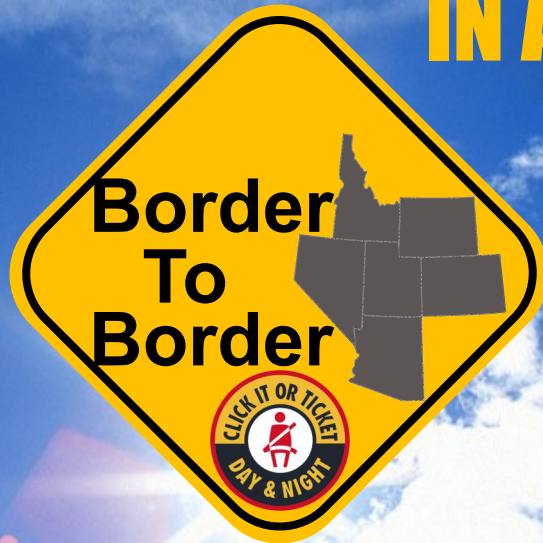


**WHY DID WE ENFORCE SEAT BELT LAWS?  
BECAUSE THEY WON'T GET A  
SECOND CHANCE  
IN A CRASH.**



**UTAH'S REPORT ON BORDER TO BORDER RESULTS  
MAY 21, 2018**



## ***BORDER TO BORDER Seat Belt Enforcement, May 21, 2018*** POST OPERATION ACTIVITY REPORT FOR UTAH

### **UHP Secion Participation**

Participating Patrol Districts	17
Participating Troopers	171

### **Total Number of Contacts**

	Citations	Warnings
Seat Belt Contacts	107	748
Child Safety Contacts	2	18
Other Contacts	154	213

### **Hours Worked Specifically for Seat Belt Enforcement**

Regular Duty	1420.5
Overtime Enforcement	154

### **Earned/Owned Media**

Press Conferences	1
TV News Stories	10
Radio Stories	
Print News	1

Social Media Coverage (Please Describe Below)

Extensive social media on twitter and instagram



# Measuring Seat Belt Use

## A Different Perspective

Each year, Highway Safety Offices nationwide perform a statewide seat belt-use observational survey and report on the state's seat belt usage rate using a national reporting standard (NHTSA). In June 2016, Utah's reported usage rate was 87.9% and increased to 88.8% by June 2017. While a 0.9% increase is apparent, and certainly reflects that a seemingly few more people are buckling up, can this increase be considered significant?

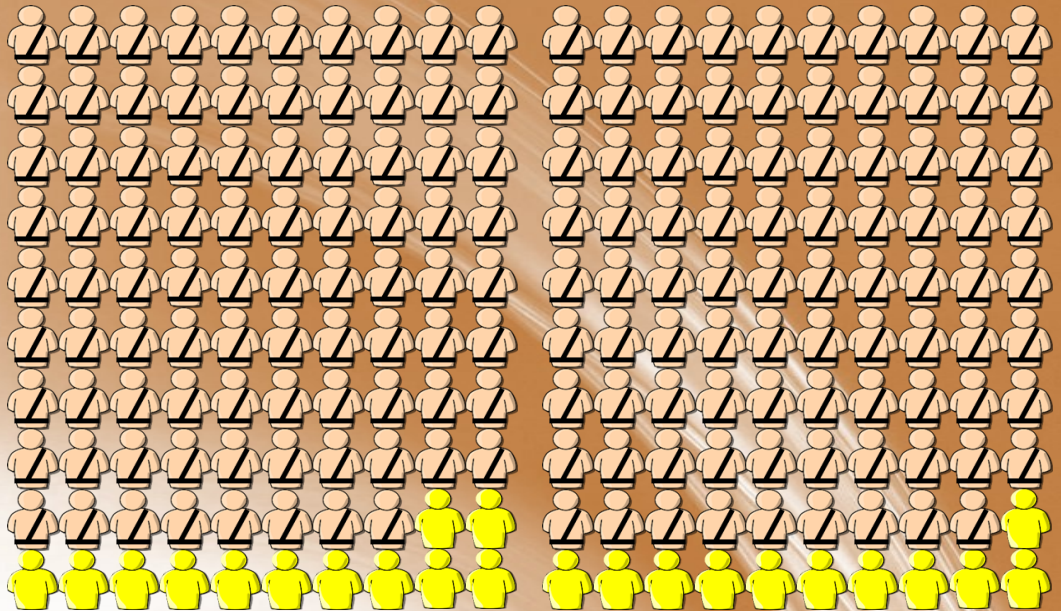
Let's take a closer look at the results, and how they relate to a law enforcement agency's efforts to increase seat belt use. The

