



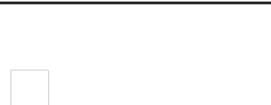
**LIFESAVERS
CONFERENCE
2014**

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**Increasing Impaired
Driving Enforcement
Visibility**

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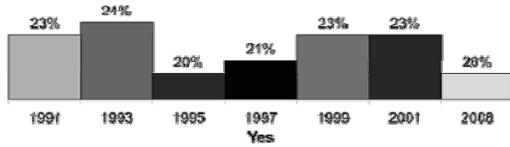


**What Do People
Say?**

National Survey of Drinking & Driving: 1991-2008

[Moulton et al., 2010, DOT HS 811 343]

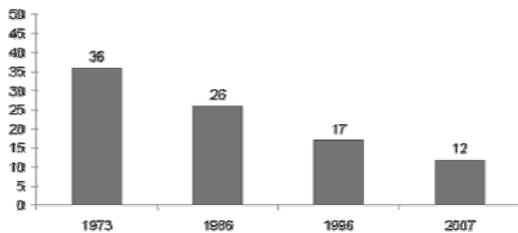
Drove Within 2 Hours after Drinking Alcoholic Beverages, Past Year



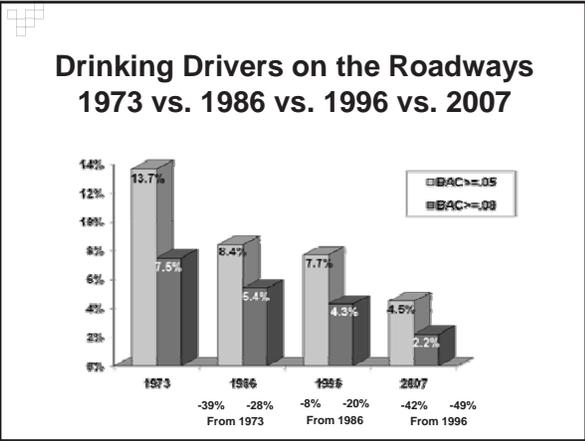
Q33: In the past 12 months, have you ever driven a motor vehicle within two hours after Drinking alcoholic beverages? [Base: all respondents age 16-64; 1999 n=2406, 1993 N=3590, n=3471, 1997 n=3358, 1999 n=4264, 2001 n=5073]

What Percent of Drivers on US Roads are Drinking?

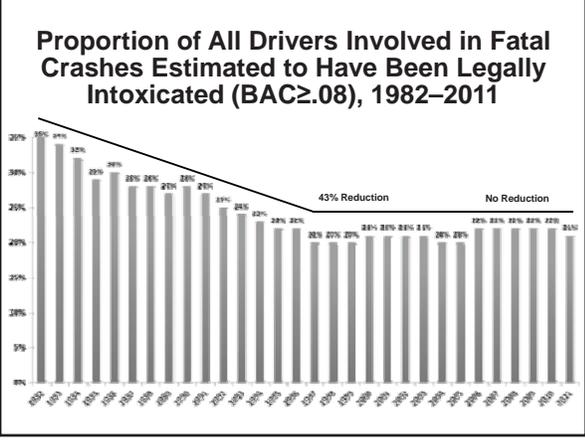
Percent of Drivers on the Road with Positive BAC Levels (BAC ≥ .01) (Weekend Evenings)



Source: National Roadside Surveys



What Percent of Drivers Involved in Fatal Crashes are Impaired?





Classical Deterrence Theory

- Three Factors
 - Probability of being Apprehended
 - Speed with which the sanction follows apprehension
 - Severity of Sanction

Sure, Swift and Severe



Classical Deterrence Theory

- Based on Perception—Not necessarily on reality
- Two concepts:
 - General Deterrence—members of the general public who do not experience sanctions
 - Specific or Special deterrence—offenders who experience sanctions



Highly Publicized and Visible Enforcement Deters Drinking and Driving

- Increases the perceived risk of arrest for DUI.
- General public says: "The police are out there in force. I had better not drive impaired."
- "I have seen the DUI enforcement." (Visibility)
- "I have heard about the DUI enforcement." (Publicity)
- "I will get caught if I drive impaired."
- "Even if I drive carefully when I have been drinking to avoid being stopped by the police, I will get arrested for DUI if I go through a sobriety checkpoint."



