



 **OUR** ROADS
RESPONSIBILITY

Program Toolkit
& Partnership Opportunities





OUR ROADS
RESPONSIBILITY
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Introduction

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About the *Our Roads, Our Responsibility* Program

Our Roads, Our Responsibility is a safety education campaign to help drivers, pedestrians, and bicyclists operate safely around commercial motor vehicles. The campaign supports the Agency's core mission: reducing crashes, injuries and fatalities involving large trucks and buses. The campaign features a wide variety of materials, including infographics, tip sheets, radio PSAs, and digital ads, among others.



Introduction

Spread the Word: How to Use the *Our Roads, Our Responsibility* Toolkit

FMCSA encourages the industry, safety organizations, community groups, individuals and all stakeholders to share these important safety messages. Download and use digital campaign assets in this toolkit on your website, social media platforms, and email. You may download and print the tip sheets for distribution at conferences, community fairs and other events. Each section of the toolkit features some additional ideas and tips for spreading the word.



Partnership Opportunities

FMCSA welcomes the opportunity to work with organizations that believe in the importance of road safety. Partnership initiatives can include developing new campaign materials together, organizing shared events, or simply leveraging your platforms and networks to help distribute important safety messages. To explore partnership opportunities, please contact Shashunga Clayton, FMCSA Director of Outreach and Education at shashunga.clayton@dot.gov.



Display

This large-format design can be used as a poster or display at conferences or community events, or even projected on a wall. It's also proportioned to serve as a billboard.

Download display banner [here](#)



Print Collateral

Download tip sheets [here](#)

Tip Sheets

You can download, print and distribute these tip sheets designed for bicyclists and pedestrians, professional bus and truck drivers, and auto drivers.

You can also feature and share them as PDF files through email or your website.

Tips for Bicyclists & Pedestrians



Bicyclists and pedestrians present safety concerns on the road for all drivers: they are slower than motor vehicles, lack protection in a crash, and are hard for drivers to see – particularly those driving trucks and buses. It's vital that bicyclists and pedestrians also understand the risk of large trucks and buses, and be proactive in staying safe.

- 1. Stay Out of the Blind Spots**
Never walk or ride too close to a large truck or bus. These vehicles have huge blind spots in the front, back, and on the sides, which make it difficult for the drivers to see pedestrians and bicyclists around them. Always assume the driver does not see you and take extra care. If you can't see the driver in the vehicle mirrors, the driver can't see you. Never walk or ride behind a truck or bus while it is backing up; drivers often cannot see directly behind the vehicle.
- 2. Prepare for Wide Turns**
If a large vehicle is stopped at an intersection or is about to turn right, never walk or ride between the vehicle and the curb. Commercial vehicles make wide turns and could easily hit you as they complete the turn.
- 3. Respect Long Stopping Distances**
Large blind spots and long stopping distances can be a deadly combination. Never cross in front of a moving truck, or cut in too close after passing a truck or bus on a bike.
- 4. Make Yourself Visible**
Wear bright clothing during the daytime. At night or during bad weather, wear reflective clothing, use reflectors and lights on your bike, and carry a flashlight and/or wear a headlight while walking.
- 5. Obey Traffic Laws, Signals, and Signs**
Cyclists must stop at red lights and stop signs and should ride with the flow of traffic. Pedestrians should obey signals and cross at intersections and crosswalks. Never assume that because you have the right of way drivers will see you and yield.
- 6. Stay Alert and Undistracted**
Listening to music leaves a rider or pedestrian unable to hear sirens, horns, and other warnings. Earbuds in combination with cellphones often result in pedestrians who walk into other people – or out into traffic –




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More Safety Tips For Pedestrians



- 1. Watch Your Walkways**
Walk on sidewalks and in crosswalks whenever possible. Pay attention to walk signals. Never stand in the street while waiting to cross. Keep a safe distance back when standing on corners as turning trucks and buses occasionally run up onto sidewalk corners and curbs.
- 2. Be Extra Alert in Parking Lots, Filling Stations, and Rest Stops**
Locations where trucks must back up and navigate tight spaces can be particularly dangerous. Be careful to stay out of the way (and out of blind spots).
- 3. Take Extra Care at Bus Stops**
Before crossing in front of a stopped bus, make sure the bus is not about to proceed, and that the driver sees you.
- 4. Watch for Wide Loads**
Trucks with wide loads have especially limited visibility and difficulty maneuvering. They make even wider right turns, require more space, and take even longer to stop. Keep your distance when walking around wide load carriers.

More Safety Tips For Bicyclists



- 1. Wear Your Helmet**
Always wear a well-fitting, properly situated safety helmet when riding – riding into a truck or bus is equivalent to hitting a steel wall.
- 2. Stay Aware of Traffic**
Always be aware of the traffic around you, especially when riding near large trucks and buses. Watch for signals and brake lights. Signal well in advance, but never assume that drivers see your hand signals. Always ride defensively.
- 3. Check Your Brakes**
Always check your brakes before riding. You must be ready to stop quickly – never assume a truck or bus will be able to stop fast enough.




