

Christopher Wichman

Business Development Manager

AltitudeTM
by GEOTAB





The Truckers Crossroads Unveiled:

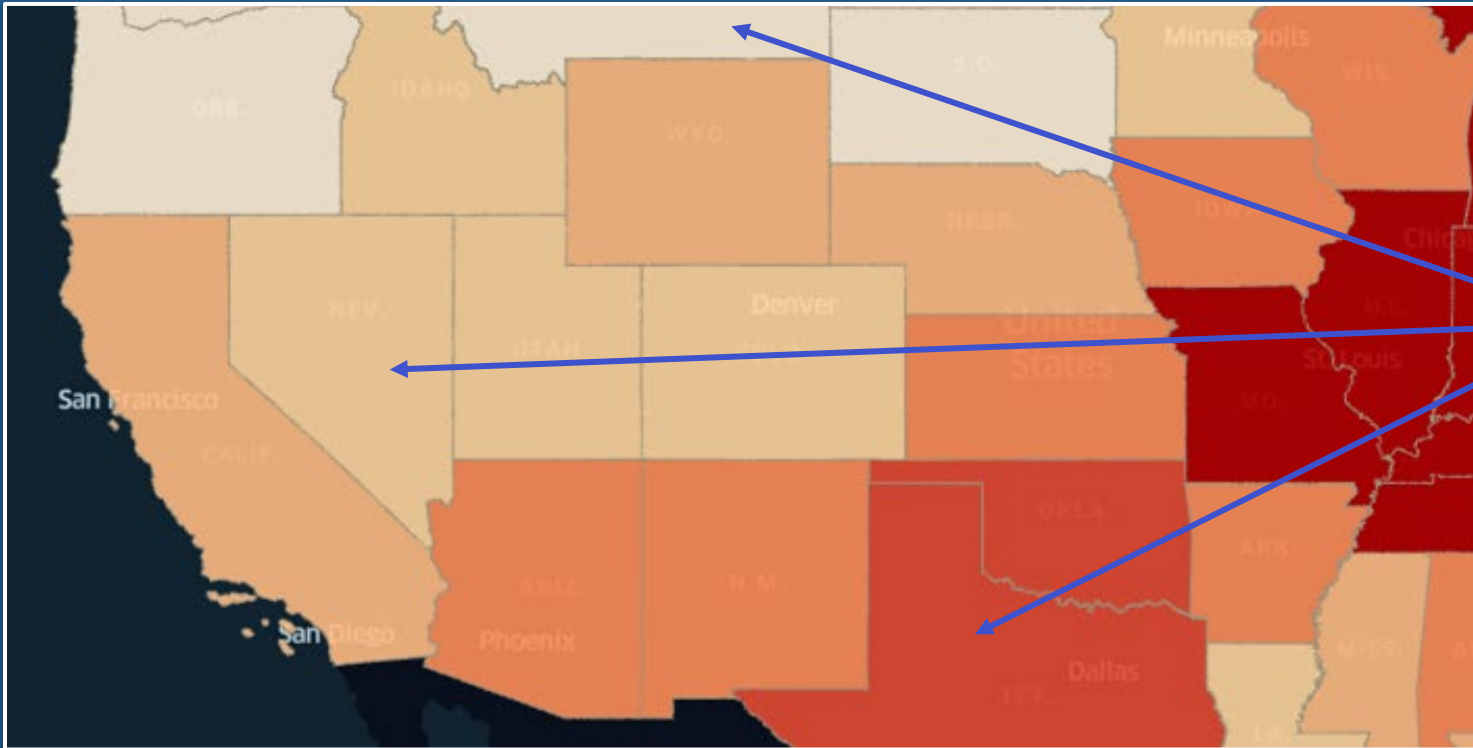
Decoding I-70/I-75 Freight Trends



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OHIO:

Where America's Freight Connects



\$100 dollar bill



\$10,000

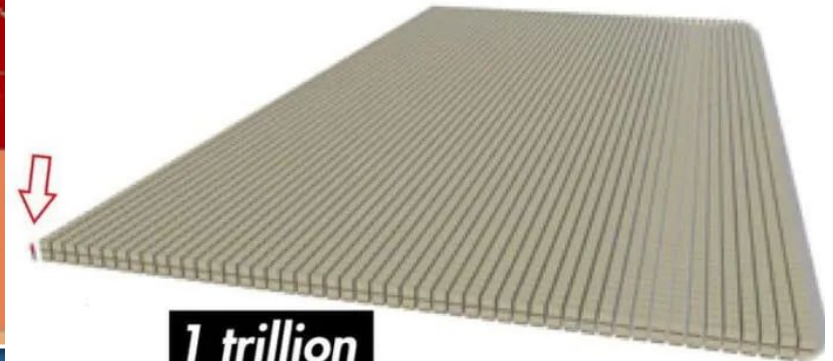
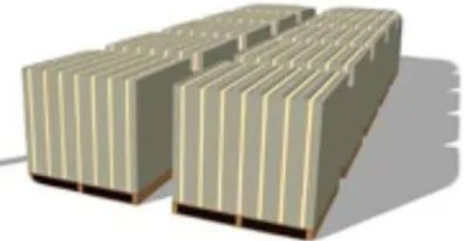


1,000,000



100,000,000

1 Billion



1 trillion

*Annual statistics. Source: Ohio State Freight Plan, Transport Ohio ([Link](#))

Understanding the Truckers Crossroads:

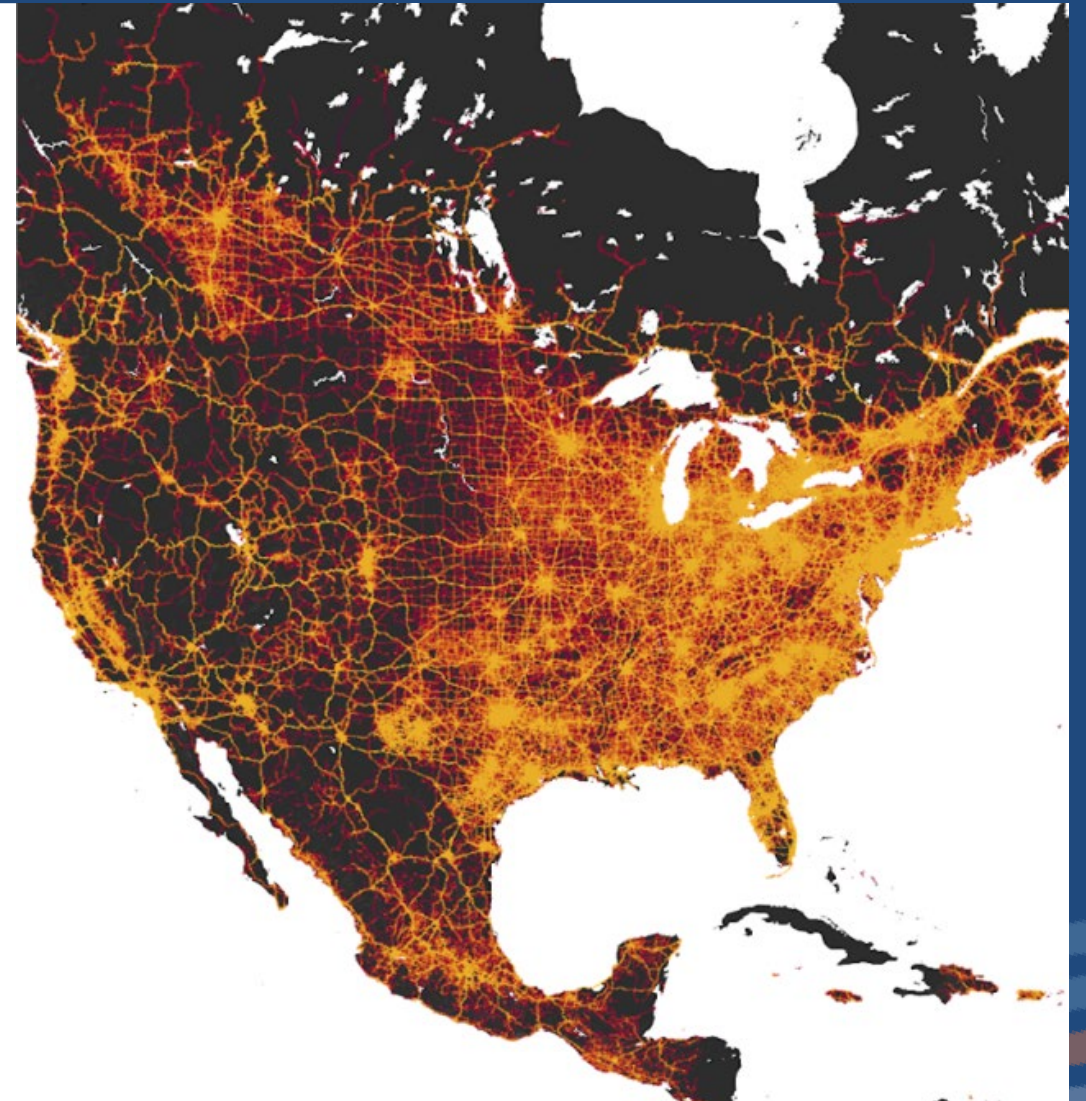
What's the market reach?

