In 2012, CSA began its second full year of measuring motor carrier and truck driver safety performance while ATRI continues to evaluate the impact of the program on the trucking industry. As part of these efforts, ATRI has surveyed thousands of industry stakeholders to gather insight on how the safety information that is now measured under CSA is being used, what it means for trucking operations and how the program is perceived by the supply chain and those who enforce FMCSA’s safety regulations.

Most recently, ATRI worked with the National Industrial Transportation League (NITL) to survey the shipper community and with the Commercial Vehicle Safety Alliance (CVSA) to survey enforcement personnel. ATRI has also collected two years’ worth of survey data from truck drivers, both online and at the 2011 and 2012 Mid-America Trucking Shows. A second year motor carrier survey will be launched soon. Findings from these second-year surveys will be joined with ATRI’s first-year analyses of motor carrier and truck driver responses (available from www.atri-online.org). The full ATRI CSA report will be released later this year.
ATRI’s trucking and transportation research benefits from its close collaboration with a number of leading universities across the country. ATRI President Rebecca Brewster and Vice President Research, Dan Murray, both serve on the advisory boards for several University Transportation Centers (UTC) including the Mack-Blackwell Rural Transportation Center, Mid-American Transportation Center, University of Minnesota ITS Institute and University of Wisconsin CFIRE.

Additionally, ATRI researchers are partnering with University Transportation Center staff at the newly awarded UTC at the Georgia Institute of Technology (Georgia Tech) on two research efforts, one that studies truck movements from port facilities, and the other which investigates the use of truck GPS data for metropolitan freight modeling.

ATRI also had a key role in the development of the FHWA-funded Truck Parking Availability Demonstration Project with the University of Minnesota and the Minnesota Department of Transportation (see related story on truck parking, page 5).

ATRI has partnered with a number of universities to advance its Freight Performance Measures program -- the most robust database of GPS truck positions in the country. This includes collaborative research with:

- University of South Florida
- University of Memphis
- Vanderbilt University
- University of Minnesota
- University of Maryland
- Texas A&M
- University of Texas
- University of Wisconsin, Madison
- Portland State University
- University of Washington
- Northwestern University

### Board Member Spotlight: Rich Freeland

One of ATRI’s newest Board members is Rich Freeland, President of Cummins Engine Business. Rich was appointed to the ATRI Board in October 2011 by ATRI Chairman Steve Williams.

Mr. Freeland was appointed to his current position at Cummins as President – Engine Business in March, 2010. He joined Cummins in 1979 as a foreman at the Cummins Parts Distribution Center, and then located to Columbus, Indiana. He was named Industrial Engineer there in 1981 and General Foreman in 1984. Rich advanced through a series of increasingly responsible positions at Cummins, including Plant Manager of the Diesel ReCon Plant in Memphis, TN, Plant Manager of the Columbus Engine Plant and General Manager of Engine Business Purchasing, Aftermarket and Fuel Systems Business and President of the Distribution Business. Prior to his latest appointment, Rich served as President of the Components Group from 2008 – 2010.

Rich holds a BS in Industrial Management from the Krannert School at Purdue University and an MBA from Indiana University’s Kelly School of Business. Rich is a native of Indiana, born in Lafayette. He and his wife and two daughters make their home in Columbus, where Rich is also active in several other organizations.
**ATRI Launches 2012 Trucking Industry Operational Costs Data Collection**

This month ATRI launched its data collection initiative to update the 2011 Operational Costs of Trucking report. The survey asks for-hire carriers for financial information associated with operating a truck for one mile or one hour in 2010 and 2011.

In combination with the previous Operational Costs of Trucking reports, the results of this research will yield four full years (2008 – 2011) of trucking cost information derived directly from fleet operations. This research provides carriers with an important benchmarking tool and government agencies with an accurate dataset for infrastructure improvement analyses.

For-hire motor carriers are encouraged to provide confidential operational cost data through ATRI’s survey, available online at [www.atri-online.org](http://www.atri-online.org). The results of this survey will be available later this year.

