



2004 Herman Goldstein Award for
Excellence in Problem-Oriented Policing

Commercial Industry Education Program



California Highway Patrol
D.O. Helmick, Commissioner

May 1, 2004





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Summary





Summary

PROJECT TITLE: Commercial Industry Education Program (CIEP)

On August 2, 1999, a fatal traffic collision involving a commercial truck claimed the lives of an entire family. The Ledford family was returning home from visiting a relative, when an approaching truck rounded a sweeping corner too fast. The safety straps securing the truck's cargo failed and the cargo, several concrete pipes, spilled onto the Ledfords' van. The collision killed the two young Ledford children, both parents, and two other persons traveling in another vehicle. This was but one in a string of fatal collisions involving large commercial vehicles that received major media focus and captured the attention of the public. The Legislature, the California Highway Patrol (CHP), and other government agencies shared the public's and the media's concern.

Although the CHP had maintained an aggressive commercial enforcement program, collisions continued to occur. From 1995 to 2000, California experienced approximately 9,000 fatal and injury truck collisions annually. Closer scrutiny of California's trucking industry suggested that the industry lacked information and guidance on driver safety, rules of the road, and relevant laws and regulations. In addition to the lack of information, many within the trucking industry had an "us against them" attitude regarding law enforcement. Compounding these problems, CHP analysts projected a 60 percent increase in the number of trucks operating in California between 2000 and 2010.

In response to these problems, CHP created the Commercial Industry Education Program (CIEP), a free information resource service for the trucking industry. The CIEP offered not only valuable driver safety training but also





provided information pertaining to both federal and state laws and regulations. More importantly, the CIEP provided local CHP liaisons, acting in a community outreach capacity. Thus, CIEP gave the industry a knowledgeable contact person to call upon for questions.

Industry managers and those receiving CIEP training viewed the program positively. More importantly, randomly sampled CIEP-trained companies experienced a dramatic 30 percent reduction in truck-involved collisions and a 55.6 percent reduction in truck-at-fault collisions in the first year of CIEP operations.

Scanning

Many who drive on the highways may experience uneasiness driving next to a large truck. The size of a truck makes roadways seem more narrow, a driver's visual horizon may often be obscured, and the noise generated by the truck may be distracting. But size and weight not only make trucks appear more threatening, it also increases the potential for serious injuries during a collision.



This potential for tragedy was realized when the Ledford family was instantly killed by a truck, as they were returning home to Redlands from visiting their grandfather in Fresno. As the commercial truck and the Ledfords' minivan traversed the broad sweeping curve from opposite directions, the truck's load (several 10,000 pound concrete pipes) shifted. The limited nylon safety strapping holding the concrete pipes on the flatbed trailer broke, and the pipes spilled onto the top of the minivan, and then into oncoming traffic. The horrific collision killed Rowley and Melissa Ledford, their nine-year old son Lowny, their five-year old daughter Skyler, and a Nevada couple.





Unfortunately, this type of tragedy was not uncommon. In March 1999, several trucks were involved in a major truck-at-fault collision on Interstate 5 between Woodland and Sacramento. Two people were killed. A few months later, a Sacramento businessman was killed in a head-on collision after a truck driver drifted into an adjacent vehicle. That collision forced the truck across several lanes, over a concrete divider, and into oncoming morning commute traffic. Only weeks later, again in the Sacramento area, another man was killed as a driver lost control of a dump truck and overturned, landing on top of a small car. These high-profile truck collisions received intense media coverage and raised the concern of the CHP, government officials, and the public, as well as family members of victims.

Truck collisions also can exponentially increase traffic congestion—a major source of driver frustration and indeterminable economic loss. Too often, truck collisions (and the loads that are spilled) have blocked numerous traffic lanes for lengthy periods of time. Traffic has been snarled for miles, and overhead media helicopters have provided expansive views of highways turned into parking-lot scenes.

Not surprisingly, the high-intensity media coverage often has portrayed the trucking industry negatively. Newspaper headlines have declared “Killer Trucks” and “Death by Truck on Freeway” (Annex A), suggesting that all trucks and truck drivers are unsafe. Consequently, the trucking industry came to believe that they were being unfairly portrayed by the media and unfairly scrutinized by law enforcement.

These factors prompted the CHP to explore innovative concepts to mitigate the problem.