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Tip Sheets

Tips for CMV Drivers



- 1. Defense! Defense!**
Commercial drivers have to be constantly vigilant to detect unexpected road conditions, distracted drivers, and motorists who don't understand how commercial vehicles operate. Scan ahead about 15 seconds (a quarter mile on interstates, or one to two blocks in cities) for traffic issues, work zones, and other dangers. Check mirrors every 8-10 seconds to be aware of vehicles entering your blind spots.
- 2. Signal for Safety**
Signal and brake to give other drivers plenty of time to notice your intent. If you must pull off the road, use flashers, reflective triangles, and road flares to alert approaching drivers.
- 3. Know When to Slow Down**
Driving too fast for weather or road conditions, or failing to slow down for curves or ramps, create risks for spills, rollovers, and crashes.
- 4. Maintain Your Vehicle**
Make sure pre-trip safety inspections are completed, particularly for tires and brakes. Your life depends on them. Make sure your load is well balanced and secure, as a shifting load can cause a rollover or loss of control.
- 5. Buckle Up**
Use your seat belt every time. Seat belts save lives, reduce injuries, and allow drivers to stay inside and in control of their vehicles in case of a crash. In 2014, 30% of truck drivers involved in fatal crashes were partially or totally ejected from their vehicles.
- 6. Stay Sharp**
Get enough rest – don't drive when you're fatigued, too ill to focus, or on medications (including over-the-counter medicine) that make you drowsy or dizzy.
- 7. Get the Right Information for Trip Planning**
Stay up to date on weather, road conditions, detours, and mountainous routes in order to plan driving time. Be aware that non-commercial navigation systems and apps may not provide warning of height and weight limitations and other commercial vehicle restrictions.
- 8. Practice Work Zone Safety**
Work zones present many hazards, like lane shifts, sudden stops, uneven road surfaces, moving workers and equipment, and confused passenger vehicle drivers. In 2014, 30% of fatal work zone crashes involved at least one large truck compared to only 11% of all fatal crashes

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– so it's vital to take work zone safety seriously. Slow down, maintain extra following space, and be prepared to stop. Obey all work zone signs and signals. Scan ahead for changing traffic patterns and be alert to vehicles entering your blind spots. Keep a sharp eye out for road workers and flag crews.

9. Never Drive Distracted
Texting is among the worst driving distractions. The odds of being involved in a crash, near-crash, or unintentional lane deviation are 23.2 times greater for truck and bus drivers who are texting while driving. Research shows that drivers texting while driving took their eyes off the forward road for 4.6 seconds on average. At 55 mph, this equates to traveling 371 feet (more than the length of a football field) without looking at the road. It is illegal for a commercial driver to text while driving, and there are restrictions on using mobile phones (devices must be hands free, and dialed using no more than one button).

Eating, drinking, interacting with a navigational device, reading a map, controlling a pet, or any other activity that takes focus off the road can also be a distraction. If you must attend to an activity other than driving, get off at the next exit or pull over – it's not worth the risk.

Find more commercial motor vehicle driving tips at: www.fmcsa.dot.gov/safety/driver-safety/cmv-driving-tips-overview.

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Tips for Driving Safely Around Large Trucks or Buses



Large trucks and buses (commercial motor vehicles, or CMVs) have operating limitations such as large blind spots, long stopping distances, and limited maneuverability that make it essential for other vehicles to put extra focus on safety. Fortunately, you can take simple actions to avoid experiencing or causing problems involving trucks and buses by following these Ten Rules of the Road.

- 1. Stay out of the Blind Spots**
Large trucks and buses have huge blind spots around the front, back, and sides of the vehicle. If you can't see the driver in the truck's side mirror, assume that the driver can't see you. Don't drive in a blind spot – slow down or move ahead to stay visible. Be particularly careful when merging near a truck or bus. You may likely be in a blind spot.
- 2. Pass Safely**
Make sure you can see the driver in the bus or truck's side mirror before passing. Signal clearly, then move into the left lane and accelerate so that you can get past the truck or bus safely and promptly. Don't linger in the blind spot. Make sure the truck or bus is visible in your rear view mirror before you pull in front; give it extra space. Avoid passing trucks and buses on a downgrade where they tend to pick up speed. Never pass from the right lane. When a bus or truck is passing you, stay to the right and slow down slightly. Giving the driver room to pass safely helps get you out of the blind spot quicker. Remember to give trucks and buses plenty of space to merge in front of you when coming off ramps or changing lanes.
- 3. Don't Cut It Close**
Cutting in too close in front of another vehicle is always dangerous, but it's especially dangerous to cut off a bus or large truck. If you move in quickly from either side, you're likely to be in a blind spot so the driver may not see you in time. Even if you're visible, the vehicle may not be able to slow quickly enough to avoid a crash because of the amount of time it takes to stop.
- 4. Stay Back**
Tailgating a truck or bus presents added dangers. It puts you in a blind spot. Because trucks are so high off the ground, if you fail to stop in time (or get hit from behind) your vehicle could slide under the truck, with devastating results.

