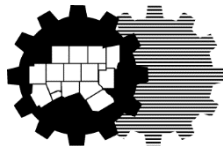


Freight Safety Awareness Initiative

Public Input Opportunity
October 11, 2021



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NCTCOG Transportation Department



FREIGHT SAFETY AWARENESS INITIATIVE

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



Imagery provided by NCTCOG

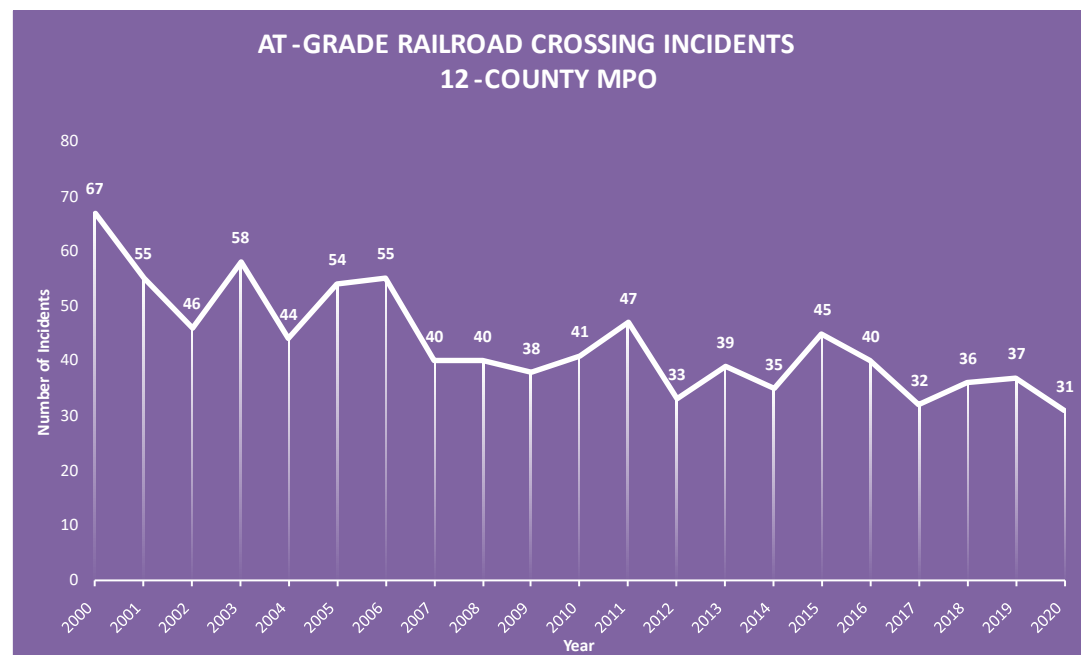
The second Freight Safety Awareness Initiative began in May and ran through September. This initiative helps create awareness for safe driving habits near large freight vehicles on the highway and at railroad crossings.

SAFETY

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.

CMV Crashes on Limited Access Facilities		
Year	Yearly	Monthly Average
2016	3,310	276
2017	3,316	276
2018	3,279	273
2019	2,996	250
2020	4,433	369



GOALS

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.



Imagery provided by NCTCOG

TARGET AUDIENCE

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

Outreach will be conducted through:

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

NCTCOG FACT SHEET

September 2021

QUICK TAKE

What:

Regional freight safety initiatives are developed to create a safer environment for bicyclists and pedestrians, commuters, first responders, commercial motor vehicle operators and anyone else traveling on North Texas roadways.

Significance:

Trucks and freight trains take longer to stop than passenger vehicles, making it important for motorists to use caution when encountering them.

By the Numbers:

500+

The number of truck lane restriction miles in Dallas-Fort Worth. Currently, 34 municipalities in the region have such restrictions. Following these rules can make the roads safer for all drivers.

Regional Driver Awareness is Key to Freight Safety

Highway Safety

North Texas sees an enormous volume of freight transported every day by semi-trucks and other commercial motor vehicles, supplying gasoline, medical supplies, building materials, groceries and more. If you own it, a truck probably moved it at some point.

In the past five years, there have been an average of 289 truck-involved crashes per month in North Texas. The number of crashes has increased each of those years. By understanding the importance of proper driving near and around trucks, navigating traffic will be safer, faster and more efficient. As the region's population continues to grow and freight traffic increases to supply the rising demand of consumer product deliveries, the potential for roadway incidents between automobiles and commercial motor vehicles increases. Many passenger vehicle drivers do not realize that these vehicles have "blind spots," where the truck driver cannot see passing vehicles.

Heavy-duty vehicles can be difficult to maneuver, and the length of time needed to stop is about 40% greater than cars. Truck drivers can also help make the roads safer by following the truck lane restrictions, which limit the lanes used by trucks on certain freeway corridors throughout the region.

In these areas, trucks with three or more axles are prohibited from using the inside left lane, except when passing traffic. This eases congestion and reduces the number of truck-related crashes on the freeways. Learn more at www.FreightNTX.org.




Photo: Daily Insight

WEBPAGE

www.freightntx.org

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 that 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.



Graphics: Transportation.gov, Federal Railroad Administration and National Highway Traffic Safety Administration

Regional Planning & Projects

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