

TRAFFIC SAFETY OPERATIONAL PLAN – With Surveys

FY04 Memorial Day Holiday CIOT STEP

SITE DESCRIPTION	Enforcement Period
1. Occupant Protection Jurisdiction wide (Daylight hours)	Memorial Day May 24 – June 6

FY04 Memorial Day Holiday CIOT STEP SCHEDULE																																		
Pre-surveys							Pre-Media Campaign							Enforcement Blitz							Post-surveys							Post-Media Campaign						
<i>CIOT - Memorial Day/Buckle Up America Week</i>																																		
May														June																				
14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

Description of Activities

Pre-Surveys

Prior to conducting any wave enforcement activity, conduct pre-observational surveys to establish safety belt usage rates. (5/14 – 5/18)

Pre-Media Campaign

Conduct local media events immediately before the enforcement effort to maximize the visibility of enforcement to the public. These media events tell the public when, where, how and why the safety belt laws are being enforced. Media will emphasize the special target groups of each wave effort, i.e. CIOT. (5/19 – 5/23)

Enforcement Blitz

Intensify enforcement through an overtime STEP that places primary emphasis on increasing the number of citations for non-use of occupant restraints during the peak holiday traffic. (5/24 – 6/6)

Post-surveys

Conduct post-observational surveys to determine safety belt usage. Measure impact of media/enforcement effort. (6/7 – 6/11)

Post-media Campaign

Conduct local media events to tell the public why the safety belt laws are important and the results of the wave. (6/12 – 6/17)

Note: The Post-media Campaign may begin immediately after the post observational surveys are conducted.