



News on Weights

Inside

- 3 Missouri Truck Parking Locations
- 5 Cargo Tank Violation Patterns
- 9 Early Birds' Calls Answered Fastest
- 11 Sleep Without Breath Is Sleep Without Rest

Virtually No Way Around New Scale Barnhart Scale on Interstate 55 Will Close

A new weigh station facility at Bloomsdale, Mo., will open 28 miles south of the old scale in late 2010 to monitor compliance with weight, credential and safety regulations.

So what's to keep sly drivers from using U.S. 61 to bypass the I-55 scales? A new enforcement approach and a whole bunch of electronics will.

MoDOT will build a Virtual Weigh Station on the ramp from I-55 South to U.S. 61. There won't be any walls or inspection bays. There will, however, be a weigh-in-motion scale in the pavement and several specialized cameras.

The cameras will "read" vehicle license plates and the DOT number marked on the side to identify the carrier. For added identification, a

color photo is taken of each vehicle. The Missouri State Highway Patrol will monitor the information and images remotely. Should the information collected prompt a roadside visit, a nearby pullout will accommodate safe inspection of commercial vehicles.

Overweight loads are a major cause of road damage. There is also a high correlation between overloading and safety deficiencies. Missouri's first virtual weigh station is part of MoDOT's work to provide smooth ride and a safe trip for commercial drivers and other travelers. Look for more electronic solutions on scale bypass routes soon so that more Missouri travelers can Arrive Alive.

MoDOT Adds Truck Parking as Other States Close Rest Areas

After working for 10 to 11 hours, it's only natural that a driver needs to rest. For commercial motor vehicle drivers, it's also a requirement. Federal rules limit the length of drivers' workdays. But what is a driver to do when some states, in an effort to balance teetering budgets, close their rest areas?

That's not a problem in Missouri. The Missouri Department of Transportation is keeping its facilities open. In fact, MoDOT is adding parking spots to the state's inventory.

Between 2002 and 2009, the number of truck parking spaces provided by MoDOT increased

from 587 to 853, a 45 percent jump in nine years.

"MoDOT understands that for professional drivers to perform at their best, good rest is important," says Pete Rahn, director of MoDOT. "Truck drivers work long days and deserve places along our roadways to park, relax and feel safe."

Special attention is paid to truck and recreational vehicle parking when MoDOT builds or reconstructs interstate rest areas. Upgrades at Joplin (Interstate 44), Conway (I-44) and Eagleville (I-35) and plans for welcome centers in

continued on page 3

Jan's Letter

I'm really looking forward to an exciting new year. I look at my not-so-empty new calendar, and am glad to see that so many great things will happen this year.

CSA 2010 will roll out nationally. Because Missouri was a test state, carriers here are miles ahead of those in other states. While others fret and wonder what the changes might bring, we know that the program is a common sense approach. Good guys will spend less time and effort proving compliance and unsafe drivers and carriers, through their safety plans, will map a way to safe performance.

There's a lot of construction underway alongside Interstate 55. This fall, MoDOT will open a new scale facility near Bloomsdale and a virtual weigh station on the I-55/U.S. 61 ramp. What's a virtual weigh station? Read the front page for more info. In late 2010, we'll cut the ribbon to new welcome centers on Interstate 55 near Marston and Hayti and open an old rest area as new truck parking facilities near Steele. Though other states are closing access to truck parking, Missouri has nearly doubled the number of spots in ten years!

Speaking of ten years ago – remember that on New Year's Eve 1999, many of us wondered if our computers would work the next day? This year, the MoDOT Carrier Express woke up from a three-day New Year's nap on January 4, stronger and faster. With new hardware and some programming changes, the system should help you complete your business with the state even more quickly.

And there's some new business for new carriers. As of December, the New Entrant program has new rules administered by the FMCSA. If you requested a USDOT number since July 2008, you're automatically part of MoDOT's SafeStart program. It's our way to educate and get you ready for stronger violation consequences. If you've been under your DOT number less than 18 months, have you heard of the "Sixteen Deadly Sins" that could sideline your trucks? If not, read page 7.