Analysis

Operating large trucks in a state with diverse driving conditions inherently raises some difficulties. Within California, large and cumbersome trucks must navigate rural unincorporated areas; heavily congested freeways; steep, curvy, snow-covered mountainous roads; and fog-shrouded valley highways.



Trucks are drawn in increasing numbers to California's port cities to service the state's vibrant shipping industry. California ships and receives more goods from its large sea ports than any other state in the country, and its ports are continually expanding. For instance, the Long Beach Harbor almost doubled in size in 2001 to accommodate the increase in volume. Increased import/export in the Los Angeles area has, in turn, increased truck traffic on the already-congested Los Angeles freeway system, as well as other California highways.

Further complicating the issue, analysts predict a significant increase in truck traffic. CHP researchers have projected that the number of trucks using California's highways will increase 60 percent between 2000 and 2010.





Recognizing these challenges, the CHP has maintained an efficient and aggressive commercial enforcement program, placing an emphasis on reducing the number of unsafe trucks and targeting truck drivers and trucking companies who ignore safety regulations. The Department fields a force of approximately 7,000 officers focused on making California's roadways safe for the motoring public. Their duties include commercial rules-of-the-road enforcement and investigation of truck collisions. More specifically, to manage California's commercial traffic, the CHP maintains 16 truck inspection facilities and 33 platform scales and dedicates 208 Commercial Officers, 153 Mobile Road Enforcement Officers, 234 Commercial Vehicle Inspection Specialists, and 206 Motor Carrier Specialists to commercial enforcement. These personnel conduct annual inspections, audits, and enforcement activity on approximately 90,000 Intrastate carriers (and hundreds of thousands of Interstate trucks) as indicated in the following 2002 statistics:

North American Standard, Level I (full vehicle/driver) inspections conducted	284,000
North American Standard, Level II (vehicle walk around/driver) inspections conducted	36,000
North American Standard, Level III (driver) inspections conducted	175,000
Biennial Inspection of Terminal audits	17,000
Citations issued to truck drivers for rules of the road violations	4,044

Despite this aggressive enforcement program, the number of truck-involved collisions remained constant from 1995 to 2000. While the Department's efforts may have reduced the traveling speed of commercial vehicles, it did not appear to be significantly reducing other causes of commercial collisions.





Interviews with the trucking industry indicated that the industry would be receptive to receiving information and guidance in a non-regulatory capacity. More specifically, the industry needed information pertaining to driver safety, rules of the road, and relevant federal and state laws, regulations, and rules. The trucking industry found the laws to be daunting, extremely complicated, and difficult to interpret. A direct, reliable, and approachable source of information was sorely needed.

Unfortunately, California's trucking industry mistakenly believed law enforcement's only objective was to enforce the laws and regulations. This belief generated animosity and created an "us against them" attitude. Believing they were over-regulated and unfairly portrayed by the media, the trucking industry was frustrated. Therefore, CHP needed a new approach, not only to reduce commercial truck collisions, but also to improve the relationship between law enforcement and the trucking industry, and thus change the industry's attitude toward regulatory compliance. In order for the truck collision issue to be improved, CHP needed to create a true "partnership for safety."





Response

A CHP field commercial inspector proposed the Commercial Industry Education Program (CIEP) concept—a community outreach program to the trucking industry—to CHP’s Coastal Division management. The CIEP program provided the trucking industry with vital driver safety training and updates on relevant rules and regulations. Believing the concept had great merit, CHP’s management implemented the CIEP at the Gilroy Inspection Facility.

The CIEP vehicle inspections and other commercial safety and compliance workshops quickly became popular. The community outreach concept of “liaison to industry” worked extremely well, and the program was thereafter successfully expanded to include all of the CHP offices within Coastal Division. Subsequently, the program coordinator proposed implementing a statewide CIEP as a method to address commercial industry issues more comprehensively.

The Issues

High profile truck collisions were killing and injuring too many people. The trucking industry needed a helping hand to reduce the number of truck-involved traffic collisions, to educate commercial drivers, and to improve commercial trucking compliance with federal and state laws. Additionally, law enforcement’s commercial industry outreach needed to be revitalized.

The Answers

In addition to routine enforcement efforts, the CHP used federal and state grants to provide the resources to conduct enhanced enforcement operations focusing on commercial trucks and the passenger cars operating around them. The CHP developed and implemented the proposed CIEP concept statewide. The employee who initiated the





program at the Gilroy Inspection Facility was transferred to the Department's Headquarters and assigned the task of coordinating the program's statewide expansion.

