

TRAFFIC SAFETY OPERATIONAL PLAN
 FY05 Memorial Day Holiday CIOT STEP

SITE DESCRIPTION	Enforcement Period
1. Occupant Protection Jurisdiction wide (Daylight hours)	Memorial Day Holiday May 23 – June 5, 2005

FY 05 Memorial Day Holiday CIOT STEP Schedule				
Pre-surveys	Pre-Media Campaign	Enforcement Blitz	Post-surveys	Post-Media Campaign
From date of grant execution through May 17th	May 18 - May 22	May 23 - June 5	June 6 - June 10	June 11 - June 15

Description of Activities

Pre-Surveys (From date of grant execution through May 17th)

Prior to conducting any wave enforcement activity, agencies must conduct pre-observational surveys to establish safety belt usage rates. The cities of Houston, Dallas, San Antonio, Austin, El Paso, Fort Worth, Arlington, Corpus Christi, Lubbock and Garland will have their surveys conducted by the Texas Transportation Institute (TTI). All other agencies must conduct their own pre-observational surveys using the Texas Department of Transportation’s (TxDOT) survey protocol and instructions that can be found at buckleuptexas.com under the “Survey Worksheet and Tools” field.

Pre-Media Campaign (5/18 – 5/22)

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.

Enforcement Blitz (5/23 – 6/5)

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.

Post-surveys (6/6 – 6/10)

Conduct post-observational surveys to determine safety belt usage. Measure the impact of the media/enforcement effort. The cities of Houston, Dallas, San Antonio, Austin, El Paso, Fort Worth, Arlington, Corpus Christi, Lubbock and Garland will have their surveys conducted by the Texas Transportation Institute (TTI). All other agencies must conduct their own pre-observational surveys using the Texas Department of Transportation's (TxDOT) survey protocol and instructions that can be found at buckleuptexas.com under the "Survey Worksheet and Tools" field.

Post-media Campaign (6/11 – 6/15)

Conduct local media events to tell the public why the safety belt laws are important and the results of the wave.

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