



City of  
**OAKLAND**  
California

**Media Contact:**

Officer Johnna Watson  
Officer Marco Marquez  
Media Relations Office  
(510) 238-7230  
opdmedia@oaklandnet.com

News from: **Oakland Police Department**



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**Click It or Ticket Campaign Starts May 22, 2017**

*Oakland, CA*—As summer kicks off and families hit the road for vacation, the Oakland Police Department and the California Office of Traffic Safety are reminding motorists to *Click It or Ticket*. Aimed at keeping you and your family safe by enforcing seat belt use, the national campaign takes place May 22 through June 4. This period includes the Memorial Day weekend, one of the busiest travel and holiday weekends of the year.

Oakland police officers will conduct nighttime seat belt enforcement operations during the two-week *Click It Or Ticket* mobilization to help lower California's traffic deaths. In addition to these special patrols, officers on routine patrol will also be on the lookout for unrestrained drivers and passengers that can be stopped and cited.

“Buckling up is the law. I encourage you to make it a habit,” says Chief Anne Kirkpatrick, Oakland Police Department. “Fastening your seatbelt anytime you are in a vehicle is a form of insurance that you and your loved ones will consider priceless if you are ever in an accident.” As the Memorial Day weekend approaches and the summer vacation season ramps up, Chief Kirkpatrick reminds everyone to be safe. “The *Click or Ticket* campaign has one goal: to save lives by increasing the number of people who buckle up.”

According to the National Highway Traffic Safety Administration (NHTSA), nearly half of the 22,441 passenger vehicle occupants killed in collisions in 2015 were unrestrained. During nighttime hours, that number soared to 57% of those killed. That's why one focus of the *Click It or Ticket* campaign is nighttime enforcement. During the same year, 545 Californians were killed because they did not buckle their seat belts. Nationally, almost twice as many males as females were killed in collisions, with lower belt use rates, too. Of those killed in collisions in 2015, 52% of the males and 42% of the females were not buckled up.

Oakland and other participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In Oakland, the ticket cost for an adult seat belt violation is \$162, penalties for not restraining a child run even higher, at \$465.

Funding for these operations is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. For more information on the *Click It or Ticket* mobilization, please visit

[www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).

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