RESEARCH PROJECT DESCRIPTION

PROJECT NUMBER:
02407

PROJECT TITLE:
Evaluation of “Click It or Ticket”

PRINCIPAL INVESTIGATOR:
Daniel S. Turner
Civil & Environmental Engineering
University of Alabama
Box 870205
Tuscaloosa, AL 35487-0205
(205) 348-9925
(205) 348-6862
dturner@coe.eng.ua.edu

EXTERNAL PROJECT CONTACT:
Rhonda Pines
Law Enforcement/Traffic Safety Section
Alabama Department of Economic and Community Affairs

PROJECT OBJECTIVES:
The objectives of this project are: (1) to evaluate data and accurately establish the statewide usage rate for seat belts and child restraints, using data from field observations, telephone polls and motorist questionnaire studies, (2) to coordinate “Click It or Ticket” (COIT) activities, and (3) to prepare the project final report. All evaluation surveys will be conducted using accepted principles for sampling, observing, polling or questioning. All surveyors will be properly trained in survey and observational techniques.

PROJECT ABSTRACT:
The University Transportation Center for Alabama (UTCA) will evaluate several types of survey information regarding seatbelt and child restraint usage rates as part of an intensive Special Traffic Enforcement Program called “Click It or Ticket.” The program will consist of waves of enforcement and media blitzes, carefully scheduled to maximize public understanding of restraint use. UTCA’s role will be: (1) coordinate overall activities, (2) receive and scientifically analyze observations of belt use before and after the program, and telephone poll results and questionnaire surveys, and (3) produce the project final report. The Alabama Department of Economic and Community Affairs, Department of Public Health, and Department of Public Safety will be the lead agencies in the overall program.

PROJECT TASK DESCRIPTIONS:
There are two general types of tasks: (1) the tasks that will be conducted as part of the overall COIT project, and (2) tasks that UTCA will perform to support the overall COIT project.
The listing of general activities of the COIT the proposed schedule are shown below:

- **Weeks 1-2:** (Apr 22-May 3) Statewide Observational Survey (Baseline), Mini-Survey (Baseline), and Motorist Survey (Baseline)
- **Week 2:** (Apr 29-May 3) Telephone Survey (Baseline)
- **Week 3:** (May 6-10) Mini-Survey
- **Weeks 3-7:** (May 6 – Jun 7) Earned Media
- **Weeks 4 & 5:** (May 13-24) Paid Media
- **Week 4:** (May 13-17) Mini-Survey
- **Weeks 5-6:** (May 20 – Jun 2) Enforcement
- **Weeks 5 & 6:** (May 20 – Jun 2) Mini-Survey
- **Week 7:** (Jun 3-7) Motorist Survey
- **Week 7:** (Jun 3-7) Telephone Survey (Post Survey)
- **Weeks 7-8:** (Jun 3 – 14) Statewide Observational Survey (Post Survey)
- **August 15:** Completion of Final Report
- **September 30:** Closure Date for Project

**TOTAL BUDGET:**
UTCA funds $0; ADECA funds $60,886; total budget $60,886.

**STUDENT INVOLVEMENT:**
A graduate student will work on this project, in the analysis of data and preparation of the final report.

**RELATIONSHIP TO OTHER RESEARCH PROJECTS:**
A “Click It or Ticket” project was also conducted in 2001. UTCA participated in that project by collecting seat belt observations (UTCA Project 01454 – “PI&E - 2001 State Seatbelt Survey.”) Two other UCTA projects have dealt with increasing seat belt use. They were projects 99459 – “Safety Public Awareness, Phase 2,” and 00473 – “Safety Public Awareness, Phase 3”

**TECHNOLOGY TRANSFER ACTIVITIES:**
The final report will be the sole technology transfer effort within the scope of this project.

**POTENTIAL BENEFITS OF THE PROJECT:**
This project will include the evaluation of a large program conducted to increase the usage of seat belts in Alabama. As a rule of thumb, seven lives are saved for each one percent increase in seat belt use, so the potential is enormous. The decrease of 162 highway traffic fatalities in Alabama in 2001 is largely due to the 2001 COIT program plus other similar efforts. While it is not realistic to expect such a huge savings in 2002, it is certain that the program will make a significant difference in highway safety in this state.

**TRB KEYWORDS:**
Special traffic enforcement program, click it or ticket, seat belts, child restraints, passenger safety restraints