



2019 Click It or Ticket

2019 Border to Border





- The 2019 Florida Click It or Ticket Enforcement campaign kicked off with the 2019 Florida Border to Border Enforcement Operation. The enforcement period for the Florida Border to Border Enforcement Operation went from 4PM to 8PM on May 20, 2019.
- The Florida Click It or Ticket Campaign along with the National CIOT Campaign ran May 20, 2019 through June 2nd, 2019.



- The reporting period for the B2B began May 21, 2019 through June 2, 2019. The reporting period for the Florida CIOT Campaign ran from June 3rd, 2019 through July 2, 2019.
- The Florida Law Enforcement Liaison Program was tasked with engaging Florida Law Enforcement at State, County and Local levels to participate in and report both the Florida B2B Operation and the Florida CIOT Campaign.



- The Florida LEL Program promoted the Border to Border Enforcement Operation in the LEL Program quarterly LAN Meetings, the Florida LEL Program website at www.floridalel.info, The Florida LEL Program Facebook page, in agency visits, email and telecommunication.
- LAN meetings were held by LELs in each of seven Districts in the 2nd and 3rd quarter. The Border to Border mobilization and Click It or Ticket was promoted at these meetings by each of the LELs.



Web pages were created at www.floridalel.info in support of 2019 Florida Click It or Ticket and Florida Border to Border Operation:

- Click It or Ticket online reporting page
- Click It or Ticket media support page
 - Press materials
 - Social media materials
 - Information graphics
 - Posters
 - Web videos
 - Safety belt usage survey form



Web pages were created at www.floridalel.info in support of 2019 Florida Click It or Ticket and Florida Border to Border Operation:

- Border to Border online reporting page
- Border to Border media support page with:
 - NHTSA 2019 Border to Border Overview
 - NHTSA Sample Pre-event Media Release
 - NHTSA Sample Post-event Media Release



Press materials and online report forms were posted at www.floridalel.info

Border to Border 2019

Click on image to download file

Border to Border Event Overview

Click on image to download file

Border to Border Sample Media Release Pre-event

Click on image to download file

Border to Border Sample Media Release Post-event

Press Materials

Click on image to download document

CIOT Sample Media Release pre-event

Click on image to download document

CIOT Sample Media Release pre-event

Click on image to download document

CIOT Fact Sheet

Click on image to download document

CIOT Sample Op Ed

2019 Border to Border Campaign Report

The 2019 Click It or Ticket Enforcement campaign kicks off with the Border to Border enforcement operation with the participation of 35 States. The enforcement period for the Border to Border kick off will be from 4PM to 8PM on May 20, 2019. The reporting period for the B2B activity will be from May 20, 2018 through June 2, 2019.

LEL District

- ☐ District 1 - LEL Tom Arsenault
- ☐ District 2 - LEL Juan Cardona
- ☐ District 3 - LEL Andrew Johnson
- ☐ District 4 - LEL Charles Kane
- ☐ District 5 - LEL Jon Askins
- ☐ District 6 - LEL Shaun VanBeber
- ☐ District 7 - LEL Janice Martinez

Head of Agency

2019 Click It or Ticket Campaign Report

The 2019 Click It or Ticket Enforcement National Enforcement Mobilization begins May 20, 2019 and runs through June 2, 2019. The reporting period for the National CIOT Mobilization will begin June 3, 2019 and run through July 2, 2019.

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Page 2 of 2

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Review Your Entry

LEL District

- ☐ District 1 - LEL Tom Arsenault
- ☐ District 2 - LEL Juan Cardona
- ☐ District 3 - LEL Andrew Johnson
- ☐ District 4 - LEL Charles Kane
- ☐ District 5 - LEL Jon Askins
- ☐ District 6 - LEL Shaun VanBeber
- ☐ District 7 - LEL Janice Martinez

Agency Type

- ☐ Sheriff's Office
- ☐ Police or Public Safety Department
- ☐ Florida Highway Patrol





NHTSA Support Materials Placed on www.floridalel.info for agency convenience

Posters

These print ready posters have been provided by NHTSA in either jpg or pdf format. They are high resolution and easy to download

Use the first two posters below for the "It's a Real Big Deal" message



Click on image to download poster file



Click on image to download poster file



Click on image to download poster file



Click on image to download poster file



Click on image to download poster file



Click on image to download poster file

Social Media

The word documents below will provide suggestions messaging and for placement of graphics in social media networks.



