

National Tank Truck Carriers

Zero Distractions Campaign Rollout

- * Where we started
- * Where we are now

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Distracted Driving is an epidemic

At any given moment, there are 660,000 drivers using an electronic device on U.S. roads

National Highway Traffic Safety Administration

In 2016 alone:

- 3,450 people were killed by distracted driving (that's 9 deaths every day)
- 9% of all crashes (fatal & non-fatal) involved distracted drivers

An accident waiting to happen...

- Drivers who are texting are over 23 times more likely to have an accident
- Drunk drivers are 10 times more likely – making texting almost 2.5 more dangerous than driving while intoxicated!



History of the Campaign



Todd Stine of Carbon Express - NTTC's 2016-2017 Professional Tank Truck Driver of the Year

- Over 1.6 million accident-free miles
- The award is part of a prestigious annual safety contest hosted by NTTC
- Drivers from all over North America compete
- Only ONE can become the Grand Champion

Ending Distracted Driving: A Legacy of Safety

- From the very beginning, Todd was determined to combat distracted driving
- During every speaking engagement, he would passionately discuss the issue
- Todd wanted to do something to promote safety nationwide

Thanks to his dedication, the idea for a national campaign was born.

Passenger vehicles are the key!

They made up 89% of the nearly 2.5 million reported traffic crashes in 2015

Federal Motor Carrier Safety Regulations

Driving while distracted is already prohibited:

- CMV drivers are banned from texting
- Motor carriers cannot require (or allow!) drivers to text while driving
- CMV drivers already face strict fines and penalties

Most trucking companies already treat texting as a fireable offense...

...but we wanted to do more.



NTTC Zero Distractions Campaign

When you drive distracted, we are all impacted.

Todd has been an inspiration to everyone around him, and his mission to end distracted driving was proudly adopted by NTTC's Safety & Security Council.

Step 1:

NTTC BOARD OF DIRECTORS – FEBRUARY 2018

- Annual Winter Membership Meeting in Miami, FL
- Eastern Regional Chair Dave Edmondson (J & M Tank Lines) and immediate past Chair Candi Coate (K-Limited Carrier, Ltd.) and
- **Unanimous support from NTTC Board of Directors**

Step 2:

NTTC SAFETY AND SECURITY COUNCIL ANNUAL MEETING – JUNE 2018

- Safety & Security Council Annual Meeting in Reno, NV
- Council Executive Committee Presentation
 - National Chairman: Dave Edmondson
 - Immediate Past Chair: Candi Coate
 - Southern Chair: Eastern Chair: Amy Kruntovski (Gorski Bulk Transport)
 - Western Chair: Lance Hagler (Trimac Transportation)
- **NTTC and industry safety community overwhelmingly approved**



NTTC Zero Distractions Campaign

When you drive distracted, we are all impacted.

<https://zerodistractions.org/> was established

PLEDGE TO NOT DRIVE DISTRACTED

As an attentive and safe passenger car driver, I pledge to:

- Hang it up!
- Eyes on the road!
- Help others stay focused!

PETITION TO OUTLAW DISTRACTED DRIVING NATIONWIDE

Stand with NTTC in our Zero Distractions campaign:

- Urge legislators to ban texting while driving in all 50 states, the District of Columbia, and all U.S. territories.

PARTNERSHIP WITH SAFETY-MINDED GROUPS ACROSS THE COUNTRY

NTTC's Zero Distractions campaign is working to join forces with other groups who are committed to ending distracted driving

- Driving Schools and Associations (American Driver & Traffic Safety Education Association)
- State Trucking Associations
- High Schools and Universities
- Transportation Industry
- Mobile Phone Industry



NTTC Zero Distractions Campaign

When you drive distracted, we are all impacted.

