Freight Safety Awareness Initiative

Public Input Opportunity
October 11, 2021

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In 2018, staff held the first Freight Safety Awareness campaign.

The second Freight Safety Awareness Initiative began in May and ran through September. This initiative helps create awareness for safe driving habits near large freight vehicles on the highway and at railroad crossings.
Truck Safety – There have been an average of 289 truck crashes per month over the last 5 years.

Rail Safety – There were 31 crossing incidents in 2020.
Freight North Texas Marketing Campaign:

**Truck Safety (Safe Driving Campaign)** – To reduce freight-related accidents and inform the public about safe driving practices near large commercial motor vehicles.

**Rail Safety (Operation Lifesaver)** – To reduce rail crossing and trespassing incidents by informing the public about safe rail crossing habits and practices.

To create a safer environment for freight and passenger movements.
General Public – Increase awareness about truck limitations with regard to:
• Stopping distance and sight line availability
• Strategies and simple adjustments for driving near large trucks
• The importance of freight and its role in our daily lives

COVID-19 Messaging – Due to the pandemic, we plan on stressing the importance of truck drivers and the significance of keeping goods moving.

Truck Drivers – Educate truck drivers about truck lane restriction locations and safety benefits, to increase awareness on the roadways. Information about air quality and mobility benefits will also be elements of this initiative.
Outreach will be conducted through:

- Fact Sheets
- Social Media
- Search Engine Optimization
- Billboards
- Radio
- Podcasts
- Website
Freight Safety

Regional transportation safety initiatives are developed to create a safer environment for bicyclists and pedestrians, commuters, first responders, commercial motor vehicle operators and anyone else traveling from one place to another on our roadways. North Central Texas has an enormous volume of freight being transported every day, by semi-trucks and other Commercial Motor Vehicles. If you own it, a truck probably brought it.

As the population grows and freight traffic increases to supply the growing demand of consumer product deliveries, the potential for roadway incidents between automobiles and Commercial Motor Vehicles escalates. Many drivers do not realize these vehicles have "blind spots" where the driver has no view of passing vehicles. They are difficult to maneuver and the length of time needed to stop is about 40% greater than cars. Source: Federal Motor Carrier Safety Administration.

Stop. Trains Can't.
QUESTIONS?
CONTACT INFORMATION

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