Implementation

Overview

To improve relations and implement the commercial industry liaison concept statewide, the CIEP continued as a local community outreach program, but it operated and was supported statewide at the headquarters level. Thus, the CHP sought not only to provide a valuable service to the commercial trucking industry through educational seminars, but also to simultaneously build a partnership for safety.

The program coordinator developed a field Division instructor's manual which incorporated all aspects of commercial enforcement. Specifically, the instructor's manual contained information regarding driving in congested traffic, adverse weather, and mountainous conditions, and it included primary collision factor driver safety information (lane use, proper following distance, speed limits for specific vehicle combinations, and more). The coordinator also prepared a PowerPoint® presentation which included geographic-specific collision-avoidance material. The program also contained a public awareness campaign to inform the trucking industry of the CIEP. Lastly, the Department disseminated information about the CIEP program—its operation, goals, and service to the industry—and to all CHP offices, through an Information Bulletin (see Annex C).

Funding

Commercial Vehicle Section (CVS), the CHP's Headquarters coordinator for commercial trucking issues, worked closely with the Federal Motor Carrier Safety Administration (FMCSA) to enhance commercial vehicle safety and carrier compliance. The FMCSA California Division awarded federal grant money to the Department to assist with commercial enforcement and safety. Therefore, the CHP proposed using FMCSA Motor Carrier Safety Assistance Program (MCSAP) grant money to supplement





CIEP operational funding. FMCSA officials concurred and provided federal funding for the program.

This federal funding, coupled with CHP-trained personnel, provided the necessary tools to make the CIEP a statewide success. During the 1999 federal fiscal year, MCSAP grants allocated \$37,000 to the CIEP. MCSAP funds facilitated instructor travel, the purchase of laptop computers and projectors for PowerPoint® presentations, and the purchase of instructional supplies, promotional items, print material, and truck driver inspection aids.

Over the next four years, the CHP received further federal grant funding to assist the CIEP in meeting its goals and objectives. CHP obtained the funding through line items in the basic MCSAP and North American Free Trade Agreement (NAFTA) grants and a \$1.4 million FMCSA grant. As the program grew in popularity and effectiveness, the additional funding increased the CHP's ability to conduct more educational seminars.

Goals

Originally, the CIEP goals were to conduct 300 seminars, to implement the program statewide, and to assist in reaching the goals of the basic MCSAP grant in lowering the total number of truck-involved collisions in California. CIEP Instructors easily surpassed the goal of conducting 300 seminars, doubling the required number. CVS also successfully implemented the program statewide. However, determining the CIEP's effectiveness in reducing truck-involved collisions proved difficult. Raw statewide data was too general and did not provide a quantitative means of measuring the success of the program in lowering truck-involved collisions. Consequently, the CHP developed a targeted method of measuring the success of the CIEP's goals and objectives; analysts randomly selected 20 companies, of various operations, who recently had been trained through the CIEP, to determine if they exceeded the following criteria:





Lower truck-involved collisions	- 5%
Lower truck-at-fault collisions	- 5%
Reduce number of drivers cited for violations	- 5%
Increase Biennial Inspection of Terminal (BIT) "satisfactory" ratings	+ 5%

The program was successful. CIEP-trained companies experienced significant declines in truck-involved collisions, truck-at-fault collisions, and driver citations.

Promotional Campaign

To raise industry awareness of the CIEP, the CHP implemented a promotional campaign. The Department developed a logo and slogan (Safety Through Education) (Annex D) to identify and promote the program, and placed the logo and slogan on all promotional items and print material. Promotional items and truck driver inspection aids consisted of polo/T-shirts, hats, key chains, mini flashlights, tire air/tread gauges, and vehicle inspection report holders.

Print material included: CIEP posters, brochures, rack-cards, and letters to carriers offering CIEP training services (see Annex E). Additionally, program advertisement included local press releases, an Internet site (see Annex F), and articles in newspapers and industry magazines. Unexpectedly, prior CIEP students proved to be a highly successful method of program promotion. Many CIEP students thought so highly of the CIEP that they informed their co-workers and employers about the benefits of attending CIEP classes.



