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**INTERIM (TWO-YEAR)  
EVALUATION REPORT  
ON THE OAKLAND COUNTY  
ALCOHOL ENFORCEMENT/  
EDUCATION PROJECT**

**Arthur C. Wolfe**

**INTERIM REPORT  
MARCH 1983**

**UMTRI** The University of Michigan  
Transportation Research Institute

On September 16, 1982, the Regents of The University of Michigan changed the name of the Highway Safety Research Institute to the University of Michigan Transportation Research Institute (UMTRI).

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ENFORCEMENT/EDUCATION PROJECT

Arthur C. Wolfe

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University of Michigan  
TRANSPORTATION RESEARCH INSTITUTE  
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<p>16. Abstract</p> <p>The four-year Alcohol Enforcement/Education project was begun in the fall of 1979 to try to reduce alcohol-related accidents in Oakland County, Michigan, by a combination of selective police enforcement and public education. The major project activity is the deployment of a special Alcohol Enforcement Team consisting of Sheriff's deputies and state and local police in areas with high alcohol-related accidents on Wednesday through Saturday nights from 11 p.m. to 4 a.m. Its primary goal is to reduce the rate of alcohol-related accidents county-wide by at least 15 percent and by at least 30 percent in the ten selected target areas. Secondary goals include increasing drunk driving arrests by 30 percent in the Sheriff's Department and by 15 percent in the local police departments.</p> <p>UMTRI is responsible for evaluating the effectiveness of this project in meeting its goals. This interim report provides baseline and two-year operational data on alcohol-related accidents, drunk driving arrests, and public opinion in Oakland County. Basically, the project has been successful in increasing arrests and public awareness, but it has not succeeded in reducing drunk driving accidents much more than in other parts of Michigan which did not have such a special program.</p>			
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## INTRODUCTION

In September of 1979 a new four-year program to combat drunk driving was begun in Oakland County, Michigan. Primary responsibility for the Oakland County Alcohol Enforcement/Education Project lies with the Traffic Improvement Association of Oakland County (TIA), which is overall coordinator for the Project, and with the Oakland County Sheriff's Department. Financial support for the Project is provided by federal grant funds through the Michigan Office of Highway Safety Planning.

Oakland County is the largest suburban county in the Detroit metropolitan area, with close to 1,000,000 people residing in 61 political subdivisions (26 cities, 12 villages, and 23 townships). Pontiac is the county seat, and other large communities include the cities of Southfield, Royal Oak, Farmington Hills, and Troy, and Waterford and Bloomfield Townships. The population is concentrated toward the southern and eastern parts of the county, and there are substantial rural areas to the north and west. There are 42 separate local police agencies serving the county. In addition, two Michigan State Police (MSP) posts are located in the county, at Pontiac and Northville, and two other nearby posts (Brighton and Romeo) serve parts of the county. Sixteen district courts with 32 judges provide first-level court services in the different parts of the county.

The primary project activity is the deployment of special police patrol personnel at the times and places of large numbers of past alcohol-related accidents. Planning for this special patrol effort is carried out by TIA using its computerized data base of Oakland County accidents. TIA is also responsible for carrying out an educational program to inform the general public about the dangers of drunk driving and about the special program to apprehend drunk drivers. In addition, TIA is involved in more specific educational activities with persons relevant to the Project such as police officers, driver training teachers, and district court judges and prosecutors. The Sheriff's Department provides most of the Alcohol Enforcement Team personnel and has responsibility for the coordination and record-keeping of the Team's operation. The Pontiac MSP post and a number of local police departments have also provided personnel and cars for the team. While the primary purpose of the Alcohol Enforcement Team is saturation enforcement of

the drunk driving laws in the target areas of deployment, naturally Team personnel carry out many other law enforcement activities in their assigned areas of patrol.

The overall goal of this four-year project is to reduce the suffering and costs caused by alcohol-related accidents in Oakland County. Specifically, the project aims to reduce the county-wide rate of alcohol-related fatal and injury accidents by 15 percent and to reduce the rate in the specified selective enforcement "target areas" by 30 percent.

In addition, the project has three intermediate goals, each of which can play a role in the attainment of the primary goal, the reduction of alcohol-related accidents. These are:

- (1) To increase drunk driving arrests by 30 percent in the Sheriff's Department, by 15 percent in the 41 local police departments in the county, and by 50 percent in the selected target areas.
- (2) To implement a drunk driving selective enforcement program in the Sheriff's Department and in at least half of the eleven police departments serving populations over 25,000.
- (3) To significantly increase public awareness of the magnitude of the alcohol-related traffic accident problem and public support for firm drunk driving enforcement measures.

In order to measure the effectiveness of the Alcohol Enforcement/Education Project in attaining the above-stated goals, the Michigan Office of Highway Safety Planning contracted with The University of Michigan Transportation Research Institute (UMTRI). With the assistance of TIA and the Sheriff's Department, UMTRI staff have been collecting statistical data on alcohol-related accidents and drunk driving arrests in Oakland County. They have also been collecting data on district court handling and dispositions of drunk driving cases, and they have carried out three public opinion surveys among Oakland County drivers.

This report is an interim evaluation of the effectiveness of the OCAEEP program. It covers the first two years of deployment of the special Alcohol Enforcement Team, from April 10, 1980, through March of 1982. Since the operational years start in April, most of the data presented in this report for both the baseline and operational periods are for years running from April



to the following March. Thus the two baseline years used for comparison with the operational years are April 1978 to March 1979 and April 1979 to March 1980.

The report contains three sections: one on alcohol-related accidents, one on drunk driving arrests, and one on the public opinion surveys. It concludes with a brief summary section.

TABLE 1.1  
Alcohol-Related Accidents in Oakland County by Degree of Severity by Quarter, January 1977 to March 1982

	Fatal Accidents		Other Injury Accidents		Property-Damage-Only Accidents		Fatal and Injury Accidents		All Accidents		
	Total	Alcohol Related Percent	Total	Alcohol Related Percent	Total	Alcohol Related Percent	Total	Alcohol Related Percent	Total	Alcohol Related Percent	
											Total
1st Quarter 1977	23	52.5	2929	18.4	7016	10.2	2952	550	18.6	9968	12.7
2nd Quarter 1977	39	59.0	2980	20.8	5553	12.8	3019	644	21.3	8572	15.8
3rd Quarter 1977	38	31.6	3156	20.2	5603	13.5	3194	649	20.3	8797	16.0
4th Quarter 1977	40	52.5	3328	22.0	7976	11.3	3368	754	22.4	11,344	14.6
1st Quarter 1978	27	37.0	3120	18.4	8917	8.7	3147	585	18.6	12,064	11.3
Total 1977-1978	144	45.8	12,584	20.4	28,049	11.2	12,728	2632	20.7	40,777	14.2
2nd Quarter 1978	50	58.0	3167	21.3	5991	13.1	3217	704	21.9	9208	16.2
3rd Quarter 1978	46	50.0	3121	22.0	5813	13.5	3167	711	22.5	8980	16.7
4th Quarter 1978	41	61.0	3595	24.2	7509	13.2	3636	894	24.6	11,145	16.9
1st Quarter 1979	36	50.0	3437	20.9	8337	10.3	3473	735	21.2	11,810	13.5
Total 1978-1979	173	54.9	13,320	22.1	27,650	12.4	13,493	3044	22.6	41,143	15.7
2nd Quarter 1979	33	48.5	3191	22.1	5837	12.4	3224	722	22.4	9061	15.9
3rd Quarter 1979	44	45.5	3209	23.1	5525	13.4	3253	762	23.4	8778	17.1
4th Quarter 1979	40	52.5	3469	23.3	7180	12.7	3509	829	23.6	10,689	16.3
1st Quarter 1980	27	51.9	2714	22.2	5945	11.8	2741	617	22.5	8686	15.2
Total 1979-1980	144	49.3	12,583	22.7	24,487	12.6	12,727	2930	23.0	37,214	16.2
2nd Quarter 1980	45	51.1	2803	23.0	5009	13.4	2848	667	23.4	7857	17.0
3rd Quarter 1980	30	60.0	2974	22.6	5042	14.0	3004	690	23.0	8046	17.4
4th Quarter 1980	40	60.0	3062	22.7	6207	12.4	3102	719	23.2	9309	16.0
1st Quarter 1981	33	39.4	2529	21.5	5971	10.7	2562	556	21.7	8533	14.0
Total 1980-81	148	52.7	11,368	22.5	22,229	12.5	11,516	2632	22.9	33,745	16.1
2nd Quarter 1981	36	52.8	2631	23.5	4842	13.1	2667	636	23.8	7509	16.9
3rd Quarter 1981	35	62.9	2851	21.7	5038	14.1	2886	642	22.2	7924	13.1
4th Quarter 1981	39	51.3	2947	22.0	5900	12.3	2986	669	22.4	8886	15.7
1st Quarter 1982	24	50.0	2702	18.0	7340	8.5	2726	498	18.3	10,066	11.2
Total 1981-82	134	54.5	11,131	21.3	23,120	11.7	11,265	2445	21.7	34,385	15.0

## 1. OAKLAND COUNTY ACCIDENT DATA

As mentioned in the Introduction, the primary goal of the Oakland County Alcohol Enforcement/Education Project is to reduce the incidence of alcohol-related accidents in Oakland County. In Table 1.1 data are presented on all police-reported accidents in Oakland County for 1977 through March, 1982. For each quarter and operational year the number and percentage of alcohol-related accidents (as judged by the investigating police officer) is shown for fatal accidents, other injury accidents, property-damage-only accidents, fatal and injury accidents combined, and all accidents.

This table shows that all types of accidents declined substantially in 1979, 1980, and 1981, compared to 1977 and 1978, and this decline was particularly sharp in the period since April, 1980, when the special alcohol enforcement effort began. However, when one looks at the columns of alcohol-related percentages one finds little change from year to year. The more serious fatal and injury accidents are more likely to be alcohol-related than property-damage-only accidents, but the percentage of fatal and injury accidents which were alcohol-related was actually higher in 1981-82 than in 1977-78--21.7 percent, compared to 20.7 percent. However, the 1980-81 figure of 22.9 percent and the 1981-82 figure of 21.7 percent are slightly lower than the 1979-80 figure of 23.0 percent.

For the 24 baseline months from April, 1978, to March, 1980, the alcohol-related percentage was 22.8 percent, while for the 24 operational months from April, 1980, to March, 1982, the alcohol-related percentage was 22.3 percent, a reduction of 2.3 percent in the alcohol-related rate. Thus, although the numbers of alcohol-related accidents have declined substantially during the program operational period, it is obvious that the program has not yet fully met its goal of reducing the rate of alcohol-related fatal and injury accidents by 15 percent.

