



PRESS RELEASE

Pursuant to CA Gov't. Code Sect. 6254(f)
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MEDIA ADVISORY

SAN JOSE POLICE DEPARTMENT
TARGETS SEAT BELT VIOLATORS IN MAY AND JUNE
"Click It or Ticket" Aims to Increase State's Seat Belt Use Rate

San Jose, Calif. – The San Jose Police Department is preparing to launch the state's annual "*Click It or Ticket*" seat belt enforcement campaign, stepping up enforcement of the state's occupant protection laws during the three week mobilization, May 14 - June 3, 2007. This special enforcement period is part of the state's annual effort to increase seat belt use through a combination of heavy enforcement, advertising and public awareness campaigns.

California currently has the fourth highest seat belt use rate in the nation, with the 2006 "*Click It or Ticket*" campaign resulting in an increase in the state's seat belt use rate from 92.5 percent in 2005 to 93.4 percent in 2006. Since the campaign first began in California in 2005, nearly a million more motor vehicle occupants are buckling up.

"It is our hope to see even more gains in California's seat belt use rate this year," said Office of Traffic Safety (OTS) Director, Christopher J. Murphy. "We are particularly interested in making sure the state's teen population is buckling up in greater numbers."

California's 2006 teen seat belt use rate was 90.8 percent, well below the state rate of 93.4 percent, but up from 88.6 percent in 2005.

California has a primary seat belt law which requires that every passenger in the car, including the driver, is required to wear a seat belt at all times. If stopped and found to be in violation, law enforcement will issue citations without warning. Tickets for seat belt violations range from \$80-\$91 for adults. When children under 6 are not properly secured in a vehicle, the parent or driver can receive one 'point count' on their driving record, with a fine of \$330 to \$401 on a first offense and \$795 to \$971 on a second offense.

Funding for officer overtime to support California's *Click It or Ticket* campaign was provided by a grant from the Office of Traffic Safety through the National Highway Traffic Safety Administration. Inquiries may be directed to Sgt. Jeff Marozick at (408) 277-4341.

BY: Sgt. Nick Muyo #2086

DATE: 5-14-07

TIME: 9:00AM

AUTHORIZED BY: Sgt. Jeff Marozick

DATE: 5-14-07

TIME: 9:00AM

PRESS OFFICER BRIEFED BY UNIT COMMANDER (CIRCLE) YES NO