Training Instructors

CVS requested each of the eight CHP field Divisions to select qualified individuals who expressed a sincere interest in becoming CIEP instructors and representatives to the trucking industry. Early on, the Department determined that instructor enthusiasm and dedication to the program was critical. In September 1999, CVS trained 19 instructors (Commercial Officers, Motor Carrier Specialists, and Commercial Vehicle Inspection Specialists) for the CIEP.



Training instructors from all commercial enforcement classifications provided balance and perspective to the program. CVS trained instructors in basic CIEP instructional material (vehicle inspection requirements, standards, carrier audit information, general driver safety material, and an overview of commercial laws and regulations). CVS also taught the instructors to tailor presentations to include information pertinent to the particular company (e.g., a company that transports hazardous materials would receive information pertaining to hazardous materials regulations).

Instructors were further trained in the following areas:

- Collision avoidance material for specific geographical areas
- Public speaking/conducting seminars
- Eight trade and safety specific training modules



- Participating in industry events (truck shows, safety fairs, association meetings, trade conferences, etc.)
- Providing information to the general public with regard to sharing the road with trucks
- Ability to act as an effective liaison to industry

Program Growth

The widely used CIEP achieved high ratings from participants and reduced commercial truck-involved collisions. During the first year of the CIEP operations, instructors conducted 686 seminars. In 2003, instructors conducted 1,317 CIEP seminars.

The program now includes one statewide coordinator, eight full-time Division coordinators, and 40 associate instructors. MCSAP grant funding supports the statewide and Division coordinator positions. Additionally, the Department procured vehicles for each of these positions, as well as computer equipment and supplies, to support all CIEP personnel.

Currently, the Department revises training material, adding or updating material to reflect new laws, equipment maintenance issues, new programs, and issues which may affect the trucking industry. The Department also incorporates supplementary programs to address specific needs (training programs for Interstate drivers, Highway Watch, Mexican CIEP, and others). Today, the Department's CIEP is an extremely versatile program capable of responding to future challenges that may confront the trucking industry and law enforcement's interaction with the industry.





Assessment

Based on reports and participant comments, the CHP has been successful in reducing truck collisions for the CIEP-trained companies and in improving safety and service to the commercial trucking industry. The Department has received positive feedback from commercial carriers participating in the CIEP. CIEP-trained companies have experienced improved safety records and realized an enhanced level of driver knowledge (see Annex B).

Enthusiastic instructors immediately realized the positive impact the CIEP has produced within the industry. These improvements galvanized the instructors' commitment to maximize the effectiveness and reach of the CIEP. Instructors often have worked on their own time perfecting CIEP presentations and ensuring CIEP requests and commitments were fulfilled.

One officer said, "I can spend an hour or two patrolling and write a couple of citations for rules-of-the-road or hours-of-service violations, or I can spend that same amount of time educating a large group of drivers on the importance of those safety items and how to comply—and you know what? They really try. If I pull over one of my students for speeding, they're embarrassed!"

Most importantly, Departmental and instructor commitment has built a solid partnership between the trucking industry and the CHP—a partnership of immeasurable value. The results of this partnership have been that the CIEP far exceeded the project's goals, as indicated in the following tables (Note: the collision, citation, and BIT analyses were based on randomly selected carriers-see page nine).





CIEP operations, 2000:

Goals	Results
Conduct 300 CIEP educational seminars/events	686

CIEP operations, 2001:

Goals	Results
Conduct 500 CIEP educational seminars/events	758
Reduce CIEP participants' truck-involved collisions by 5%	- 30%
Reduce CIEP participants' truck-at-fault collisions by 5%	- 55.6%
Reduce the frequency in which CIEP participants are cited for commercial carrier-related violations by 5%	- 27.4%
Increase CIEP participants' Biennial Inspection of Terminal (BIT) "satisfactory" ratings by 5%	+ 10.4%

CIEP operations, 2002:

Conduct 500 CIEP educational seminars/events	1,092
Reduce CIEP participants' truck-involved collisions by 5%	- 19%
Reduce CIEP participants' truck-at-fault collisions by 5%	- 38.5%
Reduce the frequency in which CIEP participants are cited for commercial carrier-related violations by 5%	- 6%
Increase CIEP participants' Biennial Inspection of Terminal (BIT) "satisfactory" ratings by 5%	+ 6.2%

CIEP operations, 2003:

