



VIRGINIA HIGHWAY SAFETY PLAN

ANNUAL REPORT FISCAL YEAR 2008

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Introduction

Through sound leadership, proactive partnerships and the unwavering commitment and hard work of dedicated staff and countless numbers of transportation safety officials and organizations, Virginia has been successful in implementing many successful statewide highway safety program initiatives. Additionally, through data analysis Virginia has established new and innovative initiatives that focus on identified problem areas as we continue to be the most effective and efficient highway safety program in the nation.

This Annual Report will provide information to showcase some of Virginia's most successful efforts regarding these programs.

Occupant Protection is an issue that has received focused attention in Virginia. Correct safety belt use is a proven method to achieve a greater measure of safety in crashes, regardless of the other factors involved. Virginia continues its efforts to increase safety belt use and pass primary seat belt legislation.

Impaired Driving resulting from the use of alcohol/drugs is a persistent problem that contributes to a significant portion of fatal and serious injury crashes. While much has been accomplished in the past, work continues to strengthen and enhance existing programs.

Traffic Records is a critical component of every state highway safety program. The timeliness and accuracy of comprehensive data is essential in valid problem identification needed to plan strategies and allocate resources toward highway safety. Virginia continues in its efforts to be the leader in Data Collection and Analysis.

Motorcycle Safety has become even more important. With the increase in motorcycle classifications and registrations, Virginia has experienced an increase in motorcycle crashes. Enforcement, training, education and awareness are key components in addressing this issue.

Aggressive Driving (often manifested in speed) has a profound impact on the safety of Virginia's roadways. A targeted emphasis focused on enforcement and education will continue to be utilized to raise the awareness of the dangers and implications of aggressive driving and speed.

State Demographics

Virginia has a very diverse traffic mixture that includes urban, suburban and rural driving populations, an active tourism market, several military installations, diverse cultural communities that speak many languages, and many college campuses spread out across the state. It also borders two of the busiest metro areas for traffic, Maryland and Washington D.C.

Virginia is comprised of 39 cities and 95 counties. The capitol is located in Richmond. The provisional total population of Virginia for 2007 is 7,712,091. Virginia has 7,500,308 registered vehicles. There are 72,676.85 roadway miles, of those 61,561.21 are secondary roads (84.7%) and, 9,997.11 are primary roads (13.8%) and 1,118.53 are Interstate roads (1.5%).

The combined number of licensed drivers in Virginia is 5,436,825. Virginia's law enforcement community consists of 125 city and county sheriff's offices and 242 police departments which includes private, institutional and collegiate departments. It also includes 7 state police divisions within 48 areas of the state and 1,959 state troopers. There are 79 Acute Care hospitals, 5 Level 1 Trauma Centers, 3 Level 2 Trauma Centers and 6 Level 3 Trauma Centers.

Virginia Highway Safety Office Mission Statement is:

“Reduce crashes, injuries, fatalities and associated cost by identifying transportation safety issues and developing and implementing effective integrated programs and activities.

This mission will be accomplished by:

- Administering federal transportation safety grant programs,
- Providing assistance to communities in identifying transportation safety issues and solutions
- Developing and implementing effective, integrated programs and initiatives to address traffic safety concerns
- Collecting, maintaining and analyzing traffic records and crash statistics, and
- Tracking and supporting federal and state traffic safety legislation and initiatives.

Statutory Authority to Complete this Mission

Virginia Code Section 46.2-222 through 224 provides enabling authority to the Virginia Department of Motor Vehicles' Highway Safety Office to accept grants from the United States government and its agencies to assist in the responsibility of highway safety.

Governor's Highway Safety Executive Staff

Governor	Timothy M. Kaine
Governor's Highway Safety Representative	D. B. Smit DMV Commissioner
Governor's Highway Safety Coordinator	David Mitchell DMV Deputy Commissioner
Director of the Highway Safety Office	John Saunders
Location of Highway Safety Office	Department of Motor Vehicles 2300 West Broad Street Richmond, Virginia 23220 Phone: (804) 367-8107

Planning and Administration

Virginia's Highway Safety Office (VAHSO) continues to implement a comprehensive, sustainable, highway safety program to effectively address the ever-growing problems of traffic crashes, injuries and fatalities. As travel and population continue to increase, highway safety initiatives which target localities and highways throughout the Commonwealth are vital to the achievement of the goals set at the federal and state levels. These goals target change in human behavior in regards to highway safety thereby reducing crashes, injuries, and fatalities on a statewide basis. Virginia's highway safety staff has systematically analyzed highway safety problems and corrective strategies. As decisions are made on grant funding levels, an assessment is made to ensure that the prospective grants will make a meaningful contribution to traffic safety and assist the Commonwealth in achieving its safety goals. To date, the Virginia Board of Transportation Safety and Virginia Secretary of Transportation has approved the award of 290 grants totaling \$15,718,994. Of that amount, \$300,000 was allocated from Section 402 funds for Planning and Administration to support highway safety program activities. An additional 52 grants totaling \$3,958,843 were awarded with funds obtained through various grant opportunities offered by the federal government.

Driving Trends for 2007

In 2007 as compared to 2006 there were:
 6,287 fewer total crashes – a 4.1% decrease
 65 more total fatalities – a 6.8% increase, and
 4,526 fewer total injuries –6.2% decrease

CY	Crashes	Fatalities	Injuries	Population	VMT *	Death Rate**	US Death Rate
1987	145,473	1,022	80,114	5,932,300	54,834	1.90	2.51
1988	144,319	1,069	77,735	6,036,900	57,453	1.88	2.42
1989	143,155	999	79,310	6,120,200	59,337	1.72	2.26
1990	134,505	1,071	76,436	6,187,358	60,178	1.82	2.18
1991	122,516	938	70,899	6,288,000	61,099	1.54	2.00
1992	122,887	839	76,615	6,394,000	63,447	1.32	1.83
1993	120,265	875	77,852	6,490,600	65,419	1.34	1.82
1994	126,637	925	82,146	6,551,500	67,609	1.35	1.80
1995	127,126	900	82,400	6,618,358	69,811	1.28	1.79
1996	131,088	869	82,363	6,666,200	71,309	1.21	1.76
1997	129,980	981	81,866	6,737,500	74,142	1.32	1.70
1998	136,138	934	81,221	6,789,200	76,262	1.22	1.65
1999	139,573	877	81,204	6,872,900	79,463	1.10	1.60
2000	141,650	930	79,806	7,078,499	80,452	1.16	1.60
2001	144,585	935	80,187	7,196,800	86,969	1.08	1.54
2002	147,737	913	78,896	7,293,500	75,268	1.21	1.56
2003	154,848	942	78,842	7,386,300	76,830	1.23	1.57
2004	154,907	922	78,487	7,458,900	78,877	1.17	1.52
2005	153,849	946	76,023	7,567,500	80,335	1.18	1.59
2006	151,692	961	73,348	7,642,884	81,094	1.19	1.42
2007	145,405	1,026	68,822	7,712,091	82,077	1.25	1.45

* In millions, in 2002 VMT began being based on vehicle count instead of gasoline consumption using Virginia Department of Transportation's Traffic Monitoring System

** Death rate per 100 million miles

	Baseline				Progress Report			
	2000	2001	2002	2003	2004	2005	2006	2007
Population	7,078,515	7,187,700	7,293,500	7,386,300	7,458,900	7,567,500	7,642,884	7,712,091
VMT (in millions)	80,452	86,969	75,263	76,830	78,877	80,335	81,094	82,077
Fatalities	930	935	913	942	922	946	961	1,026
Serious Injuries	27,666	27,050	26,166	25,519	23,342	22,489	21,260	19,796
A/R Fatalities	355	358	375	361	343	322	374	378
A/R Injuries	8,251	8,211	8,465	7,819	7,911	7,512	7,543	7,130
Fatalities & Serious Injuries Combined	28,596	27,985	27,079	26,461	24,264	23,435	22,221	20,822
Fatality Rate/100 Million VMT	1.16	1.08	1.21	1.23	1.17	1.18	1.19	1.25
Injury Rate/100 Million VMT	99.02	92.20	104.83	102.62	99.51	94.63	90.45	83.85
Fatality and Injury Rate/100 Million VMT	100.35	93.28	106.04	103.84	100.67	95.81	91.64	85.10
Fatality Rate/100,000 Population	13.14	13.01	12.52	12.75	12.36	12.50	12.57	13.30
Injury Rate/100,000 Population	1,127.44	1,115.61	1,081.73	1,067.41	1,052.26	1,004.60	959.69	892.39
Fatality & Injury Rate/100,000 Population	1,140.58	1,128.62	1,094.25	1,080.16	1,064.62	1,017.10	972.26	905.69
A/R Fatality Rate/100 Million	0.44	0.41	0.50	0.47	0.43	0.40	0.46	0.46
A/R Fatality Rate/100,000 Population	5.02	4.98	5.14	4.89	4.60	4.26	4.89	4.90
Safety Belt Usage Rate	69.9	72.3	70.4	74.6	79.9	80.4	78.6	79.9
% of Driver and Vehicle Occupant Fatalities Unbelted*	59.5	62.6	62.7	59.2	58.4	63.9	60.7	60.3

*This excludes fatalities in vehicles not equipped with safety restraints such as motorcycles, mopeds, bicycles and buses.

Note: Mileage estimates for 2000 - 2001 were calculated using gasoline consumption. From 2002 to present, annual vehicle miles of travel are based on vehicle counts using a program developed by the Virginia Department of Transportation Traffic Monitoring System.

Responsibilities

The Virginia Highway Safety Office (VAHSO) is responsible for managing highway safety programs, identifying actual and potential traffic safety hazards, implementing safety programs throughout the state, and managing/distributing federal funds. Through the disbursement of federal grant funding to state and local governments and nonprofit agencies/organizations, effective countermeasures and programs are implemented within each jurisdiction to make a positive impact on changing driver behavior and reducing vehicle crashes which result in injuries and fatalities.