traditional seat belt use measure (88.8% of Utahns are now buckling up!) and illustrations above are clearly dominated by those who are following the law and buckling up. However, is this the clearest method of measuring the result of educational and enforcement efforts? In other words, should those using seat belts be included in the measure, or do they cloud actual success?

June 2016—87.9%



June 2017—88.8%



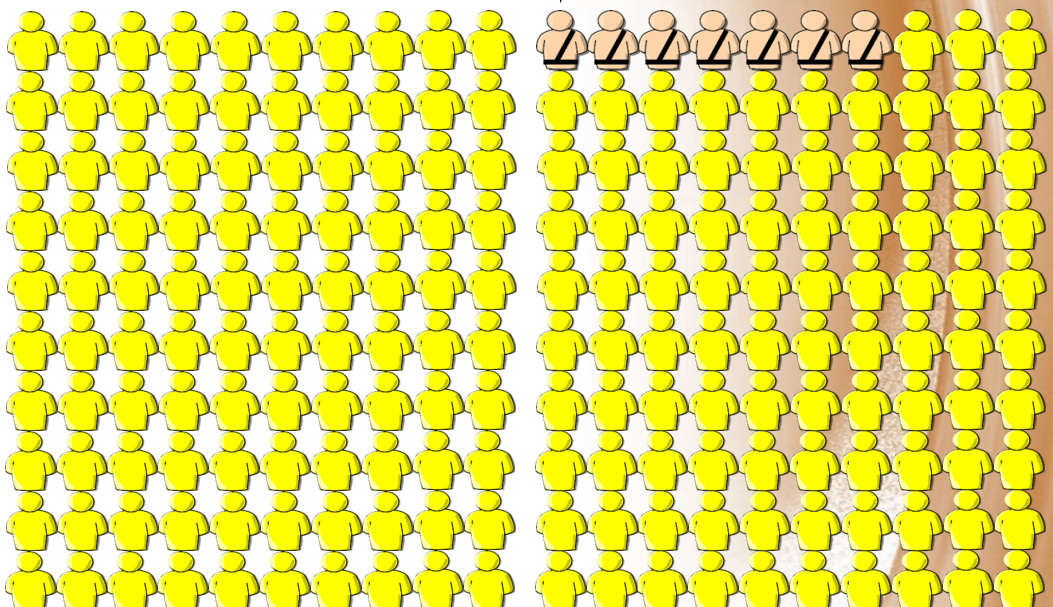
The Utah Highway Patrol believes a conversion rate measure is more useful in measuring the success of seat belt law enforcement efforts statewide. By utilizing the usage information from the traditional measure, we can extract the non-user rate. For example:

- If the 2016 use rate is 87.9%, the non-use rate is 12.1%.
- If the 2017 use rate is 88.8%, the non-use rate is 11.2%.
- Calculate the conversion rate by dividing the most current year rate (11.2%) by last years rate (12.1%).
- The result, 92.6%, shows how many of last years non-users are still not wearing seat belts.
- The measure of success is the 7.4% (100% - 92.6%) of non-users from 2016 who elected to buckle up in 2017.

