

# Doubling Down with Seatbelts on Motorcoach Transportation

**A Proven Technology to  
Reduce Fatalities and Injuries**



**Michael Plotnikov, Ph.D.**  
**John Collura, Ph.D., P.E.**  
*UMass Transportation Center*

**IN COLLABORATION WITH**

**Charles Schewe, Ph.D.**  
**Anne Schewe**  
*Sara's Wish Foundation*



# Research Objectives

1



Gather and analyze information regarding motorcoach seatbelt use in New England and California

2



Identify and test effectiveness of promotional actions to increase seatbelt use among motorcoach passengers

3



Create an effective national motorcoach seatbelt campaign kit to increase seatbelt usage on motorcoaches

# Need for the Research



## 2013 FINAL RULE

[78 FR 70416] mandates the installation of seatbelts in all new motorcoaches produced after 2016

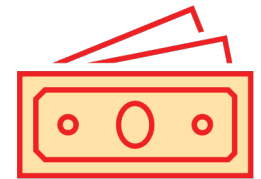
**35,000+**  
MOTORCOACHES



were on the road before the pandemic, while about 1,200 new motorcoaches are manufactured annually



**MILLIONS OF DOLLARS**



have been invested to equip motorcoaches with seatbelts, yet the use of seatbelts on motorcoaches remains low



**While motorcoach travel  
is one the safest forms  
of travel,  
severe accidents  
still happen....**

***Let's make it safer by  
reducing fatalities  
and injury severity!***



**Each preventable death is one death too many**



# Research Tasks



1 Perform “before” seatbelt counts to establish a baseline

3 Implement and evaluate the plan with “after” seatbelt counts

5 Prepare a promotional campaign Kit

2 Develop a comprehensive promotional seatbelt plan

4 Conduct post-implementation focus groups

# Existing Promotional Messages on Motorcoaches



# Promotional Actions



**#1: Verbal message**  
by motorcoach  
operator



**#2: Interior  
graphic message**  
located on the  
back of the seat



**#3: Exterior  
signage**  
on/near the  
door of the  
motorcoach



**PROMOTIONAL  
ACTION #1:**

**Verbal Message  
by Motorcoach  
Operator**



**Your safety is always  
our first priority...**

**That's the reason why our  
motorcoaches are equipped  
with seatbelts...**

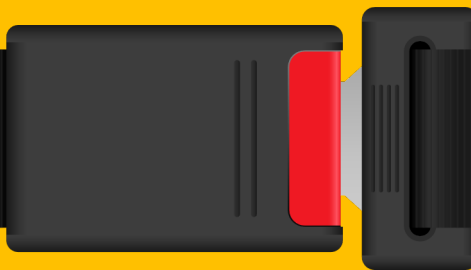
**Please help us to ensure your  
safety and keep your seatbelt  
buckled up while the bus is  
in motion!**





