

# OUTBOUND

TRANSPORTATION NEWS & INFO: *CONNECT & SCALE*



THE HUMAN ELEMENT:  
**The Driver Experience**

**IN THIS ISSUE:**

- **ENABLING A CONNECTED SUPPLY CHAIN: THE CRUCIAL ROLE OF DRIVERS** PAGE 6
- **LOOKING FOR ANSWERS IN THE INTERCONNECTED SUPPLY CHAIN** PAGE 8
- **TRUCK TRANSPORTATION EMPLOYMENT DYNAMICS** PAGE 10

# OUTBOUND

TRANSPORTATION NEWS & INFO: *CONNECT & SCALE*



## Our Special Issue

The importance of truck drivers cannot be overstated. Imagine, an estimated 8.7 million in power units worldwide. With approximately 3.5 million drivers in the US and another nearly 230,000 working from Canada, each individual is a crucial link within the connected supply chain.

This issue focuses on the role professional drivers play, the obstacles encountered and the value these men and women bring—seen and unseen—to our daily lives. We invite readers to explore all of the tools available from Trimble Transportation that benefit and enhance the driver experience and, by extension, the companies who use their services.

- [\*\*6 Enabling a Connected Supply Chain: The Crucial Role of Drivers\*\*](#)
- [\*\*8 Looking for Answers in the Interconnected Supply Chain\*\*](#)
- [\*\*10 Truck Transportation Employment Dynamics\*\*](#)
- [\*\*14 Driver Retention: Get Shippers on Your Side\*\*](#)
- [\*\*17 Lingering Pandemic Problems for Drivers\*\*](#)
- [\*\*18 Comparing and Contrasting Industries: Healthcare & Transportation\*\*](#)
- [\*\*20 Beyond the Atlas: A Driver's Best Friend\*\*](#)
- [\*\*22 What's Trending in Canada?\*\*](#)
- [\*\*24 Washington Roundup\*\*](#)
- [\*\*27 Disconnected Supply Chain: Where Are All the Drivers?\*\*](#)
- [\*\*28 10,000 Foot View: Associations Advocating for Membership\*\*](#)
- [\*\*30 Portfolio: A Look at Trimble Transportation\*\*](#)
- [\*\*32 A Solution for Canada's ELD Mandate Compliance\*\*](#)
- [\*\*33 Finding the Next-Gen of Drivers\*\*](#)
- [\*\*34 Meet OOIDA President Todd Spencer\*\*](#)
- [\*\*36 ID'ing Long-Term Challenges\*\*](#)



# OOIDA

Owner-Operator Independent Drivers Association



## Meet OOIDA President Todd Spencer



“  
**I became a kind of an activist for OOIDA. Back then, there weren't many people who wanted to do that—their interest waned. Mine didn't.**”

**Todd Spencer**  
President  
Owner-Operator Independent  
Drivers Association (OOIDA)

Consider, please, the woeful lack of parking suitable for commercial truckers—a subject especially problematic in urban centers, regions with burgeoning growth and primary cargo corridors.

[Todd Spencer](#), president of the Owner-Operator Independent Drivers Association (OOIDA), views this longstanding nationwide parking deficiency as a matter of safety as well as an inconvenience—and it's among the predicaments affecting truckers on his *need-to-fix* agenda.

“The demand for stuff has expanded trucking, and the demand for trucks has doubled since the 1990s,” Spencer said. “There’s been a chronic shortage of parking for truckers for 20 years and it’s worse now than it’s ever been.”

The recently passed \$1 trillion-plus federal spending bill—originally sponsored by the US House Committee on Transportation and Infrastructure—that provided [no funding](#) for truck parking projects renders the topic more frustrating. But for the task of challenging the Goliaths of government who implement guidelines seemingly without any grasp of audience impact, drivers couldn't have a better David than OOIDA, the international trade association that advocates for the interests of small-business trucking professionals, frequently on topics related to safety and public policy. Since 1973, OOIDA has stood firm against issues detrimental to truckers, even—especially—when confronting powerful legislative entities.

## Driving Change

Spencer, whose four-decade history with [OOIDA](#) has successfully navigated the transportation industry's drama and occasional dysfunction, purchased his first rig in 1976. In those days, trucking was regulated by the Interstate Commerce Commission and drivers were still adjusting from the 1973-74 oil embargo.

He joined OOIDA during this turbulent era for practical reasons. “The association provided insurance and things truck owners need,” he recalled, “and when I started reading their magazine, I realized I knew virtually nothing about this industry I'd just invested in.”

But he learned quickly—about fuel-cost volatility, about government decisions damaging to independent owners and small outfits, about rates and preferred services. In 1978, he took a seat on OOIDA's board, the start of a career trajectory that left truck driving behind and carried him through multiple prominent association positions to his present appointment, which he's held since 2018.

“I became a kind of an activist for OOIDA,” he noted. “Back then, there weren't many people who wanted to do that—their interest waned. Mine didn't.”



**“Big companies like regulation on their small-business competition. Most of the regulations on the books now will have a more negative impact on the smaller operators, who have better safety performance than those people who advocate for those regulations.”**

**Todd Spencer, President, OOIDA**

## Industry Snapshot

Of the deregulation prevalent during the 1980s, he said, “States would frequently create their own schemes to tax trucks, often in totally unconstitutional ways, and we and others were big in challenging these unlawful taxes, and successful in getting them repealed.”