Here's wishing you safe, profitable travels in 2010,



Motor Carrier Services Director

The HEAT is On

Interstate Enforcement Checkpoints Target Bad Drivers

This fall, the Missouri State Highway Patrol and several local sheriff and police organizations saturated Interstates 44 and 70 in special High Enforcement Action Teams funded by MoDOT Highway Safety Division grants. The HEAT campaign resulted in hundreds of citations for speeding, seat belt violations, following too closely and careless and imprudent driving.

Though the HEAT effort did not set up sobriety checkpoints, officers and deputies cited 29 people for driving under the influence of alcohol or drugs. In the course of making more than 2,400 traffic stops, 26 fugitives were apprehended, 16 drug arrests were made and 13 others were charged with felony offenses.

MoDOT thanks all professional drivers for their patience during the HEAT campaign and for obeying the Move Over law when law enforcement vehicles were on road shoulders.

If you observe unsafe behavior by any driver in Missouri, keep your workplace safe. Notify the Highway Patrol by dialing *55 on a mobile phone.



Truck Parking

continued from page 1

Marston (I-55) and Hayti (I-55) add hundreds of additional parking spots.

When possible, as roadside facilities are decommissioned, MoDOT converts them to truck parking facilities. Many are located on former weigh station sites. The first of these, near Odessa, Mo., on I-70, opened for truck parking in 2005. This location, other park-only sites near Kearney, Platte City, Charleston and the former rest areas near Jop-

lin, Coffey and Doolittle provide a parking area and light, but no or limited restroom facilities.

“Motor carriers really appreciate how easy it is to find a place to rest,” said Jan Skouby. “That makes Missouri truck-friendly and helps keep shipping costs down, so Missourians pay less at the store.”

Highway	Nearby City	Mile Marker	Direction	Number of Spaces	Facility Type
I-29	Mound City	MM 83	NB	7	Rest Area
I-29	Mound City	MM 83	SB	7	Rest Area
I-29	Rockport	MM 109	SB	9	Rest Area
I-29	Dearborn	MM 27	NB	21	Rest Area
I-29	Dearborn	MM 27	SB	25	Rest Area
I-29	Platte City	MM 24	SB	15	Truck Parking Facility No Services
I-35	Lathrop	MM 34	NB	9	Rest Area
I-35	Lathrop	MM 34	SB	12	Rest Area
I-35	Coffey	MM 81	NB	5	Truck Parking Facility Primitive Latrine
I-35	Coffey	MM 81	SB	5	Truck Parking Facility Primitive Latrine
I-35	Eagleville WC	MM 112	SB	42	Welcome Center
I-35	Kearney	MM 22	SB	15	Truck Parking Facility No Services
I-44	St. Clair	MM 235	EB	13	Rest Area
I-44	St. Clair	MM 235	WB	30	Rest Area
I-44	Joplin WC	MM 2	EB	42	Welcome Center
I-44	Joplin TPF	MM 2	WB	29	Truck Parking Facility Primitive Latrine
I-44	Halltown	MM 51	EB	17	Rest Area
I-44	Halltown	MM 51	WB	20	Rest Area
I-44	Strafford TPF	MM 89	EB	17	Truck Parking Facility No Services
I-44	Conway	MM 109	EB	78	Welcome Center
I-44	Conway	MM 109	WB	78	Welcome Center
I-44	Doolittle	MM 177	EB	14	Truck Parking Facility Primitive Latrine
I-44	Doolittle	MM 177	WB	14	Truck Parking Facility Primitive Latrine
I-55	Steele	MM 2	NB	TBA	Truck Parking Facility Under Construction
I-55	Steele	MM 2	SB	TBA	Truck Parking Facility Under Construction
I-55	Hayti		NB	TBA	Welcome Center Under Construction
I-55	Marston	MM 41	NB	27	Rest Area
I-55	Marston	MM 41	SB	TBA	Welcome Center Under Construction