Table 1.2 looks at the changes in total and alcohol-related fatal and injury accidents in Oakland County in comparison with ten other large counties and the whole state of Michigan. This table shows that not only Oakland County but other large counties and the state as a whole have all experienced large reductions in both total accidents and alcohol-related accidents during the 1978-1981 period. For the whole state there was a 21.0 percent drop in

TABLE 1.2  
Total and Alcohol-Related Fatal and Injury Accidents for Oakland County,  
Ten Other Large Counties, and All Michigan, April 1978 to December 1981

County	Time Period				Change from 4/79-3/80 to 1/81-12/81	Change from 4/78-3/80 to 4/80-12/81*
	Apr. 1978 Mar. 1979	Apr. 1979 Mar. 1980	Apr. 1980 Mar. 1981	Jan. 1981 Dec. 1981		
	<b>OAKLAND COUNTY</b>					
Total Accidents	13493	12727	11516	11101	-17.7%	-13.7%
Non Alc.-Related	10449	9797	8884	8598	-17.7%	-13.7%
Alcohol-Related	3044	2930	2632	2503	-17.8%	-14.0%
Alc.-Related %	22.6%	23.0%	22.9%	22.5%	-0.1%	-0.4%
<b>CALHOUN COUNTY</b>						
Total Accidents	1712	1616	1428	1485	-13.3%	-12.5%
Non Alc.-Related	1317	1214	1101	1149	-12.8%	-11.1%
Alcohol-Related	395	402	327	336	-14.9%	-16.8%
Alc.-Related %	23.1%	24.9%	22.9%	22.6%	-1.9%	-5.0%
<b>GENESEE COUNTY</b>						
Total Accidents	5292	4802	4416	4353	-17.7%	-13.1%
Non Alc.-Related	3915	3389	3204	3094	-21.0%	-13.8%
Alcohol-Related	1377	1413	1212	1259	-8.6%	-11.4%
Alc.-Related %	26.0%	29.4%	27.4%	28.9%	+11.2%	+1.9%
<b>INGHAM COUNTY</b>						
Total Accidents	3187	2886	2708	2659	-16.6%	-11.6%
Non Alc.-Related	2514	2210	2051	2020	-19.6%	-13.8%
Alcohol-Related	673	676	657	639	-5.1%	-3.9%
Alc.-Related %	21.1%	23.4%	24.3%	24.0%	+13.8%	+8.7%
<b>JACKSON COUNTY</b>						
Total Accidents	1977	1791	1587	1525	-22.9%	-17.4%
Non Alc.-Related	1417	1309	1117	1100	-22.4%	-18.7%
Alcohol-Related	560	482	470	425	-24.1%	-14.1%
Alc.-Related %	28.3%	26.9%	29.6%	27.9%	-1.6%	+4.0%
<b>KALAMAZOO COUNTY</b>						
Total Accidents	2488	2324	2189	1929	-22.5%	-14.4%
Non Alc.-Related	1975	1784	1640	1472	-25.5%	-17.2%
Alcohol-Related	513	540	549	457	-10.9%	-4.5%
Alc.-Related %	20.6%	23.2%	25.1%	23.7%	+14.9%	+11.6%
<b>KENT COUNTY</b>						
Total Accidents	5206	5155	4597	4472	-14.1%	-12.5%
Non Alc.-Related	4221	4021	3516	3488	-17.4%	-15.0%
Alcohol-Related	985	1134	1081	984	-0.1%	-2.5%
Alc.-Related %	18.9%	22.0%	23.5%	22.0%	+16.3%	+11.3%
<b>MACOMB COUNTY</b>						
Total Accidents	8685	7952	7004	6689	-23.0%	-17.7%
Non Alc.-Related	6812	6089	5227	5060	-25.7%	-20.3%
Alcohol-Related	1873	1863	1777	1629	-13.0%	-8.8%
Alc.-Related %	21.6%	23.4%	25.4%	24.4%	+12.9%	+10.8%
<b>MONROE COUNTY</b>						
Total Accidents	1708	1400	1294	1210	-29.2%	-19.4%
Non Alc.-Related	1194	956	864	877	-26.5%	-19.0%
Alcohol-Related	514	444	430	333	-35.2%	-20.4%
Alc.-Related %	30.1%	31.7%	33.2%	27.5%	-8.6%	-1.1%
<b>WASHTENAW COUNTY</b>						
Total Accidents	3098	2797	2615	2455	-20.8%	-14.0%
Non Alc.-Related	2360	2063	1906	1862	-21.1%	-14.8%
Alcohol-Related	738	734	709	593	-19.6%	-11.5%
Alc.-Related %	23.8%	26.2%	27.1%	24.2%	+1.4%	+2.8%
<b>WAYNE COUNTY</b>						
Total Accidents	32288	29521	27303	26085	-19.2%	-13.6%
Non Alc.-Related	25338	23012	21375	20513	-19.0%	-13.4%
Alcohol-Related	6950	6509	5928	5572	-19.8%	-14.6%
Alc.-Related %	21.5%	22.0%	21.7%	21.4%	-0.8%	-1.1%
<b>ALL MICHIGAN</b>						
Total Accidents	115529	105424	96799	92841	-19.6%	-14.2%
Non Alc.-Related	88457	78758	72247	69918	-21.0%	-15.0%
Alcohol-Related	27072	26666	24552	22923	-15.3%	-11.7%
Alc.-Related %	23.4%	25.3%	25.4%	24.7%	+5.4%	+2.9%

\*For this comparison the data for the first quarter of 1981 have been counted twice in the March 1980 to December 1981 time period.

non-alcohol-related accidents from 1978-79 to 1981, along with a drop of 15.3 percent in alcohol-related accidents. The percentage of accidents statewide which were alcohol-related actually went up from 23.4 percent to 24.7 percent, a 5.4 percent increase in the alcohol-related rate. In Oakland County non-alcohol-related accidents dropped 17.7 percent from 1978-79 to 1981, slightly less than the statewide drop, but alcohol-related accidents dropped 17.8 percent, somewhat more than the statewide drop. The percentage of alcohol-related accidents was about the same in the two years (22.6 percent and 22.5 percent). In 1978-79 five of the comparison counties had lower percentages of alcohol-related accidents than Oakland County did, but in 1981 only two comparison counties were lower than Oakland County (Kent and Wayne).

The last column of percentages in Table 1.2 compares fatal and injury accidents for the full 24-month baseline period, from April, 1978, to March, 1980, with the 21 months of the operational period from April, 1980, to December, 1981. Because accident data for the January to March 1982 period were not yet available for other than Oakland County, the data for January to March 1981 have been counted twice in the second time period, thus providing 24 months of data in the second time period also. Again the table shows that Oakland County declined slightly less than the state as a whole in non-alcohol-related accidents, 13.7 percent compared to 15.0 percent, but it declined somewhat more in alcohol-related accidents, 14.0 percent compared to 11.7 percent. While the state as a whole had its alcohol-related percentage increase from 23.8 percent to 25.0 percent, Oakland County's alcohol-related percentage stayed about the same, 22.8 percent and 22.7 percent. At the same time seven of the ten comparison counties experienced increases in their percentages of alcohol-related accidents. Only Calhoun, Monroe, and Wayne Counties experienced larger decreases in their rates of alcohol-related accidents than did Oakland County. This suggests that the special program in Oakland County had some effect in reducing the magnitude of alcohol-related fatal and injury crashes in the county.

Tables 1.3 to 1.7 go on to present similar data for accidents taking place at five different time periods during the week. Table 1.3 covers accidents occurring on Wednesday, Thursday, Friday, and Saturday nights from 11 p.m. to 4 a.m. Table 1.4 describes the experience for accidents taking place on Sunday, Monday, and Tuesday nights between 11 p.m. and 4 a.m. Table

TABLE 1.3  
Total and Alcohol-Related Fatal and Injury Accidents for Oakland County,  
Ten Other Large Counties, and All Michigan, April 1978 to December 1981,  
Accidents on Wed., Thurs., Fri., and Sat. Nights from 11PM to 4AM

County	Time Period				Change from 4/78-3/79 to 1/81-12/81	Change from 4/78-3/80 to 4/80-12/81*
	Apr. 1978 Mar. 1979	Apr. 1979 Mar. 1980	Apr. 1980 Mar. 1981	Jan. 1981 Dec. 1981		
<b>OAKLAND COUNTY</b>						
Total Accidents	1769	1658	1585	1482	-16.2%	-10.5%
Non Alc.-Related	639	562	543	498	-22.1%	-13.3%
Alcohol-Related	1130	1096	1042	984	-12.9%	-9.0%
Alc.-Related %	63.9%	66.1%	65.7%	66.4%	+3.9%	+1.7%
<b>CALHOUN COUNTY</b>						
Total Accidents	189	212	214	190	+0.5%	+0.7%
Non Alc.-Related	74	78	88	77	+4.1%	+8.6%
Alcohol-Related	115	134	126	113	-1.7%	-4.0%
Alc.-Related %	60.8%	63.2%	58.9%	59.5%	-2.3%	-4.7%
<b>GENESEE COUNTY</b>						
Total Accidents	698	727	650	669	-4.2%	-7.4%
Non Alc.-Related	260	243	234	219	-15.8%	-9.9%
Alcohol-Related	438	484	416	450	+2.7%	-6.1%
Alc.-Related %	62.8%	66.6%	64.0%	67.3%	+7.2%	+1.5%
<b>INGHAM COUNTY</b>						
Total Accidents	366	364	345	343	-6.3%	-5.8%
Non Alc.-Related	107	97	84	91	-15.0%	-14.2%
Alcohol-Related	259	267	261	252	-2.7%	-2.5%
Alc.-Related %	70.8%	73.4%	75.7%	73.5%	+3.8%	+3.5%
<b>JACKSON COUNTY</b>						
Total Accidents	338	280	287	273	-19.2%	-9.4%
Non Alc.-Related	110	106	108	87	-20.9%	-9.7%
Alcohol-Related	228	174	179	186	-18.4%	-9.2%
Alc.-Related %	67.5%	62.1%	62.4%	68.1%	+1.0%	+0.2%
<b>KALAMAZOD COUNTY</b>						
Total Accidents	335	344	366	315	-6.0%	+0.3%
Non Alc.-Related	141	113	129	110	-22.0%	-5.9%
Alcohol-Related	194	231	237	205	+5.7%	+4.0%
Alc.-Related %	57.9%	67.2%	64.8%	65.1%	+12.4%	+3.7%
<b>KENT COUNTY</b>						
Total Accidents	606	705	623	586	-3.3%	-7.8%
Non Alc.-Related	214	215	178	176	-17.8%	-17.5%
Alcohol-Related	392	490	445	410	+4.6%	-3.1%
Alc.-Related %	64.7%	69.5%	71.4%	70.0%	+8.2%	+5.1%
<b>MACOMB COUNTY</b>						
Total Accidents	1142	1157	1100	1060	-7.2%	-6.0%
Non Alc.-Related	474	450	407	366	-22.8%	-16.3%
Alcohol-Related	668	707	693	694	+3.9%	+0.9%
Alc.-Related %	58.5%	61.1%	63.0%	65.5%	+11.9%	+7.4%
<b>MONROE COUNTY</b>						
Total Accidents	271	216	246	198	-26.9%	-8.8%
Non Alc.-Related	83	48	71	68	-18.1%	+6.1%
Alcohol-Related	188	168	175	130	-30.9%	-14.3%
Alc.-Related %	69.4%	77.8%	71.1%	65.7%	-5.4%	-6.0%
<b>WASHTENAW COUNTY</b>						
Total Accidents	424	388	392	342	-19.3%	-9.6%
Non Alc.-Related	155	139	130	112	-27.7%	-17.7%
Alcohol-Related	269	249	262	230	-14.5%	-5.0%
Alc.-Related %	63.4%	64.2%	66.8%	67.3%	+6.0%	+5.1%
<b>WAYNE COUNTY</b>						
Total Accidents	4061	3726	3646	3461	-14.8%	-8.7%
Non Alc.-Related	1943	1663	1710	1608	-17.2%	-8.0%
Alcohol-Related	2118	2063	1936	1853	-12.5%	-9.4%
Alc.-Related %	52.2%	55.4%	53.1%	53.5%	+2.7%	-0.7%
<b>ALL MICHIGAN</b>						
Total Accidents	15442	15025	14449	13629	-11.7%	-7.8%
Non Alc.-Related	5982	5302	5238	4826	-19.3%	-10.8%
Alcohol-Related	9460	9723	9211	8803	-6.9%	-6.1%
Alc.-Related %	61.3%	64.7%	63.7%	64.6%	+5.4%	+1.9%

\*Jan.-Mar. 1981 data are counted twice in the second time period.

