



News Release
Ashland Police Department
www.ashlandpolice.us
Douglas A. Goodman, Chief
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Ashland Police Join in the Statewide Click It or Ticket Campaign

The Ashland Police Department will attempt to reduce crash related deaths and serious injuries by participating in the statewide Click it or Ticket campaign. In 2009, Virginia, had the highest recorded seat belt use rate in history at 82.27 percent. Even with that good news, 756 citizens lost their lives on Virginia roadways, of those, 333 individuals were not wearing seat belts at the time of the crash.

“Do you realize how many lives could be saved, or injuries reduced if everyone would simply buckle up?” said Chief Doug Goodman. “That’s why The Ashland Police Department will join law enforcement from across Virginia and the nation to reinforce Click It or Ticket- Day and Night.” In 2009, Virginia had a total number of 414 crash related fatalities, of those, 195 were unbelted fatalities. These fatalities are largely men between the ages of 21 and 35 years of age. “Given this information”, said Chief Doug Goodman, “citizens can expect to see law enforcement at all hours of the day and night enforcing all traffic laws, and we will be paying special attention to whether a seat belt is being worn.”

A seat belt survey was conducted on May 12, 2010 at the intersection of Rt. 1 and Rt. 54. 79% of drivers were belted. The Ashland Police will be attempting to increase this percentage in an attempt to decrease injuries in the event of an accident.

The Ashland Police Department joins thousands of law enforcement officials, highway safety representatives and safety advocates in Virginia who have vowed to support the annual mobilization. High visibility enforcement such as the Click It or Ticket mobilization is credited with increasing the national belt usage rate from 58 percent in 1994 to an observed usage rate of 84% in 2009. Virginia’s goal in 2010 is to increase usage to 83.7%.

Facts Related to the Town of Ashland Traffic Accidents:

The total number of reportable crashes in 2009 was 109, compared to 133 reportable crashes investigated in 2008. The number of crashes decreased by nearly eighteen percent (-18%) compared to the previous year.

The total number of crashes involving injured parties in 2009 was forty-three (43), compared to fifty-eight (58) crashes resulting in injuries to parties in 2008. The number of crashes resulting in injuries decreased by twenty-six percent (26%) compared to the previous year.