Conduct 500 CIEP educational seminars/events	1,317
Reduce CIEP participants' truck-involved collisions by 5%	- 11%
Reduce CIEP participants' truck-at-fault collisions by 5%	- 20.6%
Reduce the frequency in which CIEP participants are cited for commercial carrier-related violations by 5%	- 8.7%
Increase CIEP participants' Biennial Inspection of Terminal (BIT) "satisfactory" ratings by 5%	+ 10%





Lessons Learned

CHP recognizes that a minority of carriers and drivers may exceed speed limits, exceed hours of service, and ignore safety in a misguided effort to maximize profit. However, commercial vehicle enforcement, training, and education continue to be major components in reducing truck-involved and truck-at-fault collisions. The CIEP has proven that an ongoing, direct exchange of information with commercial drivers has significant, measurable benefits.

Other Benefits

The CIEP is also an excellent tool for disseminating critical information. Through e-mail or departmental bulletins, the CHP can provide timely information (security threats, new laws, warnings on high collision areas, new programs, environmental and weather concerns, etc.) to CIEP instructors, who in turn relay the information to industry stakeholders and commercial drivers.

Additionally, CIEP instructors are highly visible departmental representatives, participating in special departmental projects such as: Highway Watch Program, Truck Safety Corridor Projects, and Inspection Facility Driver Appreciation Days. CIEP instructors also serve as informal departmental liaisons to the California Trucking Association, establishing goodwill and a cooperative working relationship.





Institutionalization

The CHP has shared the CIEP with other state law enforcement agencies and trucking associations. Nevada and Arizona honored the Department with invitations to lecture, teach, demonstrate, and assist with program implementation. Both states received CIEP training materials.

Additionally, CIEP instructors, in coordination with commercial vehicle insurance carriers, provided training seminars to their clients. In some instances, insurance carriers lowered coverage rates for CIEP-trained drivers and carriers. Further confirming the program's impact, traffic court judges have also recommended CIEP training for carriers who have had repeat offenses.

The CHP recognizes the numerous benefits of the CIEP and expects to continue CIEP operation. Federal grants partially fund many of the CIEP activities, such as training. The Department's annual budget also includes funding for some of the additional costs associated with the program.

Truck transportation of goods will always be necessary. Accordingly, as California's population increases, more commercial trucks will travel our highways. With the continued success of the CIEP, the CHP has a proven, valuable resource to respond to this increased commercial traffic. Who knows, perhaps a CIEP-trained truck driver will take that extra moment to properly secure a load, knowing that unsecured loads can abruptly shift. And, unlike the Ledford family, another family, on another sweeping curved roadway, will safely pass a heavily loaded commercial vehicle.





Agency Information

1. The Commercial Industry Education Program (CIEP) is coordinated by personnel in the CHP's Commercial Vehicle Section, a unit of the Department's Enforcement Services Division.
2. CHP management and staff received no specialized training in problem-oriented policing prior to becoming involved with the CIEP. Personnel involved with the CIEP are primarily uniformed officers; however, non-uniformed researchers and analysts are available for consultation and assistance, as needed.
3. Other than the satisfaction of decreasing commercial vehicle-related traffic injuries and fatalities, no special incentives were offered to officers involved with the CIEP.
4. Personnel used resources provided by the Federal Motor Carrier Safety Administration (FMCSA) and the Department.
5. CIEP personnel identified that even though the Department maintained an aggressive commercial enforcement program, the number of commercial vehicle-involved collisions had remained relatively unchanged, prior to CIEP operation.
6. CHP personnel from Commercial Vehicle Section incorporated the additional CIEP duties into their existing duties.
7. The Department's operations budget was not enhanced to accommodate increased personnel or equipment costs.
8. Project contact information:

B. T. Lott, Captain
California Highway Patrol
P. O. Box 942898
Sacramento, CA 94298-0001
(916) 657-7222
FAX: (916) 452-3151
Email: blott@chp.ca.gov





Annex A

News Media Article



U.S. NEWS

The killer trucks

Lax safety rules, long hours wreak havoc on the roads

BY MARIANNE LAVELLE

A night in 1994, California Highway 58, the Inyone Desert. Randy and Melissa Ledford are driving their 2-year-old son, Tommy, and 5-year-old daughter, Skylar, home to Redlands after a week's visit with their grandfather in Fresno. Heading west on the now-closed road is a flatbed carrying three 30-foot, 88,000-pound concrete pipes for a

water project near Sacramento. As the pipes twist around a curve, the massive pipes suddenly shift and snap the nylon straps restraining them. They fly off the flatbed, striking the Ledfords' minivan. Police say the family probably died "in a heartbeat." The rolling pipes then hit a section carrying a Nevada couple, who die after their car leaves into flames. The transportation department, based in Sacramento, is accused in a lawsuit of being negligent.