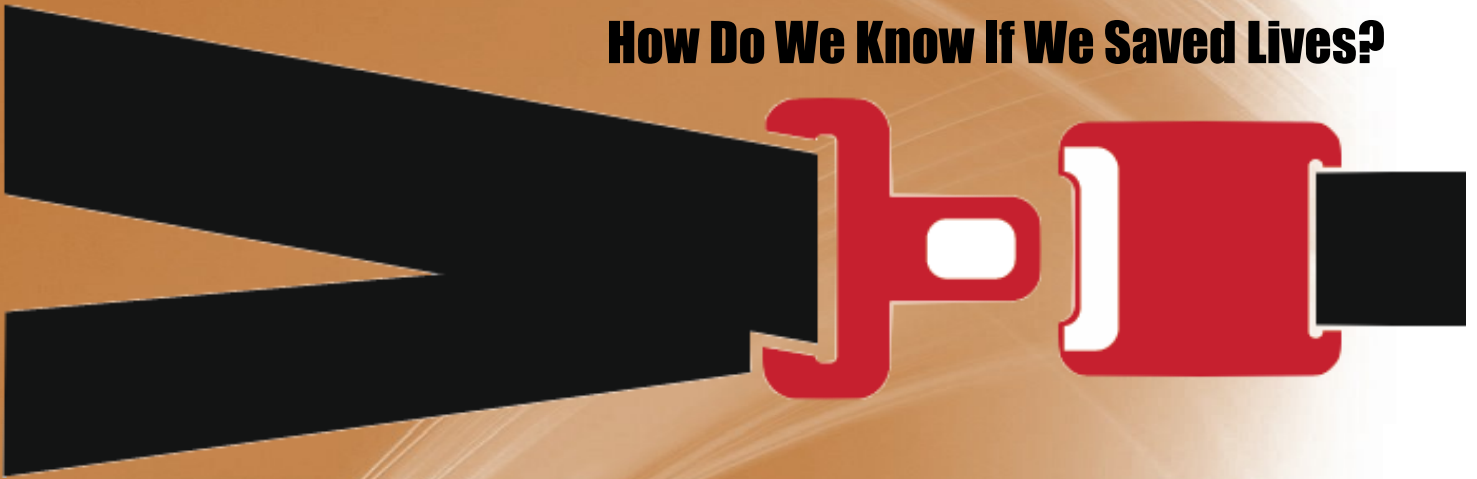
Of 100 Non-Users in '16 ...



