

Doubling Down with Seatbelts on Motorcoach Transportation

Innovative Approaches to Increase Seatbelt Use on Motorcoaches



CONDUCTED WITH
SUPPORT FROM



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Special Thanks

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Need for the Research



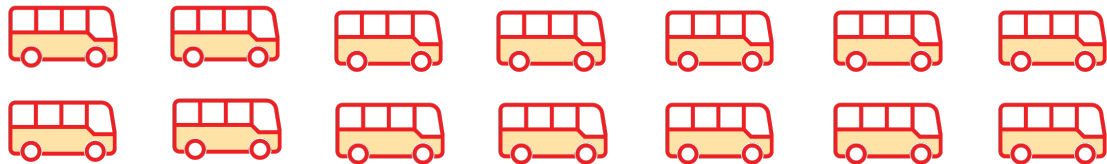
2013 FINAL RULE

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

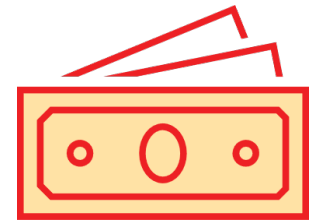
30,000+
MOTORCOACHES



are on the road today, and more than 1,000 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

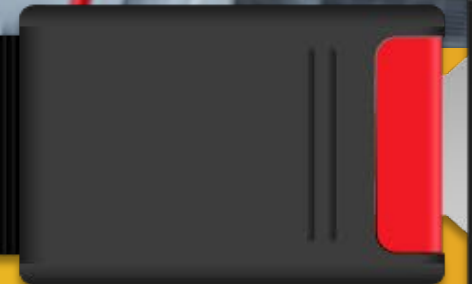


- Major cause of motorcoach fatalities and severe injuries happened due to ejection during bus rollover

-Seatbelts are the primary safety device specifically designed to prevent such tragedies



Each preventable death is one death too many



...One of the Safest Modes of Travel...

Past Decade in the U.S.:

- Hundreds of Fatalities
- Thousands of Injuries

Examples:

- Waltham, MA (2022) 1 killed, 26 injured
- San Diego, CA (2020) 12 Fatalities
- Bronx, NY (2011) 15 Fatalities



Each preventable death is one death too many

Existing Promotional Messages on Motorcoaches



Promotional Actions: Basic Kit (On or Near the Bus)



#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...**

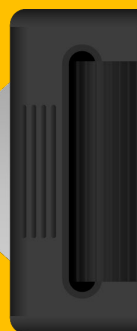
**That's the reason why our
motorcoaches are equipped
with seatbelts...**

**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**



Promotional Actions: Expanded Kit (Bus Terminal)

