

HEAT Program (High Enforcement of Aggressive Traffic) - 2009

Operational Definition for the 2009 HEAT Program

Aggressive Traffic: Driving in a manner that presents a threat to other drivers, passengers, pedestrians, and/or bicyclists. This includes unlawful speed, unsafe speeds, inattentive driving, driving under the influence of drugs or alcohol, texting while driving, failure to follow traffic signals (running red lights/stop signs), failure to yield, following at an unsafe distance, unsafe or illegal lane changes (weaving in and out of traffic), driving without a seatbelt, and/or improperly belted/seated child.

For the purpose of evaluating the scope of the enforcement portion of the HEAT program, citations and stops within the definition of aggressive traffic may be analyzed.

Objectives, Strategies, and Measurements of HEAT

A. Effect MN highways' 85th percentile speeds so they are closer to the posted speed limit.

A1. Target locations and time periods at which speed limits are consistently violated to inform location and schedule of future enhanced enforcement

A1a. ATR and WIM data will be analyzed to determine locations and times at which the 85th percentile speed is significantly different from posted speed limits.

A1b. Implement enhanced enforcement zones at locations and times where 85th percentile speed is significantly higher than the posted speed limit.

A2a. Effect and residual effect of Heightened Enforcement on roadway speeds will be measured. ATR and WIM data will be analyzed before, during, and after enforcement periods to measure change in the 85th percentile speed and relationship between changes in 85th percentile speed and proximity of an enforcement zone.

B. Heighten driver awareness of aggressive traffic related safety issues through multi-media education campaign.

B1. Increase public awareness of risks of aggressive traffic (as defined above).

B1a. A multi-media education campaign aimed at informing drivers of the impact of aggressive driving and their part in reducing aggressive traffic will be provided.

B1b. Three wave population survey of driver knowledge of and attitudes toward aggressive traffic.

- Survey developed through collaborative efforts from Mn/DOT OTST and Mn/DOT Transportation Market Research, with input from DPS and MSP.
- Survey will be administered by selected market research firm via telephone interview. Particular attention given to ensure representative sample size for all age groups.
- First survey to be administered late summer 2009, follow-up surveys to be administered beginning, midpoint, and conclusion of the HEAT program.

C. Improve efficiency and effectiveness of aggressive traffic enforcement efforts to positively affect 85th percentile speeds and aggressive traffic related crashes.

C1. Use targeted conventional aggressive traffic enforcement programs at locations identified by OTST in collaboration with State Patrol as aggressive traffic problem areas.

C1a. Track hours and locations of enforcement, traffic stops and citation by type and number. Track traffic citations by age-group and sex of violator within enforcement zones during Heightened Enforcement periods

- State Patrol will track traffic stop and citation data, as described above, using approved forms sent 8/31/09.
- Data will be tallied by State Patrol and sent to OTST monthly.
- Data will be processed and analyzed by OTST.

C1b. Measure relationship between enforcement and 85th percentile travel speed.

C1c. Measure relationship between enforcement and identified aggressive traffic related crashes (long-term goal).

HEAT Program (High Enforcement of Aggressive Traffic) Evaluation Plan 2009

Objectives	Measure of Effectiveness	Data Source	Agency
Heightened enforcement will effect MN highways' 85 th percentile speeds so they are closer to the posted speed limit.	85 th percentile speed will more closely reflect the posted speed limit	ATR and WIM devices located throughout MN.	Travel speed data provided by Mn/DOT Traffic Forecast and Analysis Section.
Heightened enforcement will effect MN highways' 85 th percentile speeds so they are closer to the posted speed limit.	Effect and residual effect of Heightened Enforcement on roadway speeds will be measured. ATR and WIM data will be analyzed before, during, and after enforcement periods to measure change in the 85 th percentile speed and relationship between changes in 85 th percentile speed and proximity of an enforcement zone	ATR and WIM devices located throughout MN.	Travel speed data provided by Mn/DOT Traffic Forecast and Analysis Section.
A multi-media education campaign will improve driver awareness of aggressive traffic related safety issues through multi-media education.	Type and duration of media campaigns will be recorded and compared to population survey respondents identify where they first learned about the HEAT program	Media campaign types will be tracked and three-wave population survey will be administered.	DPS will facilitate the multi-media campaign. Mn/DOT Market Research Services and Office of Traffic Safety and Technology in conjunction with a hired consultant will facilitate the population survey.

Objectives	Measure of Effectiveness	Data Source	Agency
<p>A multi-media education campaign will improve driver awareness of aggressive traffic related safety issues through multi-media education.</p>	<p>Responses to a three wave population survey of driver knowledge of and attitudes toward aggressive traffic will be used to assess driver awareness of aggressive driving behaviors and efforts directed at reducing aggressive traffic</p>	<p>Three-wave population survey that measures attitudes toward aggressive traffic and awareness of heightened enforcement efforts.</p>	<p>DPS will facilitate the multi-media campaign.</p> <p>Mn/DOT Market Research Services and Office of Traffic Safety and Technology in conjunction with a hired consultant will facilitate the population survey.</p>
<p>Heightened aggressive traffic enforcement efforts will positively affect 85th percentile speeds.</p>	<p>Measure relationship between enforcement and 85th percentile speed</p>	<p>MSP will track hours of enforcement, traffic stops and citation by type and number. Citations will also be tracked by age-group and sex of violator within enforcement zones during Heightened Enforcement periods.</p> <p>ATR and WIM devices located in enforcement zones</p>	<p>MSP and local law enforcement agencies will collect data pertaining to HEAT enforcement schedules, citations issued during HEAT enforcement periods, specific to targeted enforcement zones.</p> <p>Travel speed data provided by Mn/DOT Traffic Forecast and Analysis Section.</p>

Objectives	Measure of Effectiveness	Data Source	Agency
<p>*Heightened aggressive traffic enforcement efforts will positively affect aggressive traffic related crashes.</p>	<p>Measure relationship between enforcement and roadway crash data</p>	<p>MSP will track traffic stops and citation by type and number. Citations will also be tracked by age-group and sex of violator within enforcement zones during Heightened Enforcement periods</p> <p>Roadway crash data extracted from TIS</p>	<p>MSP and local law enforcement agencies will collect data pertaining to HEAT enforcement schedules, citations issued during HEAT enforcement periods, specific to targeted enforcement zones.</p> <p>Mn/DOT OTST will extract and analyze crash data TIS Crash Data.</p>

*This is a long-term goal which will require analyses at least one year following the HEAT campaign.