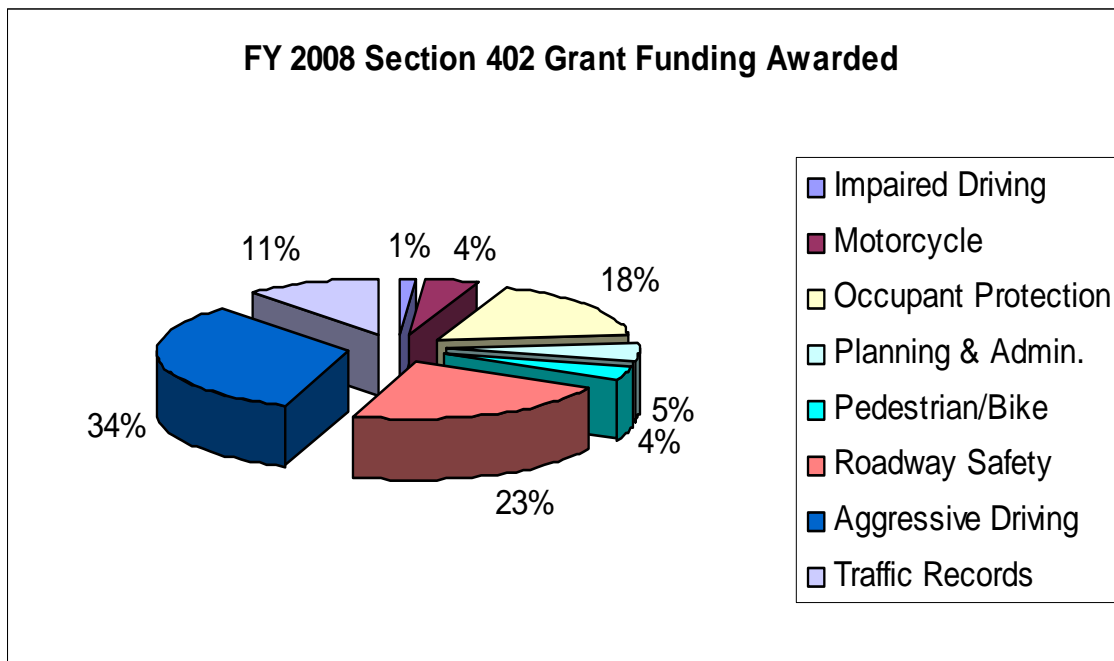
Criteria considered in the distribution of funding includes a review of crash severity scores, extensive data analysis, state/federal highway safety priorities, a review of the application for funding, review and recommendation by the Community Transportation Safety Manager, and a final review and recommendation by the Board of Transportation Safety. In 2008, Virginia identified the following 5 priority areas for which highway safety goals and objectives were set:

- Occupant Protection
- Alcohol/Drug Related Crashes
- Traffic Records
- Motorcycle Safety
- Aggressive Driving and Speed

In addition to the above, the following program areas received consideration for federal funding; however, to a lesser extent:

- Planning and Administration
- Pedestrian/Bike Safety
- Roadway Safety

The chart below illustrates the percentage of Section 402 grant funding awarded to each priority area.



Board of Transportation Safety

The Virginia Board of Transportation Safety advises the Commissioner of Motor Vehicles, the Secretary of Transportation and the Governor on transportation safety matters pursuant to §46.2-224 of the Code of Virginia. The Board consists of twelve members appointed by the Governor, six of whom represent each of the DMV districts in the state and the remaining represent other modes of transportation (Air, Water, Rail, Motor Carrier, Public Transportation, Pupil Transportation, and Pedestrian/Bicycle).

In October, 2006, the Grants Management program and staff were realigned to report directly to the budget section of the Financial Management Services Administration. This transfer of responsibilities put into place internal controls allowing for a system of checks and balances between the awarding of grants and the distribution of grant funding. The working relationships have not changed as a result of this realignment.

Highway Safety Office Staff

Virginia's Highway Safety Office is comprised of 32 staff members including field personnel and the Centralized Accident Processing (CAP) work center. This work center processes statewide police crash reports and enters data into the state's database. Virginia is fortunate to have the CAP unit as part of the Highway Safety Office as it provides real-time data and analysis for planning and legislative purposes.

Brief descriptions of each position of the VAHSO are as follows:

Governor's Highway Safety Coordinator: Responsible for providing oversight to Virginia's highway safety program.

Director: Responsible for planning, organizing and administering the day-to-day operations and programs of the Office of Highway Safety and directing the administration of the Office which includes Program Development and Implementation, in addition to Traffic Records, Planning, Research, and Evaluation.

Administrative Assistant: Responsible for administrative duties for the Highway Safety Office.

Policy Planning Specialist II: Responsible for conducting special highway safety projects for the office. Develops and monitors the budget for the Highway Safety Office, monitors state and federal legislation to determine the impact on highway safety in the Commonwealth of Virginia, and is responsible for the coordination and preparation of the annual Highway Safety Plan and Evaluation Report.

Grants Management Office: Responsible for the financial oversight and management of the grant process and policy and procedure development for effective and efficient grants management. This office reports directly to the budget section of the Financial Management Services Administration and has a direct line of communication to the Director of the Highway Safety Office. This alignment of responsibilities puts into place internal controls allowing for a system of checks and balances between the awarding of grants and the distribution of grant funding.

Deputy Director of Programs: Responsibilities include managing program development and implementation, directing statewide, regional and local safety programs and staff. Comprehensive monitoring, tracking and evaluation of approved highway safety programs and projects.

Law Enforcement Liaisons: Reports to the Deputy Director of Programs. Assist in the implementation of highway safety programs and high visibility selective enforcement initiatives. Conduct highway safety training courses, educate state and local enforcement, federal, state and local highway safety professionals, judges, prosecutors about the need for effective and sustained enforcement of existing applicable federal, state and local laws and highway safety programs and initiatives.

Program Managers/Grant Monitors: Report to the Deputy Director for Programs: Program Managers are located both in headquarters and in the field. Responsibilities include monitoring and evaluation of approved highway safety projects within the various countermeasure areas; dissemination of information; public awareness campaigns and media events, and presentation of safety education programs.

Administrative Assistant: Reports to the Deputy Director for Program Development. Responsibilities include conference planning, special projects, and administrative support.

Deputy Director of Traffic Records Management, Reporting and Analysis: Responsibilities include managing, implementing and directing the statewide traffic records data system, crash data management and analysis, strategic highway safety planning for traffic records, and serving as the coordinator for the state traffic records committee.

Transportation Safety Program Supervisor: Reports to the Deputy Director of Traffic Records Management, supervises two Policy Planning Specialists and two Administrative and Office Specialist III (FARS Analysts). This section is responsible for managing statewide traffic crash data, providing analysis and data pertaining to traffic records and highway safety studies and countermeasure programs, compiling the annual Highway Safety Evaluation Plan; and providing and updating traffic crash data on the agency web site.

Operations Manager for CAP Work Center: Reports to the Deputy Director of Traffic Records Management: Ensures efficient and timely delivery of services by implementing changes in work methods, procedures, and staffing for a high-volume production unit that processes fatalities, medical, school bus, and uninsured related crashes, acts as a liaison with insurance companies, VDOT, Police Departments, State Police, other agencies, states and private organizations, interprets policies, procedures and statutes, and responds to customer's questions, inquiries and correspondences.

Program Support Technicians for the CAP Work Center: These staff members report to the Operations Manager. Responsibilities include independently reviewing and analyzing crash reports to determine relevant information to code into DMV's Citizen Services System and DMV's CAP system. The work center provides statistical data regarding driver, road, and traffic analysis related to accidents in the State of Virginia.

Grant Summary Report
Amount Expended by Program Area
For Federal Fiscal Year 2008

Program Area Code	PROGRAM AREA							Total	%
	402	405	408	410	154	2010	2011		
	Formula	Occupant Protection	Traffic Safety	Alcohol	Transfer Funds	Motorcycle Safety	Child Safety Seat		
Planning & Administration (PA)	\$ 300,000	-	-	-	-	-	-	\$ 300,000	2.2%
Alcohol (AL)	81,380	-	-	\$ 1,574,090	\$ 5,235,922	-	-	6,891,392	49.9%
Motorcycle Safety (MC)	207,801	-	-	-	-	\$ 198,411	-	406,212	2.9%
Occupant Protection (OP)	1,034,018	\$ 380,062	-	-	-	-	\$ 458,872	1,872,952	13.6%
Pedestrian/Bicycle Safety (PS)	234,832	-	-	-	-	-	-	234,832	1.7%
Traffic Records (TR)	620,827	-	\$ 151,485	-	-	-	-	772,312	5.6%
Roadway Safety (RS)	1,348,267	-	-	-	-	-	-	1,348,267	9.8%
Speed Control (SC)	1,988,066	-	-	-	-	-	-	1,988,066	14.4%
TOTAL	\$ 5,815,191	\$ 380,062	\$ 151,485	\$ 1,574,090	\$ 5,235,922	\$ 198,411	\$ 458,872	\$ 13,814,033	100.0%

Section 154 Transfer Funds – Hazard Elimination

The hazard elimination program is managed by the Virginia Department of Transportation (VDOT)

Total Expended in FY2008 = \$11,225,799

A Glimpse at Virginia's Accomplishments for FY 08

1. Occupant Protection

Goal: To increase Virginia's safety belt use rate.

Performance: Virginia's official safety belt usage rate increased from 79.9% to 80.6%.



The primary purpose of Virginia's occupant protection program is to increase the public's awareness of the lifesaving benefits of correct and consistent safety belt and child safety seat use as well as to decrease Virginia's fatality rate. Virginia has taken steps to maintain our goal of increased seat belt use by implementing a 4-week, regional, high visibility seat belt enforcement campaign (Click It or Ticket). Additionally, safety technicians and advocates travel throughout the state to educate and assist parents and caregivers in child safety and correct safety seat installations.

During the 2007 session of the General Assembly, lawmakers took a positive step toward child restraint laws. On July 1, 2007, a new law was enacted that requires children to be secured in a child restraint device through the age of seven. Passing this law was the number-one priority of traffic safety advocates for this session, based on research that clearly shows most 6- and 7-year-olds are too small to be properly secured with seat belts and shoulder harnesses. Reasonable exceptions due to a child's weight, physical fitness, or other medical reason are allowed, based on a signed letter from a licensed medical doctor. The law also requires that rear-facing child restraint devices for infants from birth to one year must be secured only in the back seat of most motor vehicles.

Objectives

1. To increase safety belt usage in Virginia from 79.9% to 82% by June, 2008.
2. To decrease lives lost by 1 percent from 961 to 951 by December, 2008.
3. To decrease injuries by 1 percent from 73,348 to 72,614 by June, 2008.
4. To convert 16% of non-seat belt users to become seat belt users by June, 2008.

Safety Belt/Child Safety Seat Statistics

Calendar Year	Safety Belt Use Rates (%)	Child Safety Seat Use Rate (%)	Safety Belt Convictions	Child Safety Seat Convictions & Safety Belt Convictions (Minor)
1999	69.9	83.2	91,746	17,294
2000	69.9	81.9	87,692	16,583
2001	72.3	85.6	80,932	11,439
2002	70.4	91.0	71,551	14,034
2003	74.6	91.1	64,755	13,236
2004	79.9	98.1	65,893	13,490
2005	80.4	*	67,266	13,889
2006	78.6	*	69,072	13,964
2007	79.9	*	70,306	15,050
2008	80.6	*	*	*

*Data not available.

Tasks

1. To implement a statewide, high visibility seat belt enforcement campaign with particular emphasis on high activity locations with a supporting media campaign and enforcement mobilization for two weeks in November 2007, and March 2008.
2. To cover 85% of Virginia's population with law enforcement participating in the Click It or Ticket Campaign by June, 2008.
3. To conduct pre-and-post mobilization observational surveys of safety belt use by June, 2008.
4. To cover at least 85% of Virginia's low income population with information through Virginia's Child Passenger Safety and Education Campaign by September, 2008.
5. To conduct at least 3, 4-day CPS Technical Certification Classes regionally to meet the NHTSA standard by September, 2008.
6. To conduct 4, 2-day law enforcement child passenger safety training workshops by September, 2008.
7. Conduct training for the CIOT mobilization to focus on law enforcement in the areas of media relations and looking beyond the traffic ticket.