Research Shows that Increased Enforcement Works

■ General deterrence:

- Routine, daily enforcement of impaired-driving laws
- Highly visible enforcement campaigns
- Sobriety checkpoints wherever possible
- Media campaigns to make the public aware

Studies show that checkpoints reduce alcohol-related crashes by 18-24%.



Sobriety Checkpoints

- At sobriety checkpoints, police stop all vehicles, or a systematic selection of vehicles, to evaluate drivers for signs of alcohol or other drug impairment.
- The plan to conduct a checkpoint is usually publicized in advance and signs are posted at the approaches to the checkpoints warning drivers that a checkpoint is ahead.



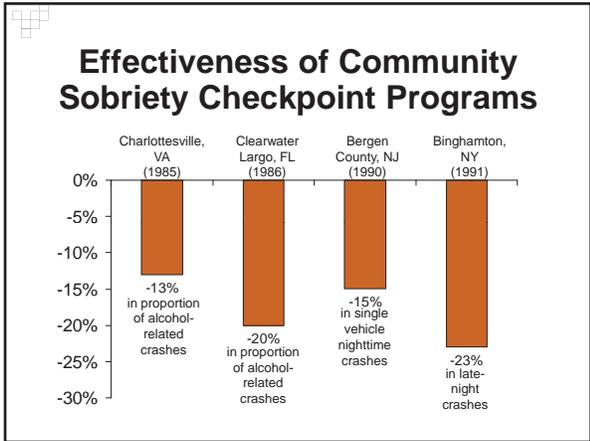


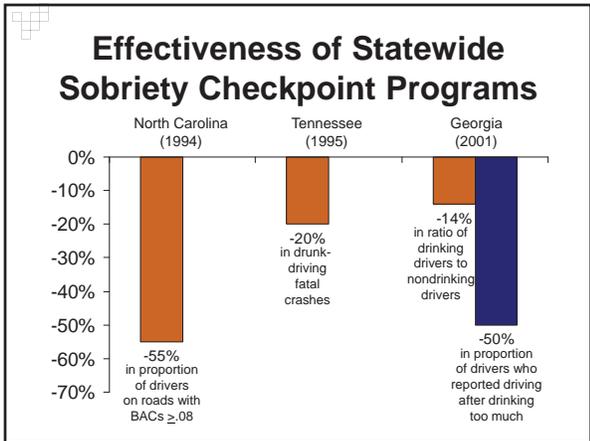
Sobriety Checkpoints

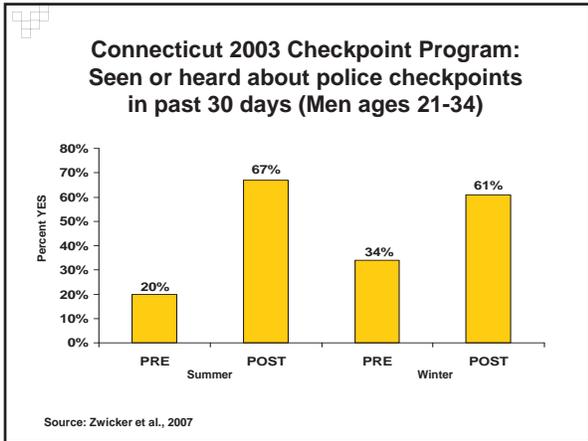
- Police officers in uniform approach drivers and identify themselves, describe the purpose of the stop, and ask the driver questions designed to elicit a response that will permit the officer to observe the driver's general demeanor.
- Drivers who do not appear impaired are immediately waved on, while those who show signs of impairment are usually detained in a safe holding area where they are investigated further and either arrested or released.

