



THOUGHTS FROM THE TRUCKING INDUSTRY

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REGULATIONS

- Safety Regulation Is Good
- Level Playing Field Regulation Is Good
- *We know better than you do how to run a trucking company* Isn't
- Non-Research-Based Isn't
- Federal Government Is Primary
- Major Impact on a Low-Margin Industry



OPERATIONS

- Congestion
- Road and Bridge Quality
- Parking
- Tolls
- Urban Restrictions
- E.g., Physical Plates

COMMUNICATIONS

- Greatest Challenge for You...and Us
- Role of the Freight Coordinator
- You Have Signs!
- The Safety Message
- Trucks Are Your Customer



PREPARATIONS

- Technologies
- Economy
- Politics
- Employee Shortage
- Nature of the Business

PROTECTIONS

- State Transportation Trust Fund
- What's Good for the Goose...
- The Least Appreciated Mode?
- Public Image; Public Messaging
- Trucks Don't Produce Their Own Demand
- FTA



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