Truck Parking

continued from page 3

Highway	Nearby City	Mile Marker	Direction	Number of Spaces	Facility Type
I-55	Fruitland	MM 108	NB	12	Rest Area
I-55	Fruitland	MM 108	SB	19	Rest Area
I-55	Bloomsdale	MM 160	NB	29	Rest Area
I-55	Bloomsdale	MM 160	SB	28	Rest Area
I-57	Charleston	MM 18	NB	16	Truck Parking Facility
I-70	Mineola	MM 168	EB	20	Rest Area
I-70	Mineola	MM 168	WB	16	Rest Area
I-70	Wright City	MM 199	EB	20	Rest Area
I-70	Wright City	MM 199	WB	18	Rest Area
I-70	Concordia	MM 57	EB	25	Rest Area
I-70	Concordia	MM 57	WB	19	Rest Area
I-70	Odessa	MM 35	EB	15	Truck Parking Facility No Services
I-70	Odessa	MM 35	WB	15	Truck Parking Facility No Services
I-70	Boonville	MM 104	EB	21	Rest Area
I-70	Boonville	MM 104	WB	21	Rest Area
US 36	Saint Joseph		WB	8	Truck Parking Facility No Services
Total Spaces				853	

Do You Need Intrastate Authority?

Don't be too quick to say no...

Carriers who haul loads for hire intrastate (within Missouri) are subject to intrastate operating authority – with some exceptions. It's important to know whether intrastate is needed because there is no temporary permit for the authority. Visit www.modot.org/mcs/NewCarrier.htm and use the SafeStart Web Tool to learn whether intrastate authority is needed in your situation.

Obtaining operating authority can take up to two weeks after all documents are on file. Authority must be obtained before any loads hit the road. Too often, that comes as an unwelcome surprise to some carriers.

Even intrastate oversize overweight load haulers need to obtain operating authority. For-hire carriers without intrastate authority cannot obtain OSOW permits – even if their loads are time-sensitive.

Some companies are confused and think that a similar sounding program - Interstate Operating Authority (An MC number) – covers hauls that originate and end

within Missouri borders. It does not. That federal authority is for hauls between states. Intrastate is for hauls within and between Missouri counties.

What does a carrier need to do to obtain intrastate authority? First, fill out and send an Application to Operate Intrastate (MO-1) form to MoDOT Motor Carrier Services. Find the form and instructions at www.modot.org/mcs/opa/index.htm. Carriers' insurance companies must supply certain certificates and safety approval from MCS' Safety & Compliance team is required. Household goods and passenger carriers must also supply company financial information.

The major cost of obtaining intrastate authority is time. Carriers who cover their intrastate fleet through Unified Carrier Registration pay no fee. Those who do not participate in UCR pay \$10 per year, per vehicle for authority.

High Pressure and Low Pressure Cargo Tank Concerns



Matt Freeman is MoDOT's hazardous materials specialist.

It takes a certain kind of driver to haul tankers filled with hazardous materials. Sitting mere inches from a load that is likely to cause damage if not handled properly, hazmat operators are among the most elite drivers on the highway. Safety isn't just a word to them. It's a way of life.

I wanted to see if there was any way hazmat operators' safety could be improved, so I studied several years of inspection data. Looking at out-of-service records, I found hazmat and "regular" safety violation patterns for high and low-pressure cargo tanks and vehicles.

Most of the items that prompt out-of-service decisions can be spotted during pre and post-trip inspection. Some reveal themselves during a trip or delivery. It is important that drivers note and report any defect they find so the truck can be made safe for their next trip.

When I looked at the hazmat data, I expected to find that shipping papers were a problem. They are. I also found three other common violations:

Common Hazmat Out-of-Service Violations

- **Anchors and supports**
Look for missing, loose or broken bolts and cracked or rusting supports in the assemblies that connect the tank to the frame of the vehicle.
- **Leaking or open tank valves**
Double check valves. Close open valves and report those that leak so they can be repaired.
- **Tank markings**
Check the identification numbers – are they correct? Is the load placarded accurately?
- **Shipping papers**
Do you have them at hand? Is the information correct and complete?

The mechanical violations found with cargo tank vehicles are not really a surprise, considering the high-mileage, gravel road delivery routes served by these trucks. Bouncing down rough roads does a number on wheels, braking systems, tires, lights and suspension.

