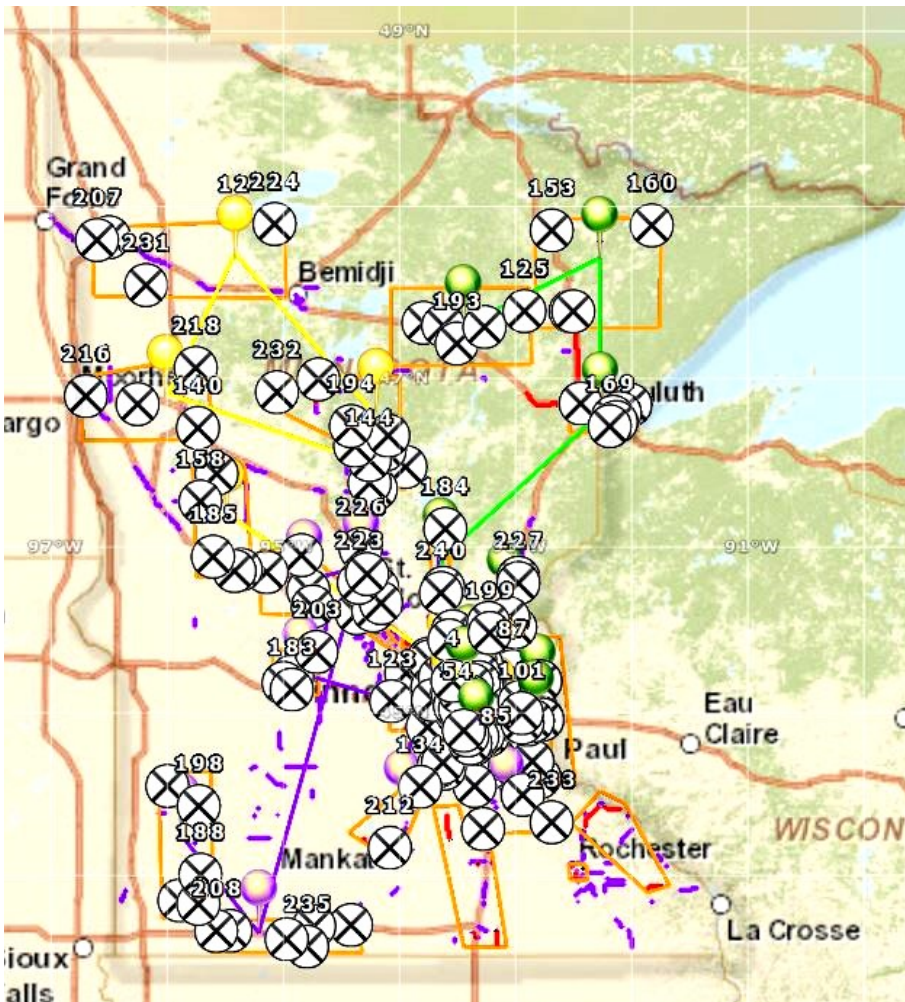


## Minnesota Statewide Seatbelt Survey

**Client:** Office of Traffic Safety, Department of Public Safety

**Services:** Transportation Data Collection and Research

**GREENWAY**  
Transportation Planning

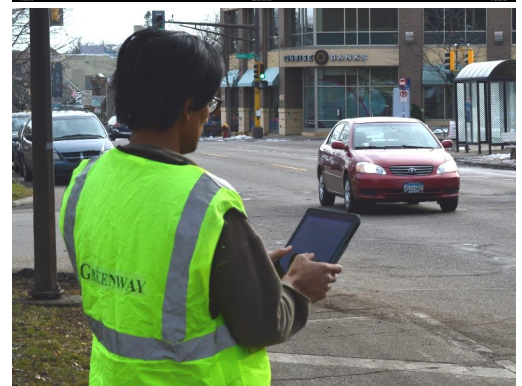


Greenway developed a survey methodology to meet NHTSA's 2012 Observational Seatbelt Surveys guidelines and applied it to 240 sites across the state. Tasks included:

- Develop sampling methodology
- Site selection and scheduling
- Sample size and error estimation
- Field staff training
- Database programming
- Data collection and quality control
- Analysis and reporting

A screenshot of a mobile application interface for data collection. The screen displays a form titled "Site Records" with a "Site ID" of 15. The form includes sections for "Vehicle" (Car, Van/MiniVan, SUV, Pickup Truck, Motorcycle), "Passenger?" (Yes, No, Unknown), "Driver" (Yes, No, Unknown), "Gender" (Male, Female), "Age" (1-10, 11-15, 16-29, 30-64, 65+), and "Cell" (None, Hand Held, Hands Free). There are "Record" and "Post-Survey" buttons at the bottom. The time is 3:11 PM and the date is 6/28/12.

Greenway provides specialist transportation planning, data collection and project management input to DPS's effort to collect seat belt use data in accordance with NHTSA's new requirements. Working with statistics and research experts Dr Larry Cook (University of Utah) and Dr Robert Scopatz (VHB Inc), Greenway developed a survey plan to optimize field data collection and analysis for 240 sites. This resulted in a cost-effective methodology for collecting 14,000+ observations of seatbelt, cell phone and motorcycle helmet use on state roads. The delivered data exceeded federal requirements for quality control and accuracy and came in under budget. The project included improvements to previous methodologies such as VMT-based sampling, on-line GIS-based mapping for field staff, daily data transmission and extended quality control monitoring in the field.



The Greenway team succeeded in making Minnesota one of the first states in the US to implement NHTSA's new survey standard. As a result, the team has been retained to do the surveys to 2015.