



# 2024 VIRGINIA

HIGHWAY SAFETY ANNUAL REPORT



## Annual Report Fiscal Year 2024

Virginia Department of Motor Vehicles

Virginia Highway Safety Office  
2300 West Broad Street  
Richmond, Virginia 23220



## Table of Contents

Commissioner’s Message .....	4
Mission Statement.....	6
Delegation of Authority .....	7
Overview of the Highway Safety Office.....	8
Demographics of Virginia .....	9
Highway Safety Executive Staff.....	10
Highway Safety Office Staff Organizational Chart .....	11
Evidence-Based Traffic Safety Enforcement Program .....	12
Data Collection and Information .....	21
Core Outcome Performance Measures Fatalities, Rural/Urban Fatalities/VMT* .....	22
Serious Injuries .....	22
Occupant Protection Program .....	26
Impaired Driving Program.....	43
Speed Program .....	52
Motorcycle Safety Program .....	55
Drivers Aged 20 or Younger Involved in Fatal Crashes .....	61
Pedestrian Safety Program .....	65
Bicycle Safety Program Area .....	69
Public Participation and Engagement (PPE) Planning Triennial HSP Information and Annual Report Activity Update (Cities of Newport News and Williamsburg) .....	74
Seat Belt Use Rate – Observed Seat Belt Use Survey.....	93
Core Activity Performance Measures Virginia Grant Funded Citation Efforts (Core Activity Measures A-1, A-2 and A-3) .....	97
Traffic Records Program.....	98
Drugged Driver Fatalities .....	103

<b>Distracted Driver Fatalities.....</b>	<b>106</b>
<b>Planning and Administration (P&amp;A).....</b>	<b>108</b>
<b>Driver Education Program (DE) .....</b>	<b>109</b>
<b>Community Traffic Safety Program (CP) .....</b>	<b>111</b>
<b>Police Traffic Services Program (PT) .....</b>	<b>114</b>
<b>Roadway Safety Program (RS).....</b>	<b>116</b>
<b>Roadside Deaths Prevention.....</b>	<b>119</b>
<b>Highway Safety Program Communications Plan .....</b>	<b>120</b>
<b>Virginia’s Financial Summary – Expenditures FFY2024 .....</b>	<b>130</b>
<b>Appendix .....</b>	<b>146</b>
Seat Belt Use Rate – Observed Seat Belt Use Survey .....	146
Virginia’s Self-Reported Perceptions of and Actions Involving Targeted Safe-Driving Behaviors.....	149
Legislative Update .....	151
Traffic Safety Partners .....	152

## Commissioner's Message

As the Governor's Highway Safety Representative—and as a driver, pedestrian, motorcyclist and bicyclist—I've seen firsthand how small, seemingly harmless decisions behind the wheel can have devastating consequences. Choosing not to buckle up, driving distracted or exceeding the speed limit may feel insignificant in the moment, but those choices contributed to more than 900 preventable deaths in Virginia last year.

These are not just statistics; they are parents, children, friends, and neighbors—lives tragically cut short. It's a sobering reminder that safety is everyone's responsibility, and every decision we make on the road matters.

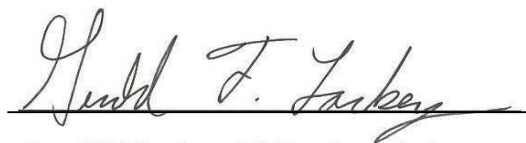
To tackle these challenges, we developed a data-driven strategy with five pillars focused on pedestrian and motorcycle safety, as well as the prevention of speeding, drunk driving and distracted driving. These strategies have fueled powerful marketing campaigns, forged strategic partnerships and inspired our team to implement innovative, nimble tactics. This work is driven by one clear goal: to change the dangerous behaviors that cause crashes and claim lives.

Our collective efforts—alongside those of our partners—are making a difference, and you'll see the highlights of that work below. But no campaign or program can succeed without you. We need your commitment. Every time you get behind the wheel, make the choice to drive safely. Buckle up, stay focused, follow the speed limit and never drive impaired.

Together, we can create a culture of safety on Virginia's roads and ensure every journey ends in a safe arrival. Let's chart a course for a safer, brighter future for all Virginians.

### FY2024 Highlights:

- **Strategic Safety Initiatives:** Launched a data-driven strategy with five pillars to guide tactics in pedestrian and motorcycle safety, and the prevention of speeding, drunk driving and distracted driving.
- **Doubled Reach:** Launched three innovative marketing campaigns, driving over 300 million impressions and enhancing proven outreach initiatives, culminating in a fiscal year total of 663.7 million impressions—more than double the previous year's results.
- **Drive Sober or Get Pulled Over:** Collaborated with the Washington Regional Alcohol Program (WRAP) and Governor Glenn Youngkin to achieve 100 million impressions—double the previous year—garner extensive media coverage and drive a 20% increase in enforcement outcomes, resulting in over 34,000 arrests, citations and warnings.
- **Teen Engagement:** Reached more than 330,000 teens through impactful programs, such as Youth of Virginia Speak Out About Traffic Safety (YOVASO), Virginia Driver Education and Traffic Safety, Project IMPACT, Conner Gweedo Memorial Foundation, Christopher King Foundation, Drive Safe Hampton Roads, DRIVE SMART Virginia and Chesterfield SAFE.
- **Federal Support:** Allocated \$7,890,671 in federal grants to local law enforcement and \$1,390,000 to Virginia State Police for targeted enforcement initiatives.
- **Community Collaboration Impact:** Engaged with 30,000+ Virginians through events like Coffee with a Cop, National Night Out and school programs, strengthening local law enforcement collaboration.

A handwritten signature in black ink, reading "Gerald F. Lackey", written over a horizontal line.

Gerald F. Lackey, Ph.D., Commissioner  
Virginia Department of Motor Vehicles  
Governor's Highway Safety Representative  
Commonwealth of Virginia



## Mission Statement

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

This mission will be accomplished by:

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

## **Delegation of Authority**

The Code of Virginia, Section 46.2-222, gives written enabling authority for highway safety and the responsibility to carry out assigned state highway safety office functions to the Virginia Department of Motor Vehicles (DMV).



## Overview of the Highway Safety Office

The Department of Motor Vehicles' Highway Safety Office (DMV/VAHSO) is responsible for awarding and distributing federal highway safety funds, providing data analysis to identify traffic safety problems, using that data analysis to identify data-driven solutions and implementing highway safety programs throughout the state. The DMV/VAHSO continues to implement a comprehensive, sustainable highway safety program to effectively address the problems of traffic crashes, injuries and fatalities.

As vehicular travel and population continue to increase, highway safety initiatives that focus on localities and roadways throughout the Commonwealth are critical to the achievement of the goals set at the federal and state levels. These goals focus on changing driver behavior regarding highway safety to reduce crashes, injuries and fatalities on a statewide basis. Virginia's Highway Safety Office staff systematically analyzes highway safety problems and corrective strategies. As decisions are made regarding this funding, assessments are made to ensure that prospective projects and activities are data-driven and will make a meaningful contribution to traffic safety by assisting the Commonwealth to achieve its safety goals. Additionally, Virginia continuously reviews its plan to incorporate more comprehensive Safe System Approach initiatives.

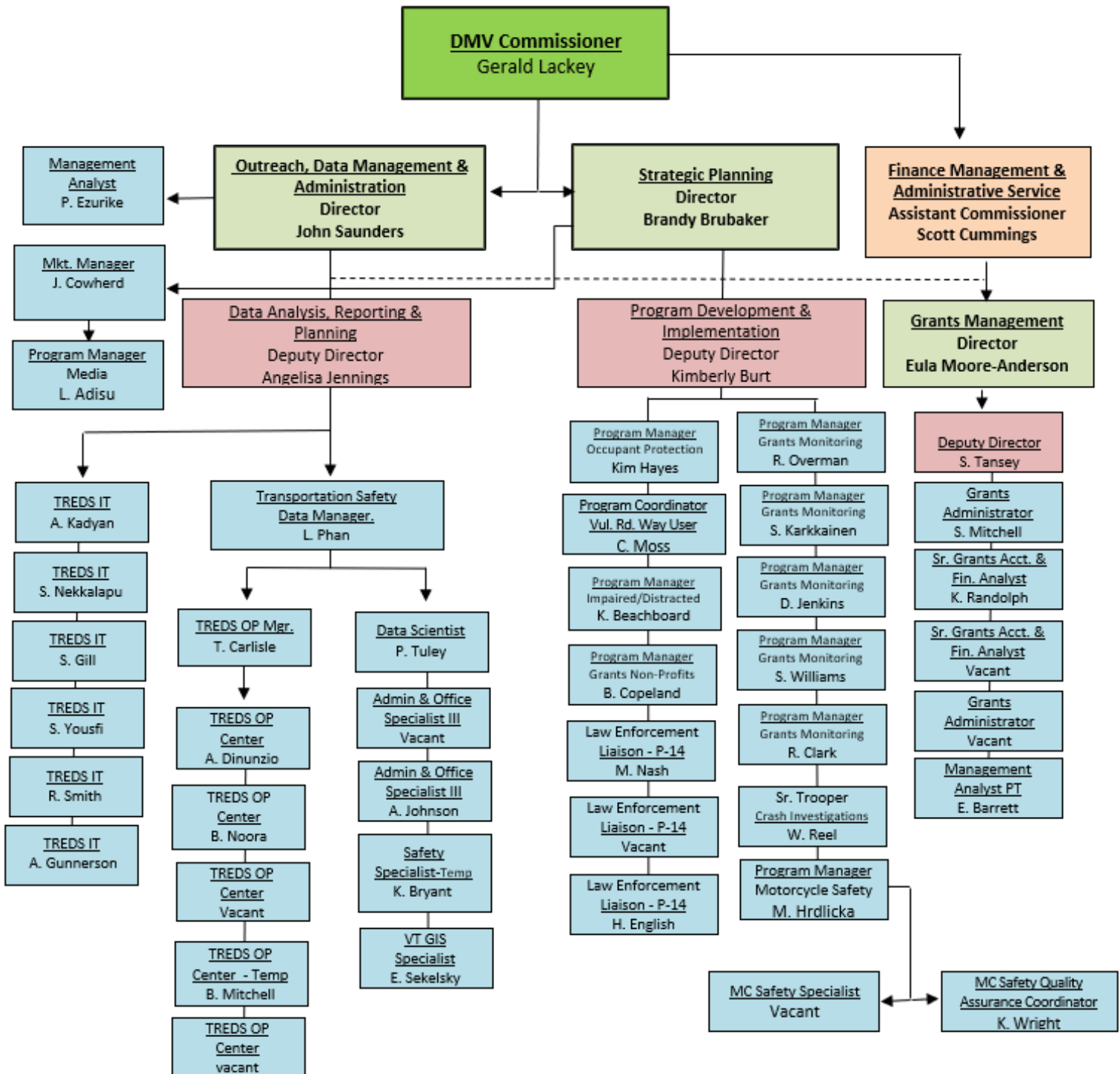
## Demographics of Virginia

Virginia is comprised of 38 cities and 95 counties. The capital is located in the city of Richmond. The Commonwealth's total population is approximately 8.7 million. There were approximately 6.1 million licensed drivers and 8.6 million registered vehicles in 2024. Virginia has 74,553.93 miles of roadway. Virginia's law enforcement community consists of seven state police field divisions with 48 area offices and a Virginia State Police Headquarters with 2,118 state troopers. It also encompasses 123 city and county sheriff's offices and 242 police departments, which includes private, institutional and collegiate departments.

## Highway Safety Executive Staff

Governor's Highway Safety Representative	Gerald F. Lackey, Ph.D. DMV Commissioner
Governor's Highway Safety Office Director	John L. Saunders DMV Highway Safety Office
Governor's Highway Safety Office Director	Brandy Brubaker DMV Highway Safety Office
Location of Highway Safety Office	Virginia Department of Motor Vehicles 2300 West Broad Street Richmond, Virginia 23220 Phone (804) 367-6641

## Highway Safety Office Staff Organizational Chart



## Evidence-Based Traffic Safety Enforcement Program

A significant portion of Virginia's highway safety grant funds are awarded to law enforcement agencies each year through individual agency grants. The DMV/VAHSO has developed policies and procedures to ensure that enforcement resources are used efficiently and effectively to support the goals of the state's highway safety program. Virginia incorporates an evidence-based approach in its statewide enforcement program through the following components:

### Data-driven Problem Identification

The statewide problem identification process used in the development of the Triennial Highway Safety Plan (3HSP) demonstrates that the data analyses identify who is involved in crashes, as well as when, where and why crashes are occurring. Key results summarizing the identified problems are presented in the statewide and individual program area sections of the HSP.

All enforcement agencies receiving grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the identified highway safety issue must be included in the funding application submitted to the DMV/VAHSO, along with the proven strategies that will be implemented to address each specific problem. Additionally, the VAHSO provides law enforcement with interstate and locality-specific heat maps/data profiles which drill down to street-level problem identification. Based on the maps/data profile, law enforcement grant sub-recipients are required to identify in the grant agreement's Statement of Work and Special Conditions, the percent of selective enforcement activities to be conducted including the hours and days the selective enforcement activities are to be conducted.

Efforts also include the Community Policing Act (CPA) data collection repository project. This is an online system that uploads monthly traffic stop data reported by local and state law enforcement agencies. The CPA report data can be accessed via the CPA Open Data Portal.

### Implementation of Evidence-based Strategies

To ensure that enforcement resources are deployed effectively, law enforcement agencies are directed to implement evidence-based strategies using the data provided. The HSP narrative outlines Virginia's broad approach to address key problem enforcement areas and guides the local jurisdictions to examine local data and develop appropriate countermeasures using NHTSA's "Countermeasures That Work" and other proven methods for their problem areas. Examples of proven strategies include targeted enforcement focusing on specific violations, such as impaired driving, unrestrained fatalities and speeding or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. High visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is also required. These include:

1. Click It or Ticket (CIOT) Seat Belt Enforcement Campaign in late May (full mobilization)

2. Drive Sober or Get Pulled Over Impaired Driving Enforcement Campaign (August-December)
3. Drive Sober or Get Pulled Over Crackdown (Holiday Season)
4. CIOT Mini-Mobilization in late November

Several state-supported enforcement blitzes are also part of the evidence-based strategies. Multi-jurisdictional enforcement efforts are also encouraged and supported by the DMV/VAHSO. Strategies that use street-level data to identify high-crash locations have proven to be effective, providing a more efficient use of the available resources and thus enhancing the success of enforcement efforts.

Further details about specific enforcement efforts can be found in each of the program areas.

### **Community Collaboration Efforts in the Richmond Region**

In FY2024, the Richmond region actively participated in a wide range of community collaboration events, focusing on public safety, traffic safety and community engagement. Based on local traffic safety issues within their own jurisdictions, these initiatives were aimed at improving public awareness, reducing crashes and fostering stronger ties between law enforcement and the community.

Total: 26 agencies, 61 events with 9,399 contacts

#### **Types of Collaboration Events:**

- Coffee with a Cop, neighborhood HOA meetings and public safety town halls addressed local concerns such as speeding and crime prevention (Goochland Sheriff's Office, Chesterfield Police Department and South Hill Police Department).
- Citizen academies provided practical, hands-on training to understand law enforcement challenges (Hopewell Police Department).
- Festivals and public safety days offered opportunities for interaction and education (Farmville Town Police Department).
- Operation DISS-rupt targeted distracted driving, impaired driving, speeding and seat belt compliance (Virginia State Police).
- Youth programs using driving simulators and impaired goggles educated teens on safe driving habits (Louisa County Sheriff's Office).
- Activities such as Read Aloud Day and DUI/impaired driving with seniors at local high schools educated students about highway safety and responsible behavior (South Hill Police Department and Louisa Sheriff's Office).
- Events focusing on child seat safety and dirt bikes and scooters in residential areas addressing specific local concerns (Henrico Police Department, Farmville Town Police Department and Hopewell Police Department).

#### **Results from Events:**

- Louisa County Sheriff's Office reported a decline in crashes and fatalities, particularly among teen drivers.
- Operation DISS-rupt initiative reached thousands, spreading critical safety messages (Virginia State Police).
- Events fostered constructive dialogue, leading to enhanced law enforcement strategies, targeted patrols and collaboration with local organizations. For example, the Chesterfield



County Police Department worked with a local homeowners' association's leadership to bolster their social media outreach aimed at encouraging residents to reduce their speed. A speed trailer was set up in front of the community center and the roadway was designated as a targeted enforcement area by the Traffic Safety Section for ongoing monitoring. Additionally, on June 7, 2024, eight traffic team members conducted a focused initiative within the neighborhood. During the two-hour operation, they made 24 traffic stops and issued 35 summonses, mainly for speeding violations.

- Positive responses from teens and schools highlighted the effectiveness of youth-focused initiatives in promoting safer driving (Louisa County Sheriff's Office and Goochland County Sheriff's Office).

The collaboration efforts in FY2024 successfully strengthened the connection between the community and law enforcement, while addressing important safety concerns. This proactive approach has established a solid foundation for ongoing improvements in public safety and fostering trust within the community.

### **Community Collaboration Efforts in the Fairfax Region**

Fairfax Region local law enforcement agencies conducted 24 community collaborative events reaching an estimated 4,900 individuals. Events focused on improving awareness of selected local traffic safety issues utilizing the who, what, where and why methodology. The education and collaboration themes were selected with a goal of educating the community about traffic safety while improving and fostering relationships with law enforcement. Feedback was collected where appropriate and utilized for planning future events and enforcement.

Total: 12 agencies, 24 events with 4,900 contacts

The different types of events included Coffee with a Cop, National Night Out (NNO), St. Patrick's Day and Halloween SoberRide outreach events, community events at the Sheriff's Office, child safety seat check events, Chickahominy Area Triad's Spring Fling, Juneteenth Celebration, Touch a Truck and various county fair events. The following are some of the highlights of the activities conducted:

- The Manassas City Police Department hosted Engage-Educate-Empower (E3) events at local schools and major community events, including the Railway Festival, Elderly Care Event, Annual Salvadoran Festival, African American Heritage Festival and Manassas Latino Festival. In response to a rise in teen crashes, E3 focused on teen drivers with topics like tips for parents of new drivers, car insurance for new drivers, the move-over law, bad weather driving safety reminders and the dangers of distracted driving. Presentations were in English with Spanish interpretation, reflecting the city's diverse, Spanish-speaking population. Feedback was gathered to assess community impact, social media considerations and guide future event topics.
- Stafford County Sheriff's Office conducted three community meetings/ traffic safety classes at their office headquarters. Presentations shared the crash and enforcement statistics from the previous three years with an emphasis on juvenile and fatal crashes. Stafford County's Traffic Safety Unit gave a presentation on correct child safety seat use and overall crash investigation information. Each presentation was followed with a survey with questions focusing on opinions and behavior surrounding speeding and texting while driving. The data was utilized to implement increased proactive traffic enforcement on county roadways.
- Arlington County Police Department conducted SoberRide outreach events during St. Patrick's Day and Halloween. Events were designed to bring awareness to the dangers of

drunk driving and importance of finding safe rides home. Additional emphasis was placed on seat belt and traffic safety. Participants were surveyed about the most dangerous intersections in Arlington County and were presented with trivia questions on speeding and alcohol-related crashes. The feedback received from volunteer participants was used to identify future traffic enforcement activities.

- New Kent County Sheriff's Office conducted three free child safety checks events in cooperation with Henrico County Police and Virginia Safe Kids. Data collected from high call volumes for service and crash data involving unbuckled occupants were utilized in planning the events. Feedback and data on how many child safety seats arrived properly installed were collected during the events. Relevant data was also forwarded to Virginia Department of Health. Ongoing support for the occupant protection initiatives were provided by the school resource officers who created a back-to-school video and seat belt checks at the high school with gift cards to local restaurants as an award for seat belt use.

Overall, the collaborative events in FY2024 created a successful foundation to expand during FY2025 and beyond, fostering relationships to strengthen traffic safety education initiatives between law enforcement agencies and local communities.

### **Community Collaboration Efforts in the Hampton Roads Region**

In FY2024, the Hampton Roads region actively participated in a wide range of community collaboration events, focusing on public safety, traffic safety and community engagement. Identifying local events to present on safety issues within each jurisdiction created friendly environments aimed at offering an open dialogue to improve upon public awareness, reducing crashes and fostering stronger ties between law enforcement and the community.

Total: 26 agencies, 124 events with 6,548 contacts

#### **Types of Collaboration Events:**

- Events like Coffee with a Cop, neighborhood meetings and public safety meetings addressed local groups including seniors with concerns such as speeding and school crosswalks (Charles City County Sheriff's Office, Chincoteague Police Department, Norfolk Police Department and Williamsburg Police Department).
- Citizen academies provided practical, hands-on training to understand law enforcement challenges (ODU Police Department).
- Festivals, National Night Out and health fairs offered opportunities for interaction and education (Accomack County, Mathews County Sheriff's Office and Onley Police Department).
- Youth programs used driver's education and impaired driving presentations to educate teens on safe driving habits (James City County Police Department).

#### **Results from Events:**

- Events fostered constructive dialogue, leading to enhance law enforcement strategies, targeted patrols and collaboration with local organizations. Positive responses from teen and senior groups highlight the need for community collaboration to promote safe driving.

The collaboration efforts in FY2024 successfully strengthened the connection between the community law enforcement, while tackling a variety of safety concerns shared by members of the communities. This proactive approach assists to establish foundational forums to improve public safety and trust within the communities.

## Community Collaboration Efforts in the Roanoke Region

In FY2024, the Roanoke region participated in a variety of community collaboration events, focusing on public safety, traffic safety and community engagement. Based on local identified traffic safety issues within problems identified within their own jurisdictions, these initiatives were aimed at improving public awareness, reducing crashes and fostering stronger ties between law enforcement and the community.

Total: 22 agencies, with an unrecorded number of events and contacts

### Types of Collaboration Events:

- Events like Coffee with a Cop, Cone with a Cop, Popcorn with a Cop, neighborhood/community meetings, Traffic Safety Presentations at local schools and public safety town halls addressed local concerns such as speeding and crime prevention.
- Citizen academies provided practical, hands-on training to understand law enforcement challenges (Roanoke City and Roanoke County Police Department).
- Festivals and public safety days offered opportunities for interaction and education.
- Youth programs using safety presentations and varied driving simulators to educate teens on safe driving habits (Roanoke County Police Department).

### Results from Events:

- Events fostered constructive dialogue, leading to enhanced law enforcement strategies, targeted patrols and collaboration with local organizations.
- Positive responses from teens and schools highlighted the effectiveness of youth-focused initiatives in promoting safer driving.

The collaboration efforts in FY2024 strengthened the relationship between the community and law enforcement. This proactive approach has led to continued improvements in public safety and maintaining trust within the communities they serve.

## Community Collaboration Efforts in the Staunton Region

The Staunton region conducted numerous community collaboration efforts in FY2024. These efforts focused on fostering community engagement, addressing safety concerns, and promoting public awareness through diverse events and initiatives.

Total: 28 agencies, 70 events with 15,111 contacts

### Types of Collaboration Events

- Night to Shine, Coffee with a Cop, Popcorn with a Cop, National Night Out, Neighborhood Watch meetings, HOA Meetings, Bottled Water Drive, Artic Dip, Kids Matter Day, Bike Safety Rodeo, Touch a Truck, Special Olympics Torch Run, public safety town halls and Downtown Mall and Fire Department events addressed crime prevention and local safety concerns (Berryville Town Police Department, Warren County Sheriff's Office, Winchester City Police Department and Nelson County Sheriff's Office).

- Drug Enforcement Administration Drug Take Back, Glow Run, Youth of Virginia Speak Out About Traffic Safety (YOVASO) and Youth Alcohol and Drug Abuse Prevention Program (YADAAP) displays, safety material distribution and seat belt awareness programs.
- Culpeper Fiesta, Festivals, Easter Egg Hunts, Back-to-School drives, Pack the Patrol Car, Culpeper Comic-Con, Shamrocks on Kelly Street, Ubuntu African Festival and the County Fair (Culpeper Town Police Department and Fluvanna County Sheriff's Office).
- D.A.R.E Basketball Game, First Responder Kickball, 9/11 ceremonies, events for hurricane victims, Baptist Church Health Fair, Salute to Virginia Ribbon Cutting, Living the Dream 5K and Community Walk (Culpeper Town Police Department).
- Launched "Wednesdays with Westfall", an online traffic safety series recognized internationally. Covering critical safety topics (e.g., speeding seat belt laws) using humor and visual aids (Harrisonburg Police Department).
- Collaborated with local organizations (Page Alliance for Community Action, Local Triad) to distribute DMV safety materials and actively engage with the community (Page County Sheriff's Office).

#### Results from Events

- Strengthened community-law enforcement relationships.
- Enhanced public awareness of safety topics (e.g., seat belt use, distracted driving).
- Positive community feedback for proactive engagement and educational outreach.
- Covert speed measurement devices validated traffic safety issues, resulting in follow-up patrols and community updates.
- Distributed educational materials on seat belt usage, impaired driving, pedestrian safety, distracted driving and child restraint laws, resulting in increased awareness.
- The events drew participants from a wide range of ages and created opportunities for open discussions about community concerns and interests.

These comprehensive efforts highlight the region's ongoing desire to build trust and strengthen their bond with the communities they serve, while targeted initiatives help to effectively address the community's concerns.

#### Community Collaboration Efforts in the Bristol Region

Total: 9 agencies, 26 events with 4,579 contacts

#### Types of Collaboration Events

- Mock crash staged at the high school to educate teen drivers (Abingdon Town Police Department).
- National Night Out (Abingdon Town Police Department, Grayson County Sheriff's Office and Hillsville Town Police Department)
- Back to School Bash and Career Day at Elementary Schools (Lebanon Town Police Department)
- Public Safety Event hosted by Walmart (Marion Town Police Department)

- Agricultural Fair, Free Car Seat and fitting station supported by Ballard Health, Easter Egg Hunt, Shop with a Cop, Hands Across the Border (Patrick County Sheriff's Office and Scott County Sheriff's Office)
- Battle of the Badges (Washington County Sheriff's Office)
- Easter at the Breaks Park, Kid's Fishing Day at Flannagan Dam & Marina, Shining Stars Prom, Kiwanis "Splash into Summer" event, sponsors of July Fourth kid's games at the local splashpad, Behavioral Health/Prevention program "Virginia Rules Camp", "Hootin' in the Holler" festival in Clintwood, Dickenson County Fair, Community Helpers/First Responders Day, Fall Festival at the Heritage Hall Nursing Home and "Pioneer Days" festival in Clintwood (Dickenson County Sheriff's Office).

#### Results from Events:

- Consistently received positive feedback for engagement and rapport-building efforts.
- Distributed educational materials on traffic safety, distracted driving, and other public safety issues, leading to awareness improvements.
- Events attracted a wide age range and provided opportunities for open dialogue on community concerns and interests.
- The data obtained from citizens has contributed to the development of a rotating list that dictates the placement of speed display and data collecting signs.
- This combination of active engagement and targeted initiatives has strengthened relationships between local authorities and the communities they serve.

### Continuous Monitoring

Continuous monitoring of enforcement program implementation is another important element of DMV/VAHSO's highway safety program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow up on programs funded by DMV/VAHSO. Law enforcement agencies receiving grant funding are required to report on the progress of their programs in their quarterly activity reports. These reports must include data on the activities conducted, such as the times worked, and the number of citations reported under the specific grant funded program. Funding decisions for subsequent years are based on the effectiveness of the implementation and the performance of the enforcement project. Enforcement grants are monitored throughout the year by the DMV/VAHSO's Field Program Managers. These Program Managers and associated Law Enforcement Liaisons (LELs) maintain contact with enforcement agencies through meetings, conferences, grant monitoring sessions, emails, phone calls and press events.

### Risk Assessments

Each sub-recipient who applies for highway safety funding is evaluated to determine their level of risk. The risk assessment, which is a part of the overall grant application evaluation process, is based on a variety of factors. Past performance on grant projects is considered, to include timeliness, accuracy and completeness of monitoring reports and reimbursement vouchers, maintenance of records, adherence to the Statement of Work and Special Conditions of the grant agreement and grant task performance. For selective enforcement grants, this includes citations and/or contacts per hour, types of violations written and relevance to the grant type or

mobilization emphasis and relevant use of purchased equipment. Current agency conditions are considered, including the size of the agency, the number of traffic officers included, current levels of critical equipment and leadership support for highway safety efforts. Quantitative information is included in an evaluation spreadsheet prepared by Program Managers who monitor the grant projects. These individuals meet as a group in intensive sessions to review all applications, share quantitative and qualitative information, discuss their recommendations based on the risk assessment and develop consensus recommendations for funding in the upcoming HSP. Agencies deemed to be high risk for poor performance may: be (1) identified for close monitoring with clear performance goals for the remainder of the current grant cycle, with their next grant award dependent upon that performance; (2) have their grant awards reduced; and/or (3) have their applications denied.

## **Data Collection and Information for Strategic Highway Safety Plan (HSP) Development**

The DMV/VAHSO partnered with the Virginia Department of Transportation (VDOT) to collaborate with a multitude of interested organizations in the development of Virginia's Strategic Highway Safety Plan 2022-2026 (SHSP). As a key partner on the SHSP Executive Committee, DMV/VAHSO oversees and monitors the inclusion of HSP safety program areas and statewide crash data used to measure performance targets. The two lead agencies, along with their safety partners, continue to meet on a quarterly basis to provide updates.

The DMV/VAHSO provided VDOT comprehensive data from its Fatality Analysis and Reporting System (FARS) and Traffic Records Electronic Data System (TREDS) which were used in the development of the SHSP. Additionally, data from VDOT's Roadway Network System (RNS) was also incorporated with crash data and included in the SHSP.

DMV/VAHSO also coordinated with VDOT on three targets that must be identical in the HSP, HSIP and SHSP. A five-year rolling average was used to set these three targets for FY2024:

- Fatalities: 966.6
- Fatalities/Vehicle Miles Traveled (VMT): 1.180
- Serious Injuries: 7,121.2

To review the full 2022-2026 plan, visit [www.virginiadot.org/info/hwysafetyplan.asp](http://www.virginiadot.org/info/hwysafetyplan.asp).



## Core Outcome Performance Measures

### Fatalities, Rural/Urban Fatalities/VMT\* Serious Injuries

**Measure C-1 Fatalities:** Reduce total fatalities to 966.6 by 2024.

**Outcome:** Virginia is on track to achieve its target of 966.6. Virginia's 5-year average of fatalities was 930.6. This is 53 fewer fatalities as compared to the target.

**Measure C-2 Serious Injuries:** Reduce serious traffic injuries to 7,121.2 by 2024.

**Outcome:** Virginia is not on track to achieve its target of 7,121.2. Virginia's 5-year average of serious injuries was 7,208.0. This is 86.8 more serious injuries as compared to the target.

**Measure: C-3a Fatalities/VMT:** Reduce fatalities per 100M Vehicle Miles Traveled (VMT) to 1.18 by 2024.

**Outcome:** Virginia is on track to achieve its target of 1.18. Virginia's 5-year average of fatality rate was 1.13. This is 0.05 less in fatality rate as compared to the target.

**Measure: C-3b Rural Fatalities/VMT:** Reduce rural fatalities per 100M VMT from 1.68 to 1.58 by 2024.

**Outcome:** Virginia is not on track to achieve its target of 1.58. Virginia's 5-year average rural fatalities rate was 1.77. This is 0.19 more in rural fatality rate as compared to the target.

**Measure: C-3c: Urban Fatalities/VMT:** Reduce urban fatalities per 100M VMT from 0.95 to 0.92 by 2024.

**Outcome:** Virginia is on track to achieve its target of 0.92. Virginia's 5-year average urban fatality rate was 0.79 as compared to the target. This is 0.13 less in urban fatality rate as compared to the target.

#### Assessment of State's Progress:

Virginia achieved its target of fatalities (966.6), fatalities per VMT (1.18) and urban fatalities/VMT (0.79). Virginia did not achieve its target of serious injuries of 7,121.2 and rural fatalities/VMT of 1.58.

#### Challenges Virginia Will Address Moving Forward:

- Competing priorities within law enforcement agencies have limited the capacity of law enforcement to implement traffic safety initiatives.
- The increase of electronics in vehicles, such as cell phones and navigation, creates more distractions for the driver.
- Alcohol-related fatalities increased on roads in rural areas.
- Based on crash/fatality data, drivers are continuing to speed on roadways.

## Strategies and Accomplishments:

1. Expand communications, education and outreach efforts by collaborating with community-based organizations in underserved communities where the data shows low seat belt use, injuries, speed, road and land conditions or alcohol use is a contributing factor in young driver fatalities and serious injuries. (CTW Chapter 2 Sections 3.2 and 6.1).

### **STATUS: ACHIEVED**

- Youth of Virginia Speak Out About Traffic Safety (YOVASO), administered by the Virginia State Police (VSP), engages, educates, and empowers youth to influence a safe driving culture through leadership development and innovative outreach programs. YOVASO had participation from 69 rural underserved schools and 19 urban underserved schools with a reach of 70,692 students. Outreach activities were conducted in the City of Richmond (6), Loudoun County (3) and Prince William County (8), which were among the top jurisdictions for young driver involved fatalities.
  - In FY2024 DRIVE SMART Virginia's Community and Workplace grant reached 7,420 underserved young drivers at school and community events. Outreach activities were conducted in City of Richmond (reach – 1,900), Fairfax County (reach – 500), and Pittsylvania County (reach – 750), which were among the top jurisdictions for young driver involved fatalities.
  - In FY2024 DRIVE SMART Virginia's Community and Workplace grant reached 7,420 underserved young drivers at school and community events. Outreach activities were conducted in City of Richmond (reach – 1,900), Fairfax County (reach – 500), and Pittsylvania County (reach – 750), which were among the top jurisdictions for young driver involved fatalities.

2. Implement a statewide DUI Checkpoint Strike Force/Drive Sober or Get Pulled Over (DSOGPO) 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 and to support the national mobilization during August 2024-September 2024. (CTW, Chapter 1, Section 5.2).

### **STATUS: ACHIEVED**

- Drive Sober or Get Pulled Over (DSOGPO) is a statewide DUI prevention paid advertising campaign operated by the Washington Regional Alcohol Program (WRAP). The national DSOGPO campaign advertisement coincides with increased high visibility enforcement mobilization from Labor Day through New Year's Eve, following NHTSA's guidelines to decrease drunk driving.
- In FY2024, WRAP reached over 93M impressions with two media flights, one that ran through the winter holiday season 2023 and the second that ran from August to Labor Day 2024.

3. Conduct a motorcycle safety media campaign focused on data trends and areas of the Commonwealth where data reflects the greatest need based on the fatality data. (CTW, Chapter 5, Sections 4.1 and 4.2)

### **STATUS: ACHIEVED**

- For the FY2024 motorcycle safety media campaign, new creatives were developed to encourage motorcycle riders to attain formal training through the Virginia Rider Training Program. The geographical locations for the campaign included Virginia Beach, Fairfax

County, Spotsylvania County, Prince William County, Chesapeake City and Norfolk City. The campaign had more than 101.9 million impressions, adding 97.4 million impressions from the previous year. Streaming video, radio, TV, digital and outdoor media (GSTV) were utilized.

- For the FY2024 Motorcycle Safety media campaign, new creatives were developed to encourage motorcycle riders to attain formal training through the Virginia Rider Training Program. The geographical locations for the campaign included Virginia Beach, Fairfax County, Spotsylvania County, Prince William County, Chesapeake City and Norfolk City. The campaign had more than 101.9 million impressions, adding 97.4 million impressions from the previous year. Streaming video, radio, TV, digital and outdoor media (GSTV) was utilized.

4. Continue to implement programs to address the young driver and occupant protection problem, engage youth in peer-to-peer educational programs designed to change knowledge and beliefs, modify attitudes, teach new skills and facilitate buy-in and support for Virginia's graduated driver's license and traffic laws. (CTW Chapter 6) (Education and Outreach)

**STATUS: ACHIEVED**

- Virginia Commonwealth University (VCU) Health's Project IMPACT (Impacting Minors Perception and Attitudes Concerning Trauma) strives to reduce and prevent unintentional injuries through a student-targeted injury and violence prevention program that provides education and awareness about the realities of trauma. A collaborative multidisciplinary team presents information about high-risk behaviors associated with trauma and describe their respective roles in trauma response. Students engage in trauma simulations and mock scenarios. Local fire and EMS demonstrate a vehicle extrication. Students participate in a panel discussion with a team of medical providers, law enforcement officers, and first responders. During FY2024, Project IMPACT held 54 events which reached 6,344 students.
- During FY2024, through Department of Education (DOE), 110,000 45-hour Parent/Teen Driving Guides were distributed to drivers under the age of 19 and parents to help parents and teens navigate the new responsibilities associated with driving. 7,100 guides were distributed by Prince William County Public Schools' Partners for Safe Teen Driving (PFSTD), and 102,900 were printed and distributed throughout Virginia using the DMV Highway Safety Grant.

