

Driver Challenges in Transportation

Why your business should know what they are and ways to plan for them.



Truck Drivers Play an Essential Role

Transportation and logistics are vital to the country's economy. Truck drivers are responsible for transporting 70% of freight in the United States. Our communities depend on them to deliver medicine, food, raw materials, and other essentials. All industries, such as construction, healthcare, and utilities, count on the important work truck drivers do.

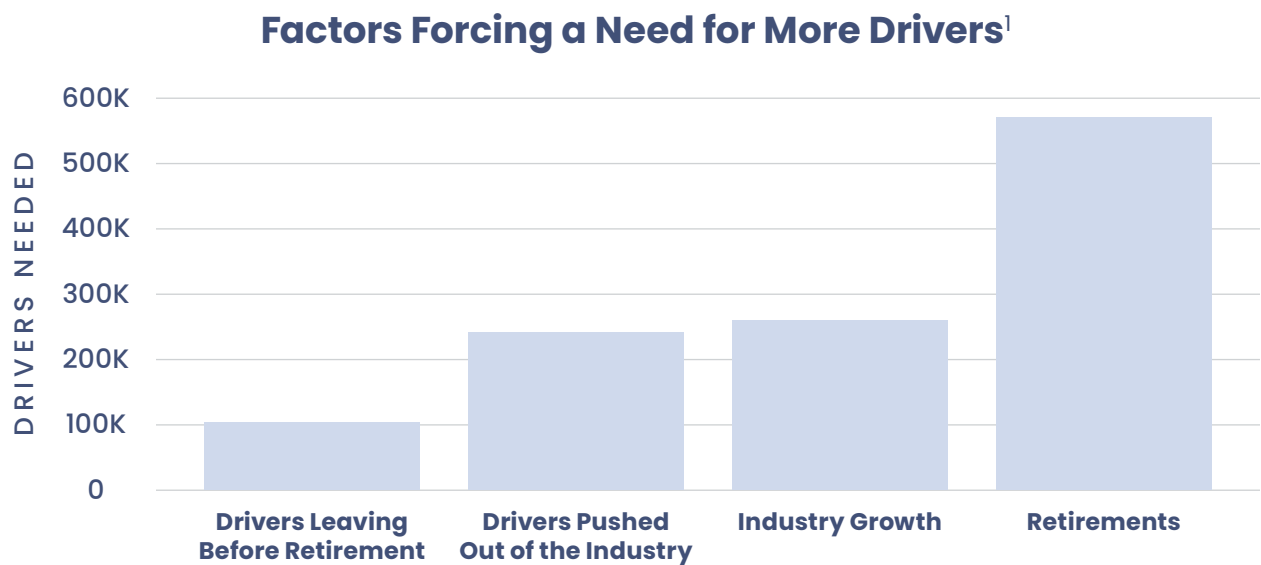
But if you're in the transportation business, you're probably aware of the driver challenges. Though some drivers are currently making good money, the job itself is not a first choice for many potential workers. 18-20 year old's who seek jobs after high school if they don't go to college are not an option because interstate truck driving is not allowed under the age of 21. And while there are talks about allowing this demographic to come on board, many in the industry believe the consequences would hurt carrier economics and raise safety concerns.

Over the last few years, the industry has seen turnover rates of nearly 100%, meaning, for every 10 drivers hired, 10 drivers are lost. But according to the American Trucking Associations, it also saw a record easing in shortage last year, from 78,000 versus 80,000 in 2021. So what are some of the main reasons causing these fluctuations, and how can your business use the COOP platform to navigate challenges without sacrificing efficiency? Let's dig in.

3 Stats Creating Driver Challenges & Tips to Overcome Them

1. Driver Shortages

With the average age of a truck driver being 47 and to keep up with demand, the industry must hire nearly 1.2 million new drivers over the next decade based on the reasons highlighted in the following chart.



Source: ¹ American Trucking Associations, Inc

COOP Tip

Prioritize Company Culture: Everyone wants to work somewhere they feel they are fairly paid and are always put first. Some businesses offer shorter driving routes where employees get to go home to see their family every night and get a good night's rest. The longer your business can keep a driver onboard keeps you from having to spend on extra costs associated with training or CDL licenses.

2. Truck Parking

Lack of parking has been a consistent issue in the industry since 2015. If drivers cannot find parking, they risk violating federal hours of service rules or parking illegally.

COOP Tip

Profit From Idle Vehicles: If parking challenges or other obstacles are keeping your fleet from being fully utilized, find solutions like the COOP vehicle sharing platform to earn revenue to cover transportation costs until you can contract more drivers.

Source: ² FreightWaves



**96% of Drivers Have Had
To Park in Areas Not
Designed for Trucks²**

3. Safety & Risk for Drivers

Many truck drivers have erratic schedules, a lifestyle that can easily lead to increased physical dangers and mental health issues. Their long hours on the road can often put them at risk. It's important for those who staff drivers prioritize their safety to prevent accidents, injuries, and avoid DOT violations.

439,000+

**Truck Accidents
Reported Each Year
in the U.S.³**

Source: ³ National Highway Safety Administration

COOP Tip

Ensure Driver Safety: Stay on top of vehicle maintenance and confirm that your drivers always have any necessary protective equipment. Another thing you can do about your driver's safety is to enforce daily breaks and adhere to Hours of Service (HOS) regulations from the FMCSA. Having time to rest and recharge is crucial to minimizing drowsiness and unsafe driving behavior.

Join COOP by Ryder to Maneuver Bumps in the Road

Concerns regarding truck drivers are an age-old problem in the logistics and transportation industry that will continue in 2023 and beyond. Businesses must be prepared for understaffing or disruptions. Companies like yours are navigating driver challenges while earning thousands each month by renting out their trucks on COOP. Our commercial vehicle sharing platform gives you complete control and options to optimize fleet use and improve your bottom line.

About COOP

COOP by Ryder is the leading commercial vehicle sharing platform in the nation. We're making it easier for trusted businesses to connect and optimize the use of vans, trucks, tractors, and trailers. COOP provides control, options, and complete flexibility for your fleet needs. As an Owner, you can list idle vehicles to generate additional revenue, and Renters can choose from thousands of competitively priced vehicles with unique specs.

Want to speak with our team? Call us at 833-210-2949.
To learn more, visit coop.com/about.