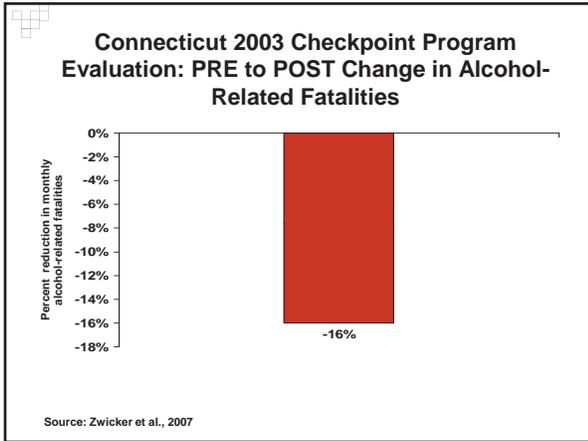


The Evidence for Effectiveness of Sobriety Checkpoints is Strong

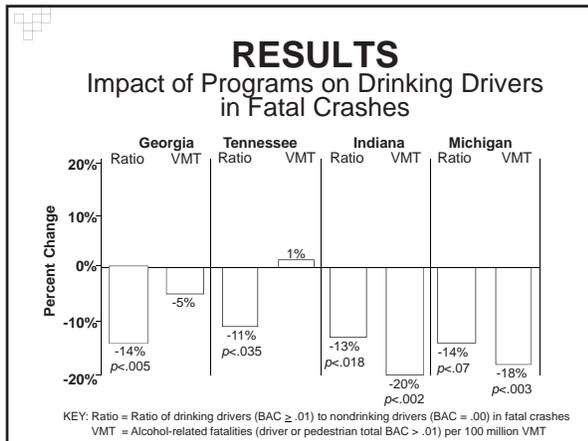








**But, HVE Without Using
Checkpoints Works Too!**

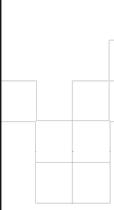


Do Checkpoints Need a Large Number of Officers?

Low-Staff Checkpoints Results

- Relative to drivers in the 2 comparison counties in West Virginia, the proportion of drivers on the roads in the experimental counties with BACs $\geq .05+$ was 70% lower.
- The proportion of drivers on the roads in the checkpoint counties with BACs $\geq .08+$ was 64% lower than the comparison counties.





**Is There a Benefit from
Checkpoints Beyond
DUI?**

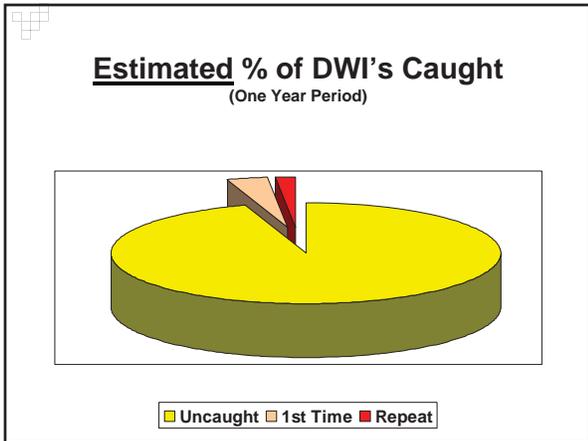
Georgia's Operation Zero Tolerance
*A Statewide Highly Publicized Sobriety Checkpoint
 Program (Checkpoints 2000-2001)*

■ Checkpoints conducted	2,837
■ Drivers checked	280,082
■ Drivers arrested for DUI	2,322
■ Seat belt violations	5,348
■ Drug violation arrests	1,001
■ Felony arrests	236
■ Stolen vehicles recovered	57
■ Suspended/Revoked Licenses	2,481
■ Other traffic citations	14,776



Can All US States Conduct Checkpoints?

- 
- ### Checkpoint Status in the U.S. 2011
- 38 states plus DC conduct sobriety checkpoints
 - 12 states—checkpoints are illegal, prohibited, or not conducted
 - 18 states conduct checkpoints on weekly basis somewhere in the state
 - AR, CA, FL, GA, HI, IL, KY, MD, MS, NE, NY, NC, PA, SD, VT, VA, WV
 - 8 states: Checkpoint frequency not reported:
 - CT, IN, LA, ME, NM, ND, SC, UT
- [Source: GHSA]





Other Promising Enforcement Strategies

- “Happy Hour” Checkpoints (4pm-7pm) – increase visibility
- “Mobile Awareness” Checkpoints – increase visibility
- “Enforcement Zones” – nighttime enforcement of safety belt usage: increases chances of detecting impaired drivers





