

May 2020 Click It or Ticket Report

May 7 – June 3, 2020

Prepared by Illinois Department of Transportation for National Highway Traffic Safety
Administration

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Executive Summary

The goal of the Click It or Ticket (CIOT) campaign is to increase seat belt use and thereby reducing fatalities and serious injuries which result from motor vehicle crashes. The campaign combines high-visibility enforcement with public information and education to inform motor vehicle drivers and occupants of the benefits of seat belt use. The effectiveness of the campaign is measured through the use of pre and post statewide safety surveys and observational seat belt surveys.

The 2020 Memorial Day CIOT campaign was conducted from May 7 to June 3, 2020. Due to COVID-19, only 40 local law enforcement agencies participated in the statewide seat belt mobilization campaign. In 2019, 157 agencies and all 22 districts of the Illinois State Police participated. Of the participating agencies, 2,784.9 enforcement hours were conducted and 3,837 citations were issued (39.0 percent of which were seat belt and child safety seat citations) at a total cost of \$172,922.16. On average, one citation was written every 43.5 minutes of enforcement for a total cost of \$45.07 per citation or \$62.09 per enforcement hour.

Paid media efforts for this campaign were combined with the Independence Day paid media campaign with a total planned budget of \$200,000, focusing on males aged 18 to 34. Digital media comprised 49.3 percent of the media budget while 29.1 percent consisted of television and 21.6 was spent on radio. Digital Media included Video Streaming, Audio Streaming, YouTube, Vevo, Reddit, Facebook, and Hulu among others.

Due to COVID-19, the 2020 Observational Seat Belt Survey was not conducted. Instead, the rate for 2019 of 94.3 percent was retained. This fell slightly from the 2018 observed rate of 94.6. For the 2019 survey, 147,159 front seat occupants were observed in the 288 sample sites statewide while the 2018 statewide sample observed 153,844 front seat occupants.

Safety survey respondents were asked if they wear their seat belts “all of the time,” both before and after the law enforcement mobilization and media messaging. Self-reports decreased slightly from 88.9 percent before to 88.5 percent after. Respondents were also asked about their awareness level of the CIOT slogan. The percentage increased from 69.1 percent in the pre-mobilization survey to 73.6 percent in the post-mobilization survey. When respondents were asked in the pre survey if they think “it is important for police to enforce the seat belt laws,” 84.5 percent indicated they “strongly agree” or “somewhat agree.” This percent decreased to 82.8 percent in the post survey.

Introduction

The Occupant Protection program area, housed in the Bureau of Safety Programs and Engineering (BSPE) at Illinois Department of Transportation (IDOT), focuses on addressing fatalities and serious injuries of unrestrained or improperly restrained occupants in motor vehicles. To gauge the effectiveness of the Occupant Protection program area, along with many other program areas pertaining to highway safety, the Evaluation Unit performs program area monitoring and evaluation.

In monitoring and evaluating, the unit conducts research and analyses with the goal of enhancing safety in transportation by studying human factors. In carrying out these duties, one of the primary tasks of the unit includes evaluating highway safety projects which have a law enforcement component such as Local Alcohol Program (LAP) or Sustained Traffic Enforcement Program (STEP) using crash and citation data provided by local and state police departments.

Another main duty is to evaluate highway safety programs by studying the effects of public policy and intervention programs that promote safe driving. The Evaluation Unit is also responsible for designing and conducting annual observational seat belt and child safety seat surveys for Illinois. The results of such research and evaluation, in addition to annual enforcement activities, are reported to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.

This report serves as an evaluation component of the Occupant Protection program area by assessing the Click It or Ticket (CIOT) campaign. In doing so, process and outcome evaluations are used as the methods to measure the impact of the statewide CIOT campaign on seat belt use and related issues. The process evaluation consists of public information and education campaigns through media paired with a high-visibility law enforcement mobilization to encourage the use of seat belts. The outcome evaluation consists of pre and post mobilization statewide observational seat belt surveys in addition to pre and post mobilization public opinion safety surveys.

Safety Survey

As a component of the outcome evaluation, self-reported seat belt awareness and use is gauged through pre- and post-mobilization safety surveys wherein data are collected both before and after law enforcement mobilization and media activities. Seat belt issues include self-reported belt use, motorists' opinion, and awareness of the existing local and state seat belt enforcement programs, primary seat belt law, and seat belt related media programs and slogans. By surveying both before and after law enforcement mobilization and media activities, change in seat belt opinion, awareness, and use is measured which indicates the effectiveness of the campaign.

Media

Two types of media are enlisted to inform and educate the public about the importance of seat belt use. Paid media consists of advertising which has been purchased and strategically placed such as television, radio, and streaming ads. Earned media is cost-free publicity such as social media postings, web postings, and email blasts as well as community outreach activities.

Law Enforcement Mobilization

To further address occupant protection in Illinois, IDOT issues local and state agencies grant-funded projects which focus on high-visibility law enforcement activities for drivers and passengers. Enforcement occurs via STEP in which local law enforcement agencies and Illinois State Police (ISP) undertake integrated impaired driving and seat belt enforcement during holidays including Memorial Day. The enforcement activities include saturation patrols focused on occupant restraint violations. Both daytime and nighttime enforcement is conducted.

Observational Seat Belt Survey

The second outcome evaluation method used in assessing the effectiveness of the CIOT campaign is the change in seat belt usage measured through the annual Observational Seat Belt Survey. This survey is conducted both before and after the law enforcement mobilization and media activities just as the pre and post safety surveys are. The pre and post seat belt surveys which are conducted statewide follow a statistical, multi-stage, and random design. This design adheres to Uniform Criteria for State Observational Surveys of Seat Belt Use required by NHTSA.¹ By measuring seat belt usage rates, insight may be provided for opportunities to reduce occupant protection-related fatalities and serious injuries.

¹ The criteria can be viewed at: <https://www.federalregister.gov/documents/2011/04/01/2011-7632/uniform-criteria-for-state-observational-surveys-of-seat-belt-use>

Problem Identification

In order to reduce occupant protection-related fatalities and serious injuries, a thorough understanding of how drivers and occupants are affected and impacted by this problem must be gained. As stated below, occupant protection-related fatalities and injuries affect a wide range of situations and scenarios.

