

SUCCESS STORY

FEDERAL MOTOR CARRIER SAFETY ADMINISTRATION (FMCSA)

FMCSA COLLABORATES WITH GOVDELIVERY TO PLACE THE SAFEST DRIVERS BEHIND THE WHEELS OF TRUCKS AND BUSES.

SITUATION

FMCSA launched an education campaign to ensure employers take advantage of the Pre-Employment Screening Program.

The Pre-Employment Screening Program (PSP) is a US Department of Transportation Federal Motor Carrier Safety Administration (FMCSA) initiative designed to help employers in the trucking and bus industries make better-informed hiring decisions and ultimately improve the safety of America's highways. Since the program was brand-new in 2010 – and participation in PSP is purely voluntary – FMCSA created and executed an educational campaign to encourage employer enrollment with the goal of helping companies put the safest drivers behind the wheels of large trucks and buses.

FMCSA partners with contractor NIC Technologies to develop and maintain the PSP online service, to execute the outreach campaign, and to provide customer service on behalf of the program.

SOLUTION

NIC Technologies and FMCSA tap GovDelivery for reaching employers.

FMCSA chose GovDelivery's communications platform to reach the truck and bus companies that employ commercial drivers. FMCSA collaborated with public entities in and outside of DOT, and ensured that important messages are delivered reliably and on schedule.



U.S. Department of Transportation
**Federal Motor Carrier Safety
Administration**

ABOUT

The primary mission of the Federal Motor Carrier Safety Administration (FMCSA) is to reduce crashes, injuries and fatalities involving large trucks and buses. The Pre-Employment Screening Program is one of many important safety programs offered by FMCSA to help ensure the safest drivers are behind the wheels of commercial vehicles.

For example, FMCSA and NIC Technologies partnered with state law enforcement during a large annual roadside inspection event, RoadCheck, to distribute PSP materials to truck and bus drivers as part of the campaign.

Plus, under FMCSA's guidance, NIC Technologies gave presentations and webinars on PSP for associations of trucking and bus companies, including the American Trucking Associations and American Bus Association, to spread PSP information and answer program questions.

 RESULTS

Since 2010, the PSP user base has grown more than 1800%, along with an average annual growth in the number of driver records accessed each year. The PSP adoption results show that the education and outreach campaign is increasing participation in the program.

The PSP communication plan has been extended to help the PSP user community understand new and enhanced features and functionality of the program. Many of these communications are administered through the GovDelivery platform. These proactive communications have helped to decrease the overall number of customer service inquiries over time. For example, before the launch of a significant redesign of the PSP website, the team delivered various communications to PSP's 40,000 end users, including:

- Email blasts to all PSP users using GovDelivery
- Updates to the PSP News and PSP FAQ pages
- A short, instructional video developed to give viewers a quick navigational tour of the new PSP website and tips and tricks for performing common requests
- Social media announcements on Facebook and Twitter

As a result of the proactive outreach, when the redesign launched, there wasn't a flood of calls or emails – in fact, customer service volumes decreased by 7%!

GovDelivery provides full access to the HTML/CSS code required to create custom templates

and design elements. Its WYSIWYG ('what you see is what you get') editor and image-upload tools speed up content styling. All uploaded images are stored in a library for convenient future use.

Attractive headers and topic-related graphics allow subscribers to easily locate information, and maintain focus on relevant content. Simple design elements and plenty of white space keep information visually organized and prevent overloading subscribers with irrelevant content.

The program is realizing its important goals to improve highway safety, according to a 2013 FMCSA study. The results show that companies regularly using PSP have, on average, reduced their crash rates by 8% and their driver out-of-service rates by 17%. The economic benefits to these companies are noteworthy, with more shipments arriving at their destinations intact and on schedule.

FMCSA estimates that 863 large commercial vehicle crashes were avoided during the 12 months covered by the study, equating to fewer injuries and fatalities and safer highways for all drivers.



 METRICS

7% LESS SERVICE CALLS

8% REDUCED CRASH RATES

863 ESTIMATED CRASHES AVOIDED

ABOUT GOVDELIVERY

Over 1,000 public sector organizations use GovDelivery's highly-secure cloud solutions every day to enhance the citizen experience for more than 100 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data. The GovDelivery Network offers a unique and impactful way for public sector organizations to work together to cross promote content and increase digital reach. Organizations using GovDelivery see higher utilization of citizen services and greater citizen engagement.