Cargo tank vehicle operators should keep an eye out for these mechanical violations:

Common Out-of-Service Violations, Non-Hazmat

- **Brakes**
Do they operate correctly? Are the brakes out of adjustment? Are there any air leaks?
- **Inoperable lamps**
Are all headlights, taillights and other signal lights working properly?
- **Broken wheels**
Can you see or feel a crack or defect?
- **Loose or missing couplers**
Is the towed vehicle securely attached to the towing vehicle? Be sure to check daily and service couplers as required.
- **Air loss rate**
Are you certain the compressor and hoses are working well and you'll have brakes when you need them? Measure the loss rate to know.
- **Low air pressure warning device**
Is it working? Can you depend on your brakes?
- **Tire and tread depth**
Did you check the tread depth and air pressure on each tire?
- **Defective suspension**
Is the suspension holding up? If you notice or hear any thing out of the ordinary with the suspension, take a look and see if all is secured. Look for cracks or broken bolts.

Most out-of-service violations can be avoided through a comprehensive preventive maintenance program and follow through on issues noted in drivers' inspection reports. Vehicle operators should be trained to conduct complete pre and post trip inspections as explained in Federal Motor Carrier Safety Regulations Part 396.3.

The extra effort can save trouble for the driver, money for the carrier and keep other highway users from injury. Sometimes, a few minutes is all that's needed to help everyone Arrive Alive.

If you have questions about the study findings, contact Matt Freeman at (573) 751-0172 or send an e-mail to matthew.freeman@modot.mo.gov.

"Most of the items that prompt out-of-service decisions can be spotted during pre and post-trip inspection."

CSA 2010 To Change Safety Assessment of Carriers and Drivers

In Summer 2010, the Federal Motor Carrier Safety Administration will implement Comprehensive Safety Analysis 2010 (CSA 2010). It changes the way motor carrier safety is assessed by putting a spotlight on unsafe behavior and the way motor carrier companies support safe driving.

The FMCSA found that drivers' and companies' poor safety performance can predict crash involvement. Specifically, under CSA 2010, the FMCSA and states will monitor behaviors related to unsafe driving practices, fatigue, driver fitness to operate, drugs and alcohol, vehicle maintenance and load/cargo securement. Safety-based roadside inspection violations and crash history is also studied.

Both the driver and the carrier are responsible for safety and performance under the new procedures. Carriers can expect earlier, more frequent contact by safety investigators who focus on specific unsafe behaviors, identifying the root causes of those behaviors and defining required corrective action. Corrective actions vary in severity. Examples include warning letters, increased inspection scrutiny, notices of violation and suspension of a carrier's fleet.

Because more attention is paid to individual drivers' safety and performance, those with unsafe habits can no longer elude safety programs by jumping from carrier to carrier. The Driver Pre-Employment Screening tool soon to be released will provide potential employers access to drivers' safety records before making a job offer. Although this tool is not part of CSA 2010 its timely release can greatly aid motor carriers' through the hiring process.

MCS Receives Award for CSA 2010 Leadership

For its participation in the CSA 2010 Operational Model Test, MoDOT Motor Carrier Services received a Partners in Safety award from the Federal Motor Carrier Safety Administration.

Missouri was one of the original four states to pilot the new safety procedures, an effort the FMCSA calls "a foundation for a more efficient and effective national approach to reducing commercial motor vehicle crashes".

MoDOT Motor Carrier Services Safety and Compliance and other investigators are pleased that rather than putting all carriers under the magnifying glass, they will be able to concentrate on improving proven poor performers. Those who behave badly or overlook safety infractions will experience more checks and inspections. Carriers and drivers who do the right thing won't have to spend as much time with law enforcement. They can use the extra time to get out, work and make themselves successful.

Law enforcement won't be the only check on safety. More complete safety performance assessments will be publicly available. The marketplace could change as shippers identify known unsafe carriers and avoid them.

For more information, visit www.fmcsa.dot.gov/csa2010.

Bridge Work Causes I-44 Traffic Shift

Get ready for a work zone near mile marker 228 of Interstate 44 near Sullivan, Mo. Between February and November 2010, bridges that carry east and westbound traffic will be improved. In order to complete the work quickly and safely, traffic patterns must shift.

During the entire construction period, westbound I-44 traffic will detour onto the north service road to cross Winsel Creek. Motorists will then return to I-44.

Crews will start with the eastbound bridge. Eastbound I-44 travelers will use the existing westbound bridge and return to the normal eastbound lanes. When the improvement is complete, traffic will resume on the existing eastbound lanes.