1.5 covers accidents taking place on Monday through Thursday from 4 a.m. to 11 p.m. Table 1.6 covers accidents which occur on Friday from 4 a.m. to 11 p.m. Table 1.7 covers accidents which take place on Saturday and Sunday from 4 a.m. to 11 p.m.

Both in Oakland County and statewide only about one-seventh of the fatal and injury accidents took place on Wednesday through Saturday nights between 11 p.m. and 4 a.m., the hours when the Alcohol Enforcement Team was patrolling. However, almost two-thirds of the accidents at these hours were alcohol-related, and almost two-fifths of all alcohol-related accidents occurred at these times. Table 1.3 shows that statewide alcohol-related accidents declined only -6.1 percent during these hours (compared to -11.7 percent for all hours), while in Oakland County alcohol-related accidents fell -9.0 percent (compared to -14.0 percent for all hours). Among the comparison counties only Monroe had a substantially greater decline in alcohol-related accidents at these hours (-14.3 percent) than did Oakland County, while Jackson and Wayne had rather similar reductions (-9.2 percent and -9.4 percent, respectively). Macomb and Kalamazoo Counties actually had increases in alcohol-related accidents during these hours (0.9 percent and 4.0 percent, respectively). So, although Oakland County alcohol-related accidents dropped less during these Team operational hours than during some other time periods (see Tables 1.4-1.7), still they were reduced more in Oakland County than statewide and in most of the comparison counties.

In sum, the accident tables show that Oakland County experienced above average reductions in alcohol-related accidents, compared to the state as a whole and to most of the comparison counties. This was true both over all times and during the specific hours of Alcohol Enforcement Team operation. However, it is somewhat unsettling to find that similar or greater reductions in alcohol-related accidents took place in nearby counties such as Wayne and Monroe without any special alcohol enforcement programs. It is of course possible that there was some spillover effect from media activities which covered all of southeast Michigan, but it is difficult from the data available to demonstrate a strong effect specifically for the special Alcohol Enforcement Team in Oakland County.

TABLE 1.4  
Total and Alcohol-Related Fatal and Injury Accidents for Oakland County,  
Ten Other Large Counties, and All Michigan, April 1978 to December 1981,  
Accidents on Sunday, Monday, and Tuesday Nights from 11PM to 4AM

County	Time Period				Change from 4/78-3/79 to 1/81-12/81	Change from 4/78-3/80 to 4/80-12/81*
	Apr. 1978 Mar. 1979	Apr. 1979 Mar. 1980	Apr. 1980 Mar. 1981	Jan. 1981 Dec. 1981		
<b>OAKLAND COUNTY</b>						
Total Accidents	632	595	502	449	-29.0%	-22.5%
Non Alc.-related	246	217	204	175	-28.9%	-18.1%
Alcohol-related	386	378	298	274	-29.0%	-25.1%
Alc.-related %	61.1%	63.5%	59.4%	61.0%	-0.1%	-3.4%
<b>CALHOUN COUNTY</b>						
Total Accidents	90	82	63	68	-24.4%	-23.8%
Non Alc.-Related	49	39	29	26	-46.9%	-37.5%
Alcohol-Related	41	43	34	42	+2.4%	-9.5%
Alc.-Related %	45.6%	52.4%	54.0%	61.8%	+35.6%	+18.8%
<b>GENESEE COUNTY</b>						
Total Accidents	262	225	257	212	-19.1%	-3.7%
Non Alc.-Related	103	70	99	67	-35.0%	-4.0%
Alcohol-Related	159	155	158	145	-8.8%	-3.5%
Alc.-Related %	60.7%	68.9%	61.5%	68.4%	+12.7%	+0.2%
<b>INGHAM COUNTY</b>						
Total Accidents	102	97	111	101	-1.0%	+6.5%
Non Alc.-Related	37	30	39	39	+5.4%	+16.4%
Alcohol-Related	65	67	72	62	-4.6%	+1.5%
Alc.-Related %	63.7%	69.1%	64.9%	61.4%	-3.7%	-4.7%
<b>JACKSON COUNTY</b>						
Total Accidents	101	89	78	70	-30.7%	-22.1%
Non Alc.-Related	45	30	27	26	-42.2%	-29.3%
Alcohol-Related	56	59	51	44	-21.4%	-17.4%
Alc.-Related %	55.4%	66.3%	65.4%	62.9%	+13.4%	+6.1%
<b>KALAMAZOO COUNTY</b>						
Total Accidents	97	94	97	69	-28.9%	-13.1%
Non Alc.-Related	49	45	39	23	-53.1%	-34.0%
Alcohol-Related	48	49	58	46	-4.2%	+7.2%
Alc.-Related %	49.5%	52.1%	59.8%	66.7%	+34.7%	+23.4%
<b>KENT COUNTY</b>						
Total Accidents	195	160	167	162	-16.9%	-7.3%
Non Alc.-Related	90	76	73	79	-12.2%	-8.4%
Alcohol-Related	105	84	94	83	-21.0%	-6.3%
Alc.-Related %	53.8%	52.5%	56.3%	51.2%	-4.9%	+1.1%
<b>MACOMB COUNTY</b>						
Total Accidents	380	366	317	254	-33.2%	-23.5%
Non Alc.-Related	160	171	115	97	-39.4%	-36.0%
Alcohol-Related	220	195	202	157	-28.6%	-13.5%
Alc.-Related %	57.9%	53.3%	63.7%	61.8%	+6.8%	+13.0%
<b>MONROE COUNTY</b>						
Total Accidents	107	77	71	65	-39.3%	-26.1%
Non Alc.-Related	42	24	22	27	-35.7%	-25.8%
Alcohol-Related	65	53	49	38	-41.5%	-26.3%
Alc.-Related %	60.7%	68.8%	69.0%	58.5%	-3.8%	-0.2%
<b>WASHTENAW COUNTY</b>						
Total Accidents	141	148	115	107	-24.1%	-23.2%
Non Alc.-Related	56	73	45	45	-19.6%	-30.2%
Alcohol-Related	85	75	70	62	-27.1%	-17.5%
Alc.-Related %	60.3%	50.7%	60.9%	57.9%	-3.9%	+7.4%
<b>WAYNE COUNTY</b>						
Total Accidents	1593	1380	1293	1133	-28.9%	-18.4%
Non Alc.-Related	838	681	673	587	-30.0%	-17.1%
Alcohol-Related	755	699	620	546	-27.7%	-19.8%
Alc.-Related %	47.4%	50.7%	48.0%	48.2%	+1.7%	-1.7%
<b>ALL MICHIGAN</b>						
Total Accidents	5462	4915	4542	4022	-26.4%	-17.5%
Non Alc.-Related	2449	2013	1835	1666	-32.0%	-21.5%
Alcohol-Related	3013	2902	2707	2356	-21.8%	-14.4%
Alc.-Related %	55.2%	59.0%	59.6%	58.6%	+6.2%	+3.7%

\*Jan.-Mar. 1981 data are counted twice in the second time period.



TABLE 1.5  
Total and Alcohol-Related Fatal and Injury Accidents for Oakland County,  
Ten Other Large Counties, and All Michigan, April 1978 to December 1981,  
Accidents on Mondays, Tuesdays, Wednesdays, and Thursdays from 4AM to 11PM

County	Time Period				Change from 4/78-3/79 to 1/81-12/81	Change from 4/78-3/80 to 4/80-12/81*
	Apr. 1978 Mar. 1979	Apr. 1979 Mar. 1980	Apr. 1980 Mar. 1981	Jan. 1981 Dec. 1981		
<b>OAKLAND COUNTY</b>						
Total Accidents	6469	6058	5638	5546	-14.3%	-10.7%
Non Alc.-Related	5772	5376	4987	4918	-14.8%	-11.1%
Alcohol-Related	697	682	651	628	-9.9%	-7.3%
Alc.-Related %	10.8%	11.3%	11.5%	11.3%	+5.1%	+3.9%
<b>CALHOUN COUNTY</b>						
Total Accidents	846	744	677	699	-17.4%	-13.5%
Non Alc.-Related	741	643	600	611	-17.5%	-12.5%
Alcohol-Related	105	101	77	88	-16.2%	-19.9%
Alc.-Related %	12.4%	13.6%	11.4%	12.6%	+1.4%	-7.4%
<b>GENESEE COUNTY</b>						
Total Accidents	2466	2182	2122	2072	-16.0%	-9.8%
Non Alc.-Related	2108	1816	1805	1718	-18.5%	-10.2%
Alcohol-Related	358	366	317	354	-1.1%	-7.3%
Alc.-Related %	14.5%	16.8%	14.9%	17.1%	+17.7%	+2.7%
<b>INGHAM COUNTY</b>						
Total Accidents	1571	1497	1375	1351	-14.0%	-11.1%
Non Alc.-Related	1419	1336	1239	1209	-14.8%	-11.1%
Alcohol-Related	152	161	136	142	-6.6%	-11.2%
Alc.-Related %	9.7%	10.8%	9.9%	10.5%	+8.6%	-0.0%
<b>JACKSON COUNTY</b>						
Total Accidents	817	761	678	687	-15.9%	-13.5%
Non Alc.-Related	712	661	585	599	-15.9%	-13.8%
Alcohol-Related	105	100	93	88	-16.2%	-11.7%
Alc.-Related %	12.9%	13.1%	13.7%	12.8%	-0.3%	+2.1%
<b>KALAMAZOO COUNTY</b>						
Total Accidents	1199	1074	959	900	-24.9%	-18.2%
Non Alc.-Related	1086	972	853	808	-25.6%	-19.3%
Alcohol-Related	113	102	106	92	-18.6%	-7.9%
Alc.-Related %	9.4%	9.5%	11.1%	10.2%	+8.5%	+12.6%
<b>KENT COUNTY</b>						
Total Accidents	2592	2468	2226	2259	-12.8%	-11.4%
Non Alc.-Related	2385	2229	1986	2038	-14.5%	-12.8%
Alcohol-Related	207	239	240	221	+6.8%	+3.4%
Alc.-Related %	8.0%	9.7%	10.8%	9.8%	+22.5%	+16.6%
<b>MACOMB COUNTY</b>						
Total Accidents	4041	3655	3234	3243	-19.7%	-15.8%
Non Alc.-Related	3598	3217	2816	2878	-20.0%	-16.4%
Alcohol-Related	443	438	418	365	-17.6%	-11.1%
Alc.-Related %	11.0%	12.0%	12.9%	11.3%	+2.7%	+5.6%
<b>MONROE COUNTY</b>						
Total Accidents	715	601	531	554	-22.5%	-17.6%
Non Alc.-Related	603	500	443	473	-21.6%	-17.0%
Alcohol-Related	112	101	88	81	-27.7%	-20.7%
Alc.-Related %	15.7%	16.8%	16.6%	14.6%	-6.7%	-3.8%
<b>WASHTENAW COUNTY</b>						
Total Accidents	1434	1283	1199	1195	-16.7%	-11.9%
Non Alc.-Related	1278	1092	1026	1055	-17.4%	-12.2%
Alcohol-Related	156	191	173	140	-10.3%	-9.8%
Alc.-Related %	10.9%	14.9%	14.4%	11.7%	+7.7%	+2.4%
<b>WAYNE COUNTY</b>						
Total Accidents	15230	13813	12867	12646	-17.0%	-12.1%
Non Alc.-Related	13328	12009	11258	11107	-16.7%	-11.7%
Alcohol-Related	1902	1804	1609	1541	-18.0%	-15.0%
Alc.-Related %	12.5%	13.1%	12.5%	12.2%	-2.4%	-3.2%
<b>ALL MICHIGAN</b>						
Total Accidents	52928	47899	44280	43567	-17.7%	-12.8%
Non Alc.-Related	46647	41704	38612	38164	-18.2%	-13.1%
Alcohol-Related	6281	6195	5668	5403	-14.0%	-11.3%
Alc.-Related %	11.9%	12.9%	12.8%	12.4%	+4.5%	+1.9%

\*Jan.-Mar. 1981 data are counted twice in the second time period.

