

U.S. DEPARTMENT OF COMMERCE
National Technical Information Service
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DUI Reduction
Month Project
Executive Summary

California Highway Patrol, Sacramento

Aug 78

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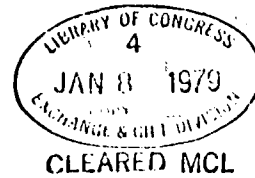
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California
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Patrol

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FINAL REPORT



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DUI Reduction
Month Project

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ACQUISITIONS

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The project was concentrated on drinking under the influence (DUI) enforcement and enabled the project areas to increase DUI arrests during the project period 36% above the average for the prior three-year periods. However, overtime hours expended were not enough to raise staffing levels in the project areas to past levels due to declining numbers of Department staff. Total patrol activity hours in project areas were 5.3% below the average for the prior three-year periods while in nonproject areas, hours were 14.0% lower. This project also received considerable publicity which accomplished the objective of a highly visible campaign. The DUI project proved to be a bargain in terms of cost. The total cost was approximately \$481,100 which resulted in an accident reduction of 141 DUI accidents. Based on National Highway Traffic Safety Administration accident cost estimates, these accidents would have cost the people of California approximately \$2,100,000. Therefore, the cost benefit analysis results in an economic savings estimated to be \$1,618,900.

KEYWORDS: *Traffic safety.

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DEPARTMENT OF CALIFORNIA HIGHWAY PATROL

FINAL REPORT ON
DUI REDUCTION MONTH PROJECT
PROJECT NO. 157740

AUGUST 1978

LDA

EXECUTIVE SUMMARY

DUI Reduction Month Project

Project Number 157740

California Highway Patrol

Responsible Officers:

Key personnel involved in the project include:

Executive Management:

Commissioner G. B. Craig

Deputy Commissioner G. W. Clemons

Assistant Commissioner L. F. DeGroff, Chief of
Field Operations

Assistant Commissioner L. E. Sellers, Chief of
Staff

Project Staff:

Project Director - Deputy Chief J. E. Smith,
Planning and Analysis Division

Project Administrative Services - P. G. McCarthy,
Commander, Administrative Services Division

Project Evaluation - R. A. Bieber, Analysis Section

Public Information Campaign Coordinator - K. R. Milton,
Office of Public Affairs

Project Coordinator - K. A. Durkee, Analysis Section

Project Analyst - K. C. Jansma, Analysis Section

The project overtime was concentrated on DUI enforcement and enabled the project Areas to increase DUI arrests during the project period 36% above the average for the prior three-year periods. However, the overtime hours expended were not enough to raise staffing levels in the project Areas to past levels due to declining numbers of Department staff. Total patrol activity hours in project Areas were 5.3% below the average for the prior three-year periods while in nonproject Areas, hours were 14.0% lower. This project also received considerable publicity which accomplished the objective of a highly visible campaign.

The DUI Reduction Month Project proved to be a bargain in terms of cost. The total cost was approximately \$481,100 which resulted in an accident reduction of 141 DUI accidents. Based on National Highway Traffic Safety Administration accident cost estimates, these accidents would have cost the people of California approximately \$2,100,000. Therefore, the cost benefit analysis results in an economic savings estimated to be \$1,618,900.

Recommended Policy/Procedure Changes

As the result of this project, similar projects which combine overtime enforcement and public information and which extend over longer periods of time than just holiday weekends are recommended.

Acknowledgements and Disclaimer

This project is a part of the California Traffic Safety Program and was made possible through the support of the Office of Traffic Safety, State of California, and the National Highway Traffic Safety Administration.

The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the State of California or the National Highway Traffic Safety Administration.

PREFACE

This project is part of the California Traffic Safety Program and was made possible through the support of the Office of Traffic Safety, State of California, and the Federal Highway Administration.

This publication was prepared by K. C. Jansma and K. R. Milton. The opinions, findings, and conclusions expressed are those of the authors and not necessarily those of the State of California, the National Highway Traffic Safety Administration, or the Federal Highway Administration.

PROJECT PERSONNEL

The California Highway Patrol wishes to acknowledge the assistance and support given by the many individuals who participated in planning, operating, and evaluating the DUI Reduction Month Project. Special credit must be given to the participating CHP Areas and Divisions whose enthusiasm and dedication brought about a reduction in accidents during those times that the project was in effect. We are particularly grateful to the following CHP personnel and their staffs for their efforts in this project.

Executive Management:

Commissioner G. B. Craig

Deputy Commissioner G. W. Clemons

Assistant Commissioner L. F. DeGroff, Chief of
Field Operations

Assistant Commissioner L. E. Sellers, Chief of Staff

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I. Introduction:

The National Highway Traffic Safety Administration, through the Office of Traffic Safety, authorized the Department of California Highway Patrol to implement a traffic safety project up to the amount of \$523,995. Through this funding, a project named the Driving Under the Influence (DUI) Reduction Month Project was implemented.

The DUI Reduction Month Project consisted of two operational parts occurring simultaneously in twenty-three CHP Areas during December 1977 and the 1977/78 New Year's holiday period. One part consisted of additional road patrol overtime aimed at the detection and apprehension of drivers under the influence of alcohol. The other part of the project consisted of an intense public information campaign pointing out the gamble involved in drinking and driving. The objective of this project was to reduce accidents caused by the drinking driver in preselected locations of the State.

II. Background:

A. General Characteristics

The California Highway Patrol (CHP) is an operating Department within the Business and Transportation Agency. Its authority and responsibilities are established in the California Vehicle Code. The overall purpose of the Department, as a principal criminal justice agency, is to insure the safe, convenient, and efficient transportation of goods and people. This is accomplished through accident control, congestion relief, traffic law enforcement, and transportation services. The Department has jurisdiction over all State freeways, State highways in unincorporated areas, and the unincorporated county roadway network on matters relating to traffic. Also, the Department has the authority to perform its role on highways in incorporated cities, as well as enforce all suspected felony violations and those misdemeanor violations that are committed in the presence of a member of the Department.

Stated briefly, the California Highway Patrol has the responsibility for providing 24 hour-a-day road patrol every day of the year for over 21 million residents of the State of California and some 15 million vehicles.

B. Streets and Highways

The Department is responsible for approximately 98,000 miles of highway. Of this, 14,300 miles are State highways and 83,700 miles are county roads. In 1977, 110.6 billion miles were driven on CHP patrolled highways. In 1977, there were 2,591 fatal, 65,249 injury, and 112,275 property damage accidents in the CHP's jurisdiction. As a result, 2,945 persons were killed and 100,753 injured.

C. Participating Departments

The California Highway Patrol was the only Department directly involved in this project. Cooperating agencies were the California Department of Transportation (Caltrans); Department of Alcoholic Beverage Control; Office of Alcoholism; and local police agencies.

D. Existing System

Road Patrol Officers are basically assigned to those locations and at times where traffic collisions have occurred and where they are most likely to occur. Emphasis is placed on apprehending the drinking driver. Special shifts and schedule adjustments are used during the month of December, and particularly during the Christmas and New Year's holiday periods, to increase available staffing.

E. Problem

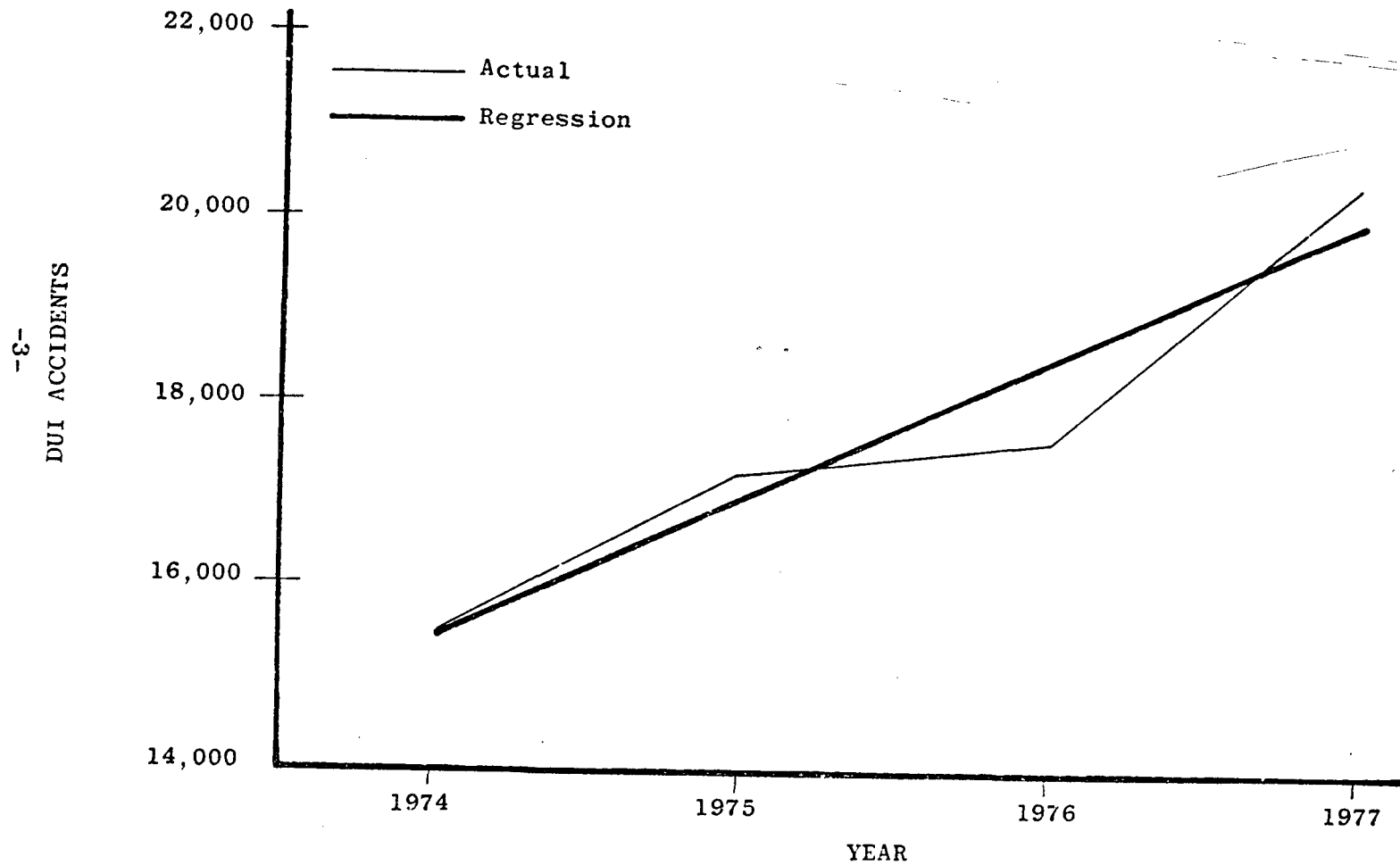
Accidents involving individuals driving while under the influence of alcohol (DUI) are increasing every year. Within the California Highway Patrol's jurisdiction, DUI accidents have increased from 15,477 in 1974 to 17,606 in 1976. Figure 1 illustrates the annual trend and the resulting regression line for DUI caused accidents during the past four years.

DUI caused accidents are traditionally high during the month of December and the New Year's holiday period. During December 1 - January 2 periods, there were 1,691 DUI caused accidents in 1974/75, 1,753 in 1975/76, and 1,962 in 1976/77. With this trend and staffing levels below previous years, over 2,300 DUI accidents were anticipated during the December 1, 1977 - January 2, 1978, period.

F. Attempts to Solve Problem

The California Highway Patrol maintains an aggressive enforcement program aimed at the detection and arrest of drivers who are under the influence. Even greater emphasis

Figure 1: Trend of DUI Accidents Within CHP Jurisdiction
During 1974-77



has been directed toward the Christmas and New Year's holiday periods. Extra staffing has traditionally been obtained for these maximum enforcement periods through scheduling adjustments.

Past overtime programs (HARP, FARE, Christmas and New Year's) have also assisted the Department in meeting the increased demand for DUI enforcement during the holiday periods.

III. Project Objective:

This project's increased public information campaign and increased enforcement effort of 19,500 overtime hours was to reduce DUI caused accidents to 3% less than the number projected for pre-selected areas of the State between December 1, 1977, and January 2, 1978.

IV. Methodology:

A. General

1. Variables used in this project are defined as follows:

- a. DUI accidents include all fatal, injury, and property damage only motor vehicle traffic accidents with a primary collision factor (PCF) of driving under the influence of alcohol or alcohol and drugs (California Vehicle Code Sections 23101 and 23102). All CHP Areas report accidents to the Statewide Integrated Traffic Records System (SWITRS) on the Traffic Collision Report form, CHP 555.
- b. DUI arrests are the number of CHP 215's (Notice to Appear) issued for driving under the influence of alcohol or alcohol and drugs (California Vehicle Code Sections 23101 and 23102) as reported on the Activity Record form, CHP 101.
- c. Patrol activity work hours are total hours for road patrol and support activities as reported by Traffic Officers and Sergeants on the Activity Record form, CHP 101.
- d. Project overtime hours are those overtime hours worked on the project as determined from the claims for overtime payment as reported on the Report of Overtime Worked form, CHP 431.

2. Selection of CHP Areas participating in this project was based on a combination of the following factors:
 - a. A large increase in DUI accidents during December 1976 as compared to previous years;
 - b. A high ratio of DUI accidents to total accidents and low ratios of DUI arrests to total arrests and of DUI arrests to DUI accidents relative to other CHP Areas during past Decembers; and
 - c. Clusters of CHP Areas which would maximize the public information campaign due to geographic location.

The twenty-three CHP Areas selected and the eight clusters formed are shown geographically in Figure 2. Multi-Area clusters were named after a common highway route through the Areas. Two clusters contained only one Area each.

