



News Release  
Ashland Police Department  
[www.ashlandpolice.us](http://www.ashlandpolice.us)  
Douglas A. Goodman, Chief  
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### **Ashland Police Join in the Statewide Click It or Ticket Campaign**

Virginia Police Departments participate in the National Click It or Ticket Mobilization each May. Click It or Ticket is focused on increasing seat belt and child safety seat use, which in turn reduces serious injuries and fatalities.

The Ashland Police Department will join other Virginia Law Enforcement agencies between May 11<sup>th</sup> and June 7<sup>th</sup>, as part of this Click It or Ticket Mobilization. The Ashland Police Department will increase their traffic enforcement efforts in advance of the high volumes of traffic associated with Memorial Day weekend.

The Ashland Police Department will focus particular attention on daytime and nighttime seat belt use. According to a seatbelt survey conducted on May 7<sup>th</sup> at the intersection of Washington Highway and England Street, eighty percent (80%) of drivers were wearing their seatbelts. The Ashland Police Department will be looking to increase the percentage of drivers using their seatbelts by the end of the enforcement stage. Virginia's statewide safety belt compliance rate is currently 80.6 percent. The goal of 2009 *Click It or Ticket* is to raise the rate to at least 82 percent.

Click It or Ticket is one of several programs under the Smart, Safe and Sober Partnership, which is a statewide initiative dedicated to preventing crashes, injuries and fatalities on Virginia roadways.

### **Facts Related to the Town of Ashland Traffic Accidents:**

The total number of reportable crashes in 2008 was 133, compared to 144 reportable crashes investigated in 2007. The number of crashes decreased by nearly eight percent (-8%) compared to the previous year.

The total number of crashes involving injured parties in 2008 was fifty-eight (58), compared to forty-six (46) crashes resulting in injuries to parties in 2007. The number of crashes resulting in injuries increased by twenty-six percent (26%) compared to the previous year.