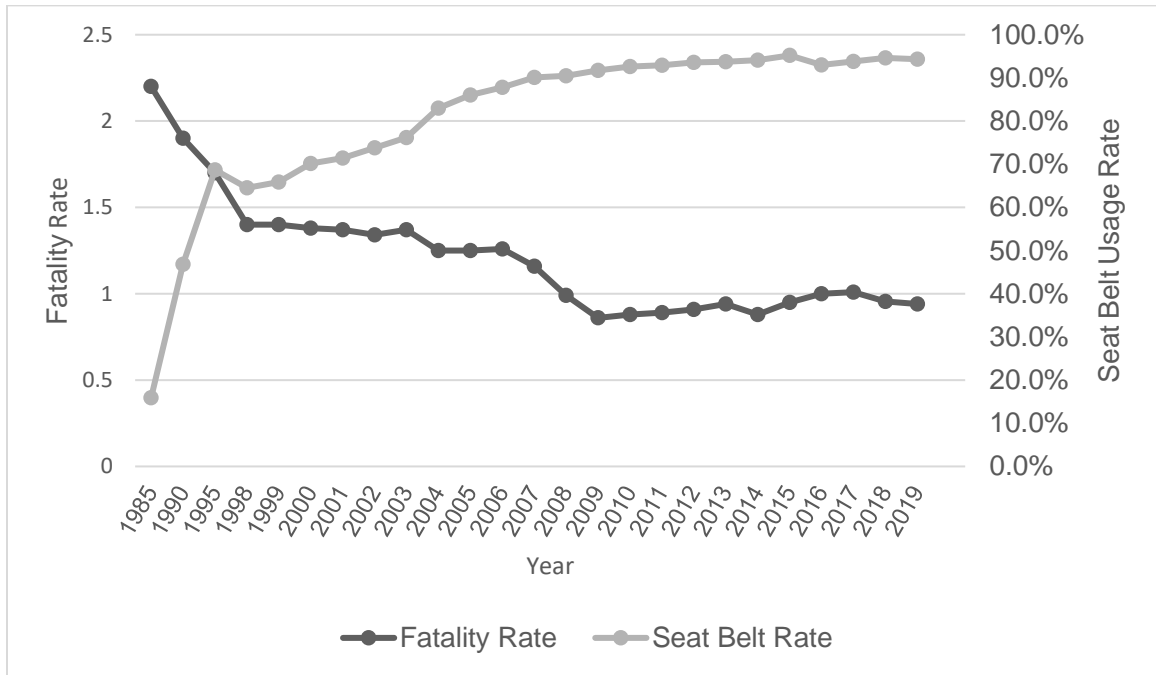
- Of the 1,455 drivers involved in fatal crashes in 2019, 57.8 percent were restrained, and 15.3 percent were unknown.
- Of the total number of occupant fatalities (643), 38.9 percent (250) were unrestrained and 12.8 percent (82) were unknown.
- Drivers killed amounted to 65.0 percent of all fatalities.
- Drivers with serious injuries amounted to 64.5 percent of all serious injuries.
- There were 313,064 total crashes involving motor vehicles in Illinois.
- Crashes involving serious injury amounted to 12.3 percent of the injury crashes statewide.
- There were 2,882 injuries to children age 8 and younger in motor vehicles in 2019 which accounts for 12.4 percent of all passenger injuries.
- In 2019 there were 12 fatalities for children age 8 and younger.
- Individuals 16-20 years old account for 58 fatalities which is 5.7 percent of all fatalities.
- The observed seat belt usage rate in 2019 was 94.3 percent. The 2020 survey was not conducted due to COVID-19.
- As displayed in Table 1 below, belted occupants involved in serious injuries and fatalities for 2014-2018 show Males age 21-34 had the lowest seat belt use at 62.3 percent.

Table 1: Belted Occupant Fatalities and Serious Injuries (2014-2018)

Gender	Age Group	Total Fatalities & Serious Injuries	Occupant Fatalities & Serious Injuries	Belted Occupant Fatalities & Serious Injuries	% Belted of the Occupant Fatalities & Serious Injuries
Male	0 - 8	831	611	446	73.0%
Male	9 - 15	1,126	584	445	76.2%
Male	16 - 20	3,694	2,930	1,947	66.5%
Male	21 - 34	10,600	7,608	4,736	62.3%
Male	35 - 64	14,872	9,355	6,887	73.6%
Male	65 +	3,599	2,667	2,140	80.2%
Female	0 - 8	782	656	474	72.3%
Female	9 - 15	1,159	846	671	79.3%
Female	16 - 20	3,619	3,295	2,545	77.2%
Female	21 - 34	8,378	7,299	5,537	75.9%
Female	35 - 64	11,574	9,694	8,173	84.3%
Female	65 +	3,583	3,155	2,792	88.5%
Total		63,817	48,700	36,793	75.6%

- Since 1985, the seat belt usage rate has increased by more than 78 percentage points to 94.3 percent in 2019 as shown below. Also, the fatality rate decreased from 2.2 in 1985 to 0.94 in 2019.

Figure 1: Seat Belt Usage Rate and Fatality Rate in Illinois 1985-2019



Planned Activities

In order to address problem identification for occupant-related fatalities and serious injuries and meet performance measure targets, IDOT develops, establishes, and coordinates planned activities. These activities enhance the efforts of the CIOT campaign.

CIOT campaign activities began May 7 and concluded June 3, 2020. The following activities took place over this period as part of the statewide and rural CIOT campaigns:

- Week 1 (May 3 – May 9, 2020): This week marked the start of the CIOT campaign. The pre-mobilization safety surveys ran from May 7 through May 20. *(Note: the observational seat belt survey was not conducted in 2020.)*
- Week 2 & 3 (May 10 - May 23, 2020): Earned media detailing the importance of wearing seat belts began on May 11. High-visibility law enforcement mobilization of seat belt laws began on May 14. Paid media also began on May 14 and extended through the Independence Day Campaign, ending on July 7th.
- Weeks 4 & 5 (May 24 – June 6, 2020): Enforcement efforts and earned media concluded. The post safety survey began May 26 and continued through June 3.

Each planned activity shown below is associated with Occupant Protection and the CIOT campaign. Please note that the planned and expended amounts are annual totals and are based on other activities performed aside from the CIOT campaign.

Name:	Planned Amount:	Expended Amount:
K.I.S.S. SOS	\$32,357	\$14,787.01

Project Description: This task provides funds for the Office of Secretary of State, Driver Services (SOS Drivers) to maintain five existing car seat installation check locations statewide. The program will also provide continuation of a car seat component.

Accomplishments: The Illinois Office of the Secretary of State distributed and installed 160 grant funded car seats, and held 11 training classes, training 91 people. Also, educational material was provided at three safety fairs.

Name:	Planned Amount:	Expended Amount:
Child Passenger Safety Program	\$356,000	\$179,868.18

Project Description: This task provides funds for local agencies to participate in the child passenger safety program by funding certification and training fees, inspection station supplies, and car seats for distribution to low-income families.

