

# Fact Sheet: Shipper of Choice

Encouraging Onsite Truck  
Parking and Driver Amenities



## DESCRIPTION

Today, few companies provide designated parking for the trucks that service them. Recognizing those who do, through a **Shipper of Choice** award (originated by FreightWaves), will encourage others to do the same. Shippers of Choice are businesses that strategically work with drivers to build partnerships. It is an **industry-wide designation** that distinguishes shippers (and receivers) that value and respect the services truck drivers provide, and in turn, the designation provides a leg up in challenging markets when drivers can choose who to service. The award should be based on providing **parking, short dwell times, amenities** (e.g., restrooms and lounges), and **respectful engagement and proactive communication**. Offering parking embodies what it means to be a Shipper of Choice and is a critical item for any potential Texas Shipper of Choice program.



## APPLICATIONS

- » **Responsible Party:** A credible third-party organization, such as the Texas Trucking Association.
- » **Needs:** 10-hour rest breaks, 2+ hour staging.

## BENEFITS

- » **Improved driver satisfaction** keeps drivers coming back for business.
- » **Operational improvements** from keeping drivers on-site and ready when needed.
- » **Optimized service** from improved pick-up and drop-off times and scheduled appointments.
- » **Low detention times.** Drivers do not waste time searching for parking.
- » **Community backing.** Reducing negative externalities on your locality elevates your reputation to the community and local government.

## IMPLEMENTATION

- 1** *Promote the Shipper of Choice award program through a credible organization such as the Texas Trucking Association or a similar trusted and recognizable Texas freight industry group with pre-established networks.*
- 2** *Build the program. Establish award criteria and formulate an impartial selection method; pick an informed selection committee; develop marketing materials; create a schedule for award nominations, selection timeframes, and announcements.*
- 3** *Seek and build relationships with public and private partners. Publicity is vital to gaining buy-in. Connect with drivers, shippers, receivers, and large truck parking retailers to spread the word.*
- 4** *Connect with FreightWaves to learn more. Being the inventors of the original program, they understand program development better than most.*

## FOR MORE INFORMATION

To learn more, please visit [www.txdot.gov](http://www.txdot.gov) and search for "truck parking."  
For questions, contact: Kale Driemeier | [Kale.Driemeier@txdot.gov](mailto:Kale.Driemeier@txdot.gov)