Enforcement Zones

- High visibility safety belt enforcement at night
- Vehicles stopped only if an occupant is unbuckled (primary law state)
- Potential for detecting impaired drivers is increased
- Does not involve use of sobriety checkpoints

RATIONALE:

- Safety belt use lower at night
- Impaired driving higher at night
- Impaired drivers have low safety belt use rates
- Combined enforcement – efficient use of resources



Enforcement Barriers

- Resources (money, personnel, equipment)
- Complexity of the arrest process (for impaired driving)
- Knowledge about and buy-in to what works (general deterrence)
- Motivations, attitudes, priorities



Dealing with the Barriers

- Smaller (4-5 person) checkpoints (sobriety and safety belt)
- Multi-agency cooperation
- Equipment/technology that facilitates enforcement, (e.g., passive alcohol sensors)
- Computerized forms, digital dictation systems that reduce paper work and recording errors
- Selling the “beyond the ticket” benefits




Case Studies on Increasing Visibility of Impaired Driving Enforcement

Sponsored by:
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Contractor:
Pacific Institute for Research & Evaluation
Calverton, MD

Key Personnel

- NHTSA
 - Kari Kinnard, Task Order Manager
- PIRE
 - Jim Fell, Principal Investigator
 - Scott McKnight, Research Associate
 - Amy Owens, Project Manager




Case Studies

- Checkpoint Strikeforce (NHTSA Region III States)
- Charles County Sheriff's Office (Charles County, Maryland)
- Anoka County, Minnesota
- Southeast Wisconsin High-Visibility Operating-While-Impaired (OWI) Task Force (Wisconsin)
- Pasco County Sheriff's Department in conjunction with the New Port Richey Police Department (Pasco County, Florida)
- Escondido Police Department (Escondido, California)



High Visibility Activities

Sobriety checkpoints, including:

- **Large-scale** checkpoints, staffed by at least 10 people;
- **Small-scale** checkpoints staffed by three to five people;
- **Happy-hour** checkpoints operated between 4 p.m. and 7 p.m.;
- **Nighttime** checkpoints, operated between 9 p.m. and 2 a.m.;





High Visibility Activities

Sobriety checkpoints, including:

- **Roving** checkpoint operations that are set up and operated at one location, then broken down and moved to a new location the same evening;
- **Phantom** checkpoints, in which police set up what appears to be a checkpoint with the signs and cones, but never actually conduct one, or have one police car present to ensure the equipment is not vandalized and take action if a passing vehicle displays erratic driving behavior; and
- **Holiday or special occasion** checkpoints (e.g., Saint Patrick's Day or Monday Night Football checkpoints to address increased drinking associated with those occasions).





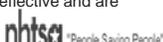
What Are Some Examples of High Visibility Elements?



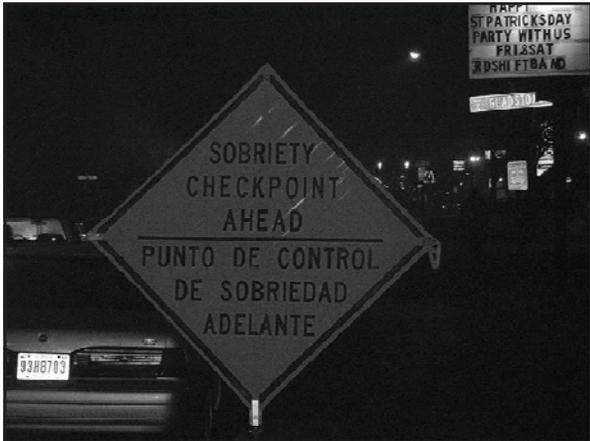
High Visibility Elements

High-visibility elements of checkpoint and saturation patrol operations are used to increase the visibility and clear purpose of the operations. These elements include the following:

- **Lighted and/or variable message signs** placed near the entrance of a checkpoint operation or segment of roadway associated with a saturation patrol to notify drivers of the checkpoint or saturation patrol.
- **High-intensity lights** that increase the visibility checkpoint operations. They also provide extra lighting for law enforcement to work by and increase safety.
- **Large signs** placed near the entrance of a checkpoint operation or a segment of roadway associated with a saturation patrol to notify drivers of the checkpoint or saturation patrol. These are often reflective and are usually highly portable.