5. Conduct a minimum of two selective enforcement activities (CTW, Chapter 8, Sections 3.1, 4.1, 4.2, 4.3, 4.4).

**STATUS: ACHIEVED**

- The Northern Virginia's Street Smart fall and spring pedestrian and bicyclist safety campaigns were supported by law enforcement in Arlington County, Alexandria County, Fairfax County, Occoquan Town and Prince William County with pedestrian/bicycle selective enforcement grant-funded activities during FY2024. When combined these agencies utilized 391 overtime hours and issued a reported total of 963 summons to include 16 pedestrians, 17 bicycle, 149 speeding, 58 seat belt and 77 hands-free violations.

6. Increase the number of new partnerships that will provide education and outreach to underserved communities.

**STATUS: ACHIEVED**

- DMV/VAHSO maintains comprehensive list of partners with which it shares important campaign updates and social media content. In FY2024, several new partners were added to the email distribution list including the Shenandoah National Park, Conner Gweedo Memorial Foundation, Christopher King Foundation, Stafford County Fire & Rescue, Lower King and Queen County Volunteer Fire Department, Essex County Emergency Medical Services, Rappahannock County Fire & Rescue, Shenandoah County Fire & Rescue, Cannabis Control Authority and Hampton Roads Hepcat Honeys.

**Future Adjustments to Achieve HSP Target:**

- Development and implementation of a Rural Road strategy that will focus on safer people, safer vehicles, safer roads, safer speeds and post-crash care.
- Continue to collaborate with our partners to allocate more resources and targeted messaging to rural and urban jurisdictions identified as priorities.
- Expand law enforcement community collaboration efforts in rural communities.
- Expand outreach efforts to rural communities' local businesses, schools, Fire/EMS and faith-based organizations to garner new partners and projects and to increase the visibility of the highway safety message to change behavior.
- Expand educational efforts to change high risk driver behavior.
- Continue with conducting a statistical process control analysis, identifying key problem areas and key causative factors to develop strategies and goals that will work to decrease crashes, fatalities and injuries on our roadways. There will be ongoing monitoring of data to measure the impact and status of reaching our goals.

## Occupant Protection Program (Core Outcome Measure C-4)

### Overview of Programs, Projects and Activities Funded

While Virginia's seat belt law is secondary, our occupant protection program's primary purpose is to increase the use of seat belts to reduce fatalities and injuries. The program uses enforcement and education initiatives to increase the public's awareness of the lifesaving benefits of correct and consistent seat belt and child safety seat use.

Occupant Protection (OP) is a key focus area in the DMV/VAHSO HSP and Occupant Protection Plan (OPP). These plans include recommendations from the March 2023 OP Assessment. Additionally, innovative strategies and funding assist efforts to increase overall seat belt use – particularly at night, on rural roadways, and among pickup truck and work van drivers – and decrease unrestrained fatalities during the most critical time periods and locations.

Programs that address OP include statewide traffic enforcement, enforcement training, Click It or Ticket (CIOT) mobilizations, child passenger safety education and programs, public information campaigns and OP program evaluation.

### Specific examples approved for the FY2024 grant year include:

- Carilion Medical Center's seat distribution for safe hospital discharge and community outreach
- DRIVE SMART Virginia's OP public education and awareness campaign through social media and the workplace
- Ballad Health's child passenger safety resources throughout Southwest Virginia
- Drive Safe Hampton Roads' Get It Together High School Seat Belt Challenge in high schools
- Virginia Department of Health (VDH) Low Income Safety Seat Distribution
- Youth of Virginia Speak Out About Traffic Safety (YOVASO) Statewide Drive for Change, Buckle Up and Slow Down Campaign

Occupant Protection Expenditures	
402 Funds	405b Funds
\$3,820,484	\$543,152

### Unrestrained Fatalities Performance Measure:

**Measure C-4:** Reduce unrestrained passenger vehicle occupant fatalities, all seating positions, from 375 to 332 by 2024.

**Outcome:** Virginia is on track to achieve its target as the annual actual result (320 in 2024) is lower than the target of 332.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2024. Results show that Virginia's unrestrained fatalities were 320 or 12 less unrestrained fatalities as compared to the target.

### Challenges Virginia Will Address Moving Forward:

- Virginia is still a secondary law enforcement state for seat belt use for 18 years and over.
- Virginia has implemented legislative changes in primary laws for probable cause for a traffic stop, making it more difficult to identify seat belt violations.
- Law enforcement staffing shortages along with competing priorities have impacted law enforcement agencies' ability to conduct traffic safety stops and safety initiatives.
- Based on our seat belt focus group conducted in 2022, males aged 18-34 indicate that they are not buckling up because of the following reasons:
  - It takes too much time to put on a seat belt.
  - Seat belts are uncomfortable to wear.
  - They are driving a short distance and to a destination that they are familiar with.
  - They are confident in their driving skills and won't buckle up when they are behind the wheel.

Occupant Protection Program Areas	Countermeasures
Education & Outreach	CTW 2.3.2
Selective Enforcement – Occupant Protection	CTW 2.2.1 & 2.3.1
Child Passenger Safety Program	CTW 2.6.2 & 2.7.2
NHTSA Recommended Survey & Mandated Assessment	NHTSA Uniform Guidelines 20 Part VII

## Strategies and Accomplishments

### Education and Outreach

1. Expand DMV and nonprofit OP public education and driver awareness through sustained messaging efforts outside of CIOT May and November campaigns utilizing social media, the workplace and other events. (Outreach)

#### **STATUS: ACHIEVED**

- DMV/VAHSO aired media spots titled “Ding. Ding – Buckle Your Seat Belt” and “Safe Driving is Something We Can All Live With – Buckle Up” outside of our November 2023 CIOT and May 2024 CIOT campaigns to provide a sustained message on seat belt use.
- DRIVE SMART Virginia (DSV), Drive Safe Hampton Roads (DSHR), Youth of Virginia Speak Out About Traffic Safety (YOVASO) and Eastern Virginia Medical School (EVM) are a few examples of partner organizations that provide sustained messaging for OP.
  - Their utilization of websites, social media sites and written material are continually available to our focus audience.
  - They provide updated and meaningful educational information and tools online. This includes a Love Clicks/Occupant Protection online toolkit from

DSV and “Drive for Change, Buckle Up and Slow Down” campaigns from YOVASO.

- Reach:
    - 105 interactive events focused on seat belt usage, distracted driving, the physics of a crash, and speed reached a total of 20,197 students.
    - 170 students/adult advisors trained as Traffic Safety Advocates during Summer Leadership Retreat (included multiple hands-on activities and presentations on occupant protection safety).
    - Social media reach includes 80.4K impressions on Facebook, 58.4K impressions on Instagram and 8.2K impressions on X (formerly Twitter).
  - Youth of Virginia Speak Out About Traffic Safety (YOVASO) Campaigns:
    - The Fall 2023 “Drive for Change, Buckle Up and Slow Down” campaign reached 64,730 students.
    - The Winter 2023 “Jingle Your Way to a Safe Holiday” social media campaign reached 86,800 through social media.
    - The Spring 2024 “Arrive Alive: Slow Down, Buckle Up, No Distractions” campaign reached over 52,584 students.
  - DRIVE SMART Virginia (DSV)
    - DSV distributed 33,008 educational materials during FY2024. The toolkit webpage received 2,205 page views during the grant year.
    - DSV added 50 new partners, listed under the Virginia Partners for Safe Driving.
    - The DSV social media platform reach increased by 13%. DSV participated in 125 community and workplace events in FY2024, reaching over 89,400 people.
2. Conduct at least 40 community events and activities with Virginia’s low-income population, areas of need to include underserved communities with information through Virginia’s Child Passenger Safety and Education Campaign by September 2024. (2023 CTW Chapter 3)
- STATUS: ACHIEVED**
- Through partnerships with Carilion Health, the Virginia Department of Health (VDH) and Ballad Health, Virginia has exceeded its goal of conducting 40 community outreach events in low-income areas, conducted 83 events.
  - Carilion Health contributed 13 car seat checks, including one held at a local library, and two community education events in low-income neighborhoods.
  - Ballad Health and VDH collectively participated in 70 outreach events, safety checkpoints and other activities to support economically disadvantaged communities.
3. DMV in collaboration with nonprofits to provide OP public education and teen driver awareness efforts through social media, workplace outreach and other community events. One specific example is the “Local Heroes” seat belt media campaign which focuses on delivering a targeted seat belt safety message to specific areas identified through data analysis and the seat belt use rate. (Education and Outreach)



**STATUS: ACHIEVED**

- DMV/VAHSO continued the “Local Heroes” campaign to increase seat belt usage statewide. For FY24, “Local Heroes” was a statewide campaign, using scenery throughout the state as the backdrop and highlights local first responders to include EMS.
  - The video message was delivered through cable, radio, digital and social media for a reach of 48.3 million impressions. DMV issued a “Local Heroes” news release and posted the videos on the agency’s owned social media outlets. In addition, Cox Norfolk’s Living 757 produced three, four-minute interviews to air in their news program.
  - DMV/VAHSO continued outreach with teen driver awareness through the YOVASO “Drive for Change” campaign and DSHR’s Get it Together High School Seat Belt Challenge.
    - These are the results for the Fall 2023, statewide “Drive for Change, Buckle Up and Slow Down” campaign (September 11 through November 30):
      - 74 schools/youth groups participated.
      - Over 64,730 students reached through school/youth group programs.
      - Over 300 educational programs completed by participating schools/youth groups.
      - 56,610 educational materials distributed.
      - 4.88% overall average increase in seat belt use from pre-campaign to post- campaign among participating schools.
  - For FY2024, DSHR’s Get it Together High School Seat Belt Challenge had 19 schools participating. The schools conducted over 162 activities and reached approximately 29,000 students. The pre-program belt use for the 2023-2024 program had an average pre-program belt use at 81.14%. The post-survey had an average seat belt use rate was 88% after the program.
4. Continue to implement programs to address the young driver and occupant protection problem, engage youth in peer-to-peer educational programs designed to change knowledge and beliefs, modify attitudes, teach new skills and facilitate buy-in and support for Virginia’s Graduated Driver License and traffic laws. (CTW Chapter 6) (Education and Outreach)

**STATUS: ACHIEVED**

- During FY2024, VCU Health’s Project IMPACT strove to reduce and prevent unintentional injuries through a student-targeted injury and violence prevention program that provides education and awareness about the realities of trauma.
  - A collaborative multidisciplinary team presented information about high-risk behaviors associated with trauma and describes their respective roles in trauma response. Students engaged in trauma simulations and mock scenarios. Local fire and EMS demonstrated a vehicle extrication. Students participated in a panel discussion with a team of medical providers, law enforcement officers, and first responders.
  - Throughout FY2024, Project IMPACT organized a total of 54 events, which reached 6,344 students.
  - Project IMPACT reached 3,679 people through social media.
  - During FY2024, Project IMPACT successfully reached out to underserved communities through a combination of fieldwork, school visits, presentations, and partnerships with DMV organizations including

YOVASO and DSV. Additionally, they worked with community partners and high schools across the state, specifically targeting regions with significant needs.

- The Project IMPACT initiative involved conducting fieldwork to establish partnerships and provide programming information to middle school principals and school directors.

5. Develop educational messaging designed to change knowledge and beliefs, modify attitudes, and teach new skills to Virginia's areas of need and underserved communities' population. (Education and Outreach)

**STATUS: ACHIEVED**

- "The Safe Driving is Something We All Can Live With" series of videos were distributed to partners and media outlets. The seat belt video emphasized the importance of buckling up by utilizing a skydiving scenario.
- The "Ding. Ding" campaign delivered 203.2 million impressions through gas station TV, terrestrial and radio traffic sponsorships, streaming, location-based mobile video, Facebook and Instagram.
- DRIVE SMART Virginia (DSV) also contributed to this objective's success:
  - DSV had 285 orders for occupant protection materials and shipped 33,088 materials to 285 different locations across Virginia during the grant year.
  - The toolkit webpage received 2,205 page views during the grant year.
  - DSV added 74 new partners, listed under the Virginia Partners for Safe Driving.
  - DSV was featured in at least 17 news stories discussing traffic safety this grant year.
  - DSV participated in 125 community and workplace events in FY2024, reaching over 96,000 people. During these events, staff shared all traffic safety messaging.

6. Continue the distribution of the DMV/VAHSO partner email communications providing data and available educational resources two times a fiscal year to our highway safety partners. (CTW Chapter 6) (Education and Outreach)

**STATUS: ACHIEVED**

- Virginia Highway Safety Office's partner emails continued throughout FY2024. Highlights include upcoming campaigns, data and available resources that can be used to educate our communities to change behavior. The partner emails are sent to all highway safety partners at least once a month.

7. Conduct Officer Belt Use Program to promote and provide resources to law enforcement agencies to promote seat belt use among its own officers to establish good safety habits and to serve as an example of safe driving habits in the community. (CTW Chapter 6) (Outreach)

**STATUS: ACHIEVED**

- The Virginia Association of Chiefs of Police (VACP) continues to promote their "Model Safety Belt Use Policy" on their Smart Safe and Sober website. This

policy reminds officers to always wear their seat belts and to set a positive example for other motorists.

8. Incorporate the Occupant Protection (OP) Technical Assistance Assessment recommendations now and in the future. The NHTSA OP Technical Assistance Team project will assist in the implementation of two assessment recommendations including outreach and education. (CTW Other Strategies for Behavior Change- Communication Strategies for Low-Belt-Use Groups)

- Develop and implement a minority outreach program using relevant Virginia-based minority organizations.
- Develop relationships with the Safety Officers of the military bases in Virginia.

**STATUS: PARTIALLY ACHIEVED**

- Minority Outreach – A minority outreach program was not fully developed during FY2024. However, state and nonprofit sub-recipients continue to include outreach into the minority communities in their grant-funded educational materials and outreach. During FY2024 we partnered with one of Virginia's Historically Black Colleges and Universities (HBCU), Norfolk State University, to provide safe driving outreach. Our partner Drive Smart Virginia (DSV) has also partnered with Virginia Union University, another HBCU, in FY2024. As we continue to work to ensure our messaging is reaching all communities, we are developing partnership opportunities to work with Virginia Partners in Prayer and Prevention through the Virginia Department of Health's Office of Health Equality. Law enforcement agencies will continue to integrate more highway safety messages on their social media platforms and websites. Business partners will also help educate the community on buckling up. DMV/VAHSO will reach out to other State Highway Safety Offices (SHSO) to develop best practices in reaching minority populations.
- Military Bases – During FY2024 we didn't have the opportunity to present at the military safety standdowns as we did in the previous grant year due to scheduling conflicts. However, Naval Air Station Oceana and Dam Neck Annex in Virginia Beach continue to be on our partner email distribution list. We will be looking for opportunities to add a presence with Military bases.

9. To continue to recruit new and effective partners to include state agencies, nonprofits, and higher education that will work to increase our seat belt use rate and decrease our unrestrained fatalities.

**STATUS: ACHIEVED**

- During FY2024 there were 14 state, nonprofit, and higher education partners with projects focused on educating on seat belt use.
- Contacts have been established with the Virginia Department of Emergency Medical Services, several Naval bases and campuses of higher education to distribute highway safety messaging throughout the year.

### **Selective Enforcement – Occupant Protection**

10. Implement a statewide, high-visibility seat belt enforcement campaign with a supporting media campaign to educate the public on the importance of using seat belts. This

campaign will support the NHTSA national mobilization. The enforcement mobilization will have particular emphasis on data-driven high-risk locations for two weeks in May 2024 and two weeks in November 2023, (CTW Chapter 2-2.1 High Visibility Enforcement) (CTW Chapter 2-3.1 Communications and Outreach)

**STATUS: ACHIEVED**

- The CIOT enforcement mobilization had an emphasis on high-risk locations for two weeks in November 2023 and two weeks in May 2024.
- The November 2023 CIOT enforcement mobilization included participation by 103 local law enforcement agencies and Virginia State Police (VSP) and resulted in 364 seat belt violations and 57 child restraint violations.
- The May 2024 CIOT enforcement mobilization included participation by 140 law enforcement agencies and VSP and resulted in 1,422 seat belt violations and 324 child restraint violations.

11. Cover 85% of Virginia's population with law enforcement participating in the CIOT Campaign by June 2024. (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)

**STATUS: ACHIEVED**

- Approximately 140 local law enforcement agencies and VSP participated in the CIOT mobilizations, covering over 90% of Virginia's population with law enforcement efforts. The percent of coverage is based on population of locations and the total population of the Commonwealth.

12. Conduct a minimum of 100 occupant protection selective enforcement activities between local agencies and VSP. (CTW Chapter 2-2.3) (High Visibility Enforcement)

**STATUS: ACHIEVED**

- Local and state police conducted more than 12,833 selective patrols and 301 checkpoints for approximately 13,134 OP selective enforcement activities.
- Collectively through local law enforcement and VSP, more than 4,522 seat belt citations were issued, and more than 845 child passenger safety citations were issued.

13. Combine selective enforcement of seat belt laws with enforcement of alcohol-related laws during nighttime hours (CTW Chapter 2-2.2) (High Visibility Enforcement)

**STATUS: ACHIEVED**

- Law enforcement agencies were strongly encouraged and/or required to combine seat belt enforcement with speed and DUI enforcement during grant-funded selective enforcement activities during nighttime hours throughout the grant year.
- For FY2024, there were 87 alcohol-related grants, and during that time, there were 1,768 summonses issued for seat belt law violations.
- In FY2024, Virginia participated in NHTSA Region 3 Operation Crash Reduction. 17 participating law enforcement agencies made 651 arrests or citations.

14. Promote to law enforcement the Traffic Occupant Protection Strategies (TOPS) workshop. (CTW Chapter 3.1, 3.2) (Education and Training)

**STATUS: ACHIEVED**

- In August 2024, we informed law enforcement agencies that our office is actively offering Traffic Occupant Protection Strategies (TOPS) training to promote seat belt use and reduce unrestrained fatalities. Once the NHTSA/TSI 2025 dates for the free online TOPS training are available, we will share them with law enforcement agencies.

**Child Passenger Safety Program**

15. Coordinate and/or assist with at least five NHTSA Standardized Child Passenger Safety Technician (CPST) Certification Courses, four Child Passenger Technician Refresher Courses, one Renewal Course and two Child Passenger Safety Special Needs Certification Courses. CPST courses will focus on areas of need.  
(Education and Training)

**STATUS: NEARLY ACHIEVED**

- 12 NHTSA Standardized Child Passenger Safety Technician (CPST) Certification Courses were conducted, certifying 115 new technicians in the state.
- Six Child Passenger Technician Refresher courses were conducted with 20 participants passing.
- Six Renewal courses were conducted with 20 renewals.
- There were no Child Passenger Safety Special Needs Certification Courses conducted due to scheduling issues.

16. Continue the number of safety seats inspected at 12,000; 7,000 safety seats will be inspected through safety seat check stations, and 2,100 safety seats will be inspected at 27 one-day check events (CTW Chapter 3)

**STATUS: PARTIALLY ACHIEVED**

- The goal of 12,000 should reflect 9,100. This is the total of seats checked at safety seat check stations and at one-day check events.
- A total of 4,131 safety seats were inspected across 97 safety seat events and the safety seat check stations. These events were conducted by our partners, including VDH, Ballad Health, Children's Hospital of the King's Daughters (CHKD), Carilion Health and Saving Prince William's Littles.
- Saving Prince William's Littles utilized language translation services at four of their one-day safety seat events.
- The decrease in the number of safety seats inspected through Virginia Department of Health (VDH) safety seat check stations and events is attributed to a decline in public requests compared to previous years, as well as reduced availability of Virginia-certified Child Passenger Safety Technicians.

17. Provide statewide access to child safety seats through the Low-Income Safety Seat Distribution Program (LISSDEP) that will provide child safety seats to parents/guardians who are eligible, especially in areas of need underserved communities. (CTW Chapter 3)

**STATUS: ACHIEVED**

- LISSDEP is managed by VDH. Income guidelines dictate eligibility for families to receive these seats. Parents/caregivers are required to attend a one-hour training session on basic installation and correct use of safety seats. The main funding source for the purchase of these seats comes from the fines paid through the tickets issued for child safety seat violations.
- Forty virtual LISSDEP site technical assistance meetings were conducted and 11 LISSDEP in-person CPS Technical Training sessions were conducted for 57 new LISSDEP staff educators representing 129 LISSDEP distribution sites. Approximately 5,800 parents/caregivers were provided CPS information in FY2024
- 129 distribution sites statewide served low-income families. A total of 4,269 safety seats have been distributed for low-income families. Every seat issued by a LISSDEP site requires seat education and installation.

18. Offer Child Passenger Safety (CPS) programs to train and engage the workforce, ensuring that 20% of judicial organizations and 10 marginalized community organizations are included in the outreach efforts (CTW Seat Belt and Child Restraint Countermeasures- Employer-based Programs)

**STATUS: ACHIEVED**

- Community outreach through nonprofit organizations included DSV's occupant protection public education and awareness campaign as well as their community and workplace outreach.
  - Staff participated in 125 community and workplace events during the grant year, reaching over 96,000 people.
  - During the events, staff shared all traffic safety messaging to include child passenger safety. Publications included "Love Clicks" and "If You Buckle Up."
- Outreach was provided to underserved communities through the Drive Safe Hampton Roads' (DSHR) Get it Together High School Seat Belt Challenge in 19 area high schools which reached 29,000 students and the YOVASO "Drive for Change" campaign. Seventy-four schools/youth groups participated and over 64,730 students were reached through school/youth group programs.
- Through our Judicial Outreach Liaison (JOL), information on seat belt usage was provided in the Roundabout Traffic newsletter that the JOL sends out to the entire judicial system.
- Through VDH, LISSDEP child passenger safety education was provided through 48 LISSDEP distribution sites.
  - There were 40 virtual LISSDEP site technical assistance meetings conducted and eleven LISSDEP In-Person CPS Technical Training sessions conducted for 57 new LISSDEP staff educators. Approximately 5,800 parents/caregivers were provided CPS information in FY2024
  - 129 distribution sites statewide served low-income families, and 4,269 safety seats were distributed. Every seat issued by a LISSDEP site requires seat education and installation.



## NHTSA Recommended Survey & Mandated Assessment

19. Conduct statewide observational surveys pre- and post-mobilization throughout the state and throughout the year. (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)

**STATUS: ACHIEVED**

- Old Dominion University's (ODU) Research Foundation conducted an observational survey of seat belt use throughout the Commonwealth based upon methodology pre-approved by NHTSA. Virginia's 2024 seat belt use rate has not yet been finalized.
- All law enforcement agencies receiving federal highway safety grants were required to conduct pre- and post-mobilization observational surveys of seat belt use for the May 2024 Click It or Ticket (CIOT) campaign.
- DMV/VAHSO conducted a virtual meeting of stakeholders in all selected locations to provide data and resources for the upcoming survey and contacted each agency requesting an increase in highway safety messaging through social media, message boards and marquees.

20. Conduct pre- and post-mobilization observational surveys of seat belt use by July 2024 (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)

**STATUS: ACHIEVED**

- All grant-funded law enforcement agencies conducted pre- and post-campaign observational surveys of seat belt use for the May 2024 CIOT campaign. The self-reported pre- and post-surveys for May 2024 indicated a seat belt use rate of 80.0% and 82.2%, respectively. The survey was optional for the November 2023 CIOT campaign. The self-reported pre- and post-surveys for November 2023 indicated a seat belt use rate of 82.0% and 82.0%, respectively.

## High Visibility Enforcement and Media Campaigns

DMV/VAHSO continues its partnership with NHTSA for the Click It or Ticket (CIOT) campaigns that are designed to increase seat belt use among the highest unbelted population, 18 to 34-year-old males. As prescribed by NHTSA, and in conjunction with the CIOT campaigns operated across the nation, high visibility enforcement mobilizations supported by paid media campaigns were conducted.

### November 2023 and 2024 May CIOT campaign

- During the 2023 November campaign, 103 law enforcement agencies participated and reported pre- and post-survey seat belt use rates to DMV/VAHSO. Officers worked 279,373 regular hours and 16,269 overtime hours. They issued 13,108 citations, warnings, and arrests, including 364 seat belt violations, 57 child restraint citations and 4,149 speeding citations. The Thanksgiving holiday driving period, which includes some of the highest traffic volumes of the year and an increase in traffic fatalities. The November buckle up campaign had 16.8 million impressions.
- During the 2024 May campaign, 140 law enforcement agencies participated and reported pre- and post-survey seat belt use rates to VAHSO. Officers worked 280,098



regular hours and 118,358 overtime hours. They issued 68,178 citations, warnings and arrests, including 1,422 seat belt violations, 324 child restraint citations and 11,908 speeding citations. The 2024 May media campaign had 37.8 million impressions.

## November 2023 and May 2024 – CIOT Citation Results

Citation Type	Citations Written November 2023	Citations Written May 2024
Total Adult DUI/DUID Arrests:	185	525
Total Seat Belts Citations:	364	1,422
Total Child Restraint Citations:	57	324
Total Juveniles Cited for Underage Drinking Violations:	9	14
Total Juveniles Arrested for Zero Tolerance (DUI):	5	16
Total Stolen Vehicles Recovered:	95	163
Total Felony Arrests:	347	903
Total Weapons Seized:	89	221
Total Fugitives Apprehended:	186	138
Total Suspended / Revoked Licenses:	317	1,149
Total Reckless Driving Citations:	841	3,945
Total Uninsured Motorists:	163	738
Total Speeding Citations:	4,149	11,908
Total Drug Arrests:	135	274
Total Open Container Citations:	15	71
Total No Operators License:	495	2,018
Total Other Arrests, Citations and Warnings:	5,656	44,349
<b>Total Arrests, Citations and Warnings:</b>	<b>13,108</b>	<b>68,178</b>
Total Regular Hours Worked:	279,373	280,098
Total Overtime Hours Worked:	16,269	19,522

## **Occupant Protection and Occupant Protection for Children Program Committee**

The committee's strategic plan has three main goals: educate the public on the importance of using seat belts, conduct high visibility seat belt enforcement campaigns, and improve child occupant protection through education, outreach, and enforcement. Some of the participating organizations that make up the committee include Children's Hospital at VCU, Children's Hospital of the King's Daughters, Eastern Virginia Medical School, DSV, New Kent Sheriff's Office, VDH and DSHR.

### **Occupant Protection for Children**

Virginia law requires that children up to the age of seven must be secured in an approved child restraint device. Infants from birth to two years are required to use rear-facing child restraint devices, which must be securely installed in the back seat of most motor vehicles. Additionally, all occupants under the age of 18 must be properly restrained. These requirements are enforced as primary laws.

To promote child passenger safety, certified technicians and advocates travel provide education and hands-on assistance to parents and caregivers across the state, ensuring proper use and installation of child safety seats.

### **Low Income Program**

In FY2024, the LISSDEP was managed by the VDH. Income guidelines dictate eligibility for families to receive these seats. Parents/caregivers are required to attend a one-hour training session on basic installation and correct use of safety seats. The main funding source for the purchase of these seats comes from the fines paid through the tickets issued for child safety seat violations. The DMV augments these funds to support training for the distribution sites and creation and maintenance of safety seat check stations statewide.

- 40 virtual LISSDEP site technical assistance meetings were conducted and 11 LISSDEP in-person CPS Technical Training sessions were conducted for 57 new LISSDEP staff educators, representing 48 LISSDEP distribution sites.
- 129 distribution sites statewide served low-income families. 4,269 safety seats have been distributed for low-income families.

### **Child Passenger Safety Education**

Through VDH, 43 organizations have completed a Letter of Agreement to provide safety seat check services. These organizations represent 75 locations providing safety seat check services throughout the Commonwealth.

During this grant year:

- 3,934 safety seats were checked through Safety Seat Check Station operations.
- There are four sites registered in the electronic system with eight using an electronic checklist tool.
- 53 safety seat check events were held with 233 seats checked.
- 33,927 pieces of educational materials were distributed to the public.
- Approximately 1,506 calls to "1-800" line for child passenger related questions have been documented.
- 12 CPS technician certification classes were conducted, resulting in 126 new certified CPS technicians in the state.

- Six refresher classes were conducted with 20 participants.

### **Child Safety Seat Emergency Identification Sticker**

In FY2024, approximately 6,000 Child Safety Seat Emergency Identification Stickers were distributed. The sticker aids fire, rescue and law enforcement officers when encountering a crash so they can learn important personal and medical information about a child. The stickers continue to be distributed to hospitals, VDH fitting stations, VDH low-income seat program, fire and police departments and hospitals. In addition, the DMV/VAHSO receives numerous email and phone requests from the public for these stickers.

### **Child Passenger Safety Law Card**

In FY2024, approximately 6,500 Child Passenger Safety Law Cards were distributed through the DRIVE SMART store and the VAHSO.

The Child Passenger Safety Law Card is a guide to help explain the proper child seat selection and use based on the child's age, height, and weight, as well as the fit of the child seat in the vehicle. The card also includes a checklist of important items to ensure that the child restraint is properly installed. The card has been used by police, fire and other safety advocates at conferences, safety fairs and seat check events to keep parents and caregivers informed.

### **Child Passenger Safety Training (CPST)**

CPST is administered by the DMV/VAHSO Occupant Protection Coordinator, who is responsible for conducting the Standardized National CPST Certification Courses, NHTSA Renewal Training Courses, Technician Refresher Training Courses and CPS Special Needs Certification Courses.

- 12 CPST certification classes were conducted and resulted in 115 new certified child passenger safety technicians in the state.
- Six refresher classes were conducted with 20 participants passing.

## **Other Occupant Protection Educational & Outreach Projects**

### **Virginia Association of Chiefs of Police (VACP) Social Media Outreach**

The VACP maintains social media accounts for the Smart, Safe & Sober Partnership. The Smart, Safe & Sober accounts are used exclusively to share traffic safety campaign messaging as well as other news related to roadway safety and to amplify the posts of our traffic safety partners.

- For the Smart, Safe & Sober Facebook page, as of September 30, 2024, there are 589 followers.
- For the Smart, Safe & Sober, X (formerly Twitter) account, as of September 30, 2024, there are 1,764 followers.

## Virginia Highway Safety Committee

The VACP has a long-standing state highway safety committee comprised of local police chiefs and sheriffs and the Superintendent of VSP. The Committee did not hold an in-person meeting in 2024; however, the Committee maintains ongoing discussions about traffic safety issues and legislation via an email list serve, and members are routinely called upon to represent Virginia law enforcement interests in traffic safety.

- The Co-Chairs of the Virginia Highway Safety Committee are Retired Chief Howard Hall (Roanoke County) and Sheriff David R. Hines (Hanover County Sheriff's Office).
- The Committee assists in reviewing legislation and current traffic enforcement issues, particularly regarding the use of technology. Retired Chief John Keohane has been retained to serve as Traffic Safety Project Manager for the 2024-2025 grant to assist with planning training and conference events and coordinating with the Highway Safety Committee.

## Drive Safe Hampton Roads (DSHR) – Occupant Protection

- The mission of Drive Safe Hampton Roads is to increase seat belt use, improve roadway safety and reduce death and injury from vehicle crashes using initiatives that include educational programs, information sharing and partnerships with public and private sector organizations.
- There was an increase in the seat belt use rate among high school students participating in the Get It Together program. At final seat belt check, the average seat belt use rate was 88%, up from 81.1%, reaching an estimated 29,000 students.
- 339 unfit child safety seats were collected during the “Old, Used, Borrowed and Abused Child Safety Seat Round-Up.”
- Two CPST trainings were conducted resulting in the certification of 18 new technicians.
- There were 35,854 visits with 43,906 page views on the DSHR website.

## Children’s Hospital of the King’s Daughters (CHKD) – Occupant Protection

CHKD offers a child passenger safety program for children with special healthcare needs. This special program provides evaluations and loaner car seats to children with a variety of medical conditions. Specially trained physical and occupational therapists evaluate each patient and determine the appropriate seating solution that will work for the child, the caregivers and the family vehicle.

This program has facilitated CHKD’s ability to positively impact the safe transportation of children in the community. This year’s accomplishments included:

- Completed 16 CPS training courses for 75 CHKD staff members in the advocacy class, NICU class, and spica cast evaluations.
- Participated in one CPST training class.
- Completed 350 car seat evaluations.
- Distributed 157 standard car seats to identified families in need, either during an evaluation or through our distribution program.
- Conducted six seat checks at CHKD offices and offered appointments for families in their service area. Four of the six seat checks were in partnership with Hall Auto/Mile One businesses. CHKD continued to do one-on-one education when delivering or loaning special needs equipment.

### **Eastern Virginia Medical School (EVMS) – “Car Safety Now”:**

The EVMS; “Car Safety Now: Occupant Protection for Children and Teens” project addressed the risks experienced by children and teens in motor vehicles, this project focused on educational outreach and risk communication efforts to increase child and teen occupant protection. Specifically, the FY2024 “Car Safety Now” grant project focused on:

1. Working closely with a production firm to write, plan, produce and release a set of educational videos promoting extended rear-facing car seat use. The aim was to convey the rationale (safety benefits) behind the extended rear-facing recommendation and dispel barriers and myths common among parents (e.g., leg crowding).
  - Two videos were produced along with the translation of each into Spanish.
  - The videos are now live on YouTube and on the CarSafetyNow.org website.
2. Preparing necessary ancillary materials and updating the Car Safety Now website to properly showcase the new rear-facing car seat videos and support the increased emphasis on rear-facing communications.
  - The team collaborated with the web designer to create additional framework on the CarSafetyNow.org website to host the extended rear-facing messaging: a new page (Babies & Little Kids), as well as, embedding the videos (2 lengths in English and Spanish), new ancillary materials (an updated 4-stages flyer and the popular seven page car seat safety guide), and the new branding with Macon & Joan Brock Virginia Health Sciences at Old Dominion University.
3. Working with two partner organizations and hiring an advertising firm to promote project educational materials directly to parents and families. An ad buy played for a two-week period in September to include Child Passenger Safety Week.
  - The goal was to build awareness of Car Seat Safety within the local Designated Market Area (DMA) for Greater Hampton Roads.
  - A digital campaign included over-the-top streaming (OTT), video campaigns, targeted placement based on content, search advertising, and social media. The overall strategy of the digital campaign was to effectively reach the target audience (adults ages 25-49 with children ages 1-5) and drive traffic to the website to learn more about the program.
  - Top-delivering OTT providers delivered an 88% completion rate which exceeds the average benchmark of 70%. Google Pay-Per-Click for the brand campaign performed in line with industry averages. Impressions rose 25%.
4. Updating and managing a functional CarSafetyNow.org program website throughout the project.
  - The Teen driver safety campaign achieved significantly more impressions than last year and more clicks to the website. The display campaign followed last year’s results with a slight increase in click-through rate ending at 0.07% compared to 0.05% from last year.
  - Social media placements continued to perform well, matching industry benchmarks. In addition, the team shared resources through “Get It Together” (GIT/DSHR), VDH and other partners through the Occupant Protection workshop. The team maintains strong relationships with the Consortium for Infant and Child Health (CINCH) and Minus 9 to 5.
  - During the year, the Car Safety Now team continued development of ongoing social media reach to a wider/national audience with almost daily interactions

(250+ a quarter) with online safety partners particularly on X (formerly Twitter). In the grant year, EVMS had 15,672 users, 10,744 sessions, 52,678 views, 10,285 downloads, and 1,000+ social media posts/shares. The team developed DMV-approved messaging used on Facebook and X and continued to share and promote messaging from trusted safety partners both regionally and nationwide.

**Future Adjustments to HSP to Achieve Target:**

- Continue our direct efforts with the selected seat belt survey localities to increase outreach, law enforcement community collaboration, and messaging.
- Seek new partners/projects to include businesses, faith-based organizations and schools that can increase the messaging of the importance of seat belt use in all positions in the vehicle.
- Increase the messaging of seat belt use at child passenger safety seat events.
- Analyze the 2024 Seat Belt Usage Survey and identify areas of need to increase seat belt use.
- Revisit the Occupant Protection Assessment and the Occupant Protection Technical Assistance for recommendations to implement that will provide more opportunities to reach identified communities.
- Conduct a statistical process control analysis, identifying key problem areas to develop strategies and goals that will decrease unrestrained fatalities and serious injuries on our roadways. There will be ongoing monitoring of data to measure the impact and status of reaching our goals

## Impaired Driving Program (Core Outcome Measure C-5)

### Overview of Programs, Projects and Activities Funded

Virginia continues to address and implement effective statewide programs to reduce crashes, injuries and fatalities resulting from alcohol-impaired driving.

Actual evidence-based data is essential in identifying behavioral, demographic and geospatial characteristics of impaired driving to identify where the occurrence of this action is most prevalent and to help allocate program resources and funding. As such, instead of using NHTSA's alcohol-impaired driving data (which is an estimated number and not current), Virginia analyzes alcohol-related data which allows us to provide more detailed information to set strategies.

Virginia continued and enhanced its level of consistent enforcement, public information and education, licensing, intervention and prevention to reduce alcohol and drug-related crashes, injuries and fatalities statewide.

Alcohol Impaired Driving Expenditures	
405d Funds	154 Funds
\$4,713,937	\$4,540,634

### Alcohol Impaired Driving Fatalities Performance Measure:

**Measure:** Reduce alcohol impaired driving fatalities from 274 to 250 by 2024.

**Outcome:** Virginia is not on track to achieve its target as the annual actual result (274 in 2024) is higher than the target of 250.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2024. Results show that Virginia's alcohol impaired driving fatalities were 274 or 14 more alcohol impaired driving fatalities as compared to the target.

