Occupant Protection

The Department initiates and promotes programs to inform and educate the University community as to conditions adversely affecting the safe movement of traffic and the countermeasures used to combat them, and other measures that enhance traffic safety on and off campus.

The Departments traffic safety education and information program will consist of a comprehensive approach to encourage responsible drinking decisions and discourage the misuse of alcohol by youth, while emphasizing that DUI enforcement is one of the department's top priorities. Safety education and information efforts will also highlight the benefits of safety belts and encourage drivers and passengers to use seat belts.

In an effort to inform the public on the importance of occupant protection, the University of Richmond police department places signs along roadways to help inspire people to "Buckle Up" and wear seat belts. The university is also a proud participant in the 2016 Click–it or Ticket campaign. Police vehicles were out fitted with promotional magnets for this annual event.