




---

---

---

---

---

---

---

---

**WA Vehicle Occupant Deaths by Time of Day  
2001 - 2007**

Time Period		Avg Annual Deaths	Avg Annual Deaths per hour	Seat Belt Use by Fatals
Morning	4a - 10a (7 hrs)	97.0	13.9	57.0%
Afternoon	11a - 3p (5 hrs)	97.9	14.0	65.0%
Dinner	4p - 7p (4 hrs)	89.4	12.8	50.1%
Late Evening	8p - 3a (8 hrs)	175	25.0	40.8%

---

---

---

---

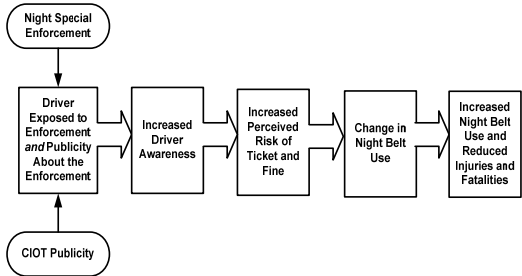
---

---

---

---

**CIOT Project Model:**




---

---

---

---

---

---

---

---

### WA State Patrol Pilot Project

- 41 contacts
- 29 seat belt citations
- 1 DUI
- 6 drug arrests
- 2 warrants (1 felony, 1 misdemeanor)
- 5 suspended driving arrests
- 6 uninsured motorist infractions
- 2 stolen vehicles recovered



---

---

---

---

---

---

---

---

Getting Law Enforcement on Board



---

---

---

---

---

---

---

---

### Seat Belt Patrols – Day vs. Night

**Day:**

- ✓ Officer works individually
- ✓ Easier to schedule
- ✓ Fewer staffing issues
- ✓ Easier to see violators

**Night:**

- Need more advanced planning
- Need more officers
- Hard to see violators
- Low traffic volumes
- Law enforcement agencies understaffed
- But officers say they are more fun!

---

---

---

---

---

---

---

---

**Media**

- Paid
  - \$300k budget per mobilization
  - T.V., radio, newspaper
  - Variable message road signs
- Earned media
  - Aggressive pitching
  - Press conferences
  - Localized messages
    - Tickets issued, patrol locations, participants.



---

---

---

---

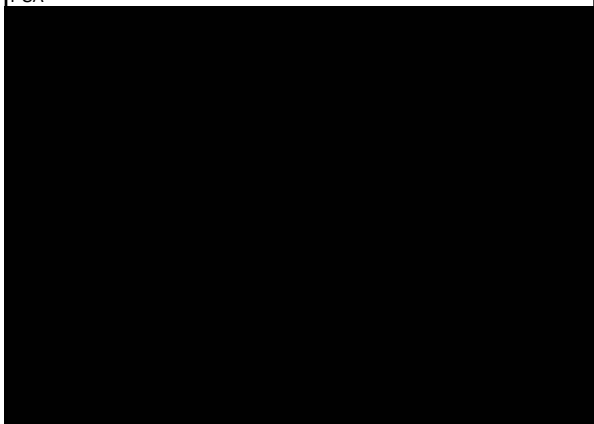
---

---

---

---

PSA



---

---

---

---

---

---

---

---

**WA's Nighttime Seat Belt Project:**

- Two -- 403 Grants from NHTSA
  - Implement statewide nighttime seat belt project
  - Mobilizations
    - Spring 2007, 2008, 2009
    - Fall 2007, 2008
- Dunlap & Assoc. evaluation for NHTSA
  - First year evaluation/report
  - Total evaluation/report

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

Productivity – Nighttime vs. Daytime

- Tickets per patrol hour
- 74.8% more child car seat tickets
  - 82.5% more DUI/DUID citations
  - 532.4% more felony arrests
  - 79.5% more “other alcohol” arrests
  - 3.8% fewer seat belt tickets
  - 85.5% fewer speeding tickets




---

---

---

---

---

---

---

---

Death and injury data:

	Ave. yearly VO deaths:	Ave. VO deaths at night:	Seat belt use in NT crashes;
<b>Before Click it or Ticket:</b> 1998-2002 (SB 82%)	685	293	35%
<b>Post CIOT &amp; pre NTSBE:</b> 2003-2006 (SB 95%)	594 (-13%)	261 (-11%)	49%
<b>NTSBE:</b> 2007-2008 (SB 96%)	480 (-19%)	214 (-18%)	52%

---

---

---

---

---

---

---

---

### Summary

- The crash data support the need for nighttime seat belt patrols
- We know little about the characteristics of unbelted drivers day and night, but we will when we finish
- There are multiple ways to do nighttime seat belt enforcement
- There are many side benefits to night belt enforcement



---

---

---

---

---

---

---

---



Jonna VanDyk  
Occupant Protection Program Manager  
WA Traffic Safety Commission  
[jvandyk@wtsc.wa.gov](mailto:jvandyk@wtsc.wa.gov)  
360-725-9885

---

---

---

---

---

---

---

---