Real-world data is our compass

Altitude by Geotab, a division of Geotab Inc., delivering advanced data insights for public and private sector decision makers.

- **Our Foundation:** Aggregated, Anonymized Data from **Millions of Commercial Trucks**
- **Our Mission:** Improve the **safety and efficiency** of infrastructure for commercial vehicle mobility.
- **Our Capabilities:** Origin-Destination, Speeds & Travel Times, Truck Parking, Harsh Events

Altitude
by GEOTAB



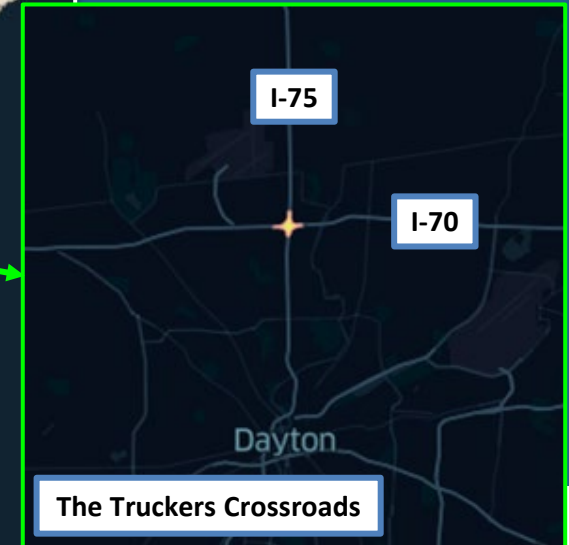
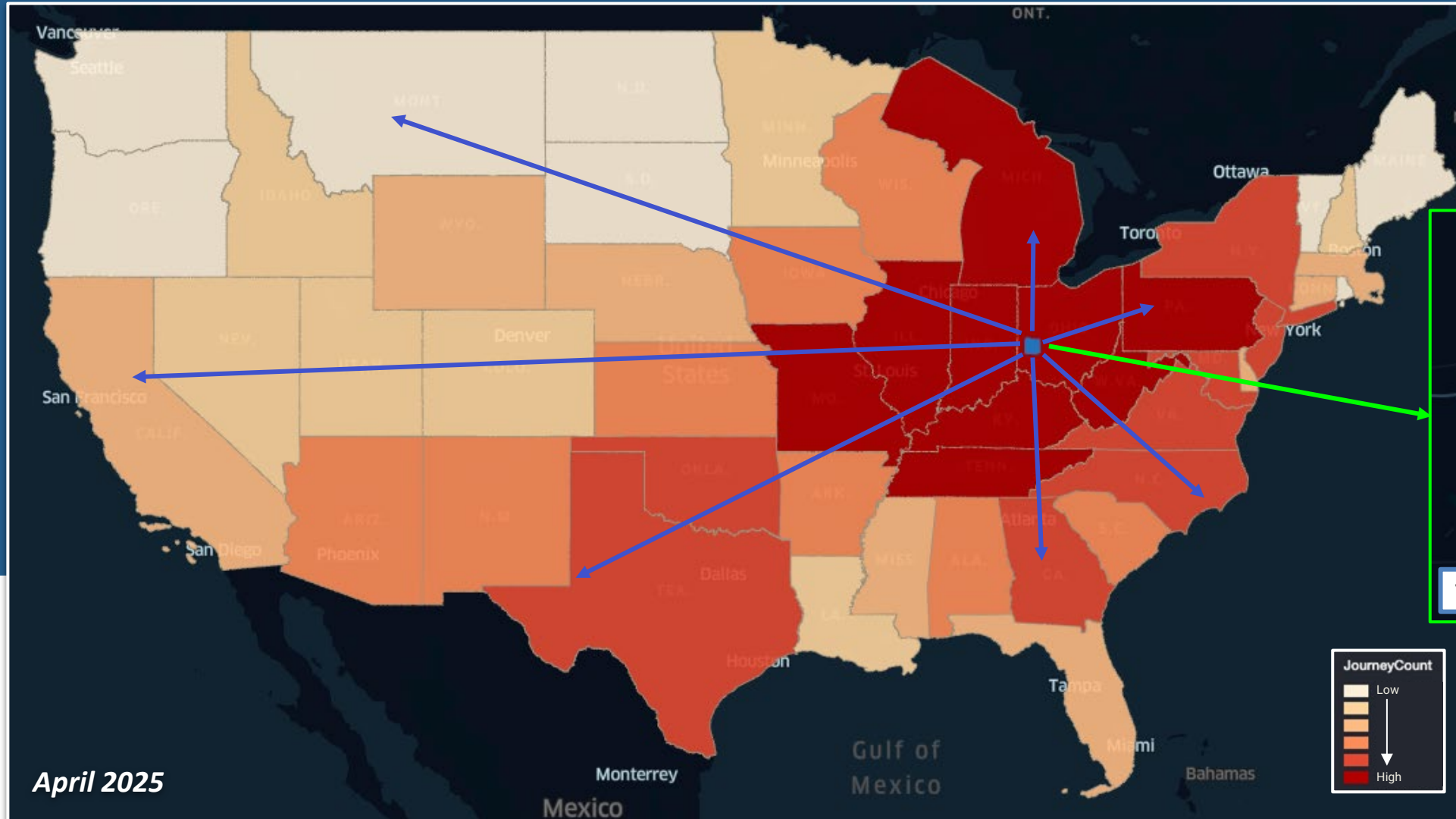
Gain the full picture

With 99.9% coverage of primary roadways across North America, the opportunities for planning based on movement data are limitless.

Understanding the Truckers Crossroads:

What's the market reach?

Did you know? Trucks passing through the Crossroads reach every state in the Continental United States



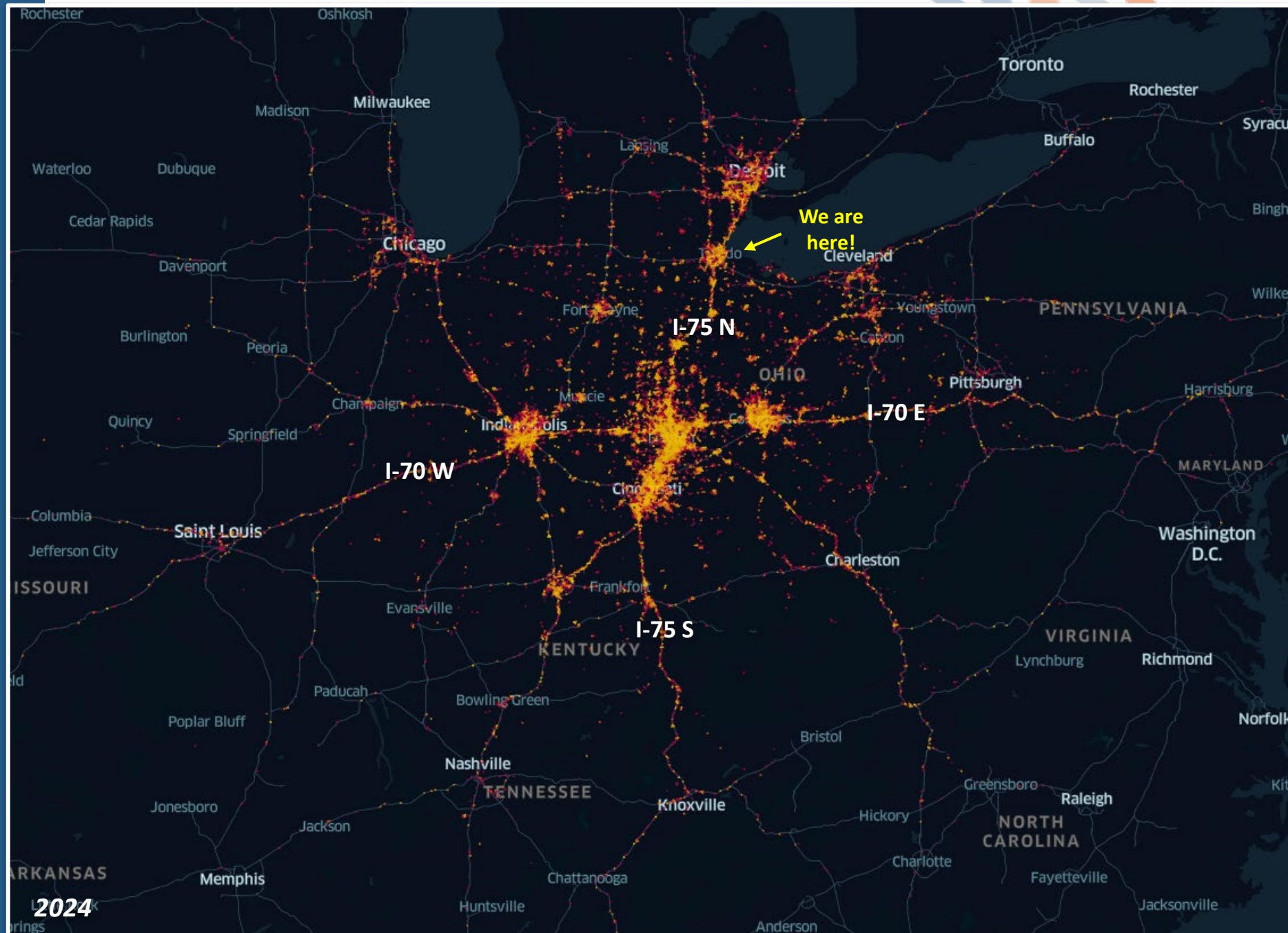
Where are most trucks going?

