

Ticketing Aggressive Cars and Trucks Pilot Project

Delaware Valley Regional Planning Commission
Regional Safety Task Force Meeting
October 30, 2007



Project particulars

- Conducted by the Washington Traffic Safety Commission (WTSC)
- Funded by NHTSA and FMCSA
- Evaluated by Dunlap and Associates under NHTSA contract
- Full report available:

http://www.dunlapandassociatesinc.com/Ticketing_Aggressive.pdf

Why TACT?

- Congressional concern with PV/CMV collisions
- Appropriations Act of 2004
- Funding to NHTSA for high visibility enforcement demonstration project

Why Washington?

- WTSC success with *Click It or Ticket*
- WA State Patrol (WSP) *Step Up and R.I.D.E.* project
- Existing working relationships facilitated an effective steering committee:
 - WSP
 - WA Department of Transportation (WSDOT)
 - WTSC
 - WA Trucking Association (WTA)
 - WA Assoc. of Sheriffs and Police Chiefs (WASPC)
 - FMCSA, NHTSA, FHWA

Goals of TACT Pilot Project

- Decrease risky driving behavior around CMVs through the use of communications that target driver awareness of unsafe behavior
- Test use of high visibility enforcement in high crash areas to determine impact in reducing high-risk driving behaviors
- Test combined effectiveness of education, outreach and enforcement for violations occurring near CMVs
- Develop a model that is replicable in other states

Challenge #1: What behaviors to change

- Speeding
- Following too closely
- Changing lanes w/o signaling (cutting off trucks)
- Not allowing CMV to merge
- Driving in the “No Zone”
- Negligent/Reckless Driving

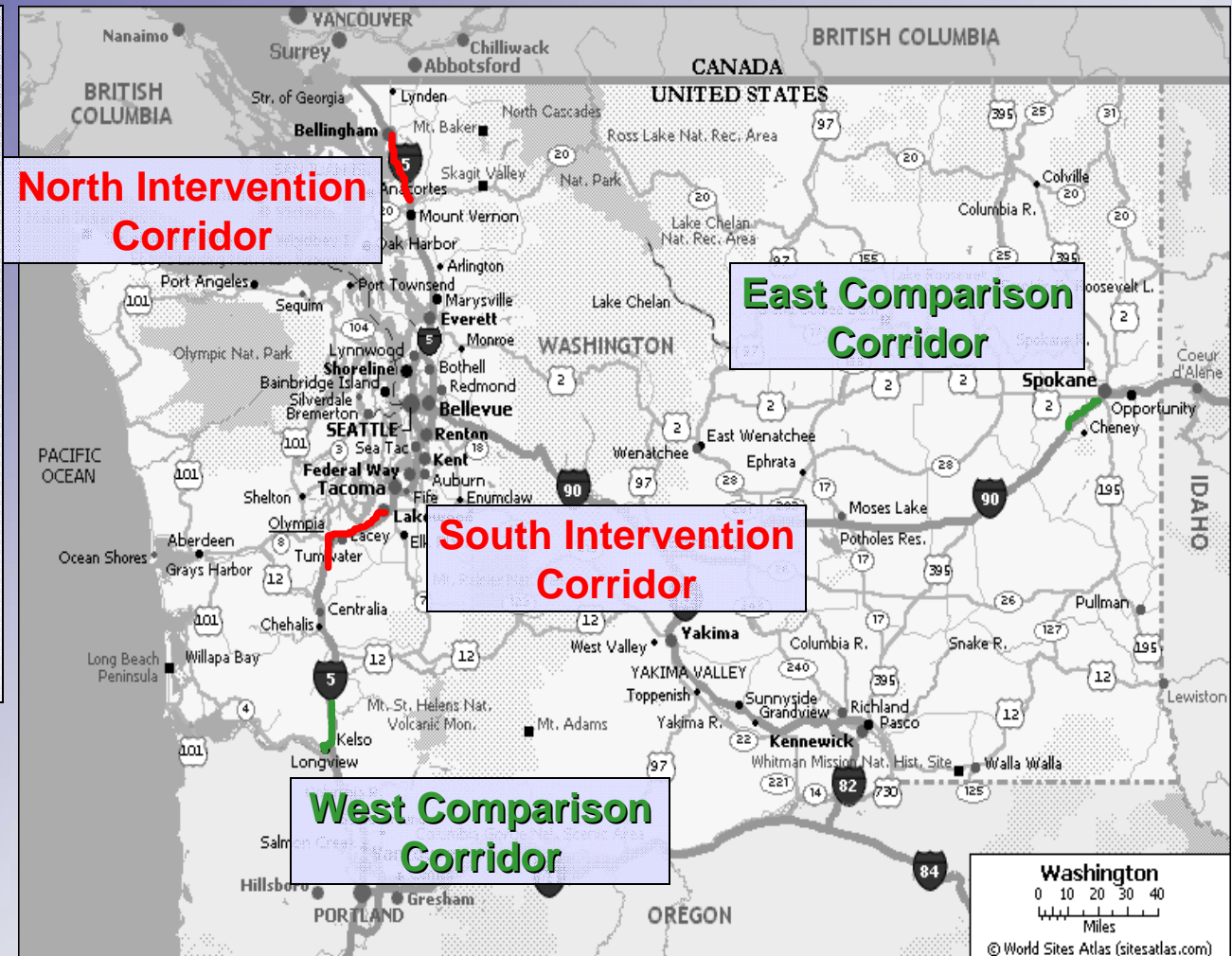
Choice was cutting off trucks



Challenge #2

Where to locate the project?

