RESEARCH PROJECT DESCRIPTION

PROJECT NUMBER:
03414

PROJECT TITLE:
Evaluation of “Click It or Ticket 2003”

PRINCIPAL INVESTIGATOR:
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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.

PROJECT ABSTRACT:
The CARE Research and Development Laboratory (CRDL), in conjunction with 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 (STEP) called “Click It or Ticket” (COIT). The program will consist of waves of enforcement and media blitzes, carefully scheduled to maximize public understanding of restraint use. CRDL’s role will be: (1) coordinate overall activities, (2) perform an evaluation of the program results using scientific analyses of base line observations before the STEP and post observations after it, plus analysis of data generated through telephone polls, and motorist questionnaire surveys, and (3) compile the project report for “Click It or Ticket” 2003.

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 CRDL will perform to support the overall project.

The listing of general activities of the COIT the proposed schedule are shown below:
- **Weekly Observational Survey (Baseline), Mini-Survey (Baseline), and Motorist Survey (Baseline)**
- **Week 2: (Apr 28-May 4)** Telephone Survey (Baseline)
- **Week 3: (May 5-11)** Mini-Survey
- **Weeks 3-7: (May 5 – Jun 8)** Earned Media
- **Weeks 4 & 5: (May 12-25)** Paid Media
- **Week 4: (May 12-18)** Mini-Survey
- **Weeks 5-6 (May 19 – Jun 1)** Enforcement
- **Weeks 5 & 6 (May 19 – Jun 1)** Mini-Survey
- **Week 7: (Jun 2-8)** Motorist Survey
- **Week 7: (Jun 2-8)** Telephone Survey (Post Survey)
- **Weeks 7-8: (Jun 2 – 15)** Statewide Observational Survey (Post Survey)
- **August 15:** Completion of Final Report
- **September 30:** Closure Date for Project

TOTAL BUDGET:
UTCA funds $0; ADECA funds $97,440; total budget $97,440.

STUDENT INVOLVEMENT:
No students will be involved with this project.

RELATIONSHIP TO OTHER RESEARCH PROJECTS:
Two “Click It or Ticket” projects have been conducted previously. In 2001 UTCA collected seat belt observations (UTCA Project 01454 – “PI&E - 2001 State Seatbelt Survey”), and in 2002 UTCA conducted a project similar to this one (UTCA Project 02407 – “Evaluation of Click It or Ticket.”) 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 2003, 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