



Research In Progress

Evaluating the 2011 and 2012 Click It or Ticket High Visibility Enforcement Mobilizations

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This task order provides an independent evaluation of the national 2011 and 2012 Click It or Ticket (CIOT) High Visibility Enforcement Mobilizations. The 2011 CIOT mobilization was conducted in May of 2011. Preusser Research Group (PRG), NHTSA's evaluation Contractor, conducted process (i.e., enforcement and media activity) and outcome (i.e., national telephone survey) evaluations of the mobilization. PRG will also to evaluate the 2012 CIOT mobilization.

Start Date:	April 12, 2011
End Date:	April 11, 2014
Contractor:	Preusser Research Group, Inc.
Contract Number:	DTNH22-09-0133TO#5
Total Contract Cost:	\$976,081

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