

NEWS



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ZERO TOLERANCE FOR SEAT BELT VIOLATIONS



National 'Click It or Ticket' Campaign Begins May 18

SUNNYVALE, Calif. – Once again, Sunnyvale’s Department of Public Safety (DPS) is reminding motorists to *Click It or Ticket*. As part of the national seat belt enforcement campaign, law enforcement agencies around the country will be stepping up enforcement May 18-31. “Every day, unbuckled motorists are losing their lives in motor vehicle crashes,” said Sunnyvale DPS Captain Jeff Plecque. As we approach Memorial Day weekend and the summer vacation season, we want to make sure people are doing the one best thing that can save them in a crash – buckling up.”

One focus of the *Click It or Ticket* campaign is nighttime enforcement. Of the 21,132 passenger vehicle occupants killed in crashes in 2013, nearly half were unrestrained according to the National Highway Traffic Safety Administration. At night from 6 p.m. to 5:59 a.m., that number soared to 59 percent of those killed. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In California, the minimum penalty for a seat belt violation is \$161.

California statistics reveal that 500 unrestrained vehicle occupants died in 2013. Not only were twice as many males killed in those crashes, they also had lower seat belt use – 54 percent of males were unrestrained compared to 41 percent of females.

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“If you ask the family members of those unrestrained people who were killed in crashes, they’ll tell you they wish their loved ones had buckled up,” added Captain Plecque. “The bottom line is that seat belts save lives. If these enforcement crackdowns get people’s attention and get them to buckle up, then we’ve done our job.”

For more information on the *Click It or Ticket* mobilization, please visit www.nhtsa.gov/ciot.

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