



NCTCOG PRESENTATION

Freight Safety Awareness Initiative

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Committee | 11/14/2023

Freight Safety Awareness Initiative

The third Freight Safety Awareness Initiative began in June 2023 and ran through August 2023. This initiative helps create awareness for safe driving habits near large freight vehicles on the highway and at railroad crossings.



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Safety Statistics

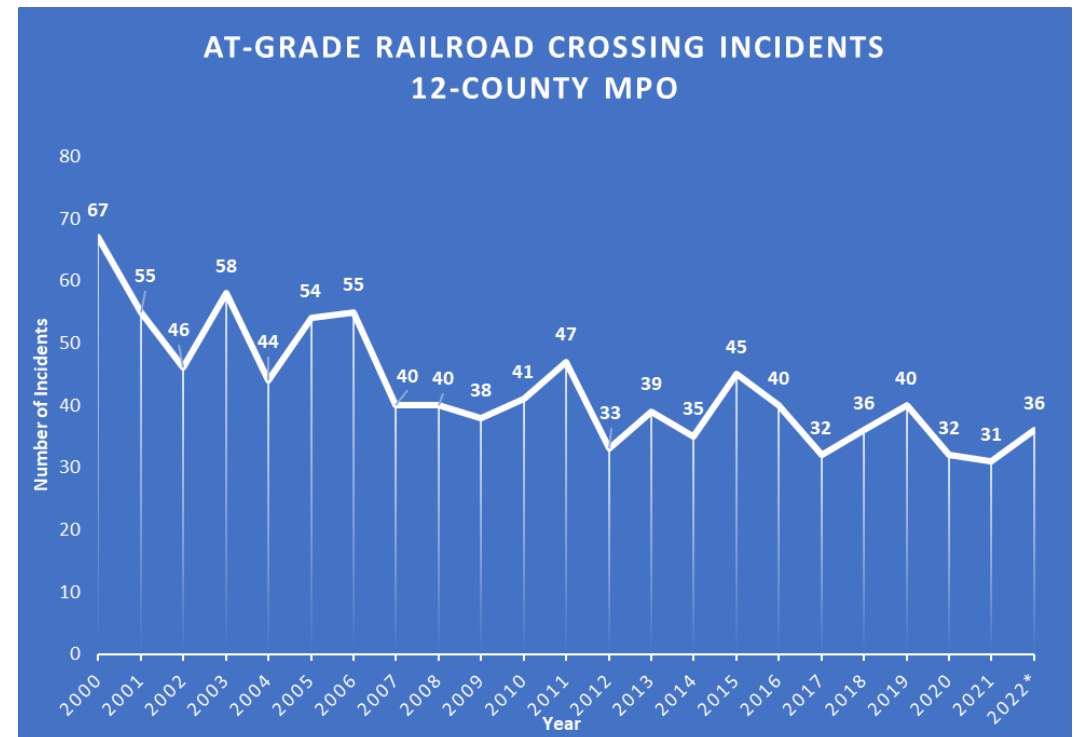
Truck Safety

- There have been an average of 323 truck crashes per month over the last 5 years.

| CMV Crashes on Limited Access Facilities | | |
|--|--------|-----------------|
| Year | Yearly | Monthly Average |
| 2018 | 3,358 | 280 |
| 2019 | 3,512 | 293 |
| 2020 | 3,538 | 295 |
| 2021 | 3,946 | 329 |
| 2022 | 5,039 | 420 |

Rail Safety

- There were 36 crossing incidents in 2022.



Goals

- Focus is on Truck and Rail Safety
- To create a safer environment for freight and passenger movements
- Two campaigns in one:
 - Safe Driving Campaign
 - Rail Crossing Safety Partnering with Operation Lifesaver



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Target Audience

General Public-

Increased awareness about truck limitations with regards to

- Stopping distance and sight line availability
- Strategies and simple adjustments for driving near large trucks

Increase awareness about safe mobility practices at rail crossings and Quiet Zones and the importance of not trespassing on railroad land.



Outreach

Outreach were conducted through:

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

NCTCOG FACT SHEET

August 2023

QUICK TAKE

What:
Regional Freight Safety Initiatives are developed to create a safer environment for all roadway users: bicyclists and pedestrians, commuters, first responders, and commercial motor vehicle operators.

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:
420+
The number of miles of truck lane restrictions in Dallas-Fort Worth. Thirty-four municipalities in the region have such restrictions. Following these rules can make the roads safer for all drivers.

Driver Awareness is Key to Freight Safety

North Texas sees an enormous volume of freight transported every day by semi-trucks and other commercial motor vehicles. These trucks are 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 321 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 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, there is a greater potential for roadway incidents between automobiles and commercial motor vehicles. Many passenger vehicle drivers do not realize that these vehicles have "blind spots," where the truck driver cannot see passing vehicles. Additionally, 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: Getty Images

By having respect for trucks on the road, passenger vehicles can help ensure traffic is safer, faster and more efficient.