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**RAC Member Susan Alt**

ATRI RAC Member Susan Alt currently serves as the Vice President, Industry Relations and Public Affairs for Volvo Group North America. She has been with the Volvo Group companies both in the United States and in Europe for the last 25 years. Prior to her current role, she held senior roles for Volvo and Mack Trucks in Marketing, Strategy and Business Development. She was the President of Volvo Logistics of the Americas, and as such, the first woman to manage a division for Volvo in North America.

In addition to her service on the ATRI RAC, Susan also serves on the Allied Committee for the Trucking Industry.

She holds a BS in Mechanical Engineering from Virginia Tech, and a MBA from Wake Forest University, but is especially proud to maintain a Commercial Driver’s License (CDL). This allows her to drive the “big rigs” whenever there is an opportunity.

Susan currently resides in High Point, NC with her husband Chuck, a tax attorney, and their 2 children Asher (15 yrs) and Adam (14 yrs). She plans to ride her bike across the great state of Iowa this summer in the 40th annual Register’s Annual Great Bike Ride Across Iowa, or locally known as RAGBRAI.
ATRI’s Alternative Compliance Research Continues to Advance

ATRI’s 2011 study, *Assessing the Benefits of Alternative Compliance*, documented how the trucking industry’s safety record could be improved through “alternative compliance.” ATRI’s research defined alternative compliance (AC) as innovative safety tools and approaches – from onboard safety systems to drug testing using hair – as proposed replacements for current regulatory compliance activities, which ATRI’s research identified as having diminishing returns in improving safety.

The study evaluated traditional compliance activities by examining carrier safety during pre- and post-compliance review time periods. Among the most significant findings – while crash rates were notably lower following compliance reviews for small fleets, this benefit diminished and even disappeared as fleet size increased.

The Transportation Research Board (TRB) Truck and Bus Safety Committee (ANB70) recently affirmed its Alternative Compliance Subcommittee’s recommendation to support a pilot test of Alternative Compliance as described in ATRI’s study. The pilot study would provide an opportunity to test the AC concept and the value of regulatory incentives to encourage greater deployment and utilization of AC toolkit items.

Additionally, the Commercial Vehicle Safety Alliance (CVSA) is also pursuing a pilot test of alternative compliance concepts through its Program Initiatives Committee. As CVSA describes in its Alternative Compliance white paper, “The application of safety credits or incentives would afford tremendous potential for voluntary proliferation of these safety systems throughout the nation’s commercial truck and bus fleets, as well as help to institute a positive sustained behavioral change and a safety culture that will serve to enhance safety efforts and supplement government compliance and enforcement programs.”

A copy of ATRI’s AC study is available online at www.atri-online.org.

### Illinois Designates Funds to ATRI’s #1 Truck Bottleneck

On April 23, 2012, Illinois Governor Pat Quinn announced a major reconstruction project to add “much-needed capacity to the Circle Interchange in the heart of Chicago.” The Governor’s press release specifically cited the 2010 ATRI/FHWA freight bottleneck list, which “identified the Circle Interchange as the No. 1 bottleneck among highways crucial to the nation’s freight transportation system, operating at well below ideal speeds for more than 14 hours a day.”

According to the press release, approximately 26,000 of the 300,000+ vehicles that use the interchange each day are commercial trucks. Preliminary analysis by the Illinois Department of Transportation estimates that building additional lanes on some of the key ramps in the Circle Interchange will reduce congestion by as much as 30 percent.

“While the criticality of freight planning and modeling can never be questioned, the ultimate success of the FHWA / ATRI Freight Performance Measures Initiative can best be seen in the targeted designation of funds to improve highway infrastructure,” commented ATRI’s Vice President Dan Murray. “This, and other such examples, are most gratifying to ATRI and the entire trucking industry.”

For a copy of the press release and to learn more about ATRI’s Freight Bottleneck List, visit www.atri-online.org.