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Getting too close when stopped is also dangerous – particularly on an upgrade, where a bus or truck might roll back.

5. Anticipate Wide Turns
Buses and trucks require extra turning room – they swing wide, or may even initiate a turn from a middle lane. If a truck or bus has its turn signal on, never try to squeeze by it or get between the vehicle and the curb. When you stop at an intersection, never "block the box" or stop in front of the line, as buses and trucks require that space to complete turns safely.

6. Be Patient
Trucks and buses have operating restrictions, and sometimes use technology like speed limiters. Honking, driving aggressively, or weaving through traffic won't make the trip faster, but can cause dangerous distractions and crashes.

7. Buckle Up
Wearing your seat belt is one of the most important things that you and your passengers can do to save your lives. A seat belt may keep you in your seat and help you maintain control of your vehicle. The safest place for kids is in the backseat, buckled up or in a car seat. Be safe and always buckle up!

8. Stay Focused
Never attend to a text, a call, GPS, or an app while driving. Distracted driving can be as dangerous as driving impaired. Even eating while driving or adjusting your radio can take your eyes off the road long enough for a crash to occur. Don't underestimate the speed (or overestimate the distance) of a truck or bus, particularly when making turns, merging, or changing lanes.

9. Don't Drive Fatigued
Take regular breaks, get another driver to relieve you, or get off the road and find a safe place to rest.

10. Never Drive Under the Influence of Alcohol or Drugs
Alcohol and other drugs impair both judgment and reaction time. There is no safe limit for drinking before driving. Many prescription medications and over-the-counter drugs cause dizziness or sleepiness, and can slow reaction time. If your medication has a warning, take it seriously – have someone else drive or find another way to your destination.

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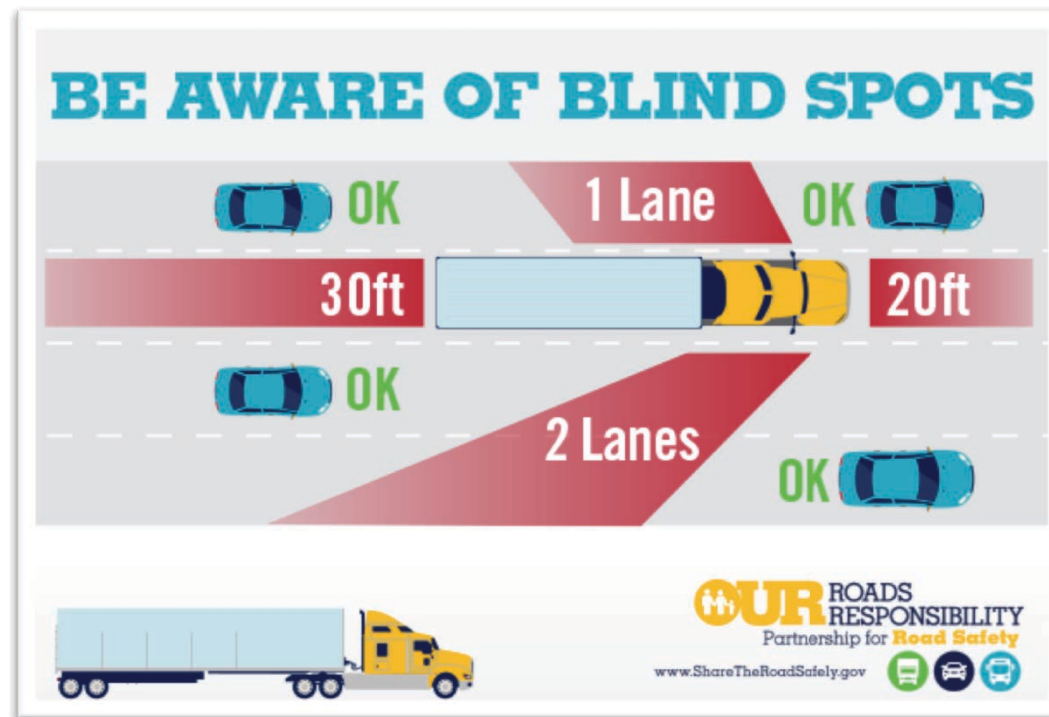
Print Collateral

Postcards

FMCSA can provide postcards for distribution at events or by mail. There are four different messages.

For information on ordering, email OurRoads@dot.gov or call 202-493-0472.