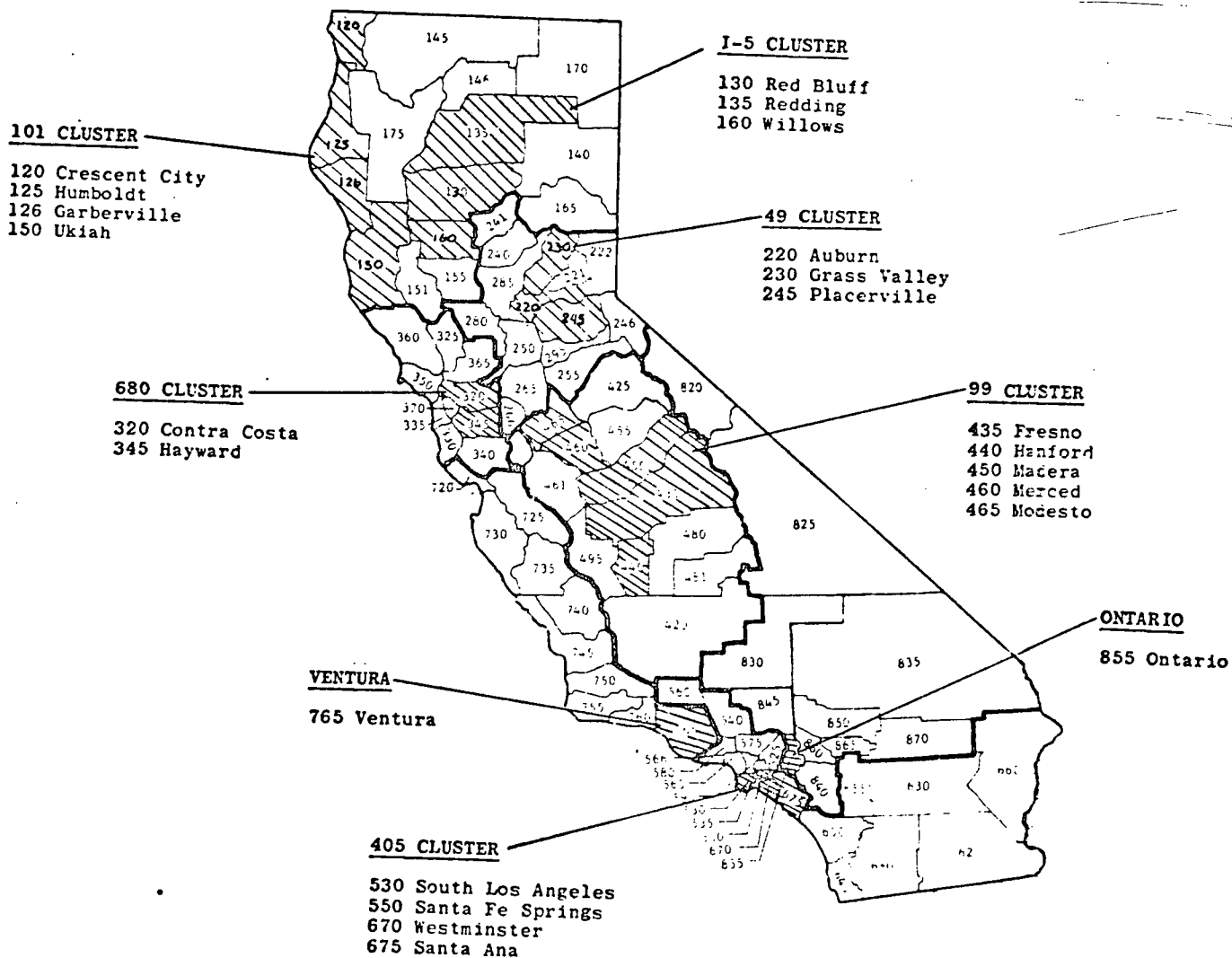
The public information campaign was extended to Stockton Area in mid-November. The Office of Alcoholism contemplated a January campaign in two of the CHP target Areas and felt that the validity of their project hinged on placing their control locality (Stockton) within our cluster framework. By then, many of the various items had been distributed to the 23 Areas, so Stockton Area materials were incomplete. Overtime enforcement hours were not used in Stockton Area. Therefore, this Area will only be included in the public information campaign discussion report.

3. The DUI accident projection and goal for this project were based on past DUI accident data and anticipated decreases in available work hours due to reductions in Traffic Officer staffing. The goal established was a 3% reduction in DUI accidents below the number initially projected for the project Areas during the 12/1/77 - 1/2/78 period. During October 1977, a DUI accident projection of 848 was made based on DUI accident experience in project Areas during the first nine months of 1977 and on the trend over the last five years. This resulted in a goal of 25 fewer DUI accidents than projected, or 823.

Although this projection method was satisfactory for setting the initial project goal, it was based on past occurrences. A more valid comparison of actual to projected accidents should allow for uncontrolled variables, such as unusual weather and traffic conditions,

DUI REDUCTION MONTH PROJECT

Figure 2: Geographic Location of Project Areas and Clusters



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which could occur during the project period. As a result, an improved projection method, using the nonproject Areas as a control group, will be used in evaluating the project.

A five-year trend line, with adjustments for the energy crisis years of 1974 and 1975 and for the Christmas - New Year's accident reduction project last year, resulted in a DUI accident projection of 830 for the project Areas. The 90% confidence interval for this projection was ± 120 , or 950 to 710 DUI accidents. The trend line is shown in Appendix A, Figure A-1.

The same projection method and adjustments resulted in a DUI accident projection of 1,481 for the control Areas (nonproject Areas). This trend line is shown in Appendix A, Figure A-2. The actual number of DUI accidents occurring during the project period in the control Areas was 1,514, or 2.2% above the projection. Presumably, this deviation from the projection in the control Areas was the result of uncontrollable factors not accounted for in the projection. Because the project Areas were distributed throughout the State, these same uncontrollable factors affected the accident potential in the project Areas; and their projection should be adjusted accordingly. Adjusting the projection of 830 up 2.2%, results in a final DUI accident projection for the project of 848. This happens to match the earlier projection but more importantly, gives it credibility.

- B. The public information campaign began the week of November 28, 1977, and continued through the Yew Year's weekend, 1978. The California Highway Patrol typically conducts a December antidrinking driver public information campaign each year. In prior years, each CHP Area developed an individual program, generating resources at its own level. Programs varied widely in intensity and visibility.

Conduct of the 1977 program was predicated on two premises: first, that relative comparability in terms of intensity and visibility was desirable; and second, that since Statewide impact probably could not be achieved with available funds, selected Areas should receive the major campaign emphasis. Accordingly, twenty-three so-called target Areas were chosen where the impact of combined educational/enforcement efforts could be expected to achieve the maximum result. Target Areas were clustered geographically to reinforce the message for drivers who would see or hear the message in their own locale but in neighboring communities, as well.

Most past CHP campaigns have been created at Headquarters with limited input from Field Public Affairs personnel. This project gave highest priority to Field creativity; and most of the speciality materials devised for the campaign were suggested by Field personnel.

The general theme (Drinking and Driving is a Gamble) also was Field generated, and all of the outdoor material (billboards, bus cards) carried this theme.

The general campaign operational premise was multimedia exposure. Thus, items were developed to provide public exposure while on the road (bus cards, billboards, utility vehicle signs, taxi cards), through the news media (radio spots, TV spots, newspaper ads), and through such miscellaneous channels as businesses (posters, envelope inserts) and public meetings (for which a special 10-minute film was developed for presentation by Field Officers as an adjunct to public appearances). Most Field Public Affairs Officers in target Areas scheduled themselves frequently during December before service clubs, school groups, civic groups, and similar organizations to bring a person-to-person type message -- probably the most effective communication available.

As campaign planning evolved, individual Field Officers sought such specialty items as buttons, key rings, matches, napkins, placemats, and cross-highway banners.

The complexities of trying to supply twenty-four Areas, including Stockton, with twenty-four different types of specialty items required some broadening of the basic concept. Thus, one Area's request for a particular item was produced in quantities believed to be sufficient for all twenty-four Areas. Obviously, some Areas then received materials which they had not specifically requested initially; but for the most part, this adjustment was made easily. Individual Area critiques indicated that not all local jurisdictions were comfortable with this procedure, in effect indicating they received certain unwanted items.

The Field suggested a secondary theme which developed into the basis for several specialty items. Thus, some of the material, napkins, matchbooks, and telephone booth posters publicized the mechanism for "getting the drunk off the road".

Several Areas sought and received approval for unique program application. Merced Area created matchbooks and posters advertising a special Christmas - New Year's Eve "take home" program. Ventura Area produced a special passout distributed at a shopping plaza opening. In the 101 cluster (Humboldt, Mendocino, and Del Norte Counties) six local law enforcement agencies and the CHP joined forces for an "Avoid the Seven" campaign which overlaid the basic gambling theme. The intent of the campaign was support of enforcement to reduce DUI accidents.

Each of the twenty-three original target Areas had been assigned an overtime allocation to beef up enforcement; in addition, each was assigned a share of the \$150,000 public affairs budget. The public affairs expenditure allocation was less precise; although some basic material was distributed so that each Area received a minimum of each item, overall usage of any specific item varied depending on need and desire. For example, nearly two million place-mats were distributed; some Areas used only a few thousand while several larger Areas distributed 100,000 or more.

Samples of the types of materials used and the artwork associated with the campaign are shown in Appendix B.

Although there were several problems associated with this part of the project, none adversely affected the overall campaign. Several of the problems are listed below:

1. Even though the Grantor agreed that the campaign could contract for billboard and bus card space (in contrast to obtaining donated space), acquiring billboards in desirable locations and in sufficient numbers proved difficult. Many boards were unavailable; in some localities, no substitutes were available. Later, posting schedules proved to be a problem because some billboard companies had trouble meeting contract posting deadlines.
2. Bus cards were placed in all but the East Bay urban market area because of a strike.
3. Distribution schedules (inevitably, it seems) were delayed and hampered use of materials in the target Areas to some extent.
4. The napkins (which carried a message to call Zenith 12000 to report a drunk driver) raised specific objections of some bar owners when several Field Officers attempted to use bars as a distribution point. The napkins were intended for use by Public Affairs Officers at luncheons and dinner speeches. The resulting publicity probably assisted the campaign because the demand for napkins far exceeded the supply.

5. Highway banners (10 were produced) created some initial resistance with Caltrans, which hesitated to place them over freeways because of the potentially disruptive effect. Caltrans later granted approval at its headquarters level although certain Caltrans district offices still refused to post the banners. Use of the banners in the intended manner, therefore, was not universal.
 6. A similar difficulty arose with the telephone booth placards. The Pacific Telephone and Telegram Company determined that the message was inappropriate for use as CHP envisioned; thus, the placards were diverted to bulletin boards and similar uses.
 7. Cost problems were negligible, but contractual problems were significant because of the time required to complete the tedious processing of contracts. An alert CHP Accounting Unit consistently overcame what appeared to be insurmountable delays by carefully shepherding contracts through the processing procedure.
- C. The 19,500 overtime hours for the enforcement part of this project were used during the period from 0001 hours, December 1, 1977, to 2400 hours, January 2, 1978. The Operational Plan for this part of the project is included as Appendix C.

The approximately 19,500 available overtime hours were allocated to the Areas in each cluster in proportion to the number of Traffic Officers in each Area and the Area's ability to expend the hours. Area Commanders were responsible for deploying against the drinking driver and DUI accidents at times and at locations commensurate with their existing DUI problems.

Weekly reports from project Areas indicated the only problems associated with deployment were caused by weather conditions. Intermittent, light to heavy fog and rain were reported to have adversely affected patrol efficiency and mileage in the 680 Cluster (East Bay), the 99 Cluster (Central Valley), and the clusters in the southern part of the State.

V. Results and Discussion:

A. Overall Project Results

The combined public information campaign and overtime enforcement was successful in reducing DUI accidents. During the project, 707 DUI accidents occurred in the project Areas compared to the 848 that had been projected. This results in a reduction of 141 DUI accidents, well below the goal

of a reduction of 25. These 707 DUI accidents were significantly lower than the number projected. Using the lower five-year trend line projection of 830, the 707 DUI accidents lie below the lower 90% confidence interval of 710, thus making the change from expected significant.

Statewide, as shown in Figure 3, there were 10 percent more DUI accidents during the 1977/78 holiday season than in the past year. Further inspection shows an 8 percent increase in DUI accidents in city jurisdictions and a 13 percent increase in CHP jurisdiction. Within the CHP, DUI accidents declined in the project Areas, with nonproject Areas showing a large increase.

Figure 3: Comparison of DUI Accidents by Location

Location	Project Period 12/1 - 1/2		Percent Change
	1976/77	1977/78	
Statewide	4940	5452	+10.4%
Cities	2978	3231	+ 8.5%
CHP	1962	2221	+13.2%
Project Areas	723	707	- 2.2%
Nonproject Areas	1239	1514	+22.2%

A comparison between the project Areas and nonproject Areas, Figure 4, shows the impact of the program on DUI accidents, DUI arrests, and patrol activity work hours. DUI accidents in the project Areas were 16 percent greater than the previous three-year average while in the nonproject Areas they were 27 percent greater. The project overtime hours, which allowed a concentrated effort on DUI enforcement, enabled the project Areas to increase DUI arrests substantially over the previous three-year average. This was accomplished even though total patrol activity work hours in the project Areas declined from the previous three-year average due to reductions in Departmental staffing, Statewide. The nonproject Areas had a decline in DUI arrests and a large decline in patrol activity work hours.

Figure 4: Comparison Between Project and Nonproject Areas
for 12/1 - 1/2 Periods, 1974/75 - 1977/78

DUI Accidents			
	<u>Previous Three- Year Average</u>	<u>Project Period</u>	<u>Change</u>
Project Areas	611	707	+15.7%
Nonproject Areas	1191	1514	+27.2%

DUI Arrests			
	<u>Previous Three- Year Average</u>	<u>Project Period</u>	<u>Change</u>
Project Areas	3619	4933	+36.3%
Nonproject Areas	8938	8660	- 3.1%

Patrol Activity Work Hours			
	<u>Previous Three- Year Average</u>	<u>Project Period</u>	<u>Change</u>
Project Areas	195,018	184,778	- 5.3%
Nonproject Areas	506,195	435,552	-14.0%

The DUI Reduction Month Project proved to be a bargain in terms of cost. The total cost of this project was approximately \$481,100. As stated previously, this project resulted in an accident reduction of 141 DUI accidents. It is estimated that if these accidents would have occurred they would have cost the people of California approximately \$2,100,000. Therefore, the economic savings resulting from this project is estimated to be \$1,618,900. The itemized costs for the project and the method of computing the societal cost of accidents is shown in Appendix D.