Accomplishments: In FFY 2020, 16 Child Passenger Safety (CPS) projects were funded. The goal is to provide public information, education materials, car seats, and technical tools designed to foster community-level approaches to CPS. A total of 677 grant funded car seats were purchased and 474 car seats were distributed. Over 6,000 people were reached through CPS educational programs, booths, and displays during FFY 2020.

Name:	Planned Amount:	Expended Amount:
Sustained Traffic Enf. Program	\$9,085,000	\$4,782,174.59

Project Description: This task provides funds for local law enforcement agencies to provide high visibility enforcement. This program provides funding for participation in special enforcement campaigns such as CIOT and Drive Sober or Get Pulled Over. This program includes up to 10 enforcement periods. Enforcement details during the Thanksgiving, Holiday Season, St. Patrick's Day, Memorial Day, Fourth of July, and Labor Day Campaigns are required for these grants. Grantees can also conduct additional occupant protection, impaired driving, and speeding patrols. Roadside safety checks are also funded throughout the year, apart from holiday campaigns.

Accomplishments: As a result of this statewide STEP enforcement efforts of the local agencies, a total of 106,639 citations were issued and 75,146.69 hours were funded. The overall cost per citation was \$44.07 while the cost per hour for all enforcement was \$62.53. The contact rate was one citation per 42.3 minutes of enforcement across all citations.

Name:	Planned Amount:	Expended Amount:
Illinois State Police OREP	\$1,102,182	\$763,006.34

Project Description: This task provides funds for the Illinois State Police to conduct increased enforcement of Illinois' occupant protection laws. Each ISP District will conduct two four-hour patrols twice a month. The patrols will occur on roadways identified as having low safety belt compliance rates. This task also provides for the travel and equipment costs associated with the Safety Education/Public Information Unit's training and equipment.

Accomplishments: ISP issued one enforcement citation every 48 minutes during the OREP patrols. Officers worked 6,505.5 hours of OREP enforcement patrol and issued 8,120 citations. ISP made one occupant restraint citation every one hour and 16 minutes during the OREP hire back patrols. Officers issued 5,569 occupant restraint citations, 30 DUI/drug/alcohol related, 41 drug-related, 327 speeding, and 378 distracted driving citations. ISP conducted 109 hours of Child Car Seat Inspections and inspected 162 car seats finding 135 were not correctly installed and replaced 11 car seats with new ones.

Name:	Planned Amount:	Expended Amount:
Occupant Protection Paid Media	\$400,000	\$397,388.81

Project Description: IDOT’s occupant protection communication campaigns consist of comprehensive, statewide paid media buys including the use of radio, television, print, and digital media. The campaign is intended to reduce fatalities and serious injuries in the target demographic of males, age 18-34. A strong “Life or Death” message intended to point out the severe personal and tragic consequences, but the message will also reach other demographics.

Accomplishments: Paid Media Campaign Viewing Results.

Table 2: Occupant Protection Paid Media

Media Type	Number of Advertisements
Broadcast TV	0
Cable TV	453
Broadcast Radio	1,353
Digital-Views, Clicks, Impressions	13,024,103

Name:	Planned Amount:	Expended Amount:
Law Enforcement Liaisons	\$712,500	\$514,379.44

Project Description: This project will educate law enforcement leaders on traffic safety issues and cooperative enforcement projects by utilizing Law Enforcement Liaisons (LELs). LELs liaison between the local law enforcement community, the State Highway Safety Office (SHSO), and the National Highway Traffic Safety Administration (NHTSA). LELs work with Illinois law enforcement agencies to encourage enforcement of laws promoting occupant protection, distracted driving, speed, impaired driving, and other strategies to improve traffic safety. LELs also support the implementation of the state’s Highway Safety Plan, which will decrease the number of traffic fatalities and injuries.

Accomplishments: The LELs worked with 215 law enforcement agencies to ensure they had knowledge on meeting the highway safety grant performance requirements. LELs conducted 807 on-site monitor visits where they reviewed enforcement data to identify problems and to assist the agency with their grant. The LELs developed a data driven approach to identify and recruit new law enforcement agencies for the STEP grant program. A total of 27 new law enforcement agencies were recruited for the Distracted Driving mini grant. Of those agencies, 13 applied for the full FFY21 STEP grant. The LELs belong to state and national coalitions and meet with the Illinois Association of Chiefs of Police and Illinois Sheriff’s Association.

Name:	Planned Amount:	Expended Amount:
Traffic Safety Survey	\$78,000	\$29,131.14

Project Description: This task provides funds for the attitudinal survey of Illinois residents. The survey will gauge the strength of IDOT highway safety campaigns by the general public. This survey is conducted by the University of Illinois at Springfield and will be used to help develop new messaging and determine how to better focus media efforts.

Accomplishments: The UIS Survey Research Office provides IDOT with two summary reports and two Excel sheets containing frequencies. These reports examine longitudinal trends and make regional comparisons in addition to reporting on changes in driver awareness, attitudes, and behavior throughout the year.

Results of Activities

Upon completion of carrying out associated planned activities to address occupant-related fatalities and serious injuries, the following results are identified. This includes the evaluation of the pre and post mobilization safety surveys, media activities, law enforcement mobilization, and observational seat belt surveys.

Safety Survey

The survey, which is conducted by the Survey Research Office (SRO) at the University of Illinois at Springfield, consists of a stratified methodology in which the state is divided into the Chicago metro area, downstate areas (not considered to be in the Chicago area), and rural areas. Participants, who were recruited through a marketing agency, consisted of 560 respondents in the pre survey and 581 respondents in the post survey.

As previously mentioned, the statewide safety survey is conducted before and after law enforcement mobilization and media activities. A main measure of the survey is self-reported belt use. It also measures opinion and awareness of seat belt enforcement programs, primary seat belt law, and seat belt-related media programs and slogans. By surveying before and after law enforcement mobilization and media activities, changes in seat belt opinion, awareness, and usage are measured. This offers an indication of the effectiveness of the campaign.

The percentage of people who indicated that, “in the past thirty days,” they had “seen or heard any messages that encourage people to wear their seat belts” decreased from 45.4 percent in the pre mobilization survey to 43.1 percent at the time of the post survey.

Of those post survey respondents who had seen or heard messages encouraging seat belt use, most respondents indicated exposure through billboards/road signs (17.9 percent) and television (41.7 percent). The majority of both pre and post survey respondents who saw or heard a message on television report seeing or hearing the message via a commercial or an advertisement; 52 percent in the pre survey and 53.4 percent in the post survey. Please refer to Table 3 for a comparison in self-reported attitudes and awareness levels from 2014-2020 in the post survey.