Download postcard [here](#)



Front



Back

Print Collateral

Postcards

You can order quantities of a single postcard, all four or any combination.

For information on ordering, email OurRoads@dot.gov or call 202-493-0472.

Download postcard [here](#)



Front



Back

Print Collateral

Postcards

Postcards can be used as handouts for events like community fairs.

For information on ordering, email OurRoads@dot.gov or call 202-493-0472.

Download postcard [here](#)



Front



Back

Print Collateral

Postcards

Postcards can be shared at public spaces like libraries or mailed to your distribution list.

For information on ordering, email OurRoads@dot.gov or call 202-493-0472.

Download postcard [here](#)



Front



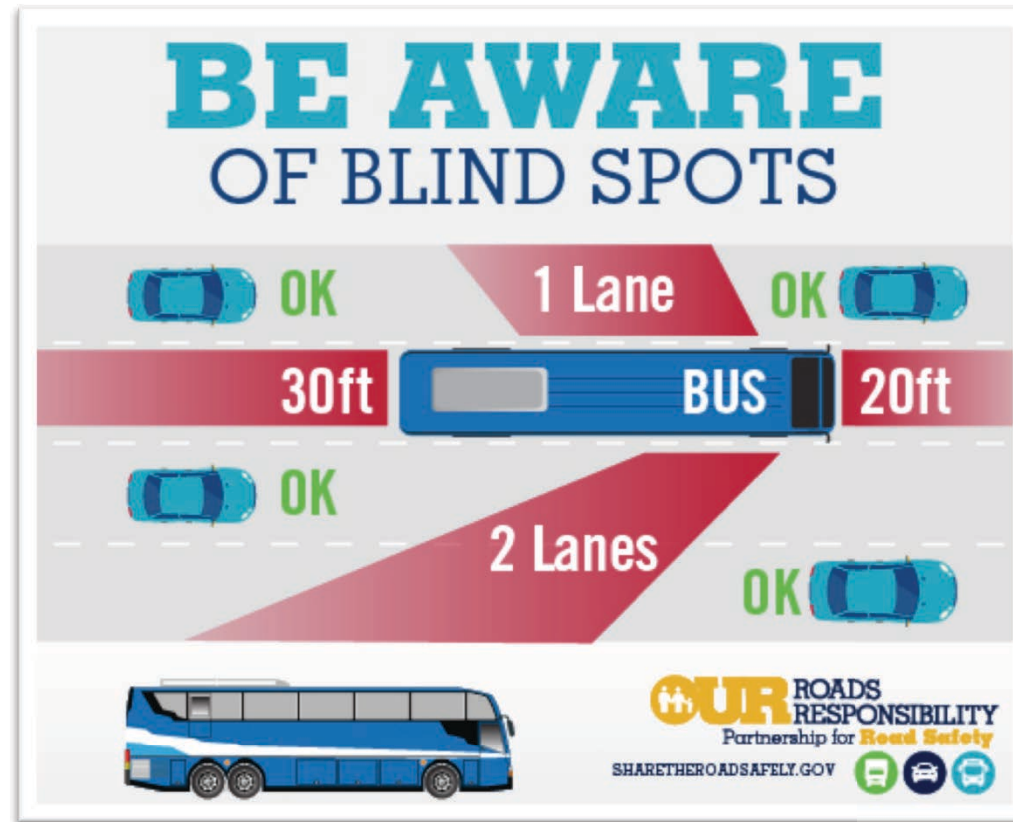
Back

Digital Assets

Infographics

A variety of infographics provide clear, simple messages about the specific operating challenges that buses and trucks face. You can share these through social media (see the sample messages in this toolkit) and email, and feature them on your website.

