



Ticketing Aggressive Cars and Trucks A HIGH-VISIBILITY TRAFFIC ENFORCEMENT PROGRAM

TACT State Resource Toolkit



A Program Administered by the
Federal Motor Carrier Safety Administration



U.S. Department
of Transportation

**Federal Motor Carrier
Safety Administration**

Administrator

1200 New Jersey Avenue, SE
Washington, DC 20590

Refer to: MC-ESO

July 14, 2008

Dear Transportation Safety Partner,

I am pleased to present you with this comprehensive resource guide, *Sharing Ideas to Save Lives*, to further support States' and local governments' efforts in developing a *Ticketing Aggressive Cars and Trucks* (TACT) Program. It contains what you need to know to plan and implement a TACT high-visibility traffic enforcement program to reduce the number of passenger vehicles and commercial motor vehicle collisions in your State.

The *Sharing Ideas to Save Lives* toolkit provides a step-by-step guide for developing a strong program foundation. It also provides steps for developing the three main components of a TACT Program — enforcement, communications, and evaluation — and offers recommendations for sustaining the positive impact it will have in your community. To develop and expand partnerships, it includes fact sheets, talking points, a brochure, and a PowerPoint presentation. To improve media relations, it includes a press release, a media advisory, and media interview tips. To communicate safe driving behavior to the public, it includes a radio script, print advertisements, signs, banners, and posters. All graphics and templates are contained on a CD-ROM for easy customization.

The resources and recommendations included in this toolkit are based on the successful TACT demonstration pilot study that was conducted in Washington State in 2005, and from other TACT pilot programs in Georgia, Kentucky, and North Carolina. Targeting the unsafe behaviors of cutting off, tailgating, and speeding around commercial motor vehicles, the Washington State model program proved to be very effective. After the intervention period, passenger car drivers showed an increased awareness of the TACT messages, up 49.6 percent before the program started. The pilot program also showed a significant 23 percent reduction in violations at the intervention sites compared with no change at the control site.

Since the Washington State pilot program, four additional States — Georgia, Kentucky, North Carolina, and Pennsylvania — have started TACT Programs and, together, have established the TACT State Peer Exchange Network (T-SPEN) with support from the Federal Motor Carrier Safety Administration under the U.S. Department of Transportation. Through the T-SPEN Network, these five States are leading the way for others to share ideas and save lives throughout the United States.

If you are considering or are currently in the process of planning a TACT Program, I am sure that you will find this resource invaluable. If you do not have a program in progress, I encourage you to review this guide and get started on planning a TACT Program for your State today. I urge you to do so because it will take every State, working together and sharing ideas to change risky driving behaviors on our Nation's roadways and to, ultimately, save lives.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'John H. Hill', written over a circular flourish.

John H. Hill

Enclosure

SHARING IDEAS TO SAVE LIVES

What is TACT?

The *Ticketing Aggressive Cars and Trucks* (TACT) Program is an evidence-based traffic enforcement model that can help States reduce crashes between large trucks and passenger vehicles, by promoting safe driving behavior around commercial motor vehicles (CMVs).

The TACT uses targeted enforcement with extensive communications outreach and continuous evaluation measures to educate motorists on how to safely share the roadway with each other.

This model is based on the Washington State TACT pilot program that confirmed that intense, selective traffic enforcement that is well-publicized can positively impact a driver's knowledge, attitudes, and behaviors while driving around large trucks. When compared with its control sites, the Washington State pilot intervention sites showed a 23 percent reduction in violations.

The Washington State TACT demonstration project was the result of a 2004 congressional directive for the National Highway Traffic Safety Administration (NHTSA) and the Federal Motor Carrier Safety Administration (FMCSA) to work together in educating passenger car drivers on how to drive safely around CMVs.

The NHTSA and FMCSA asked the Washington Traffic Safety Commission (WTSC) to develop the TACT Program based on the Selective Traffic Enforcement Program (STEP). STEP is a Canadian intervention model that combines intensive enforcement of a specific traffic safety law with extensive communication, education, and outreach informing the public about the enforcement activity. The NHTSA's campaign, *Click It or Ticket*—a well-known safety belt enforcement program—was also designed under the STEP model.

In 2005 President George W. Bush signed the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), requiring States to conduct comprehensive and high-visibility traffic enforcement and commercial motor vehicle safety inspection programs in high-risk locations and corridors. States are encouraged to utilize basic grant funding from the Motor Carrier Safety Assistance Program (MCSAP) and apply for incentive and high-priority grants to support TACT Programs. **Grants.gov** is another resource for States to seek funding and grants opportunities.

Four other States—Georgia, Kentucky, North Carolina, and Pennsylvania—are also implementing TACT Programs. These States have formed a TACT State Peer Exchange Network (T-SPEN) to share lessons learned, resources, and approaches in saving lives by reducing crashes between passenger and commercial motor vehicles. Be sure to visit <http://www.fmcsa.dot.gov/tact> to learn more about what Washington and the other States are doing with their TACT Programs.

In 2004, more than 5,000 people died in large truck crashes on our Nation's highways, with nearly 4,000 of those being the result of passenger vehicles and trucks colliding.



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Talking Points

- Nationally, in 2004 more than 5,000 people died in large truck crashes, with nearly 4,000 of those being the result of passenger vehicles and trucks colliding.
- In 2004, Congress directed the National Highway Traffic Safety Administration (NHTSA) and the Federal Motor Carrier Safety Administration (FMCSA) to work together to educate passenger car drivers on how to share the roadway safely with commercial motor vehicles (CMVs).
- A *Ticketing Aggressive Cars and Trucks* (TACT) interagency committee was developed that resulted in the first TACT pilot demonstration study held in Washington State in 2005. The FMCSA and NHTSA provided grants and Washington State provided in-kind contributions to fund the project.
- The Washington State TACT Program was based on the Selective Traffic Enforcement Program (STEP), a Canadian intervention model that combines intensive enforcement of a specific traffic safety law with extensive communication, education, and outreach informing the public about the enforcement activity.
- Another widely publicized campaign based on the STEP model was NHTSA's campaign, *Click It or Ticket*—a well-known safety belt enforcement program which was also designed under the STEP model.
- The Washington State TACT pilot program targeted the unsafe behavior of “cutting off” trucks. Other unsafe driving behavior includes unsafe lane changes, tailgating, failure to signal lane changes, failure to yield the right-of-way, and speeding).
- The purpose of a TACT Program is to:
 - Reduce the number of crashes, injuries, and fatalities on our Nation's roadways.
 - Increase public awareness about unsafe driving behaviors around commercial vehicles (i.e., cutting off trucks, tailgating, and/or speeding).
- Georgia, Kentucky, North Carolina, and Pennsylvania are also implementing TACT Programs. These States have formed a TACT State Peer Exchange Network (T-SPEN) to share lessons learned, resources, and approaches in saving lives by reducing crashes between passenger and commercial motor vehicles.
- States are required to conduct comprehensive and high-visibility traffic enforcement and commercial motor vehicle safety inspection programs in high-risk locations and corridors through the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU).
- The Motor Carrier Safety Assistance Program (MCSAP) and **Grants.gov** are two incentive grants for States to fund a TACT Program.



Media Interview Tips and Techniques

Remember the 4 B's

Be Prepared

Be Quotable

Be an Educator

Be in Control

Kiss

Keep it short and simple. Stick to your message. Revisit your messages and themes throughout the interview since that's your reason for being there.

Flagging

This is a technique in which you use language and your voice to alert the audience that what you are about to say is important. For example, you might say, "This last point is particularly important..."

Bridging

Another way to keep control is to get the reporter to ask you a question by introducing it yourself. For example, "A related question to what you're saying is..." or "You might also want to ask..." or "If you are asking me..."

Hooking

This technique forces reporters and viewers to take in more information than anticipated. An example may be, "In answer to your question, the first important point is..., the second is...and the third is..."

Dos and Don'ts

1. Don't wear white, plaid, or check patterns. It's best to wear blue, black, or brown clothing. Television makes you look 10 pounds heavier, so a darker color will be more flattering.
2. Don't wear glasses with reflective lens coating. Wear non-reflective glasses or contact lenses.
3. Don't use "shop talk" and acronyms during interviews.
4. Don't use inappropriate facial expressions for your message.
5. Don't send the wrong body signals.
6. Don't respond to questions with "yes" and "no" answers. Use representative phrases and elaborate.
7. Don't answer a question in the negative. (Nixon: "I am not a crook.")
8. Don't arrive late for your interview.

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T-SPEN—

Leading Today for a Safer Tomorrow

FMCSA established the TACT State Peer Exchange Network (T-SPEN) to assist other States with their TACT Programs. The *Ticketing Aggressive Cars and Trucks* (TACT) State Peer Exchange Network (T-SPEN) is a group of State and local stakeholders participating in the TACT Program who are taking the lead in sharing approaches to save lives by reducing crashes between passenger and commercial motor vehicles. The States currently participating in T-SPEN include Georgia, Kentucky, North Carolina, Pennsylvania, and Washington.

Vision

The vision of T-SPEN is to serve as the national information resource for TACT Programs.

Mission

The mission of T-SPEN is achieved through three primary activities:

- Supporting the sharing of lessons learned among interested and participating TACT States
- Bringing Federal, State, and local resources together to educate the public about safety around big trucks
- Finding the best approaches to save lives through enhanced education and outreach efforts across the Nation

For further information on T-SPEN, send an email to tactinfo@dot.gov.