Understanding vehicles passing through the crossroads

Major Destinations:

- Dayton
- (N): Detroit, Toledo, Fort Wayne
- (S): Cincinnati, Louisville
- (W): Indianapolis, Saint Louis, Chicago
- (E): Columbus, Cleveland, Pittsburgh

**Journeys shown here are with <30 minute trip-chaining.*



Where are most trucks going?

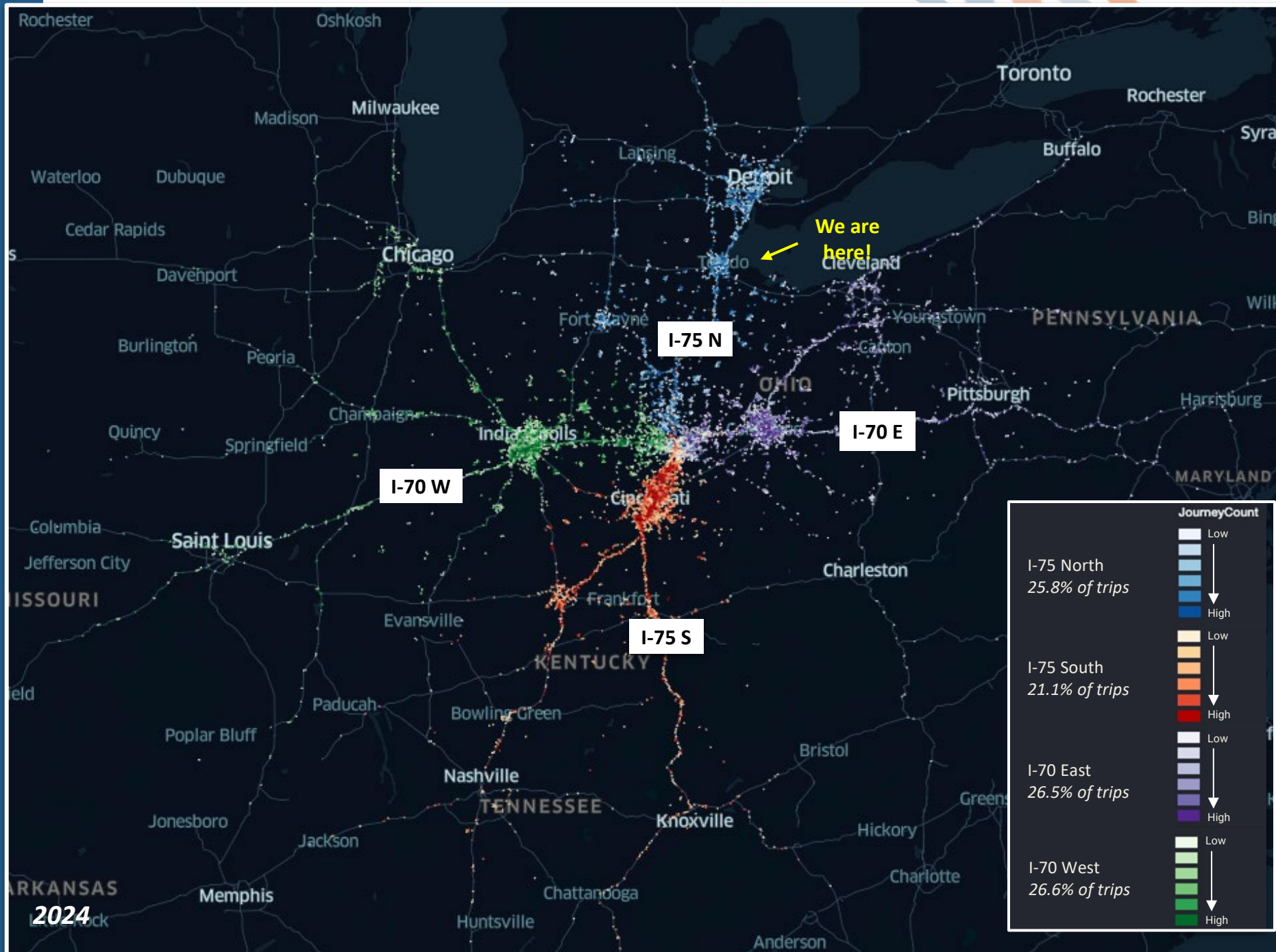
Understanding vehicles passing through the crossroads

Relatively evenly distributed, but more movement along I-70.

- Headed towards the Great Lakes, Midwest, and East Coast.

Significant traffic on I-75 towards Canadian border.

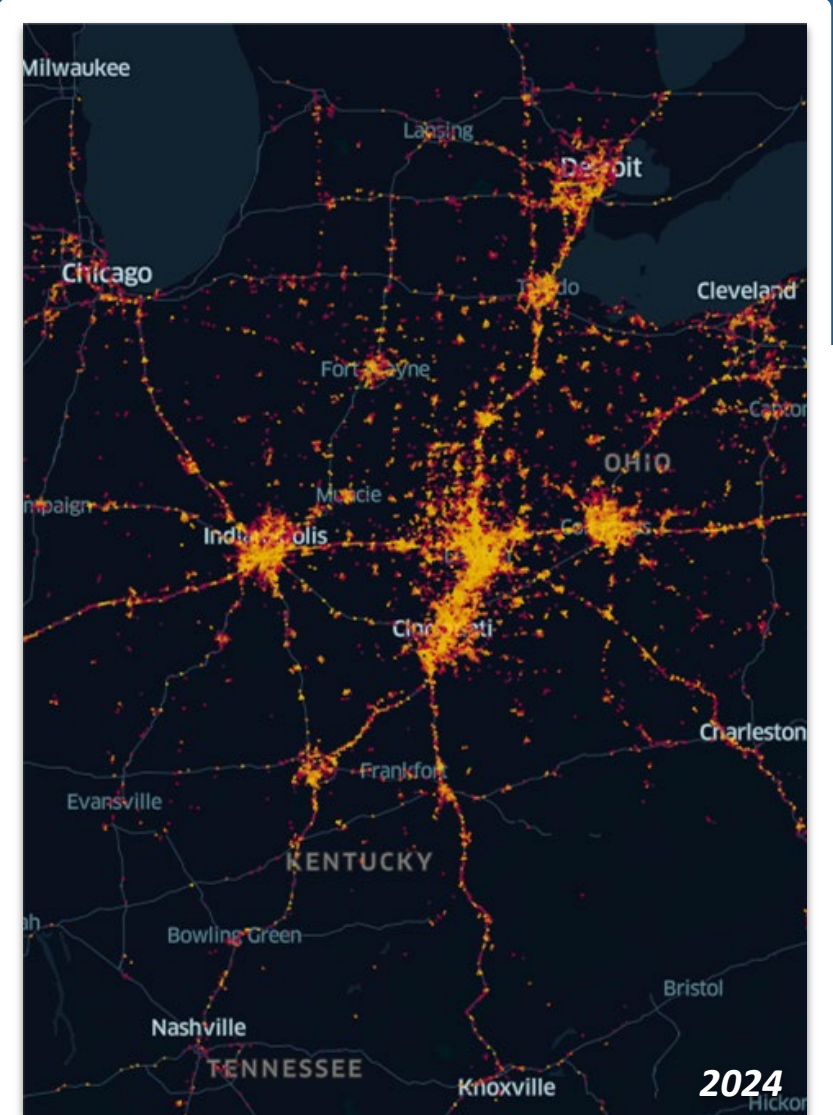
**Journeys shown here are with <30 minute trip-chaining.*



The Truckers Crossroads Unveiled

What types of trips are these?

Insights from 2024 commercial traffic data



Expanded Volume



22M+
Trips



2.1M+
Commercial
vehicles

Journey Statistics



149 Miles
Average Distance



3 Hours
Average
Duration

Vehicle Classes

LDT



MDT



HDT



19% Other: Multi-purpose Vehicles (MPV), Passenger, Bus etc.