Westbound traffic will remain on the north service road as the westbound bridge is replaced. Two lanes of traffic will be maintained on Interstate 44 at all times, except for off-peak hours when important construction activities are occurring. All work will take place during daytime hours with no nighttime work planned.

More information on the project is available online at: www.modot.org/stlouis/major_projects/franklincountyupdates.htm

SafeStart to Success

Helping Carriers Establish Good Habits Early



When carriers request a USDOT number, they are automatically enrolled in MoDOT's SafeStart program. SafeStart helps new motor carriers understand and comply with state and federal motor carrier safety regulations and with the registration, tax and other business programs required of today's carriers.

SafeStart is Missouri's effort to prepare new carriers so they can avoid stronger consequences of upcoming changes to the federal New Entrant program. Through SafeStart, MoDOT aims to help carriers start out on the right foot.

MoDOT will interact with new carriers several times during the first 18 months of their business. Through training sessions, Internet tools and other means, the agency will educate carriers on what they must do to meet regulations and pass a safety audit.

Carriers will also learn what they need to do on the business side. Motor Carrier Services will ask questions about their operating plan, equipment and their business organization and issue the type of license plate and other credentials the carrier needs.

In order to maintain good standing with state and federal regulations, MoDOT Safety and Compliance investigators must audit carriers' safety practices within the first 18 months of operation. They ask questions, look at paperwork and inspect vehicles to verify that compliance with the state and federal regulations that apply to the carrier's situation.

Please keep in mind that several regulations are so important that violating them causes an order to park your equipment until everything is fixed. In a nutshell, these regulations are concerned with:

- Alcohol and controlled substances testing and using impaired drivers
- Commercial drivers' licenses and drivers' physical fitness to drive
- Proof of insurance
- Equipment repair and inspection

The SafeStart program includes a training session and inspection of vehicles and safety records. Please contact MoDOT Motor Carrier Services toll-free at 1-866-831-6277, option 6 to reserve a spot in a training class near you.

16 Deadly Sins

Unofficially known as the 16 Deadly Sins, these violations cause automatic failure of a new entrant safety audit:

- Failing to implement an alcohol and/or controlled substances testing program.
- Using a driver known to have an alcohol content of 0.04 or greater to perform a safety-sensitive function.
- Using a driver who has refused to submit to an alcohol or controlled substances test.
- Using a driver known to have tested positive for a controlled substance.
- Failing to implement a random controlled substances and/or alcohol testing program
- Knowingly using a driver who does not possess a valid commercial driver's license.
- Knowingly allowing, requiring, permitting or authorizing an employee with a CDL which is suspended, revoked, or canceled by a State or who is disqualified to operate a commercial motor vehicle.
- Knowingly allowing, requiring, permitting or authorizing a driver who is disqualified to drive a commercial motor vehicle.
- Operating a motor vehicle without having in effect the required minimum levels of financial responsibility coverage.
- Operating a passenger carrying vehicle without having in effect the required minimum levels of financial responsibility.
- Knowingly using a disqualified driver.
- Knowingly using a physically disqualified driver.
- Failing to require a driver to make a record of duty status.*
- Requiring or permitting the operation of a commercial motor vehicle declared "out-of-service" before repairs are made.
- Failing to correct out-of-service defects listed by driver in a driver vehicle inspection report before the vehicle is operated again.
- Using a commercial motor vehicle not periodically inspected.*

* Requires a violation of 51 percent or more examined records to trigger an automatic failure.

100 Down, 680 to Go

Most Bridges in Safe & Sound Program Will Close For Replacement



**S A F E &
S O U N D**

One hundred and counting! That's the number of bridges the Missouri Department of Transportation has now fixed as a part of its commitment under the Safe & Sound Bridge Improvement Program - an initiative to fix 802 of the state's worst bridges in five years.

"We've come a long way in a very short time," said MoDOT

Director Pete Rahn. "Last September, the Missouri Highways and Transportation Commission provided the vision for the Safe and Sound program. In that year's time, we have delivered on our commitment by completing a bridge every 1.8 days."

Of the 248 rehabilitation projects being delivered through MoDOT's normal bidding process, 116 bridges were complete by the end of 2009. Work on the remaining 132 bridges will be spread out over the next four years.