B. Public Information Campaign Results

The total costs of the public information campaign included \$134,424 for campaign items and \$3,894 for 312.5 overtime hours for Public Affairs Officers. An itemized cost for various types of campaign materials is shown in Appendix D. During the campaign, this project received considerable publicity in participating CHP Areas. A total of 549 presentations were given by Area personnel, 167 local news releases were issued, and 201 radio news items and 38 TV news interviews were produced locally. A ten-minute film made for

the project was shown 306 times, and short TV spots made by entertainment celebrities were shown numerous times. Approximately 175 billboards, 10 highway banners, and several hundred bus cards displayed the "Drinking and Driving is a Gamble - You Lose!" campaign theme; and many speciality items, such as posters, matchbooks, placemats, napkins, key rings, and buttons were distributed. Several hundred businesses, media, and civil groups participated in the distribution of these items.

A questionnaire completed by Public Affairs Officers in the project Areas measured the effectiveness of the campaign and the public reaction and business response to the campaign and the different types of campaign materials. A copy of the questionnaire followed by a summary of the results are shown in Appendix E. The overall Area judgment of the effectiveness, public reaction, and business response to the various specialty items revealed relatively high marks for all but napkins and buttons. The controversy over napkins probably accounts for their unfavorable rating.

The buttons (produced in very limited numbers) created some misunderstanding. Carrying the message "I'm the Driver", they were to be used by the Public Affairs Officers at club meetings to remind recipients that as the driver, they should be cautious about alcoholic intake.

Figure 5 shows the relative intensity of the public information campaign in the clusters in terms of the cost per 1,000 population. The estimated cost of the campaign for each cluster was based on the distribution of common campaign materials to the clusters and the overtime hours expended by Public Affairs Officers. The figures do not take into account the value of locally generated support, nor the time donated by radio and TV in airing public service announcements.

Figure 5: Relative Intensity of
Public Information Campaign

<u>Cluster</u>	<u>Estimated Cost</u>	<u>1977 Population</u>	<u>Estimated Cost Per 1,000 Population</u>
101 Cluster	\$ 16,630	177,871	\$93
I-5 Cluster	9,547	153,500	62
49 Cluster	14,115	165,241	85
680 Cluster	16,405	1,038,660	16
99 Cluster	27,981	884,140	32
405 Cluster	37,192	3,909,739	10
Ventura	5,420	467,900	12
Ontario	8,340	353,484	24
Stockton	2,688	279,731	10
Total	\$238,318	7,430,256	\$19

The distribution of campaign materials and the cost of campaign were higher in urban locations such as the 680 and 405 clusters, Ventura and Ontario, than in the other clusters which are predominately rural. However, as shown in Figure 3, because of the large population density in the urban clusters, the intensity of the campaign was lower than in the rural clusters. In spite of this, it was felt that the objective of obtaining high visibility in all the project Areas was achieved.

Part of the public information campaign advised the use of Zenith 12000 by the public to report suspected drunk drivers. As previously discussed, some bar owners objected to cocktail napkins with this message. Because the intent of this element was essentially no different than from previous years, no measure of its impact was planned. Due to the controversy, however, an attempt was made to determine the effect of this element of the campaign.

The total number of Zenith 12000 calls received by dispatch centers with one or more project Areas was compared with those of dispatch centers without project Areas. Data for all dispatch centers were not available, and many dispatch centers served both project and nonproject Areas. However, it was expected that with the added publicity, dispatch centers with project Areas would have larger increases in total Zenith 12000 calls than would dispatches without project Areas.

This did not occur. Dispatches with project Areas had 19% more Zenith 12000 calls during December 1977 than during December 1976 (7,987 calls vs. 6,694 calls). Dispatches without project Areas had 42% more Zenith 12000 calls during December 1977 than during December 1976 (6,457 calls vs. 4,558 calls). These results appear inconclusive probably due to the effects of uncontrollable factors, such as bad weather conditions and Statewide publicity of the cocktail napkin controversy.

An attempt was also made to determine how many Zenith 12000 calls were received reporting suspected drunk drivers. During the period of 12/23/77 to 1/2/78, 562 Zenith 12000 calls reporting suspected drunk drivers were received by dispatches having at least one project Area. It is not possible to determine how many of these calls resulted in DUI arrests. Nine DUI arrests resulting from "Be on Lookout" radio broadcasts were counted in the project Areas during that same time period. It is unknown, however, whether the "Be on Lookout" radio broadcasts resulted from Zenith 12000 calls, local calls, or police and sheriff notifications.

Because of the coordination problems associated with the highway banners, the California Department of Transportation viewed their use as a test program. As a result, their effectiveness was evaluated. Ten banners were produced, but only five were used over highways as intended. Of the remainder, one was posted over a minor county road and four were displayed in off-highway locations such as the El Toro U.S. Marine Base Gate and on sides of buildings. The locations over highways were:

1. Highway 299, westbound, at Bank Road overcrossing, Humboldt (Humboldt CHP Area).
2. U.S. 101, southbound, at Seventh Street overcrossing, Arcata (Humboldt CHP Area).
3. U.S. 50, eastbound, at pedestrian overcrossing east of Spring Street, Placerville (Placerville CHP Area).
4. Nimitz Freeway (Highway 17), northbound, at Washington Avenue sign (Jayward CHP Area).
5. Highway 99, southbound, at Olive Avenue overcrossing, Fresno (Fresno CHP Area).

Based on average daily traffic on these highways, it is estimated that 200,000 - 250,000 motorists saw these highway banners daily. Because these routes are major routes through the four CHIP Areas involved, the effects of the banners were considered to impact on total DUI accidents in these Areas. In the four project Areas using highway banners, 153 DUI accidents occurred during the 12/1/77 - 1/2/78 period as compared to 192 during the same period the previous year. This represents a 20.3% decrease. In project Areas not using highway banners, 554 DUI accidents occurred during the project period as compared to 531 the previous year, a 4.3% increase. The enforcement in these two groups of project Areas was similar when compared to past years. These results would indicate that the highway banners, as a part of the total public information campaign, had a favorable impact on DUI accidents.

C. Overtime Enforcement Results

A total of 19,534.5 overtime hours was expended on enforcement related activities. Although this represents a large number of hours, it was not enough to supplement decreasing staffing levels. Total patrol activity work hours in project Areas during the project period were 5.3% below the average for the prior three-year periods. Patrol activity work hours were greater than the average over the past three-year periods in only 3 clusters and less than average in 5 clusters. Figure 6 shows this relationship for each cluster. A more detailed figure showing patrol activity work hours for each of the previous three-year periods and the project period, and also overtime hours expended in each cluster is included in Appendix F, Figure F-1.

Figure 6: Change in Patrol Activity Work Hours by Cluster

<u>Cluster</u>	<u>Past Three-Year Average</u>	<u>Project Period</u>	<u>Percent Change</u>
101 Cluster	13,058	13,225	+ 1.3%
I-5 Cluster	12,197	11,170	- 8.4%
49 Cluster	11,659	11,784	+ 1.1%
680 Cluster	33,674	33,070	- 1.8%
99 Cluster	35,497	33,056	- 6.9%
405 Cluster	66,265	60,674	- 8.6%
Ventura	12,951	13,659	+ 5.5%
Ontario	9,617	8,140	-15.4%
TOTAL	195,018	184,778	- 5.3%

Although patrol activity work hours declined in 5 clusters, the overtime hours, stressing DUI enforcement, allowed 7 out of the 8 clusters to increase DUI arrests. In the project Areas 1,154 DUI arrests were made during overtime, and total DUI arrests were 36.3% above the average for the prior three-year periods. Figure 7 shows the change in DUI arrests for the project period as compared to the average for the prior three-year periods for each cluster. Again, a more detailed figure which includes DUI arrests during overtime for each cluster is included in Appendix F, Figure F-2.

Figure 7: Change in DUI Arrests by Cluster

<u>Cluster</u>	<u>Past Three-Year Average</u>	<u>Project Period</u>	<u>Percent Change</u>
101 Cluster	129	194	+50.4%
I-5 Cluster	138	130	- 5.3%
49 Cluster	88	119	+35.2%
680 Cluster	613	836	+36.4%
99 Cluster	716	1,072	+49.7%
405 Cluster	1,552	2,018	+30.0%
Ventura	219	369	+68.5%
Ontario	164	195	+18.9%
TOTAL	3,619	4,933	+36.3%

D. DUI Accident Results

As previously mentioned, the overall project was successful in meeting and actually surpassing the goal. The goal established for this project was a 3% reduction in DUI accidents below the number projected for all project Areas collectively. Therefore, that was the only official projection made for the project. Projections were made for each cluster, however, to allow Areas or clusters to establish operational goals for their DUI accident reductions.

The DUI accident projections for each cluster, the actual number occurring, and the percentage difference are shown in Figure 8. A more detailed figure showing DUI accidents by cluster for the project period and prior years is included in Appendix F, Figure F-3.

Figure 8: Change in DUI Accidents by Cluster

<u>Cluster</u>	<u>Projected</u>	<u>Actual</u>	<u>Percent Change</u>
101 Cluster	50	39	-22.0%
I-5 Cluster	42	29	-31.0%
49 Cluster	47	31	-34.0%
680 Cluster	176	124	-29.5%
99 Cluster	168	140	-16.7%
405 Cluster	300	254	-15.3%
Ventura	43	51	+18.6%
Ontario	22	39	+77.3%
TOTAL	848	707	-16.6%

Except for the two single Area clusters, all project Areas showed a reduction in DUI accidents from those projected. These two single Area clusters were also the only clusters which had more DUI accidents during the project period than during the same period last year. This supports the concept of a cumulative effect of project efforts in those clusters comprised of several Areas.

E. Summary of Project Results

Figure 9 summarizes the project results previously discussed. The effects of additional enforcement cannot be separated from those of intensified public information. The overtime enforcement and the public information campaign complimented each other.

Attempts to compare the number of DUI accidents on beats with additional enforcement with those on beats without additional enforcement was inconclusive. An analysis of the results in Stockton Area, which had only the public information campaign, proved invalid because with regular staffing levels, Stockton Area increased DUI arrests (enforcement) 31% above normal for the period.

Figure 9: Summary of Project Results

Cluster	Change in Patrol Activity Hours	Change in DUI Arrests	Estimated Public Information Campaign Cost per 1,000 Pop.	Change in DUI Accidents
101 Cluster	+ 1.3%	+50.4%	\$93	-22.0%
I-5 Cluster	- 8.4%	- 5.8%	62	-31.0%
49 Cluster	+ 1.1%	+35.2%	85	-34.0%
680 Cluster	- 1.8%	+36.4%	16	-29.5%
99 Cluster	- 6.9%	+49.7%	32	-16.7%
405 Cluster	- 8.6%	+30.0%	10	-15.3%
Ventura	+ 5.5%	+68.5%	12	+18.6%
Ontario	-15.4%	+18.9%	24	+77.3%
TOTAL	- 5.3%	+36.3%	\$19	-16.6%

F. Comparison with Past Projects

Figure 10 summarizes past federally funded overtime enforcement projects that included December periods. Because of different objectives and evaluation measures, no direct comparisons between projects can be made. In general, this DUI Reduction Month Project appears to have been one of the more successful projects.

This project differed from previous projects in several ways:

1. The operational length of the project:

The overtime enforcement was operational during the whole month of December and the first two days of January. The longest previous project was half that length while most have been selected weekends.

2. The combination of the overtime enforcement and the public information campaign:

Previous projects have had some public information associated with them, but none have had the intensity and uniformity of this project.

DUI REDUCTION MONTH PROJECT

Figure 10: Past Federally Funded Overtime Enforcement Projects

Name & Site	Project Period	\$ Amount	OT Hours	Results
HARP (Statewide)	12/15/72 - 1/2/73	\$749,568	65,181	<u>Total Accid.</u> 11.6% below previous <u>3-yr. average</u> <u>Total Arrests</u> 45.3% above previous year
FARE (Selected Areas)	8/30/73 - 9/5/73 11/27/73 - 11/27/73 12/21/73 - 12/22/73 12/28/73 - 12/29/73	\$445,158	31,993	<u>Fatal Accid.</u> 25.7% below previous <u>3-yr. average</u> <u>Total Arrests</u> 10.4% above 1972 periods <u>DUI Arrests</u> 47.4% above 1972 periods <u>Hours</u> About 15% above previous <u>3-yr. average</u>
Christmas - New Year (Selected Areas)	12/24/76 - 12/26/76 12/31/76 - 1/2/77	\$200,000	11,800	<u>DUI Accid.</u> 14% above projection <u>DUI Arrests</u> 60% above previous <u>2-yr. average</u> <u>Hours</u> 8% over previous 2-yr. average

VI. Implementation

The results of this project indicated that combined overtime enforcement and public information campaign efforts can be effective. It is anticipated that future efforts of this Department will make use of this type of combined effort. Budget constraints may preclude the use of Departmental funds for a heavy overtime and public information saturation during all high accident potential periods, but other funding sources may be sought.

VII. Documentation

The only document developed specifically for this project was the Public Affairs Officer Questionnaire, Appendix E. A copy of the Traffic Safety Project Agreement is Appendix G.