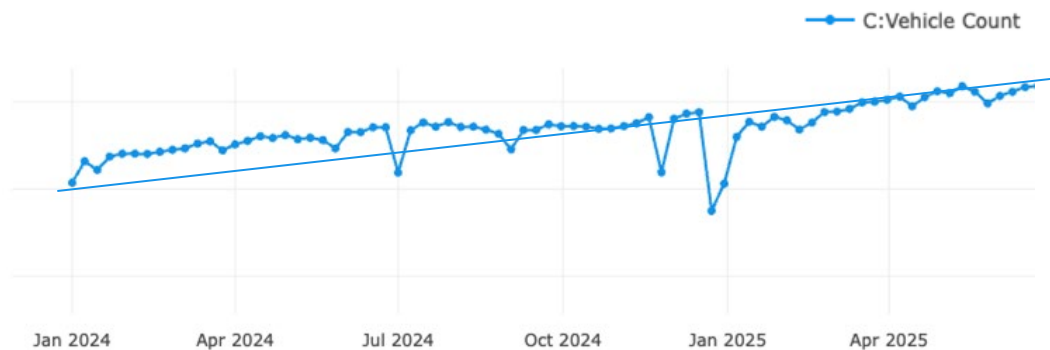
Understanding the Truckers Crossroads:

What are the challenges?

