2019 Click it or Ticket,
Border-to-Border Initiative

Lifesavers 2019
Agony of Defeat...
BORDER TO BORDER CONCEPT

The Border to Border Operation is a focused one-day effort coordinated by participating State highway safety offices and their respective law enforcement liaisons that is aimed to reduce seat belt fatalities in our regions by re-invigorating the "Click It or Ticket" brand.
WHY: Border to Border & Click it or Ticket

• 90.% National Seat Belt Use (2017)
• 60% of states report use rates below this figure
• 39% day time fatalities are unrestrained (PVO 2017))
• Reinforce that crash survivability increases dramatically with belt use
• Single most effective countermeasure there is
GOAL

Coordinate high visibility seat belt enforcement checkpoints and details at well-traveled State border sites, Border to Border aims to both 1. Increase law enforcement participation and 2. Garner more earned media during the mobilization.
2015 Click it or Ticket
BORDER-TO-BORDER
East Coast Participant States

FASTEN YOUR SEAT BELT

NHTSA
2013-2017 Participating Law Enforcement Agencies

<table>
<thead>
<tr>
<th></th>
<th>SP Districts</th>
<th>Sheriff</th>
<th>City/Town</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>31</td>
<td>14</td>
<td>23</td>
<td>2</td>
<td>636</td>
</tr>
<tr>
<td>2014</td>
<td>40</td>
<td>30</td>
<td>489</td>
<td>7</td>
<td>785</td>
</tr>
<tr>
<td>2015</td>
<td>64</td>
<td>60</td>
<td>763</td>
<td>23</td>
<td>1142</td>
</tr>
<tr>
<td>2016</td>
<td>125</td>
<td>23</td>
<td>785</td>
<td>94</td>
<td>1040</td>
</tr>
<tr>
<td>2017</td>
<td>91</td>
<td>7</td>
<td>91</td>
<td>21</td>
<td>636</td>
</tr>
</tbody>
</table>

Total_counts:
- 2013: 636
- 2014: 785
- 2015: 1142
- 2016: 1040
- 2017: 636
Border to Border event in Texarkana. Troopers from AR, LA, OK, & TX spoke, and several local LE agencies attended.

Idaho and Montana officers “fist bump” on the border as they kick off the Click it or Ticket Mobilization.

New York and Vermont law enforcement officials pose with the Champlain Bridge in the background. | PAT BRADLEY/WAMC

Law enforcement officers from Kentucky and Tennessee go “hands in” for Border to Border.
How does it work? Planning

- LELs work with state coordinators and:
  - Reach out to bordering States to identify partnerships
  - Identify enforcement border sites
  - Identify other enforcement zones within a state's borders
  - Identify opportunities for press event(s), earned/owned media
New York

Reach out to border States to determine plan
New York

- 17 joint enforcement operations and sites, partnering with PA, VT, MA, CT, NJ and the Provincial Police of Ontario

- Nine State Police troops, at least 13 municipal and seven Sheriffs’ departments

- Major press events in Syracuse and on Lake Champlain, in partnership with Vermont
New Jersey State Police partnering with border jurisdictions at

- Hudson River crossings (NYC)
- Northern NJ crossings – Garden State Parkway and I-287 (New York State Police)
- Northwest NJ crossings - I-80 and I-78 (Pennsylvania State Police)
- Southern NJ crossings – Walt Whitman and Delaware Memorial Bridge

...PLUS 49 municipal police departments

Variable message boards, a joint press event at the DE Memorial Bridge, and photo ops with New York!
NHTSA Supported Press Conference
Operational Methods

• Methods for LE Operations:
  • Highway & Local Variable Message Boards
  • Checkpoints
  • Lane Channelization
  • Saturation patrols
  • Target enforcement zones, etc., are to be determined by the law enforcement agencies.
B2B OUTPUTS & OUTCOMES
Increase Occupant Awareness

- **Engage the Community** in your activities.
- **Educate your community** on the importance of seat belt use, and why seat belt use is required by law.
- **Share the data** whenever you can!!
LEL Challenges & Suggestions

- Complacent LE Community to the issue of belt usage “we won this battle”
  - Use the DATA
- Enforcement tactics for “Non-Primary” belt law states
  - Utilize the LEL network to uncover strategies that have worked in secondary law states
- Engaging non-grantee LE agencies
  - Utilize existing partners and traffic safety champions to broadcast the campaign and garner support
- Competing demands for service
  - 4 hours, of one day to participate in a national effort
WHAT IS IT? B2B is a 1 day, 4 hour national seat belt awareness Click It or Ticket kickoff event coordinated by SHSO and their respective LELs.

WHEN IS IT? Monday, May 20, 2019 4-8pm

WHO IS PARTICIPATING? National Effort

HOW TO GET STARTED? Reach out to your bordering State Coordinators and identify: partnerships; enforcement border & interior sites; opportunities for joint press events, and earned/owned media opportunities.
• Wear Your Belt.
• Wear Your Vest.
• Watch Your Speed.
• WIN—What’s Important Now?
• Remember: Complacency Kills
Remember and Honor the Fallen

Trooper Gerald Ellis
Illinois State Police, Illinois
End of Watch Saturday, March 30, 2019
Thank You!

Additional questions? Need help?

Chief Michael J. Morris, Ret.
NHTSA Regions 2 Law Enforcement Liaison
mmorris@njsacop.org
Please evaluate this presentation using the Lifesavers Conference Mobile App

SELECT SESSIONS ICON

SELECT APPLICABLE TRACK

SELECT APPLICABLE WORKSHOP

CLICK RATE EVENT BUTTON (OR) CLIPBOARD ICON