... 7 Buckled Up in '17

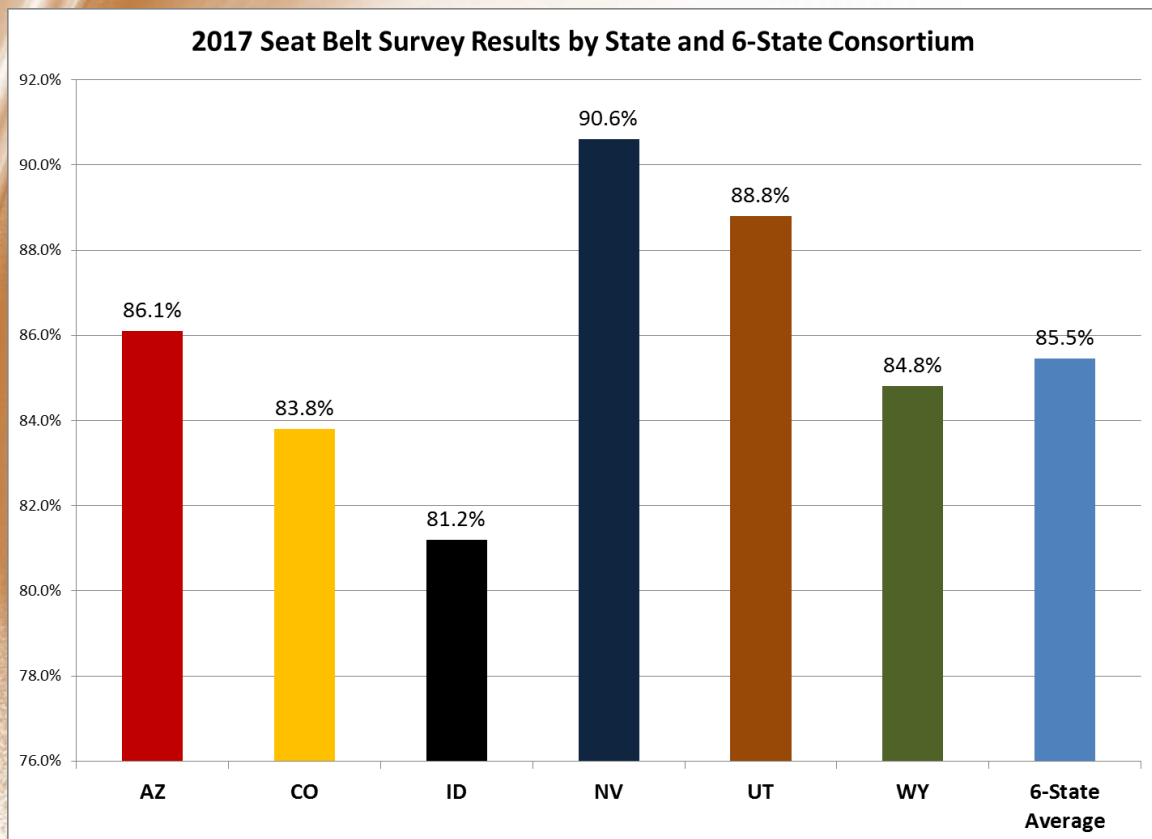


# How Do We Know If We Saved Lives?

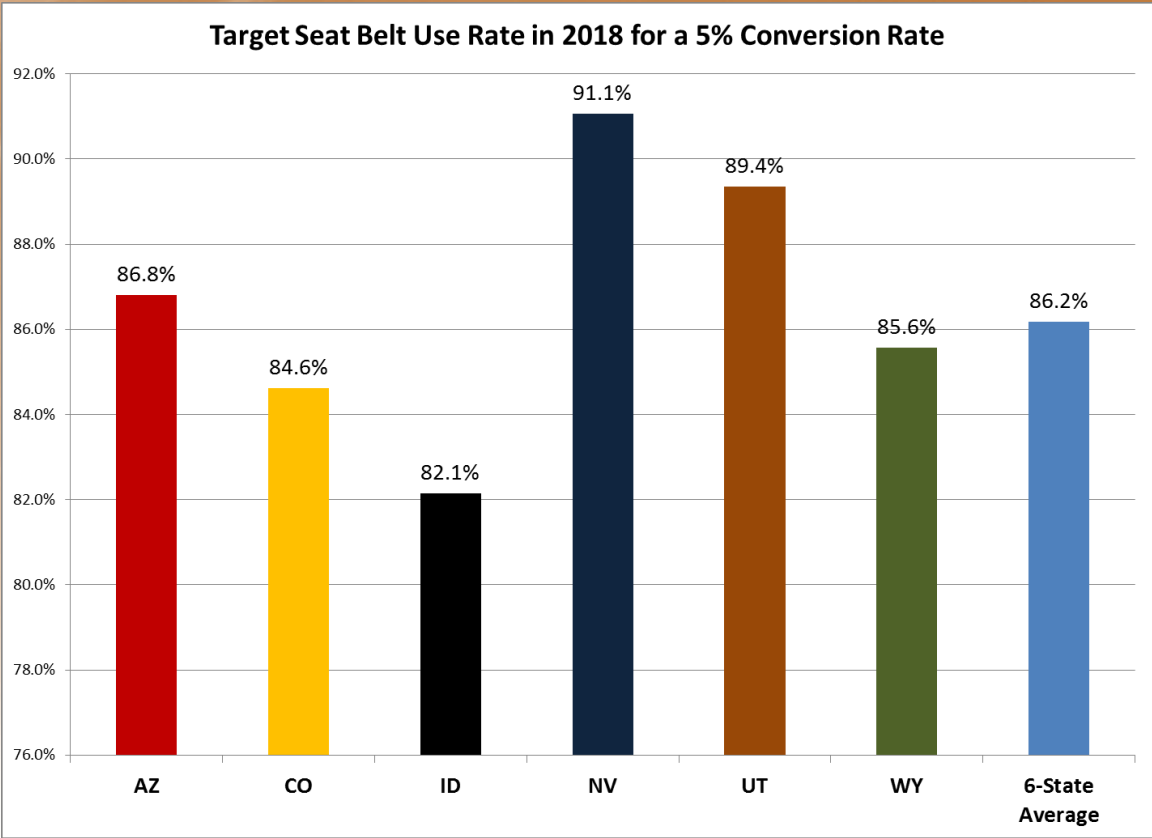


The one question a law enforcement agency will always ask after a high visibility enforcement effort like Border-To-Border is: How do we know if we saved lives? There are many complex formulas which researchers have used, each taking into account a complex variety of factors including contacts made, enforcement penetrations and location, etc. However, much information can be extracted from a state's seat belt survey results, often conducted in the weeks following the CIOT effort.