Members

Current T-SPEN Representatives		
1	Georgia	Major Christopher Long
2	Georgia	Major Wayne Beck
3	Georgia	Jan Childers
4	Kentucky	Thad Sullivan
5	North Carolina	Myra Beckers
6	North Carolina	Captain George Gray
7	Pennsylvania	Lieutenant Raymond Cook
8	Washington	Lieutenant Kevin Zeller
9	Washington	Penny Nerup
10	FMCSA	Gladys Cole
11	FMCSA	Brian Ronk



Meetings

T-SPEN meets via Web calls on a monthly basis and face-to-face periodically throughout the year. On Monday February 25, 2008, T-SPEN held its first in-person meeting at the Crowne Plaza Hotel, Orlando Airport in Orlando, Florida. The session gave members an opportunity to discuss lessons learned from their TACT Programs, brainstorm how the group will serve as mentors and advocates to new States entering the program, and develop plans and action items for the TACT Forum 2008. The Web calls held to date are as follows:

- November 9, 2007
- December 18, 2007
- January 22, 2008
- March 4, 2008
- March 13, 2008
- April 10, 2008
- May 13, 2008
- June 10, 2008



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Things to Consider Before Applying for Grant Funding

States that are interested in submitting a *Ticketing Aggressive Cars and Trucks* (TACT) proposal should demonstrate an understanding of the requirements. Use the checklist below to get a better impression of whether your State has the infrastructure to support a comprehensive high-visibility TACT Program.

1. Do we (the State) understand the basics of the TACT model? Yes ☐ No ☐
2. Are we interested in pursuing a TACT Program? Yes ☐ No ☐
3. Will a TACT Program have a sufficiently high priority within our State? Yes ☐ No ☐
4. Do we have, or can we get, the project team and member expertise in:
 - A. High-visibility enforcement project management and oversight? Yes ☐ No ☐
 - B. Financial management? Yes ☐ No ☐
 - C. Research, evaluation, and data analysis? Yes ☐ No ☐
 - D. Crash data acquisition and analysis? Yes ☐ No ☐
 - E. Communications, media markets, and media buying? Yes ☐ No ☐
 - F. Engaging enforcement agencies? Yes ☐ No ☐
5. Can we develop goals for the project by:
 - A. Using State statistics or prior research? Yes ☐ No ☐
 - B. Identifying violations and unsafe practices to focus on? Yes ☐ No ☐
 - C. Tying goals to communication, enforcement, and evaluation? Yes ☐ No ☐
6. Can we design the project and provide descriptions and rationale for:
 - A. High-risk corridors to implement the program? Yes ☐ No ☐
 - B. Control corridors? Yes ☐ No ☐
 - C. Determination of the time periods for the interventions? Yes ☐ No ☐
 - D. Law officer training? Yes ☐ No ☐
 - E. Media markets? Yes ☐ No ☐
 - F. The number of enforcement and communication waves? Yes ☐ No ☐



7. Can we develop a Communication Plan that will:
 - A. Increase awareness of safe and unsafe driving behaviors? Yes ☐ No ☐
 - B. Increase perceived risk of receiving a ticket for a violation? Yes ☐ No ☐
 - C. Use the following types of media:
 - (1) Paid media (e.g., radio placements, television spots, and print ads) Yes ☐ No ☐
 - (2) Unpaid media (e.g., press event, news stories on television, articles in newspapers, and fliers distributed by businesses) Yes ☐ No ☐
 - (3) Web-based outreach (e.g., newsletters or announcements) Yes ☐ No ☐
 - (4) Specialized materials (e.g., signs on trucks) Yes ☐ No ☐
 - D. Maximize impact and reduce cost? Yes ☐ No ☐
8. Can we develop an Enforcement Plan that will:
 - A. Maximize resources in selected areas? Yes ☐ No ☐
 - B. Develop tactics for each of the law enforcement groups? Yes ☐ No ☐
 - C. Address specific driving behaviors? Yes ☐ No ☐
9. Can we develop an Evaluation Plan that will:
 - A. Use valid and reliable data collection methods for measuring changes in:
 - (1) Awareness? Yes ☐ No ☐
 - (2) Unsafe driving behaviors? Yes ☐ No ☐
 - (3) Crashes? Yes ☐ No ☐
 - B. Allow the comparison of data before and after the intervention(s)? Yes ☐ No ☐
 - C. Allow comparisons between intervention and control sites? Yes ☐ No ☐
 - D. Make use of appropriate process measures? Yes ☐ No ☐
10. Can we conduct the necessary reporting and follow-up activities such as:
 - A. Briefings to key stakeholders? Yes ☐ No ☐
 - B. Final report? Yes ☐ No ☐
 - C. Reward and recognition of team? Yes ☐ No ☐
11. Can we develop a proposed project budget for:
 - A. Project management? Yes ☐ No ☐
 - B. Enforcement? Yes ☐ No ☐
 - C. Media? Yes ☐ No ☐
 - D. Evaluation? Yes ☐ No ☐
12. Can we develop and adhere to a reasonable timeline for the activities? Yes ☐ No ☐

If you answered “yes” to many of the questions, you may use the *TACT Proposal Outline* found later in this section to assist in your proposal preparation process. If you answered many of the questions with a “no,” your State may not be ready to implement a TACT Program.

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Funding Sources

States can fund a TACT Program through the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) funding and two other high priority, incentive grants: the Motor Carrier Safety Assistance Program (MCSAP) and **Grants.gov**.



SAFETEA-LU

In 2005 President George W. Bush signed the SAFETEA-LU Act. Under section 4106 of this program, States are required to conduct comprehensive and high-visibility traffic enforcement and commercial motor vehicle safety inspection programs in high-risk locations and corridors and can receive funding through SAFETEA-LU. To fund a TACT Program through SAFETEA-LU, States must have a State Highway Safety Improvement Program (based on an approved Strategic Highway Safety Plan [SHSP]) in effect.

MCSAP

The MCSAP is a Federal grant program that provides financial assistance to States to reduce the number and severity of crashes and hazardous materials incidents involving commercial motor vehicles. States can apply for MCSAP incentives and high-priority grants for TACT. Information on the 2008 MCSAP High Priority Grant Opportunities can be found in **Grants.gov** (type “TACT” into the search field).

Grants.gov

Grants.gov is a central storehouse for information on over 1,000 grant programs and an access to approximately \$400 billion in annual awards. By registering on this site, States can apply for grants from 26 Federal grant-making agencies.



How to Apply for Grants to Support Your TACT Program

TACT Proposal Outline

States interested in applying for Motor Carrier Safety Assistance Program (MCSAP) funding for a *Ticketing Aggressive Cars and Trucks* (TACT) program may use the outline below to assist in the grant proposal preparation process.

1. Brief description of the proposed TACT project for your State
2. Description of the project team and member expertise
 - A. Project management and oversight
 - B. Financial expertise
 - C. Research, evaluation, and data analysis experience
 - D. Knowledge of communications, media markets, and media buying
 - E. Participation of enforcement agencies
3. Goals of the project
 - A. Using state statistics or prior research, select the violations and unsafe practices that the project is attempting to reduce
 - B. Tie some goals to the major components of the proposal: communication, enforcement, and evaluation
4. Communication Plan
 - A. Messages to increase awareness of safe and unsafe driving behaviors and risk of receiving a ticket for a violation
 - B. Types of media for communication, for example:
 - (1) Paid media (radio placements, television spots, print ads)
 - (2) Unpaid media (press events, news stories on television or radio, or in newspapers, banners or fliers distributed by local businesses)
 - (3) Web-based outreach (E-newsletters or announcements)
 - (4) Specialized materials (roadway signs and signs on trucks)
 - C. Media buying
 - D. Strategy for maximizing impact and reducing cost

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5. Enforcement Plan
 - A. Enforcement strategy based on resources and selected areas
 - B. Enforcement tactics for each of the law enforcement groups
 - C. Methods to identify and stop dangerous drivers
6. Project Design—Descriptions and rationale for:
 - A. Crash and fatality data used to identify high-risk areas where a TACT Program would have the maximum impact
 - B. Intervention areas where enforcement and communications will be applied
 - C. Control areas which are comparable to the intervention areas (e.g., similar accident rates) but where no intervention activities will be implemented, but are not so close to the intervention areas where there might be overflow from the interventions
 - D. Determination of the time periods for the interventions
 - E. Law officer training
 - F. Media markets
 - G. The number of enforcement and communication waves
7. Evaluation Plan
 - A. Data collection methods
 - B. Validity measures to assess interventions, i.e., knowledge and recall of program messages and themes
 - C. Outcome measures to assess changes in awareness and driver behaviors resulting from the interventions
 - (1) Crash counts
 - (2) Observations of unsafe driving behaviors
 - (3) Tickets
 - (4) Surveys of driver attitudes
 - D. Comparison of data from intervention and control areas
 - E. Comparison of data pre-post the intervention
8. Follow-up Activities
 - A. Briefings to key stakeholders
 - B. Final report
 - C. Reward and recognition of team
9. Proposed Budget
10. Timeline



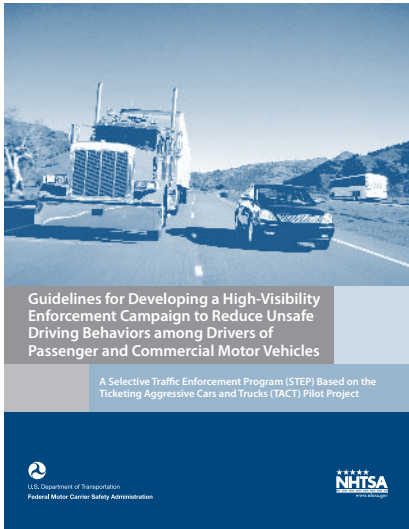
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Building a Strong TACT Program Foundation

Your TACT Program will build awareness about the problem of unsafe driving behavior, educate passenger and commercial motor vehicle drivers about safe driving behaviors, and change those behaviors in your State. To do this, your program must consist of three main parts – enforcement, communications, and evaluation. But before you begin to develop each of these components, you need to perform some pre-planning activities that will help ensure the success of your program. Follow these important steps in pre-planning.