TABLE 1.6  
Total and Alcohol-Related Fatal and Injury Accidents for Oakland County,  
Ten Other Large Counties, and All Michigan, April 1978 to December 1981,  
Accidents on Fridays from 4AM to 11PM

County	Time Period				Change from 4/78-3/79 to 1/81-12/81	Change from 4/78-3/80 to 4/80-12/81*
	Apr. 1978 Mar. 1979	Apr. 1979 Mar. 1980	Apr. 1980 Mar. 1981	Jan. 1981 Dec. 1981		
<b>OAKLAND COUNTY</b>						
Total Accidents	1970	2018	1727	1653	-16.1%	-15.2%
Non Alc.-Related	1668	1719	1492	1427	-14.4%	-13.8%
Alcohol-Related	302	299	235	226	-25.2%	-23.3%
Alc.-Related %	15.3%	14.8%	13.6%	13.7%	-10.8%	-9.5%
<b>CALHOUN COUNTY</b>						
Total Accidents	241	244	213	221	-8.3%	-10.5%
Non Alc.-Related	197	204	177	198	+0.5%	-6.5%
Alcohol-Related	44	40	36	23	-47.7%	-29.8%
Alc.-Related %	18.3%	16.4%	16.9%	10.4%	-43.0%	-21.5%
<b>GENESEE COUNTY</b>						
Total Accidents	842	748	620	623	-26.0%	-21.8%
Non Alc.-Related	670	592	487	490	-26.9%	-22.6%
Alcohol-Related	172	156	133	133	-22.7%	-18.9%
Alc.-Related %	20.4%	20.9%	21.5%	21.3%	+4.5%	+3.7%
<b>INGHAM COUNTY</b>						
Total Accidents	534	427	405	392	-26.6%	-17.1%
Non Alc.-Related	454	362	349	320	-29.5%	-18.0%
Alcohol-Related	80	65	56	72	-10.0%	-11.7%
Alc.-Related %	15.0%	15.2%	13.8%	18.4%	+22.6%	+6.4%
<b>JACKSON COUNTY</b>						
Total Accidents	289	279	228	189	-34.6%	-26.6%
Non Alc.-Related	233	230	181	155	-33.5%	-27.4%
Alcohol-Related	56	49	47	34	-39.3%	-22.9%
Alc.-Related %	19.4%	17.6%	20.6%	18.0%	-7.2%	+5.1%
<b>KALAMAZOO COUNTY</b>						
Total Accidents	391	371	353	301	-23.0%	-14.2%
Non Alc.-Related	332	310	297	265	-20.2%	-12.5%
Alcohol-Related	59	61	56	36	-39.0%	-23.3%
Alc.-Related %	15.1%	16.4%	15.9%	12.0%	-20.7%	-10.7%
<b>KENT COUNTY</b>						
Total Accidents	779	865	706	672	-13.7%	-16.2%
Non Alc.-Related	685	740	605	572	-16.5%	-17.4%
Alcohol-Related	94	125	101	100	+6.4%	-8.2%
Alc.-Related %	12.1%	14.5%	14.3%	14.9%	+23.3%	+9.5%
<b>MACOMB COUNTY</b>						
Total Accidents	1365	1289	976	960	-29.7%	-27.1%
Non Alc.-Related	1138	1065	795	789	-30.7%	-28.1%
Alcohol-Related	227	224	181	171	-24.7%	-22.0%
Alc.-Related %	16.6%	17.4%	18.5%	17.8%	+7.1%	+7.0%
<b>MONROE COUNTY</b>						
Total Accidents	240	209	190	171	-28.8%	-19.6%
Non Alc.-Related	193	169	142	143	-25.9%	-21.3%
Alcohol-Related	47	40	48	28	-40.4%	-12.6%
Alc.-Related %	19.6%	19.1%	25.3%	16.4%	-16.4%	+8.7%
<b>WASHTENAW COUNTY</b>						
Total Accidents	470	453	398	350	-25.5%	-19.0%
Non Alc.-Related	387	373	322	297	-23.3%	-18.6%
Alcohol-Related	83	80	76	53	-36.1%	-20.9%
Alc.-Related %	17.7%	17.7%	19.1%	15.1%	-14.3%	-2.3%
<b>WAYNE COUNTY</b>						
Total Accidents	4926	4800	4142	3939	-20.0%	-16.9%
Non Alc.-Related	4074	4036	3468	3330	-18.3%	-16.2%
Alcohol-Related	852	764	674	609	-28.5%	-20.6%
Alc.-Related %	17.3%	15.9%	16.3%	15.5%	-10.6%	-4.4%
<b>ALL MICHIGAN</b>						
Total Accidents	17417	16334	14305	13674	-21.5%	-17.1%
Non Alc.-Related	14429	13446	11781	11446	-20.7%	-16.7%
Alcohol-Related	2988	2888	2524	2228	-25.4%	-19.1%
Alc.-Related %	17.2%	17.7%	17.6%	16.3%	-5.0%	-2.4%

\*Jan.-Mar. 1981 data are counted twice in the second time period.

TABLE 1.7  
Total and Alcohol-Related Fatal and Injury Accidents for Oakland County,  
Ten Other Large Counties, and All Michigan, April 1978 to December 1981,  
Accidents on Saturdays and Sundays from 4AM to 11PM

County	Time Period				Change from 4/78-3/79 to 1/81-12/81	Change from 4/78-3/80 to 4/80-12/81*
	Apr. 1978 Mar. 1979	Apr. 1979 Mar. 1980	Apr. 1980 Mar. 1981	Jan. 1981 Dec. 1981		
<b>DAKLAND COUNTY</b>						
Total Accidents	2622	2377	2041	1945	-25.8%	-20.3%
Non Alc.-Related	2097	1905	1640	1561	-25.6%	-20.0%
Alcohol-Related	525	472	401	384	-26.9%	-21.3%
Alc.-Related %	20.0%	19.9%	19.6%	19.7%	-1.4%	-1.3%
<b>CALHOUN COUNTY</b>						
Total Accidents	344	329	260	306	-11.0%	-15.9%
Non Alc.-Related	254	248	206	236	-7.1%	-12.0%
Alcohol-Related	90	81	54	70	-22.2%	-27.5%
Alc.-Related %	26.2%	24.6%	20.8%	22.9%	-12.6%	-13.8%
<b>GENESEE COUNTY</b>						
Total Accidents	1012	911	764	772	-23.7%	-20.1%
Non Alc.-Related	765	661	576	595	-22.2%	-17.9%
Alcohol-Related	247	250	188	177	-28.3%	-26.6%
Alc.-Related %	24.4%	27.4%	24.6%	22.9%	-6.1%	-8.1%
<b>INGHAM COUNTY</b>						
Total Accidents	612	498	468	468	-23.5%	-15.7%
Non Alc.-Related	495	382	339	359	-27.5%	-20.4%
Alcohol-Related	117	116	129	109	-6.8%	+2.1%
Alc.-Related %	19.1%	23.3%	27.6%	23.3%	+21.8%	+21.1%
<b>JACKSON COUNTY</b>						
Total Accidents	432	378	316	306	-29.2%	-23.2%
Non Alc.-Related	317	280	216	233	-26.5%	-24.8%
Alcohol-Related	115	98	100	73	-36.5%	-18.8%
Alc.-Related %	26.6%	25.9%	31.6%	23.9%	-10.4%	+5.8%
<b>KALAMAZOO COUNTY</b>						
Total Accidents	464	439	410	342	-26.3%	-16.7%
Non Alc.-Related	366	343	318	264	-27.9%	-17.9%
Alcohol-Related	98	96	92	78	-20.4%	-12.4%
Alc.-Related %	21.1%	21.9%	22.4%	22.8%	+8.0%	+5.2%
<b>KENT COUNTY</b>						
Total Accidents	1028	954	867	791	-23.1%	-16.3%
Non Alc.-Related	841	758	670	621	-26.2%	-19.3%
Alcohol-Related	187	196	197	170	-9.1%	-4.2%
Alc.-Related %	18.2%	20.5%	22.7%	21.5%	+18.1%	+14.5%
<b>MACOMB COUNTY</b>						
Total Accidents	1719	1476	1366	1160	-32.5%	-20.9%
Non Alc.-Related	1414	1179	1086	920	-34.9%	-22.6%
Alcohol-Related	305	297	280	240	-21.3%	-13.6%
Alc.-Related %	17.7%	20.1%	20.5%	20.7%	+16.6%	+9.3%
<b>MONROE COUNTY</b>						
Total Accidents	371	296	256	222	-40.2%	-28.3%
Non Alc.-Related	270	215	186	166	-38.5%	-27.4%
Alcohol-Related	101	81	70	56	-44.6%	-30.8%
Alc.-Related %	27.2%	27.4%	27.3%	25.2%	-7.3%	-3.4%
<b>WASHTENAW COUNTY</b>						
Total Accidents	625	523	509	460	-26.4%	-15.6%
Non Alc.-Related	483	384	382	352	-27.1%	-15.3%
Alcohol-Related	142	139	127	108	-23.9%	-16.4%
Alc.-Related %	22.7%	26.6%	25.0%	23.5%	+3.3%	-0.9%
<b>WAYNE COUNTY</b>						
Total Accidents	6437	5757	5326	4879	-24.2%	-16.3%
Non Alc.-Related	5122	4589	4243	3859	-24.7%	-16.6%
Alcohol-Related	1315	1168	1083	1020	-22.4%	-15.3%
Alc.-Related %	20.4%	20.3%	20.3%	20.9%	+2.3%	+1.2%
<b>ALL MICHIGAN</b>						
Total Accidents	24069	21071	19096	17826	-25.9%	-18.2%
Non Alc.-Related	18784	16163	14690	13725	-26.9%	-18.7%
Alcohol-Related	5285	4908	4406	4101	-22.4%	-16.5%
Alc.-Related %	22.0%	23.3%	23.1%	23.0%	+4.8%	+2.0%

\*Jan.-Mar. 1981 data are counted twice in the second time period.