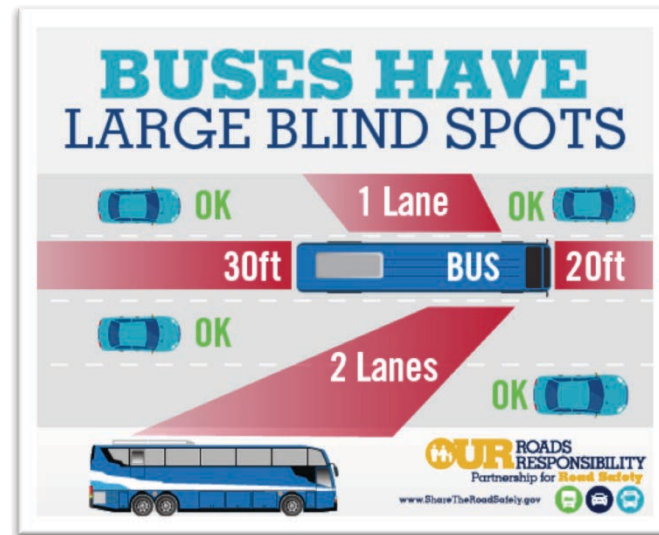
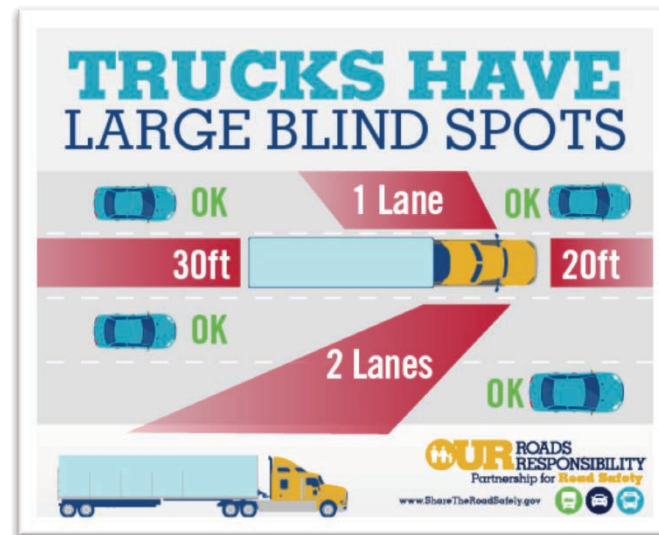
Download infographics [here](#)



Digital Assets

Download graphics [here](#)

You can download the **Bus and Truck Digital Assets** for a variety of uses, including for use online and as shareable social graphics. Consider using them in series as part of a social campaign on a weekly basis.



Digital Assets

Download graphics [here](#)

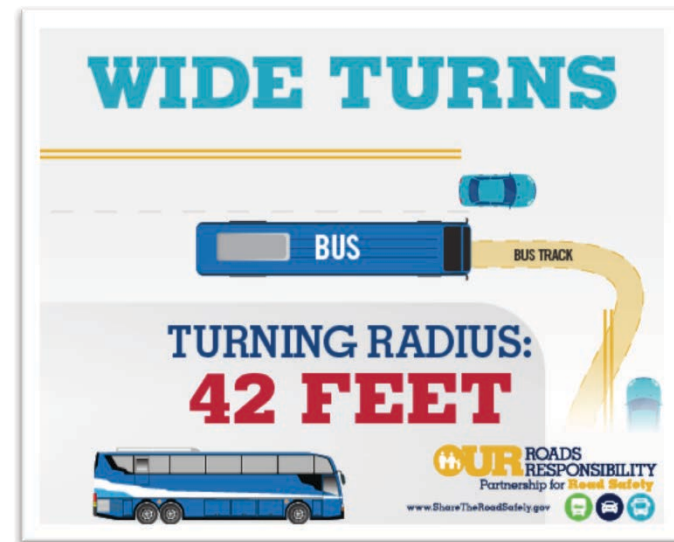
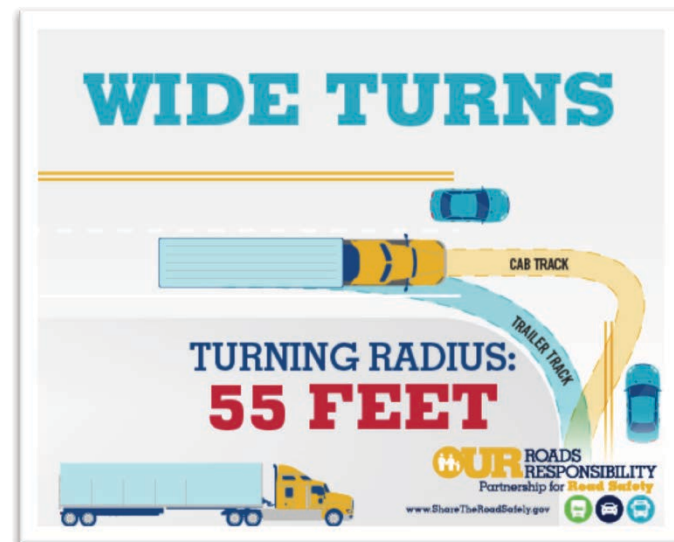
Bus and Truck Digital Assets (Continued)



Digital Assets

Download graphics [here](#)

Bus and Truck Digital Assets (Continued)