- Four locations:
 - Two intervention corridors
 - Two comparison corridors



Location selection

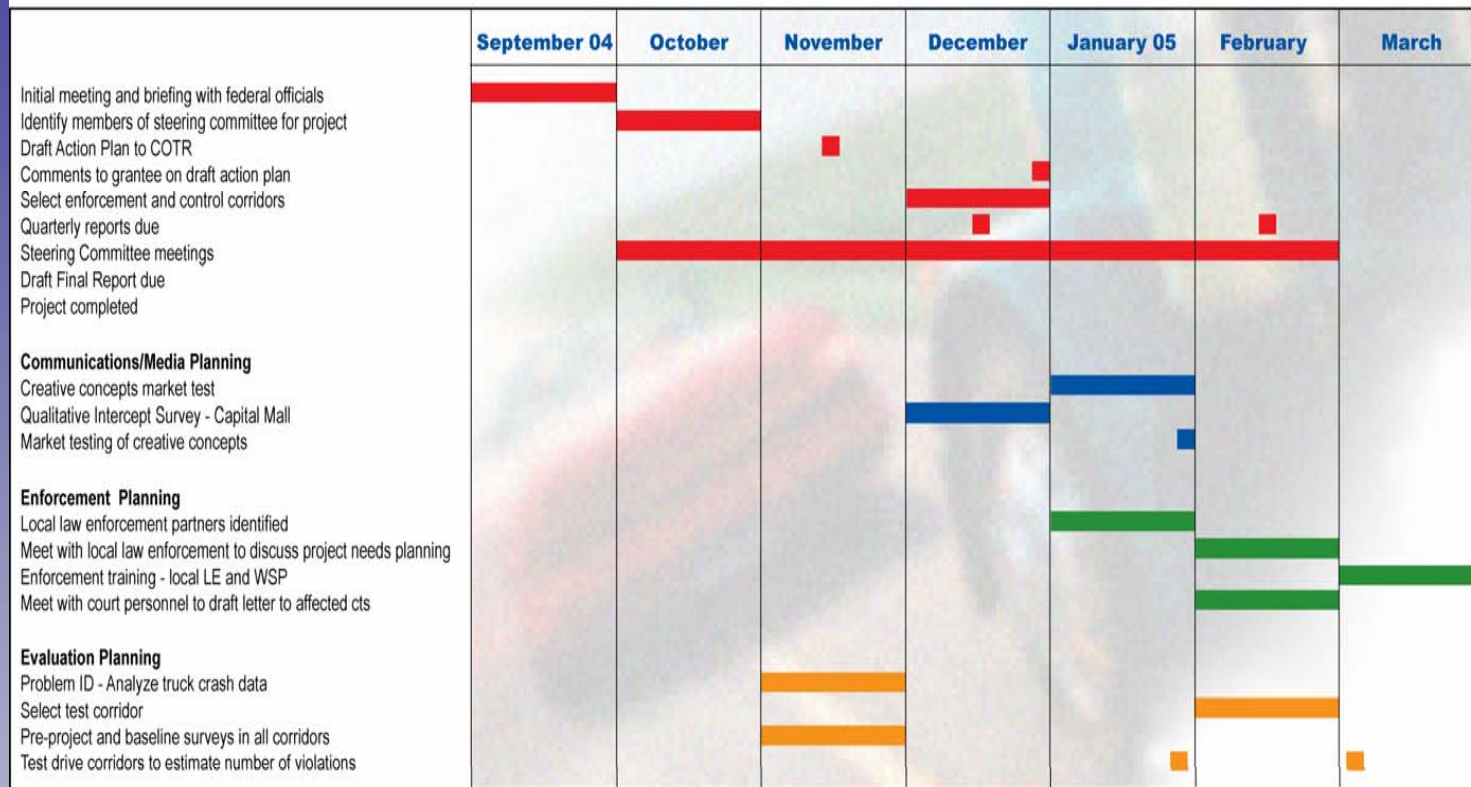
- Factors considered:
 - Data showing the number of CMV/PV collisions on 10 mile sections of state highways
 - Cost of media in intervention corridors
 - Media bleed over into comparison corridors
 - Road maintenance/construction projects
 - Wide shoulders for safety of LE
 - Ability to use WSP aircraft for enforcement

Why interstate corridors?

- More PV/CMV collisions than on county roads
- State geography limits CMV routes
- Heavy use by both commuters and CMVs
- WSP has primary jurisdiction
 - Familiar with CMV issues
 - Collection of collision and enforcement data
 - Developed *Step up and R.I.D.E.*

Planning timeline

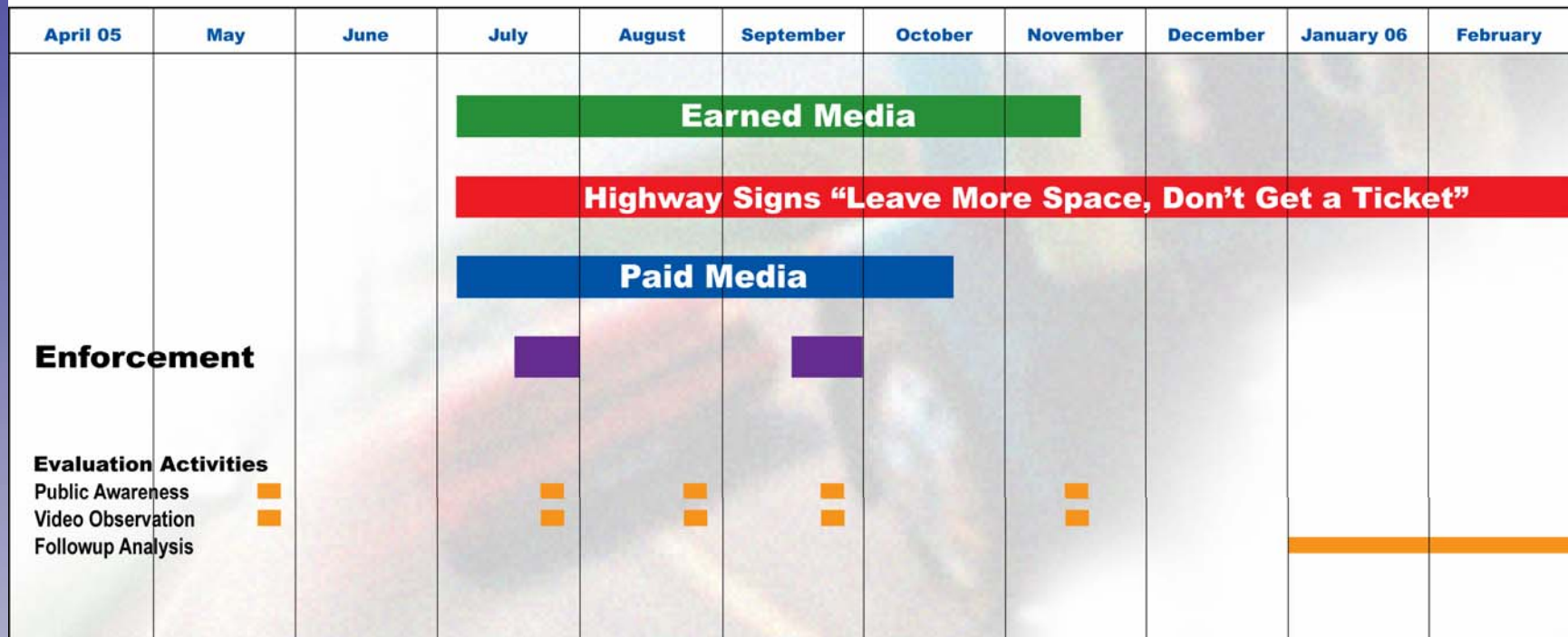
Organizational and Planning Timeline - 2005



- Organizational Planning
- Communications/Media Planning
- Enforcement Planning
- Evaluation Planning

Project timeline

TACT Timeline - 2005



Challenge #3:

How to get the message out

- How to reach drivers in the intervention corridors with the media message?
- Communications tools used:
 - Press Event (road sign unveiling)
 - Fully wrapped semi-truck
 - Radio message
 - Newspaper ads
 - Posters and banners
 - Flyers

Earned media



FIRST 4 LOCAL NEWS

Press Event, July 5, 2005

Unveiling road sign



Newspaper Ad

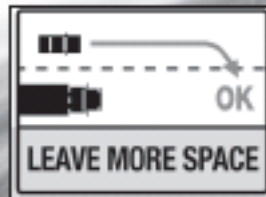
LEAVE MORE SPACE FOR TRUCKS

Big trucks need big space to maneuver and stop in emergencies. Leaving more space for trucks will not only help save lives and reduce injuries, it could save you from getting a ticket.