TABLE 2.1  
 Drunk Driving Arrests and Arrests Per Capita for Oakland County,  
 Nine Other Large Counties, and All Michigan, 1976-81<sup>1</sup>

County	Year						Percent Increase 1976/1981
	1976	1977	1978	1979	1980	1981	
OAKLAND COUNTY							
OUIL Arrests	4253	4057	4757	5406	5916	6809	60.1%
Arrests Per 1000 Pop.	4.38	4.14	4.80	5.40	5.85	6.66	52.0%
CALHOUN COUNTY							
OUIL Arrests	815	784	669	638	789	887	8.8%
Arrests Per 1000 Pop.	5.75	5.53	4.72	4.51	5.57	6.27	9.0%
GENESEE COUNTY							
OUIL Arrests	942	1085	1329	1949	1548	1557	65.3%
Arrests Per 1000 Pop.	2.10	2.42	2.96	4.33	3.44	3.45	64.4%
INGHAM COUNTY							
OUIL Arrests	1462	1419	1110	1255	1430	1739	18.9%
Arrests Per 1000 Pop.	5.42	5.23	4.07	4.58	5.19	6.28	15.8%
JACKSON COUNTY							
OUIL Arrests	476	585	498	500	643	803	68.7%
Arrests Per 1000 Pop.	3.21	3.93	3.32	3.32	4.24	5.27	64.1%
KALAMAZOO COUNTY							
OUIL Arrests	937	919	616	479	317	1131	20.7%
Arrests Per 1000 Pop.	4.50	4.39	2.93	2.27	1.49	5.30	17.6%
KENT COUNTY							
OUIL Arrests	1263	1288	1248	1436	1481	1661	31.5%
Arrests Per 1000 Pop.	2.93	2.96	2.85	3.26	3.33	3.71	26.6%
MACOMB COUNTY							
OUIL Arrests	3909	3637	3628	4293	4234	5390	37.9%
Arrests Per 1000 Pop.	5.86	5.40	5.33	6.24	6.10	7.68	31.1%
WASHTENAW COUNTY							
OUIL Arrests	1127	1342	1307	1402	1232	1802	59.9%
Arrests Per 1000 Pop.	4.46	5.25	5.05	5.36	4.65	6.73	50.7%
WAYNE COUNTY							
OUIL Arrests	9574	10306	11740	11125	11372	10281	7.4%
Arrests Per 1000 Pop.	3.87	4.23	4.88	4.69	4.86	4.46	15.1%
ALL MICHIGAN							
OUIL Arrests	38488	37532	39628	41937	41032	47511	23.4%
Arrests Per 1000 Pop.	4.22	4.10	4.31	4.55	4.43	5.11	20.9%

<sup>1</sup> These data are from Return B of the Michigan Uniform Crime Report.

## 2.0 OAKLAND COUNTY OUIL ARREST DATA

As mentioned in the introduction, a major intermediate goal of the Oakland County Alcohol Enforcement/Education Project is to increase arrests for OUIL (Operating Under the Influence of Liquor) by 30 percent in the Sheriff's Department and by 15 percent in the local police departments of Oakland County. This section will look at trends in drunk driving arrests in Oakland County in comparison with nine other large counties and the state as a whole; at trends within the 47 police agencies operating in Oakland County; and at the arrests carried out by the special Alcohol Enforcement Team in its nine designated target areas.

Table 2.1 presents the comparative data for the calendar years 1976-1981. This table is based on the annual uniform crime reports which each police agency is required to submit to the Michigan State Police. Prior to 1976 some police departments did not always fulfill this obligation, and even in 1980 the Kalamazoo County data reported here are not complete.

Table 2.1 shows that drunk driving arrests have been increasing throughout the state in recent years. Each of the counties in the table shows an increase from 1976 to 1981. The statewide increase is 23.4 percent, while Oakland County's increase is 60.1 percent. Two counties, Genesee and Jackson, show slightly larger percentage increases, but they started from much lower per capita rates. However, in spite of Oakland County's very significant increases in drunk driving arrests since 1976, Macomb County still has a substantial lead in per capita arrests (7.68/1000 population compared to Oakland's 6.66/1000 in 1981)--as it has had throughout the period. Also in 1981 Washtenaw County had a slightly higher arrest rate (6.73/1000), while Calhoun County (6.27/1000) and Ingham County (6.28/1000) were not much lower than Oakland County. Wayne County's arrest rates have been considerably lower throughout the period, and there has not been much change in the volume of arrests there. Thus there is no evidence of a significant change in OUIL arrests which might account for the above-average reduction in alcohol-related accidents in Wayne County.

Table 2.2 shows how the numbers of drunk driving arrests have changed for each police agency in Oakland County for the 24 months preceding the special enforcement effort and for the first 24 operational months. For the county as

TABLE 2.2  
Changes in Oakland County DUIL Arrests from the Baseline Period  
to the Operational Period by Police Agency, April 1978 to March 1982\*\*

Police Agency	Baseline 4/78-3/80			Operational 4/80-3/82			Percent Change in Arrests
	OUIL Arrests	Manhours (1000s)#	Arrest Rate##	OUIL Arrests	Manhours (1000s)#	Arrest Rate##	
Berkley	53	79.86	.66	159	78.57	2.02	+200.0
Beverly Hills	97	93.50	1.04	108	88.30	1.22	+11.3
Birmingham	110	119.75	.92	149	124.01	1.20	+35.5
Bloomfield Hills	33	*	*	34	*	*	+3.0
Bloomfield Township	309	176.54	1.75	354	175.16	2.02	+14.6
Clawson	181	*	*	196	*	*	+8.3
Farmington	105	*	*	152	75.51	2.01	+44.8
Farmington Hills	216	*	*	343	*	*	+58.8
Ferndale	197	150.69	1.31	311	155.18	2.00	+57.9
Franklin	51	27.85	1.83	83	28.00	2.96	+62.7
Hazel Park	674	*	*	613	76.84	7.98	-9.1
Holly	191	59.15	3.23	182	54.83	3.32	-4.7
Huntington Woods	64	43.87	1.46	58	44.06	1.32	-9.4
Keego Harbor	109	18.88	5.77	140	19.33	7.24	+28.4
Kensington Park	12	*	*	10	*	*	-16.7
Lake Orion	38	22.69	1.67	56	23.93	2.34	+47.4
Lathrup Village	2	*	*	2	*	*	+0.0
Madison Heights	239	125.11	1.91	245	110.97	2.21	+2.5
Milford	30	29.56	1.01	54	43.98	1.23	+80.0
Northville	133	42.97	3.10	146	49.21	2.97	+9.8
Novi	228	52.05	4.38	186	66.80	2.78	-18.4
Oakland University	8	*	*	10	*	*	+25.0
Oak Park	413	*	*	477	*	*	+15.5
O.C. Safety Division	25	40.37	.62	42	154.90	.27	+68.0
Orchard Lake	62	*	*	39	*	*	-37.1
Oxford	148	31.74	4.66	104	*	*	-29.7
Pleasant Ridge	0	*	*	1	*	*	--
Pontiac City	894	387.49	2.31	639	277.50	2.30	-28.5
Pontiac Township	187	65.74	2.84	137	60.82	2.25	-26.7
Rochester	75	*	*	53	*	*	-29.3
Royal Oak City	193	214.43	.90	774	*	*	+301.0
Royal Oak Township	4	*	*	14	23.97	.58	+250.0
Southfield	719	*	*	913	*	*	+27.0
South Lyon	223	44.43	5.02	101	33.99	2.97	-54.7
Sylvan Lake	35	*	*	31	*	*	-11.4
Troy	634	223.17	2.84	1239	247.10	5.01	+95.4
Walled Lake	181	49.83	3.63	120	48.50	2.47	-33.7
Waterford Township	565	160.90	3.51	366	154.49	2.37	-35.2
West Bloomfield Twp.	535	*	*	435	*	*	-18.7
White Lake Township	149	30.61	4.87	199	36.87	5.40	+33.6
Wixom	69	*	*	95	*	*	+37.7
Wolverine Lake	28	20.84	1.34	31	14.28	2.17	+10.7
SUBTOTAL, Local PDs	8219	2312.02	3.55	9401	2267.11	4.15	+14.4
Brighton MSP Post	38	7.02	5.45	30	5.48	5.46	-21.8
Northville MSP Post	789	118.77	6.64	833	100.50	8.29	+5.6
Pontiac MSP Post	847	189.53	4.47	1135	162.11	7.00	+34.0
Romeo MSP Post	136	23.28	5.84	66	11.29	5.85	-51.4
SUBTOTAL, MSP Posts	1810	338.60	5.35	2064	279.37	7.39	+14.0
O.C. SHERIFF'S DEPT.	970	319.19	3.04	2119	306.91	6.90	+118.5
TOTAL COUNTY	10999	2969.81	3.70	13584	2853.40	4.76	+23.5

\*Manhours data are unavailable for all or part of the time period.

\*\*Most of these data were provided by the County-wide Law Enforcement Management System (CLEMIS). Additional data were provided directly by the four MSP posts and local police departments which do not participate in CLEMIS. Arrest data were missing for Farmington 4/78-11/78, Farmington Hills 4/78-11/81, Lathrup Village 4/78-11/78, Oak Park 4/78-10/78, and Wixom 10/78-11/78 and 9/79. These were estimated by month using the UCR data for the year. For the Brighton, Northville, and Romeo MSP posts the arrest and manhours data are estimates based on post totals multiplied by the estimated percentage of patrol time in Oakland County.

#These are total police duty manhours, not just patrol hours.

##This rate is the number of DUIL arrests per 1000 total police duty hours.

a whole OUIL arrests went up 23.5 percent from the baseline period to the operational period. Certainly the most important agency in that increase was the Sheriff's Department which increased its OUIL arrests 118.5 percent, from 970 to 2119, far above the goal of a 30 percent increase.

For the 42 local police departments combined the increase was 14.4 percent, almost achieving the 15 percent goal. The most significant increase was achieved by Royal Oak City, which more than quadrupled its OUIL arrests for a 301.0 percent increase. Thus it moved from fourteenth to third place among the local police departments in number of OUIL arrests. However, in absolute numbers Troy showed the largest increase, 605 or 95.4 percent, moving from fourth place to first place among the local police departments. Other large departments showing significant increases were Southfield (27.0 percent--to maintain its second place standing), Farmington Hills (58.8 percent), Oak Park (15.5 percent), and Bloomfield Township (14.6 percent). Among the smaller departments with substantial increases were Royal Oak Township (250 percent), Berkley (200 percent), Milford (80 percent), Franklin (62.7 percent), Ferndale (57.9 percent), Farmington (44.8 percent), Lake Orion (47.4 percent), Wixom (37.7 percent), Birmingham (35.5 percent), White Lake Township (33.6 percent), and Keego Harbor (28.4 percent).

On the other hand, 15 of the local police departments had declines in their numbers of OUIL arrests. Waterford Township showed a -35.2 percent decrease, dropping it from fifth to eighth place, and its arrest rate per thousand police duty hours declined at about the same rate, from 3.51 to 2.37. Pontiac City also had a large decrease (-28.5 percent), moving it from first to fourth place, but its arrest rate per 1,000 police hours remained the same (2.31 and 2.30), suggesting its decrease was more a result of a change in the police budget than of a change in priorities. West Bloomfield Township also showed a significant decline (-18.7 percent), but manhours data are not available for that department.

Hazel Park had a small decline in arrests (9.1 percent), dropping from third to fifth place, which is still quite high considering its relatively small size. It had by far the highest OUIL arrest rate, 7.98 per 1,000 police duty hours, followed by Keego Harbor with 7.24. White Lake Township was third with a 5.40 rate, while Troy achieved its number one place in arrests among the local police departments with a 5.01 percent rate.

Among the four MSP posts, Pontiac had the largest increase in OUIL arrests, 34.0 percent. Its 1,135 arrests placed it third in the county after the Sheriff's Department and Troy (1,239). However, the Northville post led all police agencies in arrest rate with 8.29 OUIL arrests per 1,000 police duty hours. The Pontiac post (7.00) placed fourth behind Hazel Park and Keego Harbor, and the Sheriff's Department was a close fifth with a 6.90 arrest rate.

As mentioned previously, the major new enforcement activity was the deployment of a special Alcohol Enforcement Team on Wednesday, Thursday, Friday, and Saturday nights. During the first two weeks the Team worked from 10 p.m. to 3 a.m., but on April 24, 1980, the target hours were changed to 11 p.m. to 4 a.m. During the first 15 months the AE Team consisted of six officers with six patrol cars from the Sheriff's Department, two officers with one patrol car from the Pontiac MSP post, and various numbers of officers and patrol cars from the cooperating local police departments. In July 1981 the Sheriff's Department staffing was reduced to five officers, and on September 30, 1981, the Pontiac MSP stopped participating in the Team on Wednesday and Thursday nights. Both changes were due to Project budget reductions.