Results From Initiative

Billboard Placement

10 Total Billboards

- LBJ FWY (635) and Stemmons FWY (I-35E)
- Tom Landry Hwy and Edgefield Av
- I-35W and Rosedale St
- Loop 820 and Sun Valley Dr
- LBJ FWY (635) and Jupiter Rd
- Thornton FWY (35-E) and 8th St.
- I-20 and HWY 67S
- HWY 360 E and Ave J
- North FWY and 33rd St
- I45 and Simpson Stuart Road

Total weekly impressions: 3,816,517

Total estimated monthly impressions: 15,266,066



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Results From Initiative

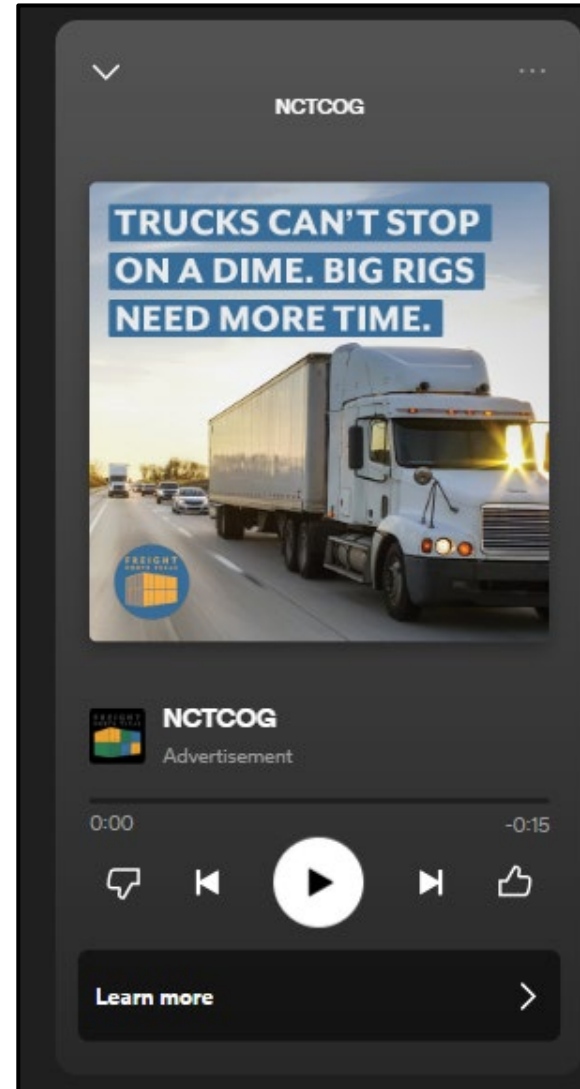
Facebook Results

- Total Clicks: 5,294
- Total Impressions: 5,102,174

Spotify

Total Clicks: 855

Total Impressions: 3,145,351



Results From Initiative

Audacy (Radio) Ads Stations:

Ads were 15 seconds long and ran for 7 consecutive weeks
There were 6 ads in rotation

98.7 The Spot – Classic Hits (KLUV-FM)
Weekly Listeners: 984,000

News Radio 1080 (KRLD-AM)
Weekly Listeners: 302,500

ALT 103.7 (KVIL-FM)
Weekly Listeners: 708,900

Total Commercials: 1,107

All ads Total Streaming Impressions: 419,500

Total Campaign Impressions: 12,078,920



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Webpage

www.freightntx.org

Freight Safety

Regional transportation safety initiatives are developed to create a safer environment for all travelers in the region. As the population grows and freight traffic increases, the potential for roadway incidents between automobiles and Commercial Motor Vehicles and trains escalate.

Freight Safety Initiatives

Goal

To create a safer environment for freight and passenger movements through physical improvements and safety awareness initiatives

Truck Safety

Reduce truck related incidents by informing the public about safe driving practices around heavy-duty freight vehicles.

Rail Safety

Reduce rail crossing and trespassing incidents by informing the public about safe rail crossing habits and practices.

Regional Planning & Projects

Congestion Management

Maps, Models & Data

Quality of Life

Funding & Business

Plans, Studies, Reports

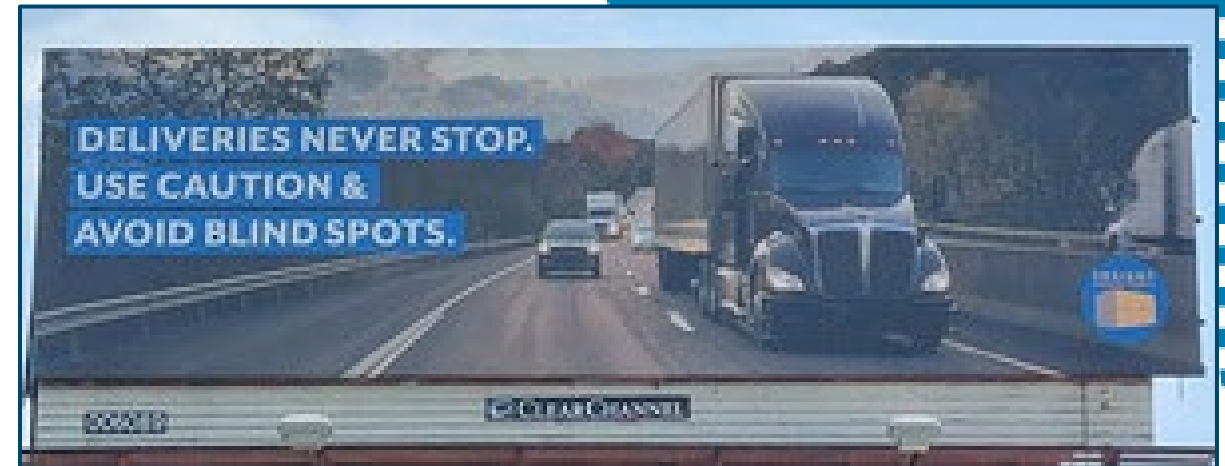
Get Involved



Next Steps

Work with Communication's Team to improve the next initiative.

Next Freight Safety Initiative is planned for 2025.



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QUESTIONS?



CONTACT US



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