Additionally, KTU Constructors, the contractor for the Design-Build phase of Safe & Sound, has begun construction

on its 554 total bridge replacement projects, finishing five. Work on this phase will ramp up soon with nearly 200 new bridges scheduled for construction around the state next year. Most bridges will be closed to speed construction and reduce cost. Speed has been achieved. Though the schedule allows for more time, KTU Constructors completed several projects within one month.

Most of the Safe & Sound bridges are on low-volume routes, though some U.S. routes and other busy highways will be detoured, too. Check the Safe & Sound Web site, www.modot.org/safeandsound for a list of projects and an interactive map. The map reports projects currently underway and those planned within the next three or 12 months. Click the bridge icon to learn about detours and project details.

There are 10,249 bridges on Missouri's state highway system, the seventh largest total in the nation. Approximately 1,200 of them are in poor or serious condition. The Safe & Sound initiative will address many of these bridges. All 802 bridges will be complete by Oct. 31, 2013 at a cost of approximately \$700 million.

Address <http://safeandsoundmap.modot.mo.gov/sas.htm> Go Links

Under Construction
 Within 3 Months
 Within 12 Months
 Future Commitments
 Completed

Zoom to State
 Counties
Adair
Andrew
Atchison
Audrain
Barry
Barton
Bates
Benton
Bollinger
Boone
Buchanan
Butler
Caldwell
Callaway
Camden
Cape
Girardeau
Carroll
Carter
Cass
Cedar
Chariton
Christian
Clay

In Brief

Did you know that you don't have to call? **Request additional IFTA decals online** when you add vehicles to your fleet. Visit www.modot.org/mce, login and get started.

Tell MoDOT what you think - rate our work zones. The next time you travel through a construction area, pay attention, then visit <http://www.modot.org/workzones/Comments.htm> to let MoDOT know whether you were comfortable driving in the zone. Leave suggestions for improving sign location, speed limits and more. MoDOT's maintenance and construction teams are especially interested in professional drivers' opinions be sure to click the button for commercial vehicle.

Travelers can get Kansas City area traffic information by e-mail or text. Visit <https://www.mykcscout.com> to sign up for the service. Follow KCSout on Twitter, too.

March renewal payment deadline – Remember, if your apportioned license plates expire March 31, payment is due March 1. Penalties are charged beginning March 2.

If you're headed down Interstate 44 and hear the call of nature or are at the end of your hours of service near mile marker 178, visit the **Doolittle Truck Parking Area**. The former rest area reopened in December for truck parking only. Both facilities feature 14 striped parking spots, lighting and vault toilets. MoDOT continues to add parking areas to help professional drivers stay safe and comfortable.

Drivers on Interstate 55 – your turn is coming. Look in the next issue of News on Wheels for details on truck parking areas at Steele and a new Welcome Center near Hayti.

If your company's name is on an OSOW permit, be sure to double-check all measurements given to you by the shipper. YOU are responsible for providing correct information so MoDOT can provide a safe route.

When an interstate or other highway is closed, it is CLOSED. During a storm with white-out conditions, two semis did not heed the order to leave Interstate 29. Minutes later, they required the help of the Missouri State Highway Patrol to find their way back to a safe area. Do not risk your life or the lives of law enforcement officers to try to meet a deadline.

Early Birds Get Quicker Service

Sometimes it's five minutes. Other times there's no wait at all. Is there any pattern to the time you have to wait on hold when calling MoDOT Motor Carrier Services?

There is. For the most part, the early bird spends the least time on hold – unless you call about oversize overweight loads. Those birds get to sleep in.

In 2009, the quietest times for MCS work groups were:

IRP/IFTA (Apportioned plates, cab cards, IFTA questions)	7 a.m. to 9 a.m.
Oversize Overweight Loads	9 a.m. to 12 noon
Missouri Intrastate Authority (Includes household goods and hazardous waste/waste tire hauling)	7 a.m. to 9 a.m.

As you might expect, MCS' phone lines get very busy as deadlines approach. Those who wait to call until the last minute can find themselves waiting 15 minutes or more to speak with an agent. When IRP plates are about to expire or IFTA quarterly tax returns come due, the phone lines light up.

To avoid the longest waits, call early in the day and well before the IRP renewal and tax return closing dates.

