



# Truckers as 511 Customers

Results of the User Needs Assessment for  
San Diego's 511 for CVO

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# Purpose of the 511 CVO User Needs Assessment

To answer, in more detail, these questions:

- What information should be provided to truckers on San Diego's 511 CVO system?
- What are the best ways to deliver the 511 CVO information?

*What do they want to know?*

*How do they want to get the info?*

# Connecting with the trucking community

- **Literature** – Previous studies, plans, projects, evaluations, web sites, industry journals & publications
- **On-line survey** – technology-oriented truckers (owner-operators), trucking company operations and management personnel, transportation service providers
- **Intercept surveys** – truck drivers and owner-operators
- **Interviews and Stakeholder Group Meetings** – trucking company management, transportation service providers (brokers, 3PLs)

# Trucking Industry Familiarity with CVO ATIS

In the development of 511 for CVO, where are we starting from? A trucking community that...

- ... has largely **relied on one another** for information
- ... views **public agencies** as primarily law enforcement, regulators, emergency responders, and highway construction/maintenance providers
- ... has **widely varying levels of familiarity** with public programs that can provide them with useful information or services, and, may use **different terminology** to refer to these programs.
- ... has **varying information needs** depending on type of trucking operation.

# A traveler information system for trucking must accommodate a variety of industry segments and types of operations



- **Local Delivery**
- **Short/Regional Haul**
- **Long Haul**

*Each type of operation represents a somewhat different ATIS customer*

# Snapshot of Local Delivery Truckers



Typically pick up and delivery cargo within a tight radius; up to about 30 miles from Origin/Destination. Knows routes, local conditions, & services

# Snapshot of Short Haul & Regional Truckers



**Pick up and delivery cargo across county lines; may go as far as Central/Northern CA, AZ, NV. Usually knows routes, available services. Origins /Destinations can vary, may not know conditions.**

# Snapshot of Long-haul Truckers



**Routinely picks up and delivers cargo across state lines or international borders; may travel thousands of miles per month. Origins/Destinations may vary widely. May or may not know routes, available services or local conditions.**

# Owner-operators and small trucking companies dominate the industry

Small companies and owner-operators are represented in all types of trucking operations. Owner-operators are especially drayage, regional, and long-haul trucking.



They account for 65.6 % of San Diego 511's internet and intercept survey respondents

# What do truckers in the San Diego region want to know?

- Traffic Conditions
- **Truck Routes**
- **Routing Restrictions (height, weight, width, etc.), Roadway Maintenance and Construction (tied)**
- **Alternate Routes**
- Current and Forecasted Weather
- **Truck Stop / Fuel Stop Information (location, fuel prices, services)**
- **Roadside Inspection/Weigh Station Information**
- **Safe Parking and Rest Area Information (location, availability)**
- **Repair Facility Information (location, hours, services)**
- **Permit Requirements**
- **Port/Border Crossing Queue Information/Exceptional Conditions**
- **Hazardous Material Safe Parking**

**Bold Blue Type** = Truck-specific traveler information item

# Truck Routes, Routing Restrictions, & Alternate Routes

- Permanent, Local, National Network or STAA routes for the area in which they are traveling
- Permanent or Temporary restrictions on height, weight, width, length (including KPRA advisories)
- Alternate routes during construction, emergencies, events, other exception conditions



# Fuel Stop & Truck Stop Information

- Fuel prices!
- Fuel station locations
- Truck stop locations that have other services, especially for long-haul truckers



Photo from AFP/Getty Images

D&B Trucking owner-operator Dave Lilly fills his truck's tank for USD 4.179 per gallon, at a truck stop and diesel fueling depot in Oak Hills, California on April 01, 2008. Lilly said that it is becoming more and more difficult to support his family of three as the cost of diesel fuel continues to rise and his profits diminish.

# Roadside Inspection and Weigh Stations

- Location and contact information for **roadside safety inspection stations (CHP scales)**
- Location, contact information, and hours for **public scales**
- CHP would also like to see information for **local tire, forklift, and repair services** made available for truckers detained at the scales



# Truck Repair Shops and Mobile Services

- Truck repair service facilities
- Tire services
- Roadside mobile repair services
- Forklift services
- Heavy-tow services
- Locations, Contact Information and Hours of Service for all



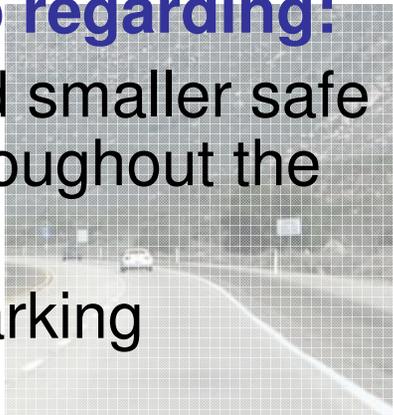
# Parking, Rest Areas, & Hazmat Parking

- Safe, convenient parking for eighteen-wheelers is a nationwide problem
- In San Diego County, there are **no large, centrally located truck stops** or parking areas to accommodate trucks waiting to load or unload



## Truckers need info regarding:

- Widely distributed smaller safe parking areas throughout the county
- Safe HAZMAT parking



# International Border Queue and Exception Conditions Information



- **Seasonal Congestion**
- **Unpredictable, depending on CBP operations**
- **Need to know current wait times primarily to provide ETA to customers**

# How do truckers in the San Diego region currently receive traveler information?



84%



53%



21%

**28%**  
**Two-way radios**  
(Note: Nextel users surveyed often referred to their push-to-talk phones as two-way radios.)

# Keys to understanding industry issues and producing real-world results when seeking industry feedback

- **Long-term** trucking community relationships
- **Regular dialogue** with key industry members from inside and outside industry organizations
- **Representatives from all operational levels** (drivers, dispatchers, operations management, industry executives, owner-operators)
- **...and across many segments** (local, regional, long-haul) and operation types (flatbed, dry van, refer, container, tanker, heavy-haul, bulk/aggregate, dump, oversize, etc. etc.)



# Thank you. Questions?

The complete *San Diego 511 CVO User Needs Assessment Report* is available from **San Diego Association of Governments (SANDAG)**.

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If you have additional questions about the research or results, please contact:

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