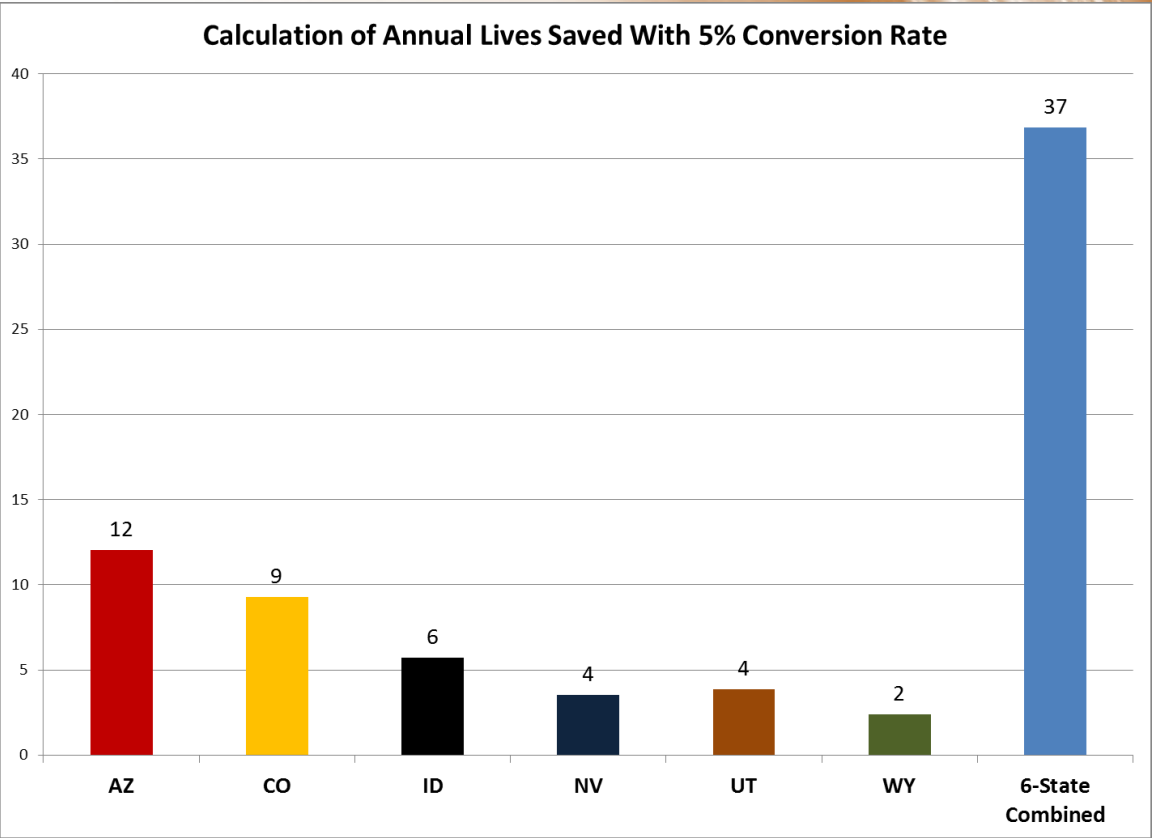
Below is a chart showing the 2017 measured seat belt rate in each of our coalition states:



On page 3 of this report, a case is made that the conversion rate is the key indicator to measure the real progress in converting seat belt non-users. If we set a 5% conversion rate for each of our states, the targets would look like this (right). This increase in seat belt use is a future investment, one which will pay off over the next 12 months.



An increase in seat belt use is a future investment in preventing traffic fatalities, one which will pay off over the next 12 months. If we assume that about 50% of fatal crashes are unrestrained, and there is a 5% reduction in seat belt non-users, the by simple calculation we can predict the number of lives which might be saved in each of our states. The chart to the right details this prediction for the 6 coalition states.





