



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

The Ashland Police Department will attempt to reduce the number of crash related deaths and serious injuries by participating in the statewide Click it or Ticket campaign. In 2010, Virginia recorded a seat belt use rate of 80.5%. Even with that good news, citizens still lost their lives on Virginia roadways, of those, many individuals were not wearing seat belts at the time of the crash.

The Ashland Police Department will join law enforcement agencies from across Virginia and the nation to reinforce Click It or Ticket- "Day and Night." In 2010, Virginia experienced a decrease in seatbelt usage from 82.27% in 2009 to 80.5%. Chief Doug Goodman wants citizens to know that they should expect to see Ashland Police officers at all hours of the day and night enforcing all traffic laws. "Our officers will be paying special attention to whether a seat belt is being worn. Safety of all of our motorists in Ashland is a top priority."

A seat belt survey was conducted at the intersection of Route 1 and Route 54 in May of this year; we discovered that 80% of drivers were belted. It is our goal to increase this percentage through education and enforcement. Our focus is to lower the total number of injuries caused from crashes on our roadways.

Facts Related to the Town of Ashland Traffic Accidents:

The total number of reportable crashes in 2010 was 119, compared to 109 reportable crashes investigated in 2009. Which is an increase of nearly nine percent (9%) compared to the previous year.

The total number of crashes involving injured parties in 2010 was forty-four (44), compared to forty-three (43) crashes resulting in injuries in 2009. Which is an increase of two percent (2%) compared to the previous year.

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 % in 1994 to an observed usage rate of 80.5% in 2010. Virginia's goal in 2011 is to increase usage to 83.7%.