Step 1: Review existing guidelines.

One of the first things to do in planning your State's TACT campaign is to review the *Guidelines for Developing a High-Visibility Enforcement Campaign to Reduce Unsafe Driving Behaviors Among Drivers of Passenger and Commercial Motor Vehicles*. These guidelines were developed jointly by the National Highway Traffic Safety Administration (NHTSA) and the Federal Motor Carrier Safety Administration (FMCSA) to help States develop programs to reduce unsafe driving behaviors among drivers of passenger and commercial motor vehicles. For a copy of this report, visit the TACT Web site at www.fmcsa.dot.gov/tact, click on "TACT States." The publication also provides a series of important questions to answer before designing a TACT Program and describes lessons learned from the successful TACT demonstration program in Washington State. You can view or download the Washington State TACT pilot report from the "Resources" section of the TACT Web site.

Step 2: Build a coalition of partners.

Partnerships are key to developing a strong TACT Program. Traffic safety and law enforcement organizations must work together to ensure the program's success in your State. It is important to review existing partners and determine the role they will play in the project. At the same time, determine if any new partnerships would further support the goals of your TACT Program. Consider the following organizations as potential partners:

- FMCSA Division Offices
- MCSAP Lead Agency
- U.S. Department of Transportation
- Law Enforcement Agency
- Governor's Highway Safety Office
- Trucking Associations
- Sheriffs and Police Chiefs Associations
- Federal Highway Administration
- NHTSA Regional Office

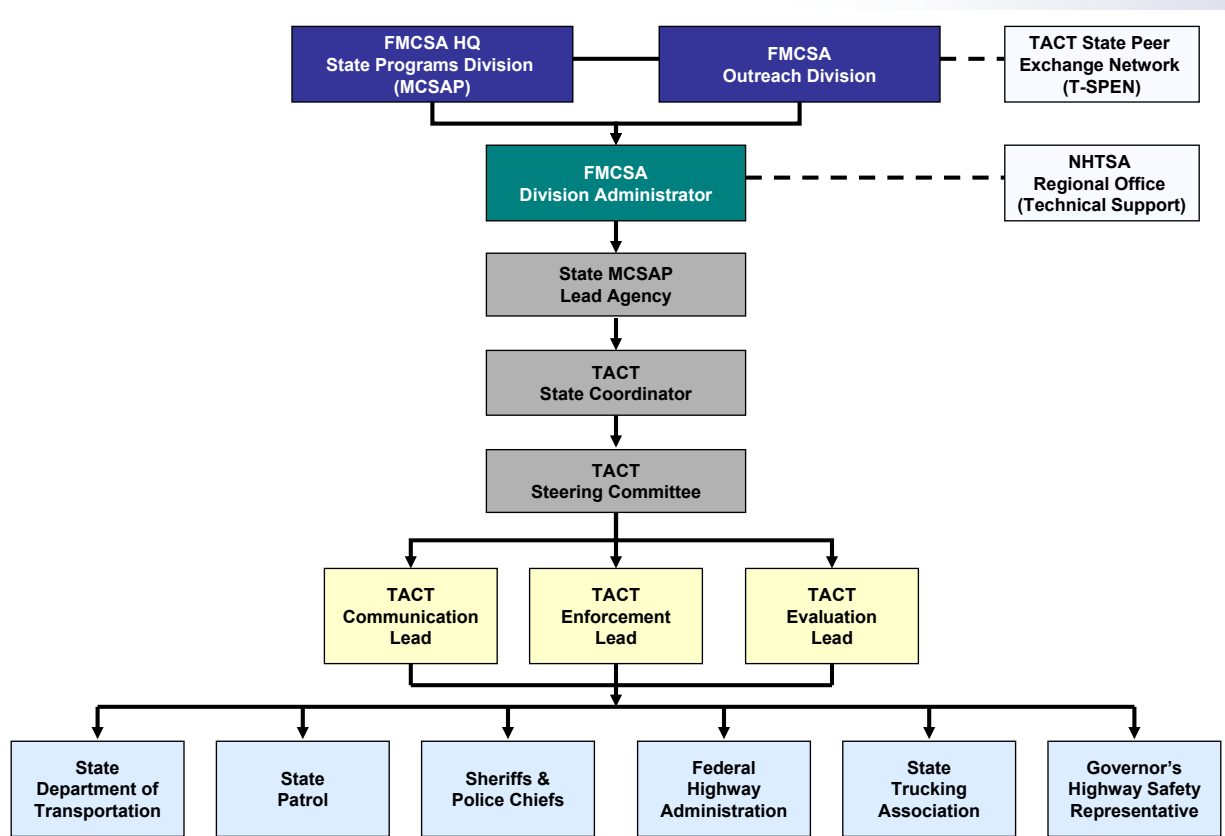


Step 3: Establish a steering committee.

As you recruit members for a steering committee, and a volunteer group representing all highway safety stakeholder organizations to help guide the program's design. The steering committee will provide the necessary knowledge, technical support, in-kind services, project credibility, coordination, and community access needed to develop and sustain a successful TACT Program. The steering committee should be involved in the planning of your program and kept apprised of details throughout the process.

Step 4: Create a management structure.

Typically, the lead agency will be responsible for the core staff that is responsible for day-to-day operations and financial oversight of the program. A TACT State coordinator should be designated to oversee the program and lead the steering committee. Also, a TACT lead coordinator should be assigned to each of the evaluation, communications, and enforcement components.



To successfully manage a TACT Program, TACT staff must be knowledgeable about commercial motor vehicle safety, law enforcement, project management, quantitative and qualitative research, communications, and finance. In most cases, the lead agency may need to hire consultants and vendors to fill positions where expertise is lacking. Outside firms may be required to provide research and evaluation, creative development, and media buying services.

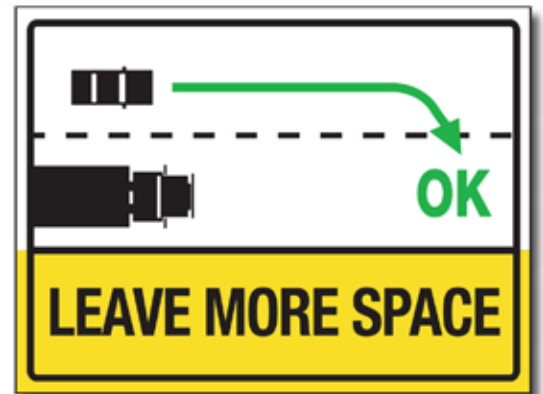
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Step 5: Set goals.

The TACT lead agency, along with the steering committee, should set goals for the program. Goal setting begins with a review of commercial motor vehicle crash and causation data in your State. Get your State's statistics on death and accidents as a result of a crash involving passenger and commercial motor vehicles. You should also research the types of crashes, roadways where specific types of crashes occur, groups that might be overrepresented in crash statistics, times of the day when more crashes occur, and other factors that might affect enforcement activities.

Your goals may also be dependent on the availability of funding and other in-kind resources necessary for program implementation. Other factors that influence goal setting include the types of violations for which the officers will write citations, the geographic area for the project, the level of participation by enforcement agencies and key stakeholders, and the demarcation of media markets. Be sure to tie goals to your enforcement, communication, and evaluation activities. Establish goals that can be used realistically as benchmarks to measure outcomes.

DON'T GET A TICKET



Step 6: Select a safety behavior/violation to target.

You should review data regarding crashes and driving behavior for your State and decide whether to use the same safety message as Washington State's "Leave More Space" or develop a campaign around another unsafe driving behavior. Unsafe driving behavior includes unsafe lane changes, tailgating, failure to signal lane changes, failure to yield the right of way, speeding, and aggressive driving (i.e., two or more of these behaviors). If you select the "Leave More Space" behavior, you can use many of the tools developed by Washington State.

Step 7: Develop a timeline.

Your TACT Program timeline should include program activities, data collection, pre- and post-campaign surveys, media campaigns, and multiple enforcement waves. The Washington State pilot campaign used an 18-month program, but you will need to schedule your activities accordingly around your staff and funding resources. The timeline may be expanded to include grant application and reporting dates. It will be helpful to develop two versions of your timeline; one as a Program Overview, and another with much greater detail on each program task. In considering dates, be sure to consider competing events that can impact goals of the campaign, like holidays, weather, or other community events. Also, coordinate dates with partners and other State government agencies to ensure another activity, such as construction at an intervention site, does not impact your scheduled enforcement activity.



