



Operation Safe Driver

“Increasing Driver Performance through Enforcement and Education”

October 17-23, 2010

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.

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 awareness to the motoring public about safe operations around large trucks and buses.
8. Increase awareness of teenage and younger drivers regarding safe driving practices around large trucks and buses.
9. Increase awareness to the motoring public of the dangers of distracted driving.

Strategies

- Selective Traffic Enforcement Program.
- Operation Safe Driver week is October 17-23, 2010.
 - High crash corridors with high CMV traffic and concentration on moving violations, driver infractions and aggressive behaviors on ALL drivers.
- Focus on unique and innovative approaches such as TACT, Project ADVANCE, Smooth Operator
- 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 and in particular younger drivers about the hazards of operating around large trucks and buses and of the 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.
- Distribute Training, Video/Audio PSAs and Outreach Materials.

Activities and Sponsor/Partner materials

- CVSA, FMCSA and OSD Sponsors and Partners will host a Kickoff News Conference in Phoenix, AZ.
- 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.
- Guidance packages and media kits (including a PSA) available to Sponsors, Partners and others.
- Two PSAs have been produced. One for OASD and another for Teens. Podcasts are available as part of CVSA's *In the Safety Lane*.
- Teens and Trucks" Driver Education Training course with video and PSA is available to Law Enforcement, Sponsors, Partners and others (www.teensandtrucks.org).
- Educational materials and handouts for drivers and others related to the safe operation of commercial motor vehicles available for download from the CVSA website and in print versions.
 - Brochures, Poster, pocket folders, news releases, op-eds, ads, training kits, advertisements and PSA available through the e-toolkit (www.operationsafedriver.com).

Current Partners

- Federal Motor Carrier Safety Administration (FMCSA), Governors Highway Safety Association (GHSA), American Association of State Highway and Transportation Officials (AASHTO), National District Attorneys Association (NDAA), American Trucking Associations (ATA), United Motorcoach Association (UMA), American Association of Motor Vehicle Administrators (AAMVA), American Driver and Traffic Safety Education Association (ADTSEA).
- In discussions with a number of others.
- NHTSA supports the OSD Program. State Highway Safety Offices may choose to use 402 funds in support of eligible activities during OSD week, consistent with approved highway safety plans.