

What Are 10,000+ Truck Drivers Already Telling You About Parking?

Parking inventories tell planners where spaces exist. They do not explain why drivers avoid some spaces, park in undesignated locations, or feel unsafe using available facilities.

Why it matters: Driver input is the weakest link in most truck parking studies. Traditional surveys and focus groups are costly, slow, and limited in scale. Yet drivers are already discussing parking problems publicly online. Driver Voice analyzes these large-scale discussions to identify recurring concerns, operational barriers, and policy gaps, then translates them into planning-ready findings for DOT studies and grant applications.

BY THE NUMBERS

- **Discussion window:** 2017 to 2026
- **10,000 to 30,000** raw comments screened per planning topic
- **3 platforms:** Reddit, YouTube, and TikTok
- **Undesignated parking topic:** ~9,500 retained comments
- **Women drivers topic:** ~2,800 retained comments

WHAT WE FOUND

- **Undesignated parking is unmet demand, not defiance.** Enforcement was the second largest theme at 2,617 retained comments, and it was almost always paired with a statement that no legal option existed nearby.
- **Regulatory uncertainty outranks space count.** The largest single theme, 3,629 comments, was not knowing whether a private or retail lot allows an overnight stop.
- **Hours-of-service pressure converts a supply gap into a shoulder.** Drivers describe ramp and shoulder stops as the last option on a zero clock, not a preference.
- **For women drivers, the binding constraint is the walk, not the spot.** Personal safety and harassment led at 1,304 comments, while facility complaints centered on the dark, unmonitored path from the truck to the restroom.

HOW PLANNERS USE IT

- **Supplement driver outreach.** Add large-scale, unprompted driver input to surveys, interviews, and public involvement efforts.
- **Identify issues for local investigation.** Use recurring driver concerns to target field reviews, stakeholder interviews, safety audits, and future surveys.
- **Improve parking recommendations.** Distinguish capacity problems from operational issues such as lighting, access, signage, towing policies, or inconsistent parking rules.
- **Support planning and grant narratives.** Provide documented driver perspectives for truck parking studies, freight plans, and Safety or Equity discussions in federal grant applications.

LIMITATIONS

- **Not a representative sample.** Online communities are not a demographic cross-section of the driver workforce, so findings should not be interpreted as the share of all drivers who hold a particular view.
- **Geographic detail depends on comment volume.** National and issue-specific analysis may have substantial data, while state or corridor-level analysis depends on the amount of relevant discussion available.
- **Scope is stated per report.** Every deliverable discloses its keyword strategy, filtering rules, and retention rate.