High Visibility Elements

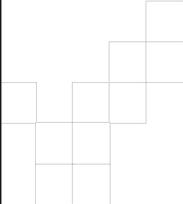
High-visibility elements of checkpoint and saturation patrol operations are used to increase the visibility and clear purpose of the operations. These elements include the following:

- **Large vans or trailers with specialized insignia** often used for breath or blood testing, booking offenders, and workspace for administrative tasks.
- **Specialized insignia on patrol cars**, especially those associated with saturation patrols, identifying them as being part of DUI or DWI enforcement efforts.
- **Specialized insignia on officers**, such as badges or lettering on reflective vests, identify officers as being part of the anti-DWI efforts. These can be worn by law enforcement officers both at checkpoints and on saturation patrols.

nhtsa "People Saving People"





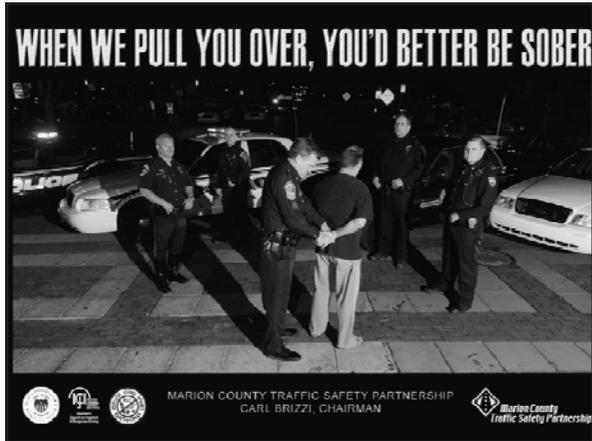


Should the HVE Enforcement be Publicized?



Use of Media

- **Paid or earned media** on television, on the radio, in newspapers, on billboards, etc.
- **Press releases** from program officials to local media to encourage news stories about program activities.
- **Letters to the editor and articles** written by program officials for publication in the local media.
- **Mock** checkpoints conducted for the news media to demonstrate how checkpoints operate.
- **Signs on marquees** used to raise awareness of anti-DWI activities. These changeable signs are the type associated with movie theatre marquees and are used by many local businesses, churches, schools, and other enterprises.
- **Posters, coasters, etc.** in local bars and restaurants with anti-DWI information specific to local enforcement activities.
- **Flyers or cards** given to motorists at checkpoints or traffic stops.
- **Posters and billboards** used to promote enforcement efforts.













Guidelines for Communities

- Identify the impaired-driving problem in the community. How many deaths, injuries, and traffic crashes are associated with impaired driving?
- Is there a local impaired-driving or traffic safety task force, coalition, or council? If so, use them to provide the foundation and support for the HVE program.
- Can resources be combined with other law enforcement agencies? Combining resources can help to sell the HVE program.
- Are sobriety checkpoints allowed in the State? Are they conducted in the community? If so, they can be the centerpiece of the HVE effort.



Guidelines for Communities

- Are there potential barriers or opposition to HVE in the community? If so, work with those groups or organizations to come up with compromises that will satisfy all parties.
- Determine whether political support can be obtained from community leaders to conduct an HVE program (e.g., mayor, county supervisors, sheriff). Political support can speed up the implementation process.
- Try to enlist local businesses and transportation alternatives as support for the program. They can help publicize the enforcement efforts and provide alternatives for would-be drinking drivers.

Questions Remaining About Enforcement

- How Frequent Must DUI Enforcement Be?
 - Weekly?
 - Monthly?
 - 4-5 times a year?
- How Visible Must Enforcement Be?
 - 1 out of 2 people have seen it?
 - Significant increase in perceived risk of arrest?
- What Are the Thresholds of Enforcement Intensity that have an Effect? How are they measured?
 - Number of DUI arrests?
 - Number of sobriety checkpoints?
 - Number of traffic stops (contacts with drivers)?

Questions?





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