

Strategy 8, 9, and 10: Education Campaign for Residents, Businesses, and Truck Drivers

Background Once a Truck Routes Ordinance (TRO) is officially enacted, it will be important for residents, businesses, and truck drivers to understand the major elements of the ordinance and how it will impact them specifically. Partnership with trusted grassroots partners, community members, local business associations and businesses, will be key to ensuring everyone is aware of the changes taking place with truck routes in the City of Detroit, as well as ensuring businesses and drivers adhere to the TRO. In particular, the success of the ordinance will ultimately depend on truck drivers following the new regulations.		
Objectives <ul style="list-style-type: none"> Key stakeholders, including community partners, and local businesses are included in the planning and outreach process Outreach materials are accessible, transparent and understandable to the target audiences, and are distributed widely in places that the target audiences frequent. 		
Implementation Steps		
1	City of Detroit will assemble a TRO Campaign outreach committee made of key stakeholders and community partners and jointly develop an outreach plan for residents, businesses, and truck drivers. <ul style="list-style-type: none"> Schedule regular meetings Determine funding strategy to support community partners' involvement in the outreach plan 	City of Detroit DPW, City Council District 6, Trucks Off Our Streets Table, SW Trucks Table, Local Small Businesses, Detroit Economic Growth Corporation, Department of Neighborhoods, Others
2	Execute the TRO Education Campaign Outreach Plan, including but not limited to:	City of Detroit, Truck Routes Ordinance Community Partners
2a	City of Detroit will update all public-facing City of Detroit Websites with applicable information	City of Detroit DPW, Truck Routes Ordinance Community Partners
2b	TRO Campaign outreach committee will develop outreach materials, including video and social media content, with translations required (including but not limited to Spanish, and Arabic). Specific, separate outreach materials will developed for each of the following target audiences: <ul style="list-style-type: none"> Residents Businesses Truck Drivers Outreach materials will be made publicly available so that all partners and stakeholders can participate and share in educating on pertinent information.	City of Detroit, Truck Routes Ordinance Community & Business Partners
2c	Conducting presentations at important information-sharing forums, including but not limited to: <ul style="list-style-type: none"> community events block clubs District and Department of Neighborhood meetings 	City of Detroit DPW, Truck Routes Ordinance Community Partners

	<ul style="list-style-type: none"> Business association meetings 	
2d	Working with industry-facing GPS and navigation application providers (including Google Maps, Waze, Apple Maps, OnStar, Teletrac Navman, Garmin, and other proprietary services aimed at trucking industry) to update their navigation directions with the new truck routes and restrictions.	City of Detroit DPW
3	TRO Campaign Outreach committee will evaluate the success of the campaign and document lessons-learned	City of Detroit DPW, Trucks Off Our Streets Table, SW Trucks Table, Local Small Businesses, Others
Schedule Q1: Develop TRO Education Campaign Outreach Plan, including outreach targets, materials, and translations Q2, Q3: Execute TRO Education Campaign Outreach Plan Q4: Evaluate the TRO Education Campaign Outreach Plan at the 1-Year Mark		
Cost and Feasibility Highly feasible costs: <ul style="list-style-type: none"> City staff involvement in Outreach Committee, plus associated activities like working on outreach materials and sharing outreach materials using City assets Cost of printed collateral like flyers City staff involved in canvassing Medium feasible costs: <ul style="list-style-type: none"> Supporting community partners' involvement. This will be dependent on community partners' available resources, and whether additional funding from the City or other partners may be identified. <ul style="list-style-type: none"> Participation in outreach committee Working on outreach materials Printed collateral like flyers, posters, billboards Stipends for canvassers and flyer-ers Overall, this strategy is highly feasible to accomplish.		

Notes

Resident Outreach Plan:

- Outreach plan should identify the 3 most important messages for residents
 - Residents understand the designated truck routes, truck types, and exceptions
 - Residents understand where to report issues and concerns related to truck routing
 - Residents understand how to access the Truck Routes Ordinance amendment procedures
- Figure out how resources could be used to fund block clubs in addition to nonprofit community partners
- Utilize partner and city social media and electronic mailing lists
- Video message (short and long form) to share the message widely
- Leverage Local Media, news, small and neighborhood newspapers
- Poster and Flyer target population stores and frequently visited locations
- Leverage existing canvassing neighborhoods
 - City also has resources to do canvassing
- Use City communications resources like Gov Delivery and text alerts