Table 3: Self-Reported Awareness Levels for the 2019 Safety Survey

Question	2014	2015	2016	2017	2018	2019	2020
When driving, how often do you wear your seat belt (composite of shoulder & lap)? (Percent Always)	95.2%	95.9%	93.7%	95.1%	93.9%	93.5%	88.5%
Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? (Percent Very Likely)	37.0%	45.7%	42.3%	38.8%	44.1%	40.1%	45.8%
When was the last time you did not wear seat belt when driving? (Percent more than a year ago-Always Wear)	88.3%	84.5%	81.9%	83.7%	87.0%	82.3%	75.0%
When was the last time you did not wear seat belt when driving? (Percent more than a year ago-Always Wear)	15.5%	15.5%	11.7%	9.3%	20.7%	22.8%	21.0%

During the post mobilization survey respondents were asked if they recall hearing or seeing occupant protection-related traffic safety “slogans” in the past 30 days. Table 4 below indicates self-reported awareness levels. The CIOT slogan was reported to have the highest awareness at 73.6 percent while Friends Don't Let Friends Drive Drunk was reported at 64.8 percent. The third highest slogan for awareness is You Drink and Drive. You Lose at 55.5 percent.

Table 4: Self-Reported Awareness Levels for Seat Belt Slogans

Order	Slogan	Awareness
1	Click It or Ticket	73.6%
2	Friends Don't Let Friends Drive Drunk	64.8%
3	You Drink and Drive. You Lose	55.5%
4	Drive smart, drive sober.	50.0%
5	Start Seeing Motorcycles	46.0%
6	Driver sober or get pulled over	45.6%
7	Buckle Up America	42.7%
8	Wanna drink and drive? Police in Illinois will show you the bars.	30.7%
9	Drunk Driving. Over the Limit. Under Arrest.	28.4%
10	Cell phones save lives. Pull over and report a drunk driver.	26.2%
11	Children in Back	24.8%
12	Drink and Drive? Police in Illinois have your number.	23.4%

The full Illinois Statewide Memorial Day 2019 Seatbelt Enforcement and Media Campaign Surveys² report can be found on IDOT's website.

Media

After the pre-mobilization safety survey is conducted, the focus switches to paid and earned media activities with the intention of informing and educating the public about the importance of seat belt use. Paid media efforts for the CIOT campaign were combined with the Independence Day paid media campaign, creating a lengthened and undivided stream of education. For 2020, IDOT's total budget for both campaigns was \$200,000. The primary target audience for IDOT was males, 18 to 34 years old. The focus in the Chicagoland area was Hispanic and African American males while in the Metro East (East St Louis) area, the emphasis was placed on reaching African American males.

To reach these audiences, different mediums were used to provide the greatest impact. Digital Media made up 49.3 percent of the total media budget and included Video Streaming, Audio Streaming, YouTube, Vevo, Reddit, Facebook, and Hulu among others. The remaining 50.7 percent was dedicated to television and radio at 29.1 percent and 21.6 percent, respectively.

Due to COVID-19, NHTSA did not participate in CIOT media activities in May of 2020. In previous years, IDOT's paid media ran in conjunction with NHTSA in supporting the CIOT campaign. In 2019, NHTSA's nationwide working media budget was \$8,000,000³ and included television, digital media, radio, cinema advertising, and social media. The target audience for NHTSA's campaign was Caucasian males aged 18 to 34. Approximately 35 percent of the NHTSA's media budget for the 2019 CIOT campaign was spent on television. Television advertising consisted of traditional linear ads (advertising targeting, programmatic ads, and sports ads) in addition to non-traditional advertising such as Connected TV and TV Everywhere advertising. The latter two types target those who use apps or do not pay for a TV subscription.

Apart from television, NHTSA spent 38 percent on digital and social media while radio represented 12 percent of the total budget and the remaining 15 percent was allocated to Hispanic mediums. All information regarding paid media was obtained through NHTSA's website. More detailed information about the paid media plan and summary can be found online.

In addition to paid media, various types of earned media items were obtained for the 2020 CIOT campaign from a variety of sources. To promote CIOT, BSPE distributed CIOT banners to participating CIOT police agencies. Law enforcement agencies were directed to the Buckle Up

² The report can be found under the Safety Surveys tab at this site:

<http://www.idot.illinois.gov/transportation-system/safety/evaluations>

³ NHTSA "CLICK IT OR TICKET" MAY 2019 MOBILIZATION STRATEGIC MEDIA WORK PLAN can be found here:

https://www.trafficsafetymarketing.gov/sites/tsm.nhtsa.dot.gov/files/2019_ciot_media_work_plan_508.pdf

Illinois website⁴ for pre and post media advisories, posters, paycheck stuffer, email blasts, opinion editorial, bulletin stuffers, Saved by the Belt application, and an order form.

Typically, Illinois holds CIOT press conferences across the state but due to COVID-19 restrictions and precautions, none were held. Of the three most common forms of media (press release, social media/web posting, and announcements), the most common type of earned media obtained for CIOT were press releases. A total of 60 press releases related to CIOT were issued across the state. Throughout the campaign there were also 48 social media or web postings in addition to 18 announcements. (See Table 5.) It should be noted that most activities were reduced due to COVID-19.

Table 5: Earned Media Items for CIOT

Earned Media Items	Items
Press releases issued	60
Press conferences	-
Social Media or Web Postings	48
Announcements	18
Public Access	2
Email Blasts	2

Law Enforcement Mobilization

Immediately after media efforts begin, law enforcement mobilization commences. This mobilization focuses on high-visibility occupant protection-related law enforcement activities. The activities are funded through IDOT safety grants and are carried out by local and state agencies participating in STEP projects. For this project type, local agencies and ISP undertake integrated impaired driving and seat belt enforcement during holidays including Memorial Day. The enforcement activities include saturation patrols focused on occupant restraint violations. Both daytime and nighttime enforcement is conducted.

Enforcement activity data collected include enforcement hours, number of SBEZs conducted, total citations, number of seat belt and child seat citations, various other citations, and two performance indicators: citations written per minute and seat belt/child safety seat citations written per minute of enforcement activity. These two indicators are also used to assess the progress made by local agencies.

Due to COVID-19, only 40 local law enforcement agencies participated in enforcement activities. This is a sharp decrease from 2019 wherein 157 local agencies in addition to all 22 districts of the Illinois State Police participated. In 2020, the agencies logged a total of 2,784.9 enforcement hours and issued 3,837 citations. Of these, 1,496 (39.0 percent) were seat belt and child safety seat citations. On average, police wrote one seat belt citation or child safety seat

⁴ The Buckle Up Illinois website can be found at <http://www.buckleupillinois.org/Getinvolved.asp>

ticket for every 111.69 minutes⁵ of enforcement throughout the Memorial Day campaign. Overall, one citation was written for every 43.5 minutes of patrol.