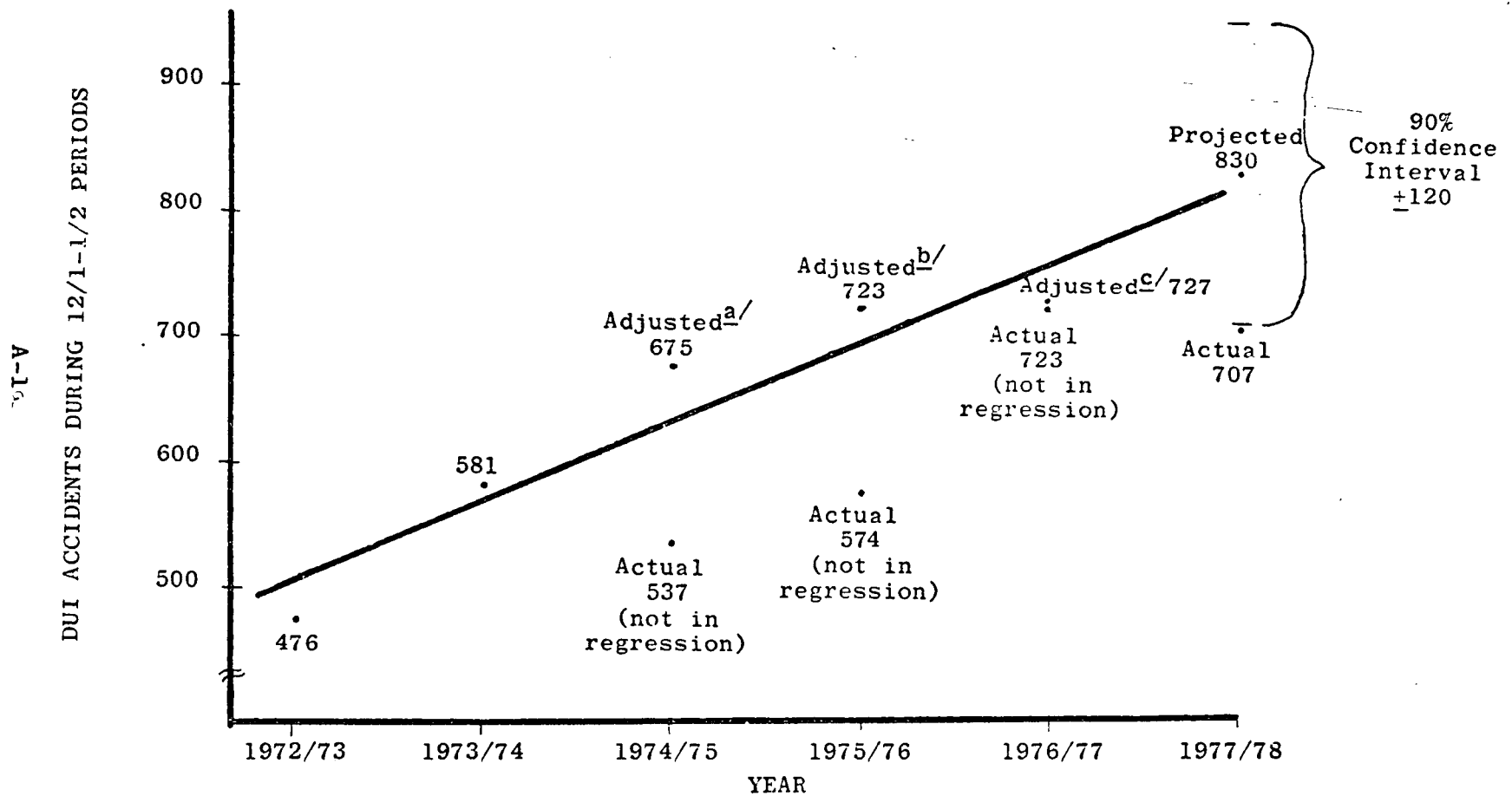
APPENDIX A

DUI ACCIDENT TREND LINES FOR
PROJECT AND NONPROJECT AREAS

Appendix A

DUI REDUCTION MONTH PROJECT

Figure A-1: DUI Accident Trend in Project Areas
During 12/1-1/2 Periods From 1972/73-1977/78



a/ 1974/75 adjusted using "1974: A Year of Accident Change" study where total accidents 20.4% below expected

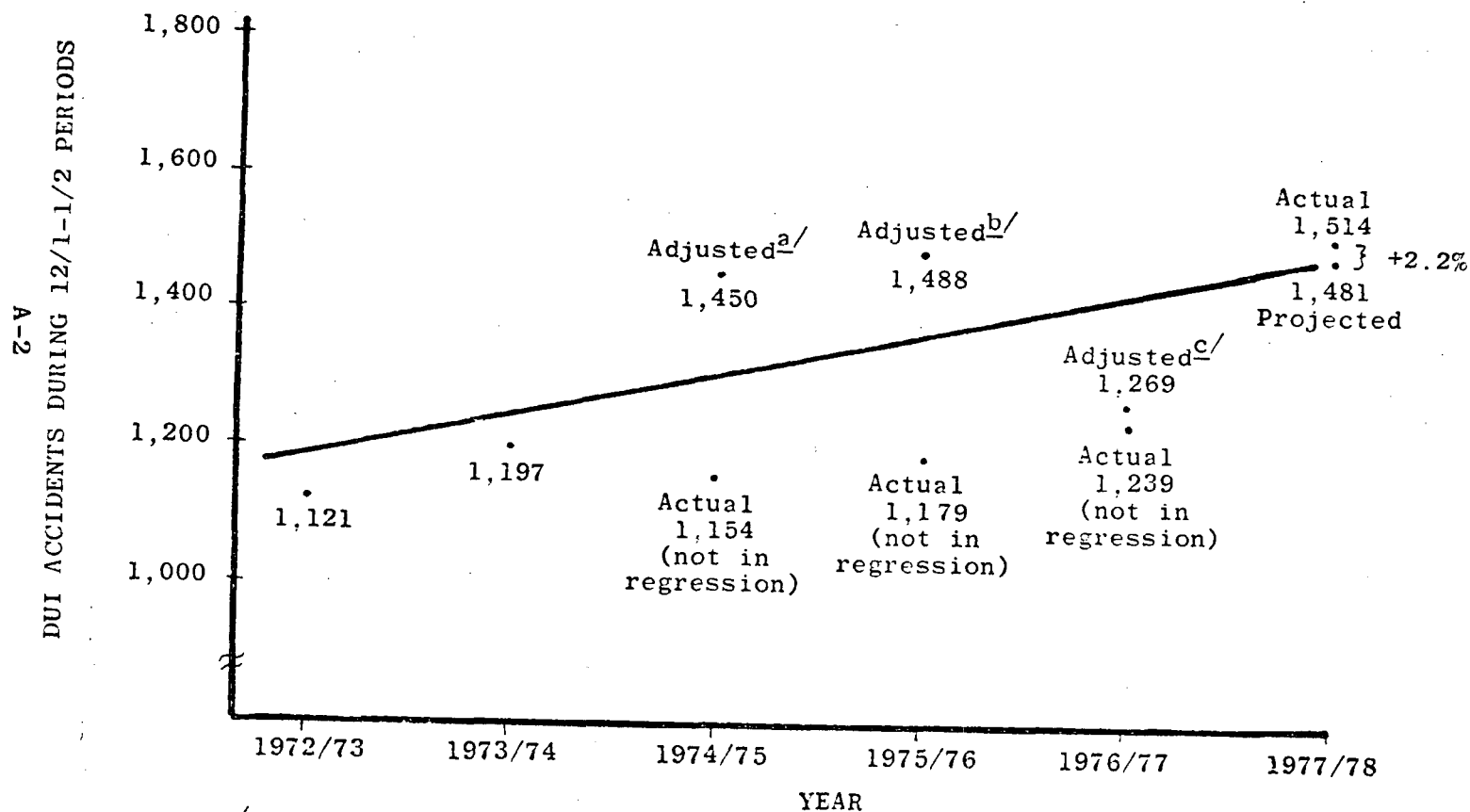
b/ 1975/76 adjusted using the actual percentage increase from 1974/75-1975/76 (+7.1%)

c/ 1976/77 adjusted for effect of the Christmas - New Year's project (+4 accidents)

Appendix A

DUI REDUCTION MONTH PROJECT

Figure A-2: DUI Accident Trend in Nonproject Areas
During 12/1-1/2 Periods From 1972/73-1977/78



a/ 1974/75 adjusted using "1974: A Year of Accident Change" study where total accidents 20.4% below expected

b/ 1975/76 adjusted using the actual percentage increase from 1974/75-1975/76 (+2.6%)

c/ 1976/77 adjusted for effect of the Christmas - New Year's project (+30 accidents)

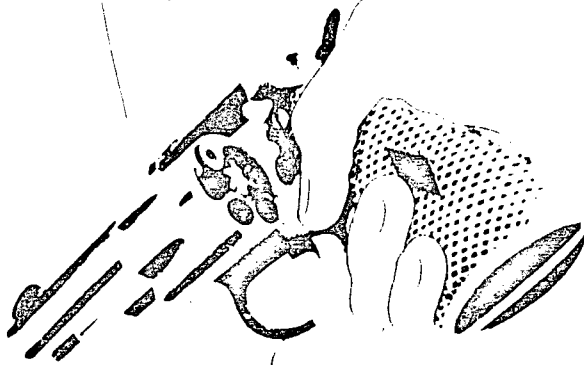
APPENDIX B

SAMPLE OF PUBLIC INFORMATION CAMPAIGN
MATERIALS AND ARTWORK

B-1

Appendix B - DUI Reduction Month Project

Don't play Russian Roulette
this Holiday Season



**DRINKING AND DRIVING
IS A GAMBLE!**

1 out of every 7 fatalities or serious injuries on the road are alcohol related.
Statistically, the odds are against you if you drink and drive during the
holidays. And a season of peace, joy, and love can be turned
into one of pain, anguish, and death.

Don't gamble with your life, the lives of loved ones or total strangers.
In games of chance, someone has to lose.





**PARTY
TOO
HARD?**

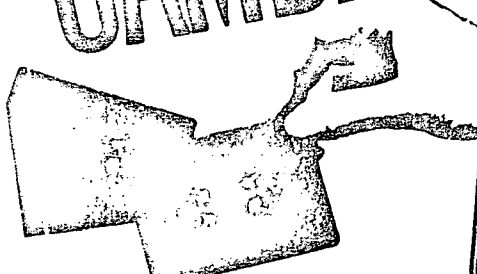
FOR A SAFE RIDE
HOME CHRISTMAS EVE
OR NEW YEARS EVE

**CALL
723-SAFE**

IN THE MERCED, ATWATER, AND WINTON AREA

**DRINKING
AND
DRIVING IS A...**

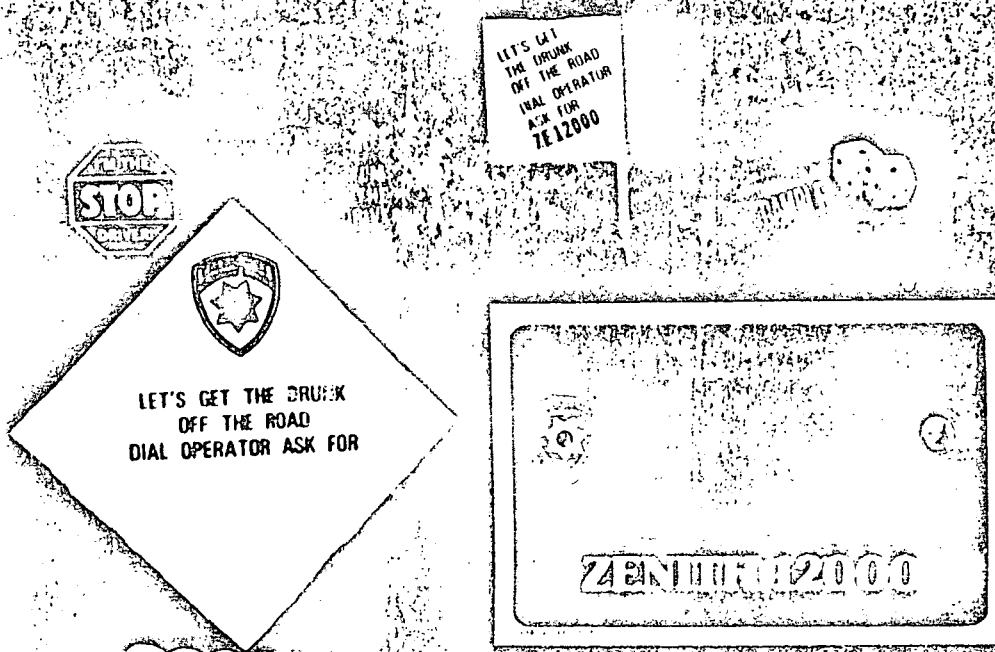
GAMBLE



**YOU
LOSE!**

4 COUNTY POLICE CHIEFS ASSOCIATION

Appendix B - DUI Reduction Month Project



Happy Driving

... Hope your travel is proving enjoyable. A safe trip is always a happier one, and you'll be safer if you avoid the problems illustrated below in case form. If you don't do it five, you're really smart... driving should be a pleasure.

1. DRIVING DRUNK
2. DRIVING TOO FAST
3. DRIVING TOO SLOW
4. DRIVING TOO CLOSE
5. DRIVING TOO FAR
6. DRIVING TOO CLOSE TO THE CURB

7. DRIVING TOO CLOSE TO THE CENTER LINE
8. DRIVING TOO CLOSE TO THE SIDEWALK
9. DRIVING TOO CLOSE TO THE ROAD
10. DRIVING TOO CLOSE TO THE OTHER SIDE OF THE ROAD

DRINKING AND DRIVING IS A GAMBLE
CALIFORNIA HIGHWAY PATROL
YOU LOSE

APPENDIX C

OVERTIME ENFORCEMENT OPERATIONAL PLAN

CALIFORNIA HIGHWAY PATROL

DUI REDUCTION MONTH PROJECT
OPERATIONAL PLAN

NOVEMBER 1977

C-1a

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DUI REDUCTION MONTH PROJECT
OPERATIONAL PLAN

I. BACKGROUND

The Office of Traffic Safety has provided this Department with a grant designed to reduce the number of total accidents caused by the drinking driver in selected CHP Areas during the period from 12/1/77 to 1/2/78. This project is entitled "Driving Under the Influence (DUI) Reduction Month - December 1977" or simply "DUI Reduction Month."

This project includes a special public information campaign, along with increased DUI enforcement through road patrol overtime. This document describes the operational plan for the enforcement part of DUI Reduction Month. Headquarters Public Affairs Office (PAO) has coordinated the planning and operation of the public affairs campaign with involved Area and Division Public Affairs Officers. However, the reporting procedures to be used by Public Affairs Officers when reporting project overtime and related expenses is included as Section X.

II. PURPOSE

- A. To conduct an intensive public information campaign in selected CHP Areas, emphasizing the gamble involved in driving after drinking.
- B. To supplement normal deployment in selected CHP Areas through approximately 19,500 hours of overtime in order to increase enforcement against the drinking driver.

III. OBJECTIVE

To reduce total accidents with the primary collision factor of driving while under the influence during the 12/1/77 - 1/2/78 period in preselected locations of the State from those projected by 3% through public information and increased enforcement.

IV. PARTICIPATING AREAS

Twenty-three CHP Areas were selected to participate in this project, based on their December 1976 DUI accident experience. In order to maximize the effectiveness of the public affairs campaign, Areas were also selected in clusters. The eight clusters which resulted are shown below. Multi-Area clusters were named after a common highway route through the Areas. For the purpose of this project, these clusters will be referred to as DUI clusters with the Areas referred to as DUI Areas.