Check out the Changes at modot.org/mcs

If you've not visited MoDOT Motor Carrier Services' Web site lately, you're in for a surprise! The site is reorganized according to users' needs.

New carriers find their own page with the SafeStart tool. By answering a few questions, they learn about safety regulations, registration and fuel tax programs and other responsibilities they might need to fulfill. Each program such as license plates or Oversize Overweight permits has its own page with forms, hints, schedules and instructions for MoDOT Carrier Express.

Maps, news, traveler info and all manner of tools round out the site. Visit modot.org/mcs to check it out!

“Good Words” Lead to a Good Reputation

Merrie Spaeth, head of Spaeth Communications, spoke recently at the combined Missouri and Kansas Motor Carrier Associations annual meeting. She described how the words you choose to describe your industry influence the way the public feels about trucking. She wrote this article to share the information with all News on Wheels readers.

Last fall, I was privileged to speak at the Missouri Motor Carriers Association’s annual meeting. At the reception, a number of attendees shared their concern that the American public doesn’t sufficiently understand the importance of the trucking industry in the American economy, and how hard trucking companies work to achieve their exemplary safety record. Despite the admirable efforts of your national organization, the most important connection between the public and the industry comes at the local level with local media, at local gatherings and the countless one-on-one encounters each of you has every day. Here’s a quick primer and a few recommendations I shared with your colleagues.

Most companies approach communication with the idea of what they want to say, or what they think the listener needs to know. Now ask, how much does your listener remember from what you say, a lot or a little? Everyone knows it’s just a little. The first step in using communication as an influence tool is to redefine it. We think effective communication aims to influence what the listener hears, believes and remembers.

To influence what the listener remembers, we must realize that we pick up and repeat each other’s words. Once you’re clued into this dynamic, you’ll see it all the time. When we identify the key list of “good” words for the trucking industry, it includes safety, reliability, employment, economic lifeblood, productive, neighbors, and I love the line, “Good stuff, trucks bring it.” These are all what we call “good words.” That is, they’re words you want the public to remember. What we call “bad words,” the words you don’t want people to remember, compete with “good words”. When speaking to a group of executives after the annual conference, I asked them what words came to mind when they thought of the trucking industry. They came up with: accident, fatigue, fatality, crash, speeding and so on. (Remember, too, that the railways are aggressively pushing their own “good words” linked to being environmentally friendly.)

Your “good” words anchor what we call “headlines,” and the most powerful headlines make a claim. The trucking industry can make legitimate claims based on these key words. The value of a claim is that it causes the listener to



want to hear more. “Proofs” are facts, statistics, and most importantly, personal anecdotes and commitments. Every member of the Missouri and Kansas Motor Carriers Associations can truthfully say safety is their number one priority and that they have years, even decades, of actual

experience. (Remember the great line from Indiana Jones, “It’s not the years, it’s the mileage.” Truckers, above anyone, know what that means!)

Now, a word about one of your favorite proofs, the statistics related to fatal accidents and fatigue. When you adopt our approach, what matters is how the listener hears the statistic, not what it means to you. Saying “only” 1.3 percent of fatal crashes involve “fatigue” only emphasizes words like “fatal” and “crash” to the listener. Since every driver has been behind a huge truck on a stormy night, “only” isn’t reassuring. Jonas Salk, the inventor of the polio vaccine, said “It doesn’t matter how big the denominator is if you’re the numerator.” You should use what we call “aspirational” techniques when using statistics. For example, “Our goal is always 100 percent safe driving, and we constantly strive to get closer to that each year.” The ear hears “100 percent,” but the speaker has been truthful. The expectation isn’t perfection; it’s commitment to a process.

Why is it important for each of you to personally tell the story of what trucking means to America? Because most of the time, if non-truckers are reading about the industry, it’s been because there has been – alas – some sort of accident. And, you can expect to see pictures, too. (Is it my imagination or does everyone have a cell phone with a camera these days?)

The good news is, if you verbally articulate these positive messages and illustrate them with your own company’s track record of customer service and community involvement, your listeners will hear you, they will believe you and they will remember what you told them. Maybe the next time I talk to your peers in other industries, those are the things they’ll think of first.