To assess the costs and effectiveness of enforcement activities, reimbursement claims paid out for local and state agency grant activity were used to calculate approximate cost per hour of enforcement and approximate cost per citation during the CIOT campaign. The total grant payment for agencies participating in the campaign was \$172,922.16, which resulted in a cost of \$45.07 per citation and \$62.09 per hour.

Tables 6 in the Appendix provides detailed enforcement activities and their associated costs. These tables also include frequency and percent distributions of occupant protection, DUI, and distracted driving citations for each grantee.

Enforcement data such as total number of patrol hours and citations provided by the local agencies should be interpreted with caution. The calculated indicators including cost per patrol hour, cost per citation, and citation written per X minutes of enforcement activity vary substantially across local agencies.

For example, as shown in Table 6, based on cost per patrol hour, BSPE reimbursed the Willow Springs Police Department \$1,100.00 for conducting 44 patrol hours resulting in \$25.00 per hour. On the other hand, Lake County Police Department was reimbursed \$10,722.05 for conducting 135 hours, resulting in \$79.42 per hour. Similarly, when looking at cost per citation, BSPE reimbursed Chatham Police Department \$638.34 for writing 23 citations resulting in a cost of \$27.75 per citation issued. On the other hand, Island Lake's Police Department's cost per citation was \$116.99 due to receiving \$2,573.74 for 22 citations written. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Prairie Grove Police Department issued 97 citations over 31.5 hours, resulting in one citation written for every 19.5 minutes of patrol. On the other hand, Robinson Police Department issued 3 citations over 9 patrol hours. This resulted in one citation written for every 180 minutes of patrol.

Observational Seat Belt Survey

A final component used to assess the effectiveness of the CIOT campaign is the Observational Seat Belt Survey. By conducting a pre and post mobilization survey, the change in seat belt usage is measured which indicates the effectiveness of the law enforcement and media activities. The survey is performed at various sample sites across the state to provide a representative sample of the state.

⁵ This calculation only includes agencies that submitted both total patrol hours and total citations issued.

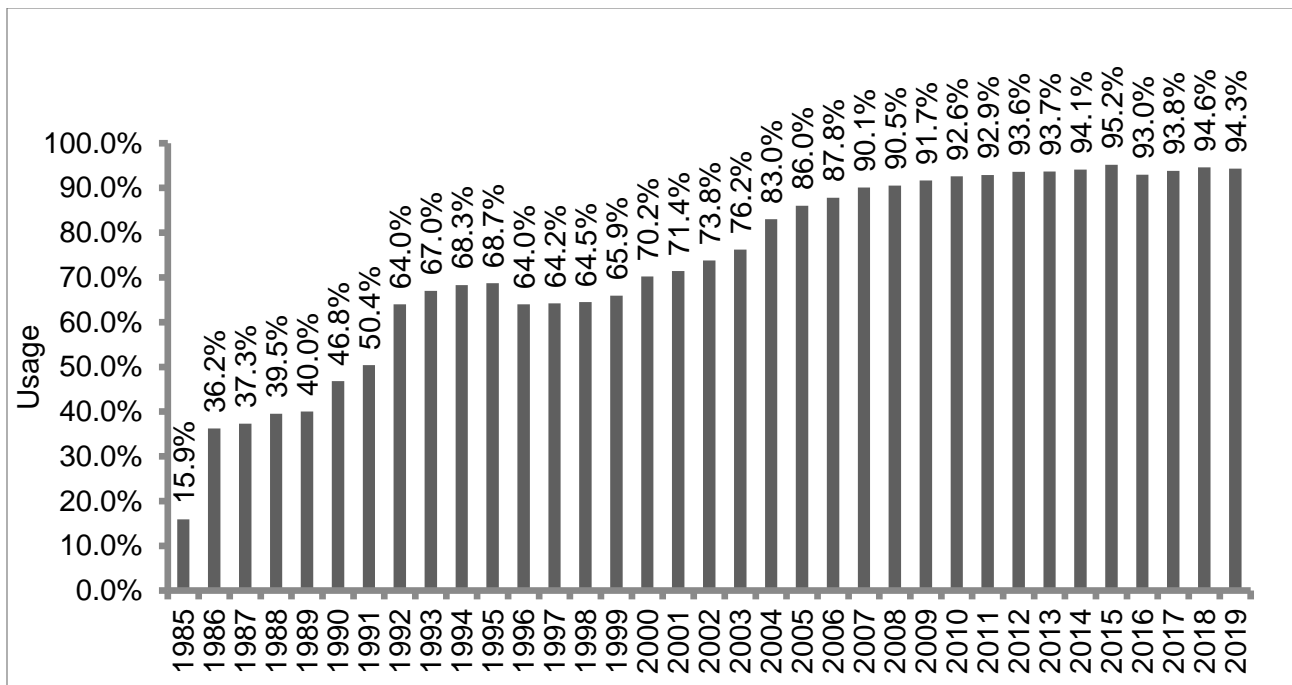
Historical Trends

The first Illinois seat belt law was passed in January 1985 and became effective July 1st, 1985. Originally, the seat belt law specified primary enforcement for front seat occupants of vehicles. Under this law, motor vehicles were required to be equipped with seat belts with the exception of medical excuses, rural letter carriers, vehicles operating in reverse, vehicles manufactured before 1965, and those frequently leaving their vehicles for deliveries if speed between stops was no more than 15 mph. In 1987, the law was amended and became effective in January 1988 as a secondary enforcement law until July 3rd, 2003. Currently, the state of Illinois has a primary belt law. Under the primary belt law, police officers are permitted to stop vehicles and may issue citations when occupants fail to have their seat belt fastened.

Illinois' first seat belt survey was conducted in April 1985 prior to the seat belt law becoming effective on July 1st, 1985. The data from the first survey became a baseline from which to measure the success of Illinois' efforts to educate citizens about the benefits of using seat belts. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the first seat belt law became effective, the observed usage rate increased to 36.2 percent.