The Team started operations on Thursday night, April 10, 1980, and it was deployed every Wednesday, Thursday, Friday, and Saturday night during the 24 months discussed in this report, except for Christmas Eve, 1980 (a Wednesday night). The number of officers on the Team on a given night varied from four to 13 with an average of 8.6. The number of patrol cars varied from four to 11 with an average of 7.6. The number of OUIL arrests per night varied from 0 to 13 with an average of 4.14.

Table 2.3 presents the statistics of AE Team operation for each of the eight quarters from April 1980 to March 1982. For both operational years the arrest rates were considerably higher in the fall and winter quarters than in the spring and summer quarters. The table also shows a decline in arrest totals with the reduced second year staffing, but the arrest rates for the second year are actually slightly higher than for the first year.

Table 2.3 also shows arrest statistics for the four nights of the week on which the Team was deployed. The number of OUIL arrests was considerably higher on Friday night than on the other nights, as were the arrest rates. Thursday night was second in number and rate of arrests, slightly above



TABLE 2.3  
 OUIL Arrests and Arrest Rates by Quarter and by Night of the Week  
 for the Oakland County Alcohol Enforcement Team, April 1980 to March 1982\*

Quarter/Night	Number of Nights	OUIL Arrests	Total Manhours	Arrests Per 1000 Manhours	Total Carhours	Arrests Per 1000 Carhours
Apr.-June 1980	47	182	2203	82.61	1880	96.81
July-Sep. 1980	52	200	2535	78.90	2210	90.50
Oct.-Dec. 1980	52	262	2490	105.22	2160	121.30
Jan.-Mar. 1981	51	277	2535	109.27	2260	122.57
Apr.-June 1981	52	219	2210	99.10	1960	111.73
July-Sep. 1981	53	176	2070	85.02	1820	96.70
Oct.-Dec. 1981	53	200	1815	110.19	1680	119.05
Jan.-Mar. 1982	51	184	1795	102.51	1650	111.52
Wednesday Nights	102	360	4270	84.31	3810	94.49
Thursday Nights	103	428	4468	95.79	3975	107.67
Friday Nights	103	507	4535	111.80	4005	126.59
Saturday Nights	103	405	4380	92.47	3830	105.74
TOTAL	411	1700	17653	96.30	15620	108.83

\*These data were provided by the Oakland County Sheriff's Department which handles the record keeping for the Alcohol Enforcement Team.

Saturday night. Wednesday night had the lowest number and rate of arrests. On a manhours basis there was one arrest per 8.9 manhours on Friday nights, one arrest per 10.4 manhours on Thursday nights, one arrest per 10.8 manhours on Saturday nights, and one arrest per 11.9 manhours on Wednesday nights. Overall each of the 1700 arrests required an average of 10.4 patrol manhours and 9.2 patrol carhours.

Table 2.4 shows similar data for the ten special target areas in which the Alcohol Enforcement Team was deployed. The target areas were designated roads on which high numbers of alcohol-related accidents had taken place in

TABLE 2.4  
 DUI Arrests and Arrest Rates by Target Area by Night of the Week  
 for the Oakland County Alcohol Enforcement Team, April 1980 to March 1982\*

Quarter/Night	Number of Nights	DUIL Arrests	Total Manhours	Arrests Per 1000 Manhours	Total Carhours	Arrests Per 1000 Carhours
#1 Wednesday	20	82	975	84.10	850	96.47
Thursday	22	120	1088	110.29	965	124.35
Friday	24	142	1205	117.84	1065	133.33
Saturday	22	97	1075	90.23	940	103.19
Total	88	441	4343	101.54	3820	115.45
#3 Wednesday	17	47	655	71.76	575	81.74
Thursday	17	55	685	80.29	605	90.91
Friday	17	73	670	108.96	600	121.67
Saturday	17	62	640	96.87	560	110.71
Total	68	237	2650	89.43	2340	101.28
#4 Wednesday	16	67	730	91.78	655	102.29
Thursday	16	91	745	122.15	655	138.93
Friday	15	81	685	118.25	605	133.88
Saturday	15	69	700	98.57	615	112.20
Total	62	308	2860	107.69	2530	121.74
#5 Wednesday	13	57	625	91.20	555	102.70
Thursday	14	49	695	70.50	615	79.67
Friday	13	55	645	85.27	555	99.10
Saturday	13	54	625	86.40	550	98.18
Total	53	215	2590	83.01	2275	94.51
#6 Wednesday	14	39	565	69.03	505	77.23
Thursday	14	46	580	79.31	520	88.46
Friday	14	64	575	111.30	515	124.27
Saturday	15	57	600	95.00	525	108.57
Total	57	206	2320	88.79	2065	99.76
#7 Wednesday	5	22	150	146.67	140	157.14
Thursday	5	11	165	66.67	150	73.33
Friday	5	21	205	102.44	180	116.67
Saturday	6	18	215	83.72	185	97.30
Total	21	72	735	97.96	655	109.92
#8 Wednesday	5	16	155	103.23	145	110.34
Thursday	4	12	125	96.00	115	104.35
Friday	5	21	180	116.67	160	131.25
Saturday	5	10	185	54.05	160	62.50
Total	19	59	645	91.47	580	101.72
#9 Wednesday	6	12	210	57.14	195	61.54
Thursday	6	23	200	115.00	185	124.32
Friday	5	28	190	147.37	170	164.71
Saturday	5	17	170	100.00	150	113.33
Total	22	80	770	103.90	700	114.29
#10 Wednesday	6	18	205	87.80	190	94.74
Thursday	5	21	185	113.51	165	127.27
Friday	5	22	180	122.22	155	141.94
Saturday	5	21	170	123.53	145	144.83
Total	21	82	740	110.81	655	125.19
TOTAL	411	1700	17653	96.30	15620	108.83

\*These data were provided by the Oakland County Sheriff's Department which handles the record keeping for the Alcohol Enforcement Team.

previous years. During the first year of operation there were five of these areas (original Target Areas 1 and 2 were combined after the first month), and the AE Team worked in each area two weeks at a time (with one exception in July 1980 when the Team stayed only one week in Target Area 6). Beginning April 29, 1981, four additional target areas were designated, and the AE Team stayed in each area only two nights at a time. In fact there were three pairs of nights in which the Team changed locations each night.

Table 2.4 shows the highest arrest rate in Target Area 10 followed by Target Area 4. Target Area 1 had the most nights of deployment and the most arrests, but it was third in carhours arrest rate and fourth in manhours arrest rate. Least productive was Target Area 5 with 12 manhours per arrest. The most productive nights by target area were Friday nights in Target Area 9 (6.8 manhours per arrest), Wednesday nights in Target Area 7 (also 6.8 manhours per arrest), and Friday and Saturday nights in Target Area 10 (8.2 and 8.1 manhours per arrest, respectively).

Clearly the AE Team's 1700 arrests are a very large portion of the 2584 increase in countywide OUIL arrests between the baseline and operational years. The Team's overall OUIL arrest rate of 96.3 per 1000 patrol manhours is far higher than the total OUIL arrest rate for any police agency based on all police duty hours. And of course the AE Team does not only make OUIL arrests while on patrol but carries out other normal patrol activities such as issuing citations for hazardous violations and investigating accidents.



### 3.0 OAKLAND COUNTY PUBLIC OPINION ON ALCOHOL AND HIGHWAY SAFETY

If the Alcohol Enforcement/Education Project is to have a significant effect on alcohol-related accidents in Oakland County, then increasing the number of drunk driving arrests is clearly not enough by itself. Increased arrests should have some direct impact by removing from the driver's wheel for a period, persons who have a high risk of being involved in an alcohol-related accident, but obviously the effect of this increased enforcement can be magnified if knowledge about it serves as a deterrent to other potential drunk drivers. Some of this deterrent effect can come about just by "word of mouth" dissemination in the bars, among friends and relatives, etc., but the deterrence can be greatly enhanced by a well-organized public information and education campaign to inform the public on the dangers of drinking and driving, on the need for an increased enforcement program, on the increased chances of arrest and the unpleasant consequences therefrom if they do drive after drinking too much, and on appropriate alternatives if one has drunk too much for safe driving.

This public education program is the second major part of the Alcohol Enforcement/Education Project. From the beginning of the Project, TIA provided a number of press releases on Project plans which received fairly widespread publicity in the County. However, with the beginning of the Alcohol Enforcement Team operations in April 1980, publicity efforts were greatly intensified through a kick-off luncheon, television news coverage, etc., and plans were made to mount large-scale public information campaigns in late 1980 and early 1981 and in later years.

In order to measure the impact of the TIA information and education program on the driving public, a mail survey was carried out with a 1/1000 random sample of 790 Oakland County drivers taken from the Department of State license files. This resulted in 544 usable questionnaires from 641 eligible respondents, an 84.9 percent response rate. A similar survey was carried out in the winter of 1981, resulting in 527 responses from 623 eligible respondents, an 84.6 percent response rate. A third survey in the winter of 1982 resulted in 469 responses from 554 eligible respondents, an 84.7 percent response rate.

The initial survey period spanned the time of the publicity kickoff for the Oakland County Alcohol Enforcement/Education Program, so it was possible to compare responses completed before and after that date. The appendix to this report shows the question-by-question survey results for those two groups on the first survey plus the total group of respondents to the 1982 survey.

Probably the question of greatest interest (Question 15) was whether the respondent had "happened to see or hear anything about a special program in Oakland County to reduce accidents caused by drunk drivers." In the 1980 survey 10.5 percent of the group responding before April 9 said "yes," and 28.3 percent of the group responding after April 9 said "yes." In the 1982 survey this group of aware respondents grew to 43 percent. In 1980 the major sources of this information (Question 15c) for the "aware" respondents were newspapers (50.7 percent), television (48.9 percent), talking to others (38.4 percent), radio (31.5 percent), and billboards (10.9 percent--although there were no project billboards up at that time). In 1982 the major sources were television (57.4 percent), newspapers (53.3 percent), radio (32.5 percent), billboards (31.5 percent), and talking to others (25.9 percent).

Both in 1980 and 1982 many of the supposedly aware respondents were not able to say much about the activities and themes of this special program (Question 15b, Question 15c). However, in 1982 there were not only a lot more aware respondents but they were able to give a lot more specific content to the special program. Of the 132 respondents (28 percent of the total sample) who mentioned a specific theme, 28 (21.2 percent) mentioned the specific "drunk drivers go to jail" theme; 24 (18.2 percent) mentioned "the party's over" theme; 19 (14.4 percent) mentioned themes related to knowing where drunk drivers are, when they drink, watching them, etc.; 18 (13.6 percent) mentioned the theme of drunk driving not being tolerated, cracking down on drunk drivers, etc.; and 14 (10.6 percent) mentioned a theme related to strict penalties or certain prosecution for drunk driving. Not surprisingly, given the extensive publicity about MADD during this period, there were four responses referring to MADD or an "innocent victims" theme.

Another question of considerable interest is the respondent's perception of the greatest cause of traffic deaths and injuries (Question 3). In 1980 a sizeable proportion, 43.4 percent, said drunk driving was first, but in 1982 this group increased to 64.6 percent. Poor driver attitude or ability and

speed were the second and third factors mentioned both years. Similarly, when asked on what violation police agencies should most concentrate stricter enforcement efforts (Question 7), 53.2 percent mentioned drunk driving in 1982, a substantial increase from the 33.8 percent in 1980. Speeding had been the first mention in 1980 with 50.4 percent, but it fell behind drunk driving in 1982 (43.1 percent). Various types of careless or negligent driving were mentioned as the third category each year.

