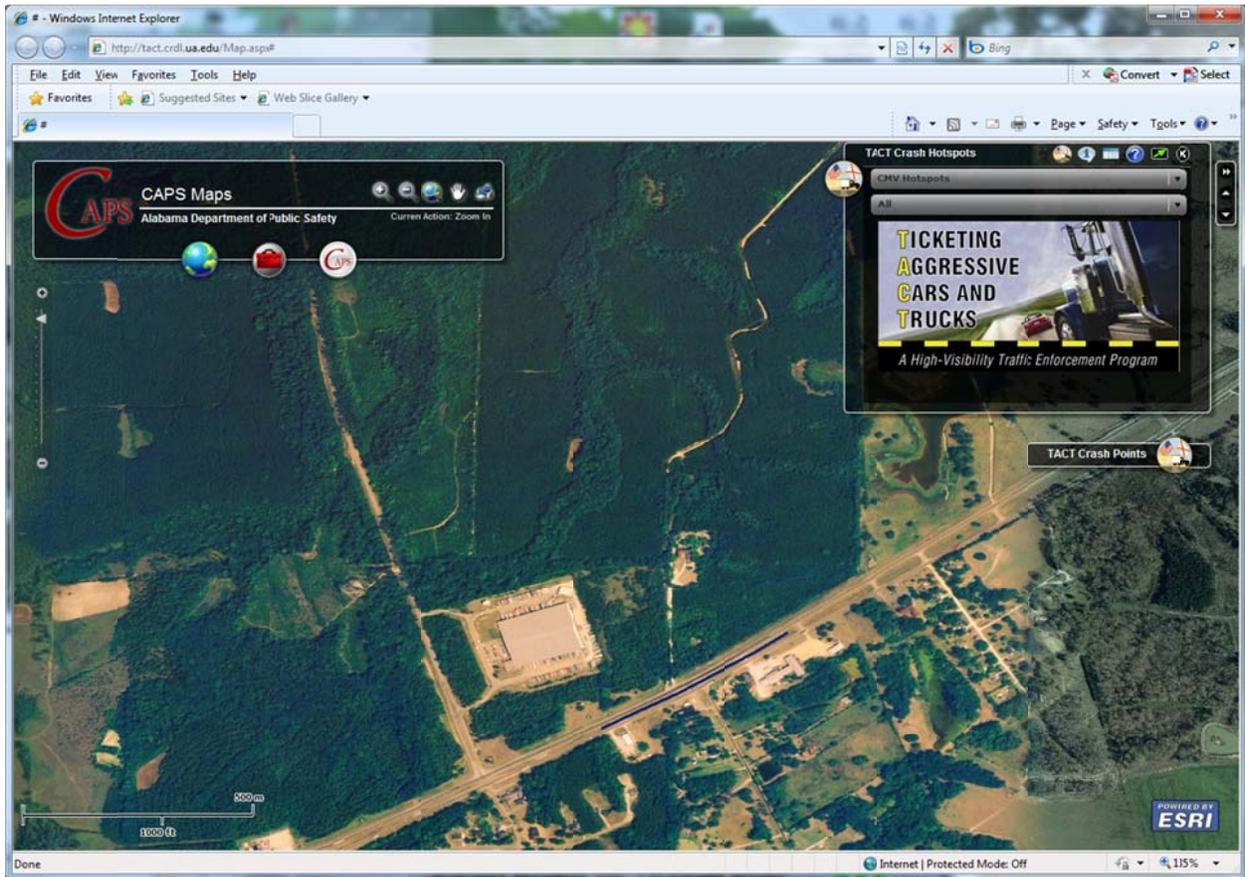


Display 3.2.3d Close-Up of Marked area from Previous Display



Display 3.2.3e demonstrates another way that was recently developed for showing both the CMV related and the TACT contributing circumstance hotspots on the same map. In this case, according to the legend, the CMV crash hotspot segments are shown in yellow, while the aggressive driving (TACT contributing circumstances) hotspots are in red. Note that the red segment indicators are wider than the yellow indicators. This enables the areas where both criteria are met to be identified, which would generally be the most appropriate for TACT interventions.

of CMV crashes to total crashes outside of the test area. In situations like this, the question that should be asked is: are external factors apt to have the same effect on the numerator and the denominator of the fraction. For example, if economic effects will increase or decrease both the numerator and the denominator by the same relative amount, then its effect will be buffered out by the comparison of ratios as opposed to absolute numbers.

