



TEXAS

DFW Airport Click It or Ticket/Buckle Up In Your Truck Campaign

► AT-A-GLANCE

► **Project Characteristics**
Comprehensive Effort
Targeting Safety Belt Use

► **Program Areas**
Occupant Protection

► **Targeted Populations**
DFW Airport Drivers and
Passengers

► **Type of Jurisdiction**
International Airport

► **Jurisdiction Size**
Average of 75,000 Vehicles
Daily

► **Funding**
DFW Airport Departments of
Public Safety, Public Affairs
and Risk Management, with
additional support from
TXDOT and NHTSA

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Problem Identification

Carrying an average traffic volume of 75,000 vehicles daily, the roadways at Dallas-Fort Worth (DFW) Airport are as busy as those of a small city. In Click It or Ticket campaigns to encourage safety belt usage among airport employees in 2003 and 2004, bicycle officers in the Special Operations division of the DFW Airport Department of Public Safety distributed posters and brochures to airport businesses. More employees buckled up as a result, but after the campaign ended, safety belt usage dropped to previous levels.

In May 2005, the DFW Airport Department of Public Safety implemented a broader campaign with the themes Click It or Ticket and Buckle Up In Your Truck. DFW Airport teamed up with the Texas Department of Transportation (TXDOT) and the National Highway Traffic Safety Administration (NHTSA) South Central regional office to promote and enforce safety belt usage among all drivers using the airport.

Goals and Objectives

The expanded three-pronged approach of the *Click It or Ticket/Buckle Up in Your Truck* campaign is intended to:

- Expose DFW Airport drivers to the campaign through signs and banners, and by encouraging the media to spread the message;
- Educate DFW Airport employees and businesses about the importance of buckling up through promotions, contests, posters and brochures; and
- Enforce safety belt laws by encouraging police to pull over violators and issue citations.

Strategies and Activities

As part of the campaign, the DFW Airport Department of Public Safety implemented the following strategies and activities:

- Created a Click It or Ticket sign program with help from the DFW Airport Sign Shop, in which signs bearing the message were displayed prominently on airport roadways.
- Teamed up with the DFW Airport Public Affairs department to hang banners at airport entrances encouraging drivers to use safety belts.
- Hosted a Click It or Ticket/Buckle Up in Your Truck press conference, in which media representatives and law enforcement officials from 25 local agencies were invited to reinforce the message to buckle up.
- Briefed DFW Airport directors and area business leaders about the safety



belt campaign and encouraged them to spread the message among their employees.

- Held a seat belt safety contest for airport employees and gave two 50 dollar gift cards to the winners.
- Distributed bumper stickers bearing the Click It or Ticket message for all airport fleet vehicles.
- Handed out brochures, pens, notebooks, and other materials bearing the campaign message to airport businesses.
- Set up a tracking program to monitor fleet accidents and airport employee safety belt usage.
- Issued 101 safety belt citations over the 2005 Memorial Day holiday.

Results

A survey conducted by the DFW Airport Risk Management department showed that safety belt compliance among airport employees increased from 83 percent before the month-long campaign to 90 percent afterwards. Both drivers and passengers showed significant gains in safety belt usage as the result of the DFW Airport's intensive education and enforcement campaign.