

Commercial Vehicle Safety Alliance



CVSA[®]
STRATEGIC PLAN

Improving Commercial Motor Vehicle Safety and Enforcement

Purpose

[We believe] Collaboration between government and industry improves road safety and saves lives.

Mission

[So we] Improve commercial motor vehicle safety and enforcement by providing guidance, education and advocacy for enforcement and industry across North America.

Vision

[In order] To be recognized as the North American leader in commercial motor vehicle safety and enforcement.

Goals

- Prevent commercial motor vehicle crashes, injuries and fatalities throughout North America.
- Increase the credibility and reputation of CVSA as the leader on commercial motor vehicle safety and enforcement.
- Realize the synergy between commercial motor vehicle enforcement/government agencies and the motor carrier industry.

Values

Integrity – Providing our members and partners with the basis for trust, accountability, transparency and respect.

Professionalism – Consistently developing the highest level of competence, work ethic, responsiveness, openness to new ideas, efficiency and continuous self-improvement.

Leadership – To inspire, influence, guide and support our members and partners in the pursuit of our mission.

Teamwork – Valuing people working together to achieve common goals and partnerships to achieve uniformity and enhance our effectiveness.

Strategies and tactics to reach our goals:

1 Embrace the Power of Collaboration Among CVSA Members

2 Maintain and Enhance CVSA Training and Programs

3 Improve CVSA's Advocacy Efforts and Access to Policy Decisions



Strategies and Tactics

1.1 Revisit CVSA's purpose, mission and vision statements to reflect changes to the organization, industry and membership

- Gain input from membership on the creation of a purpose statement and refining of the mission and vision.
- Incorporate new statements into marketing and communications materials.
- Integrate new purpose, mission and vision into decision-making and operational processes.

1.2 Engage with Government Members

- Bring Class II Local Members under the umbrella of their respective lead agencies in order to incorporate all CVSA-certified inspectors into the CVSA organizational structure.
- Continue to support and enable members' use of technology in enforcement and compliance.
- Continue to improve data quality, collection and analysis capabilities.
- Continue to facilitate international roadside inspection and enforcement data exchange.
- Continue to protect and enhance the CVSA brand.

1.3 Engage with Industry Members

- Develop a strategic communications plan.
- Continue to promote the value proposition of CVSA membership.
- Continue to increase public awareness of CVSA by strengthening existing professional branding and consistency.
- Continue to develop and enhance relationships with industry trade press and mainstream media.
- Continue to establish and enhance collaboration with national and international organizations, agencies, and associations that operate within the commercial motor vehicle industry.
- Explore the development of a DataQs appeals process.
- Manage and enhance the Commercial Vehicle Brake Manufacturers Council.
- Explore additional opportunities to leverage CVSA's infrastructure and membership to support industry-focused councils.

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Embrace the Power of Collaboration Among CVSA Members

Strategies and Tactics

1.4 Reduce the Impact of Enforcement “Brain Drain”

- Develop a succession or knowledge-retention plan for retiring leadership, inspectors and auditors.
- Explore opportunities for retiring enforcement and inspectors to remain within the program.
- Consider ways of recording or documenting historical perspectives, discussions, takeaways, etc.

1.5 Address Membership Barriers

- Collect information regarding barriers to membership from the source through an appropriate channel (e.g., exit survey, phone call, etc.).
- Identify and track non-members (particularly those who can contribute meaningfully to CVSA discussions, meetings, events, etc.) who attend CVSA-related activities.
- Explore the feasibility of granting a limited-term complimentary associate membership for non-members who attend a CVSA conference, meeting, workshop, event, training session, etc.
- Explore the opportunity of establishing a staff position that focuses on outreach and engagement, communicating the value of membership and potentially securing new members.