8. Continue to utilize Law Enforcement Liaisons to emphasis support of Highway Safety Office priorities with law enforcement statewide.

Accomplishments

1. A statewide, high visibility seat belt enforcement campaign, with media coverage was conducted for 4 weeks during May.
2. Through these campaigns, 85 percent of Virginia's population was reached.
3. Pre and post observational surveys indicated positive results. The official belt usage rate increased from 79.9 percent to 80.6 percent.
4. Based on census information of where low income families live in Virginia, Child Passenger Safety and Education materials were distributed to these areas, reaching 85 percent of this population.
5. The Virginia Department of Health provided 15,001 child safety seats to lower income families.
6. Twelve, four-day CPS Technical Certification Classes were conducted throughout the state and four CPS update classes were held in the western part of the state. Two, 2-day Operation Kids child passenger safety training workshops were conducted for law enforcement statewide.
7. Training was conducted at the ACTS conference for law enforcement in the area of media relations for CIOT mobilizations. Law enforcement Liaisons conducted three training sessions entitled "Looking Beyond the Traffic Ticket."
8. Law Enforcement Liaisons throughout the state continue to work closely with the Highway Safety Office and the Community Program Managers regarding the CIOT mobilizations and other traffic safety initiatives.

Virginia Highway Safety Office contracted with the Preusser Research Group to redesign the states survey design, observational and analysis methodology. This has not been done since 1992. The criteria for the redesign were to ensure that it met NHTSA's survey criteria. The redesign met the NHTSA criteria. Virginia's 2008 seat belt use rate was 80.6%, an increase from the 2007 rate of 79.9%. Using the statewide survey and the CIOT Next Generation data, the most significant growth in the rate is in the more than 30 targeted communities where education and enforcement efforts were prioritized. There was also increased participation in the mobilizations by local and state enforcement efforts.

The media coverage generated statewide by the outstanding enforcement effort, coupled with the distribution of materials, helped create a comprehensive and intense public education campaign that blanketed the Commonwealth.

May's mobilization generated 45 television news stories, 77 radio news stories, 59 press conferences and news releases, 3,770 school activities, and the distribution of 3,289 posters and window clings. 92 child safety seat checks also were conducted during the mobilization to help secure child passengers and better educate the adults who are responsible for their safe transportation.

May 2008 Click It or Ticket Mobilization Results

Citation Type	Citations Written
Seatbelt	6,158
Child Safety Seat	1,035
Speed	28,278
Reckless Driving	5,991
DUI/DUID	1,206
Underage Drinking	246
Stolen Vehicles Recovered	185
Felony Arrests	1,410
Weapons Seized	127
Fugitives Apprehended	648
Suspended/Revoked	5,116
Uninsured Motorists	302
Drug Arrests	772
Other	34,908
Open Container	166
Juveniles arrested for zero tolerance law	11
Total	86,559

The *Click It or Ticket: Next Generation* project progressed well. Virginia was selected by the National Highway Traffic Safety Administration (NHTSA) as one of three states in the nation (in addition to Pennsylvania and Iowa) to determine whether utilizing three additional “mini-mobilizations” will increase seat belt usage. After looking at the observational data and evaluation data, it was decided that the original “target locations” would be expanded by 11 other high risk counties. The HSO further looked at the survey instrument, and since it had not been adjusted for population shift etc. in ten years, adjusted the observational statewide survey and will report those findings to NHTSA as the statewide seat belt usage rate.

This proved to be successful. After these changes were implemented, the statewide observational seat belt usage rate increased to 80.6%

2. Alcohol/Drug Related Crashes

Goal: To reduce the number of alcohol/drug-related crashes, injuries and fatalities in Virginia.

Performance: In 2007 as compared to 2006 there were:
521 fewer alcohol-related crashes - a decrease of 4.4%
4 more fatalities - an increase of 1.1%
413 fewer injuries - a decrease of 5.5%.



Virginia continued to address and implement effective, statewide programs to reduce crashes, injuries, and fatalities resulting from impaired driving. In 2007, the Commonwealth's death rate for alcohol/drug related fatalities was 0.46 deaths per 100 million miles of travel. Thirty-seven percent of all traffic fatalities in the Commonwealth were alcohol-related and 11 percent of this total was within 15-20 year age group.

Convictions for DUI/Drug offenses indicate underage drinking is still a problem that warrants action and use of program resources to reduce the use of alcohol and drugs by youth. Data is essential in assisting Virginia in identifying and plotting the geographical locations where alcohol/drug driving is most prevalent and to help allocate program resources. This data also assisted in identifying repeat offender and youth-alcohol problems and in focusing the use of funds for new initiatives.

Funding from the Section 402 Federal grant program and the Section 410 Alcohol incentive grant fund enabled Virginia to make many progressive improvements in the prevention, enforcement, and treatment programs for impaired drivers. Virginia continued to maintain and enhance its level of programs with consistent enforcement, public information and education, licensing, intervention, and prevention in an effort to reduce alcohol and drug related crashes, injuries, and fatalities on its roadways. Major programs in Virginia included the prevention of drunk driving and underage drinking and driving DUI Task Force, ABC, WRAP and MADD, the Smooth Operator aggressive

driving initiative as well as selective enforcement projects such as Checkpoint Strike Force, a statewide effort involving state and local agencies.

Objectives

1. To decrease alcohol/drug-related crashes 1% from 11,736 to 11,618 by June, 2008.
2. To decrease alcohol/drug-related fatalities 5% from 374 to 355 by June, 2008.
3. To decrease alcohol/drug-related injuries 1% from 7,543 to 7,467 by June, 2008.
4. To conduct an assessment of the Checkpoint Strike Force Campaign during 2008.
5. To increase the number of DUI checkpoints to 300 by January, 2008.
6. To increase participation of enforcement agencies involved in DUI Checkpoint Strike Force campaigns from 118 agencies in 2006 to 125 agencies in 2008.

Tasks

1. To implement a statewide DUI Checkpoint Strike Force campaign (to include saturation patrols and checkpoints) supported with a comprehensive (earned and paid) media component year round with special emphasis between the months of July and January.
2. To continue implementation of approved recommendations of the July, 2003 Governor's Task Force to Combat Driving Under the Influence of Drugs and Alcohol as they relate to current efforts addressing DUI in Virginia.
3. To conduct a statewide judiciary conference focusing on DUI issues for 100 judges by September, 2008.
4. To conduct a SFST Training Assessment by September, 2008.

Accomplishments

1. Between the months of January 1, 2008 and December 1, 2008, the Virginia Highway Safety Office, in conjunction with law enforcement, conducted 903 statewide DUI Checkpoint Strike Force Campaigns that included saturation patrols and checkpoints. These campaigns were advertised by both earned and paid media.
2. Approved recommendations of the July, 2003 Governor's Task Force to Combat Driving Under the Influence of Drugs and Alcohol as they relate to current efforts addressing DUI in Virginia have been completed and implemented. Additionally, the working papers of the Task Force have been transferred to the State Library for archival purposes.
3. The Judicial Transportation Safety Conference was held August 13 – 15, 2008 in Virginia Beach, VA. A total of 119 General District and Juvenile and Domestic Relations judges attended this informational conference representing all areas of the state.
4. Virginia completed an independent SFST review of the status of the program statewide, this review incorporated information from the NHTSA'S Law Enforcement Liaison and Program Manager. The findings were that Virginia needed to retrain all areas of the state in SFST under NHTSA standards.

Based on those findings, several instructor and basic training sessions were accomplished in FY2008. Trainings were conducted on the following dates:

- Ashburn, Virginia - November 2007 and February 2008
- Virginia Beach, Virginia - April 2008
- Richmond, Virginia - April 2008
- Roanoke, Virginia August 2008

The charts below provide an overview of Virginia's accomplishments during Checkpoint Strikeforce and Saturation Patrols, Safety Belt and/or DWI Enforcement and State Police "Air, Land and Speed" (ALS) enforcement initiatives .

Checkpoints

Checkpoints Conducted	903
DWI Arrests	931
Safety Belt Citations	1,613

Saturation Patrols, Safety Belt and/or DWI Enforcement, and Air Land and Speed Initiatives

Air, Land and Speed Initiatives (VSP)	8
DWI Arrests	379
Safety Belt Citations	2,154

Due to increased enforcement and enhanced training, Virginia recognized a decrease in alcohol/drug related crashes, and injuries from the previous year. Unfortunately, there was a small increase in fatalities. The chart below depicts these changes.

Alcohol/Drug-Related Statistics				
Year	Crashes	* Fatalities	Fatality Rate	Injuries
1998	11,027	336	0.44	8,555
1999	10,942	364	0.46	8,359
2000	11,085	355	0.43	8,251
2001	11,265	358	0.41	8,211
2002	11,788	375	0.50	8,465
2003	11,388	361	0.47	7,819
2004	11,504	343	0.43	7,911
2005	11,495	322	0.40	7,512
2006	11,736	374	0.46	7,543
2007	11,215	378	0.46	7,130

*Determined using medical examiner data in addition to police reports.

3. Traffic Records

Goal: To improve the collection and accessibility of traffic records system data to provide enhanced traffic records data to customers and to improve DMV customer service.

Performance: Major improvements were made in the collection and accessibility of traffic records providing customers requesting traffic record information accurate and timely information.

Virginia's Highway Safety Office at DMV (VAHSO) recognizes that with the volume of requests for crash information from various sources, (e. g. federal, state, and local agencies, general public, legislators, citizen activist groups, etc.) all of the state's traffic records systems are in constant demand. There is an increased interest and need for more accurate and timely data and a better understanding of the information. This is evident in the numbers of requests for additional information in relation to the initial crash, the automobile, occupant protection devices, court disposition, trauma and discharge information, and economic cost related factors. As such, the Traffic Records, Management, Reporting and Analysis Management Division is leading, managing, and implementing vital traffic records initiatives to address this area.

Objectives

1. To modify DMV's current crash database to capture statewide highway safety data (e.g. traffic crash data) to provide accurate, timely highway safety and traffic crash information.
2. To design and implement a new statewide, comprehensive, automated crash reporting system for the collection of crash data by law enforcement.

Tasks

1. To increase the number of reportable Commercial Motor Vehicle (CMV) crashes being uploaded into the federal Safety Net program by 20% by September, 2008.
2. To implement the phased rollout of the revised FR300 Police Crash Report by September, 2008.
3. To continue to phase in the implementation of the Traffic Records Electronic Database (TREDS) by January, 2009.
4. To update the Crash Outcome Database Evaluation System (CODES) with 2006 crash, EMS, and vital statistics data by September, 2008.

Accomplishments

1. CVARS/SafetyNet CMV Reportable Crashes

Virginia increased the number of reportable CMV crashes in SafetyNet and MCMIS by 150% and increased the number of FARS to MCMIS fatal match by nearly 70% for 2006 and 2007. This project was a significant milestone for which Virginia was awarded the 2008 national award for Best Practices in Traffic Records.

2. New, FR300P Police Crash Report

The Virginia Highway Safety Office at DMV implemented the rollout of the new FR300P Police Crash Form in January 2008. Within the first 4 months, 85% of law enforcement statewide implemented the new report. As of today, Virginia

has 100% use rate statewide of the crash report. Virginia is now able to scan 100% of the fields on the crash report.