Two other questions of considerable interest to the potential effectiveness of the Alcohol Project have to do with the respondent's perception of the chance of being arrested for the average drunk driver and for himself/herself if drunk (Question 13, Question 14). For the average driver the modal response was 1/1000 in both years, followed closely by 1/100. In 1980 the median response was in the 1/500 category, while in 1982 it was in the 1/1000 category. For the self question the modal response was 1/1000 in 1980 but 1/100 in 1982, while the median also shifted downward slightly from 1/1000 in 1980 to 1/500 in 1982. It is interesting that on the self question there are many more responses at both ends of the distribution than on the average drunk driver question. Presumably some people can't visualize themselves in such a situation and choose a very low probability, while others choose a very high probability of being caught if they did drive drunk. Many respondents chose the same probability for both questions, but respondents who gave different responses were more likely to give a higher probability of being caught to themselves than to the average drunk driver rather than vice versa.

In regard to actual drunk driving behavior, respondents were asked if they had driven in the past year after drinking enough that they might be considered legally under the influence (Question 23). In 1980 24.9 percent admitted to having done so one or more times in the previous year, and in 1982 this percentage was slightly higher, 26.3 percent. Also the percentage who admitted to ever having been arrested for drunk driving (Question 24) grew even more, from 2.3 percent in 1980 to 4.7 percent in 1982. Also the percentage of respondents who said they had taken some action in the previous year to prevent someone from driving drunk (Question 16) decreased slightly, from 42.7 percent in 1980 to 41.5 percent in 1982.





#### 4.0 SUMMARY

In September 1979 a four-year Alcohol Enforcement Education Project was initiated by the Traffic Improvement Association and the Sheriff's Department of Oakland County. Its goal is to reduce alcohol-related accidents in Oakland County by a saturation program of selective enforcement at the times and places of the greatest number of drunk driving accidents, combined with a large-scale public education effort. Operation of the special Alcohol Enforcement Team commenced on April 10, 1980, and continued on Wednesday, Thursday, Friday, and Saturday nights thereafter. For the first two weeks it operated from 10 p.m. to 3 a.m., but then it changed to an 11 p.m. - 4 a.m. operation. For the first year it operated in five different specified target areas, usually for two weeks at a stretch in one area. The Team usually consisted of six Sheriff's Department cars, one Michigan State Police car, and one or more local police department cars. In the second year four more target areas were added, the Team was reduced slightly, and deployment was two nights in each area, instead of two weeks.

The project is sponsored by the Michigan Office of Highway Safety Planning, and this agency also awarded a contract to the University of Michigan Transportation Research Institute to evaluate the effectiveness of the Project in meeting its goals. This interim evaluation covers the first two years of Alcohol Enforcement Team operation and presents available evaluation data in three areas: accidents, DUI arrests, and public opinion.

The primary project goal is to reduce the rate of alcohol-related fatal and injury accidents in Oakland County by at least 15 percent. The accident data show that both alcohol-related accidents and non-alcohol related accidents did decline significantly during the 24 operational months compared to the previous 24 baseline months. However, the alcohol-related percentage of fatal and injury accidents declined only slightly, from 22.8 percent in the baseline period to 22.3 percent in the operational period, much less than the targeted 15 percent decline.

Analysis of statewide accident data shows that the accident decreases in Oakland County were fairly similar to those in the state as a whole and to those in other large counties in Michigan. However, alcohol-related accidents declined somewhat more in Oakland County (-14.0 percent) than in the state as

a whole (-11.7 percent) and more than in seven of the ten comparison counties. So the special alcohol project seems to have helped Oakland County to an above average reduction in alcohol-related accidents.

In regard to OUIL arrests, one can be much more definite about the effectiveness of the project in meeting its goals. The 1,700 arrests in the nine target areas by the various police officers on the special Alcohol Enforcement Team helped the Sheriff's Department to increase OUIL arrests by 118.5 percent from the baseline period to the operational period, far above the 30 percent target. Local police departments increased their arrests by 14.4 percent, slightly less than the 15 percent target. Despite Oakland County's overall increase in OUIL arrests of 23.5 percent from the baseline period to the operational period, its 1981 arrest rate per capita of 6.66/1000 was slightly under Washtenaw County's 6.73/1000 and considerably below Macomb County's 7.68/1000.

A comparison of the 1980 and 1982 public opinion surveys of Oakland County drivers shows a significant increase in awareness of and knowledge about the Alcohol Project, from 10.5 percent in the baseline period to 43 percent in 1982. And there were also substantial increases in respondents who thought drunk driving was the greatest single cause of traffic accidents and the most important violation for police agencies to concentrate on. The survey data show no significant changes in perceptions of the chance of being arrested if driving drunk, in the numbers of respondents who admitted driving after drinking too much, or in the numbers of respondents who said they took some action to prevent others from driving drunk.

APPENDIX

QUESTION BY QUESTION RESULTS  
FROM THE 1980 AND 1982 OAKLAND COUNTY  
HIGHWAY SAFETY SURVEYS

QUESTION 1: About how many miles would you estimate that you yourself drove a motor vehicle in the past 12 months?

Miles	Returned Before April 9	Returned After April 8	1980 Total	1982 Total
3500 or Less	17.9%	21.4%	18.7%	17.1%
3500 - 7500	17.6%	21.4%	18.5%	21.0%
7500 - 11,500	22.3%	21.4%	22.1%	19.3%
11,500 - 15,500	19.4%	19.8%	19.5%	23.2%
15,500 - 19,500	4.2%	3.2%	4.0%	5.2%
19,500 or More	18.6%	12.7%	17.2%	14.3%
Total N	403	126	529	462

QUESTION 2: About what percent of those miles would you guess were driven in Oakland County?

Miles	Returned Before April 9	Returned After April 8	1980 Total	1982 Total
Under 10%	2.0%	1.6%	1.9%	0.6%
10-19%	2.5%	4.0%	2.8%	1.9%
20-34%	5.2%	9.6%	6.2%	7.1%
35-49%	4.9%	4.8%	4.9%	5.2%
50-64%	17.5%	12.8%	16.4%	17.7%
65-79%	22.2%	17.6%	21.1%	16.9%
80-89%	16.5%	15.2%	16.2%	20.6%
90% Up	29.1%	34.4%	30.4%	30.7%
Total N	405	125	530	462

QUESTIONS 1 and 2 Combined: Annual Miles in Oakland County

Miles	Returned Before April 9	Returned After April 8	1980 Total	1982 Total
3500 or Less	25.0%	29.4%	26.0%	26.0%
3500 - 7500	33.4%	32.1%	33.1%	33.5%
7500 - 11,500	24.2%	21.1%	23.5%	21.6%
11,500 - 15,500	9.2%	8.3%	9.0%	11.3%
15,500 - 19,500	4.1%	5.5%	4.4%	4.1%
19,500 or More	4.1%	3.7%	4.0%	3.5%
Total N	368	109	477	462

QUESTION 3: In your opinion, what is the single greatest cause of traffic deaths and injuries in Oakland County?\*

	Before April 9	After April 9	1980 Total	1982 Total
Drinking or drunk drivers	41.6%	49.2%	43.4%	64.6%
Drug-impaired drivers	5.4%	4.9%	5.3%	5.1%
Poor driver attitude/ability	39.0%	33.6%	37.7%	25.1%
Specific bad driving subgroups	3.1%	4.9%	3.3%	2.2%
Speeding, being in a hurry	26.6%	21.3%	25.3%	19.3%
Other specific driver actions	3.4%	5.7%	3.9%	2.9%
Bad roads, inadequate construction/ maintenance	5.9%	5.7%	5.9%	4.4%
Inadequate traffic control devices	1.0%	0.8%	1.0%	1.3%
Other	1.3%	-	1.0%	3.1%
Total N	387	122	509	455

\*Multiple response question--percentages add to more than 100%.

QUESTION 4: How likely do you think it is that the average Oakland County driver will be involved in a major or minor traffic accident sometime during the next 12 months?

	Before April 9	After April 9	1980 Total	1982 Total
About 1 in 2	2.0%	0.8%	1.7%	2.0%
About 1 in 5	6.0%	7.3%	6.3%	2.0%
About 1 in 10	12.9%	19.4%	14.4%	19.5%
About 1 in 50	10.0%	6.5%	9.1%	2.4%
About 1 in 100	23.1%	27.4%	24.1%	36.4%
About 1 in 500	7.7%	8.9%	8.0%	1.3%
About 1 in 1000	22.4%	21.0%	22.1%	23.7%
About 1 in 10,000	13.9%	5.6%	12.0%	12.4%
About 1 in 100,000	1.5%	3.2%	1.9%	0.0%
About 1 in 1,000,000	0.5%	0	0.4%	0.2%
Total N	402	124	526	451

QUESTION 5: How likely to you think it is that you yourself will be involved in a major or minor traffic accident sometime during the next 12 months?

	Before April 9	After April 9	1980 Total	1982 Total
About 1 in 2	2.5%	3.4%	2.7%	1.6%
About 1 in 5	3.0%	2.6%	2.9%	0.9%
About 1 in 10	7.1%	10.3%	7.8%	10.5%
About 1 in 50	6.9%	7.7%	7.0%	1.4%
About 1 in 100	13.2%	14.5%	13.5%	18.9%
About 1 in 500	8.1%	8.5%	8.2%	2.7%
About 1 in 1000	21.3%	25.5%	22.5%	25.5%
About 1 in 10,000	22.8%	13.7%	20.7%	23.7%
About 1 in 100,000	6.9%	4.3%	6.3%	2.7%
About 1 in 1,000,000	8.1%	8.5%	8.2%	12.1%
Total N	394	117	511	439

QUESTION 6: How frequently do you think the average Oakland County driver is likely to be involved in a major or minor traffic accident?

	Before April 9	After April 9	1980 Total	1982 Total
About 1 in 2 years	23.2%	29.0%	24.6%	36.4%
About 1 in 5 years	35.7%	26.6%	33.5%	29.3%
About 1 in 10 years	29.9%	26.6%	29.1%	25.4%
About 1 in 50 years	8.2%	12.1%	9.1%	8.6%
About 1 in 100 years	0.2%	1.6%	0.6%	0.0%
About 1 in 1000 years	0.7%	2.4%	1.1%	0.0%
About 1 in 10,000 years	0.2%	0.8%	0.4%	0.0%
About 1 in 100,000 years	1.2%	0	1.0%	0.0%
About 1 in 1,000,000 years	0	0	0	0.0%
Total N	401	124	525	453

QUESTION 7: If police agencies were to more strictly enforce traffic laws, on what type of violation should they concentrate their efforts?\*

	Before April 9	After April 9	1980 Total	1982 Total
Drunk driving	32.1%	38.8%	33.8%	53.2%
Excessive speeds	49.7%	52.6%	50.4%	43.1%
Under minimum speed	3.6%	4.3%	3.8%	2.1%
Careless/reckless/ erratic driving	22.0%	21.6%	21.9%	17.0%
Running red lights, stop signs	10.4%	6.0%	9.4%	8.9%
Improper turns	3.3%	1.7%	2.9%	1.6%
Defective vehicle equipment	2.7%	1.7%	2.5%	2.8%
High beam headlights	0.5%	-	0.4%	0.0%
Other	4.4%	1.7%	3.8%	3.0%
Total N	364	116	480	436

\*Multiple response question--percentages add to more than 100%.