Numerous government agencies are collaborating on a major law enforcement project with the goal of reducing collisions involving big trucks and smaller vehicles. State troopers will be riding in decoy semi trucks and calling ahead to other law enforcement when they see cars driving aggressively around big trucks.

Speeders, tailgaters, people who cut off semi trucks and aggressive drivers will be ticketed.

So please remember: leave big trucks big space.



DON'T GET A TICKET

A message from the Washington Traffic Safety Commission

www.wtsc.wa.gov

Banners



[BANNER 5' x 30']

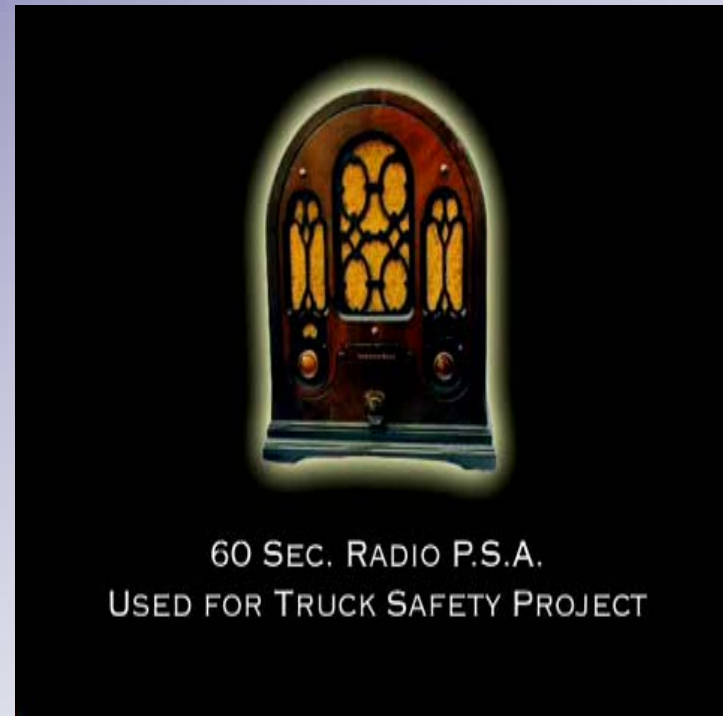


Poster

Radio PSA

Goal:

- Educate listeners
 - Don't cut off trucks
 - LE are out there; you could get a ticket
- Be memorable
- Cut through media clutter
- Recommended leaving one car length for every ten miles of speed



Challenge #4: Implement an effective enforcement plan

- Two weeks for each enforcement wave (July and September 2005)
- Days – Monday through Friday
- Times – 6:00 am until 2:00 pm
- Acceptable weather for WSP Aviation

Participating law enforcement (LE)



What made the enforcement so successful?



- 8-11 officers each day in each corridor (North and South)
- Unprecedented collaboration and teamwork with local law enforcement agencies, and the trucking industry
- Training provided to participating officers ensured consistency and gained their "buy-in"

Planning for enforcement

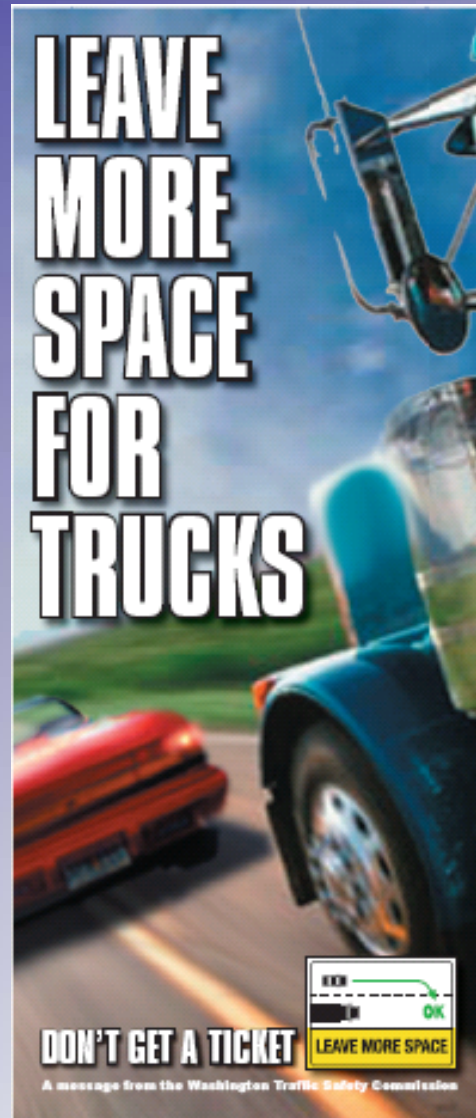
- Lieutenants provided daily briefing and debriefing:
 - Overview of enforcement plan
 - Set expectations
 - Managed for consistent delivery of enforcement
- Established *ticket* enforcement criteria
 - Speed -10 over posted limit
 - Following too closely - 2 car lengths
 - Left Lane Violations (CMV in left lane prohibited)
- Media blitz prior to the enforcement campaign
 - Information flyer given to each violator to reinforce education with enforcement

Enforcement strategies

- Use of WSP TACT vehicles (unmarked)
- WSP Trooper in cab of truck calling out violations
- Use of marked patrol vehicles for routine stops
- Effective use of WSP aircraft to increase numbers of cars and trucks stopped
- Officers handed out flyers and explained why TACT is important!



TACT flyer



**LEAVE
MORE
SPACE
FOR
TRUCKS**

DON'T GET A TICKET **LEAVE MORE SPACE**

A message from the Washington Traffic Safety Commission

THE WASHINGTON STATE TACT PROJECT

Ticketing Aggressive Cars & Trucks

When cars and semi-trucks collide, cars get the brunt of it, no matter which vehicle is at fault. Over the last ten years, 3 out of 4 people who died in these collisions were riding in passenger cars.

Semi-trucks need at least twice the time and room to stop as cars.

Law enforcement is stopping people who drive unsafely around semi-trucks, whether the person is driving a car or a semi-truck.

