


Why Enforce Seat Belt Laws

- Proper and regular seat belt use is the single most effective way to reduce traffic fatalities.
- 77% of vehicle occupants ejected in a crash are killed.
- Nearly 44% of persons killed in 2013 Iowa crashes were unrestrained.
- 229 lives were spared in 2013 crashes due to the use of a seat belt.




What The Numbers Show Us

Fatalities and Safety Belt Usage Comparison


| Year | Fatalities | Belt Use |
|------|------------|----------|
| 2003 | 440 | 84.0% |
| 2004 | 390 | 86.0% |
| 2005 | 450 | 88.0% |
| 2006 | 430 | 89.0% |
| 2007 | 440 | 90.0% |
| 2008 | 430 | 91.0% |
| 2009 | 430 | 91.0% |
| 2010 | 370 | 91.0% |
| 2011 | 390 | 91.0% |
| 2012 | 350 | 91.0% |

As belt use has increased in Iowa, traffic fatalities have declined.





What Our 2013 Public Attitude Surveys Told Us

- The number of people that said they Always wear seat belts fell by 8% from the prior year.
- Twenty-five percent said they drove on gravel roads at least once a month and 45% said they drove on rural hard surface roads daily.
- Nearly 64% said they had read, seen or heard of seat belt enforcement in the past 30 days.
- Sixty-nine percent said they had **NOT** heard of nighttime enforcement in the past 30 days.



Nighttime Belt Enforcement

- Nighttime traffic fatality rates are almost three times higher than daytime rates.
- Data shows a decline in belt use among fatally injured passenger vehicle occupants as it gets later in the evening with the lowest levels between midnight and 4 a.m.
- More high-risk drivers (impaired and/or speeding) are on the road at night.

January 2014 IACP Article

PoliceChief
The Professional Voice of Law Enforcement

Highway Safety Initiatives: Nighttime Seat Belt Enforcement
By Joel Rubin, Project Manager, Chief States Regional Center for Public Safety Innovation, Baton Rouge, Louisiana

A major successful national mobilization has heralded the start of the summer travel season. Thanks to the many departments that actively participated in the Click It or Ticket blitz, more people are now buckling up, saving many lives and preventing numerous injuries.

As 10 U.S. police officers investigate nearly 8 million motor vehicle crashes each year, the value of national mobilizations and the potential to make a difference are clear. Impaired drivers are being removed more effectively from our streets and highways with aggressive enforcement and targeted public information work. Safety belt use stands at 92 percent, according to the U.S. National Highway Traffic Safety Administration (NHTSA), with much of the credit for that going to the law enforcement agencies across the United States that have not only actively participated in the national mobilizations but made wearing their seat belt a part of the daily routine.

Still, more than 2.6 million people are injured in crashes each year, and more than 42,000 die. These numbers mean that there is still plenty of room for improvement.

Reasons of Night Riding

In the experience of most police officers, crashes seem to be more severe and serious at night. Crash analyses undertaken by the NHTSA bear that out, showing that the fatality rate for passenger vehicle occupants is about three times higher at night than during the day. The data also clearly shows that seat belt use declines through the night as well, reaching its lowest point for fatally injured occupants between midnight and 4:00 a.m.


To better understand the reasons for this trend, the type of vehicle operators on the road at that time of day must be considered. Late-night drivers include some of those most willing to take risks: young males, drivers with a less-than-perfect driving record, impaired drivers, and those who continue to ride unseated.

With vital research indicating that nighttime seat belt use rates are at least 8 percent below daytime numbers, it is clear that increasing enforcement at night is one of the steps that must be taken to reduce nighttime fatality rates. It is also clear that enforcing occupant restraint laws at night presents a special set of challenges.

Effectiveness of Nighttime Enforcement


Obviously, it is more difficult to enforce seat belt laws at night. Officers need better visibility during low-light conditions. Their duties include being more vigilant and staying focused, because agency administrators should be aware that of positive public reaction to this use of technology in law enforcement.