### Challenges Virginia Will Address Moving Forward:

- Legislation passed that reduced primary laws for probable cause for a traffic stop.
- Insufficient number of law enforcement officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE).
- The number of Standardized Field Sobriety Test (SFST) instructors decreased due to shifts in law enforcement priorities and loss of SFST instructors (i.e., separations of service, transfers and/or promotions).
- Law enforcement agencies continue to experience challenges with staff shortages.

Alcohol Impaired Program Areas	Countermeasures
Prevention, Intervention, Communications, and Outreach	CTW 1.5.2 & 4



Driving while intoxicated (DWI) Offender Treatment, Monitoring, and Control	CTW 1.4.2
Prosecution and Adjudication	CTW 1.3.1
Enforcement	CTW 1.2.1, 3, & 5

## Strategies and Accomplishments

### Prevention, Intervention, Communications, and Outreach

1. Conduct six statewide youth peer-to-peer educational programs to focus on zero tolerance as it relates to youth and illegal substances. (CTW Chapter 1, Section(s) 6-5, 7.3)

#### **STATUS: ACHIEVED**

- Virginia State Police – Youth of Virginia Speak Out About Traffic Safety (YOVASO) Winter/Holiday Safety campaign was held during December to encourage safe driving practices and prevent alcohol impaired/drugged driving and focus on Virginia’s zero tolerance law.
  - 20 schools participated in the program.
  - Traffic Safety activities, such as the 2023 “Jingle Your Way to a Safe Holiday” contest, kept students engaged and promoted the traffic safety message.
  - The contest received 50 submissions.
  - The campaign generated 63.8K impressions on Facebook and 23K impressions on Instagram. There were an additional 12.5K impressions on X (formerly Twitter).
- YOVASO’s Arrive Alive Spring/Summer Campaign is a call to action during high-risk spring/summer period, with a focus on proms, graduation, and summer break timeframes to deliver tips to prevent risky behaviors such as impaired driving, zero tolerance law, speeding and distracted driving.
  - 65 schools and youth groups participated in FY2024.
  - Estimated potential reach of 52,584 students based on participation.
  - YOVASO’s social media campaign had 97K impressions.
  - 41,478 educational materials were distributed.
  - During this campaign, there were live interviews with local TV stations discussing safe driving/celebration tips for teens.
- Mini traffic safety campaigns were led by YOVASO which included the Halloween Safety campaign.
  - 75 schools and youth groups participated in the Halloween Safety campaign.
  - Middle school campaigns were developed to help youth establish safe behaviors and attitudes prior to the driving years.
  - The focus of these campaigns centered around zero tolerance, passenger safety and passenger rights, pedestrian and bike safety.
- The Virginia Association of Driver Education and Traffic Safety’s (VADETS) “Choose Your Vibe – Arrive Alive” campaign promotes healthy, alcohol-free lifestyles and the avoidance of consequences to health and wellness, academic and career achievement that result from engaging in illegal underage drinking and impairing driving. This is a media campaign that is designed to reach parents and youth.

- The youth social media campaign had 2.3M impressions for the FY2024 campaign year. This exceeds the previous year by 1.1M. Radio and digital campaign had 4.7M impressions, exceeding the goal of 1M.
  - Virginia Commonwealth University Health's Project IMPACT (Impacting Minors Perception and Attitudes Concerning Trauma) held 54 events which reached 6,344 students.
  - 1,500 people attended Students Against Destructive Decisions' (SADD) activation events focusing on impaired driving prevention and safe driving habits.
2. Conduct at least two sports-related efforts to data-based high-risk populations. (CTW, Chapter 1, Sections(s) 2.1, 2.2, 2.3, 2.5, 5.2).

**STATUS: ACHIEVED**

- During FY2024, DRIVE SMART Virginia's (DSV) Who's Your Driver (WYD) and What's Your Game Plan (WYGP) programs reached over 12M people through sporting partnerships.
  - There were 4.5M people reached through social media impressions/views.
  - DSV reached 14K people by distributing materials to the community.
  - Sports partners included Richmond Raceway, Virginia Motorsports Park, Langley Speedway, Virginia Motor Speedway, South Boston Speedway, Dominion Raceway, Richmond Flying Squirrels Baseball, Norfolk State University Football, Virginia State University, Virginia Tech Basketball and Virginia Union Football.
3. To continue to recruit new and effective partners that will work to decrease alcohol-related fatalities.

**STATUS: ACHIEVED**

- DMV/VAHSO continues to seek and welcome new highway safety partners that are working toward decreasing alcohol-related fatalities including Virginia Emergency Medical Services, VDOT, Virginia Department of Forensic Science, Cannabis Control Authority, City of Richmond Engineering, Conner Gweedo Memorial Foundation, VSP, local law enforcement agencies, nonprofit organizations and other traffic safety advocates.

**Driving while Intoxicated (DWI) Offender Treatment, Monitoring, and Control**

4. Conduct a training conference for VASAP (Virginia Alcohol Safety Action Program) program case managers and staff on DWI offender monitoring, ignition interlock and offender recidivism. (CTW, Chapter 1, Section(s) 4.1, 4.3, 4.4)

**STATUS: ACHIEVED**

- VASAP held their annual training conference from August 6-18, 2024. A variety of national speakers made presentations and intensive training sessions were conducted. 175 ASAP staff members attended the mandatory training conference.
- Training sessions covered ASAP policy, board responsibilities, governance and bylaws, parliamentary procedures, mental health in the workplace, Freedom of Information Act, fiduciary responsibilities and customer needs.

**Prosecution and Adjudication**

5. Conduct two Advanced DUI Training for Law Enforcement and Prosecutors that include topics such as investigative stops, checkpoints, blood testing issues, and DUI manslaughter. This training utilizes a team-training format requiring a team consisting of a prosecutor and a law enforcement officer from the same jurisdiction. (CTW, Chapter 1, Section(s) 1, 2, 3)

**STATUS: ACHIEVED**

- During FY2024, the Commonwealth Attorney Service Council (CASC) conducted 10 training programs to include two Advanced DUI, one Drug Recognition Expert, one Impaired Fatal Crash and six Driving Under the Influence of Drugs training sessions for law enforcement and prosecutors. There were 109 law enforcement officers and 75 prosecutors that went through the training programs.

6. Conduct a statewide judicial conference that provides information to judges on DUI-related issues and other traffic safety issues. (CTW, Chapter 1, Section(s) 3.1, 3.2, 3.4).

**STATUS: ACHIEVED**

- The annual Judicial Transportation Safety Conference was hosted by the Virginia Supreme Court August 19-20, 2024 in Roanoke. Highway Safety Director John Saunders hosted an "Ask DMV" session at the conference. Judges in attendance represents all areas of the Commonwealth.

7. Conduct a minimum of 40 basic breath alcohol classes on breath alcohol test equipment. Conduct at least one refresher course for trainers to assist with breath alcohol instruction, which is essential in helping the Virginia Department of Forensic Science (DFS) provide real-world knowledge related to breath alcohol instrument operation. (CTW, Chapter 1, Section(s) 2.3)

**STATUS: PARTIALLY ACHIEVED**

- The DFS Breath Alcohol Section conducted 40 basic breath alcohol classes with 880 officers trained. There were 151 agencies represented. It did not offer the instructor certification course because DFS is in the process of purchasing a new evidential instrument for the Commonwealth.

8. Virginia Transportation Technical Institute (VTTI) to complete a Driving Under the Influence Study collecting, analyzing, and processing data related to alcohol and/or drugged impaired driving according to Virginia Code §46.2-223.1.

**STATUS: ACHIEVED**

- VTTI has successfully collected data from six different state agencies and departments data necessary to complete task.
- All 13 research objectives were addressed.
- The DUI Study was completed and submitted to DMV/VAHSO. The study report has not been published.

9. Coordinate with the Judicial Outreach Liaison (JOL) to work with the Virginia Supreme Court to assist with the dissemination of information and establish a point of contact

between the Highway Safety Office and the judiciary. (CTW, Chapter 1, Section(s) 3.1, 3.2, 3.4)

**STATUS: ACHIEVED**

- The Supreme Court of Virginia completed its seventh year with the JOL Program. Retired Judge Cassidy served as the JOL for a period during FY2024.
- There were 10 staff members who attended the All RISE24 Conference in May 2024.
- The Virginia DUI Specialty Dockets Building Bridging to Connect Communities and Courts conference was held with 360 registered attendees including 45 judges.
- Monthly newsletters to the General District Court judges, part-time judges, retired judges, and traffic safety advocates were sent with information on the latest traffic safety issues, initiatives and current events with nearly 1,000 signed up to receive the newsletters.

**Enforcement**

10. Implement a statewide DUI Drive Sober or Get Pulled Over (DSOGPO) 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 and to support the national mobilization during August 2024-September 2024. (CTW, Chapter 1, Section 5.2).

**STATUS: ACHIEVED**

This is a statewide DUI prevention paid advertising campaign operated by the Washington Regional Alcohol Program (WRAP).

- The national DSOGPO campaign advertisement coincides with increased high visibility enforcement mobilization from Labor Day through New Year's Eve, following NHTSA's guidelines to decrease drunk driving.
  - In FY2024, WRAP reached over 93M impressions with two media flights, one that ran through the winter holiday season 2023 and the second that ran from August to Labor Day 2024.
11. Conduct the statewide DSOGPO DUI prevention paid advertising campaign, led by WRAP, from Labor Day through New Year's Eve. The primary focus will be men ages 21 to 34; with a particular emphasis on the younger portion of this age group since this population has the highest alcohol-related fatalities in Virginia. (CTW, Chapter 1, Section 5.2).

**STATUS: ACHIEVED**

- The FY2024 campaign was placed through various forms of paid advertisement media such as radio, social media, television and digital.
- DMV amplified the campaign message as well as other anti-impaired driving messages on owned media sites.
- A post-survey conducted by WRAP measures the effectiveness of the campaign. The feedback from the survey helps to reach the targeted audience with more proficiency.
- Virginia had 203 law enforcement agencies that conducted high visibility enforcement portion of the campaign.

During the DSOGPO national campaign conducted August 14, 2024, through September 2, 2024, Virginia had 203 agencies indicating their participation. The chart below provides an overview of the activities entered through TREDs during the campaign for these participating agencies:

Citation Type	Citations Written
Total Adult DUI/DUID Arrests:	591
Total Seat belts Citations:	1,309
Total Child Restraint Citations:	274
Total Juveniles Cited for Underage Drinking Violations:	13
Total Juveniles Arrested for Zero Tolerance (DUI):	0
Total Stolen Vehicles Recovered:	125
Total Felony Arrests:	1,302
Total Weapons Seized:	163
Total Fugitives Apprehended:	0
Total Suspended/Revoked Licenses:	1,103
Total Reckless Driving Citations:	4,324
Total Uninsured Motorists:	798
Total Speeding Citations:	11,867
Total Drug Arrests:	362
Total Open Container Citations:	81
Total No Operators License:	2,199
Total Arrests, Citations and Warnings:	34,582
Total Overtime Hours	14,981

12. Conduct a minimum of 200 DUI Checkpoints and Low Manpower Checkpoints. (CTW, Chapter 1, Section(s) 2.1, 2.2, 2.3).

**STATUS: ACHIEVED**

- In FY2024, DMV provided grant funding to 200 law enforcement agencies across Virginia for selective enforcement operations focusing on highway safety areas such as impaired driving, occupant protection, pedestrian/ bicycle and speed. The following data represents the DUI/DUID arrests, and checkpoints and saturations patrols for FY2024.

Area	DUI/DUID Arrests	Checkpoints	Saturation Patrols
Bristol	57	300	2,942
Fairfax	311	117	4,673
Hampton Roads	144	41	1,871
Richmond	237	122	4,917
Roanoke	74	37	2,321
Staunton	82	29	1,941
Virginia State Police (Statewide)	106	131	3,108
Total	1,011	777	21,773

13. Continue with one locally based law enforcement DUI Task Force project. (CTW, Chapter 1, Section(s) 2.1, 2.2, 2.3).

**STATUS: ACHIEVED**

- For FY2024, Fairfax County Police Department was funded for a DUI Task Force. The task force's operation covers eight district stations across the county.
- In FY2024, the Task Force conducted 1,017 individual patrols and seven checkpoints that resulted in 6,198 contacts made and 173 DUI/DUID arrests.
- Task Force conducted a mini campaign "Think twice, save a life" focusing on checkpoints in Fairfax County from Memorial Day through July 4th, 2024, supported by a social media campaign by Fairfax County Police Department Public Affairs Bureau.

14. Increase the number of Standardized Field Sobriety Test (SFST) instructors in the Commonwealth by 15% from 234 to 269. (CTW, Chapter 1, Section(s) 2.3). Continue the SFST Program to ensure there are properly trained SFST instructors to implement the SFST curriculum and SFST refresher courses in each academy. Hold SFST Instructor Development Course (IDC) trainings and refresher courses, ensure all materials are up to date and disseminated, and continue to expand the SFST instructor database.

**STATUS: PARTIALLY ACHIEVED**

- Currently, there are 237 SFST instructors in Virginia.
- The SFST Coordinator position was temporarily assigned to the Impaired Driving Coordinator who worked with VSP to conduct a class, training 11 SFST officers to be SFST instructors bringing the total 237. This strategy was not achieved due limited interest from law enforcement to complete the SFST IDC training.

- Resources such as SFST notebooks, SFST instruction cards (2,495 distributed), Preliminary Breath Test Advisory Cards (2,725 distributed) and Miranda Rights cards (1,570 distributed) are reviewed by DMV/VASHO annually and distributed to law enforcement agencies upon request.

15. Continue the Drug Recognition Expert (DRE) Program to train officers as drug recognition experts (DREs) that are called upon to differentiate between drug influence and medical and/or mental disorders and increase the number of certified DREs from 53 to 73. This training will be an extremely valuable tool in combating the adverse impact of drug- and alcohol-impaired driving in our Virginia communities. (CTW, Chapter 1, Section 7.1).

**STATUS: PARTIALLY ACHIEVED**

- Currently, there are 69 law enforcement officers certified as DREs. This number includes the 11 DRE instructors in Virginia.
- Officers trained as DREs are frequently called on for their expert advice when properly identifying drug and alcohol impaired driving in Virginia.
- In partnership with Virginia State Police in FY2024, two DRE schools were held in January and September. There was a total of 19 graduates.
- This strategy was not achieved as there were 13 officers that became decertified largely due to non-compliance to recertification requirements. A few were de-certified due to promotions or leaving the agency.

16. Continue the Advanced Roadside Impaired Driving Enforcement (ARIDE) Program to conduct at least eight ARIDE courses to be able to expand the ARIDE Program. (CTW, Chapter 1, Section 7.1).

**STATUS: ACHIEVED**

- There were 10 courses available for FY2024 that trained an additional 194 law enforcement officers. The courses were held in Roanoke, North Chesterfield, Fairfax and Williamsburg.

17. Conduct 2,600 Alcohol Compliance Checks, to be completed by the Virginia Department of Alcoholic Beverage Control (ABC) (CTW, Chapter 1, Section 6.3).

**STATUS: ACHIEVED**

- The Underage Buyer (UB) compliance checks is an ongoing program conducted by Virginia ABC to ensure alcohol retailers are complying with the state age requirement for alcohol. During FY2024, 2,868 Alcohol Compliance checks were conducted by Virginia ABC. There was an overall 87.4% compliance rate in checks.

**Future Adjustments to HSP to Achieve Target:**

- In 2025, with the results of an in-depth statistical analysis, DMV is developing new strategies and initiatives for five major program areas, including impaired driving. Interventions that include outreach events, technological applications, public relations and marketing campaigns, selective enforcement or other specific measures.
- Expand earned, owned, and paid media targeting holidays known for an increase of alcohol consumption during celebrations.



- Continue with the statewide high visibility campaign focusing on impaired driving with a media campaign in support of NHTSA's Drive Sober or Get Pulled Over campaign from August through Labor Day and the holiday season from December through the New Year.
- Continue with sharing resources and tools with our partners to share with the community about the importance of planning ahead and not driving drunk.
- Explore expanding the Sober Ride program.
- Continue to encourage and support law enforcement agencies in educating their communities by identifying key community partners that would help spread the message within their communities about the dangers of impaired driving. This would provide opportunities for meaningful public engagement.

## Speed Program (Core Outcome Measure C-6)

### Overview of Program, Projects and Activities Funded

Speed continues to be one of the top contributing factors of motor vehicle crashes and fatalities on Virginia roadways.

To address this issue, funding was used for overtime selective enforcement efforts. In addition, a speed prevention media campaign was created to educate and change the behaviors of drivers who speed. A focus group was used in the development and creation of the campaign to obtain feedback from the focus audience on what would change their behavior.

Speed Expenditures
402 Funds
\$970,559

### Speed-Related Fatalities Performance Measure:

**Measure (C-6):** Reduce speed-related fatalities from 285 to 280 by 2024.

**Outcome:** Virginia is not on track to achieve its target as the annual actual result (308 in 2023) is higher than the target of 280.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed the most recent data for 2023. Results show that Virginia's speed-related fatalities were 308 or 18 more speed-related fatalities as compared to the target.

### Challenges Virginia Will Address Moving Forward:

- Law enforcement staffing shortages along with competing priorities continued to have an impact on agencies' ability to work the selective enforcement grant projects and the enforcement of speeding.
- Based on our speed focus group conducted in 2023, males aged 20-49 indicate that they are speeding because of the following reasons:
  - They believe that the posted speed limit is a suggestion and driving around 20% above the posted limit is regarded as "safe".
  - They aren't aware of their speeding.
  - They are keeping up with the speed of traffic and will only check their speed if they feel they are being monitored.
  - They aren't aware of the consequences of speeding outside of getting a ticket.
  - They only account being ticketed to "bad luck" and not their skill as a driver.

Speed Related Program Areas	Countermeasures
Communications & Outreach	CTW 3.4.1
Enforcement	Uniform Guidelines #19 Section 5

## Strategies and Accomplishments:

### Communications & Outreach

1. Educate and change behavior of speeders and the overall driving population with proper messaging regarding the dangers of speed (CTW, Chapter 3, Section 4.1)

#### **STATUS: ACHIEVED**

- During FY2024, DMV implemented and developed speed reduction strategies. This strategy to develop and deploy tactics to work with data identified jurisdictions to decrease speed related crashes, fatalities and serious injuries. One of the tactics deployed was working with the DMV Communications Office to increase traffic safety messaging to educate our communities.
- DMV developed and shared speed messages for each NASCAR race in Virginia to spread the message of following the posted speed limits.
- DMV has developed a speed reduction toolkit that can be distributed to law enforcement agencies to help them develop a speed management program.
- In April 2024, information was provided to law enforcement agencies to utilize “Ghost Police Vehicles” to reduce speeds in key emphasis areas of Virginia.
- DMV has reviewed and updated the DMV’s speed section of the website to reflect more up-to-date information on what happens when you speed.
- DMV has partnered with VDOT to increase campaign messaging on the variable message boards that are located roadside.

2. To continue to recruit new and effective partners that will work to decrease speed-related fatalities.

#### **STATUS: ACHIEVED**

- DMV continues to seek out new partners to work with in decreasing speed-related crashes and fatalities. In using data analytics to identify the top localities of speed-related crashes and fatalities, we can reach out to specific jurisdictions to identify potential new partners on a local as well as state level.
- In FY2024, the Norfolk State University Foundation was awarded a grant to focus on education and speed deterrence for younger drivers.
- Additionally, there are 158 (ten additional over FY2023) selective enforcement grants to deter speeding behaviors via enforcement and outreach endeavors.

## Enforcement

1. Conduct a minimum of 1,000 local high-visibility speed selective enforcement mobilizations/patrols (CTW, Chapter 3, Section(s) 2.2, 2.3) (Evidence-based enforcement)

**STATUS: ACHIEVED**

- There were 158 speed or police traffic services selective enforcement grant projects funded for local law enforcement agencies across the Commonwealth that conducted high visibility speed selective enforcement mobilizations/patrols.
- Law enforcement officers conducted 11,334 selective enforcement speed saturation patrols which resulted in 28,063 speeding citations.
- During all FY2024 grant funded selective enforcement activities, 46,544 speed-related citations were written by Virginia law enforcement officers.

2. Conduct a minimum of 1,300 focused, speed operations led by Virginia State Police (CTW, Chapter 3, Section(s) 2.2, 2.3) (Evidence-based enforcement)

**STATUS: ACHIEVED**

- Virginia State Police (VSP) conducted 1,950 selective enforcement speed saturation patrols which resulted in 6,887 speeding citations.

### Future Adjustments to HSP to Achieve Target:

- In 2025, DMV will continue an in-depth statistical analysis for five major program areas, including speed prevention. For each key data finding, DMV will work with high-crash localities to design strategic interventions to prevent crashes before they occur. Interventions may include outreach events, public relations and marketing campaigns, selective enforcement or other specific measures.
- Continue with the statewide media buy placement for our speed prevention campaign, "You Speed, You Lose."

## Motorcycle Safety Program Area

### Overview of Programs, Projects and Activities Funded

DMV/VAHSO continues to work towards its primary objectives to promote motorcycle safety and increase the number of properly licensed and trained riders.

The Virginia Rider Training Program (VRTP) offers motorcycle rider training courses that convey the knowledge and basic skills needed to pass the motorcycle operator license tests. Classes are designed for both beginning riders and experienced riders and are taught by Motorcycle Safety Foundation certified motorcycle safety instructors. Classes provide the opportunity to learn new techniques and practice skills in a controlled, safe environment. Classes are offered at 34 public and private locations throughout the state.

Virginia has successfully managed to maintain its quality of instruction while accommodating the increasing number of students who want to learn how to safely ride a motorcycle. The VRTP continues to make strides in student training and awareness and maintaining a low incidence of impaired motorcyclists. Approximately 10,960 students were trained during the FY2024 grant year.

Motorcycle Safety Expenditures		
402 Funds	405d Flex Funds	405f Funds
\$457,099	\$4,343	\$266,268

### Motorcycle Fatalities Performance Measure:

**Measure C-7:** Reduce motorcyclist fatalities from 115 to 105 by 2024.

**Outcome:** Virginia is not on track to achieve its target as the annual actual result (115 in 2024) is higher than the target of 105.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2024. Results show that Virginia's motorcyclist fatalities were 115 or 10 more motorcyclist fatalities as compared to the target.

### Challenges Virginia Will Address Moving Forward:

- Increased number of motorcyclists are riding motorcycles without the proper license endorsement. Our motorcycle strategy data findings indicated 26% of motorcycle crashes did not have motorcycle endorsement
- Motorcycle safety training is optional in Virginia, with a low course attendance.
- With Virginia not achieving the target by 6%, in FY2024 fatalities were down to 112 compared to 127 in FY 2023. This decrease reflects a 11% decrease in fatalities.
- The motorcycle training classes have increased an average of 40% increase during the FY2024 training year.

**Measure C-8:** Reduce unhelmeted motorcyclist fatalities from 4 to 2 by 2024.

**Outcome:** Virginia is not on track to achieve its target as annual actual result (3) is higher than the target of 2.

**Outcome:** Virginia is not on track to achieve its target as the annual actual result (6 in 2024) is higher than the target of 2.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2024. Results show that Virginia's unhelmeted motorcyclist fatalities were 6 or 4 more unhelmeted motorcyclist fatalities as compared to the target.

#### Challenges Virginia Will Address Moving Forward:

- Motorcycle safety training is optional in Virginia, with a low course attendance.
- Increased number of motorcyclists are riding motorcycles without the proper license endorsement.
- Two of the unhelmeted fatalities occurred during illegal activities
  - One was eluding police on a stolen motorcycle
  - One was riding under the influence of alcohol

Motorcycle Program Areas	Countermeasures
Motorcycle Rider Training	Uniform Guidelines #3 Section VI
Motorcycle Safety Outreach	Uniform Guidelines #3 Sections I, IX, & X
Universal Helmet Use	CTW 5.1.1

### Strategies and Accomplishments

#### Motorcycle Rider Training

1. Conduct 1,200 Basic Rider Training courses throughout the Commonwealth through partnerships with the licensed Motorcycle Training Sites. (CTW, Chapter 5, Section(s) 3.1, 3.2)

**STATUS: ACHIEVED**

- During FY2024, 1,430 Basic Rider Training courses were conducted through Virginia-licensed Motorcycle Training sites, trained 11,184 students.

2. Conduct 140 Three-Wheeled Vehicle training courses (CTW, Chapter 5, Section(s) 3.1, 3.2)

**STATUS: PARTIALLY ACHIEVED**

- There were 111, Three-Wheeled Vehicle training courses conducted through Virginia licensed Motorcycle Training sites., trained 681 students. The number of completed coursed is up from 84 in FY2023.

3. Conduct Advanced Rider Training course (CTW, Chapter 5, Section(s) 3.1, 3.2).

**STATUS: ACHIEVED**

- During FY2024, four of the licensed Motorcycle Training sites conducted advanced rider training for a total of 18 classes statewide, training 144 students. This is nine additional classes compared to FY2023.
- During FY2024, six Motorcycle Safety Foundation (MSF) Circuit Rider Courses were conducted, with four classes being in a top crash jurisdiction. Trained 56 students. This was our first time offering this course and the demand was higher than expected

4. Conduct a minimum of two quality assurance monitoring checks of each licensed Motorcycle Training Site (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2).

**STATUS: NEARLY ACHIEVED**

- While 57 quality assurance reports were completed for Virginia's 25 licensed Motorcycle Training sites, three sites only had one visit due to weather and enrollment-based cancellations.

5. Conduct four Instructor Professional Development Workshops (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2)

**STATUS: ACHIEVED**

- There were four Professional Development Workshops conducted for 170 coaches in FY2024. The workshop topics for FY2024 include:
  - Virginia Rider Training Program Policy and Procedures (DMV226)
  - MSF Basic RiderCourse ePackage1x11 Curriculum and Site Regulations
  - Quality Assurance Tips, Trends and Best Practices
- We also hosted, with our national curriculum provider Motorcycle Safety Foundation, three individual courses for Rider Skills Lab as an in-person training Professional Development Workshop.

6. Update DMV 226 Virginia Rider Policy and Procedures manual to reflect updates in the basic rider training courses, alignment with the MSF Rider Coach Guide and MSF Rider Education Recognition Program (RERP) agreements.

**STATUS: ACHIEVED**

- During FY2024, the Virginia Rider Policy and Procedures manual DMV 226 was updated.

7. Add MSF ePackage1 x 11 as a Basic RiderCourse offering in the state to incorporate advances in training variations of the Basic RiderCourse.

**STATUS: ACHIEVED**

- In FY2024, the MSF ePackage1x11 course was administered statewide.

8. Develop supporting efforts to incentivize the licensed schools to begin advanced training efforts using the MSF Project 360 Skills Development Model.

**STATUS: NEARLY ACHIEVED**

- The strategy was nearly accomplished in FY2024. Initial training was conducted for Rider Coaches, and several sites have expressed interest in adding this to their class offerings. Additional efforts will be made in 2025 to complete this effort.

9. Train at least 50 new Rider Coaches in calendar year 2023 and 40 new Coaches in calendar year 2024. With a goal of 90 new Rider Coaches. (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2)

**STATUS: ACHIEVED**

- In calendar year 2023, 44 new Rider Coaches were trained and in calendar year 2024, we trained 46 new Rider Coaches. Ultimately, the goal of 90 new Rider Coaches was accomplished.

10. Conduct a minimum of one Quality Assurance (QA) Specialist class. (CTW, Chapter 5, Section(s) 3.1, 3.2)



**STATUS: NO ACTION NEEDED**

- For FY2024, all selected QA specialists had completed the QA specialist class and there was no class needed.

11. Increase the number of certified Quality Assurance (QA) Specialists on the QA team from 4 to 8. (CTW, Chapter 5, Section(s) 3.1, 3.2).

**STATUS: ACHIEVED**

- FY2024, we have eight Quality Assurance Specialist on our team that serves the six regions in the Commonwealth of Virginia.

12. Increase the number of licensed motorcycle training sites in the top 10 jurisdictions with motorcycle crashes involving another vehicle. (CTW, Chapter 5, Section 3.1).

**STATUS: ACHIEVED**

- During FY2024 three licensed motorcycle training sites were opened:
  - Motorcycle Safety Academy in Alexandria
  - Hampton Roads Motorcycle Safety Training at Tidewater Community College in Virginia Beach
  - Virginia Peninsula Community College in Newport News

13. Add 15 advanced rider training opportunities/classes in the top 10 jurisdictions with motorcycle crashes involving another vehicle. Integrate the NoVA Cone Camp Program and Virginia State Police Ride 2 Save Lives Program into Advanced rider training (CTW, Chapter 5, Section 3.1)

**STATUS: PARTIALLY ACHIEVED**

- During FY2024, we did not integrate the NoVA Cone Camp Program and Virginia State Police "Ride 2 Save Lives" Program into the Advanced Rider training. However, we did support the VSP "Ride 2 Save Lives" program by sharing the training on our DMV website. In addition, through our motorcycle safety strategy, the Circuit Rider Course was deployed. Six courses were conducted with 63 attendees.

**Motorcycle Safety Outreach**

14. Conduct a motorcycle safety media campaign focused on data trends and areas of the Commonwealth where data reflects the greatest need based on the fatality data. (CTW, Chapter 5, Section(s) 4.1, 4.2)

**STATUS: ACHIEVED**

- For the FY2024 Motorcycle Safety media campaign new creatives were developed to encourage motorcycle riders to attain formal training through the Virginia Rider Training Program. The geographical locations for the campaign included Virginia Beach, Fairfax County, Spotsylvania County, Prince William County, Chesapeake City and Norfolk City. The campaign had more than 101.9M impressions, adding 97.4M impressions from the previous year. Streaming video, radio, TV, digital and outdoor media/gas station television (GSTV) was utilized.

15. Conduct a "motorist awareness of motorcycles" media campaign focused on data trends and the areas of the Commonwealth where data reflects the greatest needs based on the fatality data. (CTW, Chapter 5, Section(s) 4.1, 4.2)

**STATUS: ACHIEVED**

- The “Drivers: Take a Second Look for Motorcyclists Campaign” encouraged other vehicle drivers to share the road with motorcycles, give motorcycles a second look and be aware of how a motorcycle’s speed may be difficult to judge. The geographical locations of focus for the campaign included the Portsmouth, Fairfax, Richmond, Bristol, Staunton and Roanoke regions. Streaming video, radio, TV, digital and GSTV was utilized.
- The campaign delivered more than 16.3M impressions, adding 10M from the previous grant year.

16. Increase the media messaging for motorcycle safety and motorist awareness of motorcycles in the top 10 jurisdictions with motorcycle crashes involving another vehicle. (CTW, Chapter 5, Section(s) 4.1, 4.2)

**STATUS: ACHIEVED**

- Conducted motorcycle safety media (August 2024) and motorist awareness of motorcycles media (March – April 2024) campaigns. The campaigns reached the regions of Portsmouth, Fairfax, Roanoke, Portsmouth and Richmond with a total of 118.2M impressions.

17. Increase direct communications (at least six times per year) with the 89 registered motorcycle dealers, the 21 licensed training sites and 200 Rider Coach trainers. Key messaging includes licensing, training and proper safety gear.

**STATUS: ACHIEVED**

- Throughout FY2024, 20 partner emails were sent out to our motorcycle partners to include the licensed training sites, Rider Coaches and Quality Assurance Specialist. The partner emails provided motorcycle safety campaign information, resources, data and other highway safety information.

18. Distribute 12,000 Rider Alert cards to all 21 licensed training sites (CTW, Chapter 5, Section(s) 3.1, 3.2)

**STATUS: ACHIEVED**

- During FY2024 through the Richmond Ambulance Authority and the VAHSO there were 12,000 Rider Alert Cards distributed to all the licensed Motorcycle Training sites.

19. Participate with the State Motorcycle Safety Association (SMSA) and collaborate with other states to develop strategies to reduce crash and fatality numbers. (CTW, Chapter 5, Section 3.1)

**STATUS: ACHIEVED**

- In FY2024, the Motorcycle Safety Program Coordinator attended the SMSA conference, September 10-15, 2024, in Denver.

## Universal Helmet Use

Through our DMV social media platforms in FY2024, we delivered a message on helmet use, reaching about 3,500 people.

- [“No matter how you roll, roll with the proper gear”](#) - April 5, 2024: 1,009 Impressions; 979 Reach (Facebook)
- [“No matter how you roll, roll with the proper gear”](#) - April 5, 2024: 186 Reach; 331 Plays (Instagram)
- [Protect yourself helmet video](#) – May 2, 2024: 196 Reach; 336 Plays (Instagram)
- [Before every ride checklist](#) - May 10, 2024: 2,162 Impressions; 2,027 Reach (Facebook)

- [Before every ride checklist](#) – May 10, 2024: 169 Impressions; 142 Reach (Instagram)

**Future Adjustments to HSP to Achieve Target:**

- During 2024, DMV identified the top three jurisdictions for motorcycle crashes and developed a media campaign to promote training and reduce unlicensed motorcycle crashes. As we continue to work this strategy, we will work to develop additional and/or expand the tactics to deploy to the identified top three jurisdiction.
- Expand our outreach efforts for community collaboration to educate the motorcycle community on helmet use, training and license requirements.
- Increase selective enforcement efforts focusing on speed and alcohol impairment within the top three crash jurisdictions.
- Strengthen motorcycle safety messages through campaigns and social media platforms.
- Continue educating on the importance of riding with the proper gear to include helmet use.
- Partner with law enforcement and schools for additional training opportunities and education for our riders.
- Expand the promotion and advertising of the Motorcycle Basic RiderCourse training.
- Continue and expand our motorcycle safety statewide media buy.
- Implement opportunities to increase the number of licensed training sites and to increase the number of Rider Coaches.
- Create a social media message for 2025 to reinforce Virginia's universal helmet law.

## Drivers Aged 20 or Younger Involved in Fatal Crashes (Core Outcome Measure C-9)

Funding to support these programs is included through the overall mission to promote transportation safety and reduce traffic fatalities and injuries. Strategies and funding will be incorporated in alcohol programs, selective enforcement, driver education programs, and public information and will focus on Saturdays and Sundays, mid-afternoon to midnight; speed and training young drivers on maintaining control of their vehicle. Media and other public information efforts typically target drivers 18-35 years old, including drivers 18-20 years old, in development and evaluation of messaging.

Drivers Age 20 or Younger in Fatal Crashes Expenditures		
402 Funds	405d Flex Funds	154 Funds
\$808,846	\$167,327	\$668,290

### Drivers Aged 20 or Younger Involved in Fatal Crashes Performance Measure:

**Measure:** Reduce drivers ages 20 or younger involved in fatal crashes from 111 to 100 by 2024.

**Outcome:** Virginia is not on track to achieve its target as the annual actual result (107 in 2024) is higher than the target of 100.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2024. Results show that Virginia's drivers ages 20 or younger involved in fatal crashes were 107 or 7 more drivers ages 20 or younger involved in fatal crashes as compared to the target.

### Challenges Virginia Will Address Moving Forward:

Although the total number of young drivers involved in fatal crashes decreased by 5.4% (from 111 to 105), Virginia did not meet its goal of reducing fatalities for drivers aged 20 or younger. TREDs data and feedback from our law enforcement partners reflect the following contributing factors:

- Increases in risky behaviors such as speeding and impaired driving among drivers aged 20 or younger.
- Increases in crash types and conditions, including single-vehicle crashes, crashes on undivided roadways, and nighttime and early morning among young drivers.
- Increases in fatalities among females and motorcycle users aged 20 or younger.
- A rise in fatal crashes involving young drivers from out of state.
- A 120% rise in fatal crashes involving young drivers for the month January 2024 – classified as the warmest January on record – compared to the previous year.
- A 140% rise in fatalities involving drivers aged 20 or younger occurring Fridays.
- Reduced law enforcement visibility due to decreases in staffing.
- Recent legislative limitations for traffic stops by law enforcement.