Click on image to download word document

This document provides suggested uses for social media messaging and use of the graphics shown below



Click on image to download word document

This document provides suggested uses for social media messaging and use of the graphics shown below in Spanish



Click on image to download the "Click Love" toolkit

This PowerPoint presentation in pdf will guide you on the use of the new "Click Love" social media toolkit in your social media messaging

TV Web Ads

These TV Ads/YouTube videos can be embedded on your site or page by using the embed code listed for each video



Embed Code
 <iframe width="560" height="315" src="https://www.youtube.com/embed/tzzQa9u7b8" frameborder="0" allowfullscreen></iframe>



Embed Code
 <iframe width="560" height="315" src="https://www.youtube.com/embed/p08LTj80C" frameborder="0" allowfullscreen></iframe>



Embed Code
 <iframe width="560" height="315" src="https://www.youtube.com/embed/L4ZaMU-OLu" frameborder="0" allowfullscreen></iframe>



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 <iframe width="560" height="315" src="https://www.youtube.com/embed/p08LTj80C" frameborder="0" allowfullscreen></iframe>



Embed Code
 <iframe width="560" height="315" src="https://www.youtube.com/embed/p08LTj80C" frameborder="0" allowfullscreen></iframe>



Infographics Static



Click on image to download



Click on image to download



Click on image to download



Click on image to download



Click on image to download



Click on image to download


The Florida LEL Program Facebook page was also utilized to promote 2019 Border to Border.

The image at right was utilized as the Cover photo for the Florida LEL Program Facebook page with the following tags: #ClickItorTicketFL #ClickItorTicketUSA #B2BChallenge National LEL Program Florida DOT Safety Office NHTSA



A photo shoot with LELs and Law Enforcement was conducted at the world-famous Southernmost Point Buoy located in Key West Florida and another was conducted at Fort Walton Beach in the Florida Panhandle.






Florida Law Enforcement Liaison Program
 May 21 · 🌐

Such a great show of solidarity and joint enforcement efforts across the New York and Vermont border to kick off #ClickItorTicket #ClickItorTicketUSA #B2BChallenge

NHTSA Governors Highway Safety Association Florida DOT Safety Office National LEL Program

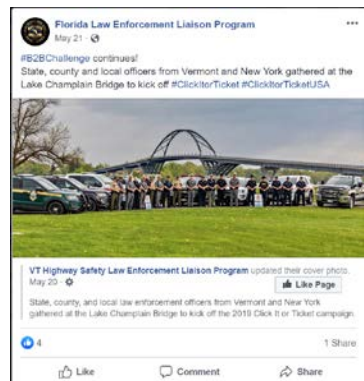


4,812 Views

Vermont State Police ✓ was live.
 May 20 · 🌐

Like Page

Vermont and New York law enforcement agencies discuss a summer safe-driving initiative, LIVE from the Crown Point Bridge over Lake Champlain.



A Facebook live challenge was issued to law enforcement throughout the country with #B2BChallenge from the Florida LEL Program.

This challenge was met by law enforcement from Texas, Oklahoma, Arkansas, Louisiana, Vermont, New York and Maine who were also kicking off their CIOT and B2B operations.





#ClickItorTicket #ClickItorTicketNaples #ClickItorTicketFI #SeatBeltSelfie



District 7 LEL Janice Martinez was/is responsible for the Florida LEL Program Facebook social media platform.

Over 50 separate Facebook posts were made during the CIOT campaign period in support of B2B and CIOT, with well over 100 images generated and posted from the LELs, Florida Law Enforcement and NHTSA supplied support materials.

The CIOT Selfie Challenge with #SeatBeltSelfie was issued to Florida Law Enforcement. This resulted in numerous selfies from law enforcement throughout the State.



Border to Border Report Data

Reports by Agency type:

| | 2019 | 2018 |
|-----------|------|------|
| Municipal | 111 | 106 |
| County | 22 | 32 |
| State | 8 | 6 |
| Other | 3 | 6 |
| Total | 144 | 150 |



Border to Border Report Data

| | 2019 | 2018 |
|---------------------------------------|------|--------|
| • Safety Belt Citations | 1428 | 615 |
| • Child Restraint Citations | 052 | 0 |
| • All other Traffic Enforcement | 1942 | 1375 |
| • Total Hours Safety Belt Enforcement | 4075 | 1440.3 |
| • Seat Belt Checkpoints | 0 | 11 |
| • Press Conferences | 15 | 20 |
| • TV News Stories | 39 | 66 |
| • Radio News Stories | 24 | 36 |
| • Print News Stories | 48 | 30 |

Border to Border Report Data



- Media Use type by agency

| | 2019 | 2018 |
|----------------------|--------|--------|
| • Facebook | 78 | 46 |
| • Twitter | 42 | 3 |
| • Instagram | 8 | 2 |
| • Twitter | 11 | 11 |
| • Email Campaign | 01 | 2 |
| • Marquis | 01 | 0 |
| • Electronic Display | 01 | 0 |
| • Nixle | 0 | 1 |
| • Social Media Hits | 89,431 | 77,204 |



2019 Click It or Ticket National Campaign

Reports by Agency type:

| | 2019 | 2018 | 2017 |
|----------------|------|------|------|
| Municipal | 165 | 177 | |
| County | 39 | 43 | |
| State Troop | 8 | 11 | |
| State District | 3 | NA | |
| Other* | 6 | 14 | |
| Total | 221 | 245 | 219 |