Sample TACT Program Timeline and Milestones

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
PRE-PLANNING ACTIVITY																		
Program Purpose																		
Review TACT State Resource Toolkit and Web site																		
Define TACT Program objectives																		
Develop detailed State TACT Program description																		
Budget																		
Determine who will develop program budgets																		
Locate in-kind funding opportunities																		
Develop initial budget																		
Prepare complete budget																		
Steering Committee/Partners																		
Select project leader																		
Identify potential partners																		
Obtain buy-in for partner participation																		
Complete management structure																		
Meet with judicial representatives																		
Hold kick-off meeting with stakeholders																		
Set Goals Based on State Data																		
Review State crash and fatality data																		
Pinpoint unsafe behaviors																		
Identify priority safety behavior																		
TACT ACTION PLAN																		
Enforcement Plan																		
Select enforcement expert/leader																		
Identify enforcement related goals																		
Select violations and unsafe practices for citations																		
Identify the roads where citations will be given																		
Identify the control corridors																		
Determine the number of enforcement waves																		
Agree on enforcement tactics																		
Determine enforcement methods																		
Develop officer training activities																		

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Sample TACT Program Timeline and Milestones

Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Communication Plan Select communication expert/leader Identify communication related goals Outline initial communication strategy Develop detailed strategy Identify safety messages Describe the types of media used Determine media market for intervention site Develop creative brief Plan kickoff media event Determine media buying																	
Evaluation Plan Select evaluation expert/leader Identify evaluation related goals Determine the evaluation methodology Design evaluation activities Determine data collection methodology Select process measures Select knowledge measures Select outcome measures Compare intervention and control area results Compare data before and after the intervention																	
POST-PROGRAM ACTIVITY Provide awards and recognition Hold steering committee debriefing Debrief community stakeholders Prepare final report																	



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Developing an Enforcement Plan

Once you have completed your pre-planning activities, you are ready to design the enforcement component of your TACT Program. Coordination and cooperation among State and local law enforcement agencies is imperative to the successful execution of this strategy. Unmarked vehicles and aircrafts have proven to be effective methods in observing unsafe driving. In addition, trucking industry partners can be a source of commercial motor vehicles, which law enforcement officers can use to see unsafe driving from within the truck during the enforcement operations. Be aware of any other highway safety initiatives that may be planned during your enforcement period to prevent competing messages from detracting from your message.

Follow these steps in designing your enforcement strategy.

Step 1: Select sites.

Selecting the proper sites for intensive enforcement and comparison is crucial to a successful TACT Program. Some factors to consider include:

- The availability of crash data. Intervention sites should be identified as problem areas for the unsafe driving practice or practices targeted by the program.
- The availability of aircraft to assist with detection.
- Shoulder width on roadways with high crash incidents (shoulders must be wide enough to make a safe traffic stop).
- Planned construction projects affecting traffic patterns.
- Cost of the media markets in potential intervention corridors.

Program planners should also select a control (comparison) site in which the program will *NOT* be implemented. Selecting a control site or sites and collecting data there can help establish what behavioral changes and crash reductions are attributable to the TACT Program, rather than some other factor such as a nationwide television program drawing attention to the problem.

Step 2: Time your project.

Many TACT Programs implement several “waves” of enforcement, each lasting for several weeks. When choosing a date to implement your TACT Program, the planning team should consider any competing traffic campaigns or other events that may compete for media time and consumer attention. Also, weather conditions and high travel times of the year (such as holidays) should be considered.

Time of day may also be a factor. For example, Washington State crash data indicated that most truck/passenger vehicle crashes happened on weekdays during the morning commutes and lunch hours. Accordingly, that State planned their increased enforcement for Monday through Friday from 6 a.m. to 2 p.m.



Step 3: Involve local law enforcement agencies.

Unsafe driving behavior occurs on secondary roadways as well as large interstate roadways. When State and local law enforcement agencies jointly participate in saturation patrols, they present a unified front to the community. These patrols serve to increase the perception that violators of traffic safety laws will be ticketed. Working with local law enforcement agencies can contribute to the greater effectiveness of the TACT Program. This is particularly true in situations when law enforcement jurisdiction varies as interstates pass through different municipalities.

Involving local law enforcement agencies as TACT partners includes training, coordination, and feedback for participating officers—especially when local agencies participate in the enforcement program. The lead agency must coordinate patrol assignments, which requires knowledge of the number and availability of officers for each enforcement wave.

Step 4: Coordinate enforcement activities.

What methods are you going to use to identify and stop dangerous drivers? In-view (marked patrol) vehicles, low-profile (unmarked) commercial enforcement vehicles, aircraft units, and law enforcement officers in commercial motor vehicles can all be a part of the TACT saturation patrol. Past selective traffic enforcement programs have found that saturation patrols are most effective when officers are redeployed on regular shifts to a concentrated area or extra officers are brought in on overtime.

If multiple law enforcement agencies will be involved in your program, it is vital to provide training on program techniques in order to provide consistency in reporting violations. For example, the Washington State program decided that all citations should be written to the county district courts—not to city municipal courts.

Step 5: Meet with local court clerks.

If the TACT intervention areas and project times are chosen well, the result will be an onslaught of extra tickets. Please be considerate of the government workers who will be required to process these tickets. Provide the court clerks with written details about the project, and let them know when each wave of the program will be taking place. Meeting with these partners as you are planning your program can provide you with valuable information on how tickets should be marked or otherwise flagged to be counted as resulting from the TACT enforcement wave.

Questions Critical for the Enforcement Plan

- What is your budget? How many resources in terms of time, people, and dollars can you allocate to accomplish your desired enforcement objectives?
- What is your enforcement strategy?
- What tactics will be used by each of the law enforcement groups that are apart from the program?
- What methods will be used to identify and stop the target behaviors?

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Developing a Communications Plan

High-visibility TACT Programs use extensive communications outreach to the general public. An integrated marketing approach uses a single message delivered through multiple communication channels to get the message noticed, remembered, and hopefully acted upon. When consumers hear or see a unified message, there is an increased probability the message will be embraced.

The communication channels used for the coordinated messages include paid advertising (television, radio, and print) and earned media (news coverage and feature stories). The message about the behavior is converted into products and materials with a creative appeal. These materials are tested and refined before going “live.” Campaigns are launched with a kickoff news event that is heavily promoted to the media. Here are some of the steps involved in developing your communications outreach.

Step 1: Determine media market for intervention site and develop a media plan.

Based on the location of the intervention sites, determine the media markets you will need to purchase advertising. Media costs can vary significantly from market to market. Costs will dictate the extent of your media budget. You may need to solicit the help of an experienced media planner/buyer to help determine which media outlets in that market will be appropriate to communicate your campaign’s message. A good media planner/buyer will also be able to negotiate bonus spots for radio and television. Print ads should be placed in local newspapers. You will want to track insertions to make sure that ads run per the media plan.

For the earned media plan, you will want to include tactics to get local news coverage. The more aggressive your public relations campaign, the more press you’ll get with the general public. Press advisories, press releases, media events at the beginning and close of the program, guest editorials, and guest appearances of a spokesperson on local programs are just some of the ways to get the media’s attention. Plan to track all the publicity your TACT Program receives as a way to demonstrate its success.

Step 2: Develop a message based on the selected safety behavior.

If you decide to use the same safety message as Washington State’s “Leave More Space,” you may use some of the materials already created and tested for that campaign. If you are choosing a different unsafe driving behavior, you may wish to use the creative services of an advertising firm to help translate that message into a memorable campaign theme. Drafting a creative brief that defines the communication objective, target audience, desired response, and other goals is a critical step.

Step 3: Prepare communication materials.

To execute the “Leave More Space” campaign, feel free to use the existing materials that can be found on the “e-Toolkit” section of the TACT Web site at <http://www.fmcsa.dot.gov/tact>. If you are developing materials around a different safety behavior, decide which communication products



(e.g., television spot, radio spot, print ad, poster, banner, outdoor roadway sign, sign wrap for commercial motor vehicle, etc.) will be produced. You will need to work with the advertising or media firm to coordinate the production of each.

Step 4: Test communication products with focus groups and refine materials.

When developing a new set of communication products, we recommend that you test your message and materials with focus groups. This important step will ensure that your message is being communicated effectively and not missing the points you are trying to emphasize. Your advertising agency can help coordinate the testing of your materials and make the necessary refinements.

Step 5: Launch paid media campaign.

The paid media phase should begin 1 week prior to the first enforcement wave and conclude at the completion of the enforcement.

Step 6: Stage a media event to kick-off earned media coverage.

To get your program publicized, you will want to stage an event to mark the beginning of the enforcement campaign. Media coverage draws attention to your initiative and helps garner support within the community. It also reinforces your paid media coverage as people perceive the news media to be an important and credible source of information. As a first step, place a call to introduce yourself to local reporters, news directors, and editors at your local media outlets, and then *send* a press release announcing your grant award. *Collect* copies of all the press you receive. This will help you document the initiative's impact as well as the challenges you have overcome.

Step 7: Hold a post-campaign media briefing and appreciation event.

When you have the results of your evaluation, you will want to share your success with the media. Schedule another media event to get additional news coverage and reinforce your safety message with the general public. Be sure to thank the media for their efforts in publicizing your TACT Program to help promote safe driving around commercial motor vehicles.

Questions Critical for the Communication Plan

- What is your budget? How many resources in terms of time, people, and dollars can you allocate to accomplish your desired communication objectives?
- Who is your target audience?
- What are your goals and objectives (i.e., public awareness, behavior modification, etc.)?
- Which media objectives are most appropriate to use?
- Is your plan integrated (i.e., paid advertising, Public Service Announcements, earned media, promotional materials, etc.)?
- How will you measure results?
- Are there potential partners or sponsorships that can help extend limited resources?