What to do to avoid getting a ticket:

- **Don't out off semi-trucks.** For safety, one car length for every 10 miles per hour of speed is recommended.
- **Don't tailgate.** Unlike cars, semi-trucks have big blind spots behind them. Also, car drivers who tailgate semi-trucks can't see traffic ahead. If the semi-truck brakes suddenly, you have no time to react and no place to go.
- **Don't speed.** Last year, speeding caused one out of every 4 car/semi-truck collisions in Washington.
- **Allow semi-trucks plenty of room.** Be careful when you or the semi-truck are entering a highway or merging with traffic.

For further information, contact the Washington Traffic Safety Commission at 360.753.6197



DON'T GET A TICKET **LEAVE MORE SPACE**

A message from the Washington Traffic Safety Commission

CMV participation

- Each intervention corridor had a CMV dedicated for each enforcement day (South corridor used two each day)
- Wide variety of CMVs used
- All CMVs and drivers were donated



Characteristics of the drivers stopped by LE

- 4,737 driver contacts over both waves
- 237 contacts per day of enforcement
- 86% PV drivers; 14% CMV drivers
- 73% male
- Average age = 51.6
- Most “productive” time of day was between 7 – 8 am (17%)

Enforcement challenges encountered

- Communications
 - Common frequency
 - Antenna
- Weather (Aircraft)
 - Rain
 - Cloud cover, fog
- WSDOT projects
- Traffic volumes
- Collisions
- Different officers each day
 - Levels of familiarity/comfort working the freeway
 - Stopping CMV



Challenge #5: How to evaluate a complex project

What we measured	How we measured
Project exposure	Knowledge and awareness surveys
Self reported behavior	
Driver violations	Video observation of driver behavior
Seriousness of driving violations	Expert ratings of video clips of driver behavior

Exposure

Approach

- Paper and pencil survey (16 items)
- Four Department of Licensing Offices
 - 2 Intervention: Bellingham, Lacey
 - 2 Comparison: Kelso, East Spokane
- Four waves of data collection
 - Wave 1 = pre-campaign
 - Waves 2-4 = post campaign

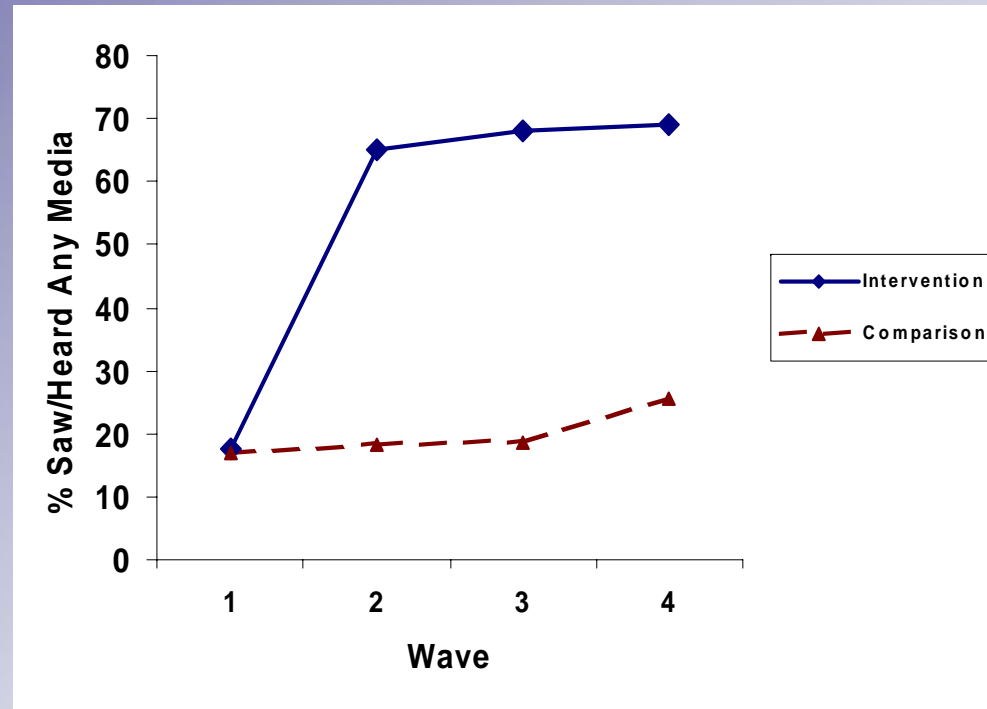
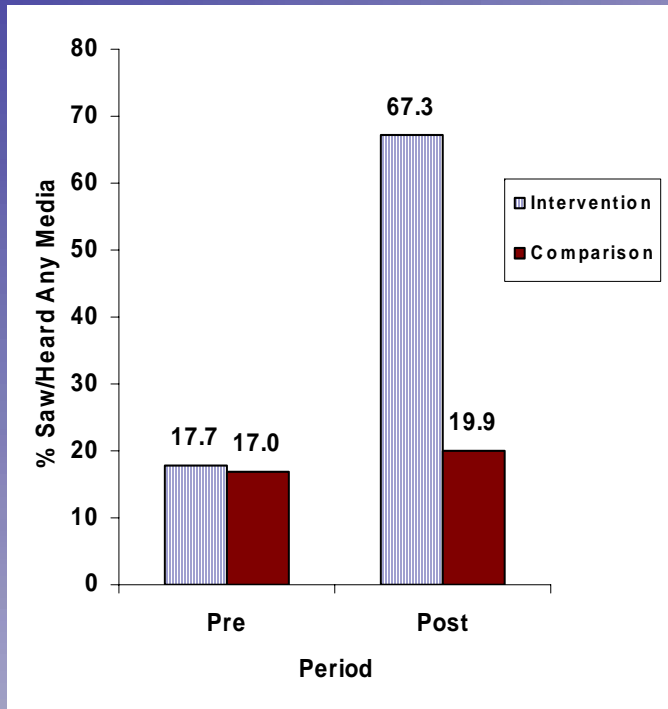
Survey

- Demographics (age, gender, etc.)
- Driving habits (miles driven, vehicle type, etc.)
- Media Exposure
 - *Have you recently seen or heard anything about giving semi trucks more space when you pass them?*
- Change Behavior
 - *In the past two months, have you changed your driving behavior around semi trucks?*
- Space left when passing
 - *When I pass a semi truck on an interstate highway, I leave _____ feet or _____ car lengths before I pull back in*

