

THE ATRINSIDER



The American Transportation Research Institute

Recent ATRI Presentations:

New Data Sources: Measurement of Travel Time in Freight-Significant Corridors
June 6, 2006, Minneapolis, MN
 TRB North American Traffic Monitoring Exhibition & Conference

A Concept for Measuring the Effects of Severe Weather & Weather Trends on Freight Movement
June 7, 2006, Washington, D.C.
 NOAA Office of Federal Coordinator for Meteorological Services & Supporting Research

Transportation Funding Equity: Who Pays, Who Gains
May 24, 2006, St. Paul, MN
 17th Annual Transportation Research Conference at the University of MN Center for Transportation Studies

Electronic On-Board Recorder Research Update
April 25, 2006, Hartford, CT
 CVSA Annual Meeting

ATRI Selects Teams to Evaluate Idle Reduction Technologies

ATR I recently announced the selection of three motor carrier-led teams to demonstrate and evaluate mobile idle reduction technologies on heavy-duty trucks. These technologies will allow truck drivers to rest comfortably with the engine disengaged and in turn reduce fuel consumption. The demonstration project is being funded as part of a \$5 million grant program administered by the U.S. Environmental Protection Agency’s SmartWay Transport Partnership to promote new technologies that save fuel and reduce air pollution. ATRI will assist the teams in collecting and analyzing data for 12 months to document idling time with and without the use of the selected idle reduction technologies.

The selected project teams will be led by the following trucking companies:

Diversified Transfer and Storage (DTS) – Headquartered in Billings, Montana, DTS provides truckload and less-than-truckload services throughout the United States. DTS will evaluate an auxiliary power unit (APU) manufactured by RigMaster Power Corporation.

National Freight, Inc. (NFI) – Headquartered in Vineland, New Jersey, NFI provides nationwide truckload, over-the-road and dedicated transportation services. NFI will be evaluating an APU manufactured by Teleflex Energy Systems.

Schneider National, Inc. – Headquartered in Green Bay, Wisconsin, Schneider National

provides nationwide truckload services, including one-way, intermodal, dedicated, bulk and specialized service. Schneider National will be evaluating two separate air conditioning systems, a Bergstrom 12-volt system and a Webasto thermal storage system, operated in conjunction with a Webasto cab heater.

When complete, ATRI’s research will provide truck owners with a better understanding of the operational costs, payback period and benefits associated with the use of the selected idle reduction technologies. ATRI’s final report will offer EPA a thorough analysis of the fuel consumption and emissions impacts associated with the use of these technologies.

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ATRI to Assess Customs’ ACE Truck E-Manifest Impacts

ATR I has been commissioned by the United States Customs & Border Protection Agency (CBP) to conduct a Border Efficiency Assessment, with particular focus on the Agency’s electronic truck manifest initiative and its use by motor carriers.

ATRI will record and quantify industry- and regulatory-based border crossing inefficiencies and identify appropriate solutions. ATRI’s assessment will provide CBP and the industry with a careful examination of the benefits and costs associated with the use of E-Manifests and propose system

modifications to further enhance border crossing efficiency.

Devised under the Trade Act of 2002 as a component of Customs’ Automated Commercial Environment (ACE) system, the truck E-Manifest is designed to augment border security and support the expedient flow of international trade. The program provides a streamlined, secure environment for the electronic submission of manifests prior to trucks approaching U.S. land border crossings. This pre-screening allows CBP to expeditiously process and release legitimate cargo without sacrificing border

security. Carriers and manufacturers may also track shipments and manage trade online through the program.

“It is challenging for any trucking company these days to balance the strong growth in freight movement with the continuously evolving needs for freight and border security,” said Herb Schmidt, President and CEO of Contract Freighters Incorporated. “This joint initiative between ATRI and CBP will provide us with important insights on the role that technology can play in moving our international goods more efficiently.”

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 American Trucking Associations
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Message from the President

We live in a data-driven or, some might say, data-obsessed world. Search on Amazon.com for books with the word data in the title and you will be presented with over 73,000 choices.

The trucking industry recognizes the value of good data and what it means in terms of increased safety and productivity. That's why carriers have so willingly contributed fleet safety data to ATRI's Hours-of-Service research. The trucking industry wants regulations that safeguard a driver's need for rest while at the same time assuring that the industry remains productive. By building a baseline of safety data now, ATRI will be poised to provide the industry with long term answers to the impact of the HOS rules changes.

Data is also the driver behind ATRI's research on Electronic On-board Recorders. It's critical for the industry and regulators to understand the experience of those carriers using EOBRs for HOS compliance and, equally important, to understand the issues that have prevented other carriers from adopting this technology. ATRI asked carriers for the answers to those and other questions, and that data will be invaluable as the industry charts its way through upcoming rulemakings. This same data collection process is now underway with our driver simulator training project, our freight capacity modeling tool, and our on-board safety technologies analysis.

Through our newly launched program on XM Radio's Dave Nemo Show, we're now hearing via radio show callers and driver emails how important our research is to the men and women who drive trucks. Armed with data and the critical analysis that ATRI brings to that data, we can ensure that the trucking industry is safer and more productive.