# Getting The Message Out


Brian Sandoval  
 Governor

Nevada Department of  
**Public Safety**

James M. Wright  
 Director  
 Colonel John O'Rourke  
 Chief

**Highway Patrol Division**  
 NORTHERN COMMAND EAST  
 3920 East Idaho Street  
 Elko, NV 89801

**Media Advisory**  
 May 16, 2018  
 Immediate Release



**"JOINING FORCES"**  
**CLICK IT OR TICKET!!!!**

The Nevada Highway Patrol is teaming with West Wendover and Winnemucca Police Department, Humboldt, Lander, Elko, and White Pine County Sheriff's Departments to educate motorists on seatbelt usage. We are also teaming with the Utah Highway Patrol, Utah Tooele County Sheriff's Department, and Utah Wendover Police Department. Our goal is "Zero Fatalities".


Public Information Officer  
 Trooper Jim Stewart - Telephone: 775-753-1111




**Utah Highway Patrol**   
 @UTHighwayPatrol

ICYMI  
 We're joining forces with our neighboring states today to help save lives #BuckleUp #ClickItOrTicket #BorderToBorderdpsnews.utah.gov/uhp-to-partici...  
 7:12 AM - May 21, 2018  
 12 15 people are talking about this

About Us Contact Us



**BOISE** — The National Highway Traffic Safety Administration's annual Border-to-Border initiative begins Monday, and Idaho State Police will be emphasizing seat belt use for the entire week. B2B uses the catch phrase "Click It or Ticket."



State highway patrol offices and their law enforcement partners will be encouraged to issue seat belt citations to anyone caught in violation of the law, day or night. The agencies will also provide seat belt fact sheets for drivers at highly traveled state border locations.

"It doesn't mean we want to write more tickets, but it does mean we want to save more lives," Lt. Col. Sheldon Kelley, ISP deputy director, said in a statement.

Nationally, the seat belt use rate is 90.1 percent, according to NHTSA's 2016 data. That means 9.9 percent — or some 32 million people — are still not buckling up.

For more information on the B2B initiative, go to [www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).  
 For information, contact Lt. Robert Rausch — ISP District 4, based in Jerome — at 208-324-6011.

Border to Border Seat Belt Enforcement

For Immediate Release

Six States Join in One Concentrated Effort to Save Lives  
 Border to Border Operation will focus on seat belt use across state lines

On Monday, May 21st, the Utah Highway Patrol will join law enforcement agencies in its five neighboring states and across the United States in mobilizing the Click It or Ticket "Border to Border" (B2B) Operation, a one-day national seat belt awareness kickoff event. Law enforcement agencies will join forces to provide increased seat belt enforcement across state borders, sending a zero tolerance message to the public: driving or riding unbuckled will result in a ticket, no matter what state.

The B2B program aims to increase law enforcement participation in the Click It or Ticket mobilization by coordinating high visibility seat belt enforcement. Utah is partnering with law enforcement agencies in neighboring states including Colorado, Idaho, Nevada, Wyoming and Arizona.

Mon, May 21, 2018 at 10:00 AM  
 Kristy Rigby <krigby@utah.gov>

**Boarder t**  
 Michael Rapich  
 To: DPSSWORN  
 Cc: Mark Panos

Good Morning,  
 Today is the beginning of the 2-week national Click It or Ticket mobilization, and the Utah Highway Patrol has partnered with our neighboring states (AZ, CO, ID, NV, WY) to kick it off with a Border to Border (B2B) seat belt enforcement effort. To kick this effort off we are asking all troopers to be out enforcing seat belt violations throughout the day, with special emphasis between 1600-2000 this evening. This will be our first focused enforcement effort as we move into the 100 Deadliest Days of Summer.

Research has proven time and again, wearing a seat belt is the single most effective way anyone can protect themselves in a car crash, and this is our opportunity to give those who choose not to a chance to save their life, or the life of someone else in the vehicle.

The vision for today is for every trooper to be on the lookout all day for unbuckled occupants in cars and trucks, and make contact with as many as possible. Please make this a focus throughout your regular duty shift today, and there are still overtime enforcement shifts available, and they can be for as little as 1 or 2 hours, or 5 or more, any opportunity to give an extra effort.