It was the kind of horrific accident that sends a knowing shudder through anyone who has ever driven the high-speed and no-man's-land stretch leading to Wheelock's. The accident was a major factor in that 2001 settlement by workers' groups with the state, which, in many ways, paved the way for the 2002, 2003, and 2004. All that had happened since the two years before this accident, a 2.5 percent rate increase and the passage of the law had been ordered off the road for safety rules.





Annex B

Excerpts from Trucking Industry Letters





The following excerpts were taken from some of the letters received from the trucking industry after receiving CIEP training:

1. *“Reclamation believes that lives were saved and accidents were prevented due to the CIEP instructor’s excellent presentation. Several staff members have noted that they discontinued risky behaviors after the presentation.”*
Judi Tapia, Bureau of Reclamation.
2. *“Safety through education can and will work when government agencies and private sector work together.”* Ron Dotson, Dassel’s Petroleum.
3. *“Drivers left the classes with more confidence in themselves and a strong commitment to compliance with the rules and regulations they must deal with daily.”*
Larry Scaevitz, CRST International.
4. *“We had a few employees come into class believing they were going to walk out with no more than two extra hours on their paycheck. They walked out very impressed with the information received and how important it was. Thank you for the great service.”* Sanki Gienapp, Laidlaw Transit Services.
5. *“We really enjoyed getting to know all of you on a more personal basis. Please know that we would very much like to continue this training.”* Gary Burks, Budweiser, Inc.
6. *“Thank you for the program we have been searching for. It was refreshing to be able to ask hard questions from the people who know first hand and avoid the ‘hear-say’ that seems to be everywhere.”* Dan Vaughan, Mendocino Forest Products.
7. *“We had a large group of drivers attending with numerous questions regarding highway safety. The CIEP instructor left nothing unanswered.”*
Joe Melendez, Arrow Trucking.
8. *“Working together demonstrates our commitment to building a better community for all Anaheim residents, and I look forward to working with you.”*
Kim Patrick, City of Anaheim.
9. *“One great surprise was that drivers could test positive for alcohol the day after having a few beers at a football game! The instructor was patient and informative and made an impression.”* Denny Mahler, Graniterock.
10. *“The level and amount of positive assistance provided to our company and staff is immeasurable.”* Steve Kerdoon, AES.
11. *“The instructors were very informative and provided information that our drivers can use in everyday operations.”* Jeff Knittel, Wal-Mart Stores, Inc.





12. *"The officers spoke to our personnel about personal experiences and regulatory requirements with a matter-of-fact tone that really engaged the audience."*
Dave Jones, County of Santa Clara.
13. *"The officers spoke to issues and safety laws that directly affect our drivers and their performance on the roadways."* Esteban Gonzalez, III, Equilon Enterprises LLC.
14. *"Now my drivers and mechanics can recognize what to look for when doing a vehicle inspection prior to allowing a commercial truck to leave our facility."*
Dennis Gouin, Department of the Air Force.
15. *"Though many thought they were experts in keeping records, the presentation revealed sections of law many participants were unaware of or simply misinformed."* Kirk Hunter, Southwest Transportation.
16. *"The most useful information was dealing with log book violations, and what we should be looking for on a daily basis. We found many areas we needed improvement in. Thank you for your assistance."* Bill Dewey, Reimer Transport.
17. *"Workshops of this kind have a positive effect on safety. I would highly recommend this training to other commercial transportation and trucking companies."*
Bill Miller, Yosemite Services.
18. *"The information imparted by the officer was interesting, valuable and insures that these new drivers will be the safest on the California's highways."*
Chuck Mack, Teamsters' Joint Council.
19. *"It is important for us to have this type of resource available in our industry and the impact will be substantially positive."* John Woods, Semper Truck Lines.
20. *"I would highly recommend this training session, and this instructor to other trucking companies."* Rick Wiggs, Quali-T-Ruck, Inc.
21. *"I feel this grass roots approach of involving the CHP, and industry will convey how committed the CHP is on educating the trucking industry on truck safety."*
Mike Martin, Robert V. Jensen, Inc.
22. *"Your discussion on the commercial laws was extremely enlightening and provided a real value to our staff."* Todd Homer, Toys R Us.
23. *"I had to pay big bucks for this type of training in the past and the training and quality of presentation wasn't nearly as good as your officers ."*
Ron Martin, Trinity County.