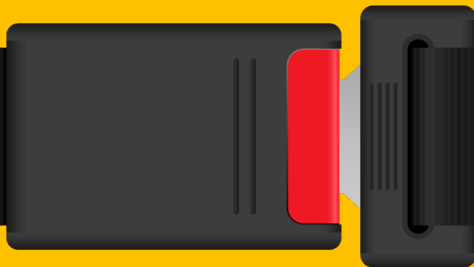


**PROMOTIONAL  
ACTION #2:  
Interior Graphic  
Message**





**PROMOTIONAL  
ACTION #3:  
Exterior Signage**



# Focus Groups Goals and Objectives

**The primary goals and objectives were to assess the following:**

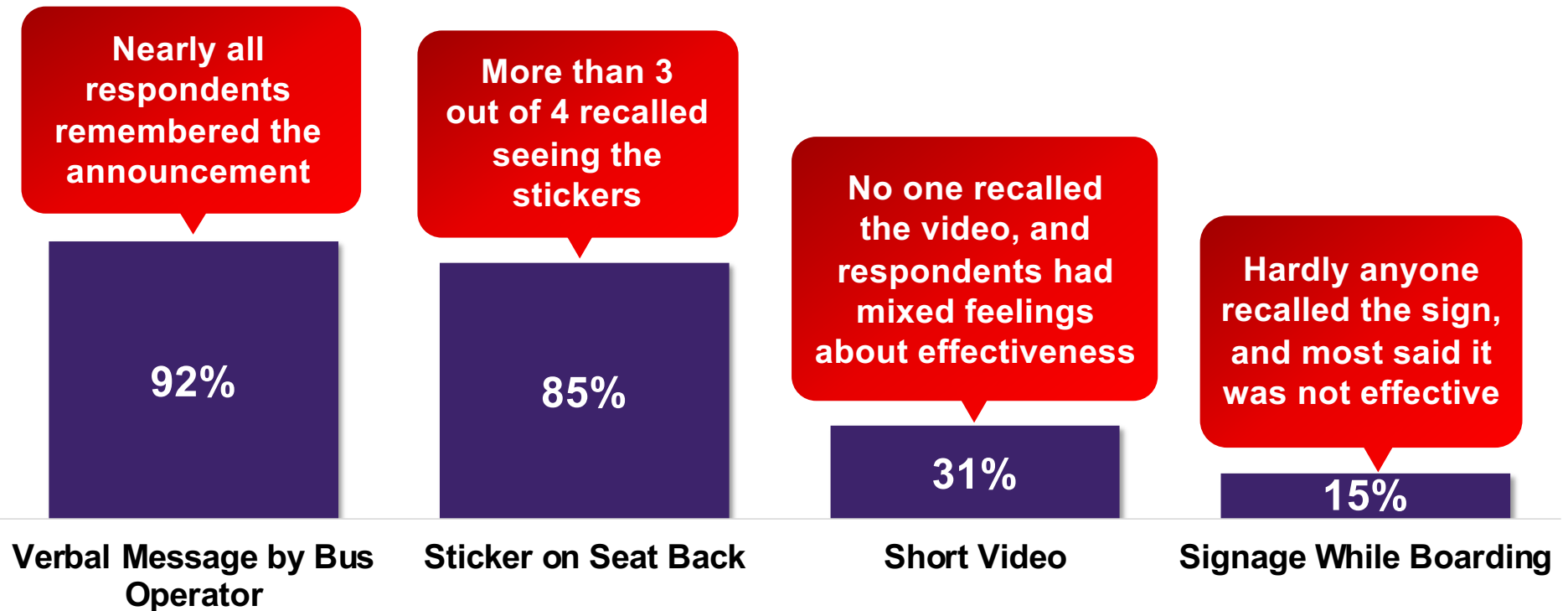
- 1** Passenger awareness of promotional actions
- 2** Passenger perception of importance of wearing a seatbelt
- 3** Impact of promotional actions on passenger behavior
- 4** Most effective time and location to implement promotional actions



1

# Focus Group Results

## *Awareness of Promotional Actions*



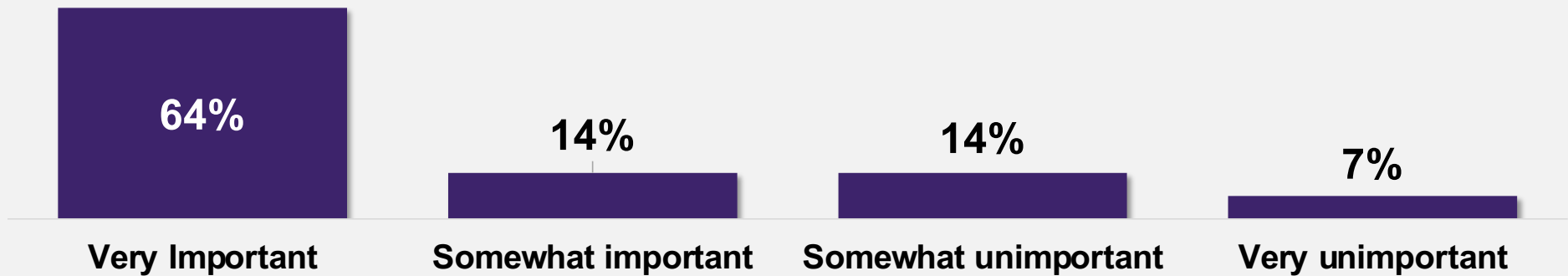
Source: Market Street Research, Inc.