Digital Assets

Sample Content

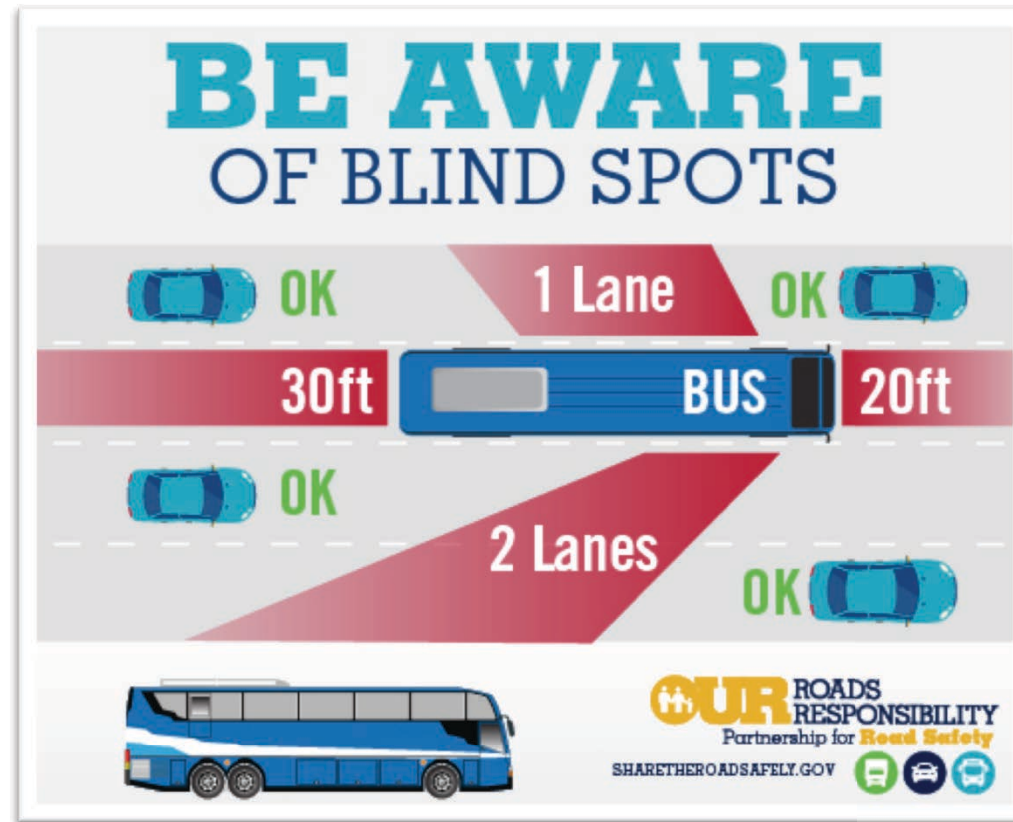
We encourage you to actively join the *Our Roads, Our Responsibility* campaign by spreading the word about driving safely around large trucks and buses to all your friends, family and colleagues.

Download infographics [here](#)

Long Stops:

Suggested Facebook Post: Did you know a truck can weigh up to 80,000 pounds? That's 20 to 30 times the weight of a regular vehicle. Because of their weight, it takes trucks an extra long distance to stop. Be smart and don't cut off your bigger neighbors on the road! #OurRoads

Suggested Twitter Post: Did you know a truck can weigh up to 80,000 lbs? Imagine how long it takes to stop! Don't cut off your neighbors on the road. #OurRoads



No Zones:

Suggested Facebook Post: Large trucks and buses have huge blind spots, or “No Zones.” If you can't see the driver in the vehicle's side mirror, assume the driver can't see you! #OurRoads

Suggested Twitter Post: Large trucks and buses have huge blind spots, or “No Zones.” If you can't see the driver, assume the driver can't see you! #OurRoads

