

# Get a Load of That: Engaging Commercial Drivers in Mobility Safety

Rick Birt  
Director  
DC Highway Safety Office

# Thank You



# WARNING:

## Public Participation Ahead

# Who's In the Room?

- Planners
- Engineers
- Safety Professionals
- Law Enforcement
- Safety Advocates
- Pineapple on Pizza Fans

# DC Highway Safety Office (HSO) Overview

- The HSO works to change behavior on our roadways
  - Impairment, Distractions, Speed, Aggression, Ped/Bike Safety, etc.
- Leverage funding to mobilize community partners
  - Section 402 Funding
  - Section 405 Funding
  - Section 1906 Funding



# But What Does That Mean?

- Set the strategic vision for mobility safety within the “State” with an unwavering commitment to equity
- Approve the Triennial Highway Safety Plan (3HSP) for submission and NHTSA review.
- Annually approve the Annual Grant Application (AGA), Seat Belt Survey, Certifications and Assurances, Application for 405 Funding, and other documents as needed.
- Serve as the Mayor’s lead for Traffic Records within the District.

**WARNING:**  
Public Participation Ahead  
Level II

# Make a Friend – or Put in the Chat...

- What are the greatest challenges in prioritizing safety for all roadway users regarding freight vehicles?
- How do we reach commercial drivers in a way to empower them to prioritize safety?



# A Tale of Three Cities...

Work vs Play vs Home





and this...

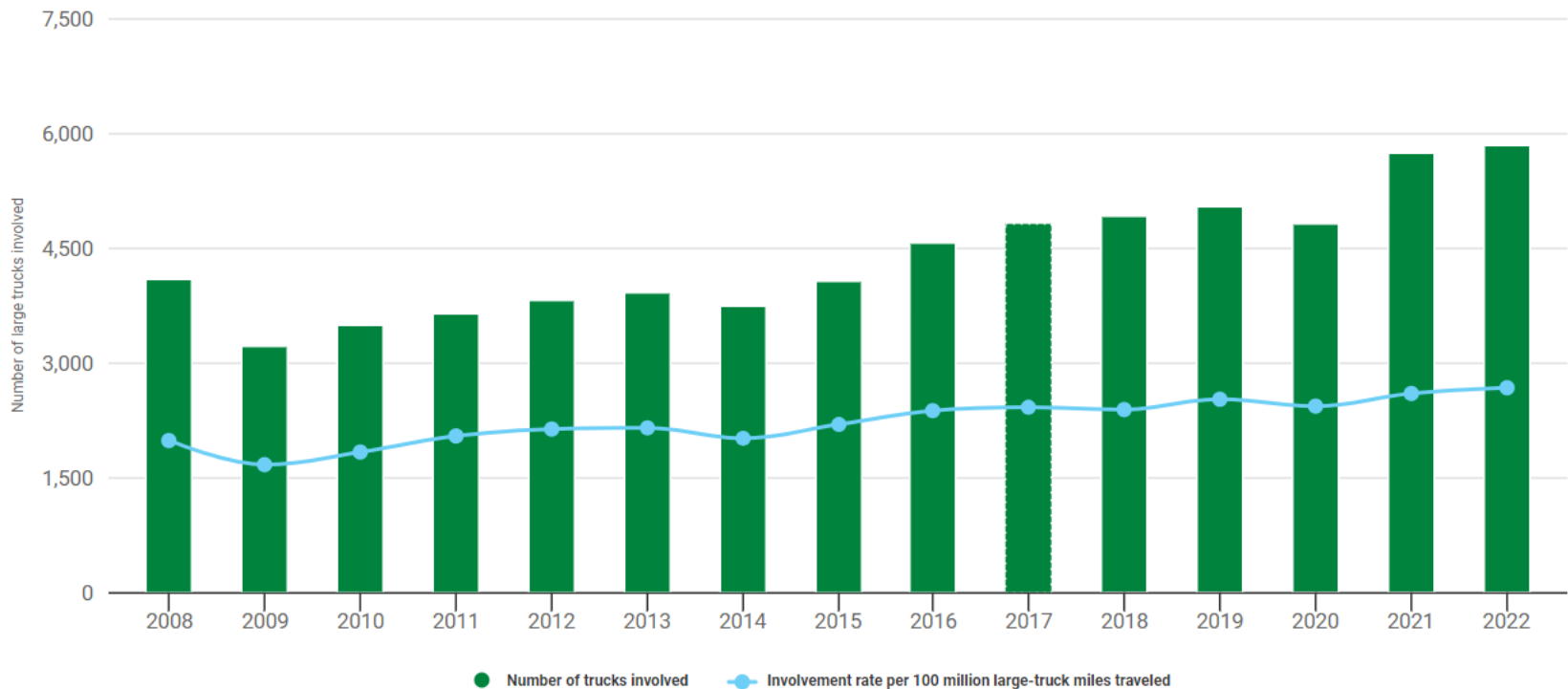


and this!