In 1991, OOIDA filed a lawsuit against Tennessee’s Public Service Commission, objecting to that agency’s practice of stopping trucks and requiring cab searches as part of the inspection process.

Said Spencer, “In those days, it wasn’t that uncommon for state agencies to be actively involved in political activity and they could be pretty creative in encouraging your financial participation. Even after that suit was filed, there were entities calling on behalf of the commission suggesting that contributors would receive better treatment.”

OOIDA prevailed after a multi-year battle. Recalled Spencer, “They had to pay a portion of our attorney fees for bringing the suit. It was a pretty good adventure for us at the time.”

More recently, OOIDA has addressed how truckers are treated on roads and in states that collect tolls from rigs. Often, the toll far exceeds the amount needed for road maintenance with the excess used for activities of no benefit

to drivers—a throwback to the early aughts during which time the notion of privatizing roads and making them profit centers gained momentum.

Said Spencer, “For small truckers, that’s a guarantee that you’re going to get gouged. An even greater concern: Senate-passed infrastructure that contains nothing that funds highways. We’re disappointed that there aren’t revenues for highway construction and maintenance in any bills passed since the 1990s.”

Spencer had bold opinions on North America’s ELD mandate, which is designed to establish a safer work environment for drivers, and make it easier to track and consolidate records-of-duty status data. Not so fast, he noted.

“Many veteran drivers absolutely hate them, calling them pressure devices to keep going and not take breaks,” he explained. “ELDs limit the truckers’ productivity by enforcing arbitrary time constraints that don’t take into account traffic, weather and others’ schedules. Drivers never know how long they’ll be in one place to load or unload or how long they’ll be delayed. In congested areas, they might prefer to rest five hours and then return to driving; ELDs don’t permit that. New drivers will be more accepting because they don’t know any other way, but they’ll be in the same situation: delayed by weather or traffic and driving faster to get from point A to point B.”

## The Road Ahead

Though years away from his driving days, Spencer’s affinity and vigilance for independent truckers and small shops remain strong. Among his current goals are finding solutions for the aforementioned commercial parking insufficiency and improving regulations regarding the time drivers lose while moving cargo. The Missouri-based OOIDA maintains a Government Affairs office in Washington, DC for more timely access to lawmakers.

“Big companies like regulation on their small-business competition,” he said. “Most of the regulations on the books now will have a more negative impact on the smaller operators, who have better safety performance than those people who advocate for those regulations.”

In 2023, OOIDA will achieve 50 years of helping today’s drivers thrive—a testament that the expertise truckers gain through on-road performance and off-road business support is the transportation industry’s greatest asset.

“Our folks—many million-miles safe drivers—know what to do,” concluded Spencer. “An experienced, satisfied driver is the safest driver on the road.” ★

# No Load Goes Uncovered

Match Truckload Freight with Empty Capacity

▶ [READ THE CASE STUDY](#)

## NUMBERS TO KNOW

▶ HERE'S HOW TO REACH US:

### TMWSuite Support

#### Team 1

Dial (800) 663-0626  
Choose option 6, option 1, then option 1  
supportteam1@trimble.com

#### Team 2

Phone (800) 663-0626  
Choose option 6, option 1 and option 2  
supportteam2@trimble.com

#### Team 3

Phone (800) 663-0626  
Choose option 6, option 1, then option 3  
supportteam3@trimble.com

#### Team Microsoft Dynamics (formerly Great Plains)

Phone (800) 663-0626  
Choose option 6, option 1, then option 4  
gpsupport@trimble.com

#### Team MobileComm

Phone (800) 663-0626  
Choose option 6, option 1, then option 5  
totalmailsupport@trimble.com

#### Team EDI

Phone (800) 663-0626  
Choose option 6, option 1, option 6  
edisupport@trimble.com

### TTE Cloud Services

Phone (800) 663-0626  
Choose option 6, then option 8  
css@trimble.com

### Kuebix Support

Phone (800) 220-8610  
support@kuebix.com

### TruckMate Support North America

Call 1-800-663-0626 Choose option 6 and option 2  
truckmatesupport@trimble.com

### ANZA

Call (02) 8015 2872 Choose option 6 and option 2

### TL2000 Support

(800) 663-0626 Choose option 6 and option 5  
tl2000support@trimble.com

### Innovative Support

Call 800-238-3895 or 800-238-1762  
innovativesupport@trimble.com

### Asset Maintenance Support

(800) 663-0626 Choose option 6 and option 3  
tmatsupport@trimble.com

### Business Intelligence Support

bisupport@trimble.com

### Optimization Support

(800) 663-0626 Choose option 6 and option 4  
optimizationsupport@trimble.com

### Mobility Support

(888) 346-3486  
tm\_support@trimble.com

### Visibility Support

visibilitysupport@trimble.com

### MAPS Support

maps.trimble.com/support



**Contributors:** David HC Correll, Ph.D., Jason Miller, Ph.D., Steve Keppler, Seth Skydel, Lisa Gordon Wither, Joan Koka, Faith Boone, Mark Rudio, Conrad Winter

**Managing Editor:** Deborah A. Moore

**Design:** [Jim Samenuk](#), [James Marketing](#), [Cleveland, OH](#)

Outbound Magazine is published by Trimble Transportation four times a year.

© 2021 Trimble. All rights reserved. Trimble and the Trimble logo are registered trademarks of Trimble Inc. Other product/brand names are the trademarks of their respective owners. Any positions and opinions expressed in an article are those of the author, and may not reflect the position or opinion of Trimble.