Cluster

CHP Areas

- 101 Cluster: Humboldt, Crescent City, Garberville, Ukiah.
- I-5 Cluster: Redding, Red Bluff, Willows.
- 49 Cluster: Auburn, Grass Valley, Placerville.
- 680 Cluster: Contra Costa, Hayward.
- 99 Cluster: Fresno, Hanford, Madera, Merced, Modesto.
- 405 Cluster: Santa Fe Springs, South Los Angeles, Westminster, Santa Ana.
- Ventura: Ventura Area.
- Ontario: Ontario Area.

V. PROJECT PERIOD

- A. The public affairs campaign will begin the week of November 28, 1977, and continue through the New Year's weekend, 1978.
- B. The enforcement phase of the project will begin 0001 hours, December 1, 1977, and continue through 2400 hours, January 2, 1978. The specific dates and times of the enforcement within each Area will be determined by participating Areas and Divisions.
- C. The termination date of the grant is March 31, 1978.

VI. DUI ACCIDENT PROJECTIONS AND GOALS

A. Project Projection and Goal

A projection for the number of total accidents with driving while under the influence (23101 or 23102 CVC) as the primary collision factor for the 12/1/77 - 1/2/78 period was made for this project. To obtain the projections, the number of DUI accidents occurring in all DUI clusters during the 12/1/76 - 1/2/77 period last year were adjusted according to the percentage change in DUI accidents for the January - September period this year as compared to the January - September period last year. The percent change in DUI accidents during January - September was 16.7% over last year. Adjusting the number of accidents during the 12/1/76 - 1/2/77 period last year (727) by this percent change (+16.7%) results in a DUI accident projection for this project of 848.

This projection was verified by using a straight-line trend of DUI accidents occurring during the 12/1 - 1/2 period from 1972 - 1976. This trend line resulted in a projection of 830, which is within 2% of the 848 projection. The 848 projection was used because it was based on the more recent data.

An overall goal was set at a 3% reduction below the number projected. This results in a goal of 25 fewer DUI accidents than projected, or 823.

B. Cluster Projections and Goals

A 3% reduction in DUI accidents is the only goal established for this project. Areas or clusters may also establish operational goals for their DUI accident reductions. The DUI accident projections for each cluster are shown below. These projections were obtained by adjusting the number of accidents occurring in each cluster during the 12/1/76 - 1/2/77 period by the overall percent change (+16.7%) as described above.

<u>Cluster</u>	<u>Projected DUI Accidents 12/1/77 - 1/2/78</u>
101 Cluster	50
I-5 Cluster	42
49 Cluster	47
680 Cluster	176
99 Cluster	168
405 Cluster	300
Ventura	43
Ontario	<u>22</u>
TOTAL	848

VII. FUNDING

A. Total Funds Available	\$523,995.
B. Deductible Costs	
1. Indirect Costs	\$ 50,082.
2. Direct Costs	
(a) 320,000 patrol vehicle miles @ 19¢/mile	\$ 60,800.
(b) Public affairs campaign	\$148,995.
3. Travel Expense (overtime meals and mileage)	\$ 11,180.
4. Personnel Expenses	
(a) 19,500 hours road patrol overtime @ \$12.46/hour	\$242,970.
(b) 300 hours court overtime @ \$12.46/hour	\$ 3,738.
(c) 500 hours overtime for Public Affairs Officers @ \$12.46/hour	\$ 6,230.
C. Allocation of Overtime Hours	
1. Road Patrol Overtime	

The allocation of road patrol overtime hours is shown below. For Areas in Northern Division and also Westminster Area, overtime hours were based on approximately sixteen overtime hours per road patrol Traffic Officer. For all other Areas, overtime hours were calculated by taking approximately 10% of the Area's monthly total hour average during 1976. The number of overtime hours allocated to each cluster is fixed. Overtime hours shown for each Area are guidelines. Adjustments of hours among Areas within a cluster can be made, based on available resources and coordination among the Areas and Divisions involved.

<u>Clusters and Areas</u>	<u>Road Patrol Overtime Hours</u>
<u>101 Cluster</u>	
Humboldt (125)	405
Crescent City (120)	180
Garberville (126)	130
Ukiah (150)	375
TOTAL	1,090
<u>I-5 Cluster</u>	
Red Bluff (130)	270
Redding (135)	510
Willows (160)	150
TOTAL	930
<u>49 Cluster</u>	
Auburn (220)	500
Grass Valley (230)	215
Placerville (245)	495
TOTAL	1,210
<u>680 Cluster</u>	
Contra Costa (320)	1,600
Hayward (345)	1,920
TOTAL	3,520
<u>99 Cluster</u>	
Fresno (435)	1,415
Hanford (440)	295
Madera (450)	460
Merced (460)	690
Modesto (465)	805
TOTAL	3,665
<u>405 Cluster</u>	
Santa Fe Springs (550)	1,395
South Los Angeles (530)	1,880
Westminster (670)	940
Santa Ana (675)	2,440
TOTAL	6,655
<u>Ventura</u>	
Ventura (765)	1,430
<u>Ontario</u>	
Ontario (855)	1,000
TOTAL ROAD PATROL OVERTIME HOURS	19,500

2. Public Affairs Overtime

Headquarters PAO has coordinated the allocation of 500 hours of overtime for Public Affairs Officers in involved Areas.

VIII. OPERATIONAL IMPLEMENTATION

A. Deployment

1. Uniformed employees will be deployed against the drinking driver and driving while under the influence caused accidents at times and on beats commensurate with existing problems in each Area. This deployment will be in addition to normal deployment on Area selected DUI problem beats. Attached to each Area's copy of this plan are DUI accident data by beat and day of week for the 12/1/76 - 1/2/77 period and the 1/1/77 - 8/31/77 period to assist Area Commanders in selecting problem beats.
2. Road patrol overtime hours are to be assigned only to road patrol enforcement duties. Court overtime, as a result of arrests made during road patrol overtime, will be charged to a separate reserve of hours not allocated to Areas. Public Affairs overtime use has been described by Headquarters PAO to participating Area and Division Public Affairs Officers.
3. Uniformed personnel should not be assigned to work road patrol overtime in increments of less than two hours or in excess of eight hours. Officers shall not be scheduled combined shifts in excess of 12 hours (regular shift plus overtime hours). Commanders should consider fatigue and other factors which might affect an Officer's ability to function efficiently and safely.
4. The Areas involved in this project will develop plans for deploying the road patrol overtime to maximize the reduction in driving while under the influence caused accidents. These plans should be forwarded to the Analysis Section. The plans should indicate the total amount of overtime hours to be used, the beats and days of the overtime deployment, and the project coordinator or contact. (The beats and days can be described generally, such as Beat 23 on Fridays and Saturdays and Friday - Monday on the Christmas and New Year's weekends).
5. Area Commanders will forward brief weekly reports via teleprinter to Analysis Section. These reports will describe any unusual occurrences which might have an impact on the execution of this operational plan or which might have an impact on the project objective (DUI Accident Reduction). Examples would include a change in

deployment plan, unusual accident-causing weather conditions, or an accident involving many fatalities or injuries. Negative reporting is required.

B. Personnel

1. So long as their use is limited to this project, uniformed personnel, other than road patrol Officers, may be considered for road patrol overtime deployment. This option should be dependent on the need of the Area.
2. Uniformed personnel from other Areas may be considered for road patrol overtime deployment at the discretion of the Commanders involved. Where possible, the Officers from outside the Area will be familiarized with the characteristics of the assigned beats and/or will be assigned to work with someone who is familiar with the beats.
3. The number of Officers assigned to a patrol unit shall be in conformance with General Order 100.51.
4. This project does not provide for paid overtime to clerical or ASM personnel. Their schedules may have to be adjusted to accommodate the increased workload caused by the overtime deployment. Area Commanders may authorize "regular" Departmental overtime if necessary to complete the required work. Such overtime shall not be charged to this project and should be handled through normal procedures.

IX. REPORTING OF ROAD PATROL OVERTIME AND ASSOCIATED EXPENSE (This section applies to road patrol related activities only)

A. Daily Activity Record (CHP 101)

A separate CHP Form 101 shall be completed each time project overtime is worked. This includes completing a separate 101 for project overtime worked prior to or after a regular shift, as well as full shifts totally on project overtime. Identify these 101's by writing "DUI" in the margin above the I.D. box on each page. With the exception of the two procedures described in (1) and (2) below, the DUI 101's will be completed in the same way as regular 101's.

1. Partner assist time should be treated similarly to patrol time in that a total is desired for each beat worked. Like patrol time, this total should not include time spent doing activities which were already noted with line entries.
2. If an Officer works in an Area other than where he is permanently assigned, Beat 904 should not be used to

report the location of individual activities. Instead, the actual Area and beats where the activity took place should be recorded in the "AREA" and "BEAT" columns under the "ACTIVITY LOCATION" heading.

NOTE: As usual, the permanently assigned Area of an Officer should be entered in the "PERM. ASGM." box on the top line of the 101.

3. DUI 101's can be batched and transmitted to the Data Processing Section at Headquarters, along with the regular 101's.

B. Notice to Appear (CHP 215)

Write "DUI" in the "Special" box of all 215's issued during DUI project overtime. This will facilitate the charging of court overtime resulting from the DUI Reduction Month project.

C. Report of Overtime Worked (CHP 431)

The reporting of DUI Reduction Month overtime will be done on the old (revision date of 12/76) or the recently revised 431 (6/77). The revised Form 431 is still yellow, and the only major difference is that the special information for Federal grants has been moved to the front side of the form. The following instructions are for the recently revised 431, and they should be adequate for the older 431 (12/76) except as noted.

The reporting of DUI Reduction Month overtime shall be in accordance with HPM 10.3, the Personnel Transactions Manual, with the following exceptions and/or additions.

1. Only paid overtime will be allowed.
2. The original copy of the Form 431's shall be batched in I.D. order and transmitted to Accounting Section, Headquarters, on a monthly basis. The 431's must be received no later than the fifteenth calendar day of the following month. All 431's related to DUI Reduction Month must be received by April 15, 1978.

Do not staple these forms.

3. The following are details to be noted when filling out the 431.
 - a. Generally, the duty codes for DUI Reduction Month overtime will be (1) patrol, (2) court, or (3) supervision.

- b. The "Pay" hours should equal the elapsed time entered in the "Overtime Shift" box minus the time shown for lunch. If no lunch is taken, so indicate that in the "Lunch Period" box. (On old 431's, indicate the lunch period in the "Explain Overtime" box).
- c. If more than twelve total hours (regular shift plus DUI Reduction Month overtime) are reported on a 431, a brief explanation must be included in the "Explain Overtime" box.

EXAMPLE: "Booking 23102"

- d. "DUI" should be written on the line following "Federal Grant" (on the back side of the old 431).
 - e. If more than one Officer is assigned to a ground unit, the Officer who first rides as a passenger during the overtime will place a check on the line following "Passenger" on his 431. This procedure will be followed even if partners change off driving.
 - f. Only Officers (or Sergeants) who are driving at the start of the DUI Reduction Month overtime period will complete the vehicle-related information under "If Driver." The vehicle license number is an important item of information for Federal requirements. The license number will be checked for validity and should be entered with an "E" and then only the last five digit number (for patrol cars), or with an "M" and then four digits (for motorcycles). The odometer readings shall only be recorded for the DUI Reduction Month overtime period.
 - g. For court overtime resulting from DUI Reduction Month enforcement and occurring during other than regular duty hours, the Officer will place a check on the line following "Court Case." If a State car is used, the Officer shall complete the vehicle-related information under "If Driver." No overtime shall be charged to this project if the court appearance occurs during normal duty hours.
4. Court overtime occurring between the end of the operational part of this project (1/2/78) and the termination date of the grant (3/31/78) will be reported on the 101 and the special (yellow) 431 using the reporting guidelines established above. Project related court overtime occurring after 3/31/78 will be reported using normal procedures.

D. Travel Expense Claim (Std. 262)

Use the following procedures for travel expense claims associated with this project.

1. Use a separate Expense Claim for DUI Reduction Month associated expenses.
2. Submit the Expense Claim in triplicate.
3. Enter the reason code "1501 DUI Reduction Month" immediately after the last entry on the Expense Claim. This also pertains to project related court appearances on overtime.
4. If private vehicle mileage is claimed, list the beginning and ending odometer readings.
5. Travel expenses for overtime court appearances through 3/31/78 will be reported as described above. The final due date for all Expense Claims is April 15, 1978.
6. After 3/31/78, any travel expenses associated with this project will be reported using normal procedures.

X. REPORTING OF PUBLIC AFFAIRS OVERTIME AND ASSOCIATED EXPENSE (This section applies to Public Affairs overtime activities only)

A. Daily Activity Record (CHP 101)

Public Affairs Officers shall report their project related overtime on a separate 101 each time project overtime is worked. This includes completing a separate 101 for project overtime worked prior to or after a regular shift, as well as full shifts totally on project overtime. Identify these 101's by writing "DUI" in the margin above the I.D. box on each page. Except as stated above, the DUI 101's reporting Public Affairs activity will be completed as normal.

B. Report of Overtime Worked (CHP 431)

The reporting of Public Affairs overtime on CHP 431 will be done as described in Section IX, Part C, with the following exceptions or additions.

1. The duty code will be (14) Traffic Safety Education.
2. If a State car is used for Public Affairs overtime activities, the vehicle-related information under "If Driver" shall be completed. The instructions in Section IX, Part C.3.f., apply.

3. No overtime shall be charged to this project if the DUI Reduction Month Public Affairs activity occurs during normal duty hours.
4. Project overtime hours for Public Affairs activity can be used from 11/21/77 through 1/2/78.

C. Travel Expense Claim (Std. 262)

For travel expenses associated with DUI Reduction Month Public Affairs overtime, use the following reporting procedures.

1. Use a separate Travel Expense Claim for DUI Reduction Month associated travel expenses during the overtime period.
2. Submit the Travel Expense Claim in triplicate.
3. Enter the reason code "1501 DUI Public Affairs" immediately after the last entry on the Travel Expense Claim.
4. If private vehicle milcage is claimed, list the beginning and ending odometer readings.
5. The final due date for all Travel Expense Claims is April 15, 1978.