Op Ed by Candi Coate (June 2018)

Explanation of crisis and NTTC's campaign

- Shows that trucking is aware of the danger
- Highlights our industry's engagement in finding a solution
- Outlines and launches the campaign for the public
- Running in CVSA's *Guardian* and *Bulk Transporter* June issues

Launch Campaign on National Scale

- Provide materials (stickers, bags, etc.) to order
- Marketing campaign to target audiences

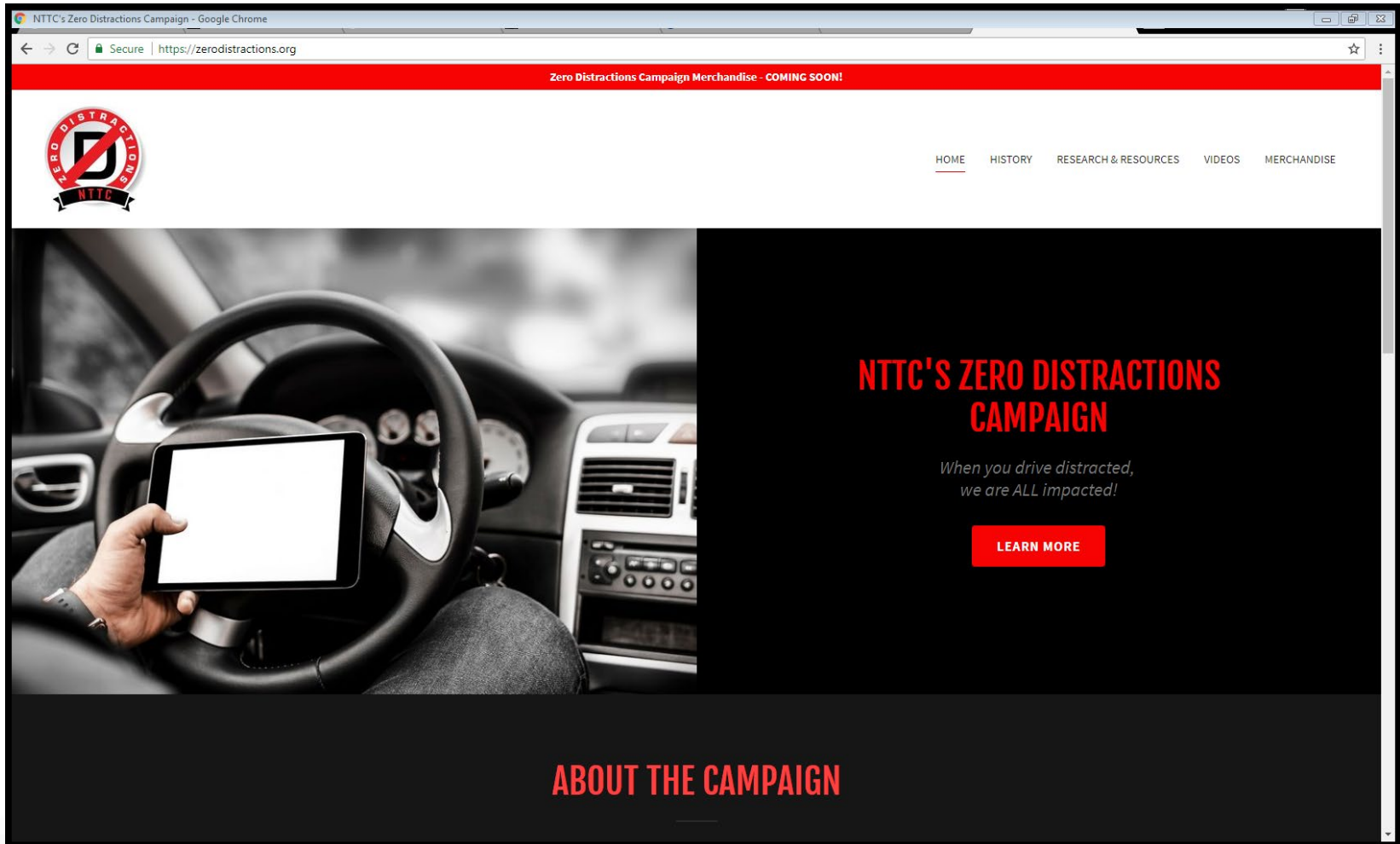
Update as of 9/2018:

- train-the-trainer program/webinar (Groendyke, Miller, QuickWay either already presented or plan to in near future)
- window clings, flip case, sponsorship opportunities

WE NEED YOUR HELP!!!



www.ZeroDistractions.org



NTTC's Zero Distractions Campaign

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