Annex C

CHP Information Bulletin



Commercial Industry Education Program





DEPARTMENT OF CALIFORNIA HIGHWAY PATROL

INFORMATION BULLETIN

COMMERCIAL INDUSTRY

EDUCATION PROGRAM

This Information Bulletin is published to provide information regarding the Department's Commercial Industry Education Program (CIEP).

The CIEP is an ongoing educational program directed at the commercial trucking industry and is designed to provide information and safety awareness to anyone operating commercial vehicles. The program is currently instructed by 22 California Highway Patrol commercial enforcement personnel (commercial officers, Motor Carrier Specialists and Commercial Vehicle Inspection Specialists) who, in addition to being instructors, act as liaisons between the Department and local industry representatives.

The CIEP is administered by Enforcement Services Division, Commercial Vehicle Section (CVS). The program is to be operated at the local level as a community outreach program aimed at commercial carriers who wish to increase their understanding of the constantly changing laws and regulations applicable to their operations. In addition, participants receive driver safety tips and rules of the road information. This program is offered to help *guide* carriers to voluntary compliance and highway safety.

The program gives carriers the opportunity to receive a variety of training. Informational class topics include, but are not limited to:

- Rules of the road and driver safety tips
- Maintenance inspection (pre-trip and Level 1) procedures
- Biennial Inspection of Terminal Program
- Hazardous materials transportation requirements
- Hours-of-service
- Controlled substance and alcohol testing requirements
- Size and weight requirements and issues

CVS updates and adds information as needed to assist instructors and inform carriers of changes in laws, regulations or new programs which may affect them.





Due to the hard work and innovation of those involved in implementing and operating the program, the following statistics reflect the success of the program to date:

- 800 informational seminars have been conducted for commercial carriers.
 - This equates to approximately 30,000 people involved in commercial operations receiving safety and educational information.
- 75 special events have been attended.

As evident by the many letters of appreciation, several commercial carriers, the California Trucking Association and other trade associations have overwhelmingly welcomed the program. One carrier recently commented in a letter, that “due to these presentations, our accident rate has decreased and we believe lives have been saved.”

With the proven success of the CIEP, the Department has re-evaluated the objectives of the program and established the following goals:

- To provide program training to 1,000 carriers by June 30, 2002.
- To increase by 3%, compliance with laws and regulations pertaining to Biennial Inspections of Terminals for CIEP trained carriers.
- To lower by 3%, the instances of deficiencies which subject drivers of CIEP-trained carriers to commercial citations.

In order to meet these goals, support and assistance is needed by managers, supervisors and instructors statewide. To keep interested parties informed, quarterly reports will be disseminated by CVS to field Divisions, Areas, Inspection Facilities and instructors. These quarterly reports will include:

- Number of classes conducted in each Division.
- Special events with CIEP representation.
- Noteworthy enforcement and general issues raised from training seminars.
- Updates of new material provided to instructors, including new training modules, changes in law, industry trends, etc.

CVS will support Divisions with training equipment, public relations items, travel/per diem expenses, computer equipment, etc. CVS will also assist Divisions by completing and distributing program reports, coordinating large events, updating and creating new training material as needed and coordinating state instructors’ meetings. Furthermore, CVS will have the state coordinator, Mr. Dave Gaffney, available for assistance and support.

Any questions regarding this Information Bulletin may be directed to CVS at (916) 445-1865.