Survey results

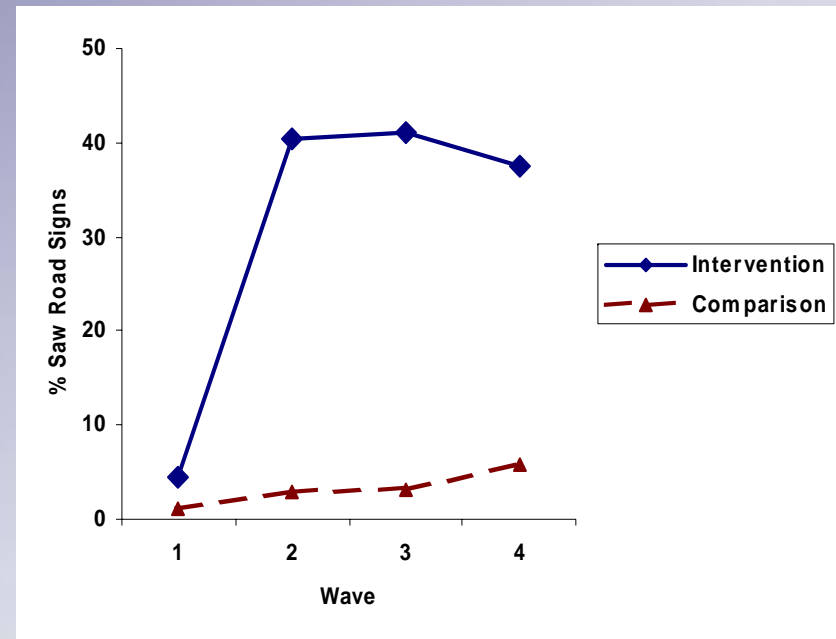
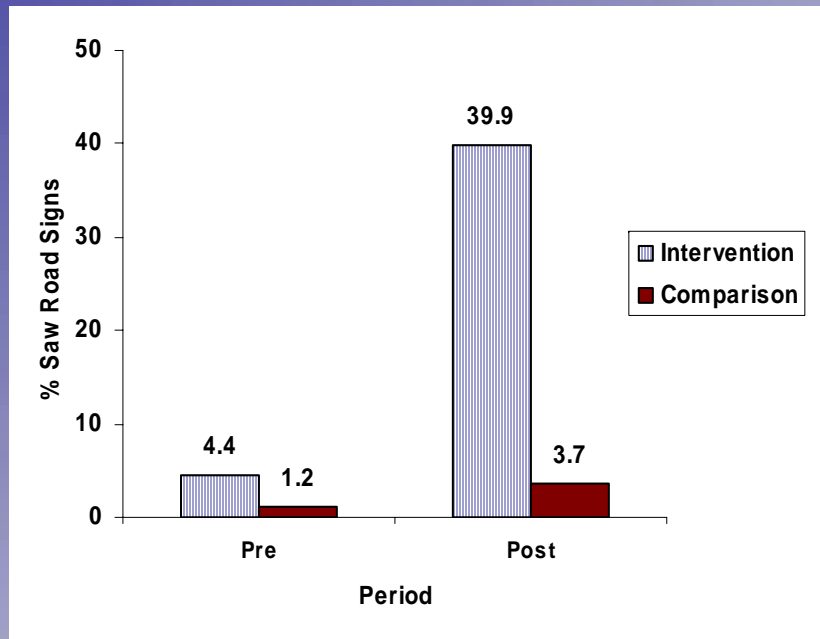
- 6,155 responses
- Demographics
 - No significant intervention/comparison differences
- Driving Habits
 - No significant intervention/comparison differences
 - Nearly 93% seatbelt usage
 - Only 1.3% frequently drove semi trucks

Percentage who heard or saw any program message



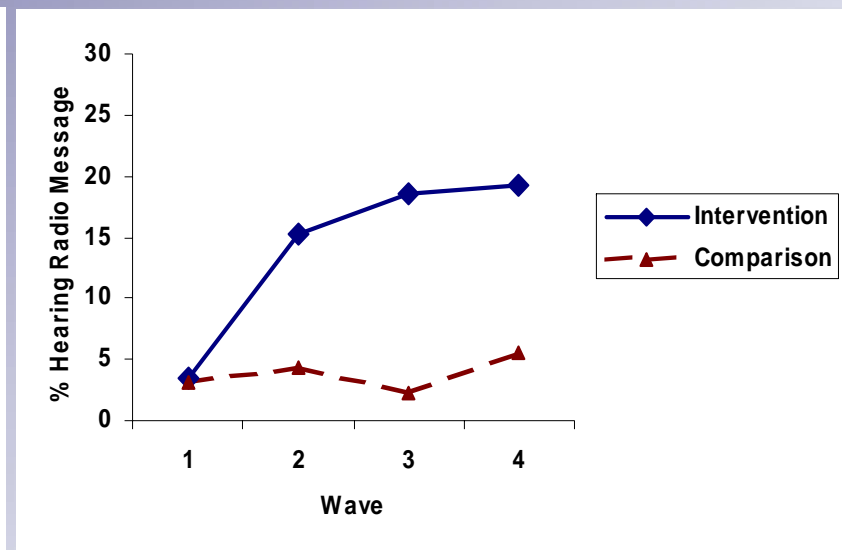
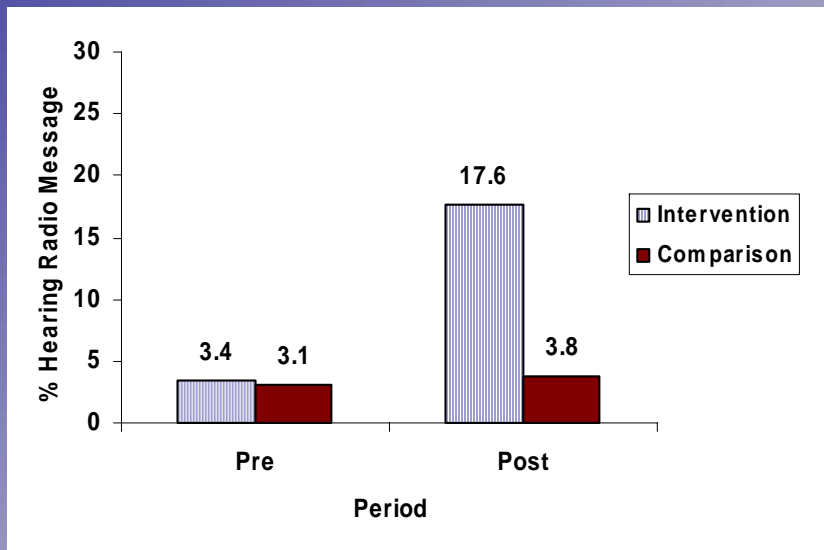
Significant increase at intervention sites