Impacts of Congestion: I-70/I-75 Truckers Crossroads



Increasing Truck Traffic Volumes



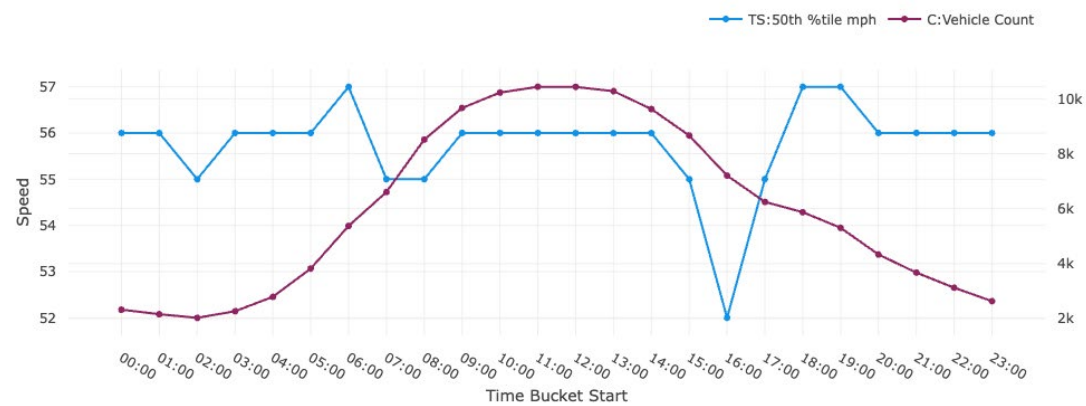
..But, Consistent Traffic Flow



Impacts of Congestion: I-74/I-75 in Cincinnati

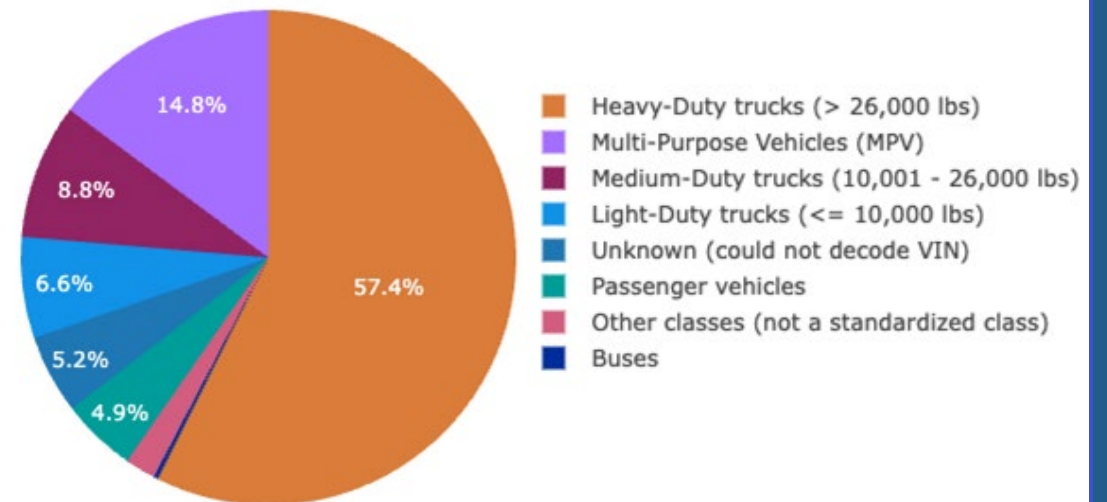


Traffic Slows for Peak Hour



Study period: April - June 2025

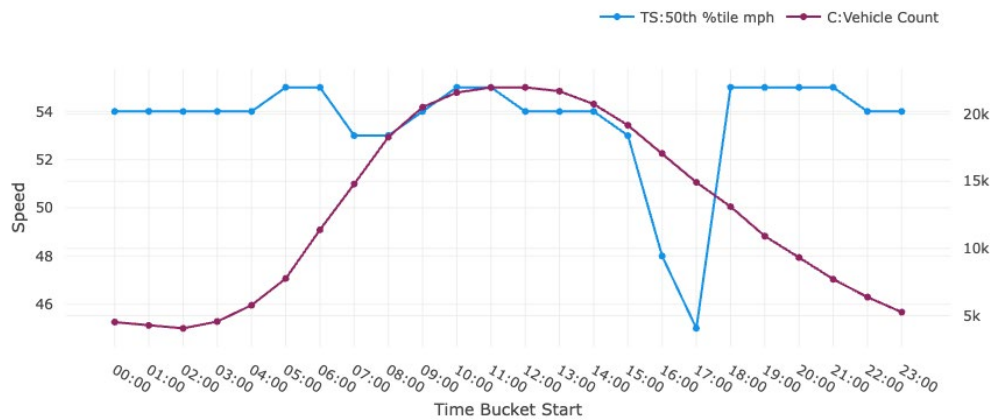
... Impacting Heavy-Duty Trucks



Impacts of Congestion: I-75/I-275 in Cincinnati

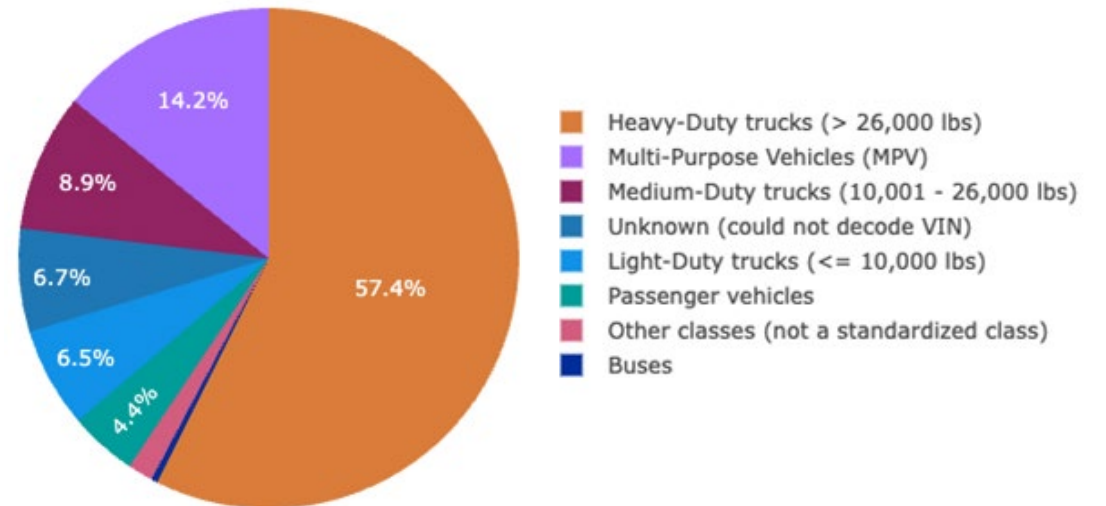


Traffic Slows for Peak Hour

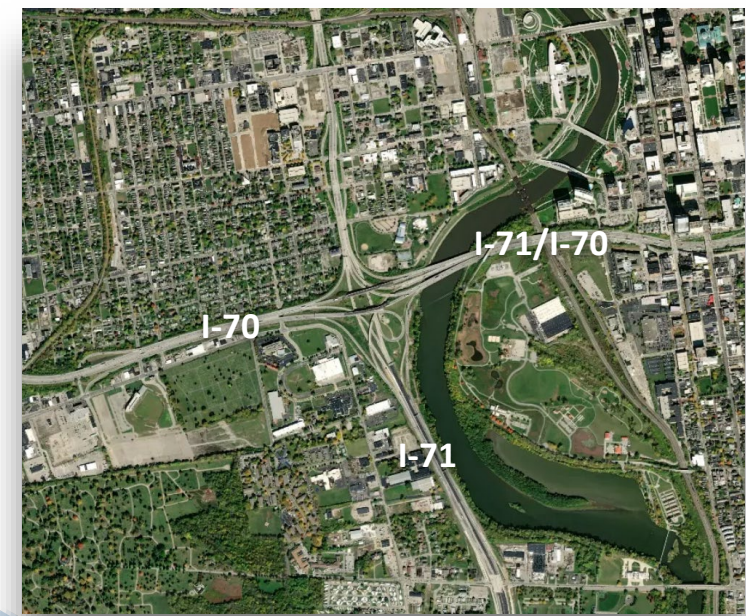


Study period: April - June 2025

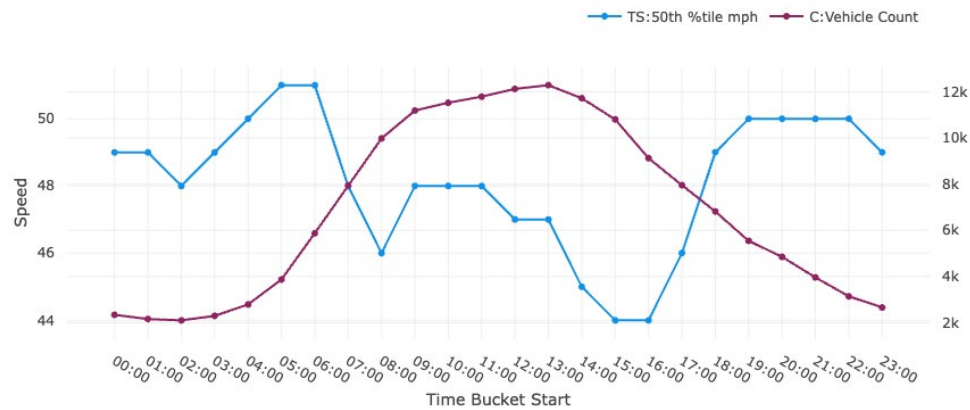
... Impacting Heavy-Duty Trucks



Impacts of Congestion: I-70/I-71 in Columbus

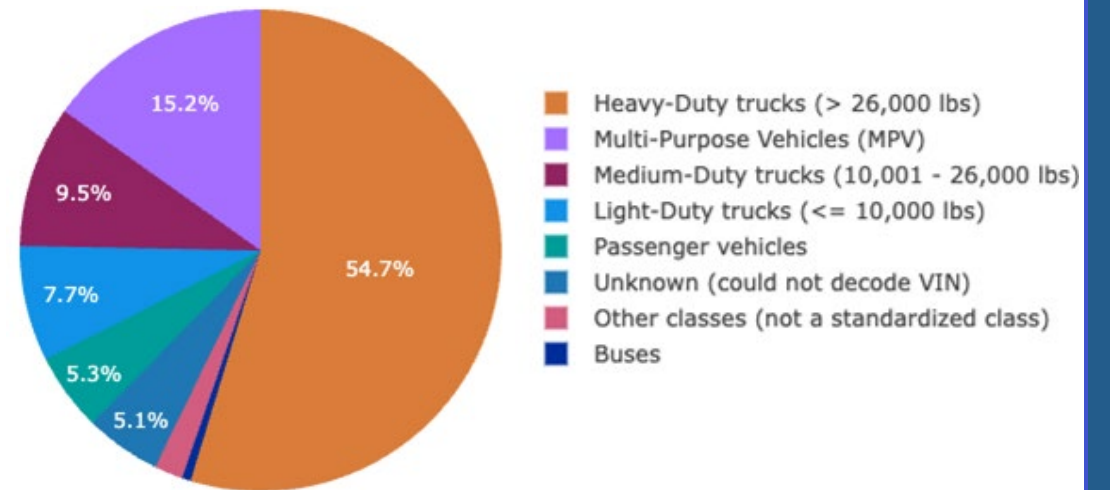


Traffic Slows for Peak Hour



Study period: April - June 2025

... Impacting Heavy-Duty Trucks



Impacts of Congestion: Why it matters

Massive Annual Costs: Traffic congestion cost the U.S. trucking industry an estimated **\$108.8 billion in 2022**, marking a new record high.

Lost Productivity: The delays caused by congestion are equivalent to over **430,000 commercial truck drivers sitting idle for an entire work year.**

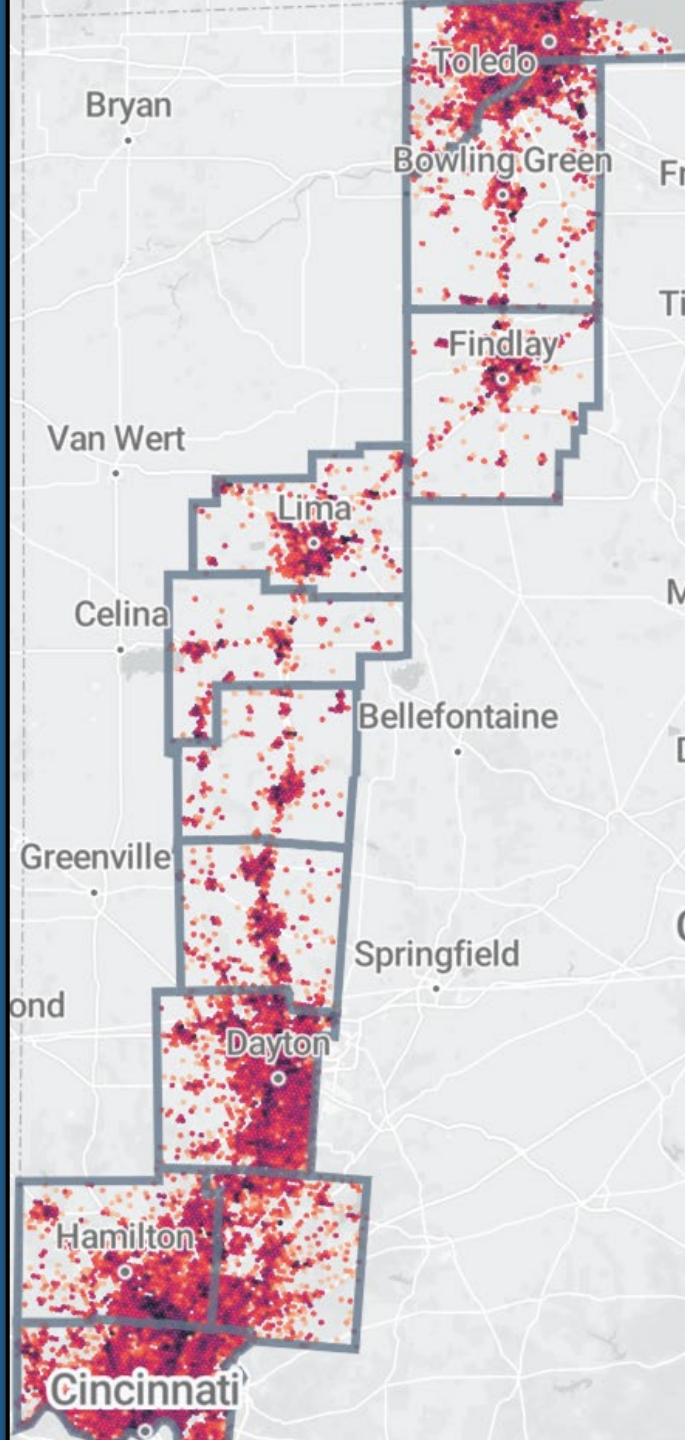
Increased Operating Expenses: Congestion leads to an **average cost of \$7,588 for every registered combination truck annually.**

