

NOTICE OF PROPOSED GUIDANCE DOCUMENT

Law Enforcement Action Kit – Social media for local police agencies participating in the “Click It or Ticket” seat belt campaign from June 22 – July 5

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on social media items from local law enforcement agencies participating in the Click It or Ticket seat belt mobilization from June 22 – July 5, 2020, a proposed guidance document impacting state statutes 347.48 related to seat belts; ss. 346 related to speeding; ss. 343 related to operating after revocation or suspension; ss. 346 related to traffic sign or traffic light violations; ss. 346 related to drunken driving; and ss. 961 related to drug arrests

PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION

Comments may be submitted to the Wisconsin Department of Transportation for 21 days at:

1. The WisDOT website: <https://wisconsindot.gov/Pages/home.aspx>
- 2.
3. Mail written comments to:

Office of Public Affairs
Wisconsin Department of Transportation
4822 Madison Yards Way
PO Box 7910
Madison, WI 53707-7910

WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT

The final version of this guidance document will be posted at wisconsindot.gov to allow for ongoing comment.

AGENCY CONTACT

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Click It or Ticket Social Media

From the Wisconsin DOT, Division of State Patrol,
Bureau of Transportation Safety

The Click It or Ticket campaign is an important opportunity to engage citizens via social media. Facebook and Twitter are quick, easy and low-cost ways to reach out and connect with your community. During this year's mobilization, WisDOT will use these tools in many ways to highlight the need to buckle up.

Local connections. Through past campaigns, we have many local and regional celebrities showing how they #ClickItorTicket. Watch for tweets from @WisconsinDOT with safety messages. You may retweet these.

Check out previous photos in our [Facebook album](#) "ClickItorTicket: Signs of Seat Belt Support"
Send us your #ClickItorTicket selfies. (socialmedia@dot.wi.gov)

Potential Facebook posts:

- Now through Memorial Day weekend, police officers across WI are stepping up seat belt enforcement. If you're among the 90 percent of WI motorists who regularly buckle up – keep up the great work. If you don't buckle up – what's holding you back? Consider this: the 10 percent of motorists who fail to buckle up account for nearly half the drivers and passengers killed in WI traffic crashes each year.
- During Click It or Ticket June 22 – July 5, law enforcement officers will keep a sharp eye out for unbuckled motorists – not to simply write tickets, but to emphasize voluntary compliance with traffic laws that save lives and prevent needless tragedies. In Wisconsin, motorists can be stopped and cited for failure to wear a safety belt. Drivers can also be cited for every unbuckled passenger in their vehicle. Be safe and be smart. Buckle up every seat, every trip.
- Whether it's addressing a worldwide health emergency or preventing needless tragedies along roadways, public safety is a group effort. Show your support for health care professionals and emergency responders by ensuring everyone in your vehicle is buckled up. During Click It or Ticket (June 22 – July 5) and throughout the year, help us move towards Zero Deaths on WI Roads.

A #ClickItOrTicket sign is included as a pdf attachment.
Examples of #ClickItOrTicket