Rebecca M. Brewster
President and Chief Operating Officer
 American Transportation Research Institute

Board Member Spotlight: Ed Crowell

Edward Crowell, President and CEO of the Georgia Motor Trucking Association (GMTA), represents the State Trucking Associations on the ATRI Board. Ed's perspective on the Board is unique in that he previously worked as an industry research and policy analyst for ATRI's predecessor organization, the ATA Foundation. That experience, complimented by a political and business savvy fostered during his time working in the Executive Office of President Reagan and as a former CEO of a public relations agency, has provided Ed with the tools to better serve the trucking industry in Georgia.



local, state and national levels. He serves on the national Anti-Terrorism Action Committee and the Industry Policy Committee of the Georgia Regional Transportation Authority, as well as a number of committees and task forces for the Atlanta Regional Commission and the Georgia DOT.

Most recently, Ed was appointed to Georgia Governor Perdue's Commercial Transportation Advisory Committee, formed to advise the governor on laws, regulations and other matters that affect motor vehicle operations within Georgia.

Ed holds a bachelor's degree in political science from Liberty University and a Master's from Georgia State University. He and wife Cynthia currently reside in Powder Springs, GA with their daughter Kayla and son Thomas.

Ed joined the GMTA in late 1992 and was appointed President and CEO in April 1993, advocating GMTA and industry interests at the

Cost, Privacy Top List of Industry's Concerns Regarding EOBRs, Research Finds

Nearly two-thirds of motor carriers cited cost as a reason for not investing in electronic on-board recorder (EOBR) technology, according to a recently completed ATRI study.

Initiated by ATRI's Board of Directors in 2005, this research comes at a critical time as FMCSA prepares to issue a proposed mandate requiring EOBR technology implementation, expected in late summer of 2006. To date there has been little research on EOBR use by motor carriers. ATRI's analysis fills that gap by examining the extent of use, industry attitudes and the safety and productivity costs and benefits associated with EOBR deployment. ATRI's findings also provide critical background information to help guide future decisions regarding EOBRs.

The research methodology included a thorough analysis of comments submitted to the 2004 Advance Notice

of Proposed Rule-Making (ANPRM), as well as a series of surveys and discussions with various stakeholders.

As an example, study results show that over 50 percent of those who responded negatively to the 2004 Federal Notice and nearly 66 percent of ATRI survey respondents not currently using EOBRs listed the "prohibitive costs" of the devices as the primary reason for not investing in the technology. This information corroborates a 1998 study completed by the University of Michigan Transportation Research Institute that determined EOBRs were not cost-effective for smaller companies. Affordable devices dedicated to monitoring drivers' hours-of-service are currently being developed. Although the average cost of EOBRs fits within the reasonable price reported by average-sized motor carriers (\$411), these devices will still be outside the acceptable price range of very small carriers and owner-

operators who responded that on average a reasonable price was \$209.

Driver privacy and driver retention concerns (22%) were also common reasons given in the 2004 ANPRM and ATRI survey responses for not using EOBRs. Although driver privacy may continue to be a concern when EOBRs are in place, those carriers that have installed EOBRs indicated that implementing the technology either had a positive (19%) or neutral (62%) impact on driver retention. Additionally, 76 percent indicated improved driver morale and 78 percent saw an increase in productivity.

While the debate over EOBR usage continues, ATRI's study provides valuable insight on how EOBR concerns can be addressed to ensure widespread EOBR acceptance and deployment. For more information about this and other ATRI studies, visit www.atri-online.org.

RAC Member John M. Corbin



As State Traffic Engineer for the Wisconsin Department of Transportation, RAC member John Corbin contributes practical insight on highway operations to ATRI's research. John is responsible for managing traffic safety engineering and traffic incident management programs at WisDOT, where he previously served as both a freeway

operations engineer and intelligent transportation systems manager over the last twelve years.

Long recognized as a leader in Traffic Incident Management, John was selected in 2004 to serve as the first Chairman of the National Traffic Incident Management Coalition (NTIMC), promoting the safe, efficient management of traffic incidents through state, regional and local programs involving law enforcement, fire, emergency medical services, towing and recovery and transportation communities. At the helm of the NTIMC, John is leading the group toward the ratification of a National Unified Goal for Traffic Incident Management.

John completed his undergraduate degree in transportation engineering at the University of Wisconsin-Milwaukee, and went on to receive a Masters in civil and environmental engineering at the University of Illinois-Chicago and the University of Wisconsin-Madison. He is a certified professional traffic operations engineer nationally and a registered professional engineer in the state of Wisconsin.

2005-2006 Research Advisory Committee

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Tom Doyle QUALCOMM Wireless Business Solutions	Karen Rasmussen Arizona Trucking Association	

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Research*

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ATRI's Research Featured Regularly on Dave Nemo Show

ATRI is now a regular, bi-monthly feature on The Dave Nemo Show, hosted by XM Satellite Radio. ATRI hosts a session to discuss the approach and findings of current research initiatives and how they impact truck drivers and motor carrier operations. The ATRI show airs every other Thursday at 8 a.m. CDT. ATRI's Vice President Dan Murray moderates each session's topics and introduces researchers and presenters. During the second portion of the ATRI program, the show is opened up for call-in questions and comments from listeners.

Upcoming program topics include:

July 13 – Diesel Fuel Additives, Idling and Emissions: Emerging Environmental Trends

July 27 – Improving Security and Productivity at International Border Crossings

Aug. 10 – Identifying Major Bottlenecks and Inefficiencies in Trucking

Aug. 24 – The Driver Shortage: Where is the Next Batch Coming From?

Sept. 7 – Driver Wellness: Gettin' in Gear for the Long Term

The Dave Nemo Show is the nation's premier trucking broadcast, providing a forum for the trucking industry from 7 a.m. to noon, seven days a week, exclusively on XM Satellite Radio's Open Road Channel 171. For more details and program information, please visit www.atri-online.org.

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