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## SAFETY BULLETIN



March 31, 2017

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## Vehicle Pedestrian Deaths are on the Increase!

*It's the oldest and most basic form of transportation — walking — and more people are doing more of it to get fit or stay healthy. But there's new evidence today that even walking across the street is getting more dangerous.*

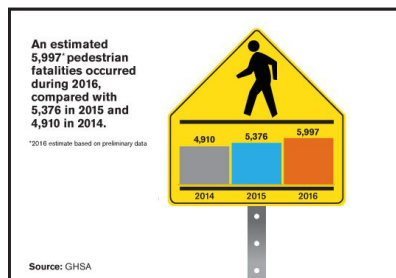
A report released this week by the Governors Highway Safety Association shows that the number of pedestrians killed in traffic jumped 11 percent last year, to nearly 6,000. That's the biggest single-year increase in pedestrian fatalities ever and the highest number in more than two decades.

### What is the reason for the increase?

- Distraction of both the driver of the vehicle and the pedestrian.
- Increase in the number of miles driven due to lower fuel prices.
- Increase in the number of portable smart devices used by pedestrians....phones, pads, ear buds, etc.

Idealease and the National Private Truck Council NPTC will again be hosting safety seminars in 2017. The one day seminar this year will focus on the new Electronic Logging Device (ELD) regulation, basic safety and compliance, regulation changes and CSA. The seminars and will be provided to all Idealease customers, potential customers and NPTC members at no charge. The seminar provides important information applicable for both the novice and experienced transportation professionals. To register for an upcoming seminar in 2017 click on the following link:

"We are crazy distracted," says Melody Geraci, deputy executive director of the Active Transportation Alliance, a Chicago group advocating for better walking, cycling and public transportation options. "After speeding and the failure to yield, distractions are the number three cause [of pedestrian fatalities], particularly by electronic devices."



"Speed is a killer for sure," says Geraci. "If a pedestrian is struck at 20 miles an hour, they have a 10 percent chance of dying. If they are struck at 40 miles an hour, they have an 80 percent chance of dying."

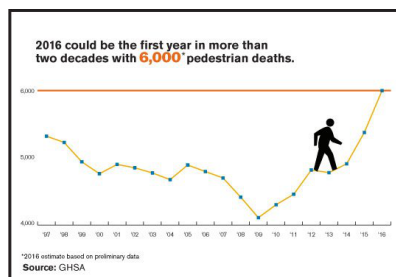
A study last year [A new study on distracted walking](#) by [American Academy of Orthopaedic Surgeons \(AAOS\)](#) was released and finds that more than three quarters (78 percent) of U.S. adults believe that distracted walking is a "serious" issue; however, 74 percent of Americans say "other people" are usually or always walking while distracted, while only 29 percent say the same about themselves.

### This sense of "it's not me, it's you" cuts across a range of distracted walking behaviors:

- 90 percent say they see walkers talking on the phone (and 37 percent admit doing so themselves)
- 88 percent are engaging in conversation (vs. 75 percent themselves)
- 88 percent are listening to music (vs. 34 percent themselves)
- 85 percent are using a smartphone (vs. 28 percent themselves)
- 64 percent are generally "zoning out," or not focused on walking (vs. 38 percent themselves)

### Can we talk and walk at the same time?

One of challenges in combating distracted walking may be that Americans are overly confident in their ability to multitask. When asked why they walk distracted, 48 percent of respondents say "they just don't think about it," 28 percent feel "they can walk and do other things," and 22 percent "are busy and want to use their time productively."



Among distracted walking behaviors, 75 percent of respondents say they themselves "usually/always" or "sometimes" have "active conversations" with another person they are walking with, making this the most common distracted walking behavior people admit to doing themselves.

### Tips to help pedestrians stay injury free:

- If you must use headphones or other electronic devices, maintain a volume where you can still hear the sounds of traffic and your surroundings.
- While you walk, focus on the people, as well as the objects and obstacles in

<http://www2.idealease.com/e/36492/safety-seminar-registration/5bmpp8/561403903>

### Idealease 2017 Safety Seminar Schedule

Date	Location
April 4	Milwaukee, WI
April 5	Lexington, KY
April 6	Altoona, IA
April 12	Memphis, TN
April 12	Lodi, CA
April 13	Birmingham, AL
April 18	Chattanooga, TN
April 19	Atlanta, GA
April 20	Tampa, FL
April 25	Youngstown, OH
April 26	Weirton, WV
May 3	Grand Rapids, MI
May 4	Fort Wayne, IN
May 4	Aurora, CO
May 9	Ontario, Canada
May 10	Greensboro, NC
May 17	San Leandro, CA
May 18	Los Angeles, CA
September 12	Santa Rosa, CA
October 3	Charlottesville, VA
October 4	Erie, PA

front of and around you.