Young Driver Identified Problem Areas	Countermeasures
Unrestrained Fatalities	CTW 2.3.2
Speed Related Fatalities	CTW 3.4.1

Fatal Crashes occurring between 9pm-3am	CTW 6.1.3
Impaired Driving Fatalities (Teach up)	CTW 1.5.2

## Strategies, and Accomplishments

### Unrestrained Fatalities

1. Conduct at least 10 educational campaigns/events/trainings to focus on topics such as seat belt use, impaired driving, zero tolerance laws, distracted driving, speeding and other highway safety issues for the driver 20 and younger. (CTW Chapter 1 Section 6.5, Chapter 2 Sections 6.1& 7.1, Chapter 4 Section 2.2, Chapter 6 Sections 3.1)

#### **STATUS: ACHIEVED**

- Virginia Association of Driver's Education and Traffic Safety's (VADETS) peer-to-peer youth social norming of alcohol-free lifestyle campaign; 2.3M impressions with 44.8K likes/reactions.
  - Youth of Virginia Speak Out About Traffic Safety (YOVASO) conducted 163 campaigns/events/trainings which included an interactive distracted driving simulator and Scan Ed Physics of a crash and virtual and in-person traffic safety education lessons reaching close to 200K. In addition, YOVASO sponsored two behind-the-wheel defensive driving programs in partnership with B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe), reaching 206 young drivers with advanced crash avoidance skills.
  - VCU Health's Project IMPACT (Impacting Minors Perception and Attitudes Concerning Trauma) held 54 events which reached 6,344 students.
  - Drive Safe Hampton Roads (DSHR) conducted their annual "Get It Together" young driver seat belt challenge which involved 19 high schools with a reach of an estimated 29K students.
  - The Christopher King Foundation spoke at 14 events, reaching over 3,500 people on the importance of seat belts and safe driving for teens.
  - The Conner Gweedo Memorial Foundation spoke at 20 high schools across the Commonwealth on the importance of practicing safe driving behaviors, reaching over 5,000 teens.
2. Conduct education programs focusing on youth between the ages of 8 and 14 to develop a culture focused on the proper use of restraints, driver responsibilities and shared road use. (Chapter 1 Sections 5.2 and 6.5, Chapter 4 Section 2.2).

#### **STATUS: ACHIEVED**

- YOVASO held 5 statewide middle school programs focused on reaching youth aged 8-14 years old with 16 middle schools participating and a reach of 10K. In addition, YOVASO held individual programs at 6 middle schools focused on reaching youth aged 8-14 years old with a reach of 2,845.
- DRIVE SMART Virginia's Community and Workplace grant reached 800 youth aged 8-14 years old at school and community events. Communities reached included Richmond, Yorktown and Hayes.

## Speed-Related Fatalities

- Expand communications, education and outreach efforts by collaborating with community-based organizations in underserved communities where the data shows low seat belt use, speed, road and land conditions or alcohol use is a contributing factor in young driver fatalities and serious injuries. (CTW Chapter 2 Sections 3.2 and 6.1).

### **STATUS: ACHIEVED**

- YOVASO had participation from 69 rural underserved schools and 19 urban underserved schools with a reach of 70K students. Outreach activities were conducted in the City of Richmond, Prince William County and Loudoun County which were among the top jurisdictions for young driver-involved fatalities.
- In FY2024 Drive Smart Virginia's Community and Workplace grant reached 7,420 underserved young drivers at school and community events. Outreach activities were conducted in City of Richmond (reach – 1,900), Fairfax County (reach – 500), and Pittsylvania County (reach – 750) Counties which were among the top jurisdictions for young driver involved fatalities.

## Fatal Crashes Occurring between 9pm-3am

- Distribute at a minimum 175K of the updated 45-hour Parent Teen Guides to drivers under the age of 19 and their parents and ensure the guide is available electronically. (CTW Chapter 6- 3.1)

### **STATUS: ACHIEVED**

- 110K guides were printed and distributed by the Virginia Department of Education (DOE).
  - 5K guides were distributed by Prince William County Public Schools' Partners for Safe Teen Driving (PFSTD).
  - 102K were printed and distributed by Virginia DMV within the customer service centers.
- Promote parent awareness and education of provisional licensing laws and provide guidance through active participation in school outreach efforts (CTW Chapter 6- 3.1).

### **STATUS: ACHIEVED**

- Virginia Association of Driver Education and Traffic Safety's (VADETS) parent media campaign on consequences of social hosting and enabling underage drinking and driving aired 2,700 commercials on 15 radio stations and amassed digital impressions through Facebook and X (formerly Twitter).
- The Conner Gweedo Memorial Foundation conducted presentations statewide at high schools, track and field student event, Henrico County Heroes events, homeschool engagement and other teen outreach initiatives, reaching both parents and teens on the dangers of unsafe driving behaviors.
- In addition to outreach in schools, the Christopher King Foundation conducted 16 interviews to discuss safe driving and seat belt use. The coverage area was Hampton Roads, Richmond, Roanoke, Colorado and two national interviews.

## Impaired Driving Fatalities (Teach up)

- Continuation of alcohol-impaired and drug-impaired driving educational messaging and activities through various partners' educational efforts via social media and activities. (CTW Chapter 1 Section 6.5, Chapter 2 Sections 6.1& 7.1, Chapter 4 Section 2.2, Chapter 6 Sections 3.1)



**STATUS: ACHIEVED**

- VADETS' Choose Your Vibe – Arrive Alive peer-to-peer youth social norming of alcohol-free lifestyle campaign had 2.3M impressions and 44K likes/reactions.
- YOVASO's social media messaging reached 1M people across Facebook and Instagram.
- VCU Health's Project IMPACT social media messaging reached 3,679 young drivers across Facebook, Instagram, and X and reached 6,344 students at their school events
- Chesterfield Substance Abuse Free Environment Chesterfield SAFE held 10 outreach events, reaching 513 people. There were 4,804 resources distributed. Conducted "the Lose" campaign from June 28-July 4, 2024 on Ultra radio 94.1 F.M, 1480 and 1540 AM, reaching 66K with 21K impressions. SAFE Latino Facebook page reach 60K people had 142K impressions, and 2K engagements.

7. Conduct at least two social media projects that will be used throughout the year. The social media will use student-to-student outreach efforts.

**STATUS: ACHIEVED**

- VADETS' Choose Your Vibe – Arrive Alive peer to peer youth social norming of alcohol-free lifestyle campaign had 2.3M impressions and 44K likes/reactions.
- YOVASO's social media campaigns had 1M impressions. "Fall Drive for a Change" had 594K and "Summer Arrive Alive" had 406K.
- The Christopher King Foundation carried out weekly educational posts across four social media platforms, aimed at raising public awareness about safe driving habits and the importance of seat belts. As a result, their Facebook reach increased by 61%, follows grew by 58%, and visits surged by 138%. On Instagram, their reach expanded by 51%, and content interactions doubled.
- The Conner Gweedo Memorial Foundation engaged with audiences on Instagram and Facebook, reaching 13K impressions on both platforms.

**Future Adjustments to HSP to Achieve Target:**

- Despite challenges posed by shifts in law enforcement practices and legislative changes, the FY2024 strategies have led to a meaningful reduction in fatalities among young drivers aged 20 and under.
- VAHSO will continue to focus on raising awareness, providing education, and conducting outreach through both existing programs and new initiatives that address key risk factors such as seat belt use, impaired driving, speeding, and nighttime driving. Additionally, VAHSO will explore and encourage innovative and effective solutions, including peer-to-peer influence programs, interactive driving simulations, social media campaigns, in-vehicle monitoring systems and safety apps tailored for young drivers.
- VAHSO will also support programs that increase visibility during high-risk periods, focusing on issues like speeding, impaired driving, and seat belt non-compliance.
- Adopting a multifaceted and comprehensive approach will be essential to improving safety and further reducing fatalities among young drivers.



## Pedestrian Safety Program (Core Outcome Measure C-10)

### Overview of Programs, Projects and Activities Funded

The Virginia DMV Highway Safety Office collaborates with stakeholders to introduce pedestrian safety strategies and countermeasures. Implementation of countermeasures are encouraged by localities along with supporting educational messages for all who walk, jog and roll. National Highway Traffic Safety Administration's (NHTSA) theme, "Everyone is a pedestrian," declares that all individuals become pedestrians, and the multimodal transportation system identifies pedestrians as vulnerable roadway users. This statement sets a foundation and tone in promoting safety. A strong collaboration with our stakeholders is used to bridge our message to communities.

Pedestrian Safety Expenditures	
402 Funds	405h Funds
\$127,248	\$195,135

### Pedestrian Fatalities Performance Measure:

**Measure C-10:** Reduce pedestrian fatalities from 172 to 165 by 2024.

**Outcome:** Virginia is on track to achieve its target as the annual actual result (127 in 2024) is lower than the target of 165.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2024. Results show that Virginia's pedestrian fatalities were 127 or 38 less pedestrian fatalities as compared to the target.

### Program Summary of Why Virginia Achieved the Target:

In FY24, Virginia achieved its target by strategizing with the top five jurisdictions (Arlington County, Fairfax County, Prince William County, Richmond City and Virginia Beach City) having pedestrian crashes. Messaging and creating tool kits, based on data, for each locality provided a picture of crash, days of week, times and victim ages designed with safety tips to share with the populus. Working to reduce overall crashes by 10% in each area had an impact on reducing the total number of fatalities statewide. Launch of newly developed pedestrian safety Campaign "You're Not a Duck" elevated awareness among vulnerable roadway users and motorists to share the roads. The multimedia campaign aired on social and digital media, gas station TV, radio, cable and streaming TV to include ads on ARLnow.com with increased spots in focus jurisdictions.

The transportation system categorizes pedestrians as vulnerable roadway users. Safety becomes paramount because "Everyone is a Pedestrian" according to NHTSA.

DMV/VAHSO continues to fund pedestrian safety messages and enforcement efforts using crash analysis to develop and implement data-driven approaches addressing the pedestrian program area. As we continue to analyze data, we use a statistical control process to identify

the who, what, where, and why to focus on a more comprehensive strategy to decrease pedestrian-related crashes and fatalities.

Pedestrian Program Areas	Countermeasures
Communication & Outreach	NHTSA Uniform Guidelines 14 Part VI & VII
Selective Enforcement – Bike/Ped	NHTSA Uniform Guidelines 14 Part IV

## Strategies and Accomplishments

### Communication & Outreach

1. Partner with sub-grantees to conduct safety campaigns throughout 2024. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

#### **STATUS: ACHIEVED**

- Outreach efforts include partnering with law enforcement agencies in Northern Virginia for the pedestrian and bicycle safety campaign in the fall and spring.
  - o Northern Virginia continues messaging through the Metropolitan Washington Council of Governments, “Street Smart” initiative. This initiative is committed to pedestrian and bicycle safety in the Northern Virginia region. Local cities, counties, state, police departments, nonprofit organizations, and transit authorities work together to make the region a safer place for people walking and biking.
  - o The fall and spring safety campaign launch included enforcement and educational messaging to heighten the importance of pedestrian and bicycle safety. Virginia participating law enforcement agencies included Arlington County Police, Alexandria City Police, Fairfax City Police, Fairfax County Police, Occoquan Town Police and Prince William County Police.
- The “Street Smart” campaign “Lives Shatter” on the Impact Testimonial Wall exhibit shared heartfelt photo and video testimonials. The display included an educational wall in English and Spanish with safety tips and a large video screen showing short films and photos of affected families across the region. The display traveled around the region totaling 29 days of outreach at nine locations.
  - o The testimonial wall spreads the “Lives Shatter” message and engaged a broad audience, generating 76,141 impressions and 15,718 engagements.
  - o 122 visitors responded to an iPad survey after seeing the display.
  - o 92% of respondents reported knowing more about local pedestrian safety issues.
  - o 94% of respondents said they will be more careful to stop for pedestrians if driving.

2. Support creation and distribution of web-based and printed materials to continue the education and understanding of sharing the roadway for all users, including pedestrians and bicyclists. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

#### **STATUS: ACHIEVED**

- In October 2024, DMV, NHTSA and DRIVE SMART Virginia (DSV) led efforts to promote Pedestrian Safety Awareness Month. The initiative provided links to DSV’s website and online store to distribute brochures promoting pedestrian and bicycle safety

practices. DSV distributed over 8,800 “share the road” and distracted driving materials to 65 different locations across Virginia.

- DMV continued the pedestrian safety campaign “If You Don’t Know, Don’t Go” with a media buy in June 2023. The statewide pedestrian safety media campaign concentrated ad placement in Hampton Roads, Arlington, Fairfax, Alexandria, Valley Metro, Bristol Transit systems and the Staunton Trolley System. We were also able to expand the use of this campaign with the use of state funding to incorporate geo-targeting social media messaging. The June media buy, and social media messaging reported over 110M total impressions.
- Throughout FY2024, pedestrian safety messages were shared through our partner emails. Partners were encouraged to share the messaging via social media outlets, business as well as other avenues to educate their communities.

3. Pedestrian Taskforce: Continue to assess and develop countermeasures to implement strategies and encourage coalitions to address fatalities and serious injuries of pedestrian crashes occurring throughout the Commonwealth of Virginia. Stakeholders/Pedestrian Safety Task Force members will continue to meet, as needed, to discuss data on known causation factors to create/promote messaging and educational responses for all individuals to raise awareness and reduce injuries and fatalities.

**STATUS: ACHIEVED**

- During FY2024, the Pedestrian Safety Taskforce continued to meet completing three meetings where data and featured guests presented pedestrian safety initiatives to participating partners and jurisdictions to assist in enhancing and expanding the pedestrian safety message on a more community-based level. As example, attendees heard from featured guest speakers from Kristen Petway, Drive Smart Virginia Executive Director, Roanoke City campaign promoting crosswalk use and speed reduction, Mike Doyle; NoVA FSS, Families for Safe Streets, on near miss project; Emma Hood, ODU Graduate Research Assistant on Initiatives to promote pedestrian safety as well as a NHTSA-sponsored webinar on Pedestrian Safety Awareness month was forwarded to task force members to attend. Generally, two guest presenters are invited to deliver pedestrian safety initiatives providing opportunity for questions and feedback by attendees. The takeaway is for participants to embrace the ideas presented for use in their local communities.

4. To continue to recruit new and effective partners that will work to decrease pedestrian fatalities.

**STATUS: IN PROGRESS**

- The FY2024 grant period generated interest in the Highway Safety Grant Process from Northern Virginia Families for Safe Streets, a nonprofit organization in NOVA, to develop a project to promote safety for pedestrians and cyclists on Virginia’s roadways. The organization applied for and received a FY25 grant.

**Selective Enforcement – Bike/Ped**

1. Conduct a minimum of two selective enforcement activities (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4). (Evidence-based enforcement)

**STATUS: ACHIEVED**

- The Northern Virginia’s Street Smart fall and spring pedestrian and bicyclist safety campaigns are supported and served by law enforcement in Arlington County,

Alexandria County, Fairfax County, Occoquan Town and Prince William County with pedestrian and bicycle selective enforcement grant-funded activities during FY2024. These agencies collectively utilized 391 overtime hours and issued 963 summonses, including 16 pedestrians, 17 bicycle, 149 speeding, 58 seat belt and 77 hands-free violations.

### **Future Adjustments to HSP to Enhance Target**

- In 2024, DMV conducted in-depth statistical analyses for five major program areas, including pedestrian safety. For each key data finding, DMV will work with high-crash localities to design strategic interventions to prevent crashes before they occur. Interventions may include outreach events, public relations and marketing campaigns, selective enforcement or other specific measures.
- Educational messaging on pedestrian safety was increased and jurisdiction specific tool kits were shared to impact safety. DMV will continue to work with key state partners to identify infrastructure enhancements that will allow for community educational messaging. The collaboration between key state partners promotes education to the area population prior to implementation of enhancements is paramount to safety.

## Bicycle Safety Program Area (Core Outcome Measure C-11)

### Overview of Programs, Projects and Activities Funded

Cyclists navigate the transportation system in the category described as vulnerable roadway users in communities. VAHSO collaborates with partners to provide and introduce strategies and countermeasures to improve safety. As we continue to analyze data, we will begin using a statistical control process to identify the who, what, where, and why to focus on a more comprehensive strategy to decrease bicycle-related crashes and fatalities.

Bicycle Safety Expenditures	
402 Funds	405h Funds
\$142,721	\$15,144

### Bicycle Fatalities Performance Measure:

**Measure C-11:** Reduce bicyclist fatalities 8% from 11 to 9 by 2024.

**Outcome:** Virginia is not on track to achieve its target as the annual actual result (25 in 2024) is higher than the target of 9.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2024. Results show that Virginia's bicyclist fatalities were 25 or 16 more bicyclist fatalities as compared to the target.

### Challenges Virginia Will Address Moving Forward:

Top contributing factors in bicycle-related fatalities (25) include lack of helmet use (17, 68%), alcohol involved (8, 32%), bicyclists not having the right of way (8, 32%), disregarding traffic signal (5, 20%), disregarding stop or yield sign (2, 8%), riding after dark (13, 52%), riding after dark on two-way divided unprotected median (9, 36%), riding in daylight on two-way not divided (7, 28%), and speeding vehicles (6, 24%). The lack of helmet use continues to be a major contributing factor in our bicycle fatalities (68% of bicycle fatalities were unhelmeted). Nearly 50% (12 of 25) of fatalities occurred between 6 p.m. and midnight.

Bicycle Program Areas	Countermeasures
Communication & Outreach	NHTSA Uniform Guidelines 14 Part VI & VII
Selective Enforcement – Bike/Ped	NHTSA Uniform Guidelines 14 Part IV

### Strategies and Accomplishments

Bicycles are gaining popularity as a preferred method of transportation. Bicyclists are considered vulnerable roadway users; therefore, strategies and accomplishments are often duplicated and coincide with grant projects for pedestrian safety as indicated in the grant

recipient table. DMV/VAHSO will continue to collaborate with stakeholders to provide and introduce strategies and countermeasures to improve safety. Countermeasures will address all age groups to provide guidance using educational messages, enforcement, and written brochures containing helpful hints to ride safely and avoid falling victim to injuries or fatalities.

## Communication & Outreach

1. Partner with sub-grantees to conduct safety campaigns throughout 2024. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

### **STATUS: ACHIEVED**

- Outreach efforts include partnering with law enforcement agencies in Northern Virginia for the pedestrian and bicycle safety campaign in the fall and spring.
  - Northern Virginia provided messaging through the Metropolitan Washington Council of Governments' "Street Smart" initiative. This initiative is committed to pedestrian and bicycle safety in the Northern Virginia region. Local cities, counties, state, police departments, nonprofit organizations, and transit authorities work together to make the region a safer place for people walking and biking.
  - The spring safety campaign launched a tour of the innovative Street Smart Virtual Reality Challenge, an eye-catching and interactive educational exhibit. Participants sit behind the wheel of a Street Smart convertible where they immerse themselves in 360-degree virtual reality video of three high-risk traffic scenarios. The technology captures and scores the driver's ability to spot pedestrians and bicyclists, some of whom appear in unexpected places. The challenge reinforces the need for drivers to be alert for people walking and biking and gives pedestrians and bicyclists a clearer idea of what it's like to be in the driver's seat.
  - The Street Smart's campaign "Lives Shatter" on Impact Testimonial Wall exhibit shared heartfelt photo and video testimonials. The display included an educational wall in English and Spanish with safety tips and large video screen showing short films and photos of affected families across the region. The display traveled around the region totaling 29 days of outreach at 9 locations.
  - The testimonial wall spread the "Lives Shatter" message and engaged a broad audience, generating 76K impressions and 15K engagements.
  - 122 visitors responded to an iPad survey after seeing the display.
    - 92% of respondents reported knowing more about local pedestrian safety issues.
    - 94% of respondents said they will be more careful to stop for pedestrians if driving.

2. Support creation and distribution of web-based messaging and printed materials to continue the education and understanding of sharing the roadway for all users, including pedestrians and bicyclists. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

### **STATUS: ACHIEVED**

- DMV/VAHSO continues to conduct bicycle awareness efforts using crash analysis to develop and implement data-driven approaches in the bicycle program area. Virginia uses and analyzes the most recent state data for reporting purposes.
- DMV/VAHSO created and shared bicycling messages with our partners to include law enforcement, state nonprofit and higher education throughout the Commonwealth.



Bicycle safety messages were produced and shared in April and May 2024 announcing support for National Bicycle Safety Month.

- Moving forward toward zero, DMV/VAHSO continued to collaborate with federal, state and local agencies as well as nonprofit organizations to reduce the number of pedestrian and bicycle fatalities and injuries. A data review identified an increase in bicycle fatalities in the cities of Newport News and Hampton, as well as the bordering York County. As a result, law enforcement and a representative from the Newport News Housing Authority were contacted and the “See and Be Seen” safety brochure and posters produced by DSV were distributed to share with members of their communities. This increases safety practices by both bicyclists and motorists. The agencies were aware of the crashes and welcomed the intervention and brochures to promote safety.

### 3. Conduct bicycle safety training events and promote bicycle awareness messaging.

#### **STATUS: ACHIEVED**

- The City of Roanoke received a grant from the DMV/VAHSO to build upon the success of previous safety campaigns with the “Keep Each Other Safe” STOP at Crosswalks and Corners campaign. Campaign activities included paid, donated, and earned media, as well as personalized community outreach and engagement activities. The campaign ran for six weeks from June 10-July 21, 2024, and achieved the goal of increasing awareness and concern about speeding in Roanoke. Campaigns such as this clearly amplify safety for vulnerable roadway users such as bicyclists, pedestrians and motorists. The importance of traffic safety was emphasized using yard signs and a quiz given electronically to educate both young and older riders on the importance of traffic safety. The campaign:
    - Distributed over 200-yard signs
    - Reached an estimated 87% of the Roanoke community through a combination of print and digital advertising and community engagement
    - Increased awareness of critical points in Virginia law – that every corner is a crosswalk
    - Increased the number of drivers in Roanoke who are likely to adhere to speed limits and stop for pedestrians
    - Empowered law enforcement to continue to address speeds of motorists while working within the defined laws to correct behavior by those who walk, jog, and roll.
  - Educational awareness training courses, advertisements, and messaging from the Metropolitan Council of Governance (Street Smart Program) and the Fairfax Alliance for Better Bicycling continued to create, teach and promote proper cycling skills coupled with transportation messages addressing the safe movement and actions of vehicles, pedestrians and cyclists. Heightened awareness of one’s surroundings may reduce the number of crashes, serious injuries and fatalities. Each form of transportation requires learned skills and laws to promote action by all individuals, regardless of age, to maintain the health of the growing population.
  - The Pedestrian Bicycle Coordinator served on committees to work on initiatives such as updating the Pedestrian Bike Safety Action Plan (PBSAP) and serving the State Highway Safety Plan (SHSP) Emphasis Area with the Virginia Department of Transportation (VDOT)
- ### 4. To continue to recruit new and effective partners that will work to decrease bicycle fatalities.
- #### **STATUS: ACHIEVED**
- DMV partnered with the National Organization for Youth Safety and the Newport News Redevelopment and Housing Authority during FY2024.



- Data identified increased bicycle crashes in the cities of Newport News, Hampton, Williamsburg as well as bordering York County. Law enforcement and a representative from the Newport News Redevelopment Housing Authority continue to collaborate and distribute the 'See and Be Seen' safety brochure and posters produced by DSV to share with members of their communities. This action encourages safety practices of all vulnerable roadway users to include motorists. Traffic safety grants, community meetings and automated enforcement in school zones are welcomed improvements to slow traffic down which promotes roadway safety.
- Moving forward to FY2025, new partners are being sought for new projects to work toward decreasing the number of bicycle fatalities and increasing outreach to local businesses and interested cycling clubs to identify key partners, grassroots organizations, Fire/EMS, organizations, and others that can help engage the public to receive, share and implement highway safety messages. In conclusion, outreach to interested parties to promote programming and safety are being sought to participate in the FY2025 grant year.

### Selective Enforcement – Bike/Ped

1. Conduct a minimum of two selective enforcement activities (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4).

#### **STATUS: ACHIEVED**

- The Northern Virginia's Street Smart fall and spring pedestrian and bicycle safety campaigns were supported and served by law enforcement in Arlington County, Alexandria County, Fairfax County, Occoquan Town and Prince William County with pedestrian-bicycle selective enforcement grant-funded activities. When combined, these agencies utilized 391 overtime hours and issued 963 summonses to include 16 pedestrian, 17 bicycle, 149 speeding, 58 seat belt, and 77 hands-free violations.

### Future Adjustments to HSP to Achieve Target:

- FY2024-2026 Triennial Highway Safety Plan has identified the key areas most impacted by bicycle fatalities based on our data analysis. These key areas will be used as our strategy in achieving the target.

Key Areas Most Impacted by Fatalities as Identified by the Data Analysis
Weekend Days: Friday, Saturday, Sunday
Ages 31 to 65
Urban Bicyclist

- Identify key problem areas and causative factors to facilitate the development of targeted bicycle safety programming. Results will be tracked monthly to assess program effectiveness.
- Use data analysis to identify communities with the highest number of bicycle-related crashes and fatalities. We will implement Public Participation and Engagement opportunities in these communities and use public feedback to develop measurable performance projects.
- Continue law enforcement efforts through selective enforcement efforts. Identify the top jurisdictions for bicycle crashes and fatalities. Solicit funding opportunities for these jurisdictions for selective enforcement efforts. Evaluate available training, specifically to law enforcement, that would provide training on state laws applicable to bicycle safety as well as best practice enforcement strategies.
- Enhance, create, and increase educational messaging on bicycle safety. Work with key state partners to identify infrastructure enhancements that will be put into place, which will allow for community educational messaging on the new enhancements. This will facilitate collaboration between key state partners and educate the community prior to the enhancements being completed. Research and identify key bicycle safety training that is available to provide to the citizens that will serve as an educational resource.
- Monitor current Public Participation Engagement efforts with Newport News and Williamsburg to measure the effectiveness of the feedback received from the public. The evaluation of these efforts will determine if best practices should be replicated to other areas with high number of bicycle related crashes and fatalities.

# Public Participation and Engagement (PPE) Planning Triennial HSP Information and Annual Report Activity Update (Cities of Newport News and Williamsburg)

## Introduction

As previously stated, Virginia has a comprehensive highway safety planning process. As an extension of this process, through robust analysis of various datasets, goal setting, and identification of affected or potentially affected communities, Virginia, in conjunction with its partners, employs consistent PPE efforts that include proactively seeking representation and feedback from different communities. VAHSO's goal through the PPE process is to have its statewide coordinator use data analysis to identify problems. This will assist in identifying traditional and non-traditional partners/subrecipients for collaboration and public engagement within the affected communities.

The VAHSO coordinator will participate in meetings alongside partners/sub-recipients (e.g., law enforcement) and communities most impacted. During these meetings, safety information will be exchanged, and input will be gathered from the community members impacted. The PPE efforts will contribute to the development of the 3HSP in that the feedback, in conjunction with the data analysis, will assist the VAHSO in understanding the risks and problems as they relate to a problem area (i.e., bicycle safety). Additionally, these engagement efforts and the feedback received from them will be considered/used in the discussion and development of countermeasure strategies to fund programs to be implemented within those communities most impacted by fatalities. Information from these projects will then be replicated, shared, and expanded to other partners/sub-recipients.

Various data sources will be employed in our analysis for this effort. Trends in the data will be evaluated and used to address our identified issues – whether they are impaired driving, pedestrian/bicycle, or occupant protection – down to the local/street level. Data sources include:

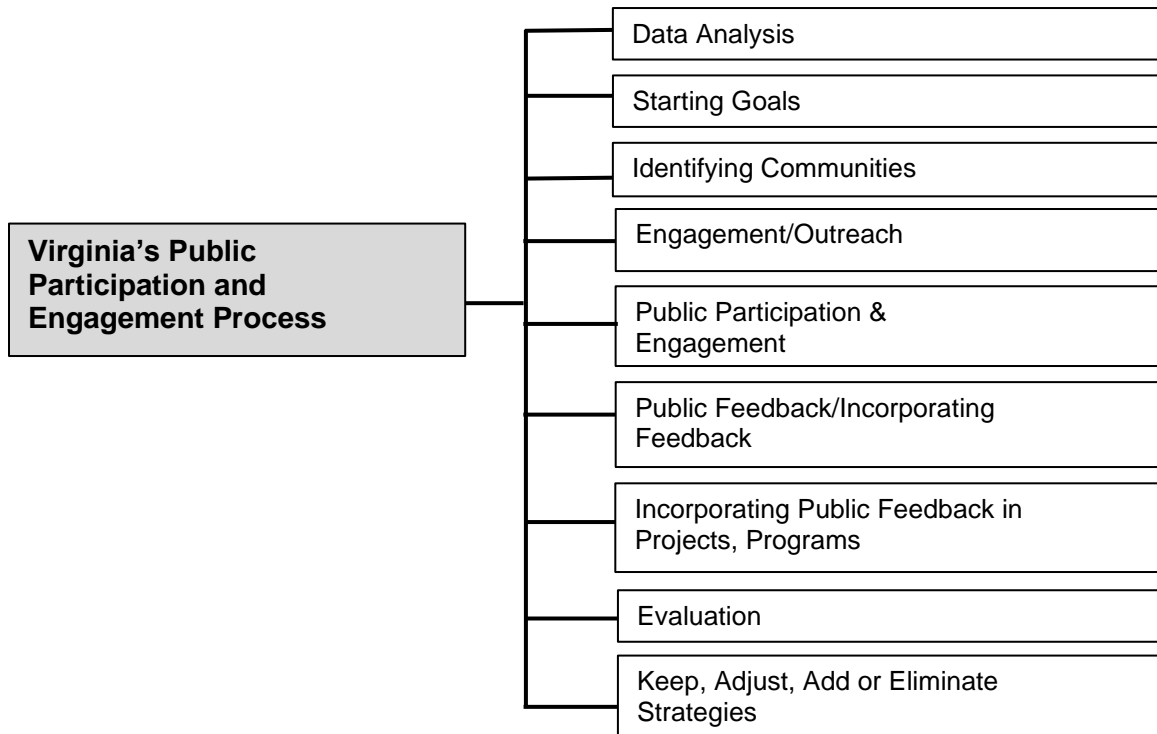
- Health Opportunity Index (HOI)
- Crash
- Vehicle
- Driver
- Roadway
- Survey data
- Population and Demographic data

VAHSO, along with its safety partners (i.e., law enforcement/nonprofits), will continue to use methods such as surveys, focus groups, social media and meetings with community leaders and citizens to obtain feedback on the issues affecting the community. The feedback obtained during PPE activities within the identified affected communities is used to improve our understanding of risk factors contributing to key issues. This feedback will be used and incorporated into our decision-making to positively impact the projects, programs, and related countermeasure strategies we develop, implement and fund over the next three-year period.

Virginia's highway safety program will use feedback from PPE opportunities to assist us in our implementation efforts. Members from the affected communities receive the results of the data analysis performed, the problem the data has identified in their community and highway safety goals for the effort. We document the purpose of the engagement, the information that was provided as well as the feedback received from attendees, a list of the attendees and whether the attendees included members from the affected community. If attendees are not from the affected

communities, we try to determine how to identify and engage these individuals in our ongoing future planning.

Each PPE effort will involve an evaluation to determine whether the project has made an impact within the community. From this evaluation, decisions will be made as to whether the project has been effective and if adjustments are needed (i.e., funding, project, or project strategy modifications) implemented where needed. If so, further planning and engagement will be conducted to ensure those adjustments are implemented.



The following pages describe two examples of the NHTSA-required PPE projects for community engagement PPE and evidence-based traffic enforcement PPE.

- City of Newport News Police Department (Community Engagement PPE)
- Williamsburg Police Department (Evidence-based Traffic Enforcement PPE)

### City of Newport News Police Department – Bicycle Fatalities PPE Effort

#### Data Analysis

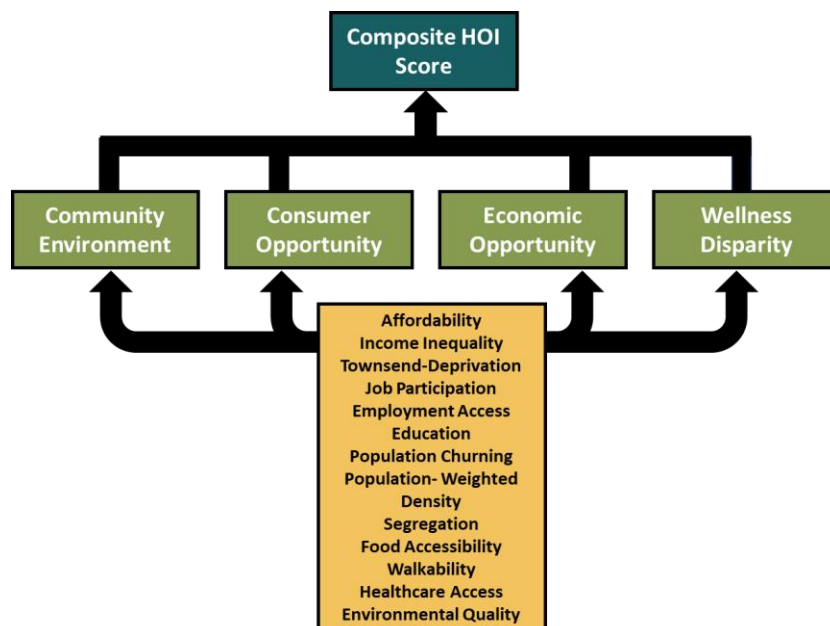
From 2018-2022, Virginia experienced 72 bicycle fatalities statewide. The Hampton Roads Region accounted for 30 of these fatalities (42%) during this time. In the timeframe in 2023 used for this report, Virginia experienced an alarming increase of 80% in bicycle fatalities over the same period in 2022 (from 5 to 9.) To address this issue, Virginia proceeded to conduct a detailed data analysis that was used to determine the “Who, What, When, Where” of the problem. Our initial analysis revealed that 5 out of the 9 bicycle fatalities occurred in the Hampton Roads Region of the state, indicating a disproportionately high fatality rate.

Additionally, 4 of the cyclists ages 36, 40, 76 (2) contributed to the crash with the majority not having the right of way. Two of the five Hampton Roads fatalities occurred in the City of Newport News and both fatalities were black males over 64 years of age riding on primary roads and were struck at an intersection in the beginning of February. Population data from the 2020 Census shows that 41% of the population of Newport News is black while 45% of the population is white. In 2023, it is noted that 100% of the bicycle fatalities were black males. The proportion of Newport News that

the fatal bicyclists represent is the second largest demographic, while the largest demographic experienced no bicycle fatalities.

The following section describes the public participation and engagement details implemented to address bicycle crash fatalities in the initial affected community of the City of Newport News that will continue through FY2024-2026. The analysis also shows that other areas such as the City of Williamsburg and Hampton also have a problem pedestrian/bicycle fatalities with future PPE efforts being expanded to these areas as well.

**Figure 1. VDH's Health Opportunity Index**



Additionally, the Virginia Department of Health<sup>1</sup> has developed a Health Opportunity Index (HOI) to help communities understand the many factors impacting health. Figure 1 provides an overview of the HOI and its corresponding factors. These factors are provided at the Census Tract Level. Many of these factors can be used to help better understand crash risk factors, particularly for community level crashes such as pedestrian and bicycle crashes.

In response to NHTSA's increased emphasis on incorporating community level characteristics, Virginia analyzes various data sets to select the affected communities to focus public engagement efforts. This includes the incorporation and review of HOI select factors with respect to bicycle crashes in the Hampton/Newport News/York jurisdiction. All Tracts in this area are identified as URBAN so values in this summary are provided with respect to all urban tracts in Virginia. Initial factors include affordability, employment access, material deprivation, and walkability.

Table 1 summarizes these characteristics and how they are interpreted.

<sup>1</sup> <https://apps.vdh.virginia.gov/omhhe/hoi/>

**Table 1. HOI Factors Considered in Bicycle Crashes**

<b>Characteristic</b>	<b>Description</b>	<b>Interpretation</b>
<b>Affordability</b>	Housing cost, transportation cost, income	Closer to <b>zero</b> → greater disposable income
<b>Employment Access</b>	# Jobs, distance to jobs, vehicle ownership or access to transit	Closer to <b>zero</b> → less access
<b>Material Deprivation</b>	# Unemployed, lack of car ownership, lack of home ownership, room occupancy	Closer to <b>one</b> ← more deprivation
<b>Walkability</b>	Built environment, land use diversity, distance to transit, residential and employment density	Closer to <b>zero</b> → less access

### **Overview of Crashes Involving Bicycles in Hampton/Newport News/York 2021 to June 19, 2023<sup>2</sup>**

Figures 2 through 5 show bicycle crashes by severity for 2018 through June 19, 2023<sup>2</sup>, overlaid on each of the factors, respectively. The characteristics are shown for top, upper, lower and bottom quartiles for all urban Census Tracts in Virginia (1695 tracts out of 1875 tracts). More detail is then provided for the five 2023 fatal bicycle crashes.

<sup>2</sup> Preliminary data

Figure 2 displays bicycle crashes with respect to *Affordability*. In this figure, the lighter the color, the greater disposable income is available to residents. Across urban tracts in Virginia, the highest index value is 0.828 and the lowest value is 0.021. The median value is 0.569. As indicated, the majority of crashes are in Census Tracts where residents have the greatest disposable income.

