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The American Transportation Research Institute

ATR I Advances National Unified Goal for Traffic Incident Management

Culminating an 18-month consensus-building process, the National Traffic Incident Management Coalition (NTIMC) has released a Proposed National Unified Goal for Traffic Incident Management. As a charter member of the NTIMC, ATRI is currently involved in advancing the National Unified Goal – known as the NUG – to address critical issues related to how traffic incidents are dealt with.

“First and foremost, I want to thank all of the individuals who work as responders, helping people during an urgent time of need. In doing their jobs every day, these responders are truly heroes. The NUG is a way for us to promote safety and support these responders

in their very important work,” said Douglas G. Duncan, FedEx Freight President and CEO and ATRI Chairman of the Board.

The Proposed NUG marks the first time such a broad coalition of incident responders and transportation stakeholders (20+ national organizations including ATRI) have joined together to develop common policies to address common concerns. The Proposed National Unified Goal is:

- Responder Safety;
- Safe, Quick Clearance; and
- Prompt, Reliable, Interoperable Communications.

Consider the hours lost and fuel wasted due to congestion and it is readily apparent how trucking industry productivity will benefit

from the NUG. About one-quarter of the traffic congestion in the United States is caused by non-recurring traffic incidents. Unexpected travel delay is especially destructive to the economy, ruining just-in-time delivery schedules and severely impacting industry capacity. When traffic incidents occur, every minute counts; for every minute that an interstate lane is blocked, four minutes of travel delay result.

For the trucking industry the costs are real. It is estimated that the industry loses over 240 million hours annually due to trucks idling in traffic delay, at a cost of over \$7.8 billion. ATRI’s 2006 annual industry survey identified the top four (Continued on Page 3)

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Industry Use of Speed Governors

Over the past few years, automatic speed governors have become an increasingly common, yet sometimes controversial, addition to trucking industry assets. Today, nearly all engine manufacturers offer some form of speed governor, and likewise, the majority of motor carriers and drivers are familiar with speed governors, either through firsthand experience or communication with others in the industry.

As part of its larger initiative to examine the safety impact of speed differentials between passenger vehicles and large trucks, ATRI has begun a study focusing on the safety consequences of speed

differentials caused by the use of truck speed governors.

In February, ATRI began soliciting carriers to provide input on the use of speed governors through an online survey. The respondents, ranging from single-truck owner-operators to carriers with over 27,000 trucks, represent the diversity in the industry in terms of carrier type and operating segment.

Initial analysis of the survey results reveals a broad range of carrier experiences and attitudes toward speed governors. Of the responses collected to date, 69.0 percent of carriers reported using governors on at least some of their trucks, with 81 percent of carriers employing governors

on over 90 percent of fleet vehicles. The average speed limiter setting is 69 mph, with many carriers opting for different speeds depending on vehicle use (local vs. long haul), driver experience level (new hire vs. experienced), and driving method (cruise vs. on-pedal). The rationale provided by carriers for deploying speed governors focus on driver safety, retention and overall productivity.

Carriers wishing to provide input to the survey can do so online at www.atri-online.org by clicking the Speed Governor Survey icon. The preliminary analysis report on the survey findings is available online at www.atri-online.org.

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Message from the Chairman

Late last year I had the privilege of delivering the keynote address at the drafting conference for the National Unified Goal for Traffic Incident Management. While the story on page one of this issue of the ATRInsider highlights the results of that conference and the work leading up to it, what might not be evident right away is the strong commitment of the men and women in public safety and transportation who work daily to keep our highways operating safely and efficiently.

The trucking industry knows all too well the impact that congestion has on our business. I have repeatedly made the case that congestion is putting this nation at risk of sacrificing any and all gains made in logistics and supply chain improvements, ultimately costing our country its competitive advantage.

Unfortunately, the cost of congestion goes beyond missed and delayed deliveries, wasted fuel and driver time. The worst case scenario for any trucking industry executive is to inform a driver's family that their loved one was harmed in an accident.

Thanks to the collaborative efforts of law enforcement, fire, EMS, state and local DOTs, towing and recovery and a host of other traffic incident management stakeholders, there is hope for the future. Through adoption and advancement of the multiple National Unified Goal strategies, we will see incidents cleared more safely and efficiently, traffic flow restored more quickly, and lives saved as secondary incidents are reduced and responders protected.

I am extremely proud of ATRI's leadership of research to improve highway operations and traffic incident management and I encourage the industry to capitalize on that work by collectively supporting and advancing the National Unified Goal for Traffic Incident Management.

Douglas G. Duncan
 President and CEO
 FedEx Freight

Board Member Spotlight: Douglas W. Stotlar

ATRI Board Member Douglas W. Stotlar has dedicated his career to the trucking industry. Stotlar is president and chief executive officer of Con-way Inc., an organization where he has spent much of his professional career.