2

## Focus Group Results

### *Perception of the Importance of Wearing a Seatbelt*

***When riding a bus, how important do you feel it is to wear a seatbelt, assuming one is available?***



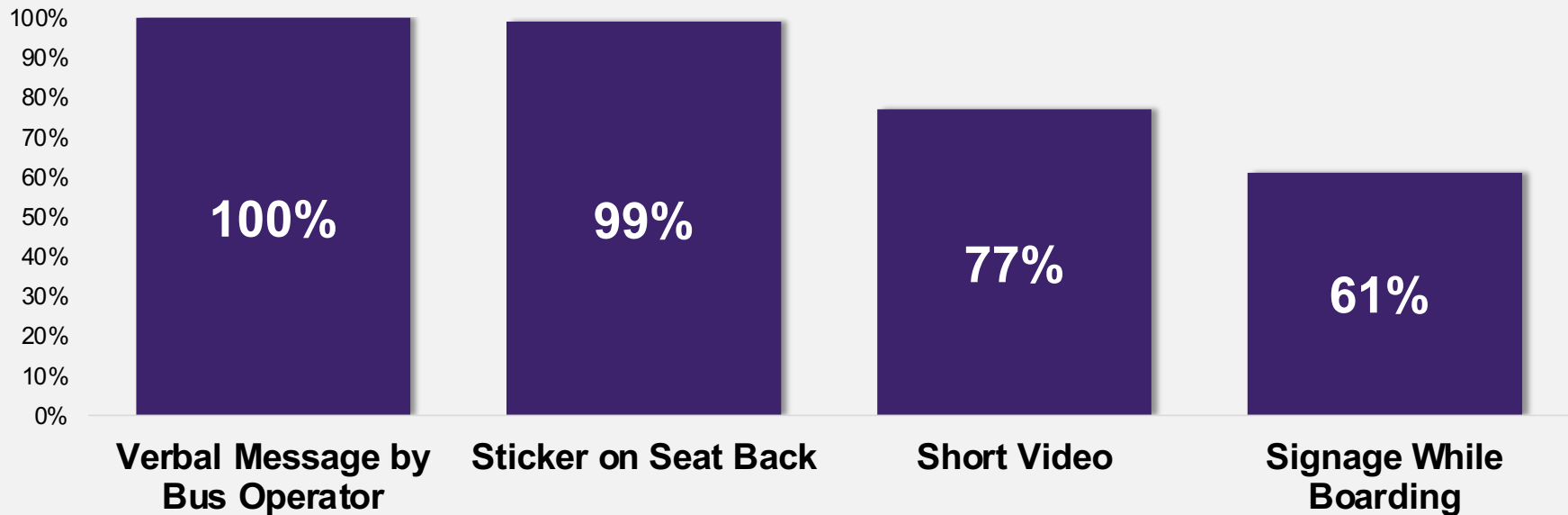
Most passengers feel that wearing a seatbelt on the bus is important, but because it's not often emphasized, it is easy to forget or underestimate the necessity