**Figure 2. Bicycle Crashes with Respect to the Virginia Affordability Index**

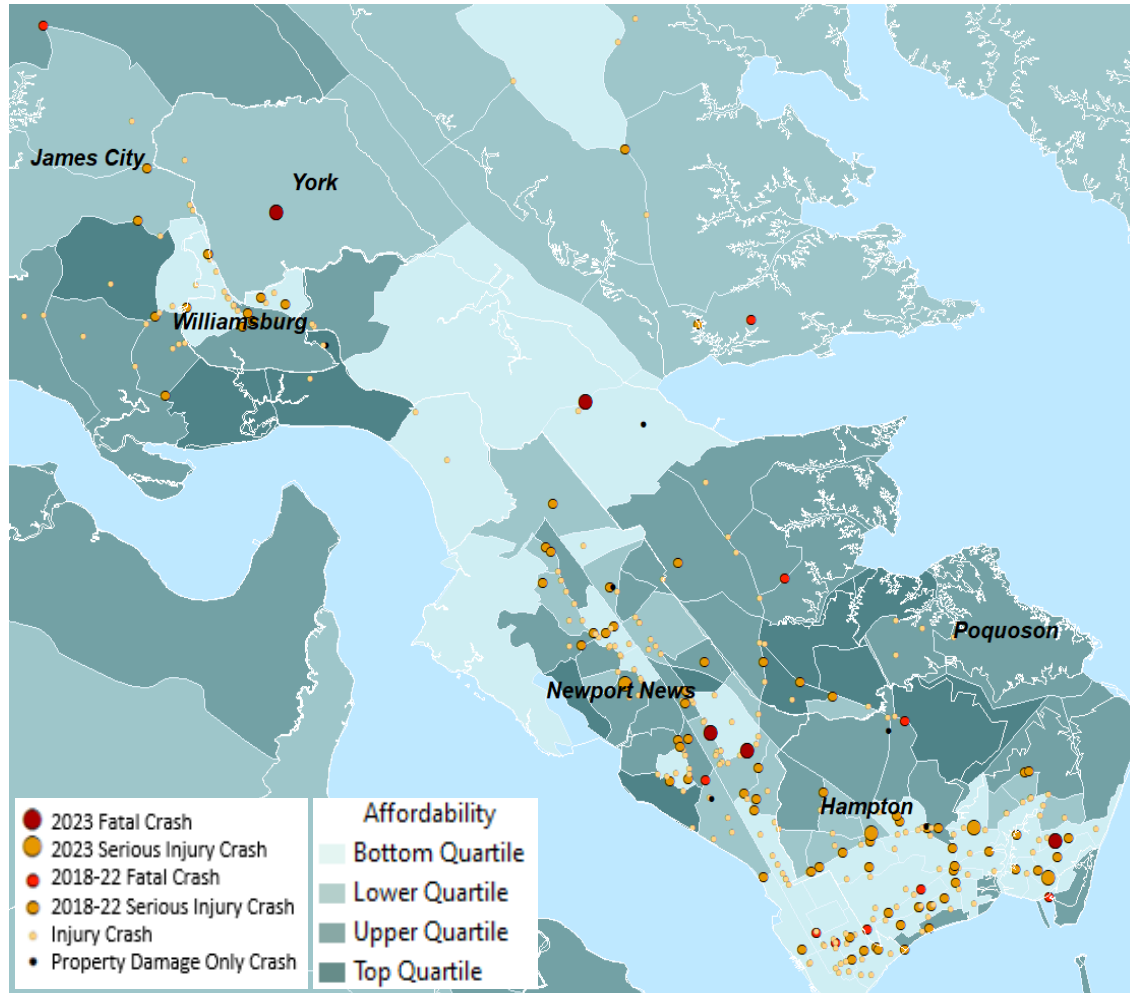




Figure 3 displays bicycle crashes with respect to *Employment Access*. In this figure, the lighter the color, the less access that the population has to employment in that Census Tract. Across urban tracts in Virginia, the highest index value is 0.696 and the lowest value is 0.003. The median value is 0.109. The distribution for this index is very narrow with 90% of tracts having an index between 0.05 and 0.15 which may reflect longer commutes and higher congestion in urban areas. As indicated, much more variability exists related to access to employment across Census Tracts where bicycle crashes occur.

**Figure 3. Bicycle Crashes with Respect to the Virginia Employment Accessibility Index**

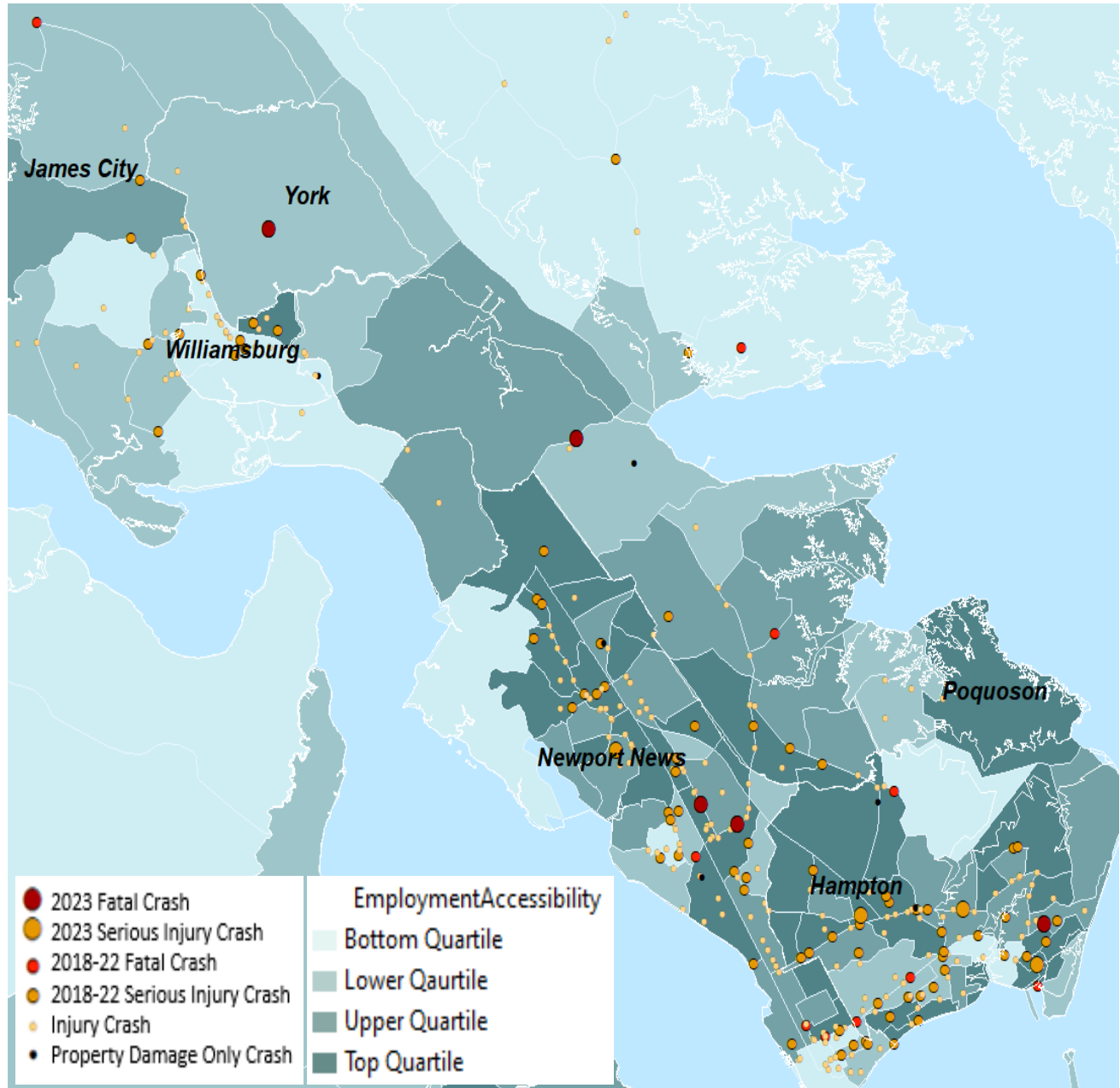


Figure 4 displays bicycle crashes with respect to *Material Deprivation*. In this figure, the darker the color, the more deprivation that the population in that Census Tract experiences. Across urban tracts in Virginia, the highest index value is 1.000 and the lowest value is 0.006. The median value is 0.467. As indicated, most crashes occur in Tracts that experience less deprivation.

**Figure 4. Bicycle Crashes with Respect to the Virginia Material (Townsend) Deprivation Index**

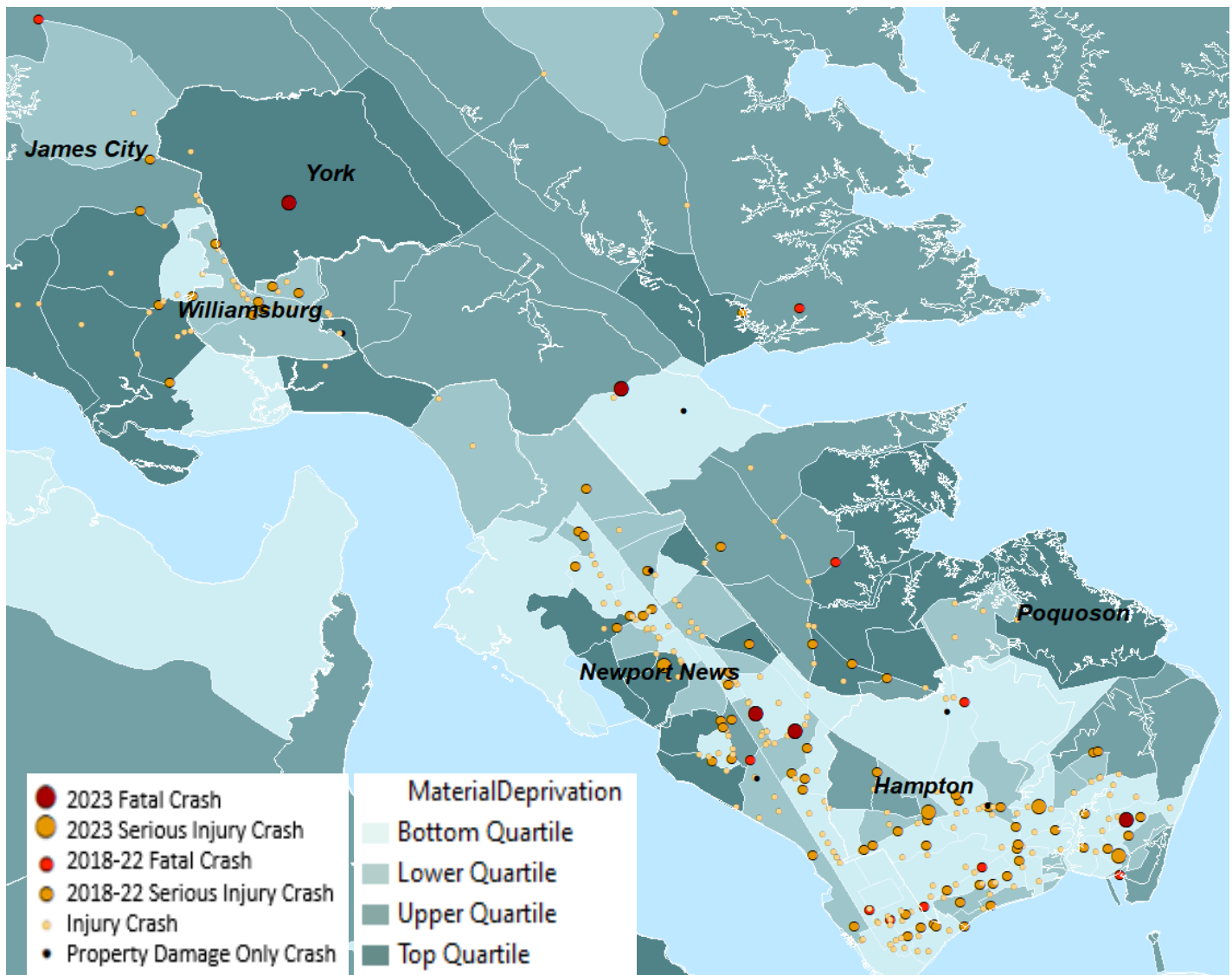
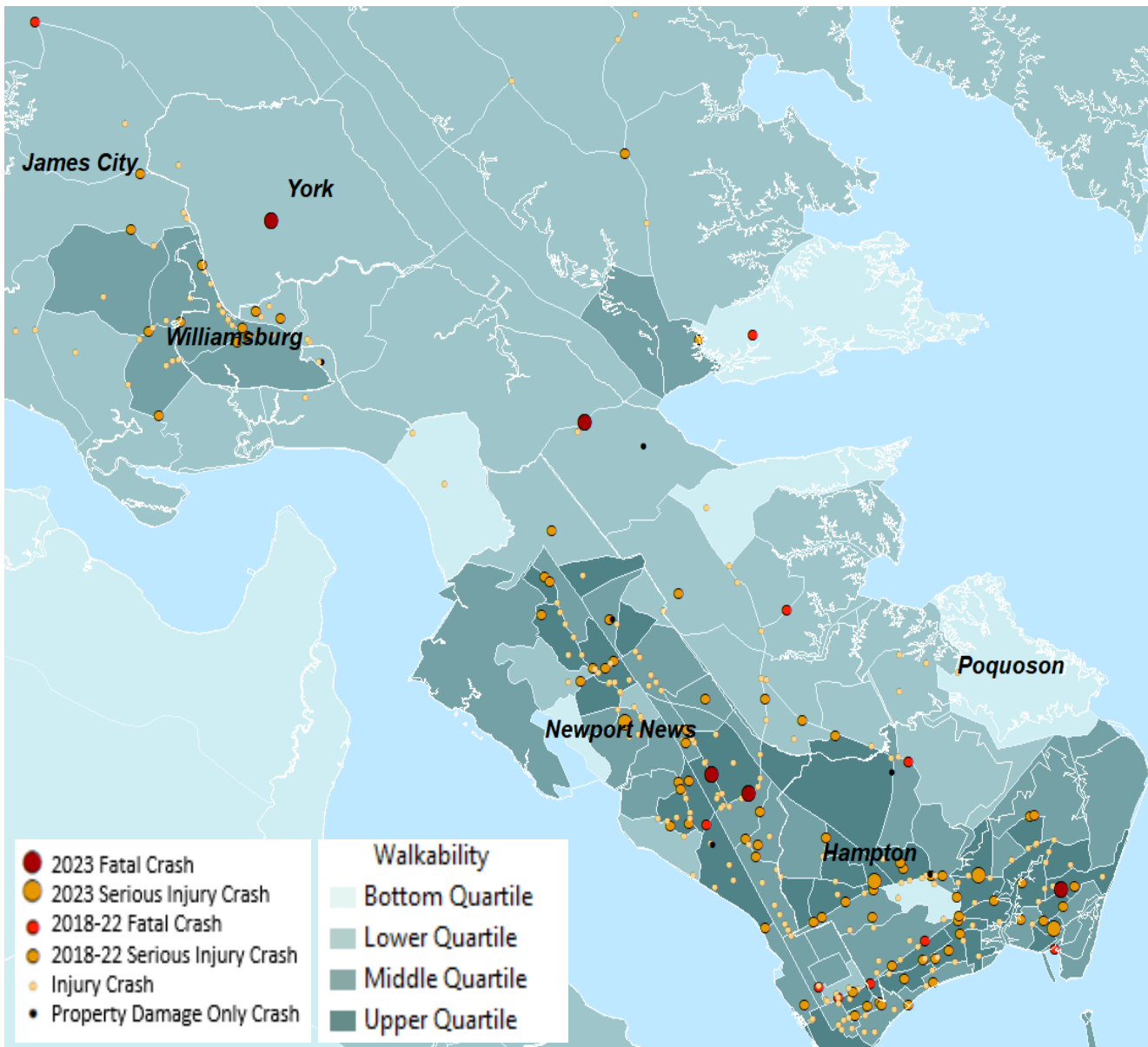


Figure 5 displays bicycle crashes with respect to *Walkability*. In this figure, the lighter the color, the less walkable the Census Tract is. Across urban tracts in Virginia, the highest index value is 1.000 and the lowest value is 0.001. The median value is 0.176. As indicated, more variability exists related to walkability across Census Tracts where bicycle crashes occur although more are in the upper quartiles than the lower quartile.

**Figure 5. Bicycle Crashes with Respect to the Virginia Walkability Index**



## **Details of Fatal Crashes Involving Bicycles in Hampton/Newport News/York January 1 to June 19, 2023<sup>3</sup>**

Five fatal crashes involving bicycles have occurred to-date in 2023 in the Hampton/Newport News/York region as of June 19.<sup>3</sup> Table 2 provides a summary of these crashes from oldest to most recent with key characteristics of interest. Except for involving drivers over 64, no clear characteristics stand out, which leads to consideration of each crash individually within the context of the community it occurred in. Table 3 provides the HOI factor values for the Tracts where the crashes occurred.

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<sup>3</sup> Preliminary data

**Table 2. Characteristics of Fatal Crashes Involving Bicycles in 2023<sup>3</sup>**

Crash ID	Postal City	Date/Time	Road Type	Day	Loc on Road	Inter-section	Alcohol	Speed	Driver >64
230245112	HAMPTON	1/21/2023 14:02	Urban Street	Sat	On road	Yes	Yes	No	Yes
230315201	YORKTOWN	1/30/2023 11:41	Secondary	Mon	Shoulder	No	No	Yes	No
230365049	NEWPORT NEWS	2/3/2023 14:46	Primary	Fri	On road	Yes	No	No	Yes
230385258	NEWPORT NEWS	2/5/2023 2:03	Primary	Sun	On road	Yes	Yes	No	Yes
231115228	WILLIAMSBURG	4/20/2023 15:18	Secondary	Thur.	On road	No	No	No	Yes

**Table 3. HOI Factor Index Values for the Tract Where Each Fatal Bicycle Crash Occurred**

Crash ID	Population Density	Affordability Index	Employment Access Index	Material Deprivation Index	Walkability Index
230245112	4,945	0.382	0.114	0.256	0.285
230315201	354	0.415	0.095	0.258	0.128
230365049	1,404	0.467	0.119	0.265	0.262
230385258	3,005	0.481	0.132	0.446	0.236
231115228	140	0.559	0.101	0.565	0.107

**Crash ID-230245112:** The bicyclist in this crash, which occurred in Newport News, was traveling in the crosswalk at a signalized intersection without the right-of-way. The Census tract where this occurred has a high population density with the following HOI characteristic values:

- **Affordability Index: 0.382** → This is in the top 1% of all urban tracts in Virginia indicating that the community has one of the largest disposable incomes in the Commonwealth.
- **Employment Access Index: 0.114** → This is above 60% of all urban tracts in Virginia indicating that the community has somewhat better access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.256** → This is just under 14% of all urban tracts in Virginia indicating that the community experiences less deprivation than most of the Commonwealth.
- **Walkability Index: 0.285** → This is nearly at the 85<sup>th</sup> percentile of all urban tracts in Virginia indicating that the community has better infrastructure for walking than most of the Commonwealth.

**Crash ID - 230315201:** The bicyclist in this crash, which occurred in Yorktown, was struck from behind on the shoulder of a secondary two-lane road. The Census tract where this occurred has a low population density with the following HOI characteristic values:

- **Affordability Index: 0.415** → This is in the top 1% of all urban tracts in Virginia, indicating that the community has one of the largest disposable incomes in the Commonwealth.
- **Employment Access Index: 0.095** → This is near the 30<sup>th</sup> percentile of all urban tracts in Virginia, indicating that the community lower access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.258** → This is just under 14% of all urban tracts in Virginia indicating that the community experiences less deprivation than most of the Commonwealth.
- **Walkability Index: 0.128** → This is below 40% of all urban tracts in Virginia indicating that the community has below the walkable environment available to most of the Commonwealth.

**Crash ID - 230365049:** The bicyclist in this crash, which occurred in Hampton, was traveling in the crosswalk at a signalized intersection without the right-of-way. The Census tract where this occurred has a relatively high population density with the following HOI characteristic values:

- **Affordability Index: 0.467** → This is in the top 1% of all urban tracts in Virginia indicating that the community has greater disposable income than most of urban Virginia.
- **Employment Access Index: 0.119** → This is near 68% of all urban tracts in Virginia indicating that the community has somewhat better access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.265** → This is just under 14% of all urban tracts in Virginia indicating that the community experiences less deprivation than most of the Commonwealth.
- **Walkability Index: 0.262** → This is near 80% of all urban tracts in Virginia indicating that the community has better infrastructure for walking than most of the Commonwealth.

**Crash ID - 230385258:** The bicyclist in this crash, which occurred in Newport News, was traveling in the crosswalk at a signalized intersection without the right-of-way. The Census tract where this occurred has a high population density with the following HOI characteristic values:

- **Affordability Index: 0.481** → This is in the top 3% of all urban tracts in Virginia indicating that the community has greater disposable income than most of urban Virginia.
- **Employment Access Index: 0.132** → This is near 85% of all urban tracts in Virginia indicating that the community has better access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.446** → This is just under 45% of all urban tracts in Virginia indicating that the community experiences a level of deprivation greater than what is experienced by nearly half of the Commonwealth.
- **Walkability Index: 0.236** → This is near 85% of all urban tracts in Virginia indicating that the community has better infrastructure for walking than most of the Commonwealth.

**Crash ID - 231115228:** The bicycle in this crash, which occurred in Williamsburg, was traveling on the shoulder of a secondary road and pulled into the traveled way. The Census tract where this occurred has a very low population density with the following HOI characteristic values:

- **Affordability Index: 0.559** → This is over 25% of all urban tracts in Virginia indicating that the community has more disposable income than a quarter of urban Virginia tracts.
- **Employment Access Index: 0.101** → This is near 40% of all urban tracts in Virginia indicating that the community has lower access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.565** → This is just under 82% of all urban tracts in Virginia indicating that the community experiences a level of deprivation greater than what is experienced by most of the Commonwealth.
- **Walkability Index: 0.107** → This is below 25% of all urban tracts in Virginia indicating that the community has below the walkable environment available to most of the Commonwealth.

#### Identified Community

The initial project was launched within housing complexes located in Newport News, due to the data which indicated this community as being most impacted by bicycle fatalities.

#### Goal of Project

Reduce the number of bicycle fatalities to 0.

#### Public Engagement and Participation

To begin this public engagement with the Newport News Redevelopment and Housing Authority (NNRHA) representative, the VAHSO State Coordinator for Pedestrian/Bicycle Safety met with Newport News Police Department (NNPD) to discuss the data, the corresponding issue and the project. The VAHSO State Coordinator provided needed Bicycle Safety materials to NNPD for their highway safety messaging that was shared among community members from two housing complexes. NNPD provided a viewer-friendly PowerPoint presentation which was favorably received by the community members in attendance.



### Public Feedback/Incorporating Feedback

The NNRHA holds monthly meetings with residents at eight apartment complexes to advise residents and provide information on various safety measures and community events. These are monthly, intentional engagement opportunities with residents to obtain feedback on safety issues they may have within their community. Residents listen and provide feedback about the information presented.

During FY2023, the housing authority held their first monthly meeting featuring bicycle safety. It was held at a senior living complex that was accessible to all and ADA compliant. The safety information provided was well received. The NNRHA safety representative advised some of the seniors do indeed use and ride bicycles as transportation.

The community feedback received from this first meeting was that the community is “Grateful for the sharing of the bicycle safety information.” This feedback will continue in these monthly community meetings where NHTSA and partner campaign materials and posters on pedestrian/bicycle safety are shared among the residents. Community members are encouraged to share this information with neighbors and members of their family. Additionally, this feedback was used to assist in the expansion of bicycle safety education and outreach countermeasure strategies to address the increase in bicycle fatalities in the 3HSP.

This feedback informs the HSO that the information will be positively accepted. It allows us to utilize this chance to gather additional input and enhance the distribution of traffic safety information among these and other communities in key areas most impacted. This aligns with our main objective of improving speed and bike safety messaging, and ultimately, influencing the behaviors of the community members impacted.

### Ongoing Evaluation and Engagement

The monthly meetings are continuous, and the community will continue to receive traffic safety information. It is of utmost importance to educate communities in key areas most impacted. The public engagement or responses from those in attendance on the topics presented is encouraged.

In FY24-26, based on community feedback received from the 2023 community meetings, distribution of information, and the crash data being evaluated, the VAHSO, NNRHA, and Newport News Police Department will continue to meet and work together to address future messaging. Additionally, Virginia’s Ped/Bike State Coordinator will present this PPE effort at the next VA Pedestrian Safety Taskforce quarterly meeting in July 2023 as an example of how community-level engagement and participation can work for others.

For FY24-26, the Newport News PD plans to produce a video surrounding a fatal crash involving a motorist and cyclist to promote safety. They will also produce and distribute an informative message on a past crash involving a motorist and cyclist and has posted the message link (<https://youtu.be/C6uEBBf6zzo>) to their social media outlets to raise awareness of proper vehicle operation and the need to follow traffic laws and share roads.

Based on a review of the data, for FY2024-26 plans are being made to contact partners to distribute safety brochures to reach members of each community where individuals have been involved in the fatal crashes. DMV/VAHSO State Coordinator is planning a coordinated response with law enforcement partners to address victimization of these tragic events surrounding bicycle involved crashes. An emphasis to message all bicyclists to follow the same traffic laws as motorists operating vehicles is paramount. “Looking out for each other is key. Be visible and predictable as a cyclist, and respect bike lanes and pass with care as a motorist.”

For FY24-26, the input received during the engagement meeting will be utilized to help law enforcement extend the bicycle safety messaging to other communities in key areas most impacted, aiming to promote behavioral change.



Full report on the PPE updates and summary of efforts are provided in the PPE Updates and Summary of Efforts section.

### **Williamsburg Police Department (WPD) – Evidence-Based Traffic Enforcement Public Participation and Engagement**

Below is an example of law enforcement collaboration and community involvement:

#### Introduction

The Williamsburg Police Department (WPD) has conducted selective enforcement activities to decrease the amount of pedestrian and bicycle collisions in the City of Williamsburg. The WPD utilized multiple partners and programs to increase PPE with the motoring and pedestrian population, to include social media – Facebook, Instagram and X (formerly Twitter) – radio interviews where transportation safety information is provided, City information technology systems, through avenues such as the Williamsburg Weekly and the City Website and through personal interactions and events such as the recent Open House that the WPD conducted, where the DUI goggles and go-cart system were utilized in addition to safety information provided.

#### Data Analysis – see Virginia’s Health Opportunity Index data (City of Williamsburg)

The WPD had been experiencing a dramatic increase in pedestrian and bicycle collisions starting in CY2017 when there were 10 reported. After that year there was an increase to 18 in CY2018 before the collisions decreased to 12 in CY19 and 11 in CY20. The number of reported pedestrian / bicycle collisions was dramatically reduced in CY2021 to only 3. While this may have been partially attributed to the reduction in both pedestrian and vehicle traffic during the COVID pandemic, the additional increased efforts put in place by the Williamsburg Police Department and the City of Williamsburg are a major factor.

#### Identified Communities

Data analysis showed that the City of Williamsburg experienced an increase in pedestrian and bicycle crashes in the past few years.

#### Goal of Project

To increase shared messaging and public engagement initiatives and to change behavior to reduce or eliminate pedestrian and bicycle crashes within the City of Williamsburg.

#### Public Participation and Engagement

The WPD Resource Officer, working closely with the Virginia Highway Safety Office’s State Coordinator for Pedestrian/Bicycle Safety, also instituted a public information campaign to educate the pedestrian and bicycle motoring community. The feedback from the public, to include the engagement campaign and the selective enforcement efforts have been very positive and informative. Attendees include members of the affected community of Williamsburg such as parents, kids, elderly who represent various ages, genders, races and ethnicities. From a Police Department standpoint, feedback has assisted the police department in developing new trends and patterns (i.e., moving focus from Fridays to Thursdays) that are being utilized in current efforts to reduce pedestrian and bicycle collisions and is carried over into other DMV highway safety grant assisted enforcement. The WPD receives feedback during monthly engagement meetings from affected Williamsburg communities where traffic safety initiatives are topics of discussion. Additionally, community feedback is received via:

- In person
- At special events
- Via social media (Williamsburg PD Facebook page)
- Indirectly through other media
- At the scene of an incident
- Through contact with residents and visitors to the city

The normal feedback provided is that vehicle traffic is traveling too fast for conditions – whether it is because of highway engineering, weather conditions, or area geographics – i.e., neighborhood with small children, entertainment area with large crowds, narrow streets, heavy pedestrian traffic with persons unfamiliar with the area, etc.

#### Incorporating Public Feedback

Feedback from the affected community was used in the decision to adjust enforcement efforts regarding switching days where traffic is more prevalent and to directed patrols and checkpoints. WPD, working with the VAHSO State Coordinator, develops a plan of action to determine what the Williamsburg Police Department can do to increase safety in the area. The plan of action looks at the following:

- Road conditions
- Signage in area (speed limit, stop signs, etc.)
- Traffic conditions – a traffic study may be done to determine the amount of vehicular traffic and the speeds of the vehicles in the area of concern
- Pedestrian traffic in the area of concern
- Other factors that affect the motoring and pedestrian traffic – lighting conditions, trees or shrubs blocking signs, visibility of oncoming traffic, etc.
- Current and past crash data
- Current and past enforcement data

An analysis is conducted of all data collected to determine if conditions can be improved to increase the highway safety of the motoring and pedestrian public. If it is determined to be an engineering issue or that improvements can be made by the street department that will increase safety, this information is then submitted to the Public Works Department for review, analysis, and implementation. Changes made include changing existing road surfaces, conditions, or changes to signage (such as adding more or changing a Yield sign to a Stop sign, or even reducing the existing speed on a road). An example of this can be observed in the upgrades to the street crossing areas in the downtown and college areas of the city. To reduce pedestrian and bicycle collisions, crosswalks were outfitted with flashing lights, new signage and brightly colored paint used to identified persons in crosswalks.

In most cases, from the feedback, enforcement of traffic laws is determined to be the first step in behavior modification to increase traffic safety. Enforcement may be initiated in several manners, such as:

- Locating temporary signs to the area to advise persons to be aware of speed limit in the area or to be observant of pedestrians crossing the road or increased pedestrian traffic.
- Selective Enforcement – Officers are notified to increase selective enforcement in identified areas and to direct their efforts on certain violations – i.e., Speeding, Failure to Obey Signs, Failure to Yield, etc.
- Issuing a “Directed Patrol” order – this is where the area is determined to need additional enforcement, and officers are “Directed” to “Patrol” the area on each shift. The time and results of the enforcement efforts are documented and analyzed at certain time periods to determine the effectiveness of these efforts.
- Conducting a Traffic Safety Checkpoint

#### Engagement Outcomes.

From discussions held between the WPD Safety Resource Officer and the VAHSO, it was decided to hold community engagement meetings outdoors to ensure accessibility and that community members knew the effort was open to the public. In lieu of a PowerPoint, speakers were used instead to help ensure the information being shared by the neighborhood resource officer could be heard. Safety

materials translated into Spanish were provided. Additionally, a cell phone language line app was available so that community attendees who spoke various languages could use the app to translate the information into their main language. This app was instrumental as the resource officers provided lessons on the proper riding of bicycles to the attendees. Police Officers conducted focused and directed patrols of crosswalks and other areas that typically have increased pedestrian and bicycle traffic, stopped individuals, and provided educational materials along with safety equipment such as blinking lights or reflective items. The Police Department also conducted lighting surveys to ensure that there was adequate lighting in areas where collisions had previously occurred. The City of Williamsburg also upgraded the crosswalks in the city, to include new signage and flashing lights to indicate persons were crossing the road.

#### Ongoing Evaluation and Adjustments

The WPD applies for and obtains grants from the VA DMV to increase the safety of both the motoring, biking, and pedestrian public. These grants work in conjunction with the city-sponsored enforcement efforts to increase public safety and decrease traffic collisions and resulting injuries or deaths. One example of the grant activity working in conjunction with the city-sponsored enforcement efforts can be observed by the officers conducting directed pedestrian and bicycle safety campaigns where they engage the walking, running, and biking public, speaking with them about the issue and provide them with information about traffic safety and provide them with a city purchased safety item – such as a blinking safety light, reflective items, etc. This is done in addition to the DMV Grant funded Selective Enforcement for Pedestrian and Bicycle Safety. Currently, while the motor vehicle and pedestrian traffic is back to the above the pandemic level, pedestrian and bicycle collisions are lower than in previous years and enforcement efforts appear to be successful thus far.

One issue identified is conducting enforcement in areas that are not conducive to routine enforcement efforts or where such efforts are not as effective as other avenues of behavior modification – such as residential or business streets that are narrow, winding, etc. For FY2024-26, the WPD has requested a portable radar sign that will notify drivers of the speed limit in an area that they may not be familiar with in addition to their current speed, thereby notifying the driver to decrease their speed. This is an excellent enforcement tool that can be moved from one location to another by one person without the needs for additional tools or equipment. There were several collisions in the City last year where radar or lidar would not have been effective, but the portable radar sign may have changed the behavior of the driver and avoided a serious collision.

To determine the effectiveness of enforcement efforts and establish whether enforcement efforts need to be extended or modified, a review of the monthly Selective Enforcement Bulletin is conducted. The Selective Enforcement Bulletin is prepared monthly and analyzes both collision and enforcement efforts of the officers of the WPD. This Bulletin is distributed to all sworn officers of the department and is also utilized in choosing areas, times, and day of week for Selective Enforcement, Directed Patrols, and Traffic Safety Checkpoints. Examples of the information included in the Selective Enforcement Bulletin include:

- Day of Week of both collisions and traffic summons issuance,
- Hour of Day of both collisions and traffic summons issuance,
- Location of both collisions and traffic summons issuance,
- Increase and decrease of total numbers of both collisions and traffic summons issuance,
- Other information such as type of crashes, alcohol involvement, vehicles involved, etc.

One of the trends and patterns that has developed is that “Thursday” seems to be the new “Friday” and “Saturday” has become a more active day for traffic collisions. Since the pandemic, more business and educational facilities have instituted a four-day work or school week, Monday through Thursday, with a three-day weekend. A trend has developed where people are attending events and visiting entertainment facilities more often on a Thursday, staying home on Friday, and venturing out again on Saturday. Many entertainment establishments are also having special events on Thursdays

in addition to the regular event days. An analysis of current collision patterns reveals an increase in crashes on Thursdays and Saturdays and a decrease on Fridays. While not a huge trend, it is a current trend.

The adjustments were made based on community feedback and the trends identified above. As this is a new trend, it is unknown at this time whether it will continue and if it will have any long-term effects. Accordingly, while this trend is identifiable, enforcement efforts are being adjusted and handled accordingly. In addition to the enforcement efforts, increased patrols on identified days are being scheduled in entertainment areas and in locations where celebratory events occur and crowds gather. Traffic calming efforts have also been undertaken in areas where large crowds gather to ensure the safety of both the pedestrian and motoring traffic.

Evaluation continues to be conducted to determine the effectiveness of the above efforts prior to additional variations being implemented. Currently there have been no additional pedestrian or bicycle collisions reported.

The impact appears to be that the initiatives implemented thus far have been effective in reducing pedestrian and bicycle collisions. Post-pandemic, both pedestrian and vehicular traffic have increased in the City of Williamsburg. Additionally, special events and crowd gathering functions have not only returned to normal but have increased in numbers. The outdoor dining and gathering venues that were established during the pandemic, with many of these extending to a proximity to vehicular traffic, have become a permanent feature. The implementation of safety features to these outside events have thus far been effective in preventing any pedestrian, bicycle, or vehicular collisions with any patrons. Implementation of traffic calming devices, such as barricades and use of signage, in addition to increased officer presence and patrol are reviewed after events and adjustments are made when needs are identified. This information is critical to the FY2024-26 plans in that community feedback will continue to be obtained from surveys. This information will be used to determine future adjustments such as if, based on the survey responses, speeding is found to be an issue in a certain area, and an officer is unable to patrol that area, a speed sign or variable messaging sign will be utilized to modify behavior to reduce speeds. Additionally, VAHSO considered this feedback when developing and supporting selective enforcement countermeasure strategies that focus on Bicycle and Pedestrians in the 3HSP.

Full report on the PPE updates and summary of efforts are provided in the below section.

## **PPE Updates and Summary of Efforts (Newport News City and the City of Williamsburg)**

### **Newport News City**

Since September 2023, the VAHSO has shared traffic safety messaging with the Newport News Housing Authority with an emphasis on bicycle safety. Brochures and posters along with available resources are disseminated throughout their underserved and over-represented community properties. The outreach resulted in a decrease of two bicycle fatalities in 2023 and by two in 2024 for a total of zero fatalities.

On September 18, 2024, VASHO was present at the Newport News Housing Authority (NNHA) Spratley House where some 20 residents were gathered for a Public Participation Engagement community meeting in the multi-floor ADA accessible facility. A verbal presentation on DMV, VAHSO Programming and the [www.DMV.virginia.gov](http://www.DMV.virginia.gov) website was given along with distributing 'See and Be Seen' brochures to attendees who were encouraged to share and provide feedback on traffic safety. As a result, the manufacturing of wheelchairs using black colored material was raised as a concern where optional colors should be used requiring mounted reflectors.

Bicycle, pedestrian and highway safety information are disseminated at regularly pre-scheduled tenant council meetings to residents at the various locations listed. DMV Highway Safety messages from the media coordinator are distributed via email with a NNRHA representative who then shares the messaging with those in attendance to promote safety practices. Safety information discussed and community feedback is encouraged to get perspectives of the residents.