Mr. Stotlar joined the Con-way organization in 1985 as a freight operations supervisor for Con-Way Central Express (CCX), one of the company's regional trucking subsidiaries. He subsequently advanced to management posts in Columbus, OH, Fort Wayne, IN, and Milwaukee, WI, where he was named northwest regional manager for CCX responsible for 12 service centers.

In 2004 he was named president and CEO of Con-Way Transportation Services, Inc. and shortly thereafter appointed president and CEO of Con-way Inc., a position he has held



since April 2005. As the company's top executive, Mr. Stotlar is responsible for the overall management and performance of the \$4.2 billion transportation and logistics company with businesses in less-than-truckload motor carriage, truckload and brokerage services, logistics, warehousing, supply chain management and trailer manufacturing.

A native of Newbury, OH, Mr. Stotlar earned his bachelor's degree in transportation and logistics from The Ohio State University. In addition to his service on the ATRI board of directors, he serves as vice president at large and is a member of the executive committee of the American Trucking Associations. Mr. Stotlar is based at Con-way's headquarters in San Mateo, California.

National Unified Goal

(Continued from Page 1)

issues of concern as driver shortage, fuel, driver retention, and hours-of-service. Effectively mitigating the impact of incident-related congestion would have positive benefits for all four. When drivers don't have to sit stuck in traffic, commercial driving as a career becomes more appealing and the industry is able to retain more career professionals. Reduce congestion and more of a driver's regulated hours-of-service become available for driving. And obviously, reduce congestion and the fuel savings mount considerably.

Clearing the road quickly requires responders to work together efficiently to accomplish the many tasks involved in traffic incident management – law enforcement, emergency medical services, fire and rescue, transportation, towing and recovery, emergency communications, hazmat response and public information. The NUG's safe, quick clearance strategies are intended to clear the road more

efficiently without sacrificing safety. When addressing the NTIMC last November at the NUG drafting conference, FedEx Freight President and CEO and ATRI Board Chairman Doug Duncan said in his keynote address, "A missed delivery is an angry customer. Delayed delivery can be a disaster for today's supply chains. Congestion will roll back the savings in logistics and inventory costs that American businesses have achieved in recent years through just-in-time delivery, and make American companies less competitive worldwide." Duncan added that safety is also a major concern to truckers. He told the incident responders, "Your work is dear to our hearts because your responders come to our aid. We want to advocate the safety of your responders."

Improved responder safety is another key component of the NUG. Every year, about half of the 300 law enforcement officers killed on duty die on the roadways, including many struck down while working on the

roadside. More than 20 percent of firefighter deaths occur on the roadways. The industry's towing and recovery professionals also put themselves in harm's way on a daily basis responding to incidents and deserve a national commitment to improved responder safety.

The final NUG objective of improved incident communications holds promise for all motorists through the encouragement of more prompt and reliable traveler information systems that enable drivers to make travel decisions to reduce the impacts of emergency events on traffic flow. Armed with reliable incident information, carrier and driver routing and dispatching decisions can be made in a way that maximizes driver time and minimizes delivery delays.

For more information about the NTIMC and the proposed NUG, see the NTIMC's website at www.timcoalition.org.

RAC Member Greer Woodruff



ATRI RAC Member Greer Woodruff is committed to improving safety in the trucking industry. As senior vice president of corporate safety and security for J.B. Hunt Transport, Inc., Greer is in charge of training, safety, regulatory compliance and security.

Additionally, Greer is a member of the Transportation Research Board Oversight Panel for Commercial Truck and Bus Safety Synthesis Program (CTBSSP), American Trucking Associations (ATA) Safety Policy Committee, ATA Safety & Loss Prevention Management Council (SLPMC) Regulations Committee and the SLPMC Occupational Safety and Health Committee.

A native of Arkansas, Greer is a graduate of the University of Arkansas where he received his bachelor's degree in finance and real estate. He later went on to earn his master's in business administration. Greer currently resides in Fayetteville with his wife and three sons.

Although his career at J.B. Hunt and his industry involvement keep him busy, he nonetheless finds time to be active in his local community as well. Greer serves on the board of directors for Faith in Action, the Donald W. Reynolds Boys and Girls Club and he coaches numerous youth sports.

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<http://www.atri-online.org>



**ATRI Selected to Conduct Truck
Technology Survey**

The Baltimore Metropolitan Council has selected ATRI to conduct a survey of diesel truck owners operating in the Baltimore area to identify the fuel efficient or emission reduction technologies which are of interest to these owners. The survey is also investigating which types of financial tools could be helpful in assisting truck owners with the purchase of these technologies. ATRI is working with the Maryland Motor Truck Association and other groups throughout the Baltimore area to conduct extensive outreach. Data collection efforts will continue through April with a final report expected to be released in June. To participate in this study, please visit www.atri-online.org.

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