Evaluation: \$168,000**
- **Communications: \$100,000**



Pre-Implementation



- **Initial meetings with law enforcement**
- **Meetings with Michigan Trucking Association Western Safety Council**
- **Conference call with counterparts in Washington**

Participating Agencies

- **Michigan State Police**
 - **Commercial Vehicle Enforcement Division & Rockford Post**
- **Kent County Sheriff's Office**
- **Ottawa County Sheriff's Office**
- **Grand Rapids Police Department**
- **Walker Police Department**
- **Wyoming Police Department**

Implementation

- **Three waves of enforcement**
 - **October 7-18**
 - **November 4-15**
 - **December 2-13**

- **Minimum four hour shifts**
 - **Between 6 a.m. and 8 p.m.**
 - **Monday-Friday**

Strategic Plan

- **Nearly 2,800 hours planned**
- **Manageable road segments identified**
- **Team of officers assigned**
 - **Both directions of travel**
 - **Marked and unmarked units**

Passenger Vehicle Enforcement

Enforcement Activity	CMVs	Passenger Vehicles	Total
Total Vehicles Stopped	405	2,594	2,999
Failure To Yield	2	24	26
Following Too Close	74	238	312
Improper Lane Change, Passing	12	195	207
Seat Belt Violation	13	41	54
Equipment Violation	26	118	144
Impeding Traffic	11	89	100
Speeding	78	1,056	1,134
Operating While Impaired	0	1	1
Careless, Reckless Driving	4	13	17
License Suspended, Revoked, None	10	64	74
Felony, Misdemeanor Warrant	3	21	24
Weapons	0	0	0
Drugs	0	9	9
Other Citations	142	640	782
Arrests	19	138	157
Total Citations Issued	376	2,305	2,681

Partnership

- **Working with Michigan Trucking Association
Western Safety Council**
 - Participated in research and events
- **Response from drivers**
 - Cause of crashes

Enforcement Experience

- **Challenges**
 - Weather
 - Road engineering
 - Passenger vehicle vs. CMV
 - Radio inoperability