Great Oak: 1 Great Oak Circle on June 27, 2024

Spratley House: 651 25<sup>th</sup> Street on July 12, 2024

Ashe Manor: 900 36<sup>th</sup> Street on July 20, 2024

Marshall Courts: 741 34<sup>th</sup> Street, July 20, 2024

Cypress Terrace: 25 Teardrop Lane, August 15, 2024 - added Ding-Ding Campaign

Brighton Apartments: 810 Brighton Lane, August 29, 2024 - added Ding-Ding Campaign

Meetings are attended by 15 - 25 tenants residing in each housing authority complex which is designed with ADA accommodations for residents occupying the underserved and over-represented communities. Transportation methods to include vehicle, bicycle, and those who walk, jog and roll (wheelchair and scooters), are used in each complex.

### **Older Driver Awareness Week**

Older driver information was provided by the highway safety office communities and disseminated by the communities to senior residents along with pedestrian and bicycle initiatives at the following locations. The topics are applicable to the residents who walk and ride bikes along Warwick Boulevard.

Pinecroft: 75 Wellesley Drive on December 4, 2023 (Bicycle and Pedestrian safety)

Spratley House: 651 25<sup>th</sup> Street on December 12, 2023

Ashe Manor: 900 36<sup>th</sup> Street on December 14, 2023

### **Williamsburg City**

In 2024, Williamsburg City was accepted as a Public Participation Engagement (PPE) project because of their efforts to progressively address bicycle crashes using available resources. In 2023,



no crash fatalities were recorded and in 2024 the jurisdiction maintained zero fatalities while working to reduce the number of overall crashes.

In the first quarter of the grant year, pedestrian and bicycle crashes appeared to be on the rise this year. - with six (6) pedestrian and one (1) bicycle crash in the first quarter of the grant period. Officers have been taking a proactive approach and enforcing crosswalk violations and educating pedestrians on the proper use of crosswalks.

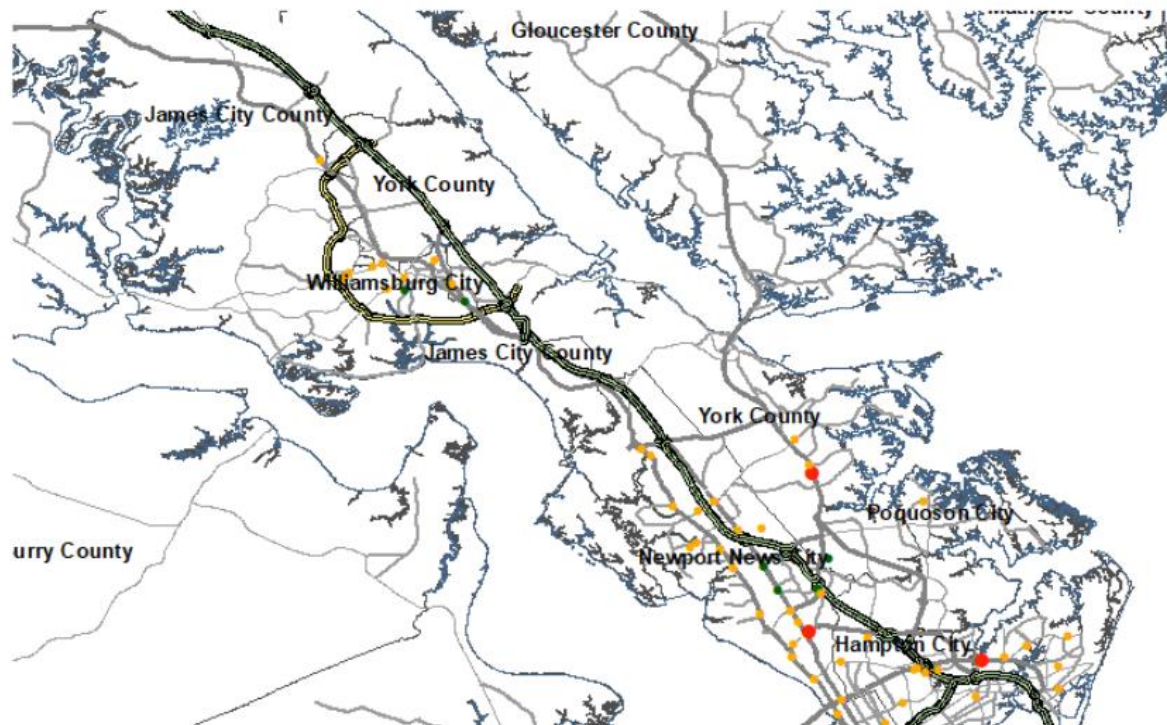
In 2024, Williamsburg Police Department further developed the PPE concept to partner with the Neighborhood Resource Officers working in assigned areas to invite all residents to take part in safety programs. Many areas request the use of an electronic speed enforcement sign to slow traffic in the neighborhoods in an effort to reduce crashes and injuries in areas that normally have a high volume of foot traffic and little to no enforcement activity. An interactive display was created for the National Night Out event to promote ped/bike safety issues in order to understand the methodology and availability of using the speed sign in area neighborhoods. A questionnaire was created to solicit feedback and was distributed to City residents at the NNO event. It was discovered that there are a large number of persons at the NNO event that were not City residents. All persons, including non-city residents, expressed interest in obtaining use of the speed sign for their neighborhood and stated that the speed of vehicles was an issue to address safety concerns of pedestrians. The next step in the program is to feature opportunities for sign use at area neighborhood meetings by the NRO's and begin utilization of the sign.

Quarters 2 & 3; The Williamsburg Police Department has the Neighborhood Resource Officer program. This program assigns a neighborhood or area (includes both residential and commercial businesses) to an officer who is responsible for representing the WPD. Officers go door to door meeting the occupants and discussing any problems or areas of improvement that are occurring. Officers also host outdoor cookouts in these areas, accessible to all, to bring people together for public participation and engagement events (with provided burgers, hot dogs and chips). Additionally, officers attend the Neighborhood Council monthly advertised meetings where police representatives of neighborhoods meet with City Council members and City officials from the different services provided (Public Works, WPD, Human Services, etc.). Traffic safety issues are discussed at all of these events.

Citizens have expressed issues with traffic in their area (neighborhood or business area) and officers have been able to direct their enforcement efforts based on the information received by conducting directed patrols at certain times or in certain areas. All data is reviewed to ensure that all issues reported are addressed. In addition to directed enforcement, officers have proactively addressed safety issues that they have observed due to their increased focus on the areas that they are responsible for. Examples include noticing streetlights that are out and reporting them to Dominion Power for replacement or repair. Another example of the use of the data is when one officer contacted Public Works to initiate new signage in his NRO area to eliminate an observed hazard. Utilizing the complaints received of pedestrians traversing through neighborhoods very late at night after attending functions with little regard to motor vehicles has prompted increased directed patrols in areas identified to ensure pedestrian safety.

In conclusion, while crashes have not been eliminated, bicycle fatalities for the City of Newport News went from 2 in 2023 to 1 in 2024. Williamsburg City maintained zero fatalities from 2023 to the 2024 project year utilizing the Public Participation and Engagement (PPE) and Community Policing concepts.

- Fatal Crash
- Injury Crash
- Property Damage Crash





## Seat Belt Use Rate – Observed Seat Belt Use Survey (Core Behavior Measure B-1)

### Overview of Programs, Projects and Activities Funded

Virginia's seat belt use has remained fairly level (Virginia's seat belt law is secondary), but below the national average. The most recent statewide OP survey (2022) provided a use rate of 75.6% compared to the national average of 90.4%.

Key strategies and funding have been utilized in FY2024 to address this area of focus. We have continued with statewide enforcement, educational and media efforts.

Seat Belt Use Survey Expenditures
405b Funds
\$166,686

### Seat Belt Use Survey Performance Measure:

**Measure:** Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 9% from 75.6% to 82.6% by 2024.

**Outcome:** Virginia is not on track to achieve its target as the actual result of 81.1% is lower than the target of 82.6% in 2024.

### Preliminary Assessment of State's Progress (Seat Belt Use Rate):

Virginia's seat belt use rate is 81.1 for 2024. Note, the seat belt use rate for 2024 has not been finalized.

### Strategies and Accomplishments

1. Conduct an observational survey to determine use of seat belts for front seat occupants in 2024 and provide results to NHTSA by March 1, 2025.

**STATUS: ACHIEVED**

- Old Dominion University's (ODU) Research Foundation conducted an observational survey of seat belt use throughout the Commonwealth based upon methodology pre-approved by NHTSA. Virginia's 2024 seat belt use rate has not yet been finalized.
- All law enforcement agencies receiving federal highway safety grants were required to conduct pre- and post-mobilization observational surveys of seat belt use. They were required to do so for the May 2024 Click It or Ticket (CIOT) campaign.
- DMV/VAHSO conducted a virtual meeting of all selected locations and community partners to provide an overview of the survey and to update on how the localities are selected for the statewide survey. Also provided data and

resources for the upcoming survey. ODU presented during this meeting along with DMV/VAHSO. We encouraged the selected localities to increase the use of seat belt messaging through social media, message boards and marquees.

- Virginia's annual seat belt observational survey's methodology was updated in the 2022 survey for 2022-2026. These locations were randomly selected from the counties that produced 85% of Virginia's roadway fatalities and sorted by Vehicle Miles Traveled (VMT). Seat belt surveys will be conducted in these new locations to indicate seat belt use rates. The 15 locations are:

**High VMT County Aggregates:**

1. Fairfax (includes Fairfax County, Fairfax city, Alexandria, Falls Church)
2. Southeast Aggregate (includes Chesapeake, Norfolk, Portsmouth, Suffolk, Virginia Beach)
3. York County Aggregate (includes York County, Hampton, Newport News, Poquoson, Williamsburg)
4. Loudoun
5. Frederick (includes Frederick County, Winchester)

**Middle VMT County Aggregates:**

1. Rockbridge (includes Rockbridge County, Buena Vista, Lexington)
2. Botetourt
3. Goochland
4. Louisa
5. Mecklenburg

**Low VMT County Aggregates:**

1. Dinwiddie
2. Isle of Wight
3. Southampton (includes Southampton County, Franklin)
4. Tazewell
5. Brunswick

2. Conduct an attitudinal, telephone survey that will include questions regarding seat belt use, impaired driving, and speeding.

**STATUS: ACHIEVED**

- The 2024 survey was deployed by online methods to licensed drivers in Virginia. In all, 1,310 licensed drivers aged 18 and older completed the survey. This sample was distributed across Virginia proportionally by regional population levels. Therefore, more of the sample came from northern and southeastern regions of Virginia than from the southwestern areas. Within this sample includes 314 participants aged 18-34, the age for which many safety programs are targeted.

- Overall, key *statewide* findings using the FULL sample included:
  - Seat belt use
    - The majority of respondents reported always wearing seat belts while driving (86.2%) or riding as passengers (86.3%).
    - Almost 1 in 3 (32.1%) recalled law enforcement activity targeting belt use in the time prior to the survey.
    - A large proportion of respondents (62.8%) believed the chances of getting a ticket for belt nonuse was “likely” or “very likely.”
  - Impaired Driving
    - More than half the respondents (54.9%) reported they do not drink.
    - For those who did not identify themselves as non-drinkers (and therefore were considered “drinkers” in this study), 24.5% had driven within two hours after drinking alcohol in the past 60 days (defined as at least one drink within two hours).
    - Most respondents believed the chances of being arrested after drinking and driving were at least “likely” (more than 68%).
    - Almost half (47.1%) recalled police activities targeting impaired driving in the time period prior to the survey. Fewer (27.2%) recalled seeing or hearing information about designated driving programs in the same period.
  - Speeding
    - Almost half (46.8%) of participants reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone); even more (55.6%) reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).
    - Most respondents (62.5%) believed the chances of receiving a speeding ticket were “very likely” or “likely.”
    - Almost four out of 10 (38.9%) recalled law enforcement activity targeting speeding in the past 30 days.
  - Distracted Driving
    - More than three-quarters of respondents (78.4%) “seldom” or “never” talk on a handheld mobile phone while driving; almost half seldom to never do handsfree (47.4%).
    - Two-thirds (66.9%) said they “never” text with a handheld mobile phone while driving; 61.6% said “never” when being handsfree.

#### **Future Adjustment to Achieve HSP Target:**

- Continue our direct efforts with the selected seat belt survey localities to increase outreach, law enforcement community collaboration, and messaging to the selected communities.
- Seek new partners/projects within the community to include businesses, faith-based organizations, schools, that can increase the messaging of the importance of seat belt use in all positions in the vehicle.
- Increase the messaging of seat belt use at child passenger safety seat events.
- Analyze the 2024 Seat Belt Usage Survey and identify areas of need to increase seat belt use.

- Revisit the Occupant Protection Assessment and the Occupant Protection Technical Assistance for recommendations to implement that will provide more opportunities to reach identified communities.
- Conduct a statistical process control analysis, identifying key problem areas to develop strategies and goals that will work to decrease unrestrained fatalities and serious injuries on our roadways. There will be ongoing monitoring of data to measure the impact and status of reaching our goals.

## Core Activity Performance Measures Virginia Grant Funded Citation Efforts (Core Activity Measures A-1, A-2 and A-3)

Region	OP (A1)	DUI (A2)	Speed (A3)
Staunton	200	82	4,356
Fairfax	417	311	8,121
Hampton Roads	367	144	5,494
Richmond	1,778	237	9,604
Bristol	473	57	3,908
Roanoke	507	74	5,763

	Region Totals	State Police	Region and State Police
OP (A1)	3,742	1,625	5,367
DUI (A2)	905	106	1,011
Speed (A3)	37,246	9,298	46,544

# Traffic Records Program

## Overview of Projects and Activities

Virginia's Traffic Records Electronic Data System (TREDS), a highway safety information system, has garnered both state and national recognition. With this technology, Virginia will continue to enhance and monitor the quality and quantity of data in TREDS by implementing the most efficient and effective integration and linkage projects and enhancing its analysis and reporting capabilities, as demonstrated by projects being planned for implementation.

Innovative strategies will focus on continued enhancement of electronic data with emphasis on accuracy, timeliness, uniformity, integration, completeness and accessibility of traffic records data in TREDS and other major traffic records databases (driver, citation, roadway, injury surveillance and courts). This will also involve database and data elements linkages of the various traffic records systems.

Traffic Records Expenditures	
402 Funds	405c Funds
\$642,177	\$1,165,714

## Traffic Records Performance Measure:

**Measure:** Continue to enhance the collection, accuracy, timeliness, uniformity, integration, completeness and accessibility of the traffic records data in TREDS through December 31, 2024.

**STATUS: ACHIEVED**

1. Increase street level crash location data from 0 to 125,000.

**STATUS: ACHIEVED**

- Crash location data was added electronically to 94,988 (as of 10/31/24) crash records (latitude/longitude, standardized street name, functional class, route signing, national highway system, route type, etc.) in Traffic Records Electronic Data System (TREDS). 100 percent of the 2024 crash location will be located.

2. Increase the number of law enforcement agencies from 71 law enforcement (LE) agencies to 80 agencies submitting electronic citation data to the Supreme Court's CAIS system.

**STATUS: ACHIEVED**

- The number of law enforcement agencies submitting to the CAIS system increased by 16 to 87 reporting agencies. There were 56,825 electronic submissions of citation records electronically submitted to the CAIS system from Dublin Police Department, Elizabeth River Crossing Toll Violations, George Mason Univ. Police Dept., Hopewell City Police Department, Lunenburg Co. Sheriff's Office, Mecklenburg Co. Sheriff's Office, Patrick County Sheriff's Office, Prince George Co. Sheriff's Off., Prince George Police Department, South Hill Police Department, Sussex County Sheriff's Office, Va. State Police - Divisions 1, 2, 3, 5.

3. Eliminate the issue of law enforcement submitting crash reports without the "CMV" section when a crash is qualified as FMCSA CMV reportable.

**STATUS: ACHIEVED**

- With the TREDs 2.0 system being implemented on November 1, 2024, Virginia can now add new business rules in the TREDs 2.0 front-end to assist law enforcement in submitting the CMV section. In addition, we will add new fields and revise existing fields in the new revision of the Police Crash Report to assist and clarify the CMV section to ensure law enforcement fills out the mandatory CMV section.

4. Increase from 0 driver crash record to 1,000 driver crash records with auto-populated driver information from the Citizen Services System/Driver System into the driver fields in the Police Crash Report (TREDs/Front-End 2.0).

**STATUS: IN PROGRESS**

- TREDs 2.0 was implemented on November 1, 2024. To date, we have received 28 crash records with auto-populated driver information in the driver fields in the Police Crash Report. This number will increase to 100,000 by December 2025.

5. Increase from 0 vehicle crash record to 1,000 vehicle crash records with auto-populated vehicle information from the Citizen Services System/Vehicle System into the Vehicle fields in the Police Crash Report (TREDs/Front-End 2.0).

**STATUS: IN PROGRESS**

- TREDs 2.0 was implemented on November 1, 2024. To date, we have received 28 crash records with auto-populated vehicle information in the vehicle fields in the Police Crash Report. This number will increase to 100,000 by December 2025.

6. Add at least 2 quality control reports in TREDs to monitor the processing of SafetyNet (CMV) crash records for timeliness or completeness.

**STATUS: IN PROGRESS**

- The new TREDs 2.0 was deployed on November 1, 2024. Additional business rules will be added to the new TREDs 2.0/Front-End.

7. Add at least 3 quality control reports in TREDs to monitor the processing of crash records for accuracy or completeness.

**STATUS: IN PROGRESS**

- The new TREDs 2.0 was deployed on November 1, 2024. Additional business rules will be added to the new TREDs 2.0/Front end.

8. Decrease from 1,000 to 0 the number of uninsured records manually reviewing to verify uninsured information recorded in the Police Crash Reports with information available in CSS/Vehicle system (improvement/linkage project between the crash system and CSS/Vehicle system).

**STATUS: ACHIEVED**

- In TREDs 2.0, insurance status for the vehicle has been integrated within the crash system. Due to this improvement, 1,000+ uninsured records which were previously manually reviewed for verification will now be automated.

9. To provide an online repository system that uploads monthly reporting data, checks for errors and warnings and reviews canned reports in the reporting system. The goal was to decrease the percentage of invalid values or formatting issues with the specific violation field from 59% to 40%.



**STATUS: PARTIALLY ACHIEVED**

- The Virginia State Police Community Policing Act (CPA) Data Collection Repository project is an online repository system that uploads monthly reporting data, checks for errors and warnings and reviews canned reports in the reporting system. The online repository system with data validation built-in will improve the quality of data submitted in the Specific Violation field. The new repository system went into effect on August 1, 2024. There were over 270 law enforcement agencies that submitted reports into the new database for July and August with 6,836, which is 2.8% of all stops, were submitted with invalid status. More than half, approximately 3,796, has been corrected and resubmitted in FY24.
- The new system wasn't available for law enforcement to utilize until August 1, 2024. In the short timeframe that the system has been running, the system is proving to be successful.
- The [CPA Repository](#) is used by law enforcement agencies to upload data. Reporting portion used by Virginia State Police to analyze data submitted.
- The [CPA Open Data Portal](#) is the public facing aggregated Community Policing Act data.
- The CPA Annual Report is created by Department of Criminal Justice Services with the data provided by Virginia State Police.

10. Add "Source" field into the TREDs/VASAP system to capture information when vehicle data is imported from the Citizen Services System. Information from this field will be used to access and generate needed reports.

**STATUS: ACHIEVED**

- The "Source" field was recently added to the new TREDs 2.0, but no data has been collected.

**Highway Safety Office Analytical and Technology Projects**

The TREDs IT team embarked on a long-term effort to rewrite the system service (to include all coding, software, interfaces, etc.) that is used to receive the crash data from Report Beam and other vendors. The technology used in the TREDs service was over 10 years old, outdated and incompatible with the latest hardware and security on our servers. The TREDs system has been modernized by replacement, removal, in-house services and enhanced with additional security improvements. In addition, 300+ business rules were rewritten into .net. TREDs 2.0 was deployed on November 1, 2024. Other improved features include:

- A streamlined, front data entry for officers, replacing the need for Report Beam Software
- Phased roll-out of the TREDs website with improved validation checks and a higher rate of auto-approved crashes
- Phased roll-out conducted as a prerequisite for the production release, confirming compliance with IT security requirements
- Access for law enforcement to up-to-date insurance status and company information directly, eliminating the need to request drivers for this information
- Uninsured motorists process improvements that automated and reduced manual work for identifying uninsured vehicles
- Click It or Ticket Campaign Changes that combined three separate pages into one and removed redundant form fields

- Virginia Tech Service Enhancements that updated to JSON to meet modern architectural standards
- Updated motorcycle and FARS Services that now use JSON, aligning with current architectural standards; testing is in progress
- Deployment of automated monthly report upload eliminated the need to enter report data manually every month.

Also, the TREDs IT team continued to provide technology support to databases that support analysis and operations staff (SafetyNet). This includes nearly 5,000 CMV crashes required to be submitted to VSP. Operations staff worked closely with our VA FARS analysts to ensure that information on nearly 850 fatal crashes was recorded and submitted to NHTSA. TREDs Operations Center staff provided data quality analysis to over 127,000 crash reports ensuring data within TREDs is accurate, timely and complete.

Analysis staff continued work on the crash report research and development project to update and improve our data collection and increasing our compliance with the latest Model Minimum Uniform Crash Criteria (MMUCC) standards.

### **Analytics and Reporting – Virginia Tech**

Virginia Tech continued its long-term partnership with DMV/VAHSO during the grant year, providing advanced analysis for VAHSO's statewide behavioral programs. The team conducted real-time, trend and predictive analysis on all behavioral highway safety programs in Virginia. Work included providing information requested by the DMV Commissioner, completed summary reports on motorcycle and pedestrian behavioral areas, provided examples of observational statistics for all crashes, completed a detailed review of the FR300 and MMUCC 6.0 for possible updates to the crash report. Virginia Tech also prepared evaluation data for incorporation of Public Participation and Engagement (PPE) efforts for the Annual Report. Ongoing support was also provided for geospatial analytics, quarterly reporting and provision of consultation staff assistance to the HSO staff.

### **Reporting and Mapping – DMV Website**

TREDs, Virginia's "one-stop-shop," provides accurate, timely and detailed crash data and highway safety related information for analysis and reporting on the DMV website. It includes online reporting/mapping tools, publications, and pre-formatted crash and highway safety related reports.

Crash data from TREDs has been uploaded (127,000 records) to the reporting and mapping tool. This online data analysis and mapping tool can be readily accessed and uploaded daily.

The 2023 Virginia Traffic Crash Facts publication was posted in April. It provides a comprehensive statistical overview of traffic crashes occurring in Virginia.

In addition, 140 "Data and Map Profiles-Virginia Senate/House Legislative Districts Crash Data Summaries" were posted in the DMV websites in May 2024. These map profiles also have the previous year stats listed, number of fatal crashes, number of serious crashes, highest days, highest months, highest time periods, and crash trend information for the current year and three previous.

### **Geocoding and Tool Development Projects – Virginia Tech**

Virginia Tech deployed a new coding tool that required a shift from direct access of VDOT data to hosting and rebuilding the mile marker indicator. 127,000 crashes were geocoded and reviewed

with a 99.9% completion rate. Virginia Tech prepared maps based on DMV requests, prepared final 2023 report cards and completed Crash Facts maps.

### **Speed Tool Project – DMV, Virginia Tech, Virginia State Police (VSP)**

The Speed Tool Dashboard version 1.1 was fully deployed to all VSP troopers, shift supervisors and command staff. The tool is being used daily to make support decisions about resource allocation based on near real-time speeds in combination with crashes (i.e., trooper dispatch, calls for service). VSP staff continues to work with Virginia Tech to refine the features in the tool. Updates are being added as feedback is received from users.

### **Highway Safety Dashboard (HSO) – DMV and VA Tech**

The team collaborated to develop the HSO Dashboard, presented to the HSO, followed by rollout to the HSO Program Managers. The HSO Dashboard allows program managers to perform data queries and provide simple and quick information to their sub-recipients on demand.

## Drugged Driver Fatalities

Drugged Driver Expenditures	
405d Funds	154 Funds
\$495,425	

### Drugged Driver Fatalities Performance Measure:

**Measure:** Reduce drugged driver fatalities from 259 to 242 by 2024.

**Outcome:** Virginia is not on track to achieve its target as the annual actual result (308 in 2023) is higher than the target of 242.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed the most recent data for 2023. Results show that Virginia's drugged driver fatalities were 308 or 56 more drugged driver fatalities as compared to the target.

### Challenges Virginia will address Moving Forward:

- **Staffing Shortages and Competing Priorities in Law Enforcement:** There has been a shortage of law enforcement personnel, coupled with competing priorities, which has hindered the effective implementation of traffic safety initiatives aimed at reducing impaired driving.
- **Difficulty Retaining Drug Recognition Expert (DRE) Officers and Insufficient Instructors:** Virginia has faced challenges in retaining qualified Drug Recognition Expert (DRE) officers, crucial for identifying impaired drivers. Additionally, there are not enough instructors to train new DRE officers, further exacerbating the issue.
- **Impact of Marijuana Legalization on Driver Behavior:** Legalization of marijuana has impacted driver behavior, increasing the number drug-impaired drivers on the road.
- **Lack of Public Understanding of Marijuana's Impact on Driving:** The public does not adequately understand how marijuana impairs driving behaviors.

### Preliminary Assessment of 2024 Progress:

Based on the most current 2023 in the state FARS data (preliminary), Virginia is not on track to achieve its target of 242 drugged driver fatalities. To demonstrate continuous target performance evaluation, Virginia has monitored and analyzed data through 2023. Results show that Virginia's drugged driver fatalities were 308 as compared to 299 in 2022. This is 9 more drugged driver fatalities.

Note: Currently, data is not available from FARS for 2023 and 2024. Data for 2022 vs. 2023 (preliminary) is used to perform the following analysis: drugged driver fatalities.

1. Conduct Advanced Roadside Impaired Driving Enforcement (ARIDE) training through Virginia – 8 courses per year.

**STATUS: ACHIEVED**

- There were 10 courses available through the grant year in Roanoke, Fairfax and Williamsburg. 198 officers were trained.

2. Continue to develop the Drug Recognition Expert (DRE) Program, including ensuring we have a minimum of 65 certified DREs.

**STATUS: ACHIEVED**

- Currently, there are 69 people certified, including 11 DRE instructors in Virginia.
- In FY2024, 2 DRE schools were held in January and another in September with a total of 19 students.

3. Conduct a statewide training session for Virginia drug court staff.

**STATUS: ACHIEVED**

- There were 10 staff members that attended the All RISE24 Conference in May 2024 attending DWI track sessions.
- Virginia DUI Specialty Dockets Building Bridging to Connect Communities and Courts conference was held with 360 registered attendees, including 45 judges.

4. Conduct six Advanced DUID training for law enforcement and prosecutors to inform them of the latest trends, the DRE program, recent changes to legislation, best practices, and refresh their skills.

**STATUS: ACHIEVED**

During FY2024, the Commonwealth Attorney Service Council (CASC) conducted 10 training programs to include two Advanced DUI, one Drug Recognition Expert, one Impaired Fatal Crash and six Driving Under the Influence of Drugs training sessions for law enforcement and prosecutors. There were 109 law enforcement officers and 75 prosecutors that went through the training programs.

5. To continue to recruit new and effective partners that will work to decrease drugged driver fatalities.

**STATUS: ACHIEVED**

DMV/VAHSO welcomed new highway safety partners that are working toward decreasing drug-related fatalities including VDOT, VSP, VASAP, Virginia Emergency Medical Services, Virginia Department of Forensic Science (DFS), Cannabis Control Authority and local law enforcement agencies.

**Future Adjustment to Achieve HSP Target:**

- Continue partnership with Virginia State Police (VSP) in conducting DRE schools to increase and retain the number of DRE officers.
- Increase ARIDE training statewide to enable more officers to be trained.
- Continue partnership with Department of Forensic Science (DFS) and the Virginia Medical Examiner Office that provides agencies with the toxicology report.
- Increase community engagement to provide a better understanding about drugged driving and the dangers of risky driving behavior.

## Distracted Driver Fatalities

Virginia does not receive federal highway safety funding for distracted driving; however, we do support distracted driving prevention efforts by providing funding to law enforcement to attend the Distracted Driving Summit as well as funding educational brochures for the “Phone Down, It’s the Law” distracted driving campaign.

### Distracted Driver Fatalities Performance Measure:

**Measure:** Reduce distracted driver fatalities from 32 to 28 by 2024.

**Outcome:** Virginia is not on track to achieve its target as the annual actual result (38 in 2024) is more than the target of 28.

**Preliminary Assessment of State's Progress:** To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2024. Results show that Virginia’s distracted driver fatalities were 38 or 10 more distracted driver fatalities as compared to the target.

### Challenges Virginia Will Address Moving Forward:

- Expand community awareness in Universities/Colleges: Focusing efforts on raising awareness about distracted driving within educational institutions, engaging students and staff through campaigns and activities.
- Seek new partners/projects that can expand education and messaging to the community on the dangers of distracted driving.
- Continue the development of new creatives and posters: Develop fresh, engaging creative materials and posters to further capture attention, to distribute to partners for wider outreach and visibility.
- Expand collaboration with Law Enforcement Agencies: Work closely with local law enforcement agencies to address distracted driving issues within their jurisdictions, ensuring a coordinated approach to tackling the problem.

Focus Areas	Countermeasures
Communication and Outreach	CTW 4.2.1

### Strategies and Accomplishments

#### Communication and Outreach

1. Continue to support education and training through scholarships for law enforcement and teachers to attend the Distracted Driving Summit. (CTW Chapter 4 – Section(s) 2.2, 3.2).

#### **STATUS: ACHIEVED**

- The 11<sup>th</sup> Annual Distracted Driving Summit was held on August 8-9, 2024, in Richmond.
  - There were 275 attendees and 28 exhibitors with 50 speakers.
  - There were 33 law enforcement officers, 13 driver’s education teachers and 9 EMV professionals that received scholarships to attend the event.



2. Include distracted driving prevention messaging in youth peer-to-peer educational programs. (CTW Chapter 4 – Section(s) 2.2, 3.2).

**STATUS: ACHIEVED**

- Virginia State Police Association – Youth of Virginia Speak Out About Traffic Safety (YOVASO) supported peer-to-peer prevention and education programs in 174 member schools to include high schools, middle schools, home school groups and youth groups. These programs included occupant protection, distracted driving and alcohol and drug-impaired driving issues. Through social media messaging, YOVASO has accumulated over 266.9K reach on Facebook and over 176.9K reach on Instagram.
- YOVASO offered interactive distracted driving programs such as the Distracted Driving Simulator and Scanned: Physics of a Crash in Virginia. There were 105 interactive safety events, and 20,197 students reached.
- Partnered with B.R.A.K.E.S teen driving solutions to provide defensive driving skills including seat belt use and how to remain distracted free behind the wheel. 123 students ages 15-18 and 125 parents completed the program.

3. To continue to educate on the Hands-Free Phone law. (CTW Chapter 4 – Section(s) 2.2, 3.2).

**STATUS: ACHIEVED**

- DRIVE SMART Virginia (DSV) continued to provide materials featuring the Hands-Free Phone law to communities that request the materials through for distribution.
- 47,826 materials were distributed to 282 locations within Virginia about distracted driving and “share the road.”
- DSV made graphics available for free download on “Phone Down, It’s the Law” and “Buckle Up Phone Down” with a total 5.7M views.
- DSV has a toolkit online for download with an emphasis on distracted driving. The webpage received 14K page views during FY2024.
- DMV continues to provide online resources about the law with a video series “Safe Driving is Something We Can All Live With.”
- VDOT displayed anti-distracted driving messages on highway variable message signs.

## Planning and Administration (P&A)

DMV/VAHSO requires staffing to perform administrative functions such as overseeing day-to-day operations of the highway safety office, federal grants management and support for the program areas as well as for field operations. The P&A grant covers a portion of the salary for four administrative positions: two directors, one in the highway safety office and one in the grants management office; and two management analysts, one in the highway safety office and one in the grants management office. This funding also covers administrative costs for the highway safety and grants management offices to include utilities, technology and office supplies.

Planning and Administration Expenditures
402 Funds
\$347,682

### Planning and Administration Performance Measure:

**Measure:** Provide planning and administrative support for the DMV/VAHSO headquarters office, field staff and grants management.

### Strategies and Accomplishments

1. Hire and retain adequate staffing, minimum of four staff, to provide planning and administrative support.

#### **STATUS: ACHIEVED**

- Virginia continues to maintain adequate staffing levels for day-to-day management. The management analyst position was hired to provide DMV/VAHSO administrative support.
- Funding was used to support administrative functions such as purchasing of supplies, Survey Monkey fees, utilities and computer services.

## Driver Education Program (DE)

Virginia will conduct education and awareness activities geared toward young/teen drivers, mature drivers, truck safety and the general driving population to reduce crashes, injuries, and fatalities.

Innovated strategies focus on education and outreach efforts to increase awareness on issues involving transportation safety.

Driver Education Expenditures	
402 Funds	405d Flex Funds
\$2,052,719	\$520,246

### Driver Education Performance Measure:

**Measure:** Increase awareness of and positively impact the behavior of users of Virginia's roadways by December 31, 2024.

Driver Education	Countermeasures
Mature Drivers	CTW 7.2.1
CMV	CTW 3.4.1
Community Outreach	CTW 6.1.3

### Strategies and Accomplishments

1. Conduct a minimum of five education and awareness activities targeting the general driving population to reduce crashes, injuries and fatalities. (CTW Chapter 6 – Section(s) 2.1, 2.2. and Chapter 7 – Section(s) 1.2, 2.2, 3.1)

**STATUS: ACHIEVED**

- Community Outreach: Using its community and workplace grant, DRIVE SMART Virginia (DSV) conducted 125 events that reached over 89K people in Virginia. A few examples of events are Latinos in Virginia Empowerment Community Resource Event, Back to School Community Resource Fair, Inspire Youth Event, and SERADTSEA Conference.
- Mature Drivers: Virginia Department of Aging and Rehabilitative Services' (DARS) Grand Driver program held 68 events with a reach of 7.4K.
- Community Outreach: DMV/VAHSO provided translation reviews for 23 Spanish educational materials. 17K Spanish educational materials were distributed.
- CMV: Virginia Trucking Association Foundation participated in three events (two Quarterly Safety Council Meetings, Virginia Trucking Safety Conferences) and sent out monthly safety messages to 1.5K commercial motor vehicle (CMV) contacts.

2. To continue to recruit new and effective partners that will work to decrease fatalities with our young/teen drivers.

**STATUS: ACHIEVED**

- Community Outreach: DMV/VAHSO has maintained partners focusing on teen drivers including Drive Safe Hampton Roads, Christopher King Foundation, Conner Gweedo

Memorial Foundation, YOVASO, and Project IMPACT by VCU. FY25 partners will include HenricoTooSmart2Start and Hunters Fund.

- CMV: Virginia Tech Transportation Institute conducted 12 hands-on events at 12 high schools across Virginia. They reached 3.1K students through their Sharing the Road with Trucks presentations.

## Community Traffic Safety Program (CP)

Community Traffic Safety Expenditures
402 Funds
\$15,450

### Community Traffic Safety Performance Measure:

**Measure:** Develop, lead, attend and evaluate education and awareness events by September 30, 2024.

Focus Areas	Countermeasures
DMV Highway Safety Videos	CTW 1.5.2
Sr. Communications Manager	CTW 2.3, 1.5
Highway Safety Summit	CTW 2.3, 1.5 and NHTSA Uniform Guidelines 14 Part VI and VII
Highway Safety Travel/Training	CTW 2.3, 1.5
Heat Stroke Prevention and Unattended Passengers	Uniform Guidelines 23 CFR 1300.13.d

### Strategies and Accomplishments

1. Enhance the DMV website with real-time interactive crash reporting and crash location data.

**STATUS: ACHIEVED**

- The DMV webpage was updated with new interactive reports, map modules by jurisdiction and department for localities with 2022 crash data.
- Updated the Legislative Summary profiles with complete 2023 crash data
- Posted the 2023 Virginia Traffic Crash Facts.

2. Partner with a minimum of 10 highway safety stakeholders on DMV/VAHSO safety initiatives.

**STATUS: ACHIEVED**

- During FY2024, DMV/VAHSO collaborated with over 10 highway safety stakeholders including VDOT, VSP, Virginia Tech, Old Dominion University, Virginia Department of Forensic Science, Virginia Association of Chiefs of Police, City of Richmond, Virginia Department of Education, Virginia Trucking Association Foundation, DRIVE SMART of Virginia, Department of Health, Office of Medical Examiner, Department of General Services, Office of Fleet Management Services, Christopher King Foundation, Conner Gweedo Memorial Foundation, Substance Abuse Free Environment, Inc., and local law enforcement.

3. VAHSO staff attend and participate in a minimum of five local, state, and national trainings.

**STATUS: ACHIEVED**

- Staff attended Commission on Virginia Alcohol Safety Action Plan (VASAP) Training Conference, State Motorcycle Safety Association (SMSA) National Motorcycle Safety Training Summit, United States Department of Transportation (USDOT) Rural Road Safety Peer Exchange, Speed Management Symposium, 2024 Young Leaders Empowerment Explosion, Mothers Against Drunk Driving (MADD) Law Enforcement Impaired Driving Summit, DRIVE SMART Virginia (DSV) Drugged Driving Workshop, Virginia Governor's Transportation Conference, NHTSA Region 3 meetings, Governors Highway Safety Association (GHSA) Annual Meeting, DSV Distracted Driving Summit, NHTSA Strategic Communications Forum, and Virginia Chiefs of Police (VACP) Law Enforcement Symposium.