Since then the usage rate has gradually increased and peaked in June 2015 at 95.2 percent. As shown below in Figure 2, the usage rate in Illinois has increased nearly 80 percentage points since 1985. *Note: 1998 through 2019 seat belt surveys include pickup truck drivers and passengers who tend to have significantly lower usage rates than the front seat occupants of passenger cars.*

Figure 2: Front Seat Occupant Restraint Usage Rate in Illinois 1985-2019



Design

The pre and post mobilization seat belt surveys follow a statistical, multi-stage, and random design. Due to COVID-19, the 2020 seat belt survey was not conducted. Instead, the 2019 survey was retained. In 2019, the 2018 statewide survey served as the pre-mobilization survey while the 2019 statewide survey conducted in June served as the post mobilization survey. The surveys include sites on both low volume local roads and residential streets in addition to high volume state highways. The 288 sites in the pre and post surveys provide a statistically representative sample of the state. Survey design is fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use. The survey had four characteristics:

1. The survey was conducted between 7:00 a.m. and 6:30 p.m. when light was adequate for observation.
2. The survey observations were restricted to front seat occupants (drivers and passengers) of cars, sport utility vehicles, taxis, vans, and pickup trucks.
3. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.
4. The survey sites included interstate highways, freeways, county roads, state highways, and a random sample of residential streets within selected areas.

For more information on survey design, refer to "Seat Belt Use Survey Design for State of Illinois: Sampling, Data Collection and Estimation Plan" Bureau of Safety Programs and Engineering, Illinois Department of Transportation (IDOT), March 2012.

Results

In 2018, Illinois had an observed seat belt rate at 94.6 percent and in 2019 it fell slightly to 94.3 percent. The 2020 survey was not conducted due to COVID-19. During the pre-mobilization survey of 2018, there were 153,844 front seat occupants observed at 288 site locations statewide while during the post-mobilization survey of 2019, there were 147,159 front seat occupants observed at the 288 site locations statewide.

The seat belt usage rate for drivers increased from 95.1 percent during the pre-mobilization to 94.9 percent during the post mobilization. The seat belt usage rate for passengers slightly decreased from 92.0 percent during the pre-mobilization to 91.3 percent during the post mobilization. Based on region, the seat belt usage rate decreased by 1.1 percentage points in the City of Chicago from 88.7 percent during the pre-mobilization survey to 87.6 percent during the post mobilization. The seat belt usage rate for the collar counties decreased from 94.8 prior to the mobilization to 93.5 following the mobilization. In Cook County, the seat belt usage rate increased by 0.5 percentage points while the seat belt usage rate in the downstate counties decreased by 0.8 percentage points. In terms of the road type, the seat belt usage rate decreased by 0.6 percentage points on U.S./IL Highways. On the other hand, usage rates increased on Interstate and Residential roads by 0.6 and 0.3 percentage points, respectively. Additionally, based on day of week from pre-mobilization to post mobilization, the seat belt

usage rate decreased by 0.4 percentage points on weekends and increased 0.1 percentage point on weekdays.

Figure 3, 4, and 5 show the results of the pre-mobilization survey in June 2018 and the post mobilization survey of June 2019. Displayed are the rates during premobilization and post mobilization by Region (Figure 3), Road Type (Figure 4), and Day of the Week (Figure 5).

Figure 3: Seat Belt Usage Rates by Region in Illinois

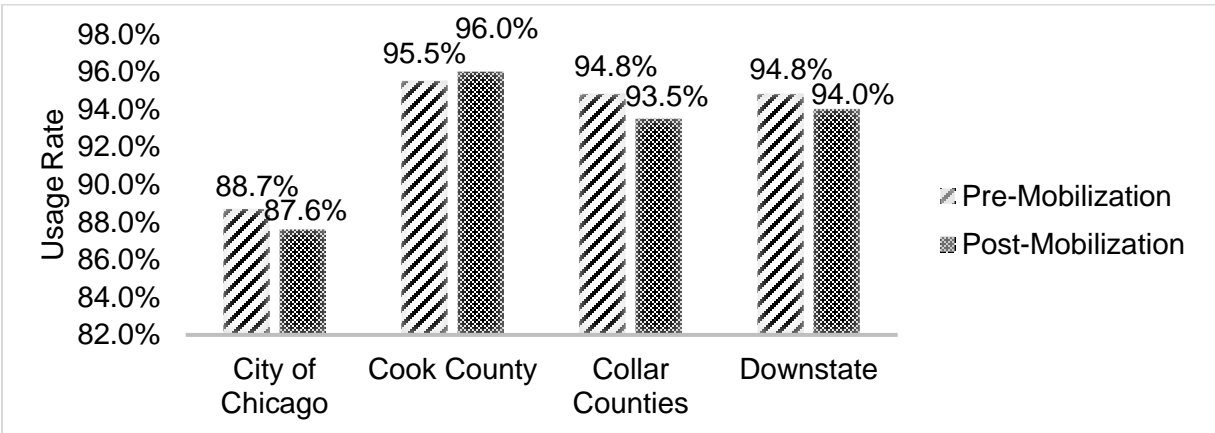


Figure 4: Seat Belt Usage Rates by Road Type in Illinois

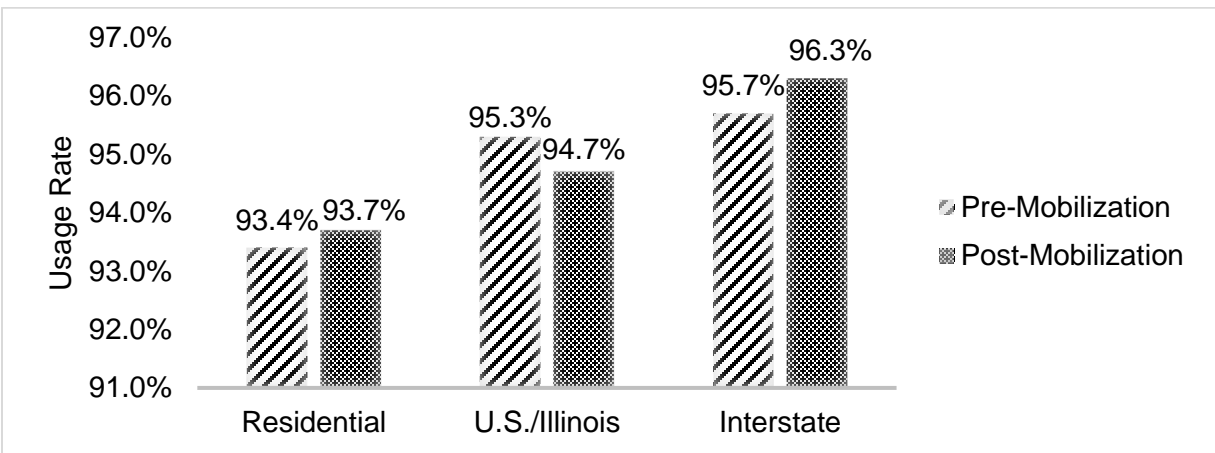
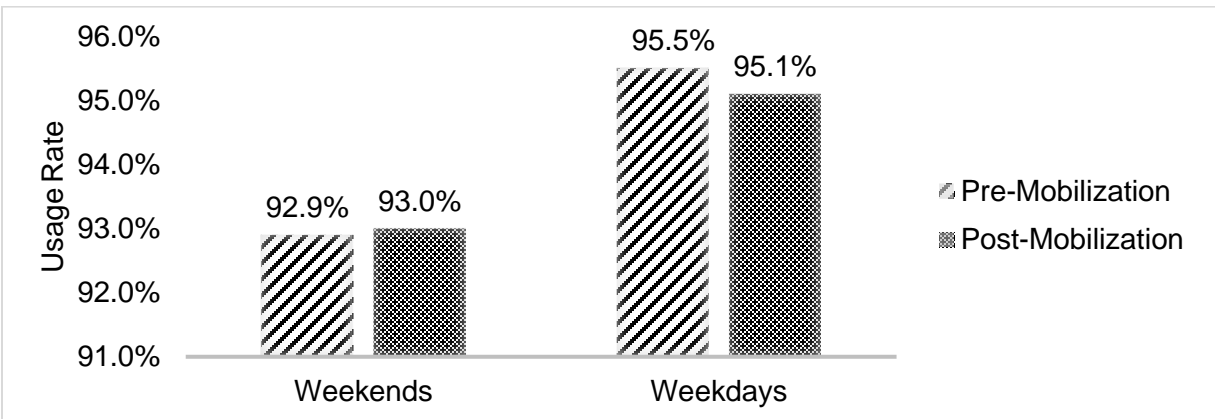