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TACT Creative Brief Guidelines

A creative brief is a written statement that describes the most important issues that should be considered in the development of any creative concept work. The brief should include the following:

- **Objective:** What is to be accomplished by your TACT Program (i.e., decrease the number of a specific unsafe driving behavior)? Is the goal to create awareness, knowledge, or change behavior? Have you indicated how you will measure the achievement of the objective? One traditional tool used for this purpose is the definition of SMART objectives: Specific, Measurable, Agreed Upon, Realistic, and Time-based.
- **Primary Audience:** Who is the communication meant to reach? Have you defined and described the target audience? The more specific and detailed the better. When possible, list details like demographic groupings, affiliations, similarities, etc.
- **Attitudes/Beliefs/Objections of Audience:** Another way to state this element is, “Why hasn’t the audience already done/thought what you want them to?” What do they think now? What is the status quo?
- **Current Behavior:** What is the audience doing now? How are they thinking/dealing with the situation about which you are addressing (i.e., unsafe lane changes, tailgating, speeding, etc.)?
- **Call-to-Action/Proposed Behavior:** What do you want the audience to do/think? Again, the more specific the better. A lesson learned of good communications is: tell the audience what you want them to do. If you don’t know, don’t advertise until you do. Examples of good calls-to-action include: “Leave More Space,” “Don’t Tailgate,” “Slow Down. Save a Life!”
- **Key Message:** What is the one thought that the audience should be left with? The initial level of regard given to most communications has been measured at between one and two seconds. If you absolutely had to, how would you state your message in seven words or less?
- **Secondary Message(s):** If the creative does draw in a reader or listener, what are the other one or two points that should be conveyed? Another communications commandment: people never remember more than three things.
- **Tone:** Should this be a friendly, relaxed message or a hard-sell with a sense of urgency? Should the audience feel threatened, like a victim (in need of rescuing), or a partner in action? If they get caught, it will cost them for the citation, possible increased insurance rates, etc.
- **Timing:** When will the communications be delivered? Have you established time frames with specific details on scope and schedule?



TACT Creative Brief Template

Date Submitted:		Due Date:	
Priority	Low Medium High Immediate	Approval:	
Project Manager	The name of project lead is . . .		
Project Description	The TACT Program is . . .		
Project Objectives	The three top goals this creative project must achieve are . . .		
Target Audience	The primary audience we are trying to attract is . . . and their top three common personality traits are . . .		
Key Messages	The top three messages that must be present are . . .		
Tone	The tone of the creative, both in visual and copy is (formal, serious, humorous, etc.) and . . .		
Quantity	Media Output	Size	Colors
Existing Graphics To Be Used	The existing graphics that are required for the project include (file names and locations)		
Project Timeline	The schedule for this project will flow as follows: • Comps will be created by day, month, date • Review team will review and provide feedback by day, month, date • Feedback incorporated and revised comp presented by day, month, date • Review Team will review and provide feedback by day, month, date • Feedback incorporated and final comp presented to Approval Team by day, month, date • Final art files for Brochure delivered to Printer by day, month, date		
Project Budget	The budget for the project, including design, production, placement, etc. is . . .		
Project Sign-Off	REVIEW TEAM	APPROVAL TEAM	
	The reviewers for the creative are:	The approvers of the creative are:	
Other			



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Press Event Guidelines

The purpose of a press event is to present information to the media in a controlled environment. A press event provides an organization the opportunity to present messages and highlight its story on television, radio and/or in the newspaper. Several steps for producing a successful media event, and creative ideas for making them a success, are outlined below.

Pre-Event Planning

Why a Press Event?

Media outreach, especially in local and regional markets, is an important part of reaching passenger vehicle and commercial motor vehicle (CMV) drivers with the important Ticketing Aggressive Cars and Trucks safety message. Bringing the TACT message, “Leave More Space for Trucks” to a local community through a press event creates news that will affect and inform the driving public and industry stakeholders, and help drive them to the TACT Web site, <http://www.fmcsa.dot.gov/tact>.

What’s the Message?

Once the decision is made to stage a press event, the next step is to determine what message or information to convey to the public via the press. Without a clear message or messages, a press event may be directionless and without a focus, leaving reporters to ask, “What was the point? Why did I need to cover this?”

For the TACT Program, the message could be “Leave More Space for Trucks.”

Other topics of interest to share are:

- The TACT provides a research-based safety model that can be replicated by States when conducting a high-visibility traffic enforcement program to promote safe driving behaviors among car and truck drivers.
- The mission of the TACT Program is to reduce CMV-related crashes, injuries, and fatalities. The FMCSA is achieving its mission by educating car and truck drivers on how to share the roadway safely.
- The TACT Program combines outreach, education, and evaluation with targeted enforcement activities to raise awareness among car and truck drivers about safe driving behaviors. The unsafe driving behaviors may include, but are not limited to: unsafe lane changes, tailgating, failing to signal lane changes, failing to yield the right of way, speeding, and aggressive driving (a combination of two or more behaviors).



- The **TACT Web site is a valuable source of information** that provides passenger vehicle and commercial motor vehicle drivers access to safe driving tips and TACT Program information.

All the elements of the press event (speakers, delivered remarks, event location, materials, visuals and props) should be crafted to reinforce these messages.

Local Messengers/Localized Message

For the media to pay attention, the story must be relevant to their local audience. One of the best ways to localize the message is to identify credible local messengers that audiences can relate to and recognize. Remarks should be crafted to define the scope of the problem in terms of the local State or community, and describe the steps being taken locally to solve the problem. Some examples of appropriate local messengers include:

- Representatives from local law enforcement agencies (State Police, local Sheriff and Police Departments, Department of Public Safety);
- State and local politicians (Congressman, Mayor, City Councilman); and
- Community and business leaders (e.g., trucking industry).

In addition to community and industry leaders noted above, consider participants who can further illustrate and personalize the message; for example:

- If the event highlights an enforcement theme, find an officer who participated in TACT.
- To better help passenger drivers relate to the program's key message, invite a driver experiencing a "near miss" or survivor of an unfortunate crash to tell their story through a compelling, personal account.

It will also be important to provide each event participant, as well as the media, with key facts and figures that help quantify the risky driving behavior issue and why it is crucial that passenger and commercial motor vehicle drivers alike take action to share the roadway safely.

Location, Location, Location

When selecting a location, think about a setting that either ties in directly to the story, or which lends itself to the placement of props, which help convey that story. Make sure the event is located at a site that is easily accessible for the media, general public, and event participants.

Visuals

The use of visuals is a key part of communicating the story. If television cameras and still photographers will be present, keep in mind they will be capturing not only the speakers but the space surrounding them. That space needs to be filled with camera-friendly visuals that, in the parlance of the business, "pop." Here are some ideas of what those elements might include:

- Bunting, banners, and posters with the call to action – www.fmcsa.dot.gov/tact – and the program and organization logo and slogan embedded in the design to convey the key message.

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- Placards displaying key messages that speakers can refer to during their remarks such as “Leave More Space for Trucks” truck wrap, or banner.
- Putting enlarged photos around the room, or outdoor exhibits that depict best practices featuring the organization’s employees, equipment, and vehicles.

Note: Well-designed visuals also play the important role of ensuring that company logos, slogans, and colors are accurately recreated for use in both print and television graphics.

Setting

Frequently, outdoor locations are the most attractive and can serve to further enhance the message. Outdoor locations also do not usually require artificial lighting, making them more attractive to television news crews. Several factors should be considered when planning outdoor events: What is the fallback in case of rain? And will ambient noise (traffic or airport noise) interfere with remarks or make it difficult for television crews to record sound?

If the story involves a legislative issue, consider using the State capital or city hall as a backdrop. Similarly, if enforcement or legal issues are relevant, consider a courthouse setting. In all of these examples, placing a commercial motor vehicle with the TACT truck wrap bearing the program slogan provides a camera-friendly shot that cameramen and photographers are sure to include in their coverage.

For indoor events, provided that space permits, a similar effect can be achieved by using the lobby area of the event site to place displays that cameras can shoot before or after the event. If appropriate, interactive displays allow journalists to have hands-on experience with some element of the story. One idea would be to include computers displaying the www.fmcsa.dot.gov/tact and/or organization Web sites. A staff person should be available to help the public and the media navigate the sites.

Timing is Everything

The event should be scheduled on a convenient day and time for the media and when there are no other newsworthy events. Whenever possible, schedule the event during normal working hours (between 9:00 a.m. and 3:00 p.m. is usually best) and at a time and place that avoids rush-hour traffic. A well-executed press event also requires the help of many hands, so schedule the event when supporters and staff are most likely to volunteer their time.

Duration

The best rule to follow in determining how long a press event should last is only as long as it takes to deliver the message. Remember, it is better to have a short press event with a clear, concise message than a drawn-out event that leaves the media and the public wondering about the purpose.

However, build in time for a question-and-answer period and post-press event interviews with media outlets.



Media List

Develop a media list ahead of time that includes e-mail addresses, telephone and fax numbers for reporters and assignment editors for targeted print, television, radio and wire service outlets.

Media Advisories – “Who, What, Where, When, and Why”

Write a media advisory that answers the five “W’s”: “Who? What? Where? When? and Why?” Keep it concise and include critical information such as directions, a map, where to enter the building and parking instructions.