4. Engage with a maximum number of potential highway safety partners and provide at least two law enforcement grant application and distribution workshops in each geographic area, and workshops for State/Nonprofit/Higher Education highway safety grant-funded areas.

**STATUS: ACHIEVED**

- DMV continued its partnership with law enforcement agencies, state agencies, nonprofit organizations, and institutes of higher learning on traffic safety program initiatives across the Commonwealth. Examples include our continued partner emails on upcoming campaigns and available resources to include links to our partners programs.
- Partner emails focused on distracted driving, seat belt use, speed prevention, school bus safety, teen driver, motorcycle safety, impaired driving prevention, pedestrian and bicycle safety.
- DMV personnel participated with several highway safety partners and provided highway safety information to communities during the DMV 100th Anniversary events in Richmond, Covington, Gloucester and Colonial Heights, as well as during the Neptune Festival in Virginia Beach, and Ukrop's Monument Avenue 10K event in Richmond. The Law Enforcement agency support included National Night Out events in Town of Tappahannock, and Counties of Caroline, Charles City, and King and Queen.
- The law enforcement sub-recipient selective enforcement grant application workshops and grant distribution workshops were conducted per region. The State/Nonprofit/ Higher Education grant application training was provided through eLearning and grant distribution workshops were offered in person. Participant surveys were conducted, and feedback utilized to further improve the FY 2026 grant application process.

5. To host viable presentations and training opportunities in-person or virtually.

**STATUS: ACHIEVED**

- The biennial 2024 Virginia Highway Safety Summit was postponed until May 2025. DMV/VAHSO continued to provide presentations such as quarterly pedestrian/ bicycle, impaired driving ad occupant protection stakeholder and task force meetings both virtually and in-person at DMV HQ. Meetings highlighted presentations with speakers from AAA Mid-Atlantic, DRIVE SMART Virginia, Children's Hospital of the King's Daughters, Northern Virginia Families for Safe Streets, Old Dominion University, Roanoke Valley-Alleghany Regional Commission, Virginia Cannabis Authority, and Virginia Department of Health. Additionally, a NHTSA webinar was held in October for Pedestrian Safety Month.

6. Ensure our highway safety message reaches the underserved communities of the Commonwealth.

**STATUS: ACHIEVED**

- During FY2024, there were several educational materials from our partners that we had translated into the Spanish language to ensure our message would be delivered to the Spanish-speaking community.
- Chesterfield Substance Abuse Free Environment (SAFE) attended 12 community events, reaching 939 Latino and African American members and distributing 5,014 English and Spanish resources.
- DMV/VAHSO participated in different outreach events to engage with various communities and discuss traffic safety issues. Some of these events included National Night Out events in Caroline, Charles City, King & Queen Counties, and Town of Tappahannock, DMV 100<sup>th</sup> Anniversary Shows, Drive Smart's Distracted Driving Summit and the City of Richmond's Speed Management Symposium, where many attendees are community members and local law enforcement. The attendance of community members provided an opportunity for VAHSO to offer education on traffic safety to those who may not have access to such information. DMV/VAHSO have also attended statewide events such as the Governor's Transportation Conference, allowing the opportunity to connect with stakeholders and new partners to further enforce the traffic safety initiative.
- Military-focused partner emails were created and distributed to engage military communities, emphasizing the importance of traffic safety. These emails highlighted key precautions and provided resources to help prevent crashes, injuries, and fatalities, addressing the unique challenges faced by service members and their families.

7. Increase the number of new partnerships that will provide education and outreach to underserved communities.

**STATUS: ACHIEVED**

- We continued to use the nonprofit organizations listing provided by NHTSA to identify additional partners.
- Through our strategy development for five key areas (speed, motorcycle, pedestrian, alcohol impaired and distracted driving) for FY2024, we have continued to seek new partnerships and opportunities to deliver our highway safety message.
- Several new partners were added to the email distribution list for campaigns including the Cannabis Control Authority, Shenandoah National Park, Stafford County Fire & Rescue, Lower King & Queen County Volunteer Fire Department, Essex County EMS, Rappahannock County Fire & Rescue, Shenandoah County Fire & Rescue, Virginia Geriatric Education Center and Northern Virginia Families for Safe Streets (NoVA FSS).

8. Conduct Heat Stroke Prevention and Unattended Passengers Campaign.

**STATUS: PARTIALLY ACHIEVED**

- In FY2024 the project was not implemented with the use of the grant funding due to the challenge of being unable to secure any partners to implement the project. Despite this, we were able to raise awareness for this important safety issue. As part of our efforts, we were able to generate organic social media messaging during the year, which successfully reached 18,675 online users. Additionally, we distributed emails to our partner network to encourage their support and further strengthen the message.
- For FY2025 we will continue to explore new opportunities and partners to utilize grant funding, engage our partners and expand the reach of this campaign.



## Police Traffic Services Program (PT)

### Overview of Programs, Projects, and Activities Funded

Police Traffic Services Expenditures
402 Funds
\$4,412,518

### Police Traffic Services Performance Measure:

**Measure:** Conduct a minimum of 10 trainings and contacts with law enforcement by September 30, 2024.

Traffic Enforcement Services	Countermeasures
Integrated Enforcement	CTW 1.2.5
Sustained Enforcement	CTW 2.2.3

### Strategies and Accomplishments

1. Retain a minimum of three VAHSO Law Enforcement Liaisons (LEL) to work with law enforcement on highway safety initiatives.

**STATUS: PARTIALLY ACHIEVED**

- Two part-time LELs continue to work across the Commonwealth. There is currently one vacant LEL position that has not been filled. The LELs work regionally and assist across areas to motivate law enforcement agencies to increase participation in highway safety campaigns. In addition, the LELs evaluate the fatality data for the jurisdictions contacting law enforcement agencies to review fatality data, encourage participation in campaigns, and to provide available resources. Throughout the year, LELs actively conduct independent seat belt surveys to maintain an eye on seat belt use in jurisdictions.
- LELs assisted with the FY2024 Grant Application and Distribution Workshops. Nine grant application workshops and seven grant distribution workshops were conducted.
- LELs assist the assigned law enforcement Program Managers with conducting the on-site file reviews as well as the grant-funded equipment inventory checks.
- LELs continue to encourage the law enforcement agencies to use their social media platforms and other platforms to educate their communities on highway safety efforts. Consistently educating the public on highway safety provides additional resources to change behaviors to decrease crashes, fatalities and injuries on Virginia roads.

2. To provide law enforcement training for enforcement efforts such as effective use of social media and other resources to educate the community on highway safety issues.

**STATUS: ACHIEVED**

- The LELs continually review data on fatalities by jurisdiction and contact agencies, specifically those that are not grant funded, to discuss the fatality data, and provide resources and information on upcoming campaigns.
- In-person discussions were conducted offering TOPS. training, along with email notification offering the training.

- DMV/VAHSO staff held 12 crash investigation courses, with 210 law enforcement officers attending from across the Commonwealth. One LEL assisted with several crash investigation courses.
  - One LEL assisted with instructing the NHTSA Child Passenger Safety Seat Technician Certification Course curriculum that was attended by EMS, social services, law enforcement, and medical personnel.
  - One LEL assisted with the Virginia-Tennessee Border-to-Border event promoting education and enforcement efforts.
3. To provide information to law enforcement officers on changes to Virginia's traffic safety laws and effective enforcement efforts.

**STATUS: ACHIEVED**

- The LELs assisted with the law enforcement Grant Application Workshops, Grant Distribution Workshops, and new Project Director training as needed. The LELs are also available to provide additional training to our law enforcement agencies. In addition to the grant-funded law enforcement agencies, the LELs provide information to the non-funded agencies to include funding opportunities, data, upcoming campaigns, and educational resources.
4. Partner with safety advocates to provide additional law enforcement information (i.e., Below 100 training and "Wear This... Not This".)

**STATUS: ACHIEVED**

- Our LELs continually remind our law enforcement agencies of upcoming training and opportunities.
  - Virginia Association of Chiefs of Police (VACP) conducted two training events related to highway safety.
    - FY2024 Virginia Law Enforcement Symposium – Training was provided on DUI/DUID, successful traffic enforcement programs, and the traffic safety resource prosecutor. Leadership strategies for reengaging law enforcement in traffic safety was addressed. DMV/VAHSO Director and staff attended.
    - FY2024 VACP Annual Winter Conference was held in February 2024-training covered topics and key legal issues related to traffic enforcement new technology and how to prioritize traffic safety.
  - The Wear This...Not This campaign continues to be available through VACP. The campaign reminds officers to always wear their seat belts and to set a positive example for other motorists. This resource is available through custom downloadable posters for any agency that request the material.
5. To provide the "Police Traffic Services" grant funding opportunity to law enforcement agencies to broaden officers' on the streets approach to enforcing all highway safety violations utilizing selective enforcement grant time. The assigned projects offer greater flexibility to officers in addressing observed traffic violations to ultimately promote safety under this grant award.

**STATUS: ACHIEVED**

- There were 129 law enforcement agencies with funding for the "Police Traffic Services" selective enforcement.

## Roadway Safety Program (RS)

### Overview of Programs, Projects and Activities Funded

Roadway Safety Expenditures
402 Funds
\$198,981

### Roadway Safety Performance Measure:

**Measure:** To conduct a minimum of five statewide or regional trainings on crash findings and techniques to improve awareness of roadway safety by September 30, 2024.

The Crash Investigation Program is the vital component to gain source data from a crash. The program is committed to improving the identification of underlying factors that impact crash causation and severity, thereby building an entire foundation through prevention, training, enforcement, and highway safety programs. A successful Crash Investigation Program is crucial to the success of the other highway safety programs.

Focus Areas	Countermeasures
Crash Investigations	CTW 1.2.5
Virginia Beach Engineering	CTW 1.2.5
Roadside Deaths Prevention	Uniformed Guidelines 23 CFR 1300.27

### Strategies and Accomplishments

#### Crash Investigations

Highlight of achievement: Provided crash investigation training to 314 law enforcement agencies.

1. Conduct three, two-week (80 hours) courses on the Fundamentals of Crash Investigation and Reconstruction for law enforcement officers.

**STATUS: ACHIEVED**

- Three courses were conducted with 61 law enforcement officers attending, representing 32 agencies.

2. Contract for two, two-week (80 hour) courses on “Advanced Crash Investigation” for law enforcement officers.

**STATUS: ACHIEVED**

- Two Advanced Crash Investigation and Reconstruction courses were conducted with 41 law enforcement officers in attendance representing 20 agencies.

3. Contract for one 2-week (80-hour) course on “Traffic Crash Reconstruction” for law enforcement officers.

**STATUS: ACHIEVED**

- Contracted a Traffic Crash Reconstruction course with 25 law enforcement officers in attendance representing 13 agencies.
4. Conduct three Crash Data Retrieval (CDR) technician courses for law enforcement officers.
- STATUS: ACHIEVED**
- Exceeded the goal with conducting four Crash Data Retrieval (CDR) technician courses with 46 law enforcement officers in attendance representing 15 agencies.
5. Contract for three Specialty Crash Investigation and Reconstruction courses for law enforcement officers based on need. Some courses will add to the officer's ability to reconstruct DUI-related crashes.

**STATUS: NEARLY ACHIEVED**

Conducted two Specialty Crash Investigation and Reconstruction courses:

- Pedestrian/Bicycle Crash Investigation – Level 1 course with 19 law enforcement officers in attendance representing 13 agencies.
  - Human Factors in Traffic Crash Reconstruction course with 18 law enforcement officers in attendance representing 9 agencies.
  - The third contracted course could not be confirmed due to instructor availability with the contracted agency.
6. Provide technical assistance to law enforcement and prosecutors in crash reconstruction.
- STATUS: ACHIEVED**
- The Virginia State Trooper provided technical assistance to law enforcement officers and Commonwealth Attorneys across the state.
  - Communicated with various State Agency, Law Enforcement, & Commonwealth Attorney personnel and/or provided technical crash investigation assistance on 6,935 occasions.
  - Assisted law enforcement agencies on 134 occasions with crash investigations by imaging Event Data Recorders and/or providing analysis of the data.
  - Performed 16 VSP Crash Investigation Callouts.
  - Served as expert for testimony on 11 occasions.
  - As a certified EDR Technician I & II Instructor, instructed four EDR technician courses with 46 law enforcement officers in attendance representing 15 agencies.
  - Investigated high-interest crashes for causation and submitted pertinent findings/recommendations.

## Virginia Beach Engineering

In FY24 the Virginia Beach Engineering project provided the following courses to enhance the skills of the technical and engineering professionals in the area to contribute to a safer roadway environment. The classes teach attendees safety techniques that they can take back to their municipalities to implement to reduce fatal crashes in the future. Many of these techniques are low cost and systemic which can also be targeted for federal funding. These trainings create a culture of safety and safety opportunities that can help move toward the vision of zero fatalities.

Class #1 - Crash Data What Next: Good quality safety data are the core of any successful effort to improve road safety. Local, State, and Federal agencies use crash data as well as roadway, vehicle, driver history, emergency response, and enforcement data to improve road safety.

Class #2 - Safety Analysis Process: The safety analysis process, as part of the FHWA Safety Toolkit, is a systematic process for identifying the factors that can contribute to crashes and implementing effective countermeasures based on FHWA's Proven Safety Countermeasures

Class #3 - Choosing a Roundabout Workshop: Crash rates remain far too high, and stakeholders continue to search for ways to reduce the toll. One promising countermeasure is a roundabout intersection, which has been shown to provide excellent crash, injury, and fatality savings compared to most other intersection designs.

Class #4 - Advanced Work Zone Traffic Control – 16 hours: Federal requirements now instruct state and local governments to train personnel in work zone traffic control relevant to the job decisions that each individual is required to make. This workshop provides training needed to properly install and monitor work zones for construction and maintenance projects for long-term (greater than three consecutive days) operations.

The instructional courses had 104 area professionals participate.

# Roadside Deaths Prevention

## Overview of Programs, Projects and Activities Funded

Preventable Roadside Deaths Expenditures
405 Funds
\$83,688

### Preventable Roadside Deaths Performance Measure:

**Measure:** To reduce roadside crashes from the current safety level of 11 to 7 by December 31, 2026. 2024 benchmark is 9 and 2025 is 8.

Virginia established a move over, slow down law to help keep emergency responders safe on the side of the roads. Recently, the move over, slow down included disabled vehicles with hazard lights. To help prevent roadside deaths, Virginia will provide public awareness and education on the issue of roadside safety and preventing traffic deaths that occur along the side of the road.

### Accomplishments and Strategies:

1. Distribute safety messages through mass media marketing statewide via social media platforms, OOH, radio and TV messaging with a minimum of 500,000 impressions.

**STATUS: ACHIEVED**

- DRIVE SMART Virginia (DSV) had 9K engagements and 536K impressions and reached 1M on Facebook, X, Instagram and Spotify.
- DSV reached 614K people through radio. 230 segments played in the Fairfax and Prince William area markets during the morning commute times.

2. Produce new creatives and obtain three billboard ad space for safety messages for roadside safety, and work zone awareness targeting high crash rate areas such as Fairfax, Portsmouth, Richmond, Staunton, I-95 and I-66 as available.

**STATUS: ACHIEVED**

- DSV had 21M impressions and reached 1M people from five Digital Move Over billboards playing in the Tidewater and Richmond regions from Memorial Day weekend to Labor Day weekend.

3. Develop and implement campaigns and educational material that would address risky driving behaviors contributing to crashes related to roadside users and engage in 10 community events.

**STATUS: ACHIEVED**

- DSV developed a Move Over, Slow Down toolkit including a tipsheet available to the public on their website. There were 1K people that used the toolkit in the third and fourth quarter.
- DSV had 82 community events and engaged with 88K people about roadside safety

# Highway Safety Program Communications Plan

## FY2024 Communications Plan

Throughout FY2024, a powerful combination of earned, owned and paid media strategies was deployed to champion safe driving habits and drive lasting behavior change to reduce crashes, fatalities and injuries on Virginia's roads. A leading media-buying and public relations firm spearheaded a bold series of high-impact campaigns, recognizing that the power of advertising skyrockets when paired with active law enforcement efforts. These campaigns leveraged a diverse array of paid media, including TV, radio, digital and other NHTSA-approved channels, ensuring maximum reach and engagement.

Every dollar spent was guided by a data-driven approach, targeting the specific audiences who needed the message most and through the platforms they engage with daily. Whether it was the latest trends in online ads or the most popular radio stations, every tactic was designed to capture attention and drive action.

To gauge success, each campaign was built with a strong evaluation component, tracking slogan recall and real-world impact. Meanwhile, the public relations team worked to earn valuable media coverage, issuing press releases and pitching high-profile highway safety stories to local outlets. Virginia DMV's own platforms, from the official website to its social media pages, amplified these crucial messages—ensuring that safe driving wasn't just a seasonal focus but a year-round priority, synced with both national and local safety campaigns. And whenever new data revealed areas in need of additional education, the campaign pivoted seamlessly to keep Virginia's roads safer for everyone.

## FY2024 Media Campaigns

### Click It or Ticket (CIOT) – November and May Mobilization

The November 2023 and May 2024 CIOT media campaigns served as a reminder to the public that seat belts save lives, and law enforcement will implement mobilizations to ensure that all vehicle occupants are buckled up. The November 2023 and May 2024 campaigns were in support of the National CIOT mobilization. The November campaign encourages safe driving behaviors during one of the busiest travel holidays of the year, Thanksgiving, while the campaign in May encourages safe driving behaviors during Memorial Day weekend.

### Campaign Parameters

- Audience: Adults, 21 – 50 years old, with a focus on males 25 – 29 years old
- Timing:
  - Flight 1: November 22 – December 6, 2023
  - Flight 2: May 13 – June 2, 2024
- Geography: Virginia Statewide
- Media Investment (402):
  - November Flight: \$273,491
  - May Flight: \$565,417

### November CIOT Key Media Takeaways:

- Campaign delivered a total of 16.8M impressions.



- Out-of-Home advertising total impressions overdelivered expectations by 12%, delivering 419K more than expected. The message ran on 7.7K screens at 1K gas stations statewide.
- The 15-second video had a slightly higher video completion rate (VCR), whereas the 30-second had a slightly higher click-through rate (CTR), indicating that the more time the viewers spent with the message – the more likely they were to interact by clicking on the ad.
- The streaming audio companion banner's CTR was 0.17%, indicating people engaged with the CIOT static ad during their audio listening experience. Pandora reached over 336.7K listeners over the course of the campaign.

#### **May CIOT Key Media Takeaways:**

- Campaign delivered a total of 37.8M impressions.
- This campaign had a flight running CIOT-specific creative, "Headlines."
  - Standard display banners achieved a 0.10% click-through rate (CTR), on the high side of the benchmark range of 0.08 - 0.10%.
  - Pre-roll had a strong performance this campaign, resulting in an 81.2% video completion rate (VCR) which is 16% above benchmark. This indicates that the message was successfully capturing and holding the audience's attention.
- Post-evaluation study revealed that the most recalled tagline is "Click It or Ticket" with 81% recall amongst respondents.

#### **Seat Belt Social Norming Campaign:**

In addition to the November and May CIOT campaigns, seat belt social norming campaigns were created to sustain the seat belt message outside of the CIOT mobilizations.

#### **Campaign Parameters**

- Audience: Males, 20 – 49 years old
- Timing:
  - Flight 1: May 7 – 12, 2024
  - Flight 2: May 20 – July 7, 2024
  - Flight 3: September 16 – 30, 2024 (digital reactivation)
- Geography: Virginia statewide
- Media Investment: \$1,617,297

#### **Ding Ding Campaign – Key Takeaways:**

- Campaign delivered 203.2M impressions.
- All placements' video completion rate (VCR) performed above benchmark (BM), indicating that the audience was engaged with messaging.
  - 15-second skippable video: 70% VCR (BM 40-45%)
  - 6-second, 15-second and 30-second non-skippable video: 95% VCR (BM 80- 85%)
- The Picture-in-Picture Sports Livestreaming unit ran during three NASCAR events and achieved a 98% VCR.
- We ran streaming audio across a mix of streaming placements, including Pandora, iHeart, TuneIn, Spotify, and more, resulting in an audio completion rate (ACR) of 95%.
- A total of 9 billboards were planned with a minimum of 1 billboard in each market. Final negotiations yielded 24 total billboards with 20 paid and 4 offered as value added. The heaviest distribution of billboards was in Hampton Roads and Richmond.
- A total of 30 bus backs were purchased with 24 remaining on the buses an additional 12 days adding 348K impressions.

- Convenience store (C-store) posters ran a paid schedule from May 20 - June 16 with an additional 3 weeks offered as value added allowing the posters to remain up through the end of July 7.
  - A total of 274 C-Store locations were purchased with an additional 16 locations as value added.
- Gas station television (GSTV) scheduled an equal number of added value spots as the paid schedule. Overall delivery came in 33% over purchased. All markets fell between 10% to 50% over expectations.

## Local Heroes

The “Local Heroes” campaign was implemented to increase seat belt use rate among all drivers. The 30-second and 60-second videos were created to feature local first responders in recognizable locations across the Commonwealth. The campaign aired in July – August 2024, statewide.

### Campaign Parameters

- Audience: Drivers over the age of 18
- Timing:
  - Flight 1: July 22 – August 12, 2024
  - Flight 2: September 23 – 30, 2024 (reactivation)
- Geography: Virginia statewide
- Media Investment (402): \$559,578

### Key Takeaways:

- Campaign delivered 48.3M impressions.
- Drove awareness of the Local Heroes message to adults 18+, delivering 48.3M more impressions than anticipated— 15M of which were added value.
- Statewide, radio produced impressions 9% over the projected impressions with Charlottesville, Richmond and Northern Virginia all posting 10% over projected impressions. All other markets reached 95% or higher of the projections.
- Overall local terrestrial radio, Total Traffic and Weather Network (TTWN), posted at 130% with an average of 50 purchased spots running each week in morning drive, afternoon drive, and on the weekends where sponsorships are available.
- A total of 46 additional bonus spots ran adding 366K impressions.
- 15-second and 30-second videos ran on YouTube within content that the audience was actively consuming, with a slightly heavier rotation on the longer form 30-second video. YouTube had a strong non-skippable video completion rate (VCR) of 97% and skippable VCR of 69%, above benchmark for both placements.
- Leveraging social media data segments, we reached the audience across Facebook and Instagram using static and video placements to prompt users to learn more about the Local Heroes message.

## Drive Sober or Get Pulled Over (DSOGPO)

“Drive Sober or Get Pulled Over,” operated by the Washington Regional Alcohol Program (WRAP), is a paid advertising campaign coinciding with the increased enforcement surrounding NHTSA’s National “Drive Sober or Get Pulled Over” mobilization from Labor Day through New Year’s Eve. This advertising campaign follows NHTSA’s guidelines and supports high visibility enforcement to decrease drunk driving.

### Campaign Parameters

- Audience: Males, 21 – 34 years old (with an emphasis on the younger portion of this age group)
- Timing:
  - Flight 1: December 11, 2023 – January 1, 2024
  - Flight 2: August 26 – September 2, 2024 (only digital)
- Geography: Virginia statewide
- Total Media Investment (405d): \$283,865.99

### Key Takeaways

- Campaign delivered a total of 108.7M impressions.
- Flight 1: The campaign served more than 4.5M video completions with a 0.12% click-through rate (CTR) and 88% video completion rate (VCR).
- Social video placements ran across Facebook, Instagram and Snapchat outperforming benchmarks (BM). These partners drove 8.7K clicks during the first flight for a 0.23% CTR (BM 0.18%-0.22%), with a final 53.5% VCR (BM 7.8%-8.2%) from 1M total video completions.
  - Snapchat had the highest VCR of the three platforms: averaging a 62.87% VCR (BM 39.9%) from 196K video completions.
- Flight 2: Garnered over 93M total impressions via secured placement across all mediums in both our targeted markets and non-targeted outlets, including, print, TV and online.
  - Secured over 591K social media impressions.

### Highway Safety Office DUI Prevention

In conjunction with the “Drive Sober or Get Pulled Over” campaign, the same anti-drunk driving messaging, “Act Like It” was aired during holidays when drinking is prevalent.

### Campaign Parameters

- Audience: Males, 21 – 34 years old
- Timing:
  - Flight 1 – St. Patrick’s Day: March 12 – 17, 2024
  - Flight 2 – Cinco de Mayo: April 30 – May 5, 2024
  - Flight 3 – July Fourth: June 26 – July 7, 2024
  - Flight 4 – Labor Day: August 26 – September 2, 2024
- Geography: Virginia statewide
- Media Investment (405d): \$771,715

### Key Takeaways

- Campaign delivered 62.9M impressions.
- Local Terrestrial Radio: Secured the purchase of 5.3M impressions, above the projected pre-negotiated impressions purchase total by 2%.
  - Schedules overdelivered by 17% of purchased impressions. The paid spots overdelivered by 15% while the bonus spots overdelivered by 19%.
  - Value added spots exceeded purchase with 249 more than paid purchase spots, totaling 8.1K value added spots.
  - Paid spots ran as ordered. Value Added spots ran 79 more spots than the paid schedule.
- Gas station television (GSTV) ran statewide during the designated dates for each flight, reaching the audience while at the pump.
  - Overall, the campaign overdelivered by 19%. The St. Patrick's Day flight overdelivered by 15%, Cinco de Mayo by 32%, July Fourth by 27%, and Labor Day by 18%.

- YouTube was added to the campaign starting with the July Fourth flight. InStream placements performed well with the male audience, achieving video completion rates (VCR) well above benchmark at 97% (non-skippable inventory) and 75% (skippable inventory).
- Location-based targeting was activated to reach the audience on their mobile devices while actively out celebrating at popular bars, festivals, heavy drinking-focused events, frequented liquor stores and convenience stores with alcohol.
  - Preroll performed well this campaign, both the 15-second and 30-second videos achieved a 70% VCR and 0.24% click-through rate (CTR), indicating not only was the audience interested in watching the full message, but wanted to learn more.
- The summer flights (July Fourth and Labor Day) took advantage of the audience streaming audio, listening to their favorite music and playlists, in celebration of the holidays and long weekends.
  - The companion banner had a CTR of 0.38%, with the audience engaging with the longer 30-second spot just as much as the shorter length 15-second spot.
- Drove awareness of the Grant Alcohol message by serving in-feed and Story ads on Facebook and Instagram, as well as Snapchat during the St. Patrick's Day flight - all social platforms the audience actively engages with.
  - The spring flights (St. Patrick's Day & Cinco De Mayo) had slightly higher engagement on mobile devices than the summer flights (July Fourth and Labor Day), indicating the audience was more likely to engage on social while out celebrating than the summer flights when they were more likely to participate in outdoor activities.

## Motorcycle Safety

New creatives were developed for the FY2024 Motorcycle Safety media campaign, "Close Call," to focus on all motorcycle riders, both young and mature. The campaign encourages all motorcyclists to sign up for formal motorcycle training with the Virginia Rider Training Program.

### Campaign Parameters

- Audience: Males, 20 – 34 years old
- Timing:
  - Pre-Flight: July 29 – August 11, 2024
  - Flight 1: August 12 – September 2, 2024
- Geography: Virginia statewide
- Media Investment (402): \$1,000,000

### Key Takeaways:

- Campaign delivered 102M impressions.
- Pre-Flight: During the preflight, we kickstarted the campaign by running static ad placements on social platforms the audience actively engages with, including Facebook and Instagram.
  - The audience between 20-49 years old rendered the most impressions and clicks, whereas the audience above 50 years old had the highest engagement rate at 0.13%.
- Local Terrestrial Radio, Total Traffic and Weather Network (TTWN), ran an additional 298 bonus spots overdelivering the expected impressions by 640K. Linear radio over delivered the expected bonus sponsorship deliveries. Overall delivery was at 115%. Combined, radio over delivered by 15%.
- Flight 1: Location-based targeting was layered on to reach audience frequenting convenience stores/gas stations, biker restaurants and bars and

dealerships. This audience segment had a video completion rate (VCR) of 86%, indicating this audience was especially interested in the Motorcycle Safety message.

- Not only was the audience watching the video's message, but actively clicking to learn more – resulting in a 76% VCR and 0.18% click-through rate (CTR).
- Streaming Audio: Pandora's responsive banner achieved a CTR of 0.87%, showing that the audience was actively engaging with the static ad during their listening experience.
- During the full flight, video was added to the ad mix on Facebook and Instagram. Utilizing audience data segments, users were prompted to learn more and engage with the ads.
  - Like the pre-flight, those 20-49 years old rendered the most impressions and link clicks, whereas those 50 years old and above had the highest engagement rate at 3.53% and VCR at 6.31%.
- Statewide cable TV delivery came in at 99%, falling within the industry standard of 90-100%. Individually the markets posted from 94% in Harrisonburg and Northern VA to over 110% in Charlottesville and Bristol.
  - Television posted at 99.5% of projected delivery. Richmond posted at 100%, Norfolk/Virginia Beach at 99%, and Roanoke at 99.5%. All within industry standards.
- Statewide radio posted at 98% of projected impressions, within the industry standard of 90-110%. All markets posted between 98-100%.
  - TTWN ran an additional 39 bonus spots, overdelivering with 35,363 impressions.
- Convenience store posters were installed during the week of August 12. Paid placements ran through September 2, however posters remained at all locations through September 23, as added value.
  - Upon placement, 147 locations were included adding exposure to the campaign through additional postings.
- The Motorcycle Safety message ran statewide on gas station television (GSTV) from August 12 – September 8, on 960 stations and 7.5K screens.
  - Total impressions overdelivered expectations by 4%, delivering 135K more impressions than expected.

### **Motorists' Awareness of Motorcycles**

The FY2024 campaign, "Drivers: Take a Second Look for Motorcyclists," encouraged other vehicle drivers to share the road with motorcyclists, give motorcyclists a second look and be aware of how a motorcycle's speed may be difficult to judge. It serves as a reminder to motor vehicle drivers to always pay attention to motorcyclists when sharing the road with them.

### **Campaign Parameters**

- Audience: Drivers, 25 – 44 years old
- Timing:
  - March 20 – April 3, 2024
- Geography: Virginia Statewide
- Media Investment (405f): \$150,000

### **Key Takeaways:**

- Campaign delivered more than 16.3M impressions.
- Overall gas station television (GSTV) overdelivered expected impressions by 30%. The schedule overdelivered by a total of 528K impressions.
  - The campaign ran on 7.2K screens at 929 stations across the state.

- Overall terrestrial radio posted at 122% of projected impressions, delivering 706K more impressions than originally planned.
- Cross device display banners and pre-roll overdelivered total impressions and that over delivery was reinvested in campaign as added value.
  - Display had a click-through rate (CTR) of 0.08% and pre-roll's video completion rate (VCR) averaged 85% throughout the course of the campaign.
- The audience was actively engaging on social media, resulting in an overall CTR of 0.06% (with over 1.9K link clicks) and engagement rate of 3.62%.
  - Video received a VCR of 8.47%.

### **Pedestrian Safety Media Campaign**

The pedestrian safety campaign is helping to decrease the number of crashes, injuries, and fatalities involving pedestrians across the Commonwealth. In FY2024, new creatives were developed titled "You're Not a Duck," which was utilized on various media platforms and transit signs.

### **Campaign Parameters**

- Audience: Adults over 20 years old
- Timing: September 16 – October 13, 2024
- Geography: Virginia Statewide
- Media Investment (405h): \$950,000

### **Key Takeaways:**

- Campaign delivered a total of 199.1M impressions.
- We reached listeners on streaming audio as they were walking, commuting and/or driving through Pandora's streaming audio network, which includes SiriusXM, SoundCloud, Sonos and more.
  - The audio completed rate was 97%.
- Based on brand study conducted by digital partner, LoopMe, a 111.5% lift in ad recall was measured from 8.4K survey respondents.
- The majority who recall a pedestrian safety ad have seen the ad(s) on TV at home (58%), but quite a few have also seen one on Facebook (33%), Instagram (21%), or when visiting an online website (25%).
- Pre-roll video completion rate (VCR) was above benchmark at 84%, indicating the audience was captivated by the video's message. The Interstitial Banners and Rich Media were top performers in engagement, resulting in click-through rates (CTR) between 1.11% – 3.91%.
- In-feed static ads on Facebook achieved the highest CTR at 0.13%, as well as impression delivery with an efficient CPM of \$2.54.
- This campaign had strong transit coverage (e.g., bus wraps and signage at bus stops) with advertising scheduled to run July 29, through October 13. In most markets, signage remains posted as follows to date:
  - Hampton Roads - The bull nose and two bus wraps remain with no target take down date as of December 31, 2024.
  - Arlington - Five Ultra-Kings and 1 King remain on the buses with no target take down date.
  - Fairfax and Alexandria - final take down was on October 25, extending exposure by two weeks.
  - Roanoke - Ads remain on all buses with take down scheduled the week of December 18.
- Posters and window bulletins were placed across the Richmond market, as well as the Norfolk/Virginia Beach market, at frequented convenience stores, pharmacies,



coffee shops, laundromats, salons, barbershops, restaurants and bar locations reaching the audience while they were actively on the go – walking and running errands.

- Overall, posters delivered at 111%.
- Billboards were strategically placed along pedestrian heavy streets and intersections throughout the City of Richmond, as well as busy/shopping heavy areas in Henrico and Chesterfield. See breakdown\*: Eastern Henrico (2), Brookland Park (1), Chesterfield (6), Scott's Addition (2), VCU area (1), West End Henrico (1), Jackson Ward (1).
  - Additional static billboard exposure resulted in 4.9M impressions over purchased through the end of November.

## Safety Videos

The award-winning video series, “Safe Driving is Something We Can All Live With,” focused efforts in seat belt use and the prevention of speeding, drunk driving and distracted driving. This safety video series raised awareness of the dangers correlated to each of the specified topics to help ultimately change public behavior, resulting in lower crash and fatality numbers.

“Safe Driving is Something We Can All Live With” video series:

- [Don't Be Distracted](#)
- [Buckle Up](#)
- [Don't Go Too Fast](#)
- [Don't Drink and Drive](#)

## Campaign Parameters

- Audience: Adults over 18 years old, Alcohol message for adults over 21 years old
- Timing: June 10 – 30, 2024
- Geography: Virginia Statewide
- Media Investment (402): \$199,911

## Key Takeaways

- Campaign delivered a total of 19.1M impressions.
- Gas station television (GSTV) total impressions overdelivered expectations by 27%, delivering 464.5K more impressions than expected.
  - The message ran on 4K screens at 550 gas stations statewide.
- Total Traffic and Weather Network's (TTWN) radio station network was used for traffic sponsorships across the state. The schedule on TTWN posted 7% over planned.
  - The majority of the over delivery was due an additional 220 added value spots running during the campaign.
- Reaching an Active Online Audience with Display & Pre-roll: Pre-roll had a 73% video completion rate (VCR).
  - Mondays had the best performance for click-through rate (CTR) at 0.19% (including both pre-roll and display placements), while Saturday and Sundays had the highest VCR at 74%.
- The videos performed well on YouTube, significantly exceeding benchmarks, skippable by more than 40% and the 6-second bumper by 15%.
- The in-feed and story static ads drove the highest link CTR, ranging between 0.07% - 0.09%.
  - On stories, the videos VCRs ranged between 21% – 28%, with “Don't Go Too Fast” and “Buckle Up” as the top performers.
  - In-Feed videos had a VCR ranging between 5 – 10%, with “Buckle Up” and “Don't Drink and Drive” as the top performers.



- “Don’t Go Too Fast” and “Don’t Drink and Drive” had the highest engagement rate for in-feed videos, ranging between 10% – 12%, whereas “Don’t Be Distracted” had the highest link CTR for all videos.

## DMV Highway Safety Outreach Events

In addition to our extensive media plan and accomplishments during FY2024, the DMV/VAHSO staff attended various outreach events to exhibit and provide information and resources on highway safety issues. DMV/VAHSO reached thousands of attendees through numerous community outreach events such as:

- DRIVE SMART Virginia’s Distracted Driving Summit (100 people reached)
- Governor’s Transportation Conference (100 people reached)
- Several National Night Out events, statewide (a total of 300 people reached)
- City of Richmond’s Speed Management Symposium (200 people reached)
- Virginia Beach’s Neptune Festival (1,300 people reached)

## DMV Highway Partner Email Communication

In FY2024, we sent over 25 partner emails to highlight upcoming campaigns, data and available resources that can be used to educate our communities on ways to practice safe driving behaviors. Partner emails are sent to all highway safety partners at least once a month.

## Grantee Occupant Protection Projects

During FY2024, several DMV sub-recipients received funding for paid media to promote occupant protection messaging.