4

## Focus Group Results

### *Impact of Promotional Action on Behavior*

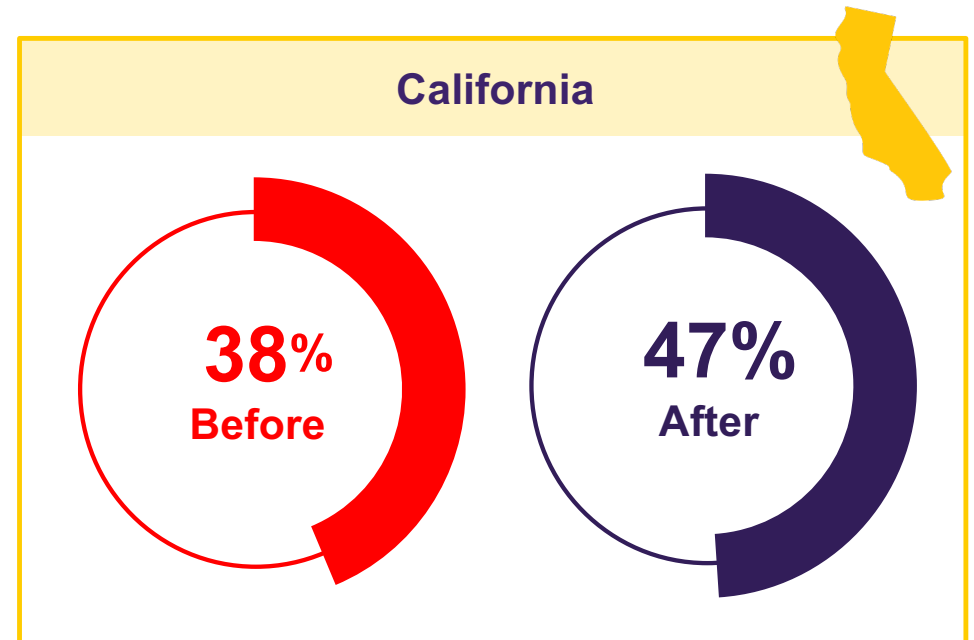
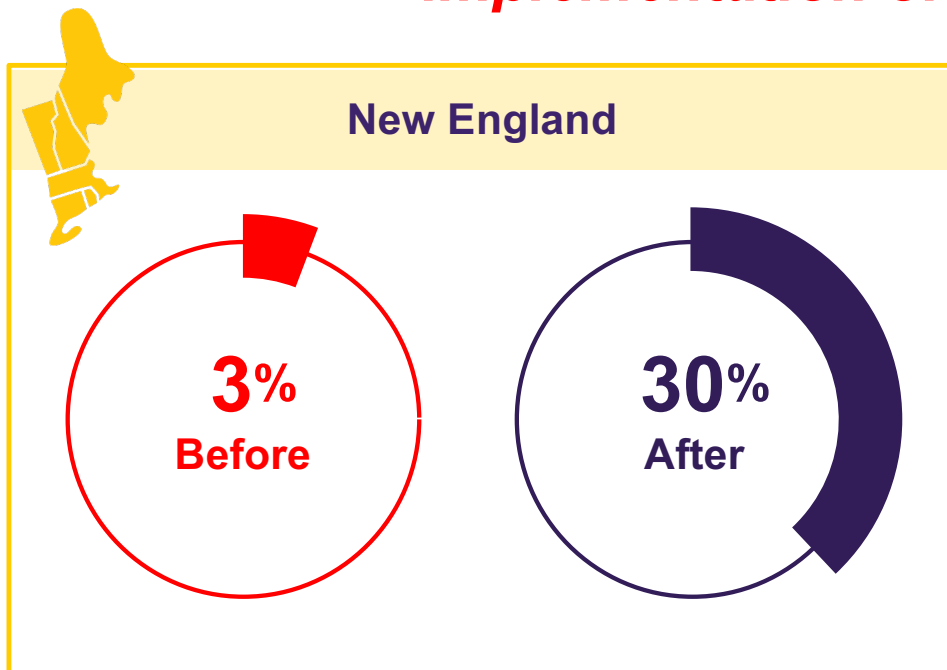
***Impact of promotional actions on likelihood of increasing a passenger's seatbelt use***



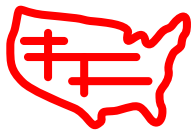
Source: Market Street Research, Inc.

# Results of the Statistical Analysis

*Increases in seatbelt usage following implementation of promotional actions*



# Promotional Campaign Kit



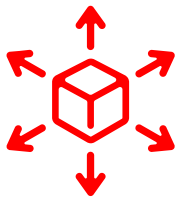
**Nationwide distribution** to motorcoach operators

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Includes **script** of announcement message and **graphics** for production of promotional actions

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**Customizable** for modification, production, and distribution

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**Easily accessed** via direct download or mailed flash drive





## Stakeholder's Support for the Promotional Kit



**“While highlighting the low usage of passenger seatbelts in motorcoaches, the ...study reveals that a little encouragement to use seatbelts can sharply increase the number of passengers buckling-up... We encourage UMA Members to review the promotional campaign and evaluate the suitability for use in their own company.” Ken Presley, Vice President, UMA**

**“...the making of a habit of the passengers [to use seatbelts], that’s the ideal way to go right now...” Jack Van Steenberg, Executive Director, FMCSA**

**“...[enticing people to wear seat belts]...starts with the message”  
Brandon Buchanan, Director of Regulatory Affairs, ABA**

**“...constant reminders [to wear seatbelts] can help everyone realize the importance of doing it ...It’s a matter of changing behavior.” Al Smith, Corporate Director of Safety, Greyhound Lines, Inc**

# Need for Future Research



## Additional Promotional Actions to Consider

- Graphic message in the terminal waiting area
- Messages displayed on passengers' tickets (electronic or paper)
- Text or email reminders sent to each passenger prior to departure



**QUESTIONS?**

***BE SAFE***



**SIT → CLICK → RIDE**

***Please Buckle Up!***