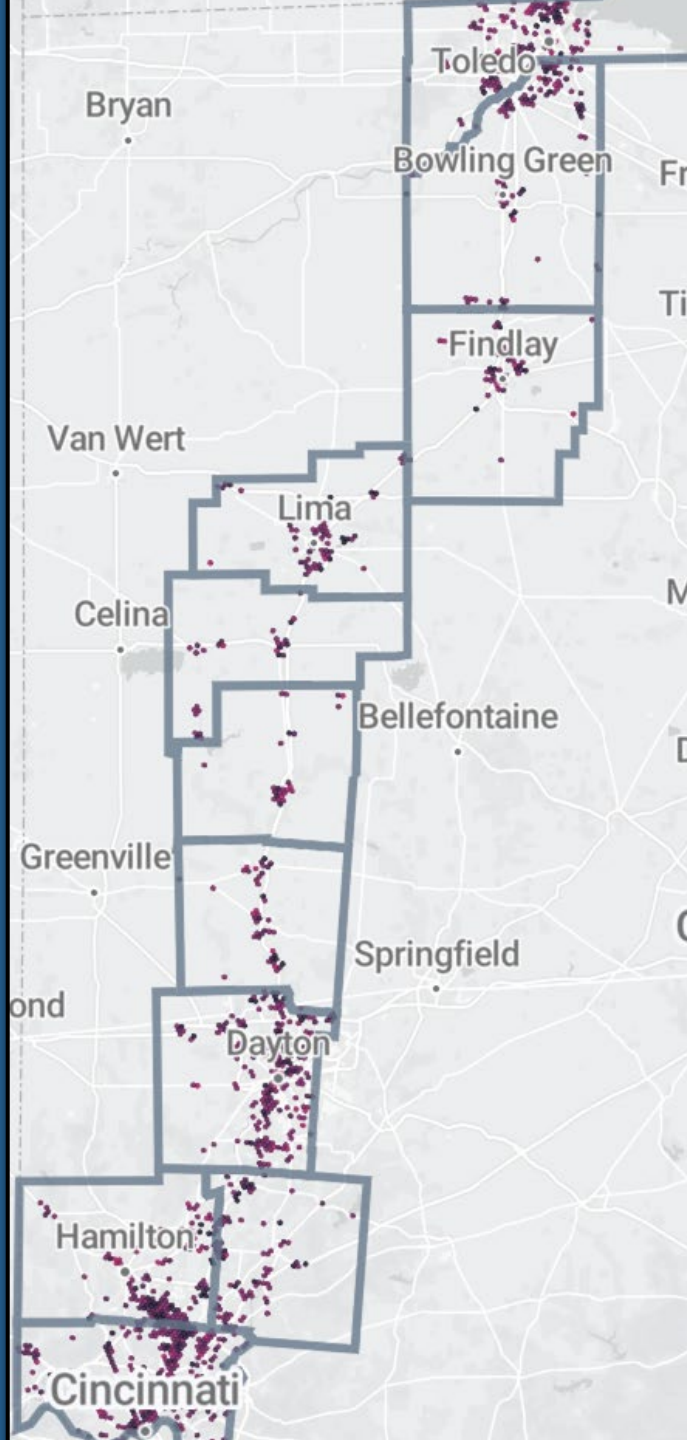
Supply Chain Disruptions and Higher Consumer Costs: Delays in freight movement impact global supply chains, leading to increased **operational costs** for the trucking industry can be **passed on to consumers.**

Demand for Truck Parking: I-70/I-75 Truckers Crossroads

Where do we start?

All Stop Events
Q2 2025 (April - June)





Demand for Truck Parking: I-70/I-75 Trucker Crossroads

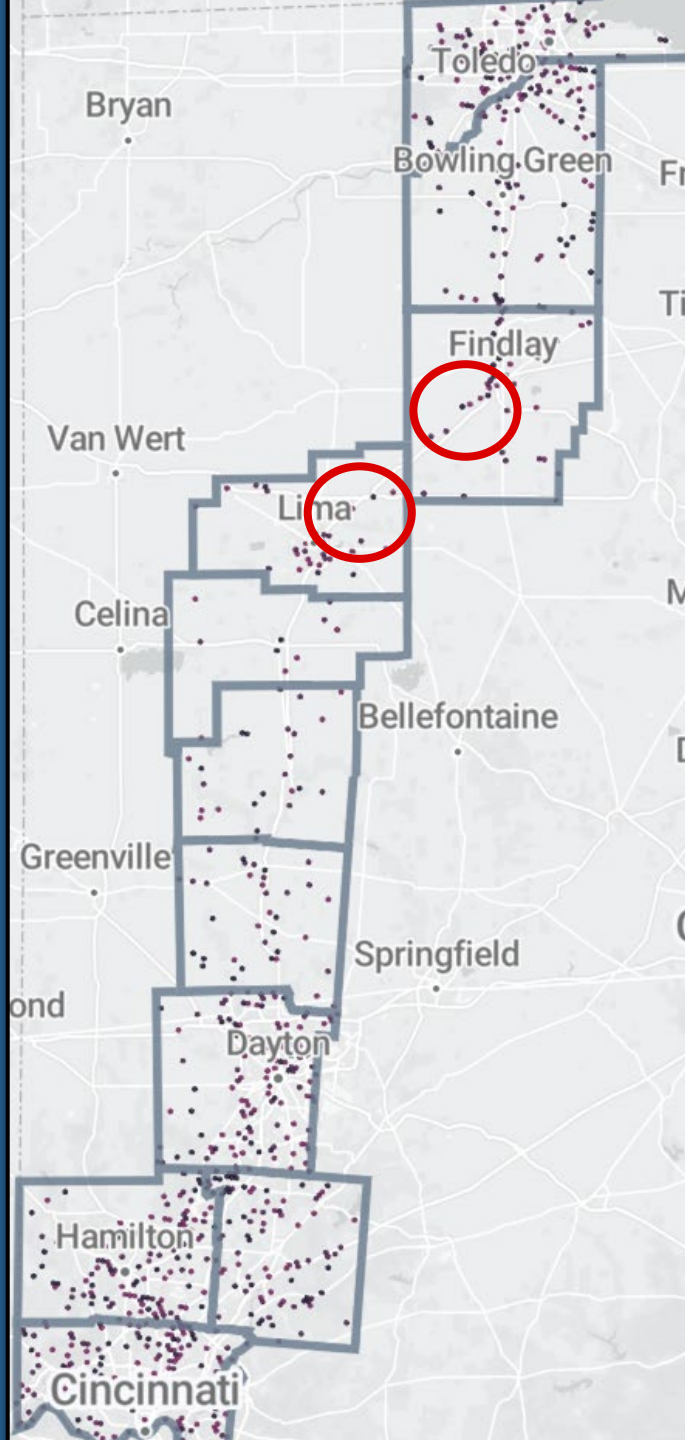
Where do we start?

100+ Stop Events
Q2 2025 (April - June)

Demand for Truck Parking: I-70/I-75 Truckers Crossroads

Where do we start?

Median Stop Duration > 1 Hour
Q2 2025 (April - June)