3. Traffic Records Electronic Data System Project (TREDS)

Virginia's process to design, develop and implement the Traffic Records Electronic Data System (TREDS) is moving forward successfully. This new system will automate the processing of 154,000 crash reports that are manually entered into Virginia's crash database at DMV. Virginia completed the following milestones with TREDS:

- modifications to the existing DMV CAPS system for support of the existing and revised FR300P forms, scanning support for the revised FR300P form that will automate the data entry function of the forms when they are processed at DMV, and,
- automated the delivery of SafetyNet data needed by the Virginia State Police (and DMV) to meet Federal reporting requirements, and the Alpha version of the TREDS Collection Tool for use by officers in the field.

We are working regularly with localities state-wide and the RMS vendors to ensure that the TREDS roll-out will not impact daily operations. The following TREDS initiatives will also occur during 2008-2009:

- release of TREDS Front End (Beta group) for final testing
- completion and release of the front end data collection tool
- law enforcement collection crash location using embedded mapping (GPS/GIS) in combination with VDOT's state maps
- integration with VDOT RNS application for Crash Location updates,
- conversion of legacy data to the new TREDS data base and,
- TREDS reporting/analysis.

4. Crash Outcome Data and Evaluation System (CODES)

The DMV/VA CODES project continues to make great strides. CODES submitted a state abstract to NHTSA on Virginia's Section 408 funding award which was selected for presentation at their Annual CODES TA meeting. Other noteworthy CODES accomplishments include: the addition of 2005, 2006, and 2007 crash and hospital data to the existing 2001-2003 data, enhancement of the VA CODES website by making available printer friendly versions of the results of online queries, and the addition of online surveys of users to collect demographic data about those users. CODES was exhibited at the DMV Annual Conference on Transportation Safety (ACTS) and the DMV Annual Judicial Transportation Safety Conference. During both conferences, staff provided sample online queries to representatives from law enforcement, education, and the judiciary across Virginia.

4. Motorcycle Safety

Goal: To reduce the number of motorcycle fatalities in Virginia.

Performance: In 2007 as compared to 2006 there were:

102 more motorcycle crashes – an increase of 4.1%

56 more fatalities – an increase of 80.0%, and

78 more injuries – an increase of 3.5%

Unfortunately, Virginia did not meet its goal of reducing motorcycle fatalities.



The Commonwealth of Virginia continues with its primary objective to promote motorcycle helmet usage and increase the number of properly licensed and trained riders. The Virginia Rider Training Program (VRTP), which oversees motorcycle safety in Virginia, has earned a solid reputation in the motorcycle safety community as an exceptional organization, maintaining the integrity of motorcycle safety training while training a large number of novice and experienced riders. It is not an easy balance, keeping the quality of instruction while accommodating the ever increasing number of students who want to learn how to safely ride a motorcycle. As illustrated in the chart on the next page, over the years there has been a steady increase in motorcycle endorsements; during 2007 alone there was an increase of 14,832 motorcycle endorsements issued and over 15,000 students were trained as compared to 1989 when VRTP trained 400 students. As the population becomes more “mature”, the number of people interested in and riding motorcycles has increased. The VRTP continues to make strides in student training, awareness and maintaining a low incidence of impaired motorcyclists.

The chart below illustrates the number of Virginia licensed drivers with motorcycle endorsements

Calendar Year	Motorcycle Endorsements
1999	197,513
2000	201,832
2001	246,065
2002	255,775
2003	263,649
2004	272,754
2005	284,300
2006	297,756
2007	312,588

The Virginia Rider Training Program (VRTP) is the official motorcyclist safety program in Virginia. The VRTP uses the curriculum developed and endorsed by the Motorcycle Safety Foundation and has earned a reputation in the motorcycle safety community as an exceptional program. This program maintains the integrity of motorcycle safety training while offering training to a large number of novice and experienced riders. It is important to maintain the balance between the quality of instruction and accommodating the ever increasing number of students who want to learn how to ride a motorcycle.

Recognizing the benefit of formal training, the 2007 session of the General Assembly passed legislation to allow an individual with a Virginia driver's license, who successfully completes a motorcycle rider safety training course, to use the certificate of completion as a temporary motorcycle license (classification) for 30 days until they have an opportunity, at their convenience, to visit a Customer Service Center to be issued the permanent license. This process provides riders an opportunity to operate their motorcycle immediately upon completion of the course in lieu of having to wait to be tested by a DMV examiner and before they are issued the license. Additionally, anyone who fails the DMV administered road test twice is required to successfully complete a motorcycle rider safety training course to be licensed. Over the past year the enactment of this legislation proved to be very beneficial in reducing the amount of customers required to visit a Customer Service Center to receive their motorcycle classification.

Objectives

1. To decrease the motorcycle fatality rate by 2% from 23.5 to 23.0 by June 2008.
2. To decrease the motorcycle crash rate by 2% from 83.9 to 82.2 by June 2008.

Tasks

1. Conduct a Motorist Awareness Campaign in April/May of 2008.
2. Conduct on-site monitoring and evaluation of training facilities for 17 permanent and 6 mobile training sites by September, 2008.
3. Maintain 6 sidecar trike training courses by June, 2008.
4. Conduct motorcycle Crash Investigation courses for law enforcement.
5. Conduct DUI detection training for law enforcement.
6. Collect and analyze motorcycle crash data.
7. Develop a Public Service Announcement that focuses on motorcycle riders.

Accomplishments

1. Virginia conducted a highly successful Motorcycle Awareness Campaign in June of 2008.
2. A new quality assurance program was developed and implemented for the Motorcycle Rider Training Program during early 2008.
3. Six sidecar/trike training programs were conducted throughout the state.
4. Two motorcycle crash investigation classes were conducted in conjunction with Virginia Commonwealth's Transportation Safety Training Center.
5. During the ACTS conference break-out sessions were provided for law enforcement to determine DUI detection during traffic stops which included motorcycles.
6. Developing a motorcycle database with Virginia's TREDIS project that will analyze both training courses and the correlations with motorcycle crash data.

VRTP Safety Education and Awareness Program Calendar Year 2007

1. Conducted 9 ridercoach instructor preparation courses certifying 100 new rider coaches.
2. Conducted 1 - day update sessions updating 410 rider coaches for the training season.
3. Conducted 6 sidecar/trike training courses training 48 students.
4. Sent 6 Virginia Chief instructors for professional development and learning resource center training.
5. Sent 55 instructors for site support training around the state.
6. Painted/repainted 27 motorcycle training ranges and DMV m/c testing ranges.

Motorcycle Crashes, Fatalities, and Injuries					
Calendar Year	Crashes	Crash Rate*	Fatalities	Fatality Rate*	Injuries
2000	1,525	75.6	45	22.3	1,340
2001	1,743	70.8	44	17.9	1,506
2002	1,648	64.4	54	21.1	1,472
2003	1,713	65.0	56	21.2	1,507
2004	2,000	73.3	56	20.5	1,802
2005	2,289	80.5	68	23.9	2,006
2006	2,499	83.9	70	23.5	2,206
2007	2,601	83.2	126	40.3	2,284

Note: Fifty-four percent of the total motorcycle fatalities were between the ages of 21 and 40.

*Fatality and crash rates per 10,000 motorcycle endorsements

5. Aggressive Driving and Speed

Goal: To decrease speed-related crashes in Virginia.

Performance: In 2007 as compared to 2006 there were:
243 fewer speed related crashes – a decrease of 0.87%
20 more fatalities – an increase of 4.83%
965 more injuries – a decrease of 5.78%



The Virginia Code defines an “aggressive driver” as a person who is a hazard to another person or commits an offense with the intent to harass, intimidate, injure or obstruct another person while committing at least one of the following: failure to drive on the right side of highway, failure to drive in lanes marked for traffic, following too closely, failure to yield right of way, failure to obey traffic control device, passing on right, speeding, or stopping on a highway.

Aggressive driving is a growing problem that contributes to a growing sense of anxiety for drivers on Virginia’s roadways. Frequently, drivers who live in congested areas see other drivers use their cars to intimidate others on the road – by speeding past slower cars, unexpectedly passing them on the right, weaving in and out of traffic as they try to edge out others, tailgating, running stop lights, and gesturing rudely.

Virginia’s statistics indicate the following:

- Speed is a factor in 42 percent of fatal crashes resulting in 434 fatalities.
- Specific to Northern Virginia, in 2007, 50 percent of the traffic related fatalities involved excessive speed.
- In 2007, the top three driving actions for *young and adult* drivers that contributed to crashes were (1) following too closely, (2) failure to yield, and (3) speed.

- In 2007, the top three driving actions for *mature* drivers that contributed to crashes were (1) following too closely, (2) failure to yield, and (3) running a traffic control. Speed was not a factor for this age group.

This chart illustrates the number of speed related, fatalities, and injuries of the past seven years:

Speed Related, Fatalities, and Injuries					
Calendar Year	Crashes	Fatalities	Fatality Rate*	Injuries	Injury Rate*
2000			0.49		27.30
2001	37,783	386	0.44	23,135	26.60
2002	38,384	388	0.52	23,560	31.30
2003	41,975	391	0.51	24,604	32.02
2004	33,288	370	0.47	19,668	24.94
2005	30,840	398	0.50	17,800	22.16
2006	27,840	414	0.51	16,684	20.57
2007	27,597	434	0.53	15,719	19.15

Note: * Death/Injury rates per 100 million miles

Objectives

1. To decrease the speed-related fatality rate by 2% from 0.51 to 0.50.
2. To decrease the speed-related injury rate by 1% from 20.57 to 20.36.

Tasks

1. To conduct 4, one - week speed enforcement waves by September 2007.
2. To conduct a major paid media campaign to include speed as a focus by September 2007.

Accomplishments

1. A major paid media campaign was conducted May through September, 2007 that concentrated on speed and occupant protection.
2. Four one-week speed enforcement waves were successfully conducted throughout the year as part of the Smooth Operator campaign.

The chart below illustrates the types of violations cited for each wave and the cumulative result of all waves.

TYPE of VIOLATION	6/1-6/7	7/6-7/12	8/3-8/9	8/31-9/14	Totals
1. Disregard Traffic Signals	683	1,487	909	940	4,019
2. Disregard Traffic Signs	2,683	3,653	3,726	4,773	14,835
3. Following too Closely	221	247	200	216	884
4. Improper Lane Change	313	374	317	377	1,381
5. Improper Passing	209	254	225	369	1,057
6. Fail to Yield Right-of-Way	175	186	230	329	920
7. Speeding (General)	5,790	7,115	5,956	7,530	26,391
8. Speeding (School Zone)	159	60	36	671	926
9. Pass Loading/Unloading School Bus	29	1	11	33	74
10. Reckless Driving (General)	646	580	556	677	2,459
11. Aggressive Driving	12	8	4	9	33
12. DWI/DUI	226	182	192	263	863
13. Child Restraint/Child Seat	187	248	190	256	881
14. Seatbelt Violation	695	766	658	797	2,916
15. Equipment Violations	1,802	2,484	2,322	3,374	9,982
16. Overweight/Overheight	369	156	634	271	1,430
17. All Other Violations	6,875	6,889	6,823	9,232	29,819
Totals	21,074	24,690	22,989	30,117	98,870

COMMUNITY TRANSPORTATION SAFETY PROGRAMS

Overview

Virginia's Community Transportation Safety Program's (CTSP) primary role is to establish community based programs and activities that govern, coordinate, and develop traffic safety efforts within the designated regions statewide. Virginia's CTSPs define highway safety problems unique to individual communities, counties, and districts. These programs utilize existing local networks for safety activities, address all traffic safety related problems rather than a single issue, seek long term solutions, and assist localities in developing highway safety plans that will address the problems of that specific area of the state.