Fax and e-mail the media advisory to the media list. Send it as early as two days before the event, and then follow-up with a telephone call to confirm it has been received. Fax and e-mail it again the day before and the morning of the event. It is important to be disciplined about follow-up calls to sell the story to assignment editors. Keep in mind that assignment desks are bombarded by media advisories every day and it is important not to let yours get lost in the clutter.

Making the “Pitch”

Distributing a media advisory is only the first step in attracting good media coverage—reporters and assignment editors must also be personally convinced why they should cover your event. “Pitching” your story to key media is a crucial step in enticing an assignment editor or reporter to attend. A good practice is to have solid answers to the questions assignment editors will most likely ask: “Why should I care about this event? Why should I send a reporter or a crew to cover it? Who are the speakers? How does this affect my audience and my community?” The “pitch” should be tailored to answer these questions at the beginning of the conversation. It is also helpful to quantify the issue by weaving facts and figures into your dialogue.

Materials

On-site and electronic press kits play a vital role in framing the story and maintaining the momentum gained from a well-executed press event. The press kit should include materials aimed at doing two things: communicating the messages outlined in the presentations and remarks, and providing journalists the means to further develop the story. Such items should include:

- Press release;
- Bios of all the speakers;
- Reproductions of visual props;
- Press contact name and number to facilitate follow-up questions and interviews;
- Color printouts of slogans and logos to ensure accurate reproduction;
- Fact sheets and other hand-outs that quantify national and local aggressive driving and crash issues; and
- Brief history of the organization.

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Event Site: “No Surprises”

The motto for the day should be: “No surprises.” It is essential to conduct a pre-event site survey to become familiar with its layout. Assign a staff member who is familiar with the location to work with the press on any site-related issues. As an example, identify electrical outlets and light switch locations; confirm the air conditioning can be turned off if fan noise interferes with the sound recording; and, most importantly, make sure a building manager or member of the maintenance staff is on site and available to manage any facility-related issues.

Day of Event

One Last Check

On the day of the press event, review all logistics. Call media outlets and journalists to confirm their attendance before assignments for the day are finalized (usually around 8:00 a.m.).

Media Sign-in

Assign a staff member to greet the press as they arrive; check press credentials; guarantee proper sign-in (taking care to get their name and contact information); and distribute press kits. Staff should also provide a brief rundown of the event timeline and point out where post-event interviews will occur. It is also a good idea to introduce the media to the marquis event participants, if possible.

Note: If space permits, set up a media check-in table in a foyer or lobby area in front of the entrance to the event site.

Send Press Release

Send the press release simultaneously with the start of the event and also have a copy available at the event as part of the press kit.

Final Tip

Creative, outside-the-box thinking is essential for planning events that stand apart from the many events the media must choose among to cover. However, creative elements should be designed to enhance the communication of the story; if there is the slightest possibility that such elements will detract from the message and be viewed as stunts, abandon them immediately. In the end, it comes down to the strength of the message.



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Developing an Evaluation Plan

Appropriate evaluation is more than a project's report card. It provides guidance and direction throughout the project, and should be included in project planning from the very beginning. A properly structured and appropriately staffed evaluation will help you as a manager identify the strengths and weaknesses of a program and where to focus your efforts as the project progresses.

Evaluation planning should start when project planning starts. A well-organized plan will go far to ensure that your evaluation is assessing things, not collecting data on aspects of the program that are irrelevant to present or future decisionmaking.

Step 1: Select an evaluator.

If you want to have a good evaluation of your TACT Program, you should hire a professional evaluator. A professional evaluator will make planning and organization easier for you and your team. The first place to look for an evaluator is within your State organization. Colleges and universities often have study programs that include evaluation, and some maintain institutes or separate research departments devoted to evaluation and/or highway safety research. Many private consultants specialize in highway safety evaluation. No matter where you find the evaluator to work with you in your program, he or she will need to have the following characteristics:

- Availability of a team with broad capabilities. It is not necessary for a single individual to possess all of the needed evaluation skills if his or her organization or affiliation can provide the necessary support.
- The ability to explain things in understandable terms. The person you hire should be able to explain technical concepts in everyday language.
- An understanding of the characteristics and limitations of traffic safety data.
- Previous evaluation experience and understanding of research design and statistical analysis.

Step 2: Include the evaluator when reviewing State data and identifying the problem/unsafe driving behavior.

Including the evaluator in key meetings is essential to keeping him or her involved and informed about the evolution of your program. By making your evaluator an essential part of your program team, you are much more likely to end up with an evaluation that will be useful to you in the present program as well as any future programs.



Step 3: Develop details for evaluation.

The evaluation strategy should be tied to the goals and objectives of the program, and measures of effectiveness (MOE) should be established for each. An experienced evaluator will determine the data needed to construct each MOE, including its source and data collection approach. A benchmark, such as before and after measures, needs to be specified to determine if the MOE changed after the intervention. Analyses of the data will determine if the MOE at the intervention site is lower than the benchmark.



Your evaluator will help you determine what evaluation measures to include. Evaluation measures can include crash counts, observations of unsafe driving behaviors, surveys of driver attitudes, and knowledge and recall of program messages and themes. States are encouraged to collect multiple waves of data to highlight trends across the intervention periods. When evaluating a TACT Program, it is also beneficial to collect data in comparison areas with similar crash rates. These areas (known as the control area) will not have implemented a TACT enforcement period.

There are two measures in every evaluation – process and outcome. Process measures look at how well your team implemented the components of the program itself, without regard to whether those components were effective. Examples of process measures include the number of news releases sent out, the number of media interviews conducted, and newspaper articles published. Process measures can also include the number of patrol hours devoted to the intervention and the number of tickets issued. Process measures are perhaps the easiest for a program to assess, because you are in control of most of the variables.

Outcome measures assess how well the program accomplished its goal. Examples of outcome measures for a TACT Program include observed changes in driving behavior (such as leaving more room when passing trucks) and a reduction in crashes between trucks and passenger vehicles. Many projects dealing with roadway safety will use a one-page questionnaire that is given to people when they renew their driver's license. Other approaches include intercept surveys at local malls or gas stations, or use of telephone surveys.

The number of citations is not an indicator of program effectiveness and should not be used as outcome measures. Rather, counts of citations are process measures that should be monitored to ensure enforcement was indeed taking place as planned.

The TACT evaluation should be concerned with both self-reports of behavior and the measurement of actual behavior. Actual measurement of behaviors is the best way to determine how much behaviors have or have not changed. Taking valid behavioral observations of drivers on the roadway can be both labor intensive and expensive, but it is vital to a high-quality TACT evaluation.

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For example, the Washington State program measured the percentage of survey respondents who said their behavior around commercial motor vehicles had changed in the last month. Police officers also followed trucks in the intervention and control areas, and videotaped private driver actions. These tapes were then reviewed to create a database of violations.

The goal of the TACT Program is to reduce crashes, injuries, and fatalities related to commercial motor vehicles. What you are measuring in your program processes should increase driver knowledge and awareness. This, in turn, will hopefully create a change in driver behavior, an outcome measure.

Unfortunately, there is no way to provide a “one size fits all” approach for a TACT evaluation. When developing your State’s strategy, it is important to remember that an approach that worked in one State may not work in a different environment at a different time. Each State must tailor its evaluation approach to its objectives, scope, and resources.



Step 4: Implement the evaluation activities.

The evaluation activities must be carefully coordinated with the enforcement and communications components of the TACT Program. Because the evaluation design requires a baseline evaluation to examine pre- and post-changes, it is critical that evaluation is in sync with the rest of the project. If the timeline is not followed precisely, the quality or validity of the evaluation could be compromised.

Step 5: Develop evaluation report.

The last stage in the TACT Program is reporting. It may be helpful to receive interim reports from your evaluator, but typically you will receive a final report summarizing the process and outcome evaluation results. Based on the report, you can identify where a TACT activity went astray and modify your approach for future interventions.

Questions Critical for the Evaluation Plan

- Do you have evaluation expertise within your project team?
- What resources will you allocate to evaluate your program?
- Does your program have well-stated, specific, and measurable process and outcome measures?
- What steps have you taken to build evaluation into the problem identification, communication, and enforcement phases of your program?
- Have you developed and tested the evaluation tool(s) to ensure that it/they measure what you want to measure?



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Sustaining Your TACT Program

Sustainability is something that is frequently thought of after a program is ending. Like evaluation, however, the best sustainability plans actually begin as your project is starting. Good planning will allow you to sustain the safety gains your TACT Program will have achieved.

Below are some suggestions for integrating plans for sustainability into your program implementation plans.