Sleep Without Breath Is Sleep Without Rest

Without breath. That's what the Greek word apnea means. Untreated people affected by the disorder stop breathing dozens, if not hundreds of times as they sleep, often for a minute or longer. The interruptions add up, resulting in serious sleep deprivation and health concerns.

Apnea is a hot topic in the motor carrier community. The FMCSA's medical experts and industry leaders are looking at performance differences found in drivers with sleep apnea. It's an issue because, according to the American Sleep Apnea Association, as many as 28 percent of commercial drivers may be afflicted with sleep apnea. One study found that people with obstructive sleep apnea have a six times greater risk of involvement in traffic crashes!

Highway safety isn't the only concern. People with SA are more prone to blood pressure and cardiovascular problems, weight gain, memory problems and depression. Symptoms also include falling asleep at inappropriate times, an increased need to use the bathroom at night and impotence. Children with sleep apnea can show symptoms of hyperactivity.

Several large motor carriers screen and offer treatment for their drivers for apnea. They find that the number of crashes and the cost of health care for those drivers fall and their fleet retention numbers go up.

People who are treated report a surge in energy and overall wellness. Their families notice their improved mood. Partners say their own sleep is better as they are no longer awakened by snoring, gasping or flailing bedmates.

Sleep apnea is treatable and treatment can improve a driver's safety performance and overall health. Learn more about it at the American Sleep Apnea Association's Web site, <http://www.sleepapnea.org/infol/index.html>

*Are you a loud, habitual snorer?
Do you feel tired and groggy upon awakening?
Are you often sleepy during waking hours and/or
can you fall asleep quickly?
Are you overweight or do you have a large neck?
Has someone told you that you choke, gasp or hold
your breath in your sleep?*

If you answered yes to any one of these questions, talk with your doctor about a sleep apnea evaluation. Treatments include weight loss and repositioning to avoid back sleeping, but the most effective therapy includes a Continuous Positive Airway Pressure or CPAP appliance, which is covered by most insurance plans.

Datelines

January 31

Last day for IFTA 4th quarter returns.

February 12

Lincoln's Birthday – MCS open, most other MoDOT offices closed.

February 15

Washington's Birthday - MCS open, most other MoDOT offices closed.

March 1

2010 IFTA licenses must be carried and 2010 decals displayed by IFTA participants

Carriers with IRP apportioned plates that expire March 31 must pay renewal fees by this date to avoid penalty and be able to obtain temporary vehicle registration in 2009.

April 1

First day to file IFTA 2010 1st quarter tax return.

Carriers with apportioned plates that expire June 30 must file an application for renewal by this date

April 15

Financial statements for household goods carriers and non-charter passenger carriers due

April 19-23

National Work Zone Awareness Week

April 30

First quarter 2010 fuel tax returns due

May 7

Harry S Truman's Birthday State Holiday – MCS open.

Most other MoDOT offices closed

News on Wheels

Missouri Department of
Transportation
Motor Carrier Services
P.O. Box 893
Jefferson City, MO 65102
573.751.7100
Toll Free: 866.831.6277
Fax: 573.751.0916
www.modot.org/mcs

Additional copies available upon request.
If you have any questions or comments,
please send them to the address at left.

Motor Carrier Services Director
Jan Skouby

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and Community Relations

*Our mission is to provide a world-class transportation
experience that delights our customers and promotes a
prosperous Missouri.*





News on **Wheels**

Missouri Department of Transportation
Motor Carrier Services
P.O. Box 893
Jefferson City, MO 65102

PRSTD STD
U.S. Postage
PAID
Jefferson City, MO
Permit No. 24

Motor Carrier Services

Mailing Address

PO Box 893
Jefferson City, MO 65102-0893

Physical Address

1320 Creek Trail Drive
Jefferson City, MO 65109

Phone

573.751.7100 or
toll-free 866.831.6277

Fax

573.751.0916

UCR 2010 Not in Effect at Year's Turn

As of December 31, the Federal Motor Carrier Safety Administration had not finalized the fee structure for Unified Carrier Registration in 2010. Until the fees are set, states cannot begin the 2010 UCR process.

Law enforcement agencies were notified of the delay through the Commercial Vehicle Safety Alliance. When the fees are finalized, expect an enforcement date announcement.

