



Operation Safe Driver

“Increasing Driver Performance through Enforcement and Education”

October 18-24, 2009

Mission

Improve commercial and non-commercial driver behavior and performance through effective enforcement, education and awareness strategies.

Message

Improving highway safety for commercial vehicle operations starts with the driver. Highway crashes related to large trucks account for 12 percent of the total fatal crashes. Focusing more attention on commercial and non-commercial operators will save lives.

Problem Statement

Commercial vehicle and non-commercial vehicle driver performance, recognition and decision factors accounted for 88 percent of the critical reasons for large truck-related crashes based on the 141,000 *Large Truck Crash Causation Study* crashes that occurred between April 2001 and December 2003.

Objectives

1. Increase commercial vehicle traffic enforcement activity.
2. Increase non-commercial vehicle traffic enforcement activity.
3. Increase safety belt enforcement activity.
4. Increase driver roadside inspections.
5. Increase driver regulatory compliance.
6. Implement commercial driver educational and awareness programs to the motor carrier population.
7. Increase the awareness to the motoring public about safe operations around commercial motor vehicles.

Strategies

- Remove unsafe and fatigued commercial vehicle drivers from the highways.
- Implement commercial driver-focused enforcement and education strategies which are based on performance data.
- Educate commercial vehicle drivers and others about the importance of safe driving and of proper driving techniques.
- Take enforcement action against commercial drivers who fail to buckle up.
- Take enforcement action against non-commercial drivers operating in an unsafe manner around trucks and buses.
- Raise awareness of the motoring public about the hazards of operating around commercial vehicles and of proper steps they can take to enhance safe operations.
- Educate government, industry and the public about the important role roadside enforcement plays in saving lives on North America's highways and helping to provide a safe and secure place to travel.

Activities

- CVSA, FMCSA and OSD Sponsors and Partners will host a Kickoff News Conference on Capitol Hill.
- News releases will be released to the national news and trade outlets by CVSA headquarters with copies sent to all members.
- Announcements and updates will be placed on CVSA's web site, in e-mail news updates, *The Guardian*, trade publications and web sites, and distributed to media and satellite radio.
- CVSA Members, Staff, FMCSA and OSD Sponsors/Partners will conduct joint interviews with media and trade publications.
- CVSA will produce and air a driver-focused podcast for *In the Safety Lane with CVSA*.
- CVSA will produce a video PSA for member use.
- CVSA, AzTA and ATA will deliver 3 “Teens and Trucks” Training courses at high schools in the DC Metro Area.
- Guidance packages and media kits will be developed for member use.
- Letters to industry and the media will be distributed asking for their active participation.
- Results will be tabulated and made available to the public.
- Members will distribute educational material to drivers and others related to the safe operation of commercial motor vehicles.
- Members will be conducting local media announcements and activities surrounding OSD 2009.

Audiences

Industry, government and enforcement agencies, public, media.