

Unbelted: Perspectives on Nighttime Enforcement  
Strategies

# NIGHTTIME ENFORCEMENT IN LOUISIANA

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- ◆ Identifying the high-risk/low use OP problem
- ◆ Effective strategies and partnerships
- ◆ Positive results
- ◆ Potential problems and pitfalls
- ◆ Looking forward

# Identifying the problem

- ◆ The first step
- ◆ Dig deep into the data
- ◆ Time of day analysis
- ◆ Demographics matter
- ◆ Night observational surveys

# Louisiana's Problem Driver

- ◆ 18 – 34 year old males
- ◆ Nighttime drivers
- ◆ Pickup trucks

# How Bad Was 2012 At Night?

- ◆ Observed day usage rate 79.3%
- ◆ 10.5% less for drivers at night
- ◆ .5% less for passengers at night
- ◆ Over 60% of Louisiana's unbelted fatalities occurred between 1800 – 0600 hours

# Comprehensive Program

- ◆ Key partnerships
- ◆ Paid media
- ◆ Earned media
- ◆ Enforcement
- ◆ Outreach & education

# Key partnerships

- ◆ No single agency can drive the numbers
- ◆ DOTs and HSIP funds
- ◆ SHSP Regional Traffic Safety Coalitions
- ◆ Law enforcement
- ◆ Medical community and EMS

# LHSC Paid Media

- ◆ Professional firm for state-wide placement
- ◆ 1 to 1 ratio of bonus spots negotiated
- ◆ Occupant Protection - DOTD HSIP funded



# LHSC Paid Media

- ◆ No dedicated nighttime enforcement media funds
- ◆ During CIOT stress day or night
- ◆ 2013 - \$1M for CIOT
- ◆ 2014 - \$500,000 for CIOT
- ◆ 2015 - \$700,000 for CIOT

# Earned Media

- ◆ Dissemination of the message without cost
- ◆ News releases, local print stories, radio interviews, social media
- ◆ Mandatory requirement for subgrantees

# Earned Media

- ◆ Encourage use of social media for public awareness of nighttime enforcement efforts
- ◆ Leverage local media contacts
- ◆ Use technology to our advantage

# Opening the dialog

- ◆ 2012 & 2013 - Encouraged nighttime grant and regular enforcement
- ◆ Nighttime enforcement webinar
- ◆ Education of the problem & data dissemination
- ◆ LEL coordination and assistance
- ◆ 2014 – Mandatory 15% of grant overtime between 1800 – 0600 hours

# Obstacles to Enforcement

- ◆ SHSO focus on citations
- ◆ Officer safety
- ◆ Lack of manpower and other resources
- ◆ Officer attitude
- ◆ Competing priorities at night
- ◆ Lack of community or political support

# Enforcement Techniques

- ◆ Stationary locations
- ◆ High volume of traffic – moving slowly or stopped
- ◆ Ambient light to allow observing/spotter
- ◆ Observation officers radio for contact officers
- ◆ Checkpoints & saturation patrols
- ◆ Night vision equipment

# Enforcement Techniques

- ◆ Locations with low use
- ◆ High risk driver locations
  - ◆ Teen sporting events, parties, schools
  - ◆ Bars and clubs for impaired driving
  - ◆ Pickup truck concentrations