Other includes University Police and Tribal Police



Click It or Ticket Activity:

| | 2019 | 2018 | 2017 |
|-------------------------------------|--------------|---------|---------|
| Total Hours Safety Belt Enforcement | 92,400 hours | 104,717 | 55,945 |
| Safety Belt Checkpoint Operations* | 32 | NA* | NA* |
| Safety Belt Citations/Warnings | 23,769 | 16818* | 21,968* |
| Child Restraint Citations | 608 | 568* | 654* |
| All other Traffic Enforcement | 100,389 | NA* | NA* |
| Press Conferences | 38 | 35 | 42 |
| TV News Stories | 70 | 83 | 167 |
| Radio News Stories | 78 | 143 | 125 |
| Print News Stories | 111 | 108 | 157 |

Years 2018 and 2018 did not ask for the number of Safety Belt Checkpoint Operations

Years 2017 and 2018 asked for citations only for SB and CR violations, 2019 included all citations and or warnings

Years 2018 and 2018 did not ask for All other Traffic Enforcement



Media Use type by agency

| | 2019 | 2018 | 2017 |
|---|--------|---------|---------|
| Facebook | 121 | | |
| Twitter | 76 | | |
| Agency Web page | 46 | | |
| Instagram | 17 | | |
| Nextdoor App | 3 | | |
| Marquis | 2 | | |
| Electronic Display/Message Board | 3 | | |
| City Public Info | 2 | | |
| FDOT Traffic Team | 1 | | |
| Email Campaign | 1 | | |
| Social Media Hits | 469973 | 290,686 | 445,534 |
| Other Creative Enforcement or Awareness efforts | | 59 | |

Examples of other Creative Ideas to promote CIOT



Seatbelt
Selfie

Coupons
given to
drivers
wearing seat
belts during
contacts

PSA with Sheriff Chronister

Proactively distribute flyers during school hour enforcements.
Educational workshops during meeting at Treasure Isle
Elementary and educational enforcement were conducted
throughout the even in various areas city wide

DOT
Constru
ction
Worker-
Seat
Belt Call
OUT

Student Government Click-
it or Ticket video
on patrol seat belt usage
Multiple posts on both
platforms of social media

Education efforts....Numerous outreach events teen
driver class, LaBelle High etc.

Multiple Videos were created
and posted on Facebook to
spread awareness for Click It
or Ticket. Banners were hung
up on US-27.

Career day was conducted at several North Miami
Elementary Schools during the campaign where the North
Miami Traffic safety Unit utilized the CIOT message in all of
their presentations.

SPOKE WITH A CIVIC ORGANAZATION ABOUT THE IMPORTANCE
OF SEAT BELT USAGE.



Safety Belt Usage Survey

| | 2019 | 2018 | 2017 |
|-----------|--------|--------|--------|
| Pre-wave | 85.59% | 84.06% | 83.05% |
| Post wave | 88.97% | 88.62% | 88.10% |



Number of Certified CPS techs

| 2019 | 2018 | 2017 |
|------|------|------|
| 239 | 293 | 334 |



The Florida LEL team has received certificates of appreciation for each Trooper, Deputy or Officer nominated by their agency reporting person

The LEL team has already begun distributing the certificates in LAN meetings and individual meetings

2018 "CLICK IT OR TICKET" CHALLENGE

NATIONAL CAMPAIGN MAY 20 -JUNE 2, 2019

TOTAL NUMBER OF SEATBELT/CHILD RESTRAINT WRITTEN CITATIONS ISSUED BY
UNITS/SECTOR and SQUAD Based on Deputy Assignment Code

Total NSB citations = 1,301

Total Child Restraint = 40

| Sector Squad | S1 | S2 | S3 | S4 | S5 | S6 | SPECIALTY UNITS | |
|-----------------|-----------|------------|-----------|--------------|-----------|-----------|------------------------|-----------|
| 1 | | 19 | 7 | | | 2 | Motors | 921 |
| 2 | | 2 | | | 1 | 20 | ETU | 47 |
| 3 | 8 | 19 | 6 | 17 | 9 | 7 | CrossTrainers | (55) |
| 4 | | 42 | | 7 | 3 | 4 | AGC | 3 |
| 5 | 2 | 15 | 1 | 9 | | 5 | SRO | 7 |
| 6 | | 11 | | 10 | 3 | 3 | TAC | 4 |
| 7 | 3 | 17 | | | | | COPS | 4 |
| 8 | | 7 | 8 | 8 | | | K9 | 4 |
| 9 | | 3 | 1 | 4 | | | Truancy | 3 |
| 10 | | 2 | | 9 | | | Marine | 1 |
| Other | | | | Command 3 | TOPS 4 | DSP1 5 | Traffic Unit | 1001 |
| Total | 15 | 137 | 23 | 67 | 20 | 46 | Specialty Units | 32 |



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SAFETY BELT USAGE SURVEY

| | PRE: % | POST: % |
|------------------------|--------|---------|
| SECTOR 1/3 - WEST Side | 79% | 91% |
| SECTOR 2 - EAST Side | 74% | 89% |
| SECTOR 4 - SOUTH Side | 78% | 79% |



2018 "CLICK IT OR TICKET" CHALLENGE NATIONAL CAMPAIGN MAY 20 -JUNE 2, 2019

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| 7 | 3 | 17 | | | | | COPS | 4 |
| 8 | | 7 | 8 | 8 | | | K9 | 4 |
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