3.4. Gather “Before” Crash Data in the Target and Control Areas

The before and after crash data were effectively accumulated and retrieved from the CARE crash database at the same time in order to do the crash comparisons. This is presented in Section 5.2.

3.5. Gather “Before” Citation Data in the Target and Control Areas

The before and after citation data were effectively accumulated and retrieved from the CARE citation database at the same time in order to do the crash comparisons. This is presented in Section 5.2.

3.6 Gather “Before” Survey Data

Initial Drivers’ Survey Plan

Once the problem identification was completed, updates were made to the plans for the drivers’ license station surveys. Given that the segments were defined as indicated in Section 3.2.1, the driver license stations were resolved to be related to the following counties:

- I-59 – Tuscaloosa only (considering possible multiple DL stations within the county),
- I-65 – Chilton and Shelby (Montgomery to Birmingham),
- I-65 – Cullman and Morgan (Birmingham to Huntsville),
- I-10 – Mobile and Baldwin,
- I-85 – Lee and Macon

For the first round of the project the test site would be the defined I-59 corridor, and the control site would be the I-85 corridor. Other planning and implementation considerations that were resolved at this point included the following:

- There was some urgency to obtain permission for and resolve which drivers’ licensing stations were to be used to implement the general public driver questionnaire.
- The driver questionnaire process was to be set up and start as soon as possible in order to assure that sufficient test and control data were available. The process would continue well after the selective enforcement details were over to measure the sustainability of the effects.
- Posters would not be displayed in the drivers’ license stations where the surveys were being conducted since that would obviously bias the results.

- For this particular project PI&E was to include:
 - Billboards,
 - Posters at rest stops and at local high schools and universities,
 - News releases and news personality “ride-alongs” to assure coverage in the general area of the program implementation.
- The experimental design called for a target of 30 surveys per month to be completed at each drivers’ license station.

Final Update to the Drivers’ Survey Plan and Implementation

Surveys of driver awareness of the 2011 TACT program in Alabama were conducted to see if there were detectable effects on driver behavior in the study corridor as a result of the PI&E and enforcement campaigns. Paper surveys were delivered to two drivers’ license renewal offices (DLROs), Tuscaloosa and Shelby Counties that were in the vicinity of the study corridor (i.e., with both PI&E and enforcement effects). For control purposes, surveys were also delivered to two offices, Lee and Macon Counties, in the I-85 control corridor where no PI&E or enforcement were conducted.

Truckers’ Survey Plan

Online surveys were developed and administered to truck drivers in Alabama. The survey was available on the Safe Home Alabama page.

Officers’ Survey Plan

Online surveys were developed and administered to traffic safety officers in Alabama. The survey was available on the Safe Home Alabama page.

See Sections 3.1.3.2-3.1.3.4 for additional details on the survey plans. See Section 6.3 for results obtained, which also contain details of the plan.

3.7. Gather “before” observational data

Video data were gathered beginning in March 2011 at approximately milepost 72 on the I-20/59 study corridor prior to dissemination of any PI&E materials. The details of the observational data collection were given in Section 3.1.4.

3.8. Establish Administrative Data Support

The two major purposes for administrative evaluation and the accompanying data are (1) to provide a history, e.g., for accounting and audit purposes, that the project was carried out according to plan, and (2) to provide time and location information that is essential to being able to do an effectiveness evaluation, e.g., knowing when the before-during-after periods started and ended well after the project when crash and citation data become available. One of the largest

problems in coming in after the fact and attempting to perform an evaluation is the loss of these details, especially with regard to when the various components of the project were conducted, where they were conducted and exactly what was done.

Sufficient detail as to the administrative data needs for the selective enforcement components of TACT projects was presented in terms of example web-based self-reporting tools in Section 3.1.6. In addition to this, the following is a checklist of administrative data needs with regard to the PI&E components for the most recent TACT project in Alabama:

- Billboards
 - Who was contracted to provide?
 - What was the composition?
 - When did they go into effect (fully constructed)?
 - Where were they (route and milepost)?
 - How much did they cost?
- Posters (same questions as above, with the following additions)
 - When were they deployed?
 - To whom were they deployed (location and facility type)?
- News contacts (same questions as above, with the following exceptions)
 - Who provided the interactions?
 - What was the nature of them?
 - When did they take place?

Examples of actual administrative data collected during a TACT project are given in Section 4.3.

SEE PART 4