



PS-5

Click It or Ticket

Through its Click It or Ticket program, the Twin Falls, Idaho (34,500), police department takes a dual approach to increasing the use of seat belts in the city—it has expanded its enforcement activities while it offers incentives to wear a seat belt. This carrot-and-stick approach has almost doubled the seat-belt use rates in Twin Falls.

Implementation notes

Leadership/staffing A detective-sergeant in the Twin Falls police department leads the Click It or Ticket effort; he is assisted by the city’s traffic team of four to five officers.

Timeline The city has enhanced its enforcement of its seat-belt law over the past three years. The Click It or Ticket campaign began in early 2003. The climax of the campaign will be the giveaway of the Click It or Ticket sport-utility vehicle on December 31.

Budget/funding A \$50,000 federal grant covers some of the program’s outreach costs as well as overtime for police officers to enforce seat-belt use. The city has also used some of the \$200,000 in state grants it has received over the past three years to cover Click It or Ticket activities. A local car dealer donated the Click It or Ticket sport-utility vehicle, valued at \$26,000, which will be given away at a drawing. Another company donated an \$8,000 car stereo system for the vehicle.

Program description The city has stepped up enforcement of its seat-belt law considerably. This secondary law permits ticketing for nonuse of seat belts only if another violation, such as an expired license, is found. The city has increased the number of seat-belt tickets issued from 300 or 400 a year to over 5,000 citations in the last three years alone.

The city also pays overtime to police officers who are willing to spend extra time enforcing the seat-belt law and to police officers from neighboring jurisdictions for enforcing the Twin Falls seat-belt law. Paying officers from neighboring jurisdictions to enforce the Twin Falls seat-belt law enhances relationships between Twin Falls police and their peers in surrounding com-

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munities and teaches police in other departments how to enforce seat-belt laws. This, in turn, increases the use of seat belts among residents of neighboring jurisdictions when they drive through Twin Falls.

A local company donated its services to decorate the Click It or Ticket vehicle. The vehicle now promotes the campaign, and its lettering indicates that one lucky citizen will win the vehicle. The vehicle is used for seat-belt enforcement and is taken to monthly events. Those who arrive at these events wearing their seat belts receive a business card from the car dealer. Citizens put their contact information on the back of the card and drop it off with the car dealer to enter the drawing for the car.

The police also give out flyers, handouts, T-shirts, lollipops, and pins. At these events, the stereo is turned on to help draw young people. In addition, whenever the police stop a car and the driver is properly belted, the driver receives a card for the drawing. The fire department displays the current seat-belt use rate over the city's busiest intersection on its ladder-truck bucket and conducts seat-belt surveys from the bucket.

Results Seat-belt use in Twin Falls has increased from 39 percent in 2002 to close to 70 percent. The police department expects the rate to reach the national average of 75 percent, at least, by year-end.