Percentage who saw road signs



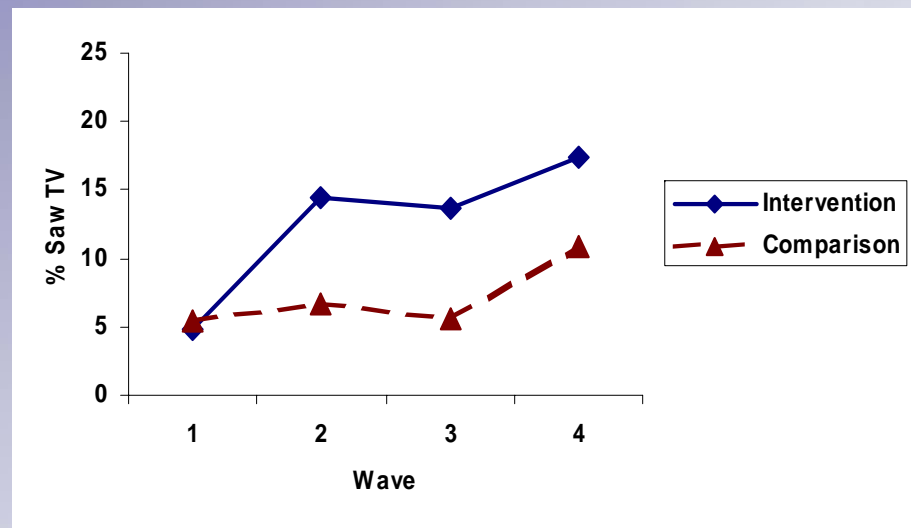
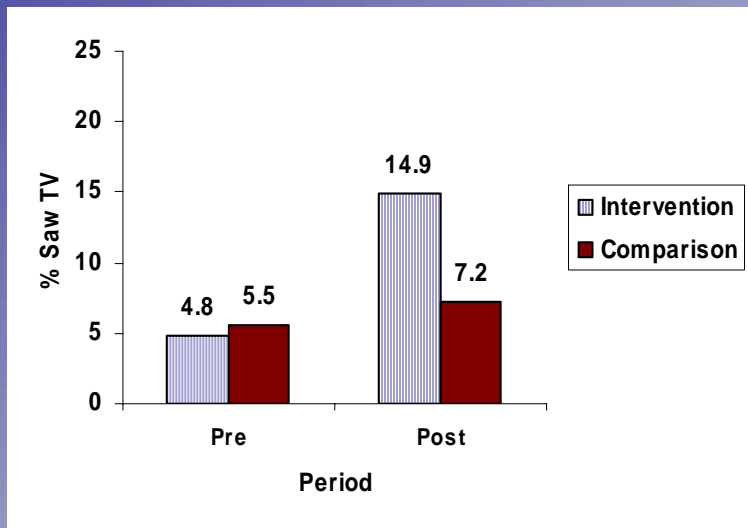
Significant increase at intervention sites

Percentage who heard radio



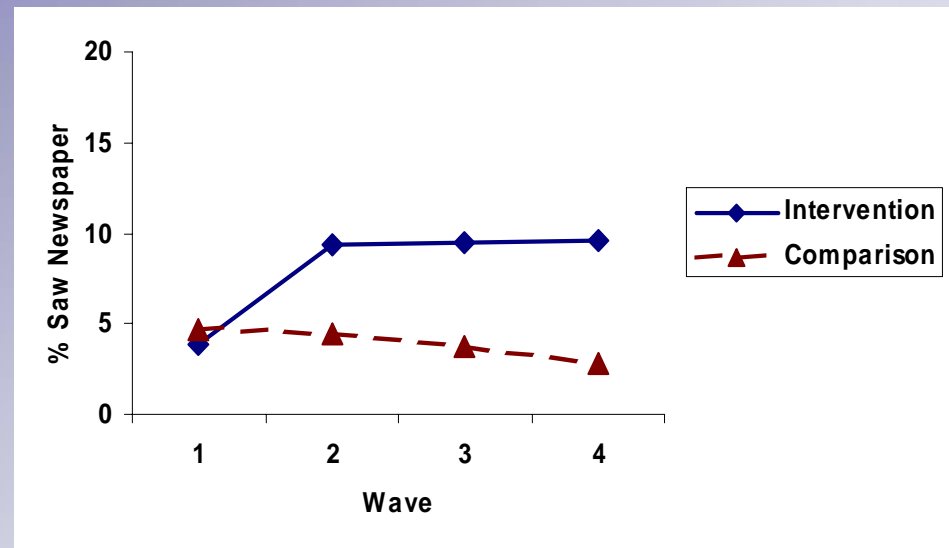
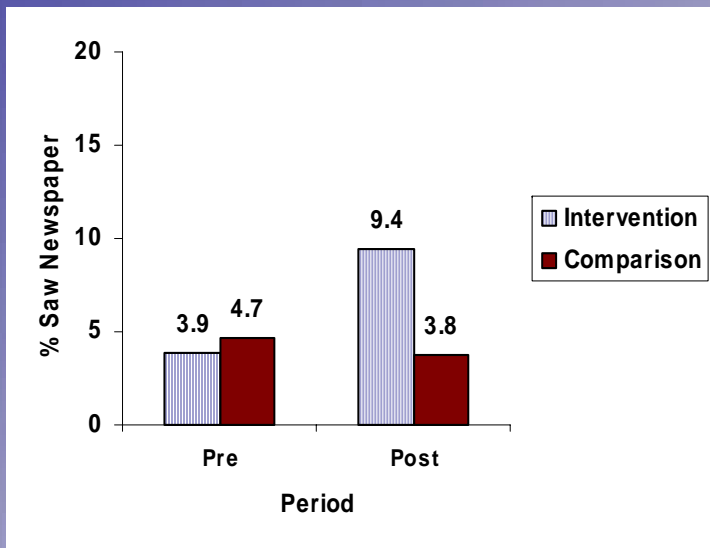
Significant increase at intervention sites