- Don't jaywalk. Cross streets carefully, preferably at a traffic light, remaining cognizant of the pedestrian traffic flow and the cars and bikes in and near the road.
- Look up, not down, especially when stepping off or onto curbs or in the middle of major intersections; and/or when walking or approaching on stairs or escalators.
- Traffic can be especially busy during the holidays—stay alert in mall and other parking lots, and on and near streets, especially during the winter months when it gets dark earlier.
- If you need to talk to a child or the person next to you, make a phone call, text or other action that could distract you from the goal of getting where you need to go safely, stop and do so away from the pedestrian traffic flow.

“The American Academy of Orthopaedic Surgeons urges pedestrians to avoid musculoskeletal and other injuries by engaging with their surroundings—drivers, bikers, other walkers and obstacles,” said Dr. Hilibrand. “Many of us simply need to force ourselves to set down our devices and focus on what’s in front of and around us. This will ensure that we safely arrive at our destination, during this busy holiday season and throughout the year.”

More information on distracted walking can be found at:

[OrthoInfo.org/DistractedPedestrians](http://OrthoInfo.org/DistractedPedestrians).

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## TRALA Petitions to Exempt Short-Term Rental Vehicles from ELD Rule

On Wednesday March 22<sup>nd</sup> the Federal Motor Carrier Safety Administration (FMCSA) published the Truck Renting and Leasing Association’s (TRALA) petition to exempt short term rentals (Less than 30 days) from the Electronic Logging Device (ELD) mandate.



The Truck Renting and Leasing Association has requested an exemption from the requirement that a motor carrier install and require each of its drivers to use an electronic logging device (ELD) to record the driver’s hours-of-service no later than December 18, 2017. [82 Fed. Reg. 14789](#) (March 22, 2017). TRALA requests the exemption for all drivers of property carrying vehicles rented for 30-days or fewer because the ELD mandate will result in unintended technical and operational consequences that will unfairly and adversely affect short-term rental vehicles.

TRALA argues that the exemption, if granted, would not have any adverse impacts on operational safety, as drivers would remain subject to the standard HOS limits and maintain a paper record of duty status (RODS). The term of the requested exemption is 5 years, which may be renewed.

Considering the significant number of different ELD device platforms and subscription options, the notice states that driver’s device might not be able to

communicate properly with the rental company's telematics platform. TRALA states that while FMCSA recognized these issues presented by a lack of interoperability among ELD systems, and required certain technical specifications in the final rule, the agency did not require full interoperability among ELDs. According to the TRALA petition, many commenters to the proposed ELD rule raised these same interoperability concerns. However, the rule requires only that ELDs be able to transfer data electronically via either a "telematics" approach capable of wireless web service, or a "local" method capable of Bluetooth and USB 2.0 transfer.

To view the petition as printed in its entirety in the federal register go to:

<http://www2.idealease.com/e/36492/-2017-03-22-pdf-2017-05632-pdf/5bmpnq/561403903>

#### **The best way to submit comments is online.**

Go to [www.regulations.gov](http://www.regulations.gov) and put the docket number, "FMCSA-2016-0428" in the "Keyword" box, and click "Search." When the new screen appears, click on "Comment Now!" button and type your comment into the text box in the following screen. Choose whether you are submitting your comment as an individual or on behalf of a third party and then submit.

**All comments must be submitted by April 21, 2017.**

## **CVSA's 2017 International Roadcheck Enforcement Event to Take Place June 6-8**

The Commercial Vehicle Safety Alliance's (CVSA) 30th annual International Roadcheck will take place June 6-8, 2017. Over a 72-hour period, CVSA-certified commercial motor vehicle inspectors in jurisdictions throughout North America will conduct inspections of commercial motor vehicles and their drivers.

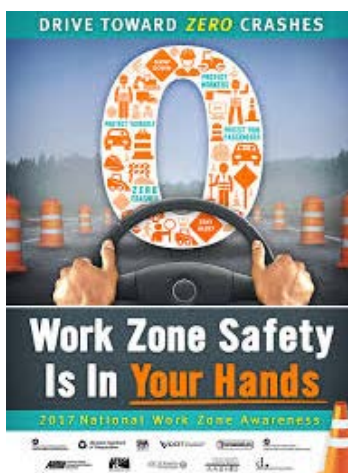


[Learn more about International Roadcheck.](#)

## **2017 National Work Zone Awareness Week, April 3-7**

National Work Zone Awareness Week (NWZAW) is an annual spring campaign held at the start of construction season to encourage safe driving through highway work zones and construction sites. The key message is for drivers to use extra caution in work zones. For more information, check out the link below:

- [American Traffic Safety Services Association \(ATSSA\)](#)



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