Let's get out today and make contact with those who are not buckled, and share your passion and knowledge of how dangerous being unrestrained is. Give them the chance to change their habit and to start buckling up, before they get into a crash. For we all know, you don't get a second chance to buckle up when a crash occurs.

Our hope is for everyone traveling our roads today to see UHP troopers, red and blue lights, making contact and taking an educational moment with the unbuckled occupants. Let's seize the day, with a goal of focusing on seat belt use, and no traffic fatalities or serious injuries.

Thank you for all the amazing work you do, everyday.  
 Stay Safe, stay Strong, and always WIN!

Mike

Colonel Michael S. Rapich  
 Utah Department of Public Safety  
 Utah Highway Patrol  
 801-966-4618





## Wyoming Highway Patrol

- Home
- About
- Photos
- Notes
- Videos
- Events

### Posts

Community

Create a Page

Like Follow Share ...



Wyoming Highway Patrol

25 mins · 🌐

"Border 2 Border" It does not matter where you are at, we are here for your safety!  
#buckleup4lifewy



Like

Comment

## What's happening

Michael Rapich shared



UHP To Participate in Border to Border Seat Belt Enforcement Operation  
DPS News

Posted May 18, 2018

Read more at DPS News

## St George News

**2018 SUMMER CAMP NOW ENROLLING!** LEARN THEATRE + ACTING + BE IN A SHOW FIND OUT MORE >>>  
The blitz is on: Buckle up, no excuses accepted  
Written by Cody Blowers May 20, 2018

## St George News



**ST. GEORGE** — Drivers and passengers alike be advised: A multistate blitz kicks off Monday enforcing click-it-or-ticket laws aiming to send a zero tolerance message to the public: Driving or riding unbuckled will result in a ticket, no matter what state you are in.

The high-visibility operation is called Border to Border, or B2B, conducted by Utah Highway Patrol and other agencies in Utah, Colorado, Idaho, Nevada, Wyoming and Arizona. The operation echoes a national seat belt awareness campaign that kicks off Monday and runs through June 3, concurrent with one of the busiest travel and holiday weekends of the year.

During the two-week operation, UHP advises in a news release, participating law enforcement agencies will be taking a no-excuses approach to seat belt enforcement, writing citations day and night.

"This effort demonstrates six states joining together in one concentrated effort to save lives by increasing seat belt use," UHP Colonel Michael Rapich said, according to the news release. "We are proud to join our neighboring states in a unified effort to increase traffic safety and reduce fatal crashes by sending a zero tolerance message about riding unbuckled across the Intermountain West."



Border to Border Operation logo for the joint law enforcement campaign that begins Monday. (Image courtesy of UHP, St. George News)

## 2 KUTV.com SALT LAKE CITY, UTAH

'Border to Border' operation in six states mobilized for seat belt awareness

Jennifer Weaver | Monday, May 21st 2018



The Utah Highway Patrol joined law enforcement agencies in its five neighboring states in mobilizing the Click It or Ticket "Border to Border" Operation, a one-day national seat belt awareness event. (Photo: UHP)



VIEW PHOTO GALLERY  
4 photos

AA

(KUTV) — The Utah Highway Patrol joined law enforcement agencies in its five neighboring states in mobilizing the Click It or Ticket "Border to Border" Operation, a one-day national seat belt awareness event.

According to a news release, law enforcement agencies are increasing seat belt enforcement across state borders to send a zero tolerance message to motorists that driving or riding unbuckled results in ticketing -- no matter what state.

Nearly half of the passenger vehicles occupants killed in crashes in 2016 were unrestrained - 48%. At night from 6 p.m. to 5:59 a.m., that number soared to 56 percent of those killed, the National Highway Traffic Safety Administration reported.



# MEETING AT THE BORDERS



Arizona, Colorado, New Mexico and Utah Troopers meeting at the Four Corners Monument to kick off B2B, and doing some seat belt and child safety seat PI&E with monument visitors.



Prepared By:  
**Utah Highway Patrol**  
4501 South 2700 West  
Salt Lake City, Utah 84129  
(801) 965-4518  
[www.highwaypatrol.utah.gov](http://www.highwaypatrol.utah.gov)