Community Transportation Safety Countermeasure

Virginia continues with its efforts to institutionalize highway safety through a self-sufficient, safe community concept of implementing self-sustaining programs at the local/regional level using state, local, non-profit and private sector resources.

Accomplishments

2008 Governor's Transportation Safety Awards Program

On June 11, 2008, 15 individuals/organizations/programs were awarded the Governor's Transportation Safety Award for their outstanding achievements in and contributions to transportation safety in Virginia. The awards are given in various categories for special individual and/or group accomplishments, major projects, and outstanding programs. The awards are sponsored by the Virginia Board of Transportation Safety that is comprised of citizens appointed by the Governor.

Annual Conference on Transportation Safety (ACTS)

On June 11-13 2008, Virginia hosted the Annual Conference on Transportation Safety in Portsmouth, Virginia. The theme for this year's conference was "ACT Now! Reduce Crashes in Virginia." The opening ceremony included speeches by Chief Edward Long, Portsmouth Police Department, Lieutenant Colonel Eugene Stockton, Virginia State Police, and David Mitchell, DMV's Deputy Commissioner. The featured speaker for the conference was Mr. Michael Geraci, Director, Office of Safety Programs, National Highway Traffic Safety Administration. Over 400 highway safety advocates from state, federal, local, and non-profit organizations actively participated and attended the conference. Attendees were encouraged to attend a number of breakout sessions that included an array of topics such as bicycle/pedestrian safety, boating safety, impaired driving/DUI enforcement, motorcycle safety, older drivers, young drivers, TREDIS, and media training for law enforcement.

Judicial Transportation Safety Conference

The Judicial Transportation Safety Conference was held August 13 – 15, 2008 in Virginia Beach, VA. A total of 119 General District and Juvenile and Domestic Relations judges attended this informational conference representing all areas of the state. Virginia was most fortunate to have John F. Oates, Jr., Chief of Program Implementation with the National Highway Traffic Safety Administration, as honored guest and speaker. Workshops and training sessions included an array of topics including The Effects of Drugs on Human Performance and Behavior, How Weight Applies to Trucks, Driver Improvement Program Overview, Making Crash Data Work in Court for You, and Legislative Updates, including the opportunity to witness activities surrounding a DUI Checkpoint.

Military/Civilian Workshop

In October 2008, Virginia conducted the Military/Civilian Workshop in Fort Eustis, Virginia. This workshop provides a positive forum for shared ideas and concerns and serves to strengthen relations between state agencies, military personnel and civilians to have a greater impact on transportation safety in Virginia.

GrandDriver

The 2007-2008 GrandDriver grant cycle yielded 48 GrandDriver displays and presentations at various events and conferences throughout the Commonwealth with approximately 6,500 attendees. CarFit events were held in Roanoke, Fredericksburg, and Tidewater with 78 individuals participating in CarFit and fourteen occupational therapists, one registered nurse and thirty transportation specialists completing CarFit Event Coordinator training. GrandDriver worked with VAOTA to give thirteen Continuing Contact Hours for occupational therapists for the CarFit training. Staff members from fifteen Area Agencies on Aging were trained via data-conference on GrandDriver with the newly developed toolkit.

The marketing and public relations firm created, produced and distributed the GrandDriver toolkit to 25 Area Agencies on Aging, which enables them to make presentations in their communities. The updated GrandDriver website included GrandTrans, GrandDriver's transportation provider locator. The marketing firm issued a press release announcing GrandTrans to 376 media outlets and created, produced and posted 36 billboards statewide from mid-June through mid-August. The website had 12,169 hits and 25,883 website views, 3,300 of those were new visitors to the website. There were 24 requests for GrandDriver speakers/information initiated through the website.

Youth of Virginia Speak Out (YOVASO)

YOVASO is a teenage highway safety program that is administered by the Virginia State Police Association (VSPA). YOVASO encourages high school student drivers to develop safe driving habits and educate young drivers on the consequences of unsafe or irresponsible decisions when it comes to operating automobiles. During FY08, YOVASO experienced much growth, increasing its school membership base from 30 active schools to 45 active schools. Expansion included several high teen fatality localities, including Pittsylvania County, Martinsville City, and Henrico County. YOVASO also experienced record student attendance at the Summer Leadership Retreat and drew participation from new schools in Henrico County, Norfolk City, Halifax County, Chesterfield County, Richmond City and Manassas City. All total, over 150 students attended the Summer and Fall Retreats, representing 44 schools across the Commonwealth. Donations for the 2 retreats totaled over \$6,600.

YOVASO provided 3 educational campaigns for participating schools, including a fall buckle up challenge, a winter impaired driving campaign, and a spring warm weather driving campaign. Fifty-four schools participated in the 3 campaigns, generating thousands of educational activities that impacted 52,684 students. Donations totaled over \$8,300.

Approximately 316 students were trained to be youth traffic safety advocates during FY08 through YOVASO 101 Training sessions held at 58 high schools across the Commonwealth. Through their YOVASO Clubs, these students sponsored thousands of safe driving educational and awareness activities that impacted 120,900 students statewide.

YOVASO re-established its Youth Advisory Committee in FY08 and recruited 13 students from 6 high schools to serve in a statewide leadership capacity on youth traffic safety issues. YOVASO also recruited and trained 7 college level Regional Trainers to advise and train school systems in their regions. The Trainers are based at Old Dominion University, Hampton University, James Madison University, Virginia Tech, Ferrum College, Danville Community College, and Virginia Western Community College.

YOVASO took 2 Regional Trainers and 7 youth leaders to the ACTS Conference in Portsmouth and also used Regional Trainers to present at the Youth Alcohol Drug Abuse Prevention Conference (YADAPP) and the School and Campus Safety Training Forum in Hampton.

YOVASO also revamped its website and started a MySpace page to keep up with communication tools used by today's teens. YOVASO is also piloting a video conferencing and video emailing service that will take staff into the schools via computer and webcams. This will enable staff to stay visible and hands-on with the schools, while helping to reduce the cost of travel.

YOVASO met all goals and objectives during FY08, completed all aspects of the Statement of Work and Special Conditions and set the groundwork for a controlled expansion of the program statewide. YOVASO is currently working with 15 possible new schools, and plans ongoing recruitment efforts during FY09.

Virginia Commonwealth University Transportation Safety Training Center (TSTC)

TSTC was funded to provide training and technical assistance to state and local public safety personnel and other individuals. Technical assistance was provided to assist the Commonwealth's public safety/service agencies and organizations, concerned with transportation safety. It included training, curriculum development, and technical services regarding transportation safety needs. In FY08 the following courses were taught through the TSTC: 40-Hour RADAR Instructor, Human Factors In Crash Investigation, FR-300P Training, 32-Hour Standardized Child Passenger Safety, 40-Hour General Instructor-Occupant Protection Focus, 7-Hour Child Passenger Refresher, 80-Hour Fundamental of Crash Investigation and Reconstruction, 40-Hour Advanced Crash Investigation and Reconstruction, and Motorcycle Crash Investigation and Reconstruction

In addition to the trainings, the TSTC professional staff also presented on the following topics: Crash Dynamics, Crash Investigations-Younger Driver, Research & Real Life: Investigation of Teen Crash and Peer Pressure & Persuasion, School Bus Safety and Crash Investigations, Multi-Disciplinary Crash Investigation, and Child Passenger Protection in Crash Investigation and Traffic Stops.

Additionally, TSTC held the Virginia Traffic Records Conference on September 30, 2008 at the Holiday Inn - Kroger Center in Richmond. There were 165 in attendance with 66 agencies represented.

Department of Education

The Department of Education revised, printed, and distributed 130,000 45-Hour Parent Teen Guides during the FY2008. In addition, the Driver Education teaching staff was provided with quality driver education professional development opportunities. The Department worked with the Virginia Department of Transportation to create the Work Zone Safety curriculum and the Virginia Department of Health to implement the Buckle-Up Challenge. The Department also created the "Partnering for Success" program to provide resources for driver education teachers.

Virginia Trucking Association

During the FY 2008 Virginia Trucking Association coordinated 3 Rest Area Safety Breaks throughout the state of Virginia. During these events literature on seat belt usage, sharing the road, impaired driving and child occupant restraints were distributed to travelers who stopped at the rest areas. Two events were held at the Mt. Sidney rest area on I-81 and one on at the Ladysmith rest area on I-95. Through the 3 events over 1,000 people were given the safety materials. In addition to the safety breaks, Virginia Trucking Association also enlisted new schools and community groups to present the No Zone program. During the last quarter of FY 2008 the No-Zone presentation was presented to approximately 500 young and older adults. In the FY 2009 grant year the Trucking Association is looking to possible relocation to other rest areas through out the state of Virginia. One of the safety breaks will also be conducted during the Click It or Ticket May mobilization.

PEDESTRIAN/BICYCLE SAFETY

Overview

Virginia continues to conduct and support safety initiatives to address pedestrian and bicycle safety. These efforts include public information activities that promote awareness of signaling, enforcement, educational programs, promotion of helmet use and collection and dissemination of data to promote safety awareness. Virginia continues to review the findings of the Community Transportation Safety Programs and encourage locality participation in problem identification and appropriate countermeasures. Assistance continues to be provided for localities to integrate pedestrian safety programs with other safety initiatives.

Pedestrian/Bicyclist Safety Performance:

For bicyclist/motor vehicles, in 2007 as compared to 2006 there were:
3 fewer bicycle crashes – a decrease of 0.3 percent
5 fewer bicycle fatalities – a decrease of 42.7 percent
4 more injuries – an increase of 0.5 percent

For pedestrian/motor vehicles, in 2007 as compared to 2006 there were:
125 fewer crashes – a decrease of 6.6 percent
5 more fatalities – an increase of 6.0 percent
162 fewer injuries – a decrease of 8.4 percent

Accomplishments

BikeWalk Virginia

During the FY08 grant year, BikeWalk Virginia used grant funds to promote bicycle and pedestrian safety. During the grant year, 80 public school teachers were certified through the Bike Smart Basics course. The Bicycle and Pedestrian Safety website was developed and launched (www.sharingtheroadinvirginia.org). The website contains information in both English and Spanish. BikeWalk Virginia has worked with the following organizations, business, state agencies, and safety groups during this grant year and has established a great working relationship: Virginia Department of Health, Virginia Department of Education, Virginia Department of Transportation, Ridefinders, Richmond Area Bicyclist Association, Virginia Recreation and Park Society, and Virginia Department of Conservation and Recreation .

