



Projects First-Round Winner
Innovations Challenge

April 2019

Prepared by Transportation Planning
Missouri Department of Transportation

Commercial Motor Vehicle Awareness for Teens Program



Description

National estimates place the fault for up to 70 percent of crashes involving a commercial motor vehicle upon passenger vehicle drivers. In some areas of Missouri, commercial motor vehicles make up 50 percent or more of the traffic mix. Though sharing the highway is a daily practice, many travelers are uneducated on the risk factors of operating near big trucks and how changing simple behaviors could greatly ensure their next trip alongside big rigs ends safely. The Commercial Motor Vehicle Awareness for Teens program is an in-person educational effort offered by MoDOT Motor Carrier Services division. It consists of a presentation by an experienced motor carrier safety investigator that focuses on the top contributing circumstances of crashes by a passenger vehicle driver; distracted driving, driving errors and bad driving decisions. Currently, MCS' effort targets teens in the pre and early-driving age, though the presentation is easily adaptable for motorists of all ages. It is the only known presentation centered exclusively on safe driving near commercial motor vehicles at MoDOT and one of only a handful in Missouri.

Benefit

The Commercial Motor Vehicle Awareness for Teens program teaches young drivers, seasoned veterans and drivers-to-be behaviors that are critical to safely operating their personal vehicle near large commercial motor vehicles. Since the majority of crashes involving commercial motor vehicles are caused by the actions of a passenger vehicle operator, it is vital to give these drivers tools they can use to avoid crashes with vehicles that, because of their sheer size, are more apt to result in devastating injury or death.

Materials and Labor

There are no cost for materials, only employee time and existing assets. The total amount of time for this project was about 800 hours of development and delivery to-date.

For More Information Contact:

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Additional information, photos or videos can be seen by accessing Innovations Challenge SharePoint page at: <http://sharepoint/systemdelivery/TP/Documents/InnovationsChallenge.aspx>