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### ATRI Research Presented at TRB Annual Meeting

ATRI research was in high demand at the 2012 Transportation Research Board Annual Meeting. All of the ATRI papers submitted to TRB for its robust peer review process were accepted for presentation at the January 2012 TRB Annual Meeting. ATRI staff were also invited to present research findings before several key freight and trucking committees. ATRI papers and presentations included the following:

- **Freight Data Privacy: Meeting Research Objectives While Ensuring Anonymity** – Jeff Short, Senior Research Associate
- **Utilizing Empirical Data to Analyze Road Closures and Freight Diversion** – Dave Pierce, Research Associate
- **System for Utilizing Truck GPS Data to Monitor Urban Highway Congestion** – Lisa Park, Research Analyst
- **An Analysis of the Operational Costs of Trucking: 2011 Update** – Katie Fender, Research Analyst
- **The Benefits of Alternative Compliance in the Trucking Industry** – Katie Fender, Research Analyst
- **Predicting Truck Crash Involvement: A Commercial Driver Behavior-Based Model** – Micah Lueck, Research Associate
- **Understanding Dedicated Truck Lanes: The I-70 Analysis** – Dan Murray, Vice President, Research

Copies of the TRB papers and/or presentations are available from ATRI@trucking.org.
The lack of available truck parking continues to plague commercial drivers and motor carriers. As part of an FHWA-funded Truck Parking Grant, ATRI, along with the Minnesota Department of Transportation and University of Minnesota, is embarking on a truck parking availability demonstration project along I-94 in Minnesota. The Minnesota demonstration project targets the development of an automated truck stop management system that can determine the number of occupied parking spaces at rest areas and commercial truck stops. The system uses a network of cameras to monitor and automatically identify parking availability, information which is then made available to drivers and motor carriers through a website, in-cab messaging and variable message displays available a few miles ahead of each rest area and truck stop.

For more information on the truck parking demonstration project and to find out how to participate, visit www.atri-online.org or the project website at www.cts.umn.edu/research/truckparking.

The American Transportation Research Institute has launched its newly redesigned website at www.atri-online.org. ATRI’s new website now has a more user-friendly and modern feeling with an authoritative color-scheme providing convenient access to information on all of ATRI’s critical industry studies in nine focus areas: Commercial Drivers; Congestion and Mobility; Economic Analysis; Environment; Safety; Security; Technology; Transportation Infrastructure; and, Trucking Industry Operations.

Action buttons and multiple access options were added to improve the interactivity of the site, which makes it easier for visitors to suggest research topics to ATRI, get involved in specific ATRI studies and support ATRI through charitable contributions. The ATRI Board of Directors and Research Advisory Committee members are also highlighted on the new website. As always, ATRI’s research results are available free of charge on the website to interested stakeholders.

“The new site better represents the depth and breadth of ATRI’s research portfolio,” commented ATRI President Rebecca Brewster, “and provides enhanced visibility for some of our most critical initiatives, including our CSA research and the joint ATRI-FHWA Freight Performance Measures work, monitoring congestion along the nation’s most significant freight corridors.”
Coming Soon From ATRI

A number of important ATRI studies will be released in the near future, along with critical benchmarks being met in several ongoing ATRI research initiatives.

★ **Mapping Rollovers** – ATRI will soon release the state-by-state reports of the top large truck rollover locations for 31 states that participated with ATRI in developing the country’s most comprehensive database of truck rollover hot-spots.

★ **2012 Top Industry Issues Survey** – this annual survey quantifies the most pressing trucking industry concerns and accompanying strategies for addressing each.

★ **Sustainable Freight Transportation Practices** – ATRI will soon release this in-depth evaluation of freight transportation practices which motor carriers are undertaking to reduce the industry’s environmental impact.

★ **Trucking Industry Mobility and Technology Coalition (TIMTC)** – ATRI, along with the Commercial Vehicle Safety Alliance (CVSA), the American Association of State Highway and Transportation Officials (AASHTO), the American Trucking Associations (ATA) and the U.S. Department of Transportation (USDOT), manages TIMTC as a collaborative forum for public and private sector individuals interested in improving the trucking industry’s productivity and mobility through expanded use of technology. For a listing of upcoming TIMTC activities, visit [www.freightmobility.com](http://www.freightmobility.com).

Visit us online to order copies of ATRI’s research reports
http://www.atri-online.org