<http://www.policemagazine.org/magazine>



A Nighttime Project

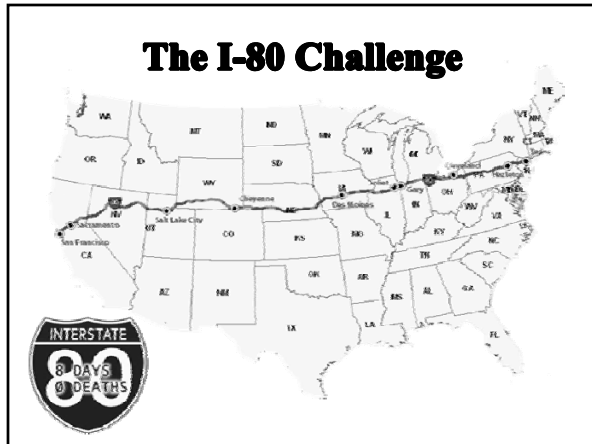
- ISP led a night time belt project in January 2012 with a local sheriff's office & 2 police departments.
- A trooper was stationed on foot in plain clothes and radioed violations to troopers in patrol vehicles.
- Worked the project at 2 intersections and found intoxicated and drinking drivers because motorists gave or attempted to give the officer beer.
- Most violators encountered were positive about the approach taken and some found humor in it.
- We addressed two major violations with regard to fatality collisions and received good coverage with an important message delivered to the public.




Project with Motorcyclist

- Another successful project in March of 2012 utilized an officer on a motorcycle.
- This project did not go past dusk for safety reasons but was very effective.
- Via a hand-held radio, the officer called violations to three officers in staged spots.
- In addition to the seat belt violations, we were also able to spot a texting violation.
- The project was also highly efficient with only five gallons of fuel needed.

The I-80 Challenge






I-80 Challenge

- The I-80 Challenge was conducted as part of NHTSA's "More Cops-More Stop" campaign.
- 11 states from California to New Jersey devoted nearly 23,000 enforcement hours to the project
- The 8-day effort not only brought a reduction in the average # of fatalities but enabled officers to step up efforts to deter poor driving habits and gain voluntary compliance of traffic laws.
- In all, we removed 162 impaired drivers from the road, issued 14,274 traffic citations and 9,411 warnings to passenger vehicle drivers. Moreover, 1,711 citations and 2,978 warnings were issued to commercial motor vehicle drivers.

I-80 GOALS

- Zero traffic fatalities during the 8-day effort
- Reduce the overall number of crashes
- Reduce the percent of drivers traveling over 10 mph
- Highlight the importance of traffic safety to the media
- Conduct drivers surveys to determine project impact
- Test the Dynamic Messages Board impact
- Collaborate with federal, state and local law enforcement
- Criminal interdiction



I-80 Kick-Off



I-80 Media

Enforcement effort targets I-80 from New Jersey to California

I-80 special enforcement includes 'more cops for more stops'

I-80 CHALLENGE: Speed Enforcement Campaign

Dynamic Message Boards

Used During I-80

Received positive feedback from the motoring public on signs

I-80 Rest Area Surveys

- Approximately 350 motorists were surveyed
- Over half acknowledged observing more law enforcement on the Interstate
- Nearly 70% agreed that law enforcement presence had increased safety on the roadway
- Over 80% that observed the message signs could recall all or part of the message and felt they were a positive approach



I-80 HVE

High Visibility Enforcement is the Key



I-80 Commercial Vehicle Inspections



I-80 Criminal Interdiction

One Iowa traffic violation stop led to 3 arrests and confiscation of 50 lbs. of marijuana.



I-80 Goals: How did we do?

- ✓ Zero traffic fatalities during the 8-day effort – Zero in Iowa; Two in the Nation
- ✓ Reduce the overall number of crashes – Total Iowa Interstate crashes reduced 16% from 3-year average
- ✓ Reduce the percent of drivers traveling over 10 mph – Very successful; several sites saw 20%+ reductions
- ✓ Highlight the importance of traffic safety to the media – Large media coverage seen across the nation

- ✓ Conduct drivers surveys to determine impact – Over 350 motorists surveys were conducted
- ✓ Test the Dynamic Messages Board impact on motorists – Large percentage of motorists approved sign use
- ✓ Collaborate with federal, state and local law enforcement – FMCSA/NHTSA/IACP S&P & Enforcement from 11 states
- ✓ Criminal interdiction – Over \$2.5 million in illegal drugs seized



A New Iowa Initiative


- The High Five Rural Traffic Safety Project is a data-driven, multi-agency effort to increase seat belt use and reduce serious injury and fatal crashes on rural Iowa roads through education, engineering and enforcement.
- Historically projects have focused more highly on roadways with higher volumes of traffic.
- In Iowa, 72% of fatal crashes in 2012 occurred on secondary rural roads and 79% of Iowa's roadways are secondary.
- During 2007-2011, a full 2/3 of unprotected severe crash injuries were sustained on rural roads.
- Drivers often have the false perception that back roads are safer due to lighter traffic and less enforcement.
- Research shows a direct connection between the area a person lives and belt use with use declining as the size of the metropolitan area decreases.



