

**FOR IMMEDIATE RELEASE**

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***Traffic safety campaigns launch this week***

**Salem, Ore.** — Today, May 25, 2021, the Salem Police Department Traffic Team launches two traffic-related projects emphasizing seat belt and pedestrian crosswalk safety.

The first enforcement effort is the *Click It or Ticket Campaign* which runs May 24 to June 6, 2021. Salem and agencies all across Oregon will focus on educating motorists on the importance of wearing their safety belt properly, including child passengers. The goal of the statewide campaign is to reduce the number of motor vehicle-related deaths and injuries by increasing public awareness of laws regarding the some of the most prevalent factors contributing to traffic crash injuries: safety restraint use, speed, distracted driving and impaired drivers.

In Oregon, the Department of Transportation's crash data show the lack of safety belt or child restraint use was a factor in 28% of all motor vehicle occupant fatalities. According to the [National Highway Traffic Safety Administration](#) (NHTSA) 9,466 unbuckled passenger vehicle occupants were killed in crashes in 2019. Moreover, 55% of passenger occupants killed in crashes occurred during the 12-hour period between 6 p.m. and 6 a.m. Enforcement efforts during that time period are an emphasis for the *Click It or Ticket Campaign*.

Visit the NHTSA website for information about proper [child car seat and booster seat installation](#), as well as [videos about the #ClickItOrTicket campaign](#).

The second safety campaign for Salem will emphasize pedestrian safety throughout the City during the spring and summer months. As the weather improves, participation in outdoor activities increases with everyone out and about by pedestrians, cyclists and motorcycles along with the routine vehicle traffic. As such, traffic safety issues become even more important.

The crosswalk safety campaigns require all drivers (whether vehicle, bicycle or motorcycle) to stop prior to entering a crosswalk for pedestrians who are crossing the street in a marked or unmarked crosswalk. Drivers are required to stop if a pedestrian is either in the lane in which the driver's vehicle is traveling or in a lane adjacent to the lane in which the driver's vehicle is traveling. Marked crosswalks may be located at or between intersections and are recognized by solid or dashed white lines. Oregon Law also states that every intersection should be considered to have a crosswalk, whether marked or not.



Remember, a vehicle may not legally pass another vehicle that is stopped at a marked or unmarked crosswalk for a pedestrian. Failing to yield to a pedestrian in a crosswalk and for passing a stopped vehicle at a crosswalk are class B violations and carry a fine of up to \$265.00.

Please contact the Salem Police Traffic Team at 503-588-6293 with any questions about traffic safety.

Thank you, Salem, for doing your part to keep the streets of our community safe.

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