# A National Problem

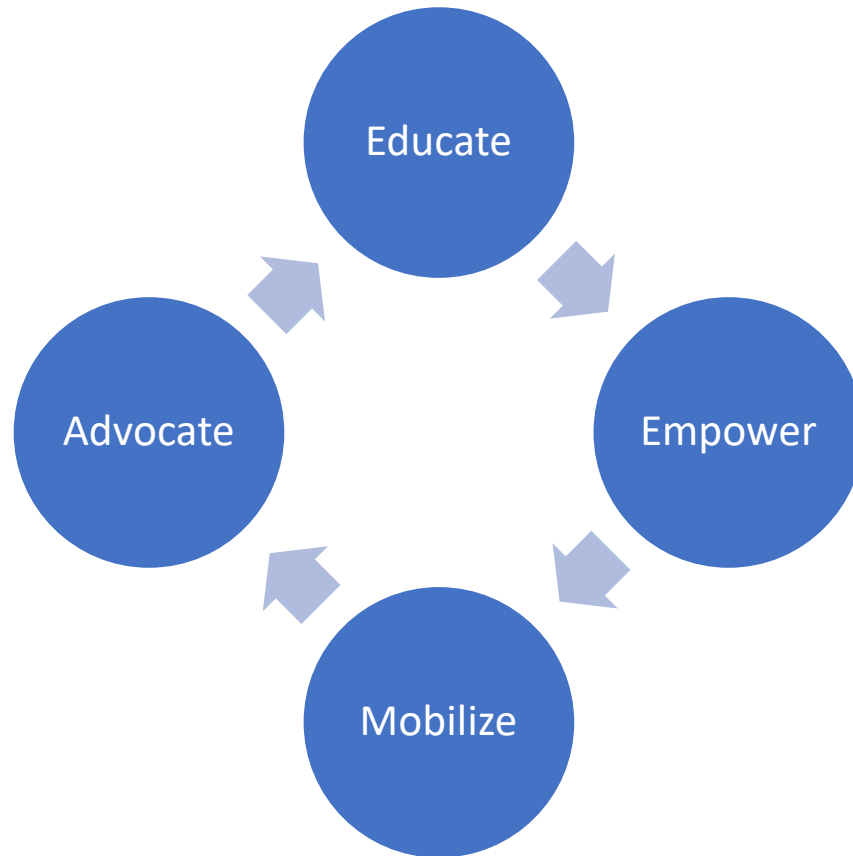
## Commercial Vehicles in Fatal Crashes



# How Do We Change Hearts & Minds?

- We need commercial drivers to drive the tale of three cities
- We need all other roadway users to live the tale of three cities

# Theory of Change: Educate to Advocate





# Community Focus Groups

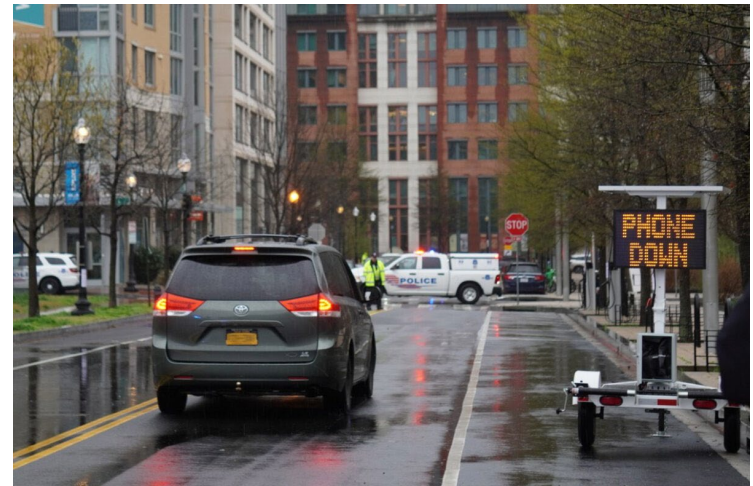


# Distracted Driving

From the period of April 5 – May 30, 2024, on average, one out of every three drivers that passed the unit were using a cell phone:

