

## **NOTICE OF PROPOSED GUIDANCE DOCUMENT**

### **Annual “Click It or Ticket” seat belt campaign begins Monday (June 22, 2020)**

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on a news release announcing the annual Click It or Ticket seat belt mobilization from June 22 – July 5, 2020, a proposed guidance document (ss. 347.48)

### **PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION**

Comments may be submitted to the Wisconsin Department of Transportation for 21 days by:

1. Department’s website: <https://wisconsindot.gov/Pages/home.aspx>
2. <https://trust.dot.state.wi.us/act369/?id=OPA633&uri=file:W/Releases/REL20/DSP/C/IOT.docx&division=OPA>
3. Mailing written comments to:

Office of Public Affairs  
Wisconsin Department of Transportation  
4822 Madison Yards Way  
PO Box 7910  
Madison, WI 53707-7910

### **WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT**

The final version of this guidance document will be posted at [wisconsindot.gov](http://wisconsindot.gov) to allow for ongoing comment.

### **AGENCY CONTACT**

[DOTOPAGuidanceDocs@DOT.WI.GOV](mailto:DOTOPAGuidanceDocs@DOT.WI.GOV)

June 18, 2020

**For more information, contact:**

WisDOT Office of Public Affairs  
608/266-3581, [opa.exec@dot.wi.gov](mailto:opa.exec@dot.wi.gov)

## **Annual “Click It or Ticket” seat belt campaign begins Monday**

*Like the recent public health emergency, government officials ask for voluntary compliance/public cooperation to help save lives, avoid injuries*

Law enforcement and transportation safety officials are delivering a simple, but potentially life-saving directive to all motorists: buckle up – every seat – every trip. During the annual Click It or Ticket safety belt campaign that begins Monday (June 22) and runs through Sunday, July 5, law enforcement agencies across the state will step up efforts to encourage motorists to buckle up.

“The recent public health emergency serves as a powerful reminder that citizen cooperation and voluntary compliance is an effective formula to save lives and prevent tragedies,” Wisconsin Department of Transportation Secretary-designee Craig Thompson said. “We’re calling upon all motorists to practice safe travel habits – buckle up, watch your speed and drive alert. In the process, you’ll be doing your part to help ease the burden on our valuable law enforcement and health care resources.”

Wisconsin’s current seat belt use rate is 90.2 percent – the highest ever. Still, of all the car and light truck occupants killed in Wisconsin traffic crashes last year, 44% were not wearing a seat belt.

Wisconsin’s primary seat belt law, in place since 2009, allows law enforcement to stop and cite motorists for failing to wear a safety belt. Drivers can also be cited for every unbuckled passenger in their vehicle. Failure to fasten a seat belt is among the most common traffic violations in Wisconsin and resulted in 41,654 traffic convictions last year.

During Click It or Ticket, WisDOT will use designated federal funds to support enhanced law enforcement efforts, TV, radio and other public education [messages](#), some featuring Green Bay Packers’ all-time leading receiver Donald Driver. Electronic message signs along major highways will also display buckle up reminders.

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View this document online at the WisDOT Newsroom: [wisconsindot.gov/news](http://wisconsindot.gov/news)