#1: Verbal message
by dispatcher during
bus arrival and
loading

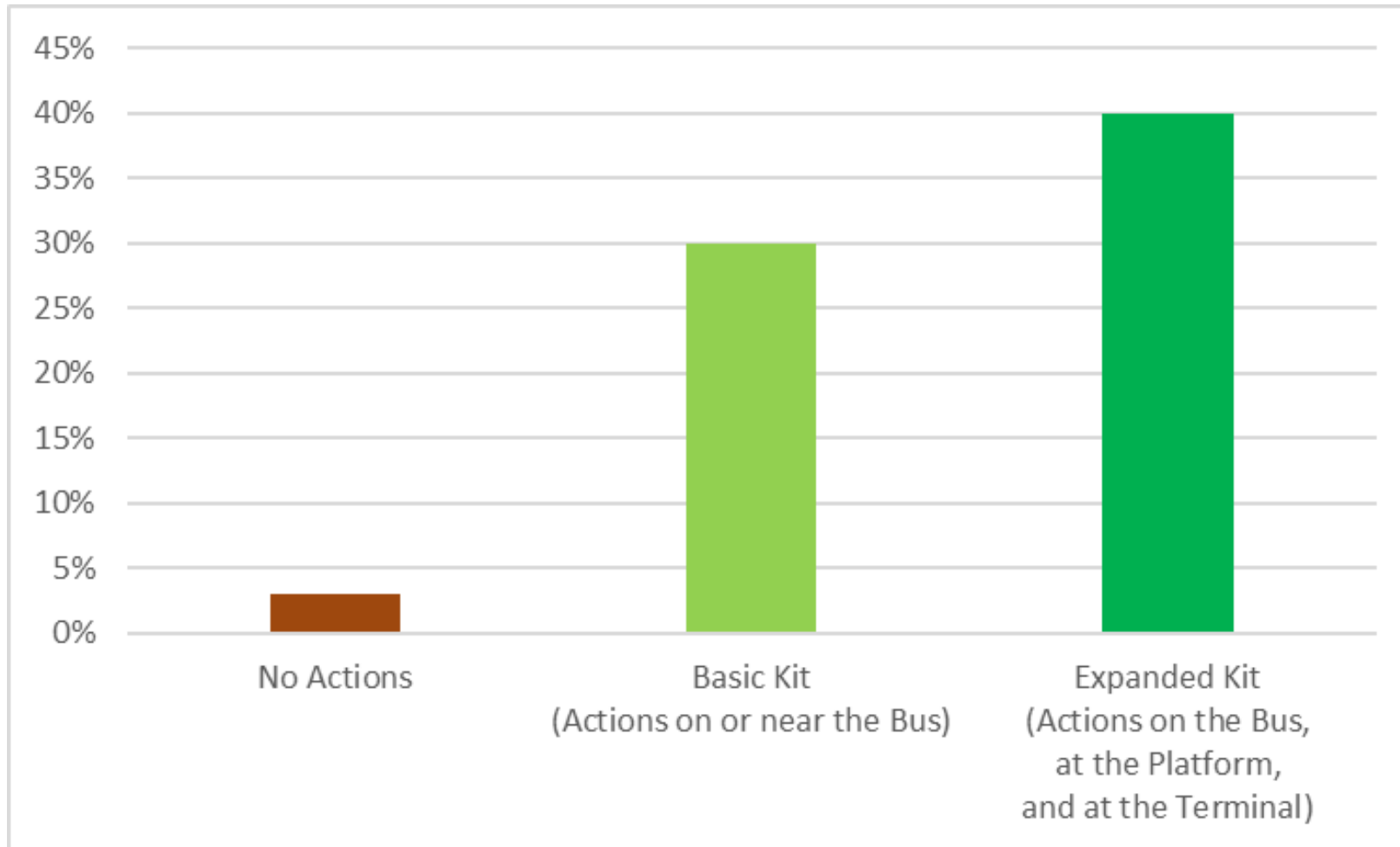
**#2: Graphic
message** located
at the bus terminal
waiting area

**#3: Graphic
message**
on the ticket
counter

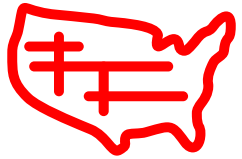
**PROMOTIONAL
ACTIONS AT THE
PLATFORM AND AT
THE BUS TERMINAL:
Examples**



Changes in Seatbelt Use, Massachusetts



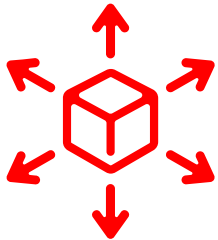
Promotional Campaign Kit



Nationwide distribution to motorcoach operators



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



Customizable for modification, production, and distribution



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

Major Takeaways of the Study



- ✓ **Seatbelts is the primary tool save lives and reduce injury severity**
- ✓ **Over a past decade, a great deal of effort has been done to equip motorcoaches with seatbelts**
- ✓ **Current motorcoach seatbelt use below 5% and is not acceptable**
- ✓ **Promotional actions can increase seatbelt use to 30-40%**
- ✓ **To achieve seatbelt use over 50% a law will be required**

QUESTIONS?

BE SAFE



SIT → CLICK → RIDE

Please Buckle Up!