1

Embrace
the Power of
Collaboration
Among CVSA
Members



Strategies and Tactics

2.1 Provide Government-Specific Training and Certification Programs

- Continue to develop, enhance and maintain all non-regulatory elements of the North American Standard Inspection Program to ensure an effective and comprehensive roadside inspection program.
- Develop, implement and maintain the Safety Enforcement Training grant program for non-federal enforcement and inspection personnel.
- Increase CVSA's role in international roadside inspection training curriculum development and implementation.
- Continue to develop and maintain the North American Standard Level VI Inspection Program.
- Continue to develop and maintain the annual and regional COHMED training program.
- Continue to develop and maintain roadside inspection and enforcement data-quality training initiatives.
- Continue to develop and maintain effective judicial outreach and education initiatives.
- Continue to develop and maintain commercial motor vehicle post-crash investigation initiatives.
- Explore the development of a New Entrant Certification Program for non-federal safety auditors.
- Explore the development of a new certification program for non-federal traffic enforcement personnel (e.g., certified commercial motor vehicle traffic safety officer).
- Explore the development of a training curriculum focused on program planning and grant management.

2

Maintain and Enhance CVSA Training and Programs

Strategies and Tactics

2.2 Provide Industry-Specific Training and Certification Programs

- Continue to develop and maintain the Hazardous Materials Instructor Training Program.
- Continue to maintain and enhance the North American Fatigue Management Program.
- Continue to deliver and maintain industry training courses already developed.
- Explore the development of an Industry Roadside Inspection General Hazardous Materials Requirements Course.
- Continue the development of an Enhanced Commercial Motor Vehicle Inspection Certification Program (for motor carrier operations).
- Explore the development of a Periodic Commercial Motor Vehicle Inspection Certification Program (for motor carrier operations).
- Explore the development of an industry certification, training development, maintenance and delivery process.
- Identify what additional types of training and content the motor carrier industry might be interested in receiving.
- Identify additional industry and enforcement subject matter experts that could partner to develop/deliver that training/content.

2.3 Develop, Streamline Access to and Promote Additional Virtual Training Content

- Continue with communications that highlight and advertise the benefits of current/future training content/courses.
- Continue to leverage social media platforms to promote and share new enforcement and/or industry training content.
- Leverage push notification capabilities in the CVSA OOSC App to promote new virtual training content and related information to the enforcement and motor carrier industry communities.
- Increase development of video-based content.

2

Maintain and Enhance CVSA Training and Programs

Strategies and Tactics

3.1 Enhance CVSA's Public Image and Status Among Key Stakeholders

- Maintain existing and establish new partnerships supportive of CVSA's purpose, mission and advocacy goals.
- Enhance relationships with the media to amplify CVSA's message and voice on national and international levels.
- Establish and enhance collaboration with national and international organizations, agencies, associations, etc., in support of CVSA's mission and advocacy goals.

3.2 Lead the Commercial Motor Vehicle Safety Conversation

- Continue to develop and refine CVSA's proactive legislative and regulatory positions and strategies, aimed at improving commercial motor vehicle safety.
- Continue to lead on commercial motor vehicle safety issues, fully establishing CVSA as a top-tier stakeholder in commercial motor vehicle safety discussions.
- Continue to build CVSA's presence on Capitol Hill and within trucking and safety communities.

3.3 Strengthen CVSA's Policy and Position Development Processes

- Continue to collaborate with Canadian and Mexican membership to identify ways to provide value and harmonize policy positions to be reflective of full membership.
- Hold open discussions to allow states, provinces, territories, locals and industry to give impact statements on differences.
- Consider impacts to policy positions based on results from CVSA's purpose, mission, vision and values work.
- Leverage the size and breadth of CVSA's membership to bring hard data into the conversation.
- Identify mechanisms to better utilize historical decision making and information to inform the policy development process.

3

Improve CVSA's Advocacy Efforts and Access to Policy Decisions

Strategies and Tactics

3.4 Influence the Deployment and Regulation of New Safety Technologies

- Engage with automated driving systems developers to stay up to date on developments and future technologies.
- Engage with regulators to ensure the enforcement and inspection community is prepared for large-scale deployment of automated driving systems technologies.
- Evaluate the committee structure regularly to ensure CVSA is best positioned to respond to the future of commercial motor vehicle safety technologies.
- Seek out and engage with emerging technology developers and industry organizations to continue to stay at the forefront of the commercial motor vehicle safety technology discussion.

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