APPENDIX D
ITEMIZED COSTS AND
METHOD OF COMPUTING SOCIETAL COSTS OF ACCIDENTS

D-1

Appendix D

DUI REDUCTION MONTH PROJECT COSTS

A. <u>Personnel Costs</u>	
Road patrol overtime (19,534.5 hours)	\$243,367.98
Public Information Campaign overtime (312.5 hours)	\$ 3,893.75
Court overtime (326 hours)	\$ 4,423.20
Total personnel costs (20,173 hours)	\$251,684.93
B. <u>Travel Expenses</u>	
Overtime meals and travel expenses for Sergeants and Traffic Officers on overtime	\$ 2,561.51
Total travel expense	\$ 2,561.51
C. <u>Other Direct Costs</u>	
Patrol vehicle expenses	\$ 42,643.43
Public Information Campaign costs	\$134,423.69
Billboards (\$40,991.68)	
Bus cards (\$23,770.00)	
Taxi cards (\$ 3,440.00)	
Miscellaneous cards (\$ 3,711.88)	
TV, radio, films (\$17,626.89)	
Specialty items (\$44,556.89)	
Supplies, photo, graphics (\$ 326.35)	
Total other direct costs	\$177,067.12
D. <u>Indirect Costs</u>	
Total indirect costs	\$ 49,833.63
TOTAL PROGRAM COSTS	\$481,147.19

Appendix D

DUI REDUCTION MONTH PROJECT

Estimated Societal Cost of Accident Reduction

- A. Accident Reduction:
- | | |
|----------------------------|-----|
| 1. DUI accidents projected | 848 |
| 2. DUI accidents occurring | 707 |
| 3. DUI accident reduction | 141 |
- B. Distribution of Accident Reduction Into Fatal, Injury, and Property Damage Only (PDO) Type Accidents:
- Percentage distribution of the 707 DUI accidents occurring
 - 55.7% PDO
 - 41.3% Injury
 - 3.0% Fatal
 - Assuming the same percentage distribution of the 141 accident reduction would result in:
 - DUI PDO accident reduction (55.7% of 141) 79
 - DUI Injury accident reduction (41.3% of 141) 58
 - DUI Fatal accident reduction (3.0% of 141) 4
- C. Societal Cost Savings for the 141 DUI Accident Reduction Using 1972 U.S. Department of Transportation, National Highway Traffic Safety Administration Accident Costs Adjusted Upwards 30% in Order to Account for Inflation Between 1972 and 1977:
- | | |
|--|-------------|
| 1. PDO accident reduction (79 x \$650) | \$ 51,350 |
| 2. Injury accident reduction (58 x \$14,560) | \$ 844,480 |
| 3. Fatal accident reduction (4 x \$305,448) | \$1,221,792 |
| 4. Total (rounded) | \$2,100,000 |

APPENDIX E

PUBLIC AFFAIRS OFFICER QUESTIONNAIRE
AND RESULTS

F-0

Public Affairs Officer Questionnaire

DUI Reduction Month Project

Name _____ CHP Area _____

Part I: For each of the campaign materials shown below, indicate the following in the space provided to the right of each item:

(A) Approximate number of each item used within your Area. If not used, write N. A.

(B) Approximate number of businesses (restaurants, bars, etc.), media, and civic groups participating in the distribution of the item. Again, if not used, write N. A.

In the space provided below items 1-11, describe any other "speciality" items used and include counts for (A) and (B) when applicable. Do not include Headquarters produced radio and TV spots, billboards, or bus and taxi cards. Information regarding these items will be provided by Headquarter's PAO.

<u>Item</u>	(A) <u>No. Used</u>	(B) <u>No. of Businesses, Media, and Groups Participating</u>
1. Presentations given by all Area personnel	_____	Not Applicable
2. 10-Minute film (no. of times shown)	_____	Not Applicable
3. Local news releases issued	_____	_____
4. Locally produced TV news interviews	_____	_____
5. Locally produced radio news items	_____	_____
6. Posters	_____	_____
7. Matchbooks	_____	_____
8. Placemats	_____	_____
9. Napkins	_____	_____
10. Buttons	_____	_____
11. Key rings	_____	_____
Additional "speciality" items:		

Public Affairs Officer Questionnaire
 DUI Reduction Month Project

Part II: For each of the following sections, indicate your opinion of the campaign and the campaign materials according to the instructions for each section.

Section A: Effectiveness in Communicating Message

On a scale of 1 (not effective) to 5 (effective), place a mark in the column reflecting your opinion of the effectiveness of each item in communicating the intended message. For items not used in your Area, mark the "not used" column only.

Item	Ranking					Not Used
	Not Effective 1	2	3	4	Effective 5	
1. Overall Campaign	_____	_____	_____	_____	_____	_____
2. Theme	_____	_____	_____	_____	_____	_____
3. TV Spots	_____	_____	_____	_____	_____	_____
4. Radio Spots	_____	_____	_____	_____	_____	_____
5. 10-Minute Film	_____	_____	_____	_____	_____	_____
6. Billboards	_____	_____	_____	_____	_____	_____
7. Bus Cards	_____	_____	_____	_____	_____	_____
8. Taxi Cards	_____	_____	_____	_____	_____	_____
9. Misc. Cards	_____	_____	_____	_____	_____	_____
10. Posters	_____	_____	_____	_____	_____	_____
11. Matchbooks	_____	_____	_____	_____	_____	_____
12. Placemats	_____	_____	_____	_____	_____	_____
13. Napkins	_____	_____	_____	_____	_____	_____
14. Buttons	_____	_____	_____	_____	_____	_____
15. Key Rings	_____	_____	_____	_____	_____	_____
16. Highway Banners	_____	_____	_____	_____	_____	_____

Part II-Continued

Section B: Public Reaction

On a scale of 1 (unfavorable) to 5 (favorable), place a mark in the column reflecting your opinion of the public's reaction to each of the items below. For this section, the public includes civic groups but does not include businesses. For items not used in your Area, mark the "not used" column only.

Item	Ranking					Not Used
	Unfavorable 1	2	3	4	Favorable 5	
1. Overall Campaign	_____	_____	_____	_____	_____	_____
2. Theme	_____	_____	_____	_____	_____	_____
3. TV Spots	_____	_____	_____	_____	_____	_____
4. Radio Spots	_____	_____	_____	_____	_____	_____
5. 10-Minute Film	_____	_____	_____	_____	_____	_____
6. Billboards	_____	_____	_____	_____	_____	_____
7. Bus Cards	_____	_____	_____	_____	_____	_____
8. Taxi Cards	_____	_____	_____	_____	_____	_____
9. Misc. Cards	_____	_____	_____	_____	_____	_____
10. Posters	_____	_____	_____	_____	_____	_____
11. Matchbooks	_____	_____	_____	_____	_____	_____
12. Placemats	_____	_____	_____	_____	_____	_____
13. Napkins	_____	_____	_____	_____	_____	_____
14. Buttons	_____	_____	_____	_____	_____	_____
15. Key Rings	_____	_____	_____	_____	_____	_____
16. Highway Banners	_____	_____	_____	_____	_____	_____

Public Affairs Officer Questionnaire
DUI Reduction Month Project

Part II-Continued

Section C: Business Response

On a scale of 1 (unfavorable) to 5 (favorable), place a mark in the column reflecting the response of businesses when asked to participate in the distribution of each item shown below. For items not used in your Area, mark the "not used" column only.

Item	Ranking					Not Used
	Unfavorable 1	2	3	4	Favorable 5	
1. Overall Campaign	_____	_____	_____	_____	_____	_____
2. Theme	_____	_____	_____	_____	_____	_____
3. Posters	_____	_____	_____	_____	_____	_____
4. Matchbooks	_____	_____	_____	_____	_____	_____
5. Placemats	_____	_____	_____	_____	_____	_____
6. Napkins	_____	_____	_____	_____	_____	_____
7. Buttons	_____	_____	_____	_____	_____	_____
8. Key Rings	_____	_____	_____	_____	_____	_____

Part III: In the space provided below, describe in narrative form any additional "speciality" items used within your Area. Include your opinion of effectiveness, public reaction, and business response using the 1-5 ranking where applicable. Also, in a separate paragraph, make any additional comments you may have regarding the public information campaign. Attach additional pages if necessary.

DUI REDUCTION MONTH PROJECT

Results of Public Affairs Officer Questionnaire

A. Effectiveness in Communicating Message

Summarized below are the responses of Public Affairs Officers when asked to rank on a scale of 1 (not effective) to 5 (effective) the effectiveness of the Public Information Campaign and campaign materials. In the comments column n is the number of responses (Areas using the item), \bar{x} is the mean of the response, and σ is the standard deviation.

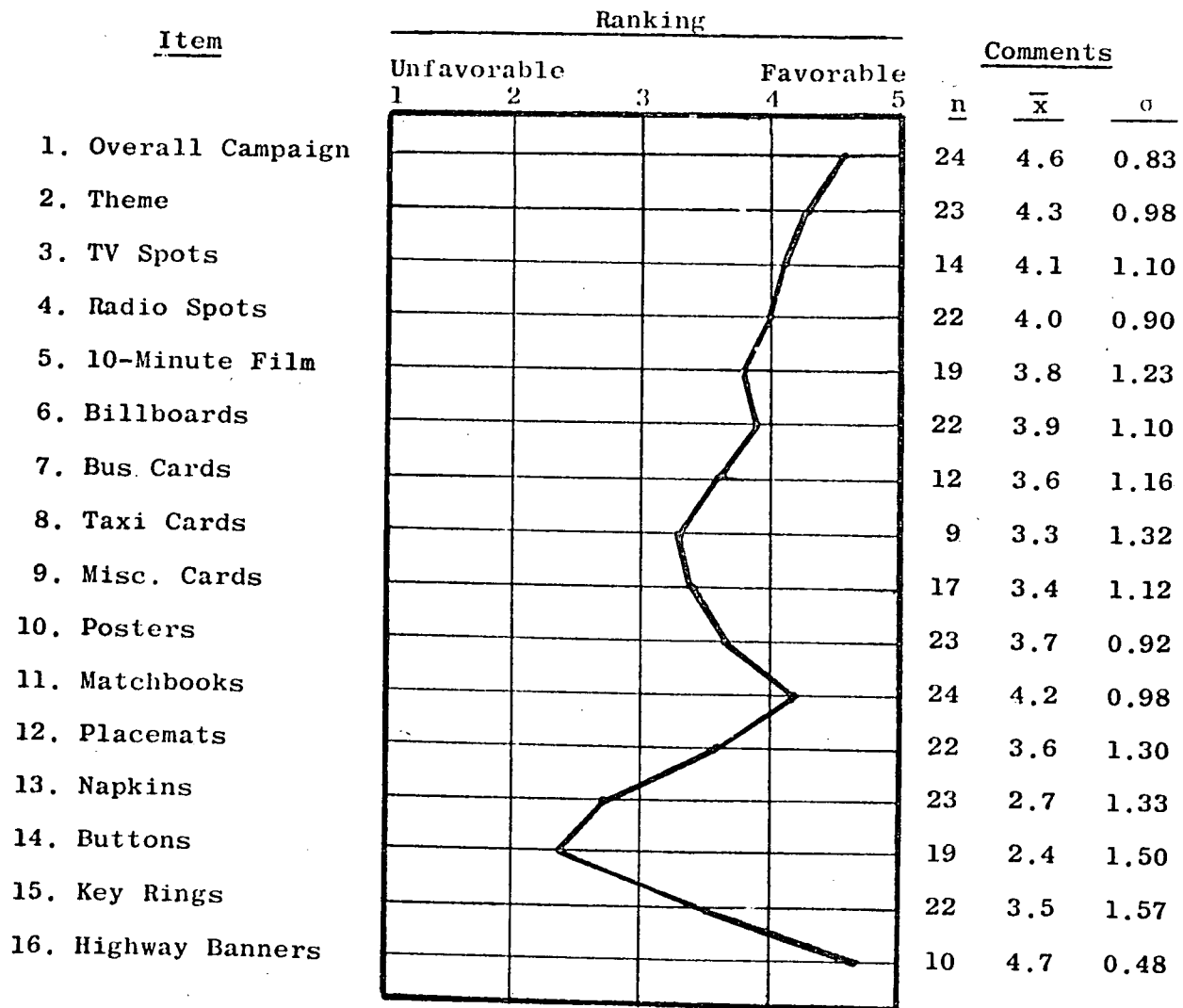
Item	Ranking					Comments		
	Not Effective 1	2	3	4	Effective 5	n	\bar{x}	σ
1. Overall Campaign						24	4.3	1.04
2. Theme						23	4.2	1.11
3. TV Spots						14	4.3	0.91
4. Radio Spots						22	4.0	1.00
5. 10-Minute Film						19	3.7	1.19
6. Billboards						22	4.0	1.04
7. Bus Cards						13	3.5	1.27
8. Taxi Cards						9	3.7	1.12
9. Misc. Cards						16	3.7	1.01
10. Posters						23	3.6	1.16
11. Matchbooks						24	4.3	1.00
12. Placemats						22	3.3	1.32
13. Napkins						23	2.7	1.48
14. Buttons						18	2.1	1.11
15. Key Rings						22	3.1	1.51
16. Highway Banners						10	4.5	0.85

DUI REDUCTION MONTH PROJECT

Results of Public Affairs Officer Questionnaire

B. Public Reaction

Summarized below are the responses of Public Affairs Officers when asked to rank on a scale of 1 (unfavorable) to 5 (favorable) the public's reaction to each item. For this section, the public includes civic groups but does not include businesses.



DUI REDUCTION MONTH PROJECT

Results of Public Affairs Officer Questionnaire

C. Business Response

Summarized below are the responses of Public Affairs Officers in ranking on a scale of 1 (unfavorable) to 5 (favorable) the response of businesses when asked to participate in the distribution of each item.