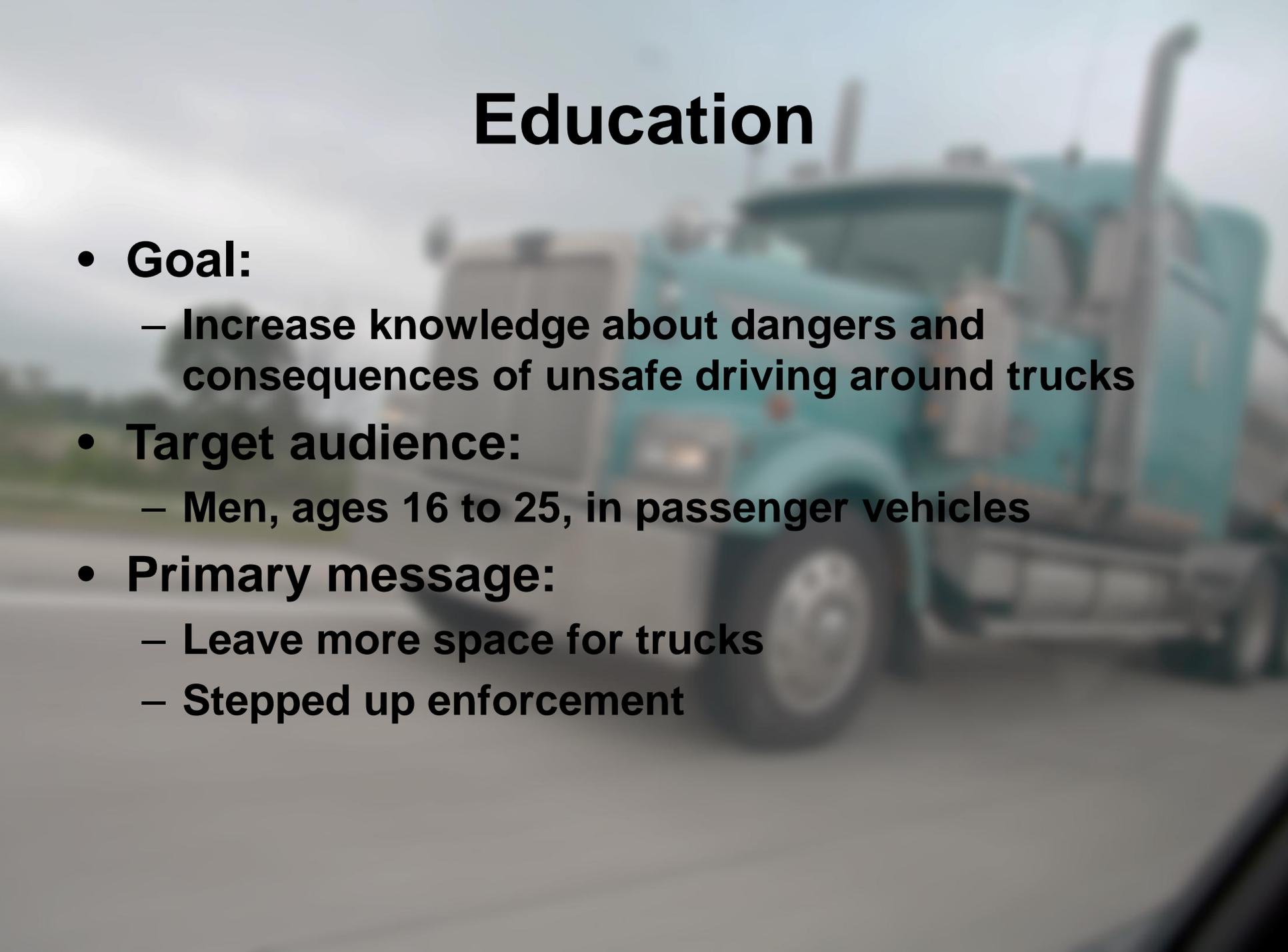
Enforcement Experience

- **Solutions**
 - Location selection
 - Scheduling shifts
 - Sharing knowledge
 - Pre-shift presentation

CMV Enforcement

CVED Activity	CMVs	Passenger Vehicles	Total
Total Vehicles Stopped	364	6	370
Failure To Yield	2	0	2
Following Too Close	30	0	30
Improper Lane Change, Passing	0	0	0
Seat Belt Violation	13	0	13
Equipment Violation	16	0	16
Impeding Traffic	9	0	9
Speeding	33	0	33
Operating While Impaired	0	0	0
Careless, Reckless Driving	2	0	2
License Suspended, Revoked, None	2	0	2
Felony, Misdemeanor Warrant	0	0	0
Weapons	0	0	0
Drugs	0	0	0
Other Citations	91	0	91
Arrests	0	0	0
Total Citations Issued	198	0	198

Education



- **Goal:**
 - Increase knowledge about dangers and consequences of unsafe driving around trucks
- **Target audience:**
 - Men, ages 16 to 25, in passenger vehicles
- **Primary message:**
 - Leave more space for trucks
 - Stepped up enforcement

Education

- **Plan included different elements for each enforcement wave**
- **Course corrections**
 - Mobile boards
 - Wrapping truck



Education



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Education

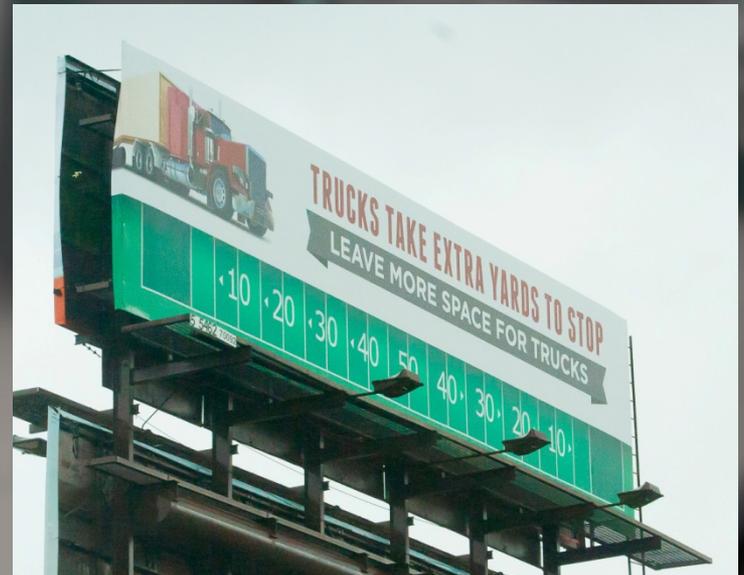
First Wave: Paid Advertising

- **Radio**

- 60 seconds
- Grand Rapids market
- Stations popular with target audience
- Aired 350 times during three-week period
- Cost: \$25,000

- **Billboards**

- Kent and Ottawa counties
- 16 locations
- Cost: \$33,000



Education

First Wave: Paid Advertising



Education

First Wave: Earned Media



Education



Second Wave: Community Event

Education

Third Wave: Earned Media

- **MDOT partnership**
 - **Freeway message boards**
 - Northbound US-131 at 36th Street
 - Southbound US-131 at Ann Street
 - Westbound I-196 at Plymouth Avenue
 - Eastbound I-196 at Chicago Drive
 - **News release**

Evaluation



Evaluation

- **Conducted pre- and post-public opinion surveys**
 - **Passenger vehicle drivers**
 - **TACT enforcement and control sites**
- **Collected monthly enforcement data**

Evaluation

- **Conducted pre- and post-interviews**
 - Law enforcement
 - CMV drivers
 - TACT enforcement and control sites
- **Conducted pre- and post-observational studies**
 - With CMV drivers and law enforcement
 - Observe aggressive behaviors first-hand and look for changes

Evaluation

- **Officer dailies**
- **Enforcement activity reports**
- **News articles, radio interviews, social media posts, and media events**
- **Pre- and post-CMV-involved crash data**
- **Collective survey data**
- **Collective interview data**
- **Collective observational data**

Evaluation

- **UMTRI will use monthly crash data from the TACT enforcement and control site and apply an appropriate time series**
- **To gather as much post-CMV-involved crash data as possible, the analysis will be conducted after August 15, 2014**

Evaluation

- **Draft report due: August 31, 2014**
- **Final report due: September 30, 2014**
- **Final report will be available upon request and on the OHSP Web site**



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Questions



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Michigan TACT Program