QUESTION 8: About how often would you say you wear your safety belt when you are driving?

	Before April 9	After April 9	1980 Total	1982 Total
Always or almost always	21.2%	15.1%	19.7%	22.8%
More than half the time	7.4%	7.1%	7.3%	8.2%
Less than half the time	18.5%	12.7%	17.1%	15.3%
Never or almost never	53.0%	65.1%	55.8%	53.7%
Total N	406	126	532	464

QUESTION 9: How do you feel about having a state law that requires all children under 5 to ride in a special car safety seat?

	Before April 9	After April 9	1980 Total	1982 Total
Strongly in favor	42.3%	43.5%	42.6%	59.6%
Somewhat in favor	34.8%	33.9%	34.6%	26.1%
Somewhat opposed	13.7%	11.3%	13.1%	9.3%
Strongly opposed	9.2%	11.3%	9.7%	5.0%
Total N	402	124	526	460

QUESTION 10: How do you feel about having a state law which requires everybody to wear a safety belt?

	Before April 9	After April 9	1980 Total	1982 Total
Strongly in favor	22.8%	21.4%	22.5%	27.5%
Somewhat in favor	29.2%	31.0%	29.6%	29.2%
Somewhat opposed	22.8%	19.0%	21.9%	19.0%
Strongly opposed	25.2%	28.6%	26.0%	24.2%
Total N	404	126	530	462

QUESTION 11: How do you feel about keeping the present 55 MPH speed limit on the nation's highways?

	Before April 9	After April 9	1980 Total	1982 Total
Strongly in favor	62.2%	55.5%	60.6%	53.9%
Somewhat in favor	19.0%	22.7%	19.9%	21.9%
Somewhat opposed	9.6%	13.3%	10.5%	13.6%
Strongly opposed	9.1%	8.6%	9.0%	10.6%
Total N	405	128	533	462

QUESTION 12: Out of every 100 traffic accidents in which someone is killed, how many would you guess involve a driver who has drunk too much alcohol for safe driving?

	Before April 9	After April 9	1980 Total	1982 Total
Under 20%	12.4%	17.5%	13.6%	9.7%
20-39%	17.9%	17.5%	17.8%	13.7%
40-59%	30.1%	24.6%	28.8%	27.3%
60-79%	28.1%	26.2%	27.7%	28.9%
80% up	11.4%	14.3%	12.1%	20.5%
Total N	402	126	528	454



QUESTION 13: In Oakland County how likely do you think it is that the average drunk driver would be arrested on a trip about 10 miles long?

	Before April 9	After April 9	1980 Total	1982 Total
About 1 in 2	0.5%	0.8%	0.6%	0.7%
About 1 in 5	1.5%	2.4%	1.7%	0.2%
About 1 in 10	10.3%	11.3%	10.5%	11.8%
About 1 in 50	7.5%	11.3%	8.4%	4.2%
About 1 in 100	22.1%	23.4%	22.4%	31.3%
About 1 in 500	10.1%	5.6%	9.0%	1.1%
About 1 in 1000	24.4%	28.2%	25.3%	32.2%
About 1 in 10,000	15.8%	12.9%	15.1%	14.9%
About 1 in 100,000	4.3%	4.0%	4.2%	0.9%
About 1 in 1,000,000	3.5%	0	2.7%	2.8%
Total N	398	124	522	457

QUESTION 14: If you yourself drank enough alcohol to be considered legally under the influence and then drove somewhere, how likely do you think it is that you would be arrested on a trip about 10 miles long?

	Before April 9	After April 9	1980 Total	1982 Total
About 1 in 2	3.9%	7.0%	4.6%	5.3%
About 1 in 5	1.3%	3.5%	1.8%	0.7%
About 1 in 10	10.5%	10.5%	10.5%	13.2%
About 1 in 50	8.5%	7.0%	8.2%	3.1%
About 1 in 100	18.3%	19.3%	18.5%	26.8%
About 1 in 500	6.7%	3.5%	6.0%	1.0%
About 1 in 1000	22.1%	28.9%	23.7%	26.1%
About 1 in 10,000	15.2%	14.0%	14.9%	16.7%
About 1 in 100,000	4.6%	2.6%	4.2%	1.2%
About 1 in 1,000,000	9.0%	3.5%	7.8%	6.0%
Total N	389	114	503	418

QUESTION 15: Have you happened to see or hear anything about a special program in Oakland County to reduce accidents caused by drunk drivers?

	Before April 9	After April 9	1980 Total	1982 Total
Yes	10.5%	28.3%	14.9%	43.0%
No	89.5%	71.7%	85.1%	57.0%
Total N	371	120	491	458

QUESTION 15c: Where did you get this information?\* (Asked only if respondents answered "Yes" on Question 15.)

	Before April 9	After April 9	1980 Total	1982 Total
Newspaper	30.7%	73.5%	50.7%	53.3%
Radio	33.3%	29.4%	31.5%	32.5%
Television.	43.6%	52.9%	47.9%	57.4%
Billboard	17.9%	2.9%	10.9%	31.5%
Bumper Sticker	10.3%	5.9%	8.2%	11.7%
Pamphlet	15.4%	0	8.2%	9.6%
Meetings	5.1%	2.9%	4.1%	3.6%
Talking	41.0%	35.3%	38.4%	25.9%
Other	15.4%	2.9%	9.6%	4.1%
Total N	39	34	73	197

\*Multiple response variable--percentages add to more than 100%.

QUESTION 15a: Please describe any of the activities of this program which you remember (asked only of respondents answering "Yes" to Question 15).

	Before April 9	After April 9	1980 Total	1982 Total
Special/additional police	-	41.2%	19.2%	36.3%
Concentration on high accident roads	-	23.5%	10.9%	32.6%
Sheriff patrols specifically	-	2.9%	1.4%	3.7%
Coordination of county-wide enforcement	7.7%	8.8%	8.2%	2.2%
Special alcohol school for drunk drivers	30.8%	-	16.4%	7.4%
Public education by mass media	20.5%	2.9%	12.3%	28.9%
Public education by speeches and movies	2.6%	5.9%	4.1%	5.2%
Medical Treatment/assistance	12.8%	-	6.8%	0.0%
Other	7.7%	-	4.1%	10.4%
Total N	39	34	73	135

Special holiday efforts, crackdown 3.7%

QUESTION 15b: Please describe any themes of this program which you remember (asked only of respondents answering "Yes" to Question 15).

	Before April 9	After April 9	1980 Total	1982 Total
Extra police enforcement activities (general)	2.6%	14.7%	8.2%	16.7%
Drunk drivers lose their license	10.3%	-	5.5%	0.8%
Drunk drivers go to jail	10.3%	2.9%	6.8%	21.2%
Never drive after drinking	2.6%	-	1.4%	3.8%
Know your limits	10.3%	5.9%	8.2%	0.0%
Keep friends from driving drunk; be a caring host; etc.	5.1%	5.9%	5.5%	1.5%
Other	17.9%	-	9.6%	15.2%
Total N	39	34	73	132

The Party's Over for drunk drivers in Oakland County 18.2%

Drunk driving is not tolerated in Oakland County, crackdown, etc. 13.6%

Know when or where drunk drivers are driving, watching certain roads 14.4%

Strict penalties for drunk driving, certain prosecution 10.6%

QUESTION 16: During the past year have you taken any action to prevent someone from driving in a situation where he or she had been drinking a lot?

[If YES]

QUESTION 16a: What actions did you take?\*

	Before April 9	After April 9	1980 Total	1982 Total
Respondent drove instead of drinking person	25.1%	33.1%	27.0%	27.4%
Respondent had friend drive drinking person	3.4%	2.5%	3.1%	3.2%
Respondent let someone else drive him/her	2.6%	-	2.0%	0.6%
Respondent prevented drinking person from leaving	8.0%	3.3%	6.9%	3.9%
Respondent had drinking person stay to sleep	5.2%	2.5%	4.5%	5.4%
Respondent tried to persuade not to drive	3.6%	1.7%	3.1%	1.7%
Respondent told driver to drive carefully/drink less	0.8%	0.8%	0.8%	0.0%
None	56.3%	60.3%	57.3%	58.5%
Total N	387	121	508	467

\*Multiple response variable--percentages add to more than 100%.

Respondent said he would report drinking driver to the police	0.6%
Tried to sober person up with coffee, food, etc.	1.5%

QUESTION 17: In what year were you born? (Recoded to age as of December 31, 1979.)

	Before April 9	After April 9	1980 Total	1982 Total
15-17	2.5%	4.7%	3.0%	1.7%
18-20	5.7%	10.9%	6.9%	7.1%
21-24	9.9%	11.7%	10.3%	8.8%
25-34	22.0%	26.6%	23.1%	20.9%
35-44	20.2%	15.6%	19.1%	20.0%
45-54	16.8%	14.8%	16.3%	18.3%
55-64	13.6%	11.7%	13.1%	13.8%
65 Up	9.4%	3.9%	8.1%	9.3%
Total N	405	128	533	464

QUESTION 19: What is your sex?

	Before April 9	After April 9	1980 Total	1982 Total
Male	46.6%	43.0%	45.7%	47.2%
Female	53.4	57.0%	54.3%	52.8%
Total N	406	128	534	466

QUESTION 20: What is your marital status?

	Before April 9	After April 9	1980 Total	1982 Total
Never married	17.5%	27.3%	19.9%	21.3%
Married	73.6%	54.7%	69.1%	66.7%
Divorced or separated	3.7%	14.8%	6.4%	8.2%
Widowed	5.2%	3.1%	4.7%	3.9%
Total N	406	128	534	465

QUESTION 21: What is the highest level of education you have completed?

	Before April 9	After April 9	1980 Total	1982 Total
Didn't finish high school	8.9%	13.4%	9.9%	13.1%
Finished high school	30.5%	33.9%	31.3%	28.0%
Some college	33.5%	35.4%	34.0%	32.0%
Finished 4-year college	16.5%	11.8%	15.4%	15.5%
Received graduate degree	10.6%	5.5%	9.4%	11.4%
Total N	406	127	533	465

QUESTION 22: How would you describe your current consumption of alcoholic beverages?

	Before April 9	After April 9	1980 Total	1982 Total
Total abstainer	17.0%	16.5%	16.9%	19.0%
Very light drinker	45.8%	40.9%	44.7%	43.5%
Fairly light drinker	17.5%	19.7%	18.0%	17.5%
Moderate drinker	18.0%	19.7%	18.4%	18.8%
Fairly heavy drinker	1.5%	3.1%	1.9%	1.3%
Very heavy drinker	0.2%	0.0%	0.2%	0.0%
Total N	406	127	533	464

QUESTION 23: During the past year have you ever driven a motor vehicle after drinking enough that you might be considered legally under the influence?

	Before April 9	After April 9	1980 Total	1982 Total
Once	6.4%	3.9%	5.8%	7.2%
Twice	6.9%	4.7%	6.4%	3.9%
3-5 times	5.0%	4.7%	4.9%	7.8%
6-10 times	3.7%	5.5%	4.1%	3.3%
11-25 times	1.0%	2.4%	1.3%	1.7%
26-250 times	2.2%	2.4%	2.3%	2.4%
None	74.8%	76.4%	75.1%	73.7%
Total N	404	127	531	460

QUESTION 24: Have you ever been arrested for drunk driving?

	Before April 9	After April 9	1980 Total	1982 Total
Yes, once	2.0%	0.8%	1.7%	3.2%
Yes, twice	0.5%	-	0.4%	1.1%
Yes, three times	0.2%	-	0.2%	0.4%
No	97.3%	99.2%	97.8%	95.3%
Total N	407	128	535	465