Safe Routes to School

In January of 2007, the Safe Routes to School (SRTS) National Partnership initiated the State Network Project in the District of Columbia and nine key states, including Virginia. The project creates state networks that bring together advocacy groups, government agencies and other leaders to ensure that the SRTS federal program succeeds and to leverage additional resources, remove barriers to walking and bicycling to schools, and to create an institutional framework for generating long-term policy changes. The Robert Wood Johnson Foundation is a primary funding source for the program. BikeWalk Virginia is the state network organizer, and members of the network include several state agencies, private, and not-for-profit organizations. In addition to the core network, there are affiliates, and a state-based SRTS website has been developed as a mechanism to share best practices with anyone interested in SRTS.

POLICE TRAFFIC SERVICES

Overview

Virginia's local and state law enforcement continues to stress safe operation of motor vehicles on an on-going basis for all highway users. They also emphasize the use of safety restraint devices within their departments. Police traffic services include direct support to local and state agencies as well as training for law enforcement and other highway safety personnel.

Accomplishments

Enforcement Efforts

Local and state law enforcement conducted sobriety checkpoints, roving patrols, and participated in many selective enforcement projects across the state such as Click It Or Ticket, Next Generation Click It Or Ticket, DUI Checkpoint Strikeforce, "Air, Land and Speed" and Smart, Safe and Sober initiatives. Virginia State Police (VSP), Virginia Chiefs of Police, and local law enforcement received administrative and law enforcement training needed to successfully manage their programs.

Regional Crash Investigation Teams

Currently, there are 5 regional crash investigation teams located within the Southwest region of the state. Plans are underway to organize a team in the Bristol region. In August 2008, the regional teams had their first joint training with VSP Reconstruction Teams from Salem and Appomattox Divisions of VSP. In December 2008, VSP Divisions signed Memorandums of Understanding with each regional team making the regional teams joint-jurisdictional and joint-agency with the VSP. Additionally, the VDOT Traffic Management Center participates with these teams.

ROADWAY SAFETY

Overview

Virginia continues to coordinate and review its overall roadway safety efforts by updating signage, pavement markings, roadway standards, establishing guidelines for identifying highway corridors and locations with high crash potential and conducting traffic control device performances. Trained personnel is key to this program and training is provided to ensure that staff is informed of the latest in safety, engineering, technology and other roadway safety fields.

Roadway Safety Countermeasure

Virginia continues to coordinate activities at the local and state level to support roadway safety efforts.

Accomplishments

Training and Continuing Education

The Department of Transportation (VDOT) has provided various training opportunities through Virginia seminars, workshops and conferences to 62 VDOT employees during the FY08 grant year using awarded federal dollars. The training and networking has enabled VDOT to bring further enhancements to their safety programs. Some of the training attended by the staff include the ACTS Conference, International Traffic Records Forum, ITE Annual Conference and NATMEC Conference to name a few.

Summary of Paid Media

2008 Click It or Ticket

May/June Mobilization (May 11-June 1)

The 2008 Click It or Ticket Campaign (CIOT) began with law enforcement agencies conducting a pre-use survey the week of May 5, 2008. This mobilization included a large paid media campaign, earned media, and an aggressive law enforcement mobilization. Virginia participated with many partners throughout the state, from non-profit agencies to military and other state agencies. Law enforcement agencies throughout the state were asked to go to a location within their jurisdiction and conduct a visual survey of use for 100 drivers. Electronic media followed on May 13, 2008 with a very saturated schedule on radio, television and cable television that continued until the end of the mobilization on June 1, 2008. Post-use surveys with the same parameters as the pre-use surveys then followed, as well as a compilation of summonses written by the law enforcement agencies.

There were 9,406 earned media opportunities which included television and radio news stories, news conferences and releases, print news stories, public service announcements (exclusive of the paid media), proclamations, web-site inclusion, variable message signs, and military briefs issued. Further, there were 92 child safety seat check up events, 3,770 school activities, and over 3,289 posters, yard signs and other support materials distributed statewide. The paid media portion was a mix of radio, television, and cable television in all the media markets in Virginia.

The media plan was prepared and executed by Collier and Associates, a Virginia based media buying company. The media budget spent was \$497,428.92 and ran from May 13-June 3, 2007. This resulted in 4,143 paid television announcements with an additional 4,407 no charge announcements and 4,093 paid radio announcements with an additional 4,290 no charge announcements. This exceeded the original media plan significantly. The budget for 2007 Click It or Ticket was \$579,000. Other expenditures included training programs, survey instruments, radio and television creative/production and overtime for law enforcement. Three hundred thirty-nine (339) law enforcement agencies participated. This included jurisdictional police departments, sheriff's departments, state police and military police.

The chart on the next page illustrates the total number and types of citations written during this campaign.

Type of Violation	Citations Written
Safety belt	6,158
Child Safety Seat	1,035
DUI/DUID	1,206
Open container	166
Speeding	28,278
Reckless driving	5,991
Felony arrests	1,410
Uninsured motorists	302
Fugitives apprehended	649
Weapons seized	127
Suspended/Revoked arrests	5,116
Drug arrests	772
Other traffic violations	34,908
Total	86,118

Source of Funding: 405 Occupant Protection
Amount: \$395,663

2008 Smooth Operator

Smooth Operator responds to aggressive drivers through news media efforts, a public education and awareness campaign, and increased law enforcement and engineering activities along with an evaluation component at the conclusion of the campaign.

During the recent 2008 campaign more than 100 law enforcement agencies from the the Virginia Department of Motor Vehicles, in conjunction with the District of Columbia's District Department of Transportation purchased \$204,000 of paid media for the regional Smooth Operator Campaign. This campaign was geared to all drivers between the ages of 18-34 and addressed risky aggressive driving behaviors, as well as stepped up enforcement efforts in that regard. Paid radio spots totaled \$143,500.00 was spent and \$60,500 was spent on Internet advertising.

Based upon the marketing plan for this campaign, 433 radio spots were aired, with a net reach of 308,321 listeners in the Washington, DC metro market (including Northern Virginia, Suburban Maryland, and the District of Columbia). The net reach of this part of the campaign resulted in 54.6 percent of the target audience hearing the message 9.5 times. Free radio and Internet PSA's resulted in \$38,739 worth of Added Media Value.

Over 100 websites ran Internet ads in the region as part of an Advertising.com geo/demo targeted buy. Sites included social networking, movies, photo services, Hispanic, games, TV and music entertainment, news, careers, humor and technology. These ads delivered 8,361,197 impressions.

Pre-and Post-campaign telephone surveys, conducted by an independent research firm, indicates that awareness of the Smooth Operator Campaign increased significantly with the target audience (adult drivers aged 18-34) during the campaign. When asked how often you've driven aggressive in the last 10 times you've driven, there was a 10% improvement between May and September. Awareness of hearing or seeing the Smooth Operator aggressive driving message increased 12 percentage points. Pre - to post - awareness rose from 41 percent to 53 percent over the course of the campaign. Twenty-four percent of drivers interviewed reported seeing enforcement during the waves but 61% believe aggressive driving laws are strictly enforced. When asked who drove aggressively, responses indicate that personal cars were more aggressive than SUVs and trucks. But the perception that motorcyclists are aggressive increased 6% between May and September.

Public Relations and Outreach efforts spent \$15,000 that included a Kick-off Press Media Event, June 17, 2008, in Springfield, Virginia. This outreach and expenditure resulted in approximately \$60,871.54 of earned media exposure through June 30, 2008, including TV, radio, print and Internet news stories and interviews. The estimated audience for this was approximately 1.4 million people.

Source of Funding: 410 Alcohol – Impaired Driving
Amount: \$200,000

2008 Checkpoint Strikeforce

Virginia's Checkpoint Strikeforce campaign proved to be an unequivocal success with Governor Timothy M. Kaine conducting a press conference in Mechanicsville, Virginia, on August 21, 2008. Governor Kaine explained to the audience that the *Checkpoint Strikeforce* campaign is a statewide initiative combining enforcement and education efforts to raise public awareness of drunk driving.

The 2008 campaign launched on the eve of a regional initiative targeting impaired driving on rural roadways. Virginia was represented in the initiative with more than 92 state and local law enforcement agencies participating across the state. According to the National Highway Traffic Safety Administration, over half (55-percent) of the nation's 2006 traffic fatalities occurred on rural roads. Last year in Virginia, 51 percent of the alcohol-related fatalities occurred on rural roads, according to Virginia Department of Motor Vehicles data. "Virginia will continue its tough stance against drunk drivers and we will not allow back road escapes for people driving under the influence," Governor Kaine said. "We must remain vigilant to decrease these preventable traffic fatalities throughout the state."

A public opinion survey of 800 Virginia drivers conducted in July 2008 for *Checkpoint Strikeforce* by the Richmond-based polling firm MWR Strategies, found that drivers continue to strongly support the use of sobriety checkpoints. Among those surveyed, the majority not only perceived drunk driving as one of most serious dangers facing drivers but also that the behavior of drunk driving is one of the most dangerous, more so even than an unprotected one-night stand, sleeping with your best friend's significant other, sky diving or telling off your boss. The majority of respondents also identified two lane rural highways as the most difficult to navigate under the influence and one of the most likely places to be stopped by law enforcement.

For the remainder of 2008, law enforcement agencies in Virginia held at least one sobriety checkpoint or saturation patrol each week throughout the region. Through the use of these law enforcement efforts, the *Checkpoint Strikeforce* campaign worked to keep impaired drivers off the road. Deploying sobriety checkpoints and patrols when and where drunk driving is most likely to occur deters motorists from driving under the influence and arrests those who do. "The message from law enforcement is as simple as it is clear, if you choose to drink and drive, we will catch you no matter what roadway you take," said Colonel W. Steven Flaherty, Superintendent, Virginia State Police.

In addition to sobriety checkpoints and patrols, Virginia's *Checkpoint Strikeforce* campaign employed earned media and ads in combination with other statewide outreach efforts in a robust \$1,000,000 effort to remind citizens of the many dangers and consequences of impaired driving. Nearly 25,000 radio and television spots ran throughout the Commonwealth and targeted the most feared result of impaired driving amongst the targeted 21-to-35-year old male audience which is the killing or injuring of someone else. The campaign was supported by a grant from the Virginia Department of Motor Vehicles.

Source of Funding: 154 Alcohol (Transfer)
Amount: \$1,025,500

2008 Street Smart

The Street Smart Campaign is an ongoing public safety program in the District of Columbia, suburban Maryland and Northern Virginia. The program, which was created in 2002, aims to change motorist and pedestrian behavior by increasing awareness of the consequences of pedestrian and bicycle crashes, raising awareness of law enforcement targeting pedestrians and motorists, and recommending ways to reduce risks.

Street Smart is directed and funded by several federal, state, county and local agencies all concerned about pedestrian and motorist safety issues. Since its inception, the campaign has used news and advertising media and public awareness efforts, as well as increased law enforcement activity, to respond to the challenges of pedestrian and cyclist safety. The goal is to prevent injuries and deaths, and to make the public more Street Smart.