Percentage who saw TV



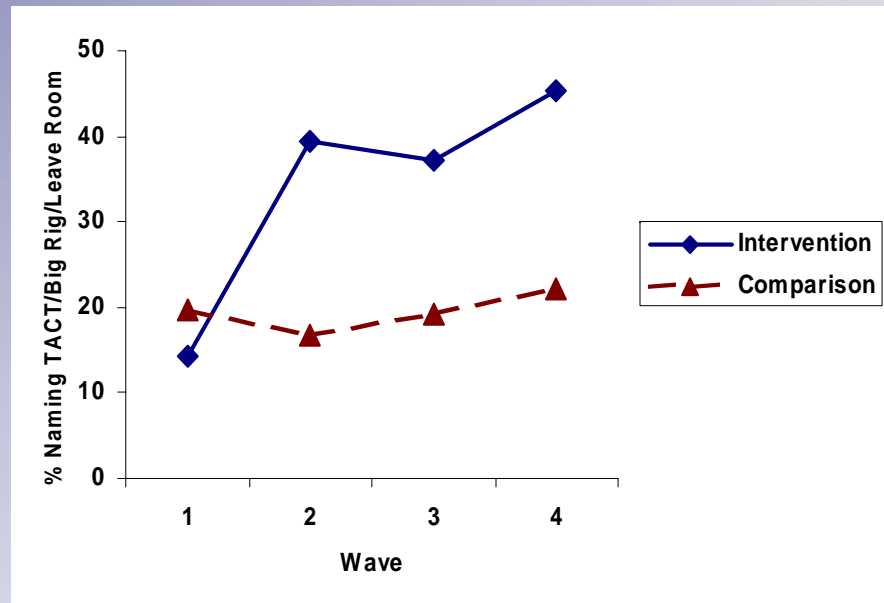
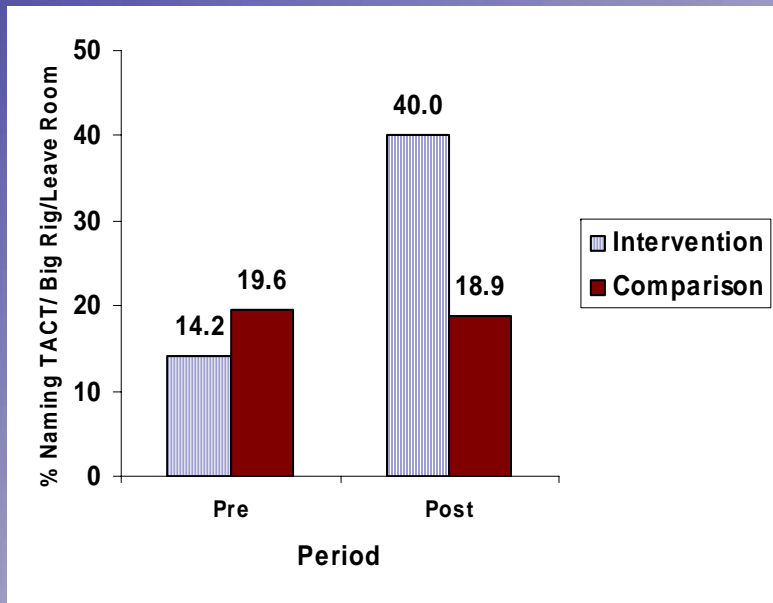
Significant increase at intervention sites

Percent who saw newspaper



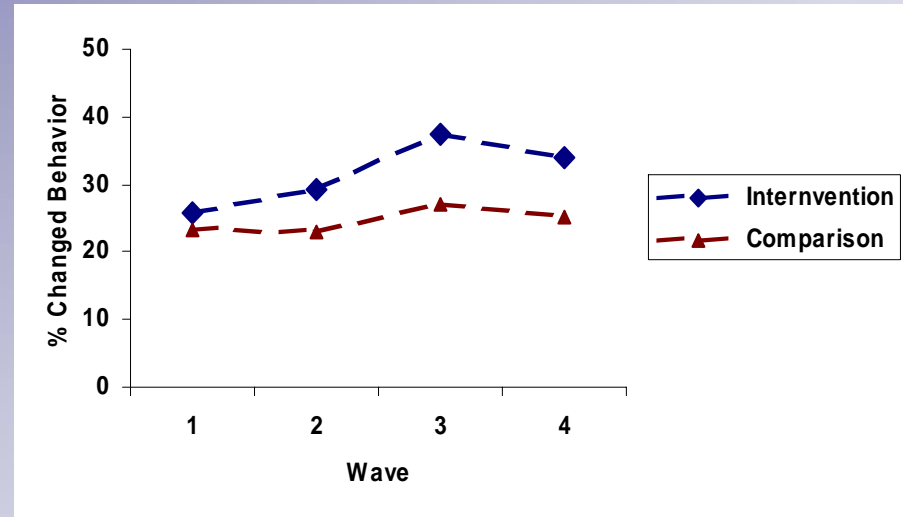
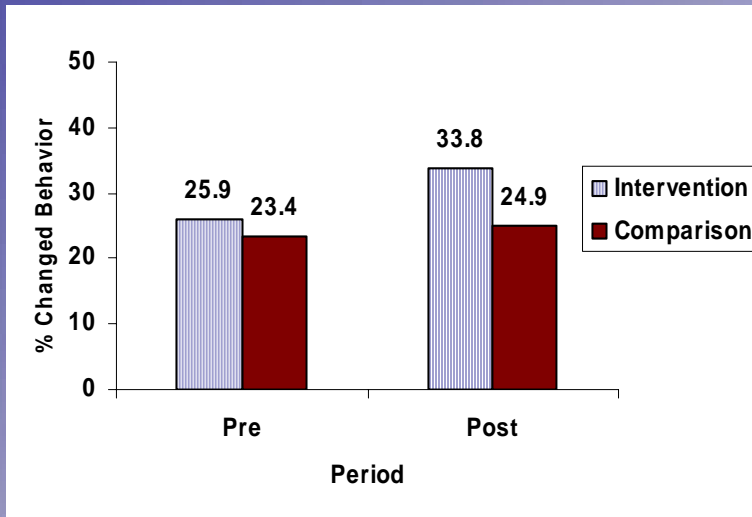
Significant increase at intervention sites

Know program name or slogan



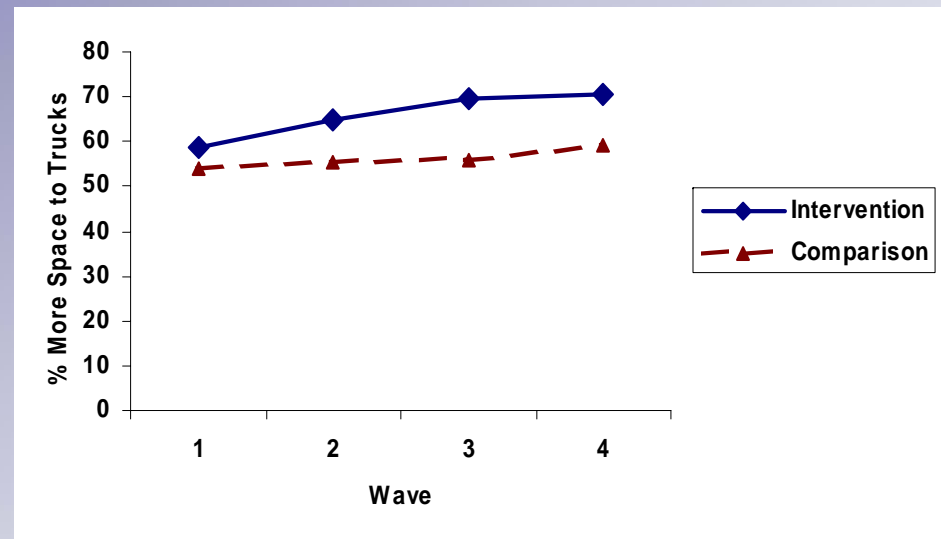
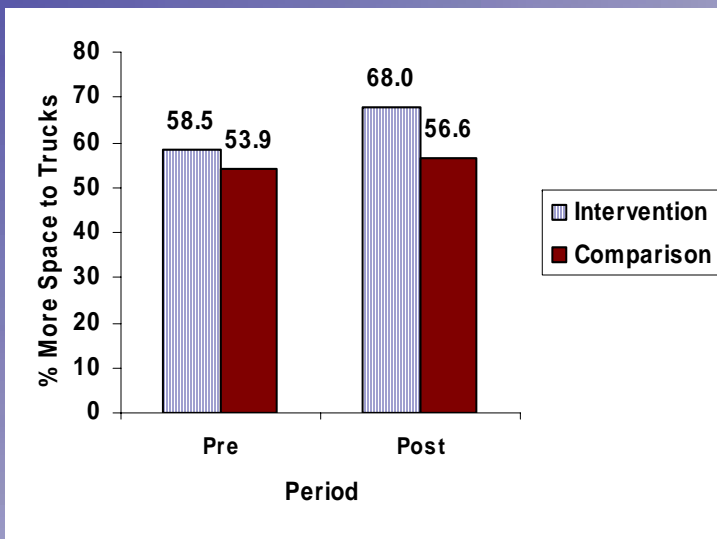
Significant increase at intervention sites