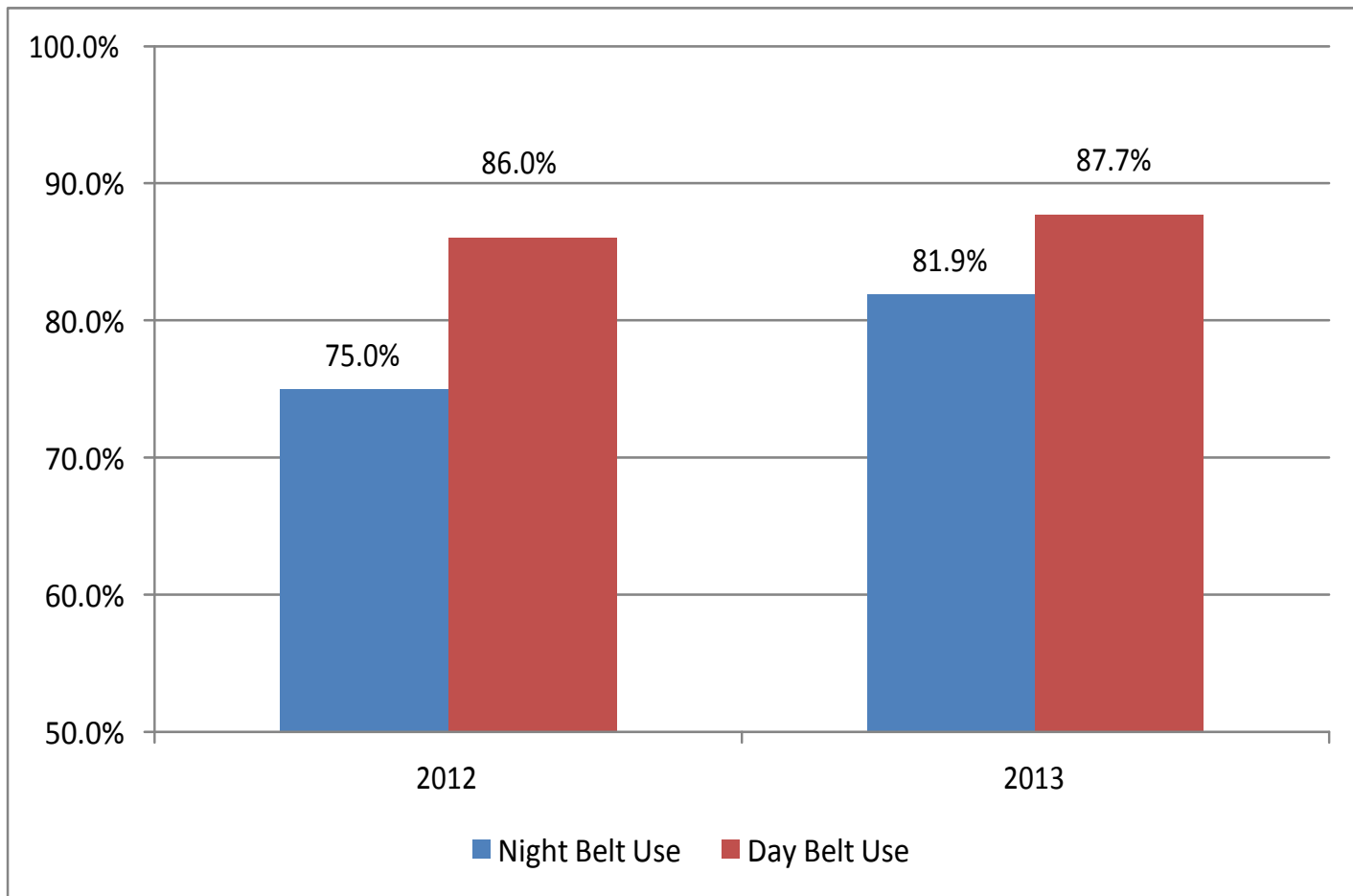
# Outreach and Education

- ◆ Increase public's perception of risk
- ◆ Work with the local traffic safety advocates
- ◆ Young driver & other traffic safety programs