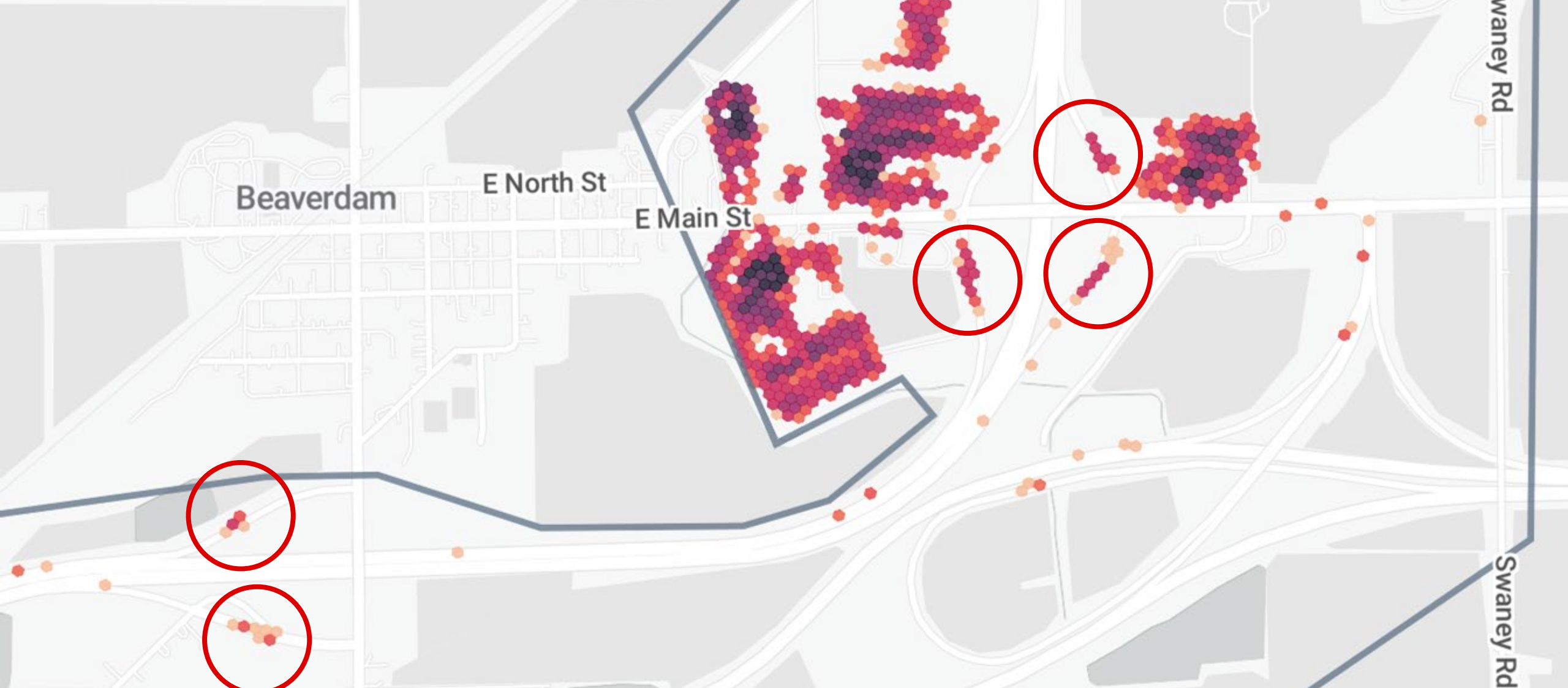


Pilot Travel Center

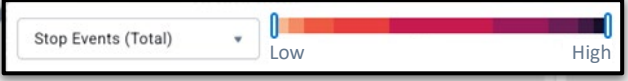
Speedway

Flying J Travel Center

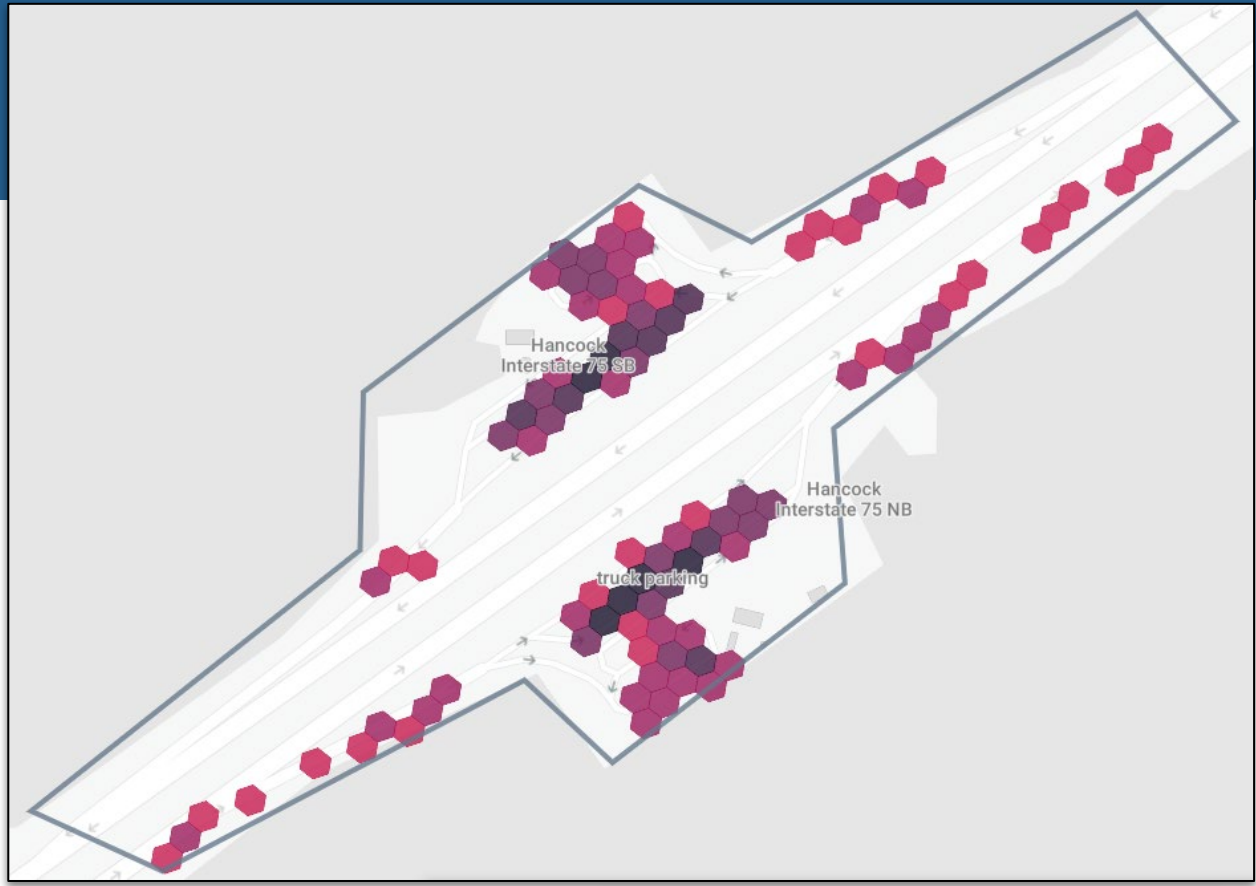
I-75 / OH-696



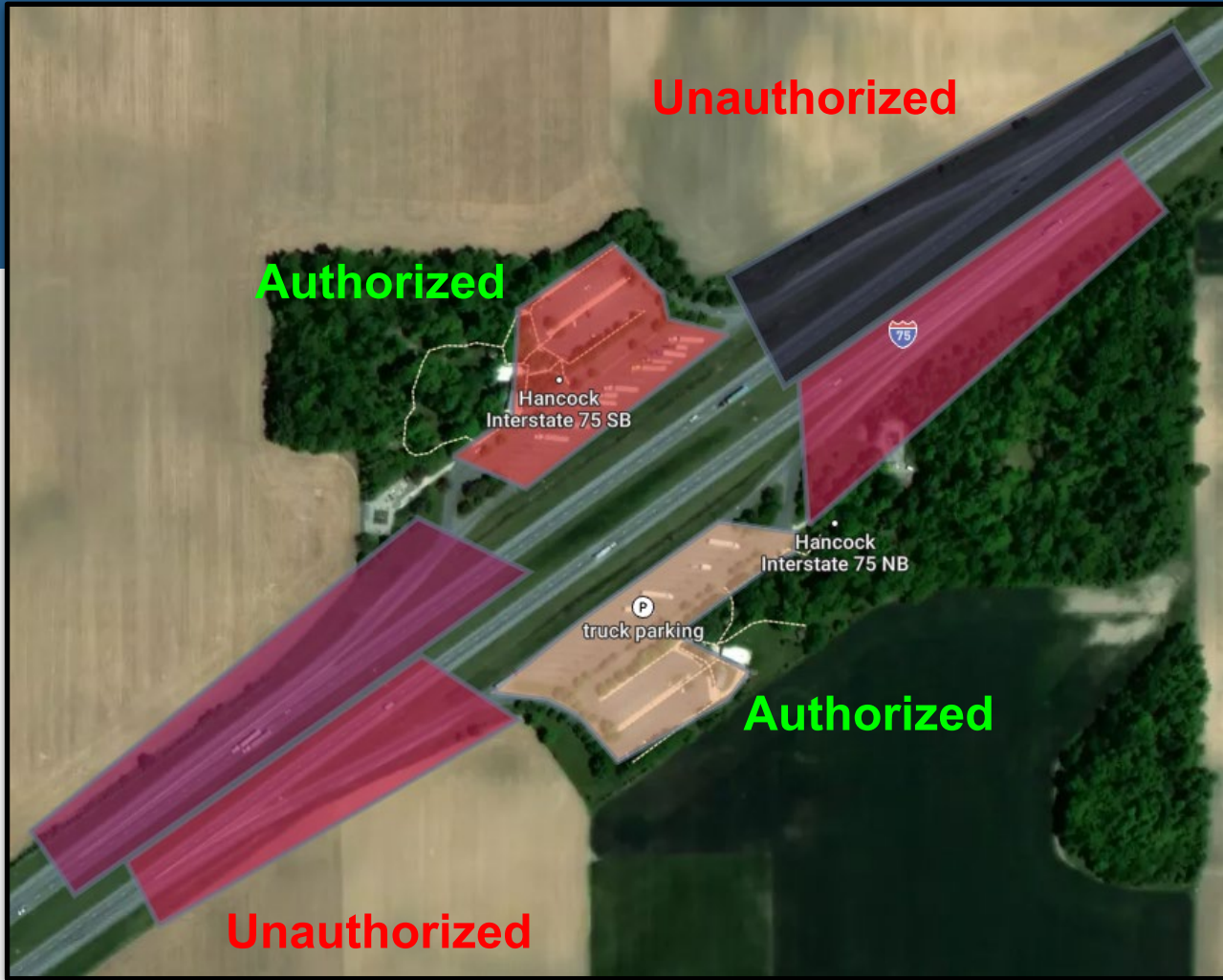
Even where Truck Parking Supply is plentiful, **Unauthorized Parking** occurs on ramps