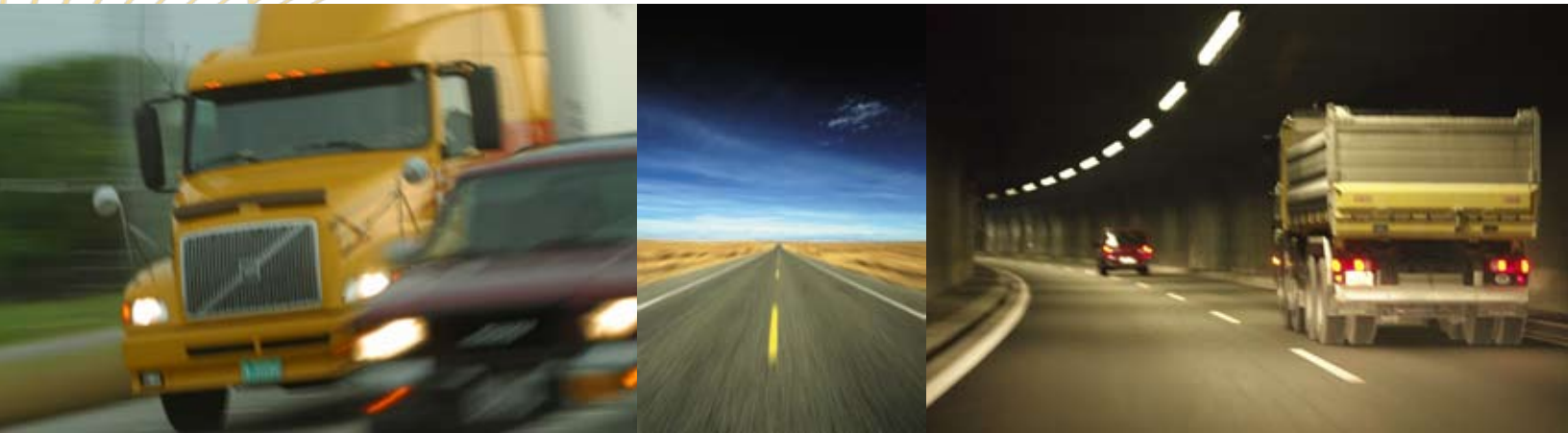
Step 1: Expand your partnerships.

You have reached out to law enforcement, trucking industry, and media partners in the design and implementation of your program. If you have not contacted influential individuals or institutions to help you spread your safe driving message, you should consider doing so. You may want to ask the Governor to attend the media event and announce the kickoff of the campaign. Community-based organizations are often willing to partner and promote safety initiatives. Churches, community centers, grocery stores, malls, and other businesses are potential locations to display posters or banners. Good will from your partners will carry over into your next program cycle, and can make implementing the TACT Program a second (and third and fourth) time much easier.

Step 2: Communicate your successes.

By raising awareness of your initiative among multiple audiences over the course of your program and beyond, you will continually increase the perceived value of your program in your community, making sustainability efforts easier. Let the community know what you are doing — both before the program begins and after it ends. Hold a media event to tell the public about your successes in enhancing knowledge and changing behavior, and these types of stories will reinforce the safe driving message.





Step 3: Collect meaningful data.

Data that is carefully collected and analyzed will tell the story of your successful TACT Program and can be the basis of your public relations efforts. As you apply for your next round of funding, audiences at the county, State, and Federal levels will want to see evidence that you spent money wisely and that your program was an effective and good use of funds. Work with your evaluator from the start to make sure that you can collect the data that will help tell the story of your program's successes.

Step 4: Maintain media contact.

Even after the end of your enforcement and communications campaign, you will want to maintain contact with the local media. Your chances of getting future coverage are improved when you establish and maintain solid, professional relationships with media representatives. Remember to regard your relationship with the press as a "win-win" situation—you provide useful information for them and their audience, and they provide access to the public you want to reach.

Step 5: Engage policy stakeholders.

Reach out to policymakers—locally and statewide. Keep them apprised of the details of your campaign. Make an effort to understand your policymaker's priorities and communicate how the goals of the TACT Program align with their priorities. Elected officials can become "champions" for your TACT initiative.

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Glossary

Bonus Spot is a free announcement provided by a television or radio station as value-added for running a paid advertisement.

Communication Mix is the percentage of resources allocated to each form of communication such as earned media, public relations, promotional materials, etc.

Communications (Media) Plan is a plan that states the media strategies and executions to meet the marketing objectives.

Drive Time is the peak period of time for radio listeners when people are driving to and from work. Typically, the times are between 6-10 a.m. and 3-7 p.m.

Earned Media is unpaid media exposure of events, issues, news, and important information provided to decisionmakers. When coverage is positive, it carries heightened credibility.

Intercepts are methods of hearing and gaining a better understanding of the points of view from people representing your target market in high-traffic areas. Mall intercepts can be considerably less expensive and require less time to conduct, but may not be representative of the target market.

Key Message is the main idea the communication is intended to express.

Measures of Effectiveness (MOEs) are quantifiable comparisons of results obtained under specific external conditions and decisions.

Media Advisory is sent out in advance of events, announcements, and press events to invite and facilitate press attendance and coverage.

News Conferences are used to announce important events, initiatives, results, or achievements. The press event has an air of importance and credibility because it uses a news format to present important and significant information.

Outcome Assessments are assessments of how much the TACT Program achieved its objectives (sometimes referred to as a “product” evaluation). Outcome measures indicate whether desirable changes were achieved according to plan.

- **Survey Outcome Measures** are used to assess the target audience’s awareness of enforcement activities, memory of publicity messages and themes, attitudes toward increased police enforcement, etc.



- **Behavioral Outcome Measures** are used to ascertain the level of unacceptable behavior, select problem locations, assess target audience behavior, etc.
- **Behavioral Outcome Measures** are used to demonstrate how the program achieves its ultimate goal.

Paid Advertising is a form of communication purchased for the purpose of persuading a target audience to take some form of action. Advertising can be disseminated via television, radio, newspapers, magazines, direct mail, billboards, the Internet, etc.

Press Release is a story written up in a journalistic format. The most effective releases seek to convey only one central message with enough information to support the point of the message.

Process Assessments are assessments of how much a TACT Program was implemented or conducted according to its plan (sometimes referred to as an administrative evaluation). This type of review is useful to establish that a TACT Program's interventions actually were accomplished and reached their intended audience.

- **Enforcement Process Measures** are used to determine if enforcement against the specific violations or behaviors has been elevated and the extent of the increase.
- **Publicity Process Measures** are used to determine how much the message(s) were disseminated and the details (time, location, medium) of the exposures.

Promotional Materials include high-visibility marketing collateral aimed at educating, publicizing, and winning support for communications objectives. The materials may include brochures, posters, trade show booths, etc. that gives the marketer a tool that is used to respond to the media and public when additional information is requested.

Public Relations (PR) is communication with various sectors of the public to influence their attitudes, opinions, and behaviors in the interest of promoting an idea.

Public Service Announcements (PSAs) are unpaid communications where their placement and timing is not controlled. Typically PSA's are offered by broadcast stations, print outlets, cable television, etc. on a non-paid basis as information in the public interest.

Sponsored Event is a paid or unpaid affair used for the purpose of transferring a positive image to the message. If the event is part of an integrated marketing communications program and the image of the event is viewed positively, there is a higher likelihood the event will increase awareness of the message.

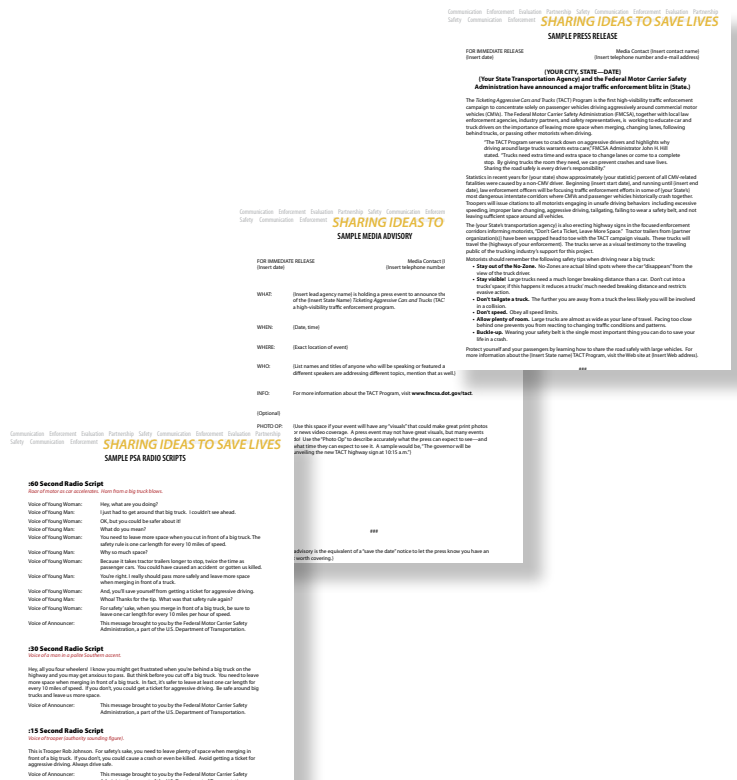
Spot is a radio or television commercial which could be 10, 15, 30, or 60 seconds in length.

Target Audience is the population segment (demographic group) identified as the most appropriate audience for the marketing campaign.

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Artwork and Templates

- Sample Press Release
- Sample Media Advisory
- Sample Public Service Announcement Scripts
- Brochure
- Print Ad 1
- Print Ad 2



Communication Enforcement Evaluation Partnership Safety Communication Enforcement Evaluation Partnership
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Artwork and Templates

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE
{Insert date}

Media Contact {Insert contact name}
{Insert telephone number and e-mail address}

{YOUR CITY, STATE—DATE} **{Your State Transportation Agency} and the Federal Motor Carrier Safety Administration have announced a major traffic enforcement blitz in {State.}**

The *Ticketing Aggressive Cars and Trucks* (TACT) Program is the first high-visibility traffic enforcement campaign to concentrate solely on passenger vehicles driving aggressively around commercial motor vehicles (CMVs). The Federal Motor Carrier Safety Administration (FMCSA), together with local law enforcement agencies, industry partners, and safety representatives, is working to educate car and truck drivers on the importance of leaving more space when merging, changing lanes, following behind trucks, or passing other motorists when driving.