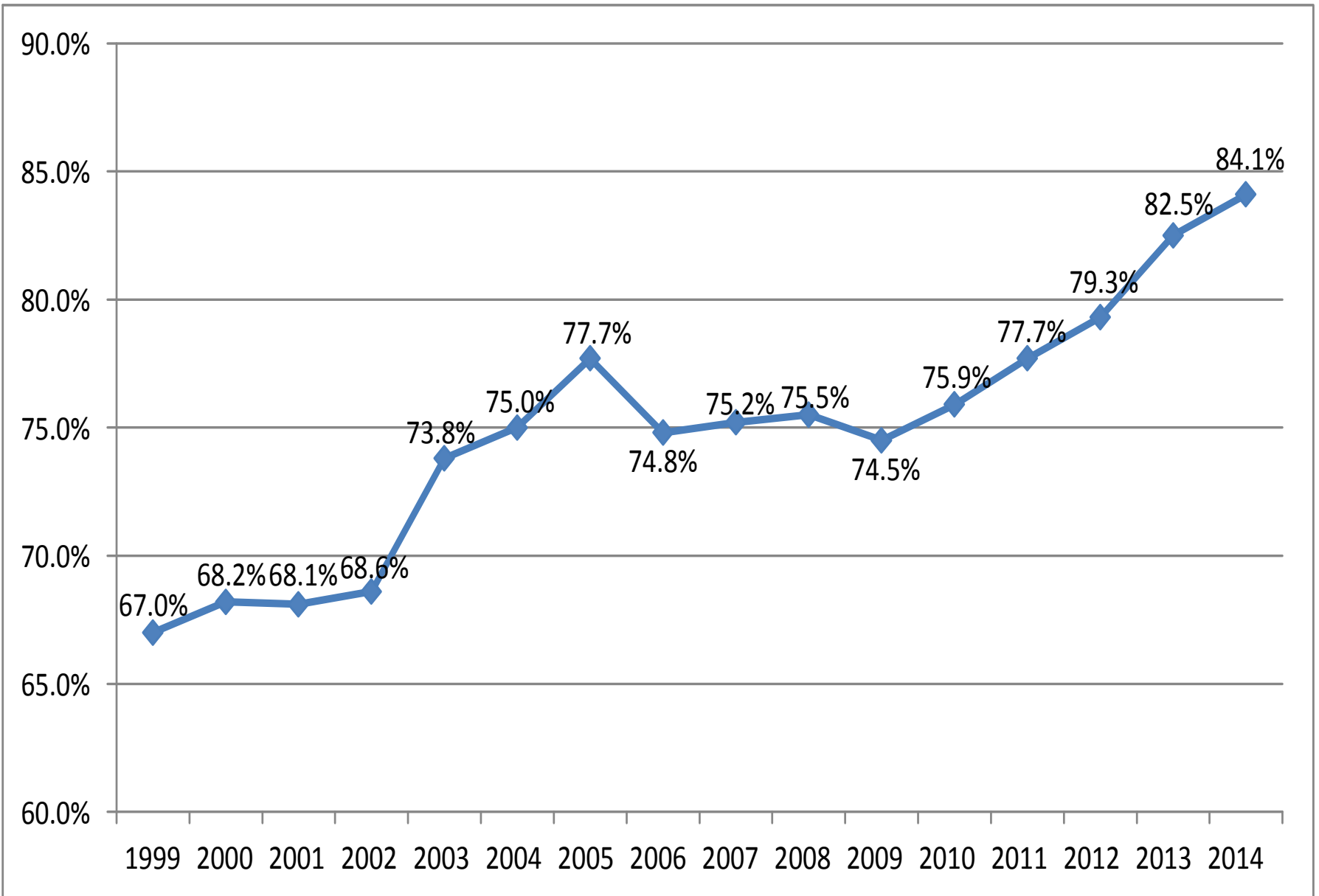
# So How Did We Do?

# Day and Nighttime Seat Belt Use by Area



# Pretty Darn Good

- ◆ 7.3% driver increase with 2013 nighttime observation survey
- ◆ 7.3% increase in pickup truck compliance
- ◆ 5.8% increase in all other vehicles
- ◆ Preliminary crash data 2014
  - ◆ -13.1% decrease in unbelted driver fatalities
  - ◆ -7% total decrease in unbelted fatalities



# Avoid These

- ◆ Failure to develop a comprehensive plan
- ◆ Insufficient crash or observational survey data
- ◆ Failure to gain enforcement support
- ◆ Lack of funding
- ◆ Improper or no use of paid & earned media

# Remember This

- ◆ Comprehensive nighttime enforcement works
- ◆ Move towards mandatory grant requirements
- ◆ Law enforcement will support it
- ◆ Consider a nighttime survey

# Looking Forward

- ◆ Better but room to improve
- ◆ Consideration of a higher percentage at night
- ◆ Increased performance reporting

# Summary

- ◆ Identifying the high-risk/low use OP problem
- ◆ Effective strategies and partnerships
- ◆ Positive results
- ◆ Potential problems and pitfalls
- ◆ Looking forward



# For Additional Information:

**Kenneth I. Trull**

**Deputy Director**

**Louisiana Highway Safety Commission**

**7919 Independence Blvd. , Suite 2100**

**Baton Rouge, LA 70806**

**Phone: (225) 925-6991**

**[www.lahighwaysafety.org](http://www.lahighwaysafety.org)**

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