Changed behavior around trucks in last two months



Significant increase at intervention sites

Leave trucks more space than cars



Significant increase at intervention sites

Observed Violations

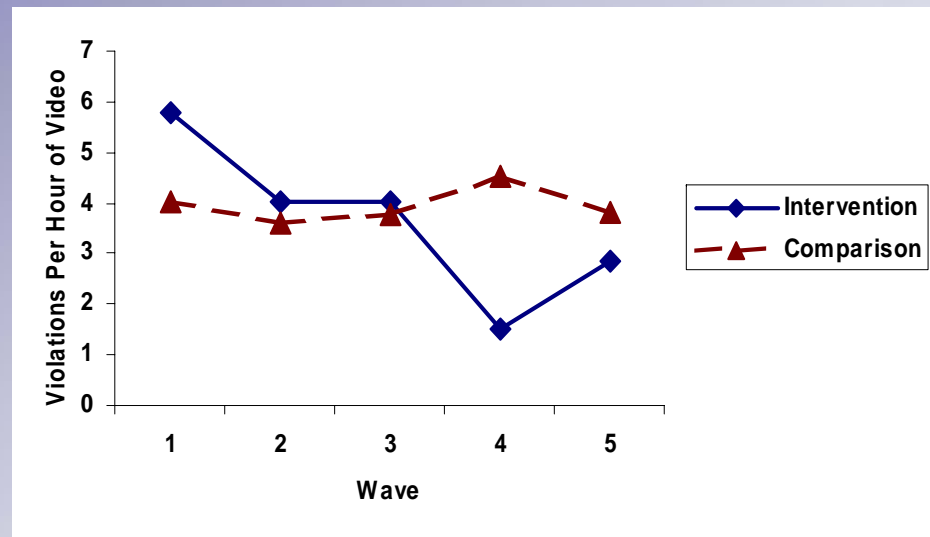
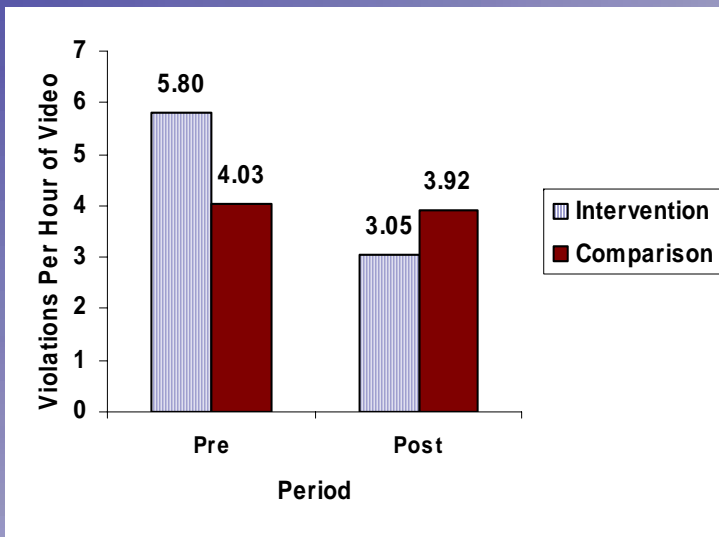
Approach

- WSP officers (unmarked cars) recorded ≈ 160 hours of video with audio comments
- Four Corridors of Highway
 - 2 Intervention: Bellingham, Lacey
 - 2 Comparison: Kelso, East Spokane
- Five waves of data collection
 - Wave 1 = pre-campaign
 - Waves 2-5 = post campaign

Sample video segment



Violations per observation hour



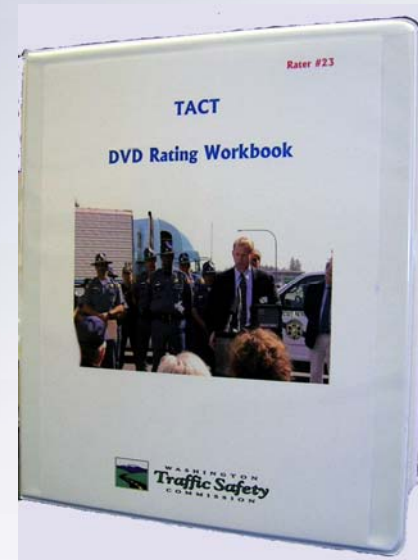
**Significant decrease at intervention sites
(23% - 46% depending on analysis approach)**

Analyzed using Poisson log linear offset procedure (Agresti, 2002)

Violation Severity

Approach

- Randomly selected and ordered intervention site video segments (pre and post) on DVD
- Independent Raters (blind to study)
 - 5 Truckers
 - 6 WSP officers
 - 6 WSTC personnel



DVD segment example



Measures

- Rating Scales (car driver only)
 - Crash risk
 - Intent
 - Legality
 - Intimidation
- Questions (car and truck driver)
 - Aggressiveness
 - Summary
 - Officer stop

Results

- Significant pre/post differences
 - Lower Crash Risk
 - Less intentional
 - Less illegal
 - Less intimidating
 - Fewer major errors or deliberate violations
 - Less necessary for officer to stop
- No change in aggressiveness
- No changes in semi truck ratings

An aside

- CMV drivers rated car behavior as significantly more intimidating and aggressive than did the WSP troopers and WTSC staff

Summary of evaluation findings

- **Exposure achieved**
 - Road signs particularly powerful
 - Radio, TV and Newspapers got through
 - Messages recalled
 - Self reported behavior changed
- **Observed driving violations reduced**
- **Severity of violations reduced**

TACT Worked!

Lessons learned

- Partnerships were critical
- Corridor selection should be data driven
- State DOT work and maintenance schedules need to be taken into consideration
- Press event should not have been scheduled near a holiday (July 5)
- Watch the details such as radio frequencies
- Evaluation need not be as rigorous in states that run this project in the future

TACT was successful

- Media was effective in reaching target audience (awareness and education)
- High visibility enforcement plus media was effective in changing complex driver behaviors
- TACT project model is replicable by other states

Additional information

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