- Be present at community events and spaces
- Host campaign events
- Conduct presentations to gather feedback from residents on how to avoid routes that will produce heavy traffic from new truck routes.
- Conduct meeting with residents on hotspots that have not addressed
- Routes should have easy visual access. Digital and hard copy maps with highlighted routes
- Creating an accessible and easy way for reporting trucks including but not limited to adding truck routes reporting to Improve Detroit
- Conduct outreach and gather continuous feedback to assess how effective the materials are and make adjustments for people's different learning styles

Business Outreach Plan:

- Include DEGC Small Business Liaisons & DON 6 Eva & Antonio on the outreach committee
- Outreach plan should identify the 3 most important messages for businesses
- Utilize partner and city social media and electronic mailing lists
- Leverage Local Media, news, small and neighborhood newspapers
- Poster and Flyer target population stores and frequently visited locations
- Leverage existing canvassing neighborhoods
- Be present at community events and spaces
- Host campaign events
- Survey how many businesses are along the routes that produce trucks
- Conduct outreach to businesses that produce a high traffic of truck customers ie. customers at Marathon, truck stops, diners. customers of businesses on Pleasant street and industries in the area.
 - Verify destination and origin- having methods to verify who are repeated offenders
- Include SEMCOG and MDOT in these discussions as they have resources and are aware of freight/routes/etc., and businesses will appreciate this collaboration
- It is important that the messaging does not have an anti business tone
- Do not take small businesses for granted, they should be engaged as well as with the multiple business associations as they are essentially workers and part of the community and can provide an outside perspective.
- There should be an intentional feedback coordination between residents, businesses and drivers
 - Lowering the barriers for participation, may need an incentive for drivers to get a buy-in to participate given their schedules and other factors.
 - Survey what could be a good incentive for drivers
- The City of Detroit should facilitate the convening of a Meet & Greet for trucking businesses to learn about ordinances (anti idling, TRO) and goals, quality of life concerns, and the hope to change driver behavior for best enforcement – this needs the Business buy-in to succeed
- Include business associations across the city as primary outreach partners. Is there an umbrella organization of Business Associations? Also consider businesses or organizations that are engaging businesses in clean energy work.
 - ie. Engage the Southwest Detroit Business Association to help with the outreach of companies
- Identifying a business committee that could help identify and shepherd the business needs.

Truck Drivers Outreach Plan:

- Outreach plan should identify the 3 most important messages for truck drivers
- Strategies for Hard to Reach and other language speakers require trusted community partner on the ground

- Hiring a driver or former driver. A trucker driver should be the person delivering the message in their own plain language, they can be good organizers.
 - Collaborating with the Islamic Center of Detroit and the Detroit Hispanic Development Corporation to reach their network of truck drivers
- Visual signs and billboards about fines/ penalties across the city, freeways and highways that lead to the city.
- Conduct diner based outreach, outreach to drivers at frequently stopped businesses such as Marathon, truck stops, diners.
- Engage truck driver structures like CDL licensing and permitting to use those channels to provide education (Secretary of State office), online materials
- Truck Drivers Training should include but not be limited to new routes and ordinance, it should also include the following for better trucker behavior:
 - training on health and impacts and quality of life
 - economic impacts of residents from truck vibration damage, etc
- The City of Detroit should facilitate a convening such as a Meet & Greet for trucking businesses to learn about ordinances (anti idling, TRO) and goals, quality of life concerns, and the hope to change driver behavior for best enforcement – this needs the Business buy-in to succeed.
- Ensure truck routes are integrated into major mapping services and commercial truck-specific GPS navigation providers. Create and upload detailed GIS data of the routes and restrictions. EG: Garmin, Trucker Path, Rand McNally, TruckMap, and CoPilot are truck specific. Google Maps, Apple Maps, Waze for Cities, Here Maps, and TomTom may also accept the data.
 - Collect and summarize data on the navigation systems that trucks are using. Encourage the City to work with navigation system providers to have the navigation systems reflect Detroit traffic laws. Collect data to focus efforts with navigation system providers.
- Need to address ongoing updates to above commercial truck routing systems
- State law requires truck route signage before enforcement can begin.
- Check if route requires updates to National Highway System database, particularly principal arterials and intermodal connectors
- Require posting of truck route map and information at all of the following located *within City of Detroit limits*: retail and commercial/fleet fueling pumps that dispense diesel fuel, truck stops, rest areas, dispatch offices, commercial loading docks, driver training schools, warehouse entrances/exits, distribution centers, manufacturing facilities, intermodal facilities, port facilities, freight terminals, truck rental/leasing facilities, commercial scales, truck inspection points, Secretary of State offices handling commercial vehicle registration.
- The creation of materials should be made directly for truckers, different than what is made for residents