<u>Item</u>	<u>Ranking</u>					<u>Comments</u>		
	Unfavorable 1	2	3	4	Favorable 5	<u>n</u>	\bar{x}	σ
1. Overall Campaign					5	24	4.5	0.88
2. Theme					5	23	4.3	1.01
3. Posters				4		23	4.0	1.31
4. Matchbooks					5	24	4.6	0.77
5. Placemats					5	22	3.9	1.42
6. Napkins					5	23	2.8	1.28
7. Buttons					5	17	2.7	1.65
8. Key Rings					5	20	3.9	1.21

APPENDIX F

STATISTICAL TABLES OF:
PATROL ACTIVITY WORK HOURS
DUI ARRESTS
DUI ACCIDENTS

Appendix F

DUI REDUCTION MONTH PROJECT

Figure F-1: Patrol Activity Work Hours in Project Clusters for December 1 - January 2 Periods, 1974/75-1977/78

Cluster	Past Years				Project Period 77/78		
	74/75	75/76	76/77	Average	Regular Hours	Overtime Hours	Total
101 Cluster	13,264	13,445	12,463	13,058	12,126.5	1,098.5	13,225
I-5 Cluster	13,085	12,117	11,387	12,197	10,231.5	938.5	11,170
49 Cluster	12,203	11,615	11,158	11,659	10,569.0	1,215.0	11,784
680 Cluster	34,115	34,955	31,953	33,674	29,583.5	3,486.5	33,070
99 Cluster	35,405	36,906	34,185	35,497	29,326.0	3,730.0	33,056
405 Cluster	68,709	69,046	61,339	66,365	54,132.5	6,541.5	60,674
Ventura	12,629	13,512	12,712	12,951	12,136.5	1,523.0	13,659
Ontario	9,241	10,317	9,294	9,617	7,138.5	1,001.5	8,140
TOTAL	198,651	201,913	184,491	195,018	165,243.5	19,534.5	184,778

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8/14/78

Appendix F

DUI REDUCTION MONTH PROJECT

Figure F-2: DUI Arrests in Project Clusters for
December 1 - January 2 Periods, 1974/75-1977/78

Cluster	Past Years				Project Period 77/78		
	74/75	75/76	76/77	Average	During Regular Hours	During Overtime Hours	Total
101 Cluster	113	137	138	129	153	41	194
I-5 Cluster	133	145	136	138	103	27	130
49 Cluster	95	85	83	88	103	16	119
680 Cluster	606	623	609	613	578	258	836
99 Cluster	609	783	756	716	800	272	1,072
405 Cluster	1,514	1,669	1,473	1,552	1,655	363	2,018
Ventura	173	280	205	219	274	95	369
Ontario	115	261	116	164	113	82	195
TOTAL	3,358	3,933	3,516	3,619	3,779	1,154	4,933

F-2

8/14/78

Appendix F

DUI REDUCTION MONTH PROJECT

Figure F-3: DUI Accidents in Project Clusters for
December 1 - January 2 Periods, 1972/73-1977/78

<u>Cluster</u>	<u>Past Years</u>					<u>Project Period</u>
	<u>72/73</u>	<u>73/74</u>	<u>74/75</u>	<u>75/76</u>	<u>76/77</u>	<u>77/78</u>
101 Cluster	19	36	33	44	43	39
I-5 Cluster	22	19	22	31	36	29
49 Cluster	19	21	23	15	40	31
680 Cluster	109	127	107	101	151	124
99 Cluster	81	114	100	120	145	140
405 Cluster	184	211	205	218	257	254
Ventura	30	34	30	29	32	51
Ontario	12	19	17	16	19	39
TOTAL DUI CLUSTERS	476	581	537	574	723	707

F-3

8/14/78

APPENDIX G

TRAFFIC SAFETY PROJECT AGREEMENT

CALIFORNIA
TRAFFIC
SAFETY
PROGRAM

State of California
Business and Transportation Agency
OFFICE OF TRAFFIC SAFETY

TRAFFIC SAFETY PROJECT AGREEMENT

(Under Section 2907, California Vehicle Code, and Section 492(C) of Public Law 89-564, as amended by Public Law 91-005)

SAFETY OFFICE USE ONLY

Project Number

157740

Revision Number 1

Date 11-21-77

Project Budget Estimate
Fiscal Yr. Amount

1976/77 \$ 602,500

1977/78 \$ 523,392.46

\$

\$

TOTAL \$ 523,995

4. Project Period:
Month - Day - Year
From: Aug 15 1977
To: Mar 31 1978

PART I - (To be Completed by Applicant Agency)

1. Project Title

Driving Under the Influence (DUI) Reduction
Month - December 1977

2. Name of Applicant Agency

California Highway Patrol

3. Agency Unit to Handle Project

Planning and Analysis Division

5. Project Description (Summarize the proposed project plan covering the objectives, method of procedure, evaluation and end product in approximately 100 words)

This project consists of two coordinated phases occurring simultaneously. The first phase involves an all-out public information campaign in pre-selected locations within the State commencing the fifth week of November. The second phase devotes 20,000 hours of overtime road patrol, directed at the apprehension of the drinking driver. The overtime will start during the first week of December and end January X, 1978.
2

6. Federal Funds Allocated Under this Agreement Shall Not Exceed \$ 523,995

7. ACCEPTANCE OF CONDITIONS - The provisions on the Reverse Side Hereof Constitute a part of this agreement.

A. Project Director

Name B. Killingsworth Phone 445-6131
Address 2555 First Avenue
Sacramento, CA 95818

Signature B Killingsworth
Title Deputy Chief

a. Authorizing Official of Applicant Agency

Name L. E. Sellers Phone 445-3418
Address 2555 First Avenue
Sacramento, CA 95818

Signature L E Sellers
Title Assistant Commissioner

C. Fiscal or Accounting Official

Name George Schatz
Title Commander, Fiscal Bureau
Phone 445-8648

D. Office Authorized to Receive Payments

Name Accounting Section
Address P. O. Box 998
Sacramento, CA 95804

B. ATTACHMENTS

Project Description Schedule A
Priority and Contributions Schedule A-1
Detailed Budget Schedule B
Time and Cost Estimate Schedule C

Project Task & Cost Category Summary Schedule D
Traffic Data Summary Schedule E
Non-Duplication Certificate
Hatch Act and E.O.A. Forms



PART II-- (OFFICE OF TRAFFIC SAFETY USE ONLY)		10. Project No.	157740	Action No.	2
9. Project Compliance Reference Standard and Para. Manual Chap/Para.		11. Type of Agreement <input type="radio"/> Initial <input type="radio"/> Continuation <input checked="" type="radio"/> Rev.			
15-I, C	IV/III	Standard	Subelement	Task Nos.	Fiscal Year
		315	6-77-35HP	7(A)	1976-77
12. Budget Summary (From Schedule B Detail)					
COST CATEGORY	Grant Period Adjustments FY 77	Prior Grants 1977 FYS	Total Grants Revised 77	Total Project Budget Estimate	
A. Personnel Costs		0		252,938.00	
B. Travel Expense		0		11,180.00	
C. Contractual Services		0		0	
D. Other Direct Costs	(99,397.46)	100,000.00	602.54	209,795.00	
E. Indirect Costs		0		50,082.00	
TOTAL FEDERAL FUNDS REQUESTED	(99,397.46)	100,000.00	602.54	523,995.00	
13. FUNDING DISPOSITION AND STATUS - F.Y. GRANT PERIOD ENDING <u>September 30, 1977</u>					
A. Participating Cost Computation			B. Status of Programmed Funds		
Amount This Action	\$ (99,397.46)		Obligated This Action	\$ (99,397.46)	
Prior Grant Amount	\$ 100,000.00		Previously Obligated	\$ 100,000.00	
Federal Funds <u>75.76</u> %	\$ 602.54		TOTAL AMOUNT OBLIGATED	\$ 602.54	
State Matching <u>24.24</u> %	\$ 192.79		Amount Suspended	\$ 523,392.46	
TOTAL PARTICIPATING COST	\$ 795.33		TOTAL FUNDS PROGRAMMED	\$ 523,995.00	
14. PROJECT APPROVAL AND AUTHORIZATION TO EXPEND OBLIGATED FUNDS					
A. Approval Recommended By			B. Agreement and Funding Authorized By		
Name KENNETH D. LOGAN			G. van Oldenbeek		
Signature <u>Kenneth D. Logan</u> Regional Coordinator			Office of Traffic Safety P. O. Box 865 Sacramento, CA 95804		
Action Taken November 21, 1977. 77 F.Y. grant funds reduced to \$602.54 to agree with costs reported thru 9/30/77. Unexpended funds of \$99,397.46 reprogrammed for expenditure in F.Y. 78. Total funds programmed remain unchanged.			Signature <u>G. van Oldenbeek</u> Assistant Chief		
			Effective Date of Agreement August 15, 1977		

PART II - (OFFICE OF TRAFFIC SAFETY USE ONLY)		10. Project No. 157740 Action No. 3		
9. Project Compliance Reference Standard and Para. Manual Chap/Para. 15-I, C IV/III		11. Type of Agreement <input type="radio"/> Initial <input checked="" type="radio"/> Continuation <input type="radio"/> Rev.		
		Standard 315	Subelement 6-78-35HP	Task Nos. 4 (A)
12. Budget Summary (From Schedule B Detail)				
COST CATEGORY	Grant Period 1978 FY	Prior Grants 1977 FYS	Total Grants 1977-78	Total Project Budget Estimate
A. Personnel Costs	252,938.00	0	252,938.00	252,938.00
B. Travel Expense	11,180.00	0	11,180.00	11,180.00
C. Contractual Services	0	0	0	0
D. Other Direct Costs	209,192.46	602.54	209,795.00	209,795.00
E. Indirect Costs	50,082.00	0	50,082.00	50,082.00
TOTAL FEDERAL FUNDS REQUESTED	523,392.46	602.54	523,995.00	523,995.00
13. FUNDING DISPOSITION AND STATUS - F.Y. GRANT PERIOD ENDING <u>March 31, 1978</u>				
A. Participating Cost Computation		B. Status of Programmed Funds		
Amount This Action	\$ 523,392.46	Obligated This Action	\$ 523,392.46	
Prior Grant Amount	\$ 602.54	Previously Obligated	\$ 602.54	
Federal Funds <u>75.76%</u>	\$ 523,995.00	TOTAL AMOUNT OBLIGATED	\$ 523,995.00	
State Matching <u>24.24%</u>	\$ 167,656.27	Amount Suspended	\$ 0	
TOTAL PARTICIPATING COST	\$ 691,651.27	TOTAL FUNDS PROGRAMMED	\$ 523,995.00	
14. PROJECT APPROVAL AND AUTHORIZATION TO EXPEND OBLIGATED FUNDS				
A. Approval Recommended By		B. Agreement and Funding Authorized By		
Name KENNETH D. LOGAN		G. van Oldenbeek		
Signature <u><i>Kenneth D. Logan</i></u> Regional Coordinator		Office of Traffic Safety P. O. Box 865 Sacramento, CA 95804		
Action Taken November 21, 1977. 1978 F.Y. grant funds obligated.		Signature <u><i>G. van Oldenbeek</i></u> Assistant Chief		
		Effective Date of Agreement October 1, 1977		

CALIFORNIA
TRAFFIC
SAFETY
PROGRAM

State of California
Business and Transportation Agency
OFFICE OF TRAFFIC SAFETY

TRAFFIC SAFETY PROJECT AGREEMENT

(Under Section 2907, California Vehicle Code, and Section 402(C) of Public Law 89-564, as amended by Public Law 91-605)

SAFETY OFFICE USE ONLY

Project Number _____

Revision Number _____

Date _____

Project Budget Estimate
Fiscal Yr. Amount

1976/77 \$ 100,000

1977/78 \$ 423,995

\$ _____

\$ _____

TOTAL \$ 523,995

4. Project period:
Month - Day - Year
From: August 5, 1977
To: March 31, 1978

PART 1 - (To be Completed by Applicant Agency)

1. Project Title

Driving Under the Influence (DUI) Reduction
Month - December 1977

2. Name of Applicant Agency

California Highway Patrol

3. Agency Unit to Handle Project

Planning and Analysis Division

5. Project Description (Summarize the proposed project plan covering the objectives, method of procedure, evaluation and end product in approximately 100 words)

This project consists of two coordinated phases occurring simultaneously. The first phase involves an all-out public information campaign in pre-selected locations within the State commencing the fifth week of November. The second phase devotes 20,000 hours of overtime road patrol, directed at the apprehension of the drinking driver. The overtime will start during the first week of December and end January 1, 1978.

6. Federal Funds Allocated Under this Agreement Shall Not Exceed \$ 523,995

7. ACCEPTANCE OF CONDITIONS - The provisions on the Reverse Side hereof constitute a part of this agreement.

A. Project Director

Name B. Killingsworth Phone 445-6181
Address 2555 First Avenue
Sacramento, CA 95818

Signature B Killingsworth

Title Deputy Chief

B. Authorizing Official of Applicant Agency

Name L. E. Sellers Phone 445-3418
Address 2555 First Avenue
Sacramento, CA 95818

Signature L E Sellers

Title Assistant Commissioner

C. Fiscal or Accounting Official

Name George Schatz
Title Commander, Fiscal Bureau
Phone 445-8648

D. Office Authorized to Receive Payments

Name Accounting Section
Address P. O. Box 898
Sacramento, CA 95804

8. ATTACHMENTS

Project Description Schedule A
Priority and Contributions Schedule A-1
Detailed Budget Schedule B
Time and Cost Estimate Schedule C

Project Task & Cost Category Summary Schedule D
Traffic Data Summary Schedule E
Non-Duplication Certificate
Hatch Act and E.O.A. Forms



SCHEDULE A
PROJECT DESCRIPTION

PART I - Item 6

Background

A. General Characteristics

The California Highway Patrol is an operating Department within the Business and Transportation Agency. Its authority and responsibilities are established in the California Vehicle Code. The overall purpose of the Department, as a principal criminal justice agency, is to insure the safe, convenient, and efficient transportation of goods and people. This is accomplished through accident control, congestion relief, traffic law enforcement and transportation services. The Department has jurisdiction over all State freeways, State highways in unincorporated areas and the unincorporated county roadway network on matters relating to traffic. However, the Department has the authority to perform its role on highways in incorporated cities as well as enforce all suspected felony violations and those misdemeanor violations that are committed in the presence of a member of this Department.

Stated briefly, the California Highway Patrol has the responsibility for providing 24 hour-a-day services every day of the year for over 21 million residents of the State of California and some 14 million vehicles.

