



Research In Progress

Strategies to Improve the Visibility & General Deterrence of Sobriety Checkpoints

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This project will assess the effectiveness of an earlier checkpoint start time and accompanying signage in raising public awareness of sobriety checkpoint activity and raising the public's perceived risk of an alcohol-impaired driver being stopped and arrested. Two intervention sites will be recruited that will conduct sobriety checkpoints from 7:30-10:30 pm over a two week period (Thursday, Friday, and Saturday evenings) during two different times of the year. Variable message boards at high traffic volume locations will augment the checkpoints. The intervention sites will rotate the use of the signs, with one site deploying them during the first 2-week period and the second site deploying them during the later 2-week period. Telephone surveys conducted before and after each two-week intervention period will obtain the awareness information. A comparison site in which no project activity will be occurring will also be surveyed by telephone.

Start Date: 9/11/09

End Date: November 2012

Contractor: Sam Schwartz Engineering, LLC

Contract Number: DTNH22-09-C000120

Total Contract Cost: \$598,583

Last Updated: January 2012