- 32.8%, Georgia Ave
- 32.5% Benning Road

***32% of distracted drivers were in a commercial vehicle***














# Education Of Engineering: Safer Roads & Safer People



**CROSSWALK** **STOP TO RED**

## How to use the HAWK

High Intensity Activated CrossWalk

PEDESTRIANS 		DRIVERS 	
SEE THIS	DO THIS	SEE THIS	DO THIS
	<b>PUSH THE BUTTON</b>		<b>DRIVE</b> ALWAYS LOOK FOR PEOPLE WHO PLAN TO CROSS.
	<b>STOP &amp; WAIT</b> FOR THE WALK SIGNAL.		<b>SLOW DOWN</b> A PERSON HAS ACTIVATED THE PUSH BUTTON.
	<b>START CROSSING</b> ALWAYS WATCH FOR CARS.		<b>PREPARE TO STOP</b>
	<b>FINISH CROSSING</b>		<b>STOP</b> FOR PEDESTRIAN. (As with any signal RED means STOP)
			<b>STOP FIRST</b> PROCEED WITH CAUTION IF NO PEOPLE ARE PRESENT.

HAWK Signal

## Pedestrian-activated stoplight

d. THE GOVERNMENT OF THE DISTRICT OF COLUMBIA  
MURIEL BOWSER, MAYOR

# Education & Enforcement



# Post Crash Care



# Speed Campaign & ATE

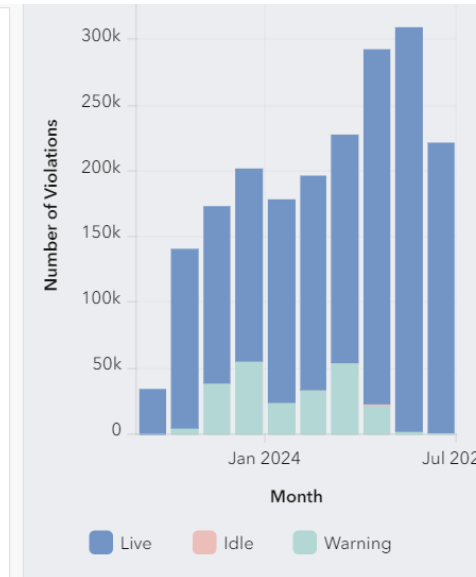
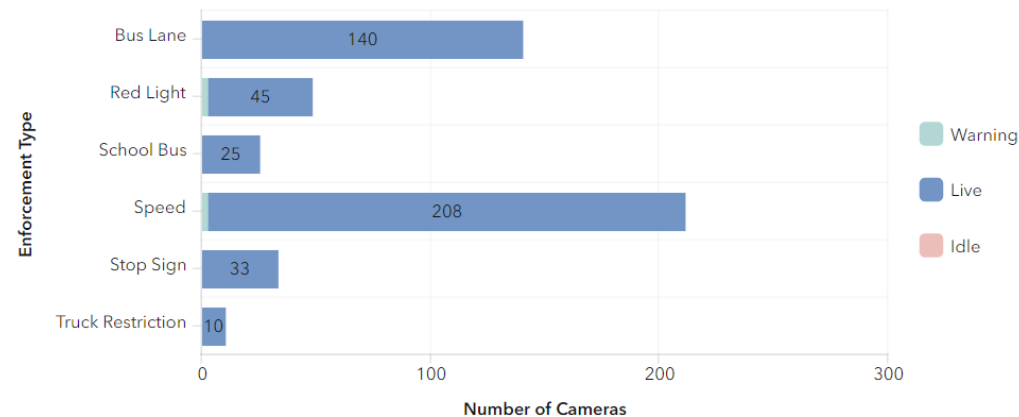
Current Camera Count

# 467

For selected enforcement types

## ATE Cameras by Enforcement Type and Issuing Status

Note: Bus Lane and School Bus Stop Arm camera counts are shown below, but locations will not appear on the map.



# School Bus Safety



# Regional Problems, Regional Collaboration

- How can we leverage the connected nature of our region to keep the commercial network and our communities safe?
- Targeted campaigns – Fall 2025



# Thank You!

Rick Birt  
Director  
DC Highway Safety Office  
[rick.birt@dc.gov](mailto:rick.birt@dc.gov)