B. Streets and Highways

The Department is responsible for approximately 96,997 miles of highway. Of this, 14,211 miles are State highways and 82,786 miles are county roads. In fiscal year 1976-77, it is estimated that 102.4 billion miles will be driven on CHP patrolled highways. In 1976, there were 2,320 fatal, 55,152 injury, and 106,778 property damage accidents in the CHP's jurisdiction. As a result, 2,718 persons were killed and 83,874 injured.

C. Operating Departments

The California Highway Patrol will be the only Department directly involved in this project. Cooperation will be solicited from the Alcoholic Beverage Commission, Office of Alcoholism and local police agencies. The local courts and Department of Motor Vehicles will be notified of the contents of the project.

(continued)

SCHEDULE A
PROJECT DESCRIPTION

PART I - Item 6

D. Existing System

Road patrol officers are basically assigned to those locations and times where traffic collisions have occurred and where they are most likely to occur. Emphasis is placed on apprehension of the drinking driver. Special shifts and schedule adjustments are used during the month of December to increase available manpower.

Problem

Accidents involving individuals driving while under the influence of alcohol (DUI) are increasing every year. Within the California Highway Patrol's jurisdiction alone DUI accidents have increased from 15,477 in 1974 to 17,606 in 1976. Further, DUI caused accidents are traditionally higher in the month of December. There were 1,512 DUI caused accidents in 1974, 1,595 in 1975, and 1,742 in 1976. Should this trend continue, calendar year 1977 may reach 18,909 DUI accidents with December 1977 having 1,846.

Attempts to Solve Problem

The California Highway Patrol maintains an aggressive enforcement program aimed at the detection and arrest of drivers who are under the influence. Even greater emphasis has been directed toward the Christmas and New Year's holiday periods. Extra manpower has traditionally been obtained for these maximum enforcement periods through schedule adjustment.

Past overtime programs (HARP, FARE, Christmas and New Year's) have assisted the Department in meeting the increased demand for DUI enforcement during the holiday periods.

Objective

Reduce December 1977 driving while under the influence accidents in pre-selected areas of the State from those projected by 3% through public information and increased enforcement.

(continued)

SCHEDULE A
PROJECT DESCRIPTION

PART I - Item 6

Method of Procedure

This project will consist of two coordinated phases occurring simultaneously, with an evaluation phase at the end of the project.

Phase I will involve an all-out public information campaign commencing the Monday after the Thanksgiving weekend and continuing through the New Year's holiday period. The mass media, private industry, governmental agencies, and statewide safety organizations will be called upon for support and assistance.

Phase II will involve approximately 20,000 hours of additional road patrol overtime aimed at the detection and apprehension of drivers under the influence of alcohol. This phase will commence the first week of December and continue for four weeks through the New Year's period.

Phase I - Public Information Campaign

This phase will involve an intensified public information campaign in eight pre-selected regions of the State and will involve 23 Area commands. Each region will be saturated with billboards, bus cards, taxi cards, cards for public utility vehicles, etc.; television and radio spot announcements; and short films. In addition, Departmental public information officers will have available a variety of specialty items for distribution to employers, banks, community service groups, restaurants and taverns, military bases, and other public agencies, etc. These items include, but are not limited to, passout literature, pay envelope stuffers, posters, placemats, bumper stickers, cocktail napkins and buttons, etc.

Phase II - Overtime Enforcement

Approximately 20,000 hours of overtime road patrol will be devoted to the apprehension of the drinking driver within the eight regions. This phase will commence the first week of December and will continue through January 1, 1978.

Phase III - Evaluation

The evaluation of the project is to be performed by the California Highway Patrol's Analysis Section. Specific items of evaluation include:

(continued)

SCHEDULE A
PROJECT DESCRIPTION

PART I - Item 6

- A comparative analysis of data gathered during the enforcement period compared to the projected number of accidents.
- An evaluation of the impact that cocktail napkins and/or placemats have on getting people under the influence of alcohol to use alternate methods of transportation rather than driving an automobile.
- An overall subjective evaluation of the effectiveness of the public information segment of the project.

STATEMENT OF INTENT

It is the intent of this Department to continue to use selective enforcement techniques aimed at the reduction of accidents involving the drinking driver. Any new information derived from this project will be evaluated for adoption by this Department.

SCHEDULE A-1

Priority Statement - Explain what type of priority this project has in your jurisdiction.

This project is considered by this Department to be one of high priority. The enforcement of traffic laws is one of the major functions of the Department. The funds provide an additional incentive to reduce accidents on the highways of the State. It has full support of the management of this Department and that of the Business and Transportation Agency.

Agency Contribution - Explain what services or funds are being contributed by your agency in support of this project.

This Department's contribution to this project includes the following activities:

1. Pre-project planning
2. Public information releases
3. Project evaluation
4. Preparation with courts
5. Project coordination

SCHEDULE B
Detailed Budget Estimate

PART 1 - Item 7 Budget Detail					Page 1
Cost Category	Fiscal Year Estimates				Total Cost To Project
	FY-1	FY-2	FY-3	FY-4	
A. Personnel Costs	1976-77	1977-78			
POSITIONS AND SALARIES					
20,000 hrs. overtime @ \$12.46 per hr.		\$249,200			\$249,200
300 hrs. court overtime		\$ 3,738			\$ 3,738
EMPLOYEE BENEFITS <u> -0- </u> %					
Total Personnel Costs	0	\$252,938			\$252,938
B. Travel Expense					
Overtime meals and travel expenses for Sergeants and Traffic Officers on overtime		\$ 11,180			\$ 11,180
Total Travel Expense		\$ 11,180			\$ 11,180
C. Contractual Services					
Total Contractual Services					

SCHEDULE B
Detailed Budget Estimate

PART 1 - Item 7 Budget Detail					Page 2
Cost Category	Fiscal Year Estimates				Total Cost To Project
	FY-1	FY-2	FY-3	FY-4	
D. Other Direct Costs	1976-77	1977-78			
320,000 Patrol Vehicle Miles @ 19¢/mile		\$ 60,800			\$ 60,800
Billboards	\$ 36,500	\$ 15,645			\$ 52,145
Bus Cards	\$ 16,000	\$ 11,000			\$ 27,000
Taxi Cards	\$ 8,000	\$ 4,000			\$ 12,000
Miscellaneous Cards	\$ 2,000	\$ 1,000			\$ 3,000
TV, Radio Spots; Films	\$ 6,200	\$ 6,000			\$ 12,200
Specialty Items	\$ 31,000	\$ 10,600			\$ 41,600
Photo & Graphic Supplies	\$ 300	\$ 300			\$ 600
Evaluation Forms		\$ 400			\$ 400
Postage		\$ 50			\$ 50
Total Other Direct Costs	\$100,000	\$109,795			\$209,795
E. Indirect Costs					
Total Indirect Costs		\$ 50,082			\$ 50,082
TOTAL BUDGET ESTIMATE					
All Categories	\$100,000	\$423,995			\$523,995

SCHEDULE B-1

Budget Narrative

A. Personnel Costs - \$252,938

The major portion of funds in this category will be used by existing Departmental Traffic Officers and Sergeants to work road patrol on an overtime basis.

Funding provides for 20,000 hours of overtime at \$12.46 per hour at a cost of \$249,200.

Overtime court costs in the sum of \$3,738 or 300 hours at \$12.46 per hour have been set aside for this project.

B. Travel Expense - \$11,180

Funds have been set aside to cover claims for meals and mileage incurred by Traffic Officers and Sergeants on overtime road patrol status and court overtime. All costs are allowed in accordance with the Board of Control Rules. The \$11,180 cost estimate is based on the results of other similar projects.

C. Contractual Services - 0

D. Other Direct Costs - \$209,795

Patrol vehicle expenses are based on an estimate of 16 miles per enforcement hour at 19¢ per mile. The 19¢ per mile includes gas, oil, maintenance, depreciation, radio maintenance, and insurance. It is estimated that 320,000 miles will be driven at a total cost of \$60,800.

Schedule B-2 outlines the specific costs for the public information phase of the project. All purchases will be made in accordance with the State Administrative Manual. Total costs for material and rental space, etc. is \$148,995.

E. Indirect Costs - \$50,082

This cost includes expenses for general executive and administrative activities not related solely to specific project work. Such expenses are necessary for the general support of project efforts. An indirect cost rate of 19.80% of salaries only has been established for this project. This percentage complies with the State's policy to recover a proportionate share of indirect costs incurred while administering federal grant programs.

SCHEDULE B-2

PROPOSED PUBLIC INFORMATION MATERIAL

BILLBOARDS

207 billboards, located in 23 target areas, nine per area

PRINTING \$ 3,500
 POSTING 7,245
 SPACE ALLOCATION 41,400

TOTAL \$ 52,145

BUS CARDS

Estimated 300 bus cards

PRINTING \$ 7,500
 POSTING 4,500
 SPACE ALLOCATION 15,000

TOTAL \$ 27,000

TAXI CARDS

Estimated 200-plus taxi cards

PRINTING \$ 6,000
 POSTING 2,000
 SPACE ALLOCATION 4,000

TOTAL \$ 12,000

MISCELLANEOUS CARDS (Utilities, other trucks)

PRINTING \$ 3,000

TOTAL \$ 3,000

TV, RADIO SPOTS: FILMS

Six-minute Field PAO descriptor film

FILM, DEVELOPING, COPY
 REPRODUCTION \$ 2,400
 SPANISH VERSION 2,400

TV Spots (three English, one Spanish)

FILM, SHOOTING,
 DEVELOPING, COPY
 REPRODUCTION \$ 5,000

Radio Spots (six, English & Spanish)

TAPE REPRODUCTION \$ 2,400

TOTAL \$ 12,200

(continued)

SCHEDULE B-2
(Continued)

SPECIALTY ITEMS

Including but not limited to such items as:
Passout literature, pay envelope stuffers,
posters, placemats, bumper stickers,
cocktail napkins, etc.

TOTAL \$ 41,600

PHOTO AND GRAPHICS SUPPORT

Photograph paper, graphics material

TOTAL \$ 600

MISCELLANEOUS

POSTAGE \$ 50
EVALUATION FORMS 400

TOTAL \$ 450

OVERALL TOTAL \$148,995

SCHEDULE C
Project Time and Expenditure Schedule

Project Phase	OTS-SEP and Task	Fiscal Year 1977	Fiscal Year 1978		Total Project Cost By Task
		August-September	Oct.-Nov.-Dec.	Jan.-Feb.-Mar.	
I		\$100,000	\$ 48,995		\$148,995
II			\$355,000	\$ 19,600	\$374,600
III		-0-	-0-	\$ 400	\$ 400
Quarterly Costs		\$100,000	\$402,995	\$ 20,000	
Cumulative Quarterly Costs		\$100,000	\$503,995	\$523,995	\$523,995

G-15

SCHEDULE E

State of California
3-Year Traffic Data Summary

City of _____ in/or County of _____

		Last Year (1976)	2 Years Ago (1975)		3 Years Ago (1974)		OTS Use Only
(1) Population		21,520,000	21,113,000		20,933,000		
(2) Roadway Miles		132,371	131,481		130,877		
(3) # Citations for Moving Violations*		1,916,219	2,016,216		1,924,145		
(4) # Accidents		<i>Fatal</i>	<i>Injury</i>	<i>Fatal</i>	<i>Injury</i>	<i>Fatal</i>	<i>Injury</i>
G-16	All MV Accidents	3,980	176,549	3,751	167,758	3,550	160,370
	Motorcycle	602	19,858	500	17,503	523	18,576
	Bicycle	93	9,645	81	9,333	107	10,610
	Pedestrian	807	13,181	758	13,106	725	12,383
(5) # Victims							
	Motor veh. occ.**	2,967	210,962	2,847	200,457	2,649	186,403
	Motorcyclist/pass.	606	22,672	502	19,941	532	20,887
	Bicyclist/pass.	94	9,877	79	9,555	105	10,864
	Pedestrian	822	13,908	761	13,929	733	13,099
	Total Victims	4,489	257,419	4,189	243,882	4,019	231,253

*CHP jurisdiction only.

**Excludes motorcyclist/pass.

See Instructions on
Reverse Side

California Traffic Safety Program

Application of the Hatch Act to State and Local Agencies Receiving
Funds Under the Highway Safety Act of 1966

This is to certify that all employees of this agency whose principal employment is in connection with any Highway Safety Project financed in whole or in part by loans or grants under the Highway Safety Act of 1966 has been made aware of the provisions of Section 12(a) of the Hatch Act (5.U.S.C. 118k(a)).

SIGNATURE:

B Killingsworth

Project Director
B. KILLINGSWORTH
California Highway Patrol
Agency

California Traffic Safety Program

Equal Opportunity Assurance with Regard
to the Highway Safety Program

Pursuant to the requirements of Title VI provisions of the Civil Rights Act of 1964, the ~~XXXXXXXXXXXX~~ California Highway Patrol acting through its chief administrative officer, desiring to avail itself of the benefits of Chapter 1, Title 23, United States Code, and as a condition to obtaining the approval of the Secretary of Transportation and Governor of California of any highway safety projects as provided for in Title 23, United States Code, Section 105(a), hereby gives its assurance that all provisions of Equal Opportunity Assurance with regard to the Highway Safety Program stated in Exhibit G of the California Traffic Safety Program Grant Program Manual Volume II will be complied with fully.

SIGNATURE: B Killingsworth
B. KILLINGSWORTH
Title Deputy Chief

~~XXXXXXXXXXXX~~ California Highway Patrol

State of California
Business and Transportation Agency
OFFICE OF TRAFFIC SAFETY

CERTIFICATION OF NON-DUPLICATION
OF GRANT FUND EXPENDITURE

This is to certify that the California Highway Patrol
City - County - District, etc.
has no ongoing or completed projects under agreement with TOPICS, CCCJ (LEAD),
HEW, or other federal fund sources, which duplicate or overlap any work
contemplated or described in this Traffic Safety Project titled, Driving
Under the Influence (DUI) Reduction Month - December 1977

It is further agreed that any pending or proposed request for other federal
grant funds which would duplicate or overlap work under this Traffic Safety
Project, will be revised to exclude any such duplication of grant fund expen-
ditures.

It is understood that any such duplication of federal fund expenditures sub-
sequently determined by audit will be subject to recovery by the Office of
Traffic Safety.

CERTIFIED

B. Killingsworth 8-4-77
Signature Date

B. Killingsworth, Deputy Chief
Type Name and Title

END

DATE

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