ENFORCEMENT SERVICES DIVISION

OPI: 062

DISTRIBUTION: 3A E S(Holders of HPM 82.6)





Annex D

CIEP Logo and Slogan



Commercial Industry

Education Program



Commercial Industry
Education Program Logo



Commercial Industry
Education Program Slogan

Safety Through Education





Annex E

Invitation Letter for CIEP



Commercial Industry Education Program





State of California—Business, Transportation and Housing Agency **ARNOLD SCHWARZENEGGER, Governor**
DEPARTMENT OF CALIFORNIA HIGHWAY PATROL

P. O. Box 942898
Sacramento, California 94298-0001
(916) 445-1865
(800) 735-2929 (TT/TDD)
(800) 735-2922 (Voice)



May 1, 2004

File No.: 62.A11131

ABC Carrier
123 Industrial Way
Sacramento, CA 95888

Dear Carrier:

This letter is to offer you a complimentary information class concerning commercial vehicles and California Highway Patrol (CHP) safety inspections. This class, the Commercial Industry Education Program (CIEP), is provided by CHP personnel and is designed to give participants (drivers, mechanics, supervisors etc.) driver safety information as well as an understanding of requirements for on and off highway vehicle/carrier inspections.

The CIEP provides an overall understanding of commercial enforcement and how it may pertain to you and your operation. Basic CIEP presentations include:

- Commercial Vehicle Safety Alliance (CVSA) sticker issuance
- Out of Service criteria
- On highway vehicle/driver inspections
- Biennial Inspection of Terminal (BIT)
- Driver safety and awareness

Additional educational training modules are available which provide information pertaining to:

- Enhanced BIT requirements
- Hazardous materials security/terrorism prevention
- Hazardous materials transportation requirements
- Hours of service





- Controlled substance and alcohol testing
- Insurance requirements and fraud awareness
- Size and weight requirements and issues
- Rules of the road and driver safety
- Large and recreational vehicle use

Participants will also receive informational packets pertaining to commercial vehicle safety and maintenance, as well as vehicle/carrier forms and documents. This is an excellent opportunity for company employees to ask questions, make comments and receive updated information concerning laws and regulations applicable to your operation.

Class time varies from two to four hours and can be scheduled to meet your needs. You have the option of receiving the presentation at your facility or another agreed upon location at no charge to you.

To learn more, or if you would be interested in receiving this training, please contact your local commercial industry liaison at (916) 445-1865 or visit our Internet site at www.chp.ca.gov.

Sincerely,

A. R. JONES, Captain
Commander
Commercial Vehicle Section





Annex F

Internet Web Site





Annex G

Commissioner's Communique



Commercial Industry Education Program





COMMISSIONER'S COMMUNIQUÉ



No: 12

Date: February 1, 2002

Preventing Commercial Vehicle Collisions

Focused enforcement efforts by CHP officers have made significant inroads toward reducing commercial vehicle collisions. However, the public continues to see truck-involved collisions as a major problem and there is a perception the CHP is not doing enough to address this issue. Even though the public sees this as a "big-rig" problem, we know highway safety depends on all drivers adhering to the rules of the road. All truck-involved collisions are significant events, even if there are no injuries or fatalities. Blocked roadways and traffic congestion are major irritants for all drivers, and the majority of commercial vehicle operators are just as concerned about these problems as the CHP. However, until drivers of all vehicles can safely co-exist on our increasingly crowded highways, we will continue to face this challenge.

It is a misconception among some of our officers that they can only make a difference with commercial safety if they have been given extensive specialized training. While CHP personnel involved in the commercial programs play a major role, road patrol officers can have a significant impact by simply enforcing the basic rules of the road. Our best line of defense is an observant road patrol officer. Following too close, speeding, and unsafe lane changes are easily recognized violations that are among the leading causes of truck-involved collisions, and it is not always the commercial driver who is at fault.

When the public sees a CHP "black and white" behind a big rig on the shoulder, they see this as attacking the truck-involved collision problem. What they may fail to realize is that they too are part of the problem. During February, March, and April, the CHP will be focusing efforts in Operation Road Share, a program designed to educate all drivers to safely co-exist on our roadways. In 2001, over 25,000 citations were issued to both commercial and passenger vehicle drivers for rules of the road violations during the Operation Road Share campaign; 63% of the citations were for following too close, speeding, and unsafe lane changes. Undoubtedly this year's Operation Road Share will be just as successful. However, this is only one of many special enforcement programs, and I expect each of you to encourage our enforcement personnel to continually look for opportunities to enhance these safety efforts and prevent truck-involved collisions.

The technical aspect of commercial enforcement is in good hands with our highly trained commercial personnel. The responsibility of road patrol officers is to contribute to this effort by enforcing the rules of the road. By working together, the CHP can make a further difference in reducing the number of truck-involved collisions.