Figure 5: Seat Belt Usage Rates by Day of the Week in Illinois

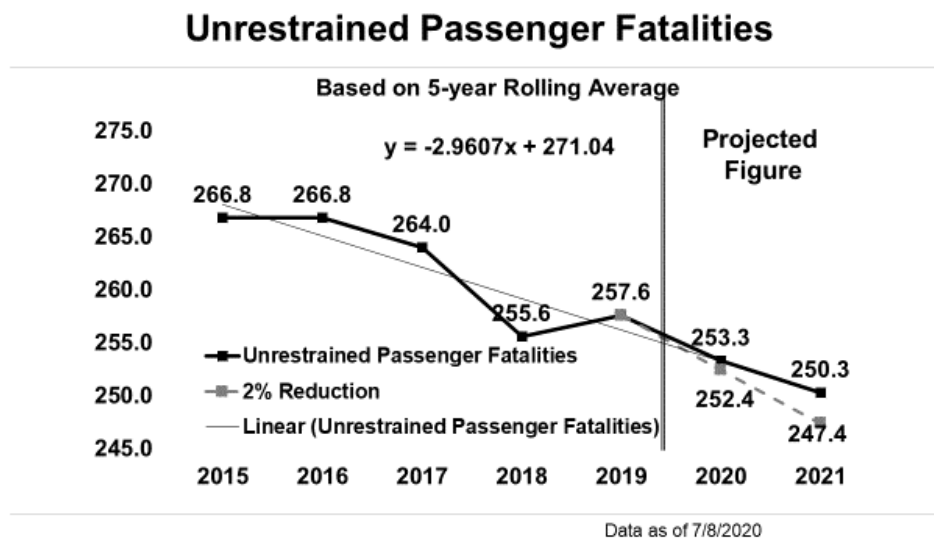


Future Course of Action

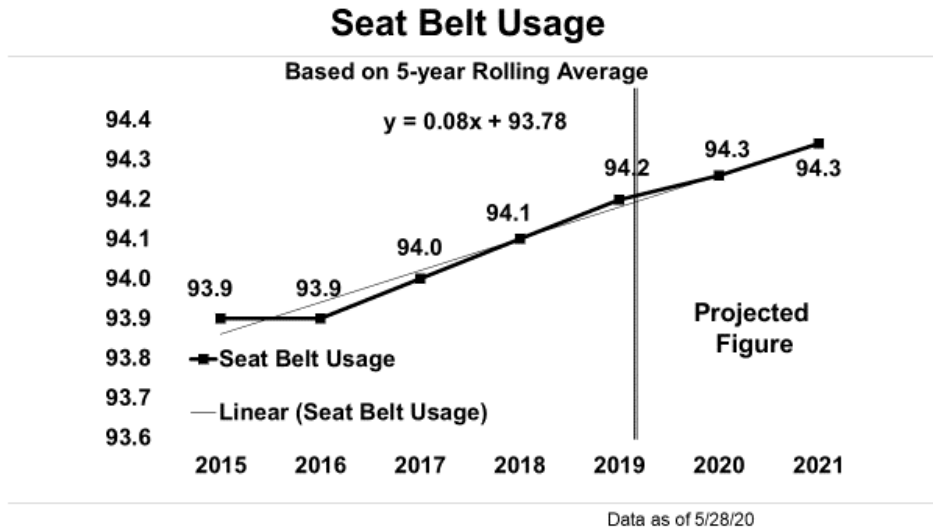
In continuation of addressing motor vehicle occupant protection-related fatalities and serious injuries, Illinois will continue the statewide CIOT campaign. IDOT will perform problem identification to determine patterns and trends in analyzing fatalities and serious injuries concerning occupant protection. Also, activities will be planned and carried out including pre and post safety surveys, law enforcement mobilization, media activities, and pre and post mobilization observational seat belt surveys. For the 2021 pre-mobilization observational seat belt survey, IDOT will conduct the pre survey the month directly before law enforcement mobilization and media activities to better gauge the change in behavior.

As a result of problem identification and CIOT activities of the safety survey, law enforcement mobilization, media activities, and observational seat belt survey in addition to various other occupant protection-related planned activities, IDOT projects unrestrained fatalities to be further reduced and the seat belt usage rate to be increased as seen below.

Projections for Unrestrained Passenger Fatalities for 2015 through 2019 fatalities were calculated using five-year rolling averages. The linear regression line illustrates only a slight reduction to 250.3 in 2021 so a two-percent reduction is applied, bringing the 2021 target to 247.4. The goal is to reduce total number of unrestrained passengers from 257.6 (2015-2019 average) to 247.4 by December 31, 2021.



To project the Seat Belt Usage Rate for 2021, rolling averages for 2015 through 2019 were calculated and a regression line shows the projected usage rate for 2021 to be at 94.3 percent. The goal is to increase the Observed Seat Belt Usage rate from 94.2 percent (2015-2019 average) to 94.3 percent by December 31, 2021 as shown below.