On average, 82 fatalities and more than 2,000 injuries occur each year in the District of Columbia, suburban Maryland and Northern Virginia areas. Additionally, specific to this region, a pedestrian is killed every 4.4 days and at least five pedestrians are injured each day. During 2007, there were 29 pedestrian deaths in just the Northern Virginia area. The issue of pedestrian crashes is complicated with several contributing factors and variables. However, a close examination of the crash data shows:

- 95 percent of pedestrian crashes involved passenger vehicles
- Most pedestrian injuries occur around the afternoon rush hour on weekdays
- Most pedestrian injuries occur at a location other than at an intersection
- For the majority of pedestrians struck there was no evidence of drug or alcohol use and the majority of drivers who struck the vehicles had no evidence of drug or alcohol use.

The impact of these crashes not only affects the pedestrians and cyclists who get hit, hurt and killed but also has a major impact on the drivers involved who are affected psychologically, emotionally, financially and even physically whether or not the crash is the driver's fault.

Challenges in the Metro Area

The Washington metropolitan area is an extremely diverse region with a rapidly growing population. In addition, it is a popular location for immigrants from all over the world, as well as a major tourist destination. Fast growth in the region has meant more people walking, especially in suburban areas where pedestrians were not as common in years past, and more drivers are on the roads. In addition, tourists and newcomers are often unfamiliar with roads, local traffic rules and dangers. Street design, motorist behavior and pedestrian behavior must change to allow people to walk more safely.

Deadly Behavior

There is daily, deadly behavior among drivers, cyclists and pedestrians on any street or thoroughfare throughout the region. Drivers, pedestrians and bicyclists are not paying attention to local traffic rules and to each other when traveling in the area. Pedestrians and cyclists frequently fail to look both ways before crossing. Many times, they do not

cross with traffic signals or in crosswalks. In many instances, they are preoccupied with cell phones, music players, conversation and more. At the same time, drivers have many of the same distractions, which can make for a deadly situation. Drivers often fail to share the road with pedestrians and cyclists and ignore crosswalk laws. In many instances, they are also driving too fast and carelessly – especially around schools and busy intersections.

So Who's At Fault?

Pedestrian crash research reveals the responsibility for this type of incident is shared almost equally between drivers and pedestrians. According to a recent study of pedestrian crashes by the National Capital Region Transportation Planning Board, drivers often fail to pay attention to pedestrians or yield the right-of-way. In addition, most drivers were driving straight ahead when crashes occurred, seemingly not taking action to avoid the collision. The study also looked at the last action of pedestrians before they were involved in a crash. Crossing at mid-block was the principal infraction by pedestrians, trailed by crossing the street without obeying traffic signals. Other causes included coming into a road from behind parked cars, standing in a roadway, and crossing against signals at intersections.

Local Pedestrian Safety Initiatives

Even with the extensive research and work being done to address pedestrian safety, about one fifth of the people killed on the roads in the Washington Metropolitan area are pedestrians. In the Northern Virginia area, Fairfax and Arlington Counties have taken the following steps to combat this problem.

Fairfax County - allotted \$37 million for pedestrian and bus stop improvements toward its \$60 million pedestrian capital improvement funding goal. The county also provided \$163,000 to VDOT to install countdown pedestrian signals at priority intersections.

Arlington County - adopted in 2008 the Pedestrian element of its new Master Transportation Plan (MTP) which addresses pedestrian safety and accessibility improvements. The county also has a program to provide more crossing time at all its controlled crosswalks and upgrade them to countdown signals. A \$400,000 countywide transit enhancement project will upgrade ramps and crosswalks to make access to bus stops safer.

Street Smart Public Awareness Campaigns

The Street Smart Public Awareness Campaigns raise awareness of pedestrian and bicycle safety issues throughout the District of Columbia, suburban Maryland and Northern Virginia. Two campaigns were conducted over the past year. One during Fall 2007, “Flesh vs. Steel, It’s No Contest” and the other in the Spring 2008, “Cross Like Your Life Depends On It”.

Goals

- Increase public awareness of pedestrian and bicycle safety issues with pedestrians, bicyclists and drivers to help reduce the number of pedestrian and bicycle injuries and deaths. The public includes drivers and pedestrians throughout the metropolitan Washington area as the primary audience and bicyclists, employers, driver education providers, judicial agencies, law enforcement and tourists as secondary audiences.
- Coordinate and support an intensive region-wide education and enforcement effort.
- Continue to improve the behaviors of all drivers, pedestrians and cyclists to help decrease injuries and deaths through intensified public awareness and education in conjunction with increased law enforcement.

Target Approach

Research directed the campaign strategies for Fall 2007 - Spring 2008. The following strategies were put into place:

- Broadcast advertising was concentrated from Wednesdays through Sundays from 3 pm to 8 pm – the time period when the greatest numbers of pedestrian incidents occur
- The target profile for both campaigns was male drivers ages 18-49, with a strong emphasis on men ages 18-34, and pedestrians and bicyclists of all ages in Washington, DC.
- On average, Hispanics in the region have the highest rate of hospitalizations due to pedestrian injuries at a rate of 8 per every 100,000 of the overall population. To address this problem, the program targeted areas with high Hispanic populations, as well as areas that have a high number of pedestrian fatalities and/or injuries

Methods

The campaign used concentrated three-to-four week waves of advertising, law enforcement and public relations. The following seven strategies were used:

1. Advertising included a mix of radio spots, transit shelter messages, bus side messages, bus cards, mobile billboards and Internet advertising. Separate media approaches targeting drivers through radio, pedestrians through transit advertising, and separate messages for the Latino market in more urban areas. Both radio and transit messages were produced in English and Spanish.

2. Increased law enforcement by agencies at various times and in several specific locations across the region. In fact, 19 state and local law enforcement organizations participated in the Fall 2007 and Spring 2008 Street Smart campaign, up from 14 enforcement organizations during the Spring 2007 campaign.
3. Concentrated value-added media advertising and public relations activities targeting behaviors, such as distracted driving, speeding, and slowing or stopping at crosswalks, to maximize awareness through additional media and earned media coverage. In addition, radio stations handed out fliers at events and movie premieres; aired additional public service announcements; and placed banner ads on their websites that linked to the Street Smart web page.
4. Transit shelters in key locations along corridors with a high incidence of pedestrian injuries and fatalities.
5. Posters, produced in English and Spanish, and brochures produced in six languages helped increase public awareness of pedestrian and bicycle safety issues and educate the public concerning the “rules of the road.”
6. Internet campaign was monitored for click-throughs and modified to take advantage of sites that were performing better than others.
7. Campaign evaluation using pre- and post-surveys to determine public awareness and attitudes toward pedestrian and bicycle safety and to measure change in awareness, attitudes, and driving behavior.

An additional goal was to develop a program that can be easily replicated by other localities that want to decrease pedestrian and bicycle injuries and fatalities.

“STEEL VS. FLESH, IT’S NO CONTEST”

Fall 2007

“Steel vs. Flesh, It’s No Contest” was the theme for the Fall 2007 campaign, reminding both pedestrians and drivers of the risks and dangers of poor behavior on the roads. It worked because it addressed anyone on the roads – walkers, runners, cyclists and drivers – and reminded them, if they act in a negligent or careless manner, or behave competitively on the road, pedestrians will pay the ultimate price. The theme ran as a headline on most media placements and as a tagline for radio spots, TV messages, brochures, and anywhere else the campaign was seen or heard.

Press Event

The campaign’s press event was held at the Montgomery County Police Public Safety Training Academy on November 7, 2007. The campaign and event were widely covered in the Spanish-language media. Coverage highlights included the following:

- Generated a conservative estimate of 829,208 media impressions
- Hispanic media coverage included *El Tiempo Latino*, *The Washington Hispanic*, *El Pregonero*, Radio America and Univision
- At least nine TV placements throughout the Washington, D.C. market

- Print coverage included an article in the *Washington Post*
- Radio coverage included the WAMU and WMAL

Radio Messages

The radio campaign ran in conjunction with enforcement efforts, for three weeks from November 1 - 22, 2007. Along with concentrated broadcast efforts focusing on afternoon/evening rush hours from Wednesdays through Sundays, the Fall campaign also ran spots in the morning, midday, evening and during the day on weekends to increase reach for the message. Radio spots were recorded in both English and Spanish versions and provided frequency for the message. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. The campaign was designed to reach predominantly men 18-49. There were 542 spots that ran, adding up to 10,103,000 total impressions, a net reach of 1,099,142 or 47 percent and a frequency of 9.4.

Note: Total impressions are the total number of times a message was heard or seen in a given schedule. Reach is the percentage of different people reached in a given schedule and Frequency is the average number of times a person is exposed to a radio spot during the schedule.

Transit Messages

The campaign targeted pedestrians and drivers with a variety of messages in transit shelters and on bus sides. The "Steel vs. Flesh: It's No Contest" message was used in transit shelters in key locations along corridors with a high incidence of pedestrian injuries and fatalities. Pedestrians, cyclists and drivers were pinpointed with 129 bus sides of Metro buses that were concentrated on routes in high-risk areas for pedestrian accidents. There were 95 paid placements and 34 bonus units given to the campaign. In addition, 450 interior bus cards ran to reach bus riders. Bus side messages on 25 Fairfax Connector buses provided additional outdoor exposure in Fairfax County. Transit shelters carried the message in 20 total shelters, gaining 289,800 total impressions for the campaign. Six shelter messages reached audiences in Hispanic neighborhoods. Altogether, there were 25,992,895 total impressions for transit media.

Internet Messages

The message was also delivered through the web, as the overall populations of the Washington area, particularly the 18-49 male, are frequent Internet users. Video ads* and banner ads ran on a variety of websites with the Advertising.com network. Placement was geographically targeted to reach only people who live in the metro Washington, DC area. Sites included aol.com; myspace.com; facebook.com; PGA.com; people.com; movietickets.com; stuffmagazine.com; maximonline.com; about.com; and cardomain.com. The total impressions via the Internet were 5,263,158 during the course of the campaign.

*Video ad: When a website visitor selects a video such as a news story to view, the ad plays while the video is being loaded. Viewers cannot opt-out of viewing the ad as it is part of the entire video selection.

Print/Online Coverage included the following:

- "Dr. G's Tips" - *The Washington Post*
- "Una Campaña Regional Busca Evitar La Muerte De Peatones Y Ciclistas En Las Carreteras Metropolitanas" - *El Tiempo Latino*
- "Para Prevenir Fatalidades Entre Peatones" - *Washington Hispanic*

TV Broadcast Coverage

Audience estimates and media values are calculated by our monitoring service, based on Nielson ratings. This calculation can only be generated if stations release their data. (Note: Coverage is not available for all broadcast that attended)

Additional Outreach

The campaign also took advantage of other forms of message distribution by offering additional materials to communities throughout the region for use by schools, law enforcement, radio stations and other public service agencies. Two thousand posters and 270,000 handouts were created promoting safety tips for pedestrians, drivers and bicyclists and were distributed throughout the region. Posters and handouts were produced in both English and Spanish.