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safety project

High Five Mission


The High Five Rural Traffic Safety Project is a data driven multi-agency endeavor to help increase seat belt usage and reduce serious crashes and fatalities on Iowa roadways. The goal of the project is to use education, enforcement and engineering through partnerships with local, county and state agencies to create a safer Iowa.



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Program Concept

- The High 5 Rural Traffic Safety Project is designed to expand awareness of rural road safety issues, increase seat belt use and reduce crashes.
- High visibility enforcement has been identified as a safety strategy in Iowa's new Strategic Highway Safety Plan.
- Five low-belt use/high crash rate counties will be selected for the High 5 program.
- A multi-disciplinary Advisory Board will oversee High 5 efforts, setting timelines, performance measures and best practices.



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High 5 Project Elements

- County sheriffs' offices, the State Patrol and some local police departments will receive funding for high visibility enforcement projects with an emphasis on safety belt usage in each identified area.
- Each Task Force will encompass enforcement agencies, data experts, local and state engineers and the media.
- Pre and post seat belt usage surveys will be conducted.
- State Patrol Safety Education Officers will provide public awareness for the project.
- Road Safety Audits will be conducted at high crash sites when applicable and the Iowa DOT will help cities make engineering changes if needed.
- Each year, 5 new counties will be selected for new High Five Rural Traffic Safety programs.

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Measurable Outcomes/Goals

1. **Seat Belt Surveys** –
4 surveys done April 2014, September 2014, April 2015, September 2015.
Survey sites to be determined by County Sheriff's Office
4 locations with 30 minutes or 50 vehicles per site; Two a.m. & Two p.m.
surveys Note: *(Survey sites will be at the same locations throughout the project.)*
Goal: Increase Seat Belt Usage
2. **Media Contacts** (Minimum 5) – community outreach, school programs and local media sources –
Goal: Increase Awareness
3. **Monthly Activity Reports/Enforcement Projects** (Minimum 18) –
Goal: Change Driver Behavior
4. **Roadway Improvements** as the Result of any Road Safety Audits –
Goal: Improve Roadways
5. **Reduction of Serious Injury Crashes and Fatalities** –
Goal: Reduce the number of serious injury crashes and fatalities

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Project Calendar for 2014

| | |
|------------------|---|
| April | Pre safety belt survey Educational: Ltrs. to Editors/Press Conference/Outreach to civic organizations Enforcement: 2 day joint high visibility enforcement projects Monthly activity reports |
| May | Educational: school visits by ISP SEOs / Media contact Enforcement: 3 day joint high visibility enforcement projects Engineering: Begin Roadway Safety Audits Monthly activity reports |
| June | Enforcement: 2 day joint high visibility enforcement projects Monthly activity reports |
| July | Enforcement: 2 day / 1 night joint high visibility enforcement projects Monthly activity reports |
| August | Enforcement: 1 day / 1 night joint high visibility enforcement projects Monthly activity reports |
| September | Post safety belt survey Educational: Media outreach (school in session / upcoming harvest season) Enforcement: 3 day joint high visibility enforcement projects Monthly activity reports |
| October | Enforcement: 1 day / 1 night joint high visibility enforcement projects Monthly activity reports |
| November | Enforcement: 1 day joint high visibility enforcement project Monthly activity reports |
| December | Enforcement: 1 day joint high visibility enforcement project Monthly activity reports |

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Project Calendar for 2015

| | |
|------------------|---|
| January | Enforcement: 1 day joint high visibility enforcement project Monthly activity reports |
| February | Enforcement: 1 day joint high visibility enforcement project Monthly activity reports |
| March | Enforcement: 1 day joint high visibility enforcement project Monthly activity reports |
| April | Pre safety belt survey Enforcement: 1 day / 1 night joint high visibility enforcement projects Monthly activity reports |
| May | Educational: School visits by ISP SEOs / Media contact Enforcement: 3 day joint high visibility enforcement projects Monthly activity Reports |
| June | Enforcement: 2 day joint high visibility enforcement projects Monthly Activity reports |
| July | Enforcement: 2 day / 1 night joint high visibility enforcement projects Monthly activity reports |
| August | Enforcement: 1 day / 1 night joint high visibility enforcement projects Monthly activity reports |
| September | Post safety belt survey Educational: Media outreach (school in session / upcoming harvest season) Enforcement: 3 day joint high visibility enforcement projects Status of Road Safety Audits and engineering improvements made Monthly activity reports |
| October | Press conference / Press release report-out on High 5 project |