Appendix
Table 6: Enforcement and Associated Costs for Local STEP Agencies

1	2	3	4	5	6	7	8	9	10	11	12
Agency Name	Total Hours	Total Citations	Occupant Protection Citations	% Occupant Protection Citations	DUI Arrests	% DUI Arrests	Distracted Driving Citations	% Distracted Driving Citations	Citation Written Every X Minutes	Cost per Citation	Cost per Hour
Addison, Village of	44	58	25	43.10%	0	0.00%	6	10.34%	45.5	\$ 59.70	\$ 78.69
Arlington Heights, Village of	118	190	70	36.84%	0	0.00%	80	42.11%	37.3	\$ 51.77	\$ 83.36
Brown, County of	16	18	8	44.44%	0	0.00%	0	0.00%	53.3	\$ 27.43	\$ 30.86
Carol Stream, Village of	282	377	123	32.63%	4	1.06%	68	18.04%	44.9	\$ 52.45	\$ 70.12
Chatham, Village of	12	23	13	56.52%	0	0.00%	2	8.70%	31.3	\$ 27.75	\$ 53.20
Chicago Heights, City of	118	119	114	95.80%	0	0.00%	0	0.00%	59.5	\$ 49.78	\$ 50.20
Chicago, City of	208	389	187	48.07%	0	0.00%	10	2.57%	32.1	\$ 36.78	\$ 68.78
Crawford, County of	12	18	0	0.00%	2	11.11%	4	22.22%	40.0	\$ 21.66	\$ 32.49
Danville, City of	12	17	12	70.59%	0	0.00%	0	0.00%	42.4	\$ 39.85	\$ 56.46
Decatur, City of	46.4	59	6	10.17%	3	5.08%	2	3.39%	47.2	\$ 49.09	\$ 62.42
DeKalb, County of	114	137	44	32.12%	3	2.19%	9	6.57%	49.9	\$ 51.77	\$ 62.21
Evanston, City of	101	234	110	47.01%	0	0.00%	40	17.09%	25.9	\$ 33.42	\$ 77.44
Franklin, County of	13	14	5	35.71%	0	0.00%	0	0.00%	55.7	\$ 40.55	\$ 43.67
Freeport, City of	40	27	10	37.04%	1	3.70%	0	0.00%	88.9	\$ 74.01	\$ 49.95
Island Lake, Village of	48	22	5	22.73%	0	0.00%	4	18.18%	130.9	\$ 116.99	\$ 53.62
Kane, County of	40	75	25	33.33%	0	0.00%	2	2.67%	32.0	\$ 35.66	\$ 66.85
Kankakee, County of	48	75	7	9.33%	1	1.33%	2	2.67%	38.4	\$ 33.49	\$ 52.32
Lake, County of	135	155	47	30.32%	4	2.58%	6	3.87%	52.3	\$ 69.17	\$ 79.42
Lombard, Village of	229.25	312	67	21.47%	4	1.28%	48	15.38%	44.1	\$ 47.85	\$ 65.13
Mattoon, City of	15.5	16	9	56.25%	0	0.00%	0	0.00%	58.1	\$ 42.19	\$ 43.55
Momence, City of	36	23	8	34.78%	0	0.00%	9	39.13%	93.9	\$ 62.25	\$ 39.77
Montgomery, Village of	32	26	8	30.77%	0	0.00%	0	0.00%	73.8	\$ 63.25	\$ 51.39
Niles, Village of	18.5	24	14	58.33%	1	4.17%	5	20.83%	46.3	\$ 80.27	\$ 104.13
Oak Brook, Village of	18	23	10	43.48%	0	0.00%	0	0.00%	47.0	\$ 43.61	\$ 55.72
Palatine, Village of	194	258	192	74.42%	0	0.00%	18	6.98%	45.1	\$ 52.81	\$ 70.23
Peoria, County of	112	117	68	58.12%	0	0.00%	0	0.00%	57.4	\$ 51.76	\$ 54.08
Prairie Grove, Village of	31.5	97	2	2.06%	0	0.00%	0	0.00%	19.5	\$ 11.37	\$ 35.00

1	2	3	4	5	6	7	8	9	10	11	12
Agency Name	Total Hours	Total Citations	Occupant Protection Citations	% Occupant Protection Citations	DUI Arrests	% DUI Arrests	Distracted Driving Citations	% Distracted Driving Citations	Citation Written Every X Minutes	Cost per Citation	Cost per Hour
Putnam, County of	5	6	0	0.00%	0	0.00%	0	0.00%	50.0	\$ 26.18	\$ 31.41
River Grove, Village of	142.5	188	87	46.28%	2	1.06%	28	14.89%	45.5	\$ 43.99	\$ 58.04
Robinson, City of	9	3	0	0.00%	0	0.00%	0	0.00%	180.0	\$ 126.31	\$ 42.10
Rochester, Village of	8	13	3	23.08%	0	0.00%	1	7.69%	36.9	\$ 22.58	\$ 36.69
Romeoville, Village of	20	32	9	28.13%	0	0.00%	8	25.00%	37.5	\$ 36.83	\$ 58.93
South Chicago Heights, Village of	13	39	15	38.46%	0	0.00%	11	28.21%	20.0	\$ 11.28	\$ 33.85
Spring Grove, Village of	60	68	5	7.35%	1	1.47%	10	14.71%	52.9	\$ 31.58	\$ 35.79
Springfield Park District	12	17	6	35.29%	0	0.00%	0	0.00%	42.4	\$ 21.18	\$ 30.00
St. Clair, County of	208	220	17	7.73%	0	0.00%	5	2.27%	56.7	\$ 51.35	\$ 54.32
Stephenson, County of	19	34	15	44.12%	0	0.00%	0	0.00%	33.5	\$ 28.26	\$ 50.57
Summit, Village of	113.25	190	120	63.16%	2	1.05%	6	3.16%	35.8	\$ 35.17	\$ 59.00
Wauconda, Village of	37	63	0	0.00%	1	1.59%	0	0.00%	35.2	\$ 46.07	\$ 78.45
Willow Springs, Village of	44	61	30	49.18%	0	0.00%	0	0.00%	43.3	\$ 18.03	\$ 25.00
Grand Total	2,784.9	3,837	1,496	38.99%	29	0.76%	384	10.01%	43.5	\$ 45.07	\$ 62.09

Column 1: Participating law enforcement agency

Column 2: Number of hours conducted during CIOT enforcement

Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 7: Percentage of total citations that were DUI arrests

Column 8: Total number of distracted driving citations (including talking and texting) written by law enforcement agency during statewide CIOT enforcement

Column 9: Percentage of total citations that were distracted driving citations

Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 11: Cost per citation = Total Cost / Number of Citations

Column 12: Cost per patrol hour = Total Cost / Number of Hours