Demand for Truck Parking: I-70/I-75 Truckers Crossroads



Demand for Truck Parking: I-70/I-75 Truckers Crossroads

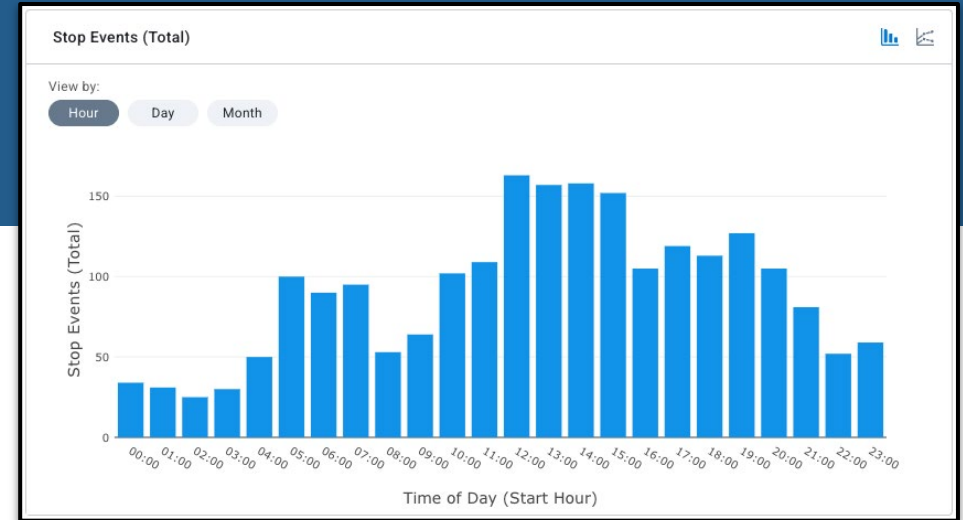


Hancock County Rest Stop (South of Findlay)

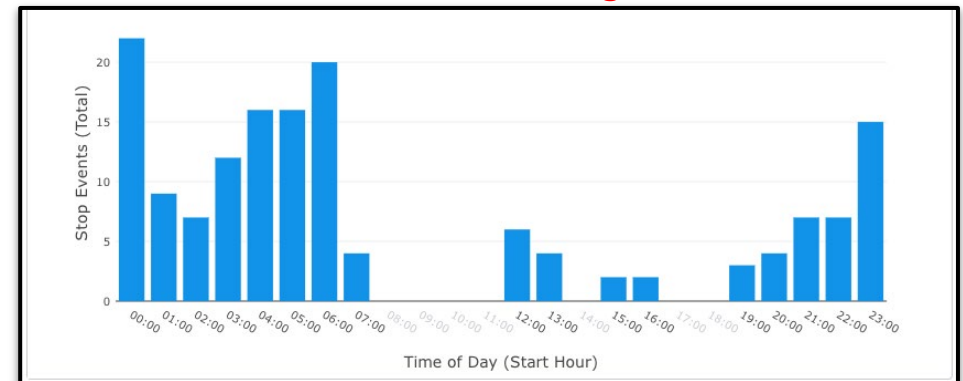


Stop Activity - Time of Day Trends

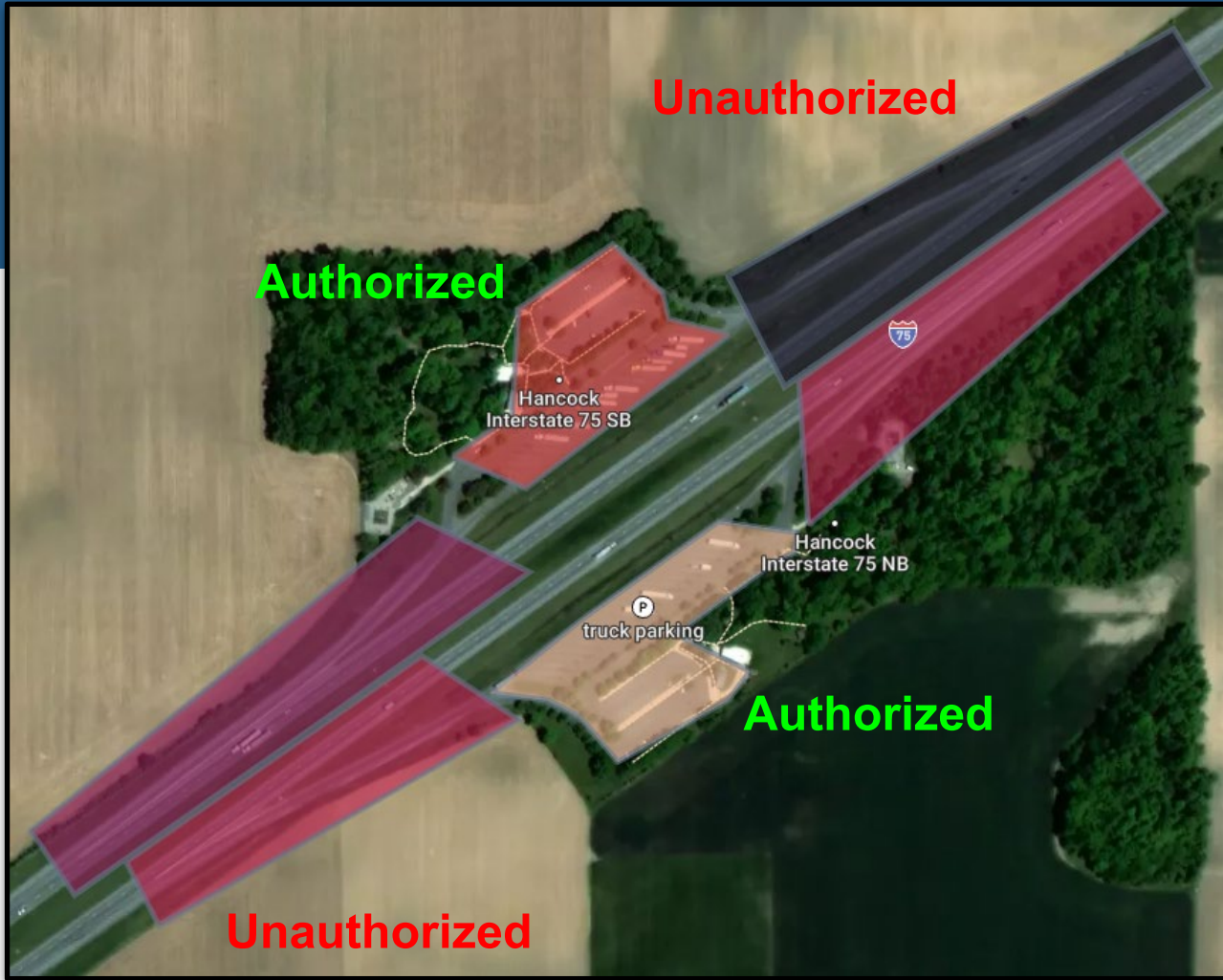
Authorized Parking Zones



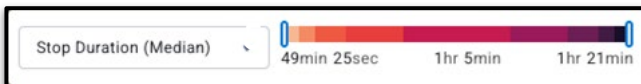
Unauthorized Parking Zones



Demand for Truck Parking: I-70/I-75 Truckers Crossroads



Hancock County Rest Stop (South of Findlay)



Characterizing unauthorized parking

Unauthorized parking can occur along on-ramps and off-ramps surrounding near existing truck parking.

Hancock County Rest Stop

- 11% of stops in this area are unauthorized.
- Authorized stops have a median stop duration of ~50 minutes.
- Unauthorized stops have a median stop duration between 60-80 minutes.

The majority of vehicles are:

- Heavy-duty trucks (>80%) and long distance.
- Transportation and warehousing vehicles.

Demand for Truck Parking: Why it Matters

Safety Risks from Parking Shortages: An **insufficient supply** of safe truck parking spaces **compels fatigued drivers to continue driving or park in unsafe, undesignated locations**, creating significant safety and security risks for both truck drivers and other road users.

Ohio's Undesignated Parking Crashes: **Between 2015 and 2019, Ohio experienced 106 crashes involving trucks parked in undesignated locations**, resulting in 52 fatalities and injuries, primarily concentrated in urban areas like Cincinnati, Columbus, Cleveland, and Akron.

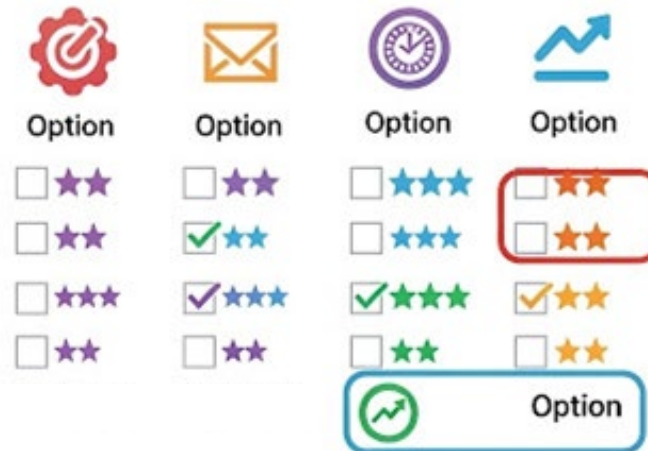
Fatigue-Related Incidents: During the same period, over 460 fatigue-related crashes occurred in Ohio where truck drivers were at fault, leading to 254 fatalities and injuries, underscoring the **critical link between parking availability and driver fatigue**.

Data drives decisions

1. Identify the Problem



2. Prioritize Solutions / Investments



Step 3: Monitor Performance



Questions?



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Learn more: Altitude.Geotab.com

