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TITLE: Estimating Program Costs and Benefits, A Supplement to Modifying Negligent Driving Behavior: Evaluation of Selected Driver Improvement Techniques

DATE: March 1971

AUTHOR(S): William C. Marsh

REPORT NUMBER: 36.2

NTIS NUMBER: FUNDING SOURCE: Departmental Budget

PROTECT OBTECTIVE:

To estimate the program costs and program benefits of eight different methods of dealing with negligent drivers.

SUMMARY:

The estimated costs of the various treatment contacts were based on preliminary budget figures for the fiscal year of 1971-72. Further information was gained by conversation with the management analyst who developed the costs and production standards for the negligent operator (N.O.) program. The projected cost of the total N.O. program will be \$2,479,994 in 1971-72. This amount is divided among warning letters (W/L [\$58,776]), group meeting-reexaminations (REX [\$354,391]), and individual hearings (\$2,066,827).

In calculating program benefits, the number of collisions, injuries and deaths prevented was estimated. The difference between a treatment's collision rate and the control's rate was used to estimate the number of collisions prevented by a program; the difference in the rates was multiplied by the expected number of men or women drivers treated by that program. The number of CHP collisions was then computed from the estimated number of collisions and the proportion of CHP collisions for men or women in the N.O. sample.

It was assumed that the incidence of injuries and deaths in CRP collisions involving N.O.'s would be the same as the typical CRP collision. Therefore, the average number of injuries and deaths per CRP collision was used to estimate the benefits of preventing collisions by N.O.'s.

Table 12 of the report contains the results of these computations (after rounding to the nearest whole number) for each of the alternative programs under consideration. Basic estimates and guidelines for monetary costs of collisions (death, injury, and non-injury) were taken from the National Safety Council's total cost figures. The separate figures for average collision costs of males and females were used to estimate the monetary benefits of preventing collisions which are shown in Table 15 of the report.

SUPPLEMENTARY INFORMATION:

None.