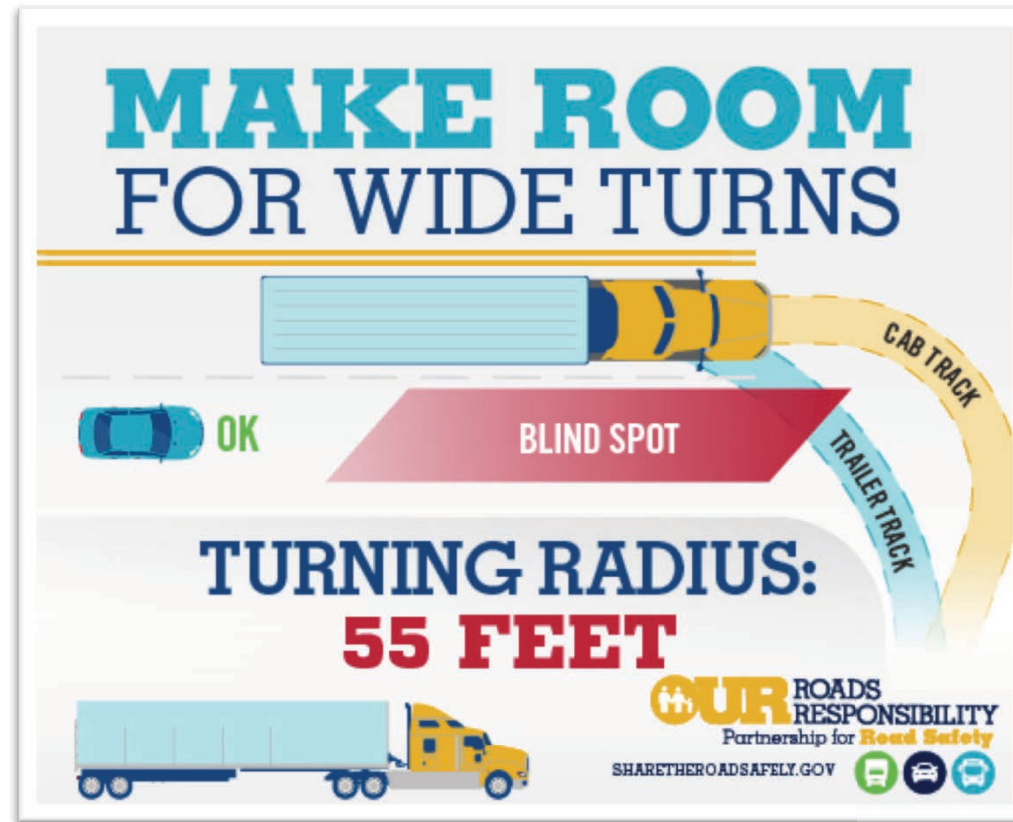


Digital Assets

Sample Content (Continued)

Your efforts to share content and graphics on social media could save a life!

Download infographics [here](#)



Wide Turns:

Suggested Facebook Post: Commercial vehicles require extra room to turn. If a truck or bus has its turn signal on, never try to squeeze by or get between the vehicle and the curb. #OurRoads

Suggested Twitter Post: Commercial vehicles require extra room to turn. If a truck or bus has its turn signal on, don't try to squeeze by! #OurRoads

Work Zones:

Suggested Facebook Post: 30% of fatal crashes in work zones involved at least one large truck. Stay alert, be aware of your surroundings, and obey all work zone signs and signals. #OurRoads

Suggested Twitter Post: 30% of fatal crashes in work zones involved at least one large truck. Stay alert and obey all work zone signs and signals. #OurRoads



Digital Assets



Sample social media content on FMCSA's Twitter account.

FMCSA @FMCSA Following

Driving around large trucks & buses requires special consideration. Get tips here: bit.ly/2aVlom4 #OurRoads

RETWEETS 15 LIKES 6

1:48 AM - 18 Aug 2016

FMCSA @FMCSA Following

Driving around large trucks & buses requires special consideration: bit.ly/2aVlom4 #OurRoads

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RETWEETS 1 LIKES 8

8:12 AM - 14 Aug 2016

FMCSA @FMCSA Following

Stop time & distance greater for trucks & buses esp. w/ heavy loads or poor roads: bit.ly/2bq82Ad #OurRoads

BE AWARE LONG OF STOPPING DISTANCES

Trucks Traveling 65 MPH Will Take up to **Two Football Fields** to STOP

RETWEETS 9 LIKES 2

9:50 AM - 23 Aug 2016

FMCSA @FMCSA Following

New Fast Lane Blog - Making Our Roads Safer s a Shared Responsibility: bit.ly/2bcXGR3

RETWEET 1 LIKE 1

1:39 AM - 12 Aug 2016



Digital Assets



Sample content on FMCSA's Facebook account.

Federal Motor Carrier Safety Administration
 August 18 at 11:10am

Large trucks and buses have operating limitations such as large blind spots, long stopping distances, and limited maneuverability that make it essential for other vehicles to put extra focus on safety. Fortunately, you can take simple actions to avoid experiencing or causing problems involving trucks and buses by following these "Rules of the Road." FIRST TIP: Stay out of the "No Zones." <http://bit.ly/2bq82Ad>

STAY OUT OF BLIND SPOTS

Tips for Driving Safely Around Large Trucks or Buses
 Large trucks and buses (commercial motor vehicles or CMVs) have operating limitations such as large blind spots, long stopping distances, and limited maneuverability that make it essential for other vehicles to put extra focus on...

FMCSA.DOT.GOV

Like Comment Share

145

282 shares 9 Comments

Federal Motor Carrier Safety Administration
 August 11

Safety is a shared responsibility for all drivers, riders, and pedestrians who share our streets and roads, but driving around large trucks and buses requires special consideration. FMCSA's Our Roads, Our Responsibility campaign seeks to improve public awareness and education in order to help reduce crashes. See more: <http://bit.ly/2aZwsNf>.

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Like Comment Share

31

39 shares 4 Comments

Federal Motor Carrier Safety Administration
 August 23 at 12:49pm

The stopping distance for a large truck or bus is much greater than that of an ordinary car or pickup. Even under ideal weather and road conditions, the stopping distance for a fully loaded tractor-trailer can be nearly two football fields in length. TIP: Stay Back! <http://bit.ly/2bq82Ad>.