“CROSS LIKE YOUR LIFE DEPENDS ON IT”

Spring 2008

For the Spring 2008 Street Smart campaign, the theme for outdoor media and Internet was “Cross Like Your Life Depends On It,” which emphasized to pedestrians the importance of following the basic rules of crossing streets and the importance of paying attention to vehicles. In conjunction with the outdoor media and Internet, radio ads ran targeting drivers with the message “Drive Like Their Life Depends On It.” This campaign successfully got its point across because it stressed the importance – to both drivers and pedestrians – of paying careful attention to traffic rules, as well as to each other.

Press Event

The campaign’s press event was held at Baileys Crossing Shopping Center in Fairfax County on March 7, 2008. The event was highly successful. It was attended by multiple print and broadcast media outlets and has garnered more than seven million estimated impressions. Coverage highlights include the following:

- Print/Online: Notable coverage included five *Washington Post* articles and an article in the *Washington Examiner*. The event generated nine articles with a combined circulation of over 5 million readers
- Broadcast: Coverage on all area affiliates totaling more than 45 broadcast hits and 2.3 million viewer impressions
- Radio: Coverage by WTOP and WAMU
- Hispanic Media: Coverage included broadcast (Univision), radio (Radio America) and print (El Pregonero)

Radio Messages

The radio campaign ran in conjunction with enforcement efforts, for three weeks from March 10 - 30, 2008. Along with concentrated broadcast efforts focusing on afternoon/evening rush hours from Wednesdays through Sundays, the Spring campaign also ran spots in the morning, midday, evening and during the day on weekends to increase reach for the message. Like the Fall 2007 campaign, radio spots were recorded in both English and Spanish versions and provided frequency for the message. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. The campaign was designed to reach predominantly men 18-49. There were a total of 560 spots that ran, adding up to 3,992,000 total impressions. Total net reach was 11,672,000. Reach was 51.5 percent and frequency was 9.7.

Transit Messages

Like the Fall 2007 campaign, the Spring 2008 campaign targeted pedestrians and drivers with a mix of messages in transit shelters and on bus sides and mobile billboards. An additional message telling bus riders to “Be Alert Around Buses” along with safety tips was combined with the “Cross Like Your Life Depends On It” message targeting pedestrians in key locations along corridors with a high incidence of pedestrian injuries and fatalities. Pedestrians, cyclists and drivers were also targeted with 125 bus sides of Metro buses (including 25 “ultra” bus sides that are twice the size of a regular bus side ad) that were concentrated on routes in high-risk areas for pedestrian accidents.

In addition, 500 interior bus cards ran to target bus riders. Bus side messages on 25 Fairfax Connector buses provided additional outdoor exposure in Fairfax County. In addition, a mobile billboard was used to provide exposure in key target areas. The huge size (10 feet by 22 feet) of the billboard made it difficult to miss. Transit shelters carried the message in 20 total shelters, gaining 283,400 total impressions for the campaign. Ten shelter messages reached audiences in Hispanic neighborhoods. Altogether, there were 60,370,023 total impressions for transit media.

Internet Messages

Pedestrians, drivers and bicyclists were further targeted with internet advertising. The message was delivered through the web, as the overall population of the Washington area, and particularly the 18-49 male demographic, are frequent Internet users. Video ads* and banner ads ran on a variety of websites through Advertising.com and Wtopnews.com, to provide added local exposure during the mid-day in-office time period. Placement was geographically targeted to reach only people who live in the metro Washington, DC area. Sites included: aol.com; myspace.com; facebook.com; PGA.com; people.com; movietickets.com; stuffmagazine.com; maximonline.com; about.com; and cardomain.com. There were 4,856,121 total impressions via the Internet over the course of the campaign.

*Video ad: When a website visitor selects a video such as a news story to view, the ad plays while the video is being loaded. Viewers cannot opt-out of viewing the ad as it is part of the entire video selection.

Print

During the Spring 2008 campaign, half page ads ran in two local newspapers. Eight total insertions (two per week) ran in *The Washington Post Express* and four total insertions (one per week) ran in the *El Tiempo Latino*. There were 2,653,896 total impressions for print.

Additional Outreach

The 2008 Spring campaign also took advantage of other forms of message distribution by distributing materials to communities throughout the region for use by schools, law enforcement, radio stations and other public services agencies. A total of 2,250 posters were used to increase exposure. Posters were created in English and Spanish. 100,000 handouts were created emphasizing the importance of crossing the street safely and giving tips to pedestrians, drivers and bikers. The handouts were produced in English, Spanish, Chinese, Vietnamese, Korean, and Amharic.

Added and Earned Media for Both Campaigns

The Fall 2007 and Spring 2008 campaigns generated outstanding local and national media coverage and public visibility. Launched events gained initial media attention and informed the public about increased law enforcement activities throughout Virginia, Maryland and the DC Metro area. It is estimated that coverage for the events generated more than eight million media impressions.

With a public safety campaign such as Street Smart, news and media outlets often donate to the cause. For the Fall 2007 and Spring 2008 campaigns' media efforts, 950 extra interior bus cards were donated, as well as 59 extra bus sides and additional radio spots.

Total Added and Earned Media Message Value was approximately \$372,885.00
Earned Broadcast, Print and Online Value was approximately \$164,330
Added Media Value was approximately \$208,555

(Note: Earned media value total is derived by calculating the cost of advertisements of like size and duration in the covering media outlets multiplied by 1.875 to reflect the additional value of news versus ads.)

Added Media Value

Every radio station that Street Smart ran spots on gave free spots and/or free mentions or announcer-read spots for the campaign – resulting in a large amount of free coverage. Along with paid media, the campaign realized significant added value with:

- Radio stations highlighted the Street Smart message and handed out brochures at events and movie premiers
- The message aired as public service announcements
- Law enforcement spokespersons appeared on public affairs shows when possible to deliver the message
- Banner ads ran on station websites that linked to the Street Smart web page.

The campaign realized more than \$165,705 in radio spots that ran for free along with the paid media. Outdoor media vendors also contributed to the campaign by supplying additional transit shelters, interior bus cards and media on the exterior of buses. The campaign realized more than \$37,000 in outdoor media that ran for free along with the paid outdoor media.

More than Eight Million Media Impressions

The Fall 2007 and Spring 2008 campaigns earned an estimated 8,289,742 media impressions, with at least 45 broadcast hits, and at least nine print and online articles. Total media impressions included the following:

- A conservative estimate of the television audience reached 2.3 million area viewers.
- A combined circulation of over 5 million area readers for print and online articles
- Print coverage included several articles in *The Washington Post* and *The Washington Examiner*
- Radio coverage included WTOP, WMAL and WAMU (NPR)
- Broadcast coverage included mentions on all area affiliates
- Hispanic media coverage included *El Tiempo*, *Latino*, *The Washington Hispanic*, *El Pregonero*, Univision (broadcast), and Radio America (radio)

The Street Smart Website - streetsmart.mwcog.org

The Street Smart website provides information, facts and safety tips for pedestrians, drivers and bicyclists. Visitors can read about the pedestrian safety problem and the Street Smart program. The site also acts as a portal to other web-based information, with a resources page that leads visitors to several other informational sites.

Enforcement

Nineteen state and local law enforcement organizations participated in the Fall 2007 and Spring 2008 Street Smart campaigns, up from 14 enforcement organizations during the Spring 2007 campaign. All of the law enforcement organizations implemented pedestrian and bicycle safety laws along with traffic laws, according to their state and local jurisdictions. Many efforts were concentrated at intersections and crosswalks with high pedestrian traffic flow and areas with high incidences of accidents. In order to promote law enforcement involvement and promote best practices, the National Capital Region Transportation Planning Board hosted a half-day seminar on June 23, 2008 focusing on pedestrian enforcement. Instructors from DDOT, DCMPD, and Arlington and Montgomery County police discussed their policies and practices with respect to pedestrian enforcement. Fifty law enforcement agents from around the Washington region attended. Each organization managed the Street Smart campaign in different ways. These included the following:

- Increasing enforcement efforts and bringing a visible presence to roads and problem areas, especially while the campaign is running
- Targeting specific behaviors including distracted driving, speeding, and slowing or stopping at crosswalks, and handing out citations for infractions to drivers, pedestrians and cyclists
- Conducting educational events and training, such as in crosswalk enforcement
- Usage of posters in high traffic areas and distributing them in schools
- Distributing handouts along with citations at various events. These promoted safety tips for pedestrians, drivers and bicyclists. Some of these were created in English, Spanish, Korean, Chinese, Vietnamese and Amharic

More than 5,666 citations and 1,254 warnings were issued to motorists, pedestrians and bicyclists in Alexandria, Arlington County, Fairfax County, Montgomery County and the District of Columbia during the Fall and Spring campaigns.

Source of Funding: 402 Pedestrian/Bicycle Safety
Amount: \$286,793

MOTORCYCLE

411 - Info You Can LIVE With

In response to a sudden increase in motorcycle related crashes and fatalities, Motorcycle 411-Info You Can LIVE With was established. When evaluating the fatal crashes, it was determined that many of them were due to some motorcycle driver error that was from inexperience and lack of training. The program was developed in an effort to reinforce the training that is needed to safely operate a motorcycle. It consisted of several new print pieces that address the general motorcycle training classes that are currently in each DMV Customer Service Center as well as a new "How to Become a Motorcycle Safety Training Instructor" brochure that is being distributed throughout the motorcycle community.

It was also recognized that Law Enforcement would benefit from having all pertinent motorcycle laws in an encapsulated version that listed code sections to make it easier to enforce laws while out on patrol. In response to this, a "summons book" card was developed that could be placed in an officer's summons book for easy reference when needed. An original printing of 10,000 has been distributed to law enforcement throughout the state, and is currently being modified and will be reprinted for further distribution. DMV also identified all the registered owners of motorcycles in Virginia that were not showing the "M" classification on their driver license. Approximately 36,000 letters were sent informing them of the requirements of operating a motorcycle in Virginia.

A paid media campaign also accompanied this effort to further spread the benefits to taking the motorcycle safety training classes. This campaign consisted of television/cable and radio advertising. Three spots were used for this campaign: one that appealed to the "sport bikers", one that appealed to the "cruiser bikers" and one from the Governor that spoke to the issue of vehicle driver safety around motorcyclists. These spots were rotated and reflected the demographics of the region in which they were run. Additionally, each media outlet that was purchased was also asked to run a web banner of the Motorcycle 411 logo with a "click thru" to the motorcycle safety page of the Highway Safety Office's website. Approximately 90% of all the stations complied with this request. A total of 3,226 tv/cable and radio spots aired over a 14 day period at the end of June. As a result of this effort, classes around the state experienced an increase in enrollment and motorcycle related fatalities have decreased by 49 percent as of November 15, 2008.

Source of Funding: Paid Media Budget:
Amount: \$132,226.80

APPROVAL

The Virginia Department of Motor Vehicles is pleased to present the **2008 Highway Safety Annual Report**. This Report provides an extensive overview of Virginia's Highway Safety Programs, its responsibilities, its varied activities, its interaction and cooperation with other state agencies, non-profit organizations, and the media to improve the safety for those sharing our roadways.

I hope you will find that this publication will serve as a useful tool that successfully markets Virginia's many accomplishments during FY 2008.

David Mitchell
Coordinator for Highway Safety
Commonwealth of Virginia

Date