"The TACT Program serves to crack down on aggressive drivers and highlights why driving around large trucks warrants extra care," FMCSA Administrator John H. Hill stated. "Trucks need extra time and extra space to change lanes or come to a complete stop. By giving trucks the room they need, we can prevent crashes and save lives. Sharing the road safely is every driver's responsibility."

Statistics in recent years for {your state} show approximately {your statistic} percent of all CMV-related fatalities were caused by a non-CMV driver. Beginning {insert start date}, and running until {insert end date}, law enforcement officers will be focusing traffic enforcement efforts in some of {your State's} most dangerous interstate corridors where CMVs and passenger vehicles historically crash together. Troopers will issue citations to all motorists engaging in unsafe driving behaviors including excessive speeding, improper lane changing, aggressive driving, tailgating, failing to wear a safety belt, and not leaving sufficient space around all vehicles.

The {your State's transportation agency} is also erecting highway signs in the focused enforcement corridors informing motorists, "Don't Get a Ticket, Leave More Space." Tractor trailers from {partner organization(s)} have been wrapped head to toe with the TACT campaign visuals. These trucks will travel the {highways of your enforcement}. The trucks serve as a visual testimony to the traveling public of the trucking industry's support for this project.

Motorists should remember the following safety tips when driving near a big truck:

- **Stay out of the No-Zone.** No-Zones are actual blind spots where the car "disappears" from the view of the truck driver.
- **Stay visible!** Large trucks need a much longer breaking distance than a car. Don't cut into a trucks' space; if this happens it reduces a trucks' much needed breaking distance and restricts evasive action.
- **Don't tailgate a truck.** The further you are away from a truck the less likely you will be involved in a collision.
- **Don't speed.** Obey all speed limits.
- **Allow plenty of room.** Large trucks are almost as wide as your lane of travel. Pacing too close behind one prevents you from reacting to changing traffic conditions and patterns.
- **Buckle-up.** Wearing your safety belt is the single most important thing you can do to save your life in a crash.

Protect yourself and your passengers by learning how to share the road safely with large vehicles. For more information about the {Insert State name} TACT Program, visit the Web site at {Insert Web address}.

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SAMPLE MEDIA ADVISORY

FOR IMMEDIATE RELEASE
{Insert date}

Media Contact {Insert contact name}
{Insert telephone number and e-mail address}

WHAT: {Insert lead agency name} is holding a press event to announce the kickoff of the (Insert State Name) *Ticketing Aggressive Cars and Trucks* (TACT) Campaign—a high-visibility traffic enforcement program.

WHEN: {Date, time}

WHERE: {Exact location of event}

WHO: {List names and titles of anyone who will be speaking or featured at the event. If different speakers are addressing different topics, mention that as well.}

INFO: For more information about the TACT Program, visit **www.fmcsa.dot.gov/tact**.

{Optional}

PHOTO OP: {Use this space if your event will have any “visuals” that could make great print photos or news video coverage. A press event may not have great visuals, but many events do! Use the “Photo Op” to describe accurately what the press can expect to see—and what time they can expect to see it. A sample would be, “The governor will be unveiling the new TACT highway sign at 10:15 a.m.”}

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{NOTE: A media advisory is the equivalent of a “save the date” notice to let the press know you have an upcoming event worth covering.}

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SAMPLE PSA RADIO SCRIPTS

:60 Second Radio Script

Roar of motor as car accelerates. Horn from a big truck blows.

Voice of Young Woman: Hey, what are you doing?
Voice of Young Man: I just had to get around that big truck. I couldn't see ahead.
Voice of Young Woman: OK, but you could be safer about it!
Voice of Young Man: What do you mean?
Voice of Young Woman: You need to leave more space when you cut in front of a big truck. The safety rule is one car length for every 10 miles of speed.
Voice of Young Man: Why so much space?
Voice of Young Woman: Because it takes tractor trailers longer to stop, twice the time as passenger cars. You could have caused an accident or gotten us killed.
Voice of Young Man: You're right. I really should pass more safely and leave more space when merging in front of a truck.
Voice of Young Woman: And, you'll save yourself from getting a ticket for aggressive driving.
Voice of Young Man: Whoa! Thanks for the tip. What was that safety rule again?
Voice of Young Woman: For safety's sake, when you merge in front of a big truck, be sure to leave one car length for every 10 miles per hour of speed.
Voice of Announcer: This message brought to you by the Federal Motor Carrier Safety Administration, a part of the U.S. Department of Transportation.

:30 Second Radio Script

Voice of a man in a polite Southern accent.

Hey, all you four wheelers! I know you might get frustrated when you're behind a big truck on the highway and you may get anxious to pass. But think before you cut off a big truck. You need to leave more space when merging in front of a big truck. In fact, it's safer to leave at least one car length for every 10 miles of speed. If you don't, you could get a ticket for aggressive driving. Be safe around big trucks and leave us more space.

Voice of Announcer: This message brought to you by the Federal Motor Carrier Safety Administration, a part of the U.S. Department of Transportation.

:15 Second Radio Script

Voice of trooper (authority sounding figure).

This is Trooper Rob Johnson. For safety's sake, you need to leave plenty of space when merging in front of a big truck. If you don't, you could cause a crash or even be killed. Avoid getting a ticket for aggressive driving. Always drive safe.

Voice of Announcer: This message brought to you by the Federal Motor Carrier Safety Administration, a part of the U.S. Department of Transportation.

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Get started on the
development of your
TACT Program today.

Visit

www.fmcsa.dot.gov/tact

or e-mail

tactinfo@dot.gov.

For more information about
how cars and trucks can share
the roadway safely, please call
1-877-SAFE-TRK
or 1-877-723-3875.

United States Department of Transportation
Federal Motor Carrier Safety Administration
Outreach Division,
Enforcement and Program Delivery
1200 New Jersey Avenue, SE
Washington, DC 20590



U.S. Department of Transportation
Federal Motor Carrier Safety Administration

Increase the Success of Your High Visibility Traffic Enforcement Program with TACT



Now It Is Easier Than Ever to Develop a New TACT Program

Each year, across all 50 States, there are over 3,500 deaths and 100,000 injuries that result from unsafe driving behavior involving large trucks and cars. A *Ticketing Aggressive Cars and Trucks (TACT)* Program can help reduce aggressive driving that causes crashes between large trucks and passenger vehicles in your State.

TACT is a proven program that uses targeted enforcement with extensive communications outreach and continuous evaluation measures to educate motorists on how to safely share the roadway with each other.

By implementing a TACT Program in your State, you can –

- Reduce Unsafe Driving Behavior
- Prevent Injuries and Crashes
- Save Lives
- Fulfill your SAFETEA-LU Requirements.

TACT is based on the Washington State TACT pilot that confirmed that intense, selective traffic enforcement that is well-publicized can positively impact a driver's knowledge, attitudes, and behaviors while driving around large trucks.

States that have implemented TACT programs, including Washington, Georgia, Kentucky, North Carolina, and Pennsylvania, have formed a TACT State Peer Exchange Network (T-SPEN) to share lessons learned, resources, and approaches in saving lives by reducing crashes between passenger and commercial motor vehicles (CMVs).

To implement a TACT program, you can use basic grant funding from the Motor Carrier Safety Assistance Program (MCSAP). You can also apply for incentive and high-priority grants which support TACT Programs or go to **Grants.gov** to seek other funding sources and grants opportunities.

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), requires States to conduct comprehensive and high-visibility traffic enforcement and CMV safety inspection programs in high-risk locations and corridors.



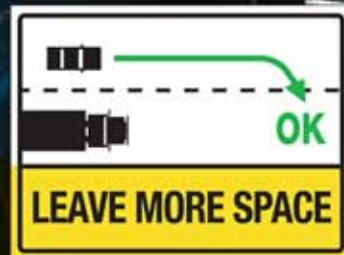
LEAVE MORE SPACE FOR TRUCKS

Cars are responsible for 2/3 of all collisions between cars and semi-trucks.

Big trucks need big space to maneuver and stop in emergencies. When passing a semi-truck, allow at least one car length for every 10 miles per hour of speed before merging.

Aggressive drivers who cut off semi-trucks will get ticketed.

For safety's sake, leave more space for trucks.



DON'T GET A TICKET

www.fmcsa.dot.gov/tact or "Insert local Web site"

A message from the Federal Motor Carrier Safety Administration

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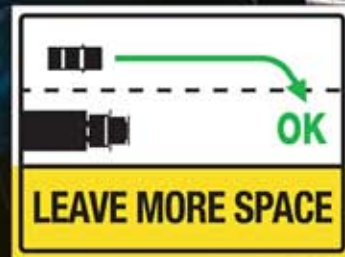
Artwork and Templates

AGGRESSIVE DRIVERS WILL GET TICKETED

Aggressive driving is a major cause of collisions between cars and semi-trucks, resulting in thousands of deaths and injuries each year.

- **Don't cut off semi-trucks.** When passing a semi-truck, allow at least one car length for every 10 miles per hour of speed before merging.
- **Don't tailgate.** When following a semi-truck, leave yourself enough room to stop safely.
- **Don't speed.** Use a safe speed when passing a semi-truck.

Help save lives and reduce injuries.
Always drive safely.



DON'T GET A TICKET

www.fmcsa.dot.gov/tact or "Insert local Web site"

A message from the Federal Motor Carrier Safety Administration