BE AWARE LONG OF STOPPING DISTANCES

Trucks Traveling 65 MPH Will Take up to **Two Football Fields** to STOP

Tips for Driving Safely Around Large Trucks or Buses
 Large trucks and buses (commercial motor vehicles or CMVs) have operating limitations such as large blind spots, long stopping distances, and limited maneuverability that make it essential for other vehicles to put extra focus on...

FMCSA.DOT.GOV

Like Comment Share

You and 87 others

194 shares 7 Comments

Federal Motor Carrier Safety Administration
 August 12 at 2:37pm

"FMCSA aims to raise awareness among the general public about operating safely around and sharing the road with large trucks and buses. Understanding the safety challenges commercial motor vehicles (CMVs) face, along with some simple adjustments in driving behavior, can help drivers, bicyclists and pedestrians avoid dangerous situations and improve safety." <http://bit.ly/2bcXGR3>

FAST
 The Official Blind Spot

Making Our Roads Safer is a Shared Responsibility

Making Our Roads Safer is a Shared Responsibility

Like Comment Share

42

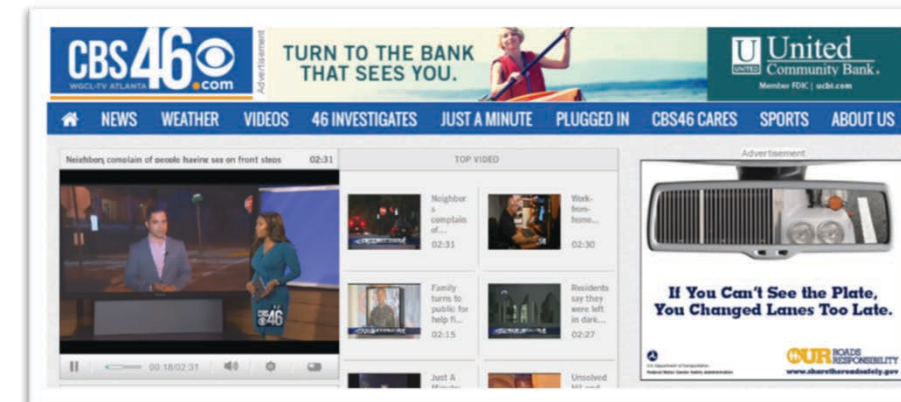
40 shares 4 Comments



Digital Assets

Download graphics [here](#)

A Variety of Banner Displays are available for distributing *Our Roads, Our Responsibility* messages digitally. Feel free to feature them on your digital platforms.



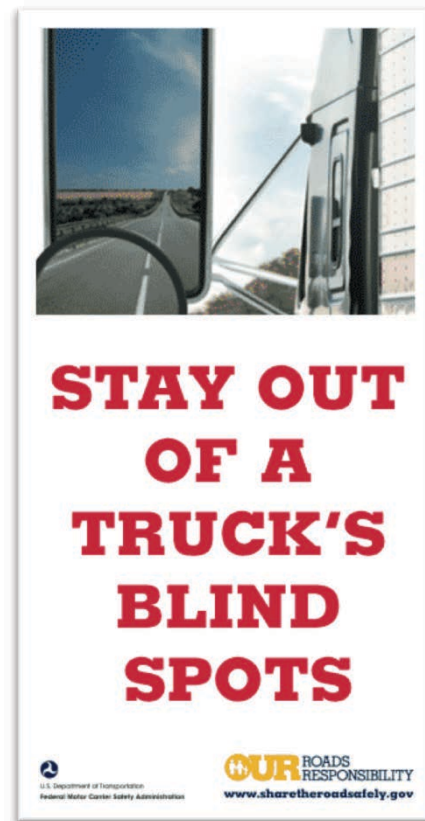
Digital Assets

Download graphics [here](#)

You can download and distribute the **Digital Ads** for use on any relevant websites that have agreed to post them. The ad sizes are standard "ad units" that are universally used across the web.



Maneuvering Display - 300 x 250



Blind Spot Display - 300 x 600



Maneuvering Display - 300 x 600



Maneuvering Digital Banner - 728 x 90

Additional Assets

The **Radio Spots** convey key components of the campaign’s messaging for listening audiences. Listen to the Radio Spots via the links below. You are welcome to incorporate them in presentations or see if local radio stations would be willing to air them as public service announcements.



:30 Seconds – **Obstructed View**
youtu.be/7-6FqzVWXXU



:15 Seconds – **Stopping Time**
youtu.be/8hLcKMKMXfg



:30 Seconds – **Six Seconds**
youtu.be/R4sv5-T8SiI



:05 Seconds – **Reminder**
youtu.be/2BNzEZEEdSfc

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Thank You!

Your efforts to share these important safety messages can go a long way to helping make our roads safer for all of us.

For more shareable *Our Roads, Our Responsibility* collateral, please visit the [Outreach Materials page](#).