- The Eastern Virginia Medical School’s “Boost ‘Em in the Back Seat” campaign:
  - Digital media was utilized for this campaign delivering a total of 2M impressions through all multimedia platforms.
- Youth of Virginia Speak Out About Traffic Safety (YOVASO):
  - YOVASO had general messaging year-round and campaigns during the fall (Drive for Change) and summer (Arrive Alive) to reach teen drivers on traffic safety. All of YOVASO’s campaigns and social media messaging received a total of 1M impressions.
- Drive Smart of Virginia’s “Love Clicks” Campaign:
  - Several paid social media campaigns for the “Love Clicks” message were conducted throughout FY2024.
  - The Love Clicks campaign was conducted on both Facebook, Instagram and X (formerly Twitter). The campaign had a total impression reach of 1.2M and total post engagements of over 9.1K across all platforms.

## Grantee DUI Prevention Projects

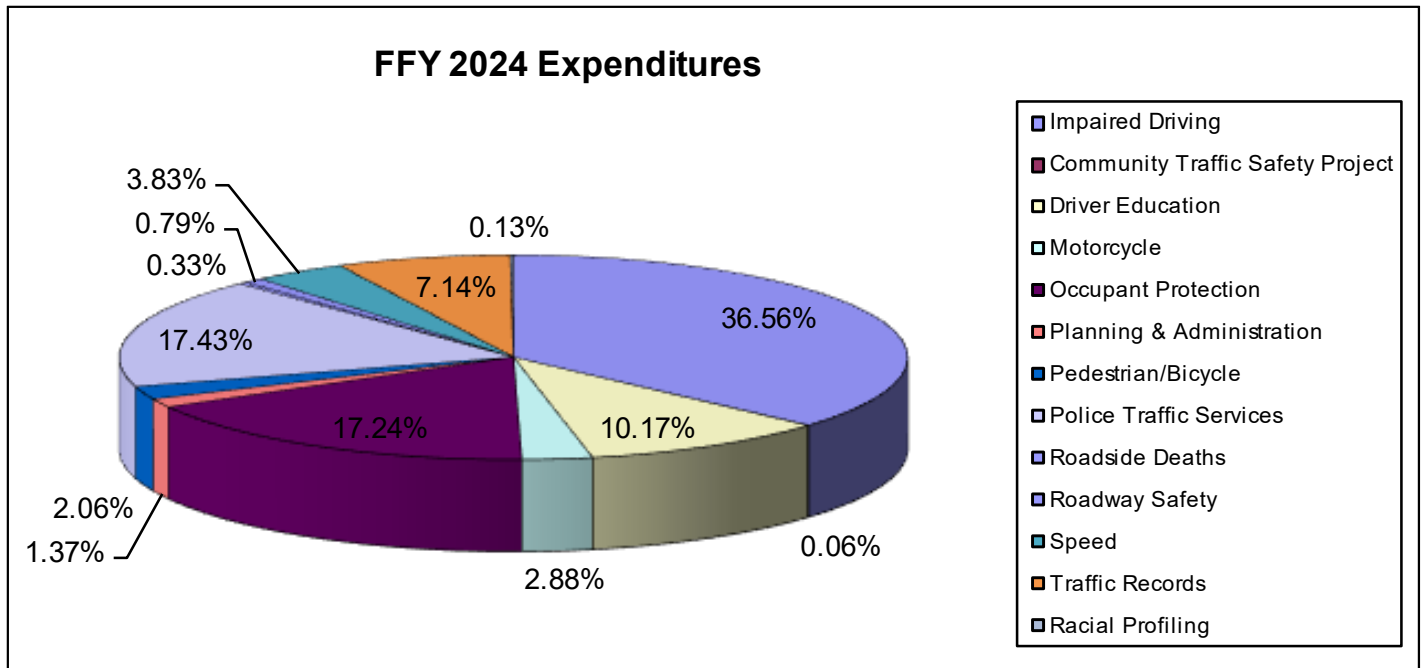
During FY2024, several nonprofit organizations used paid media to publicize anti-drunk driving messaging.

- Chesterfield Substance Abuse Free Environment’s (SAFE) DUI and Drug-Impaired Prevention Social Media Campaign:
  - The SAFE social media account received a total of 1.5M impressions on alcohol and drug-impaired driving posts.
- Mothers Against Drunk Driving’s (MADD) Virginia Chapter:
  - The summer online paid media buy focused on general awareness of drunk driving. The online paid media buy received a total of 33.9M impressions.
- Washington Regional Alcohol Program (WRAP)

- WRAP's "Drive Sober or Get Pulled Over" (*Labor Day and Winter Holiday*) campaign paid media reached 108.7M total impressions.

# Virginia's Financial Summary – Expenditures FFY2024

NHTSA Funded Program Area	402	405	154	1906	Total Expenditures	% of Total
Impaired Driving	-	4,713,937	4,540,634	-	9,254,571	36.56%
Community Traffic Safety Project	15,450	-	-	-	15,450	0.06%
Driver Education	2,052,719	520,246	-	-	2,572,965	10.17%
Motorcycle	457,099	270,611	-	-	727,710	2.88%
Occupant Protection	3,820,485	543,152	-	-	4,363,638	17.24%
Planning & Administration	347,682	-	-	-	347,682	1.37%
Pedestrian/Bicycle	230,000	292,281	-	-	522,281	2.06%
Police Traffic Services	4,412,518	-	-	-	4,412,518	17.43%
Roadside Deaths	-	83,688	-	-	83,688	0.33%
Roadway Safety	198,981	-	-	-	198,981	0.79%
Speed	970,559	-	-	-	970,559	3.83%
Traffic Records	642,177	1,165,714	-	-	1,807,891	7.14%
Racial Profiling	-	-	-	33,022	33,022	0.13%
<b>TOTAL</b>					<b>25,310,956</b>	<b>100.00%</b>



## FFY 2024 Virginia Highway Safety Grant Awards and Expenditures

Project Number	Subrecipient	Project Title	Approved Award	Total Paid
FAST 154				
154AL-2024-54348-24348	Fairfax County	SE - Alcohol II	249,708.86	249,708.86
		154 AL-2024 Total	249,708.86	249,708.86
FAST 402				
FPA-2024-54065-24065	Virginia Dept of Motor Vehicles	Planning and Administration (P&A)	112,612.22	112,612.22
		FPA Total	112,612.22	112,612.22
FAST 405b				
FM2OP-2024-54349-24349	ODU Research Foundation	Virginia Seat Belt and Core Surveys 2024 II	121,022.88	121,022.88
		FM2OP Total	121,022.88	121,022.88
FAST 405c				
FM3DA-2024-54072-24072	Virginia Dept of Motor Vehicles	VA Tech Dashboard Projects	170,202.00	150,660.21
FM3DA-2024-54054-24054	Virginia Dept of Motor Vehicles	TREDS Projects	897,455.00	838,747.92
		FM3DA Total	989,408.13	989,408.13
FAST 405d				
FM6OT-2024-54326-24326	SADD Inc	Addressing Impaired Driving Amongst College Aged Youth in the Commonwealth	248,798.00	116,052.53
		FM6OT Total	248,798.00	116,052.53
FAST 405f				
FM11MA-2024-54280-24280	Virginia Dept of Motor Vehicles	Motorists' Awareness of Motorcycle Paid Media	200,000.00	199,999.59
		FM11MA Total	200,000.00	199,999.59
BIL 154				
EDU_AL-2024-54291-24291	Drive Safe Hampton Roads	Sober Ride	71,136.00	59,053.91
EDU_AL-2024-54266-24266	Drive Smart of Virginia	Impaired Driving Education & Outreach	650,862.00	560,085.42
EDU_AL-2024-54235-24235	Substance Abuse Free Environment, Inc.	It's All Impaired Driving V	424,989.00	381,690.71
EDU_AL-2024-54254-24254	Supreme Court of Va	Judicial Outreach Liaison	63,600.00	46,782.55

EDU_AL-2024-54207-24207	Virginia Dept of Motor Vehicles	Alcohol Impaired Driving Program, Program Coordinator, SFST Coordinator	195,755.00	74,963.12
EDU_AL-2024-54133-24133	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program - AL	325,586.00	286,598.89
EDU_AL-2024 Total			1,731,928.00	1,409,174.60
ENF_AL-2024-54274-24274	Alexandria City	SE - Alcohol	19,000.00	11,231.65
ENF_AL-2024-54301-24301	Alleghany County	SE - Alcohol	8,030.00	2,520.90
ENF_AL-2024-54287-24287	Amherst County	SE - Alcohol	26,350.00	24,783.65
ENF_AL-2024-54004-24004	Arlington County	SE - Alcohol	17,050.00	15,048.21
ENF_AL-2024-54102-24102	Augusta County	SE - Alcohol	50,300.00	20,474.86
ENF_AL-2024-54201-24201	Bedford County	SE - Alcohol	12,202.00	8,420.75
ENF_AL-2024-54090-24090	Bedford Town	SE - Alcohol	8,000.00	1,992.70
ENF_AL-2024-54128-24128	Botetourt County	SE - Alcohol	18,920.00	16,346.11
ENF_AL-2024-54176-24176	Buchanan County	SE - Alcohol	19,200.00	17,766.81
ENF_AL-2024-54218-24218	Buckingham County	SE - Alcohol	33,660.00	9,997.14
ENF_AL-2024-54328-24328	Buena Vista City	SE - Alcohol	5,900.00	5,870.10
ENF_AL-2024-54056-24056	Campbell County	SE - Alcohol	28,900.00	25,450.35
ENF_AL-2024-54042-24042	Caroline County	SE - Alcohol	15,770.00	9,842.57
ENF_AL-2024-54258-24258	Chesapeake Bay Bridge Tunnel	SE - Alcohol	8,000.00	3,301.73
ENF_AL-2024-54114-24114	Chesapeake City	SE - Alcohol	17,600.00	17,319.98
ENF_AL-2024-54203-24203	Chesterfield County	SE - Alcohol	124,475.00	96,318.00
ENF_AL-2024-54246-24246	Christiansburg Town	SE - Alcohol	9,200.00	9,200.00
ENF_AL-2024-54202-24202	Colonial Heights City	SE - Alcohol	9,560.00	8,194.39
ENF_AL-2024-54167-24167	Culpeper County	SE - Alcohol	21,063.00	12,683.33
ENF_AL-2024-54311-24311	Culpeper Town	SE - Alcohol	10,817.00	10,305.48
ENF_AL-2024-54085-24085	Dickenson County	SE - Alcohol	17,970.00	17,884.18
ENF_AL-2024-54149-24149	Fairfax County	SE - Alcohol	36,700.00	6,132.84
ENF_AL-2024-54345-24345	Fairfax County	SE - Alcohol DUITF	817,369.14	640,259.41
ENF_AL-2024-54228-24228	Farmville Town	SE - Alcohol	26,335.00	19,976.82
ENF_AL-2024-54341-24341	Floyd County	SE - Alcohol	5,300.00	5,297.99
ENF_AL-2024-54244-24244	Fluvanna County	SE - Alcohol	19,760.00	10,832.25
ENF_AL-2024-54050-24050	Franklin County	SE - Alcohol	42,100.00	36,161.38
ENF_AL-2024-54122-24122	Frederick County	SE - Alcohol	22,135.00	10,135.73
ENF_AL-2024-54316-24316	Fredericksburg City	SE - Alcohol	9,425.00	9,160.95
ENF_AL-2024-54087-24087	Front Royal Town	SE - Alcohol	13,300.00	13,300.00
ENF_AL-2024-54342-24342	Giles County	SE - Alcohol	6,050.00	4,928.13
ENF_AL-2024-54297-24297	Gloucester County	SE - Alcohol	21,260.00	21,195.07

ENF_AL-2024-54126-24126	Goochland County	SE - Alcohol	13,500.00	11,900.00
ENF_AL-2024-54104-24104	Grayson County	SE - Alcohol	7,590.00	7,590.00
ENF_AL-2024-54213-24213	Hanover County	SE - Alcohol	95,600.00	95,600.00
ENF_AL-2024-54330-24330	Harrisonburg City	SE - Alcohol	13,600.00	8,791.46
ENF_AL-2024-54151-24151	Henrico County	SE - Alcohol	236,400.00	236,400.00
ENF_AL-2024-54048-24048	Herndon Town	SE - Alcohol	5,888.00	0.00
ENF_AL-2024-54299-24299	Isle of Wight County	SE - Alcohol	12,850.00	8,017.54
ENF_AL-2024-54282-24282	James City County	SE - Alcohol	20,890.00	19,981.74
ENF_AL-2024-54078-24078	King and Queen County	SE - Alcohol	10,200.00	5,756.68
ENF_AL-2024-54270-24270	King George County	SE - Alcohol	5,640.00	5,119.73
ENF_AL-2024-54141-24141	Lee County	SE - Alcohol	10,900.00	10,880.38
ENF_AL-2024-54014-24014	Loudoun County	SE - Alcohol	36,320.00	23,877.53
ENF_AL-2024-54052-24052	Lynchburg City	SE - Alcohol	17,600.00	4,305.94
ENF_AL-2024-54170-24170	Mathews County	SE - Alcohol	9,200.00	9,047.71
ENF_AL-2024-54319-24319	Metropolitan Washington Airports Authority	SE - Alcohol	17,300.00	15,997.87
ENF_AL-2024-54107-24107	Montgomery County	SE - Alcohol	16,975.00	12,835.28
ENF_AL-2024-54223-24223	Nelson County	SE - Alcohol	12,700.00	10,075.82
ENF_AL-2024-54214-24214	New Kent County	SE - Alcohol	33,200.00	23,377.80
ENF_AL-2024-54180-24180	Newport News City	SE - Alcohol	55,400.00	41,586.13
ENF_AL-2024-54046-24046	Norfolk City	SE - Alcohol	36,580.00	7,651.56
ENF_AL-2024-54177-24177	Occoquan Town	SE - Alcohol	6,700.00	6,374.76
ENF_AL-2024-54139-24139	Page County	SE - Alcohol	10,200.00	10,179.83
ENF_AL-2024-54023-24023	Patrick County	SE - Alcohol	17,176.00	15,954.61
ENF_AL-2024-54206-24206	Portsmouth City	SE - Alcohol	10,000.00	2,857.67
ENF_AL-2024-54144-24144	Powhatan County	SE - Alcohol	24,300.00	13,769.38
ENF_AL-2024-54284-24284	Prince George County	SE - Alcohol	8,385.00	7,585.00
ENF_AL-2024-54005-24005	Prince William County	SE - Alcohol	124,650.00	91,702.85
ENF_AL-2024-54097-24097	Pulaski County	SE - Alcohol	31,000.00	13,447.63
ENF_AL-2024-54268-24268	Pulaski Town	SE - Alcohol	10,690.00	10,319.91
ENF_AL-2024-54129-24129	Radford City	SE - Alcohol	9,800.00	9,000.00
ENF_AL-2024-54198-24198	Richmond City	SE - Alcohol	83,200.00	58,761.61
ENF_AL-2024-54142-24142	Richmond County	SE - Alcohol	15,500.00	15,500.00
ENF_AL-2024-54073-24073	Roanoke City	SE - Alcohol	29,781.00	27,957.66
ENF_AL-2024-54036-24036	Roanoke County	SE - Alcohol	79,800.00	73,712.35
ENF_AL-2024-54273-24273	Rockbridge County	SE - Alcohol	14,300.00	14,230.13
ENF_AL-2024-54185-24185	Saint Paul Town	SE - Alcohol	6,200.00	5,589.96
ENF_AL-2024-54083-24083	Salem City	SE - Alcohol	10,320.00	10,320.00
ENF_AL-2024-54028-24028	Scott County	SE - Alcohol	20,000.00	20,000.00
ENF_AL-2024-54049-24049	Smyth County	SE - Alcohol	12,800.00	12,698.53
ENF_AL-2024-54105-24105	South Boston Town	SE - Alcohol	12,700.00	6,916.49

ENF_AL-2024-54193-24193	Spotsylvania County	SE - Alcohol	89,600.00	81,119.82
ENF_AL-2024-54157-24157	Stafford County	SE - Alcohol	23,050.00	15,598.99
ENF_AL-2024-54163-24163	Tazewell County	SE - Alcohol	16,200.00	12,517.07
ENF_AL-2024-54289-24289	Tazewell Town	SE - Alcohol	7,800.00	5,341.88
ENF_AL-2024-54020-24020	Vienna Town	SE - Alcohol	24,400.00	23,983.56
ENF_AL-2024-54174-24174	Virginia Beach City	SE - Alcohol	67,450.00	41,286.42
ENF_AL-2024-54089-24089	Virginia Dept of State Police	SE - Alcohol	500,000.00	460,412.82
ENF_AL-2024-54208-24208	Warren County	SE - Alcohol	9,700.00	7,506.84
ENF_AL-2024-54030-24030	Warsaw Town	SE - Alcohol	4,400.00	3,934.87
ENF_AL-2024-54250-24250	Washington County	SE - Alcohol	29,600.00	17,575.36
ENF_AL-2024-54022-24022	Westmoreland County	SE - Alcohol	41,076.00	13,941.20
ENF_AL-2024-54217-24217	Williamsburg City	SE - Alcohol	18,800.00	4,867.64
ENF_AL-2024-54033-24033	Wise County	SE - Alcohol	62,300.00	62,288.38
ENF_AL-2024-54035-24035	Wise Town	SE - Alcohol	15,150.00	13,537.14
ENF_AL-2024-54123-24123	York County	SE - Alcohol	10,978.00	9,833.38
ENF_AL-2024 Total			3,628,040.14	2,881,750.37
BIL 1906				
F1906CMD-2024-54245-24245	Virginia Dept of State Police	Community Policing Act Stop Data Collection Repository	43,785.00	33,021.64
F1906CMD Total			43,785.00	33,021.64
BIL 402				
BAI-2024-54221-24221	Virginia Dept of Motor Vehicles	Crash Investigation & Reconstruction Program - 402	178,500.00	136,882.79
BAI-2024-54225-24225	Virginia Dept of Motor Vehicles	Crash Investigation & Reconstruction Program - AL	68,400.00	42,098.05
BAI Total			246,900.00	178,980.84
BCP-2024-54061-24061				
BCP-2024-54061-24061	Virginia Dept of Motor Vehicles	DMV Travel and Training	70,000.00	15,450.35
BCP-2024-54336-24336	Virginia Dept of Motor Vehicles	Senior Communications Manager and Vulnerable Roadway User Program Coordinator	138,500.00	0.00
BCP-2024-54343-24343	Virginia Dept of Motor Vehicles	Prevention of Pediatric Heat Stroke & Unattended Vehicles Campaign	80,000.00	0.00
BCP-2024-54039-24039	Virginia Dept of Motor Vehicles	2024 Virginia Highway Safety Summit	215,000.00	0.00
BCP Total			503,500.00	15,450.35
BCR-2024-54168-24168				
BCR-2024-54168-24168	Carilion Health Systems	The Child Passenger Safety Program at Carilion Children's Hospital	28,480.00	27,745.89



BCR-2024-54076-24076	Children's Hospital/King's Daughters	Child Passenger Safety Program at CHKD	26,950.00	26,949.10
BCR-2024-54267-24267	Saving Prince William's Littles	Improve Child Passenger Safety in Prince William County	5,955.00	5,955.00
BCR-2024-54002-24002	Virginia Dept of Health	Occupant Protection: Child Passenger Safety	341,267.00	205,414.25
		BCR Total	402,652.00	266,064.24
BDE-2024-54060-24060	Christopher King Foundation	CKFoundation Grant 2023	26,700.00	26,695.39
BDE-2024-54025-24025	Drive Smart of Virginia	Community & Workplace Traffic Safety Education & Outreach	336,978.00	261,576.38
BDE-2024-54117-24117	Prince William County	Partners for Safe Teen Driving	62,470.00	10,883.13
BDE-2024-54294-24294	Roanoke City	Youth Transportation Safety Campaign	200,000.00	200,000.00
BDE-2024-54084-24084	VADETS	Choose Your Vibe - Arrive Alive!	284,394.00	222,790.66
BDE-2024-54140-24140	Virginia Dept of Education	Driver Education	275,970.00	142,088.78
BDE-2024-54182-24182	Virginia Polytechnic Institute	Sharing the Road with Trucks Education Program	137,775.00	137,774.70
		BDE Total	1,324,287.00	1,001,809.04
BOD-2024-54325-24325	Dept for Aging and Rehabilitative Services	Virginia GrandDriver: Increasing Awareness and Independence	671,884.00	640,330.60
		BOD Total		640,330.60
BOP-2024-54088-24088	Dickenson County	SE - Occupant Protection	5,100.00	4,946.26
BOP-2024-54184-24184	Drive Safe Hampton Roads	Occupant Protection	61,070.00	58,781.54
BOP-2024-54011-24011	Exmore Town	SE - Occupant Protection	2,010.00	2,010.00
BOP-2024-54001-24001	ODU Research Foundation	Occupant Protection in Virginia: Moving Need Assessment to Program Development	145,964.00	86,006.02
BOP-2024-54164-24164	Tazewell County	SE - Occupant Protection	13,750.00	4,309.93
BOP-2024-54120-24120	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program - OP	345,259.00	302,600.56
BOP-2024-54295-24295	Wise County	SE - Occupant Protection	20,254.00	20,254.00
		BOP Total	593,407.00	478,908.31

BPA-2024-54347-24347	Virginia Dept of Motor Vehicles	Planning and Administration (P&A) II	237,864.09	237,864.09
		BPA Total	237,864.09	237,864.09
BPM-2024-54292-24292	Metro Washington Council of Gov	Street Smart Pedestrian and Bicycle Safety Program	230,000.00	230,000.00
BPM-2024-54338-24338	Norfolk State University Foundation, Inc.	WNSB-FM and Spartan Athletics FY24 Public Information/Education Campaign	109,150.00	103,017.40
BPM-2024-54340-24340	Virginia Dept of Motor Vehicles	Safety Video Paid Media	250,000.00	250,000.00
BPM-2024-54199-24199	Virginia Dept of Motor Vehicles	General Highway Safety Media Campaign	2,000,000.00	0.00
BPM-2024-54264-24264	Virginia Dept of Motor Vehicles	Speed Paid Media	800,000.00	799,985.44
BPM-2024-54281-24281	Virginia Dept of Motor Vehicles	Occupant Protection Paid Media	2,000,000.00	1,999,892.74
BPM-2024-54278-24278	Virginia Dept of Motor Vehicles	Local Heroes Campaign	1,075,000.00	1,075,000.00
		BPM Total	6,464,150.00	4,454,543.14
BPT-2024-54304-24304	Accomack County	SE - Police Traffic Services	29,750.00	29,469.78
BPT-2024-54324-24324	Alexandria City	SE - Police Traffic Services	14,500.00	12,019.25
BPT-2024-54321-24321	Alleghany County	SE - Police Traffic Services	7,230.00	4,163.69
BPT-2024-54043-24043	Altavista Town	SE - Police Traffic Services	8,370.00	3,978.64
BPT-2024-54226-24226	Amelia County	SE - Police Traffic Services	21,800.00	21,799.03
BPT-2024-54288-24288	Amherst County	SE - Police Traffic Services	30,200.00	29,732.92
BPT-2024-54009-24009	Arlington County	SE - Police Traffic Services	39,640.00	33,208.82
BPT-2024-54134-24134	Augusta County	SE - Police Traffic Services	23,100.00	20,758.91
BPT-2024-54205-24205	Bedford County	SE - Police Traffic Services	9,578.00	6,958.52
BPT-2024-54092-24092	Bedford Town	SE - Police Traffic Services	11,000.00	2,599.28
BPT-2024-54257-24257	Berryville Town	SE - Police Traffic Services	7,200.00	7,200.00
BPT-2024-54165-24165	Big Stone Gap Town	SE - Police Traffic Services	8,300.00	8,243.88
BPT-2024-54145-24145	Blacksburg Town	SE - Police Traffic Services	15,200.00	6,227.68
BPT-2024-54077-24077	Blackstone Town	SE - Police Traffic Services	8,000.00	4,110.81
BPT-2024-54045-24045	Bluefield Town	SE - Police Traffic Services	7,550.00	7,550.00
BPT-2024-54116-24116	Botetourt County	SE - Police Traffic Services	23,900.00	22,181.85
BPT-2024-54101-24101	Boykins Town	SE - Police Traffic Services	6,050.00	5,250.00
BPT-2024-54081-24081	Bridgewater Town	SE - Police Traffic Services	9,600.00	6,278.52
BPT-2024-54018-24018	Bristol City	SE - Police Traffic Services	42,300.00	42,024.95
BPT-2024-54016-24016	Broadway Town	SE - Police Traffic Services	5,800.00	5,391.63
BPT-2024-54178-24178	Buchanan County	SE - Police Traffic Services	17,600.00	17,529.21
BPT-2024-54327-24327	Buckingham County	SE - Police Traffic Services	31,000.00	21,631.01
BPT-2024-54333-24333	Buena Vista City	SE - Police Traffic Services	5,200.00	4,838.53
BPT-2024-54057-24057	Campbell County	SE - Police Traffic Services	34,960.00	34,505.77

BPT-2024-54320-24320	Charles City County	SE - Police Traffic Services	16,800.00	14,521.75
BPT-2024-54260-24260	Chase City Town	SE - Police Traffic Services	12,846.00	11,244.79
BPT-2024-54118-24118	Chatham Town	SE - Police Traffic Services	9,300.00	9,294.76
BPT-2024-54259-24259	Chesapeake Bay Bridge Tunnel	SE - Police Traffic Services	4,590.00	3,411.27
BPT-2024-54152-24152	Chesapeake City	SE - Police Traffic Services	14,000.00	10,989.38
BPT-2024-54227-24227	Chesterfield County	SE - Police Traffic Services	193,065.00	190,858.19
BPT-2024-54233-24233	Chilhowie Town	SE - Police Traffic Services	21,885.00	21,885.00
BPT-2024-54305-24305	Chincoteague Town	SE - Police Traffic Services	10,160.00	9,106.12
BPT-2024-54243-24243	Christiansburg Town	SE - Police Traffic Services	9,072.00	9,072.00
BPT-2024-54222-24222	Clarksville Town	SE - Police Traffic Services	7,840.00	7,040.00
BPT-2024-54135-24135	Clintwood Town	SE - Police Traffic Services	13,050.00	13,044.07
BPT-2024-54109-24109	Craig County	SE - Police Traffic Services	5,250.00	5,161.28
BPT-2024-54261-24261	Crewe Town	SE - Police Traffic Services	7,200.00	7,200.00
BPT-2024-54224-24224	Culpeper County	SE - Police Traffic Services	30,420.00	22,257.45
BPT-2024-54059-24059	Dayton Town	SE - Police Traffic Services	10,800.00	10,684.85
BPT-2024-54232-24232	Dublin Town	SE - Police Traffic Services	20,800.00	20,394.68
BPT-2024-54074-24074	Dumfries Town	SE - Police Traffic Services	21,875.00	14,955.95
BPT-2024-54067-24067	Fairfax County	SE - Police Traffic Services	60,300.00	16,196.15
BPT-2024-54247-24247	Farmville Town	SE - Police Traffic Services	24,500.00	23,022.08
BPT-2024-54094-24094	Fauquier County	SE - Police Traffic Services	111,400.00	28,935.83
BPT-2024-54159-24159	Floyd County	SE - Police Traffic Services	6,972.00	6,972.00
BPT-2024-54249-24249	Fluvanna County	SE - Police Traffic Services	11,200.00	5,292.28
BPT-2024-54192-24192	Franklin County	SE - Police Traffic Services	30,185.00	23,616.78
BPT-2024-54103-24103	Frederick County	SE - Police Traffic Services	33,041.00	22,321.43
BPT-2024-54307-24307	Fredericksburg City	SE - Police Traffic Services	25,342.00	25,206.03
BPT-2024-54093-24093	Front Royal Town	SE - Police Traffic Services	10,605.00	10,605.00
BPT-2024-54239-24239	Galax City	SE - Police Traffic Services	12,800.00	6,371.86
BPT-2024-54275-24275	Gate City Town	SE - Police Traffic Services	7,000.00	4,425.00
BPT-2024-54318-24318	Giles County	SE - Police Traffic Services	5,250.00	4,694.23
BPT-2024-54310-24310	Gloucester County	SE - Police Traffic Services	16,200.00	16,007.23
BPT-2024-54127-24127	Goochland County	SE - Police Traffic Services	26,178.00	26,152.07
BPT-2024-54115-24115	Grayson County	SE - Police Traffic Services	12,260.00	11,427.26
BPT-2024-54130-24130	Grottoes Town	SE - Police Traffic Services	7,672.00	6,751.02
BPT-2024-54147-24147	Grundy Town	SE - Police Traffic Services	12,200.00	6,955.98
BPT-2024-54066-24066	Halifax Town	SE - Police Traffic Services	18,800.00	14,252.36
BPT-2024-54161-24161	Hampton City	SE - Police Traffic Services	35,200.00	4,950.60
BPT-2024-54215-24215	Hanover County	SE - Police Traffic Services	64,000.00	63,990.00
BPT-2024-54211-24211	Haymarket Town	SE - Police Traffic Services	12,656.00	11,447.78
BPT-2024-54155-24155	Henrico County	SE - Police Traffic Services	144,250.00	144,143.91
BPT-2024-54070-24070	Henry County	SE - Police Traffic Services	32,400.00	27,099.53

BPT-2024-54040-24040	Hillsville Town	SE - Police Traffic Services	24,800.00	24,753.83
BPT-2024-54315-24315	Hopewell City	SE - Police Traffic Services	7,280.00	3,903.44
BPT-2024-54309-24309	Isle of Wight County	SE - Police Traffic Services	29,815.00	20,232.45
BPT-2024-54283-24283	James City County	SE - Police Traffic Services	36,610.00	32,703.66
BPT-2024-54079-24079	King and Queen County	SE - Police Traffic Services	14,486.00	14,485.30
BPT-2024-54272-24272	King George County	SE - Police Traffic Services	19,560.00	17,460.29
BPT-2024-54276-24276	Lancaster County	SE - Police Traffic Services	6,650.00	2,696.45
BPT-2024-54238-24238	Lebanon Town	SE - Police Traffic Services	11,600.00	3,295.75
BPT-2024-54013-24013	Loudoun County	SE - Police Traffic Services	36,306.00	30,498.26
BPT-2024-54332-24332	Louisa County	SE - Police Traffic Services	15,740.00	13,598.85
BPT-2024-54323-24323	Lunenburg County	SE - Police Traffic Services	25,644.00	15,211.04
BPT-2024-54055-24055	Lynchburg City	SE - Police Traffic Services	17,200.00	13,772.60
BPT-2024-54300-24300	Manassas City	SE - Police Traffic Services	23,600.00	23,599.98
BPT-2024-54194-24194	Manassas Park City	SE - Police Traffic Services	23,672.00	23,327.83
BPT-2024-54038-24038	Marion Town	SE - Police Traffic Services	16,895.00	12,793.50
BPT-2024-54034-24034	Martinsville City	SE - Police Traffic Services	16,230.00	15,667.04
BPT-2024-54171-24171	Mathews County	SE - Police Traffic Services	13,399.00	13,399.00
BPT-2024-54271-24271	Montgomery County	SE - Police Traffic Services	12,300.00	10,952.91
BPT-2024-54187-24187	Narrows Town	SE - Police Traffic Services	32,000.00	31,801.07
BPT-2024-54240-24240	Nelson County	SE - Police Traffic Services	7,860.00	7,853.32
BPT-2024-54255-24255	New Kent County	SE - Police Traffic Services	32,475.00	24,319.18
BPT-2024-54053-24053	Norfolk City	SE - Police Traffic Services	35,740.00	13,392.56
BPT-2024-54110-24110	Norton City	SE - Police Traffic Services	8,850.00	4,043.70
BPT-2024-54146-24146	Nottoway County	SE - Police Traffic Services	20,296.00	20,143.69
BPT-2024-54285-24285	Occoquan Town	SE - Police Traffic Services	9,600.00	9,403.05
BPT-2024-54314-24314	Old Dominion University Police	SE - Police Traffic Services	11,245.00	10,299.20
BPT-2024-54108-24108	Onancock Town	SE - Police Traffic Services	8,756.00	7,799.46
BPT-2024-54296-24296	Onley Town	SE - Police Traffic Services	9,680.00	9,557.38
BPT-2024-54075-24075	Patrick County	SE - Police Traffic Services	21,060.00	19,922.87
BPT-2024-54017-24017	Pearisburg Town	SE - Police Traffic Services	38,688.00	38,688.00
BPT-2024-54015-24015	Pennington Gap Town	SE - Police Traffic Services	9,200.00	4,777.83
BPT-2024-54339-24339	Petersburg City	SE - Police Traffic Services	20,800.00	19,284.68
BPT-2024-54125-24125	Pittsylvania County	SE - Police Traffic Services	14,300.00	11,779.35
BPT-2024-54195-24195	Poquoson City	SE - Police Traffic Services	6,936.00	6,807.25
BPT-2024-54209-24209	Portsmouth City	SE - Police Traffic Services	25,990.00	15,081.99
BPT-2024-54113-24113	Powhatan County	SE - Police Traffic Services	40,300.00	32,570.11
BPT-2024-54158-24158	Prince Edward County	SE - Police Traffic Services	10,700.00	7,814.88
BPT-2024-54269-24269	Prince George County	SE - Police Traffic Services	22,860.00	22,710.00

BPT-2024-54007-24007	Prince William County	SE - Police Traffic Services	129,930.00	126,096.08
BPT-2024-54100-24100	Pulaski County	SE - Police Traffic Services	29,800.00	22,675.16
BPT-2024-54080-24080	Pulaski Town	SE - Police Traffic Services	14,600.00	14,553.66
BPT-2024-54335-24335	Rappahannock County	SE - Police Traffic Services	8,600.00	7,835.29
BPT-2024-54068-24068	Richlands Town	SE - Police Traffic Services	18,800.00	17,209.33
BPT-2024-54051-24051	Richmond City	SE - Police Traffic Services	108,000.00	95,018.04
BPT-2024-54143-24143	Richmond County	SE - Police Traffic Services	19,699.00	19,680.97
BPT-2024-54154-24154	Roanoke City	SE - Police Traffic Services	43,645.00	36,371.64
BPT-2024-54037-24037	Roanoke County	SE - Police Traffic Services	67,476.00	67,476.00
BPT-2024-54277-24277	Rockbridge County	SE - Police Traffic Services	11,200.00	11,200.00
BPT-2024-54019-24019	Rockingham County	SE - Police Traffic Services	28,640.00	28,577.37
BPT-2024-54173-24173	Saint Paul Town	SE - Police Traffic Services	4,800.00	4,783.77
BPT-2024-54308-24308	Saltville Town	SE - Police Traffic Services	11,675.00	4,275.94
BPT-2024-54029-24029	Scott County	SE - Police Traffic Services	12,192.00	12,115.08
BPT-2024-54091-24091	Shenandoah County	SE - Police Traffic Services	13,362.00	8,924.80
BPT-2024-54082-24082	Smyth County	SE - Police Traffic Services	12,000.00	9,978.43
BPT-2024-54106-24106	South Boston Town	SE - Police Traffic Services	19,750.00	18,954.46
BPT-2024-54086-24086	South Hill Town	SE - Police Traffic Services	23,544.00	23,544.00
BPT-2024-54156-24156	Spotsylvania County	SE - Police Traffic Services	100,400.00	99,454.59
BPT-2024-54179-24179	Stafford County	SE - Police Traffic Services	40,890.00	29,100.41
BPT-2024-54329-24329	Stephens City Town	SE - Police Traffic Services	4,000.00	3,321.97
BPT-2024-54136-24136	Strasburg Town	SE - Police Traffic Services	6,350.00	5,885.94
BPT-2024-54302-24302	Suffolk City	SE - Police Traffic Services	6,887.00	6,087.00
BPT-2024-54241-24241	Tappahannock Town	SE - Police Traffic Services	7,400.00	7,400.00
BPT-2024-54290-24290	Tazewell Town	SE - Police Traffic Services	15,100.00	13,015.27
BPT-2024-54012-24012	Timberville Town	SE - Police Traffic Services	5,550.00	3,960.63
BPT-2024-54293-24293	VA Association of Chiefs of Police	Virginia Law Enforcement Training and Resources	253,004.00	140,922.45
BPT-2024-54298-24298	Vinton Town	SE - Police Traffic Services	31,810.00	17,953.92
BPT-2024-54175-24175	Virginia Beach City	SE - Police Traffic Services	98,630.00	95,974.82
BPT-2024-54189-24189	Virginia Commonwealth University	SE - Police Traffic Services	15,750.00	13,354.98
BPT-2024-54121-24121	Virginia Dept of Motor Vehicles	DMV - Law Enforcement Liaisons	177,705.00	107,414.78
BPT-2024-54096-24096	Virginia Dept of State Police	SE - Police Traffic Services	1,390,000.00	1,346,581.74
BPT-2024-54230-24230	Warren County	SE - Police Traffic Services	12,350.00	12,349.60
BPT-2024-54031-24031	Warsaw Town	SE - Police Traffic Services	3,600.00	2,447.78
BPT-2024-54317-24317	Washington County	SE - Police Traffic Services	36,000.00	24,890.31



BPT-2024-54242-24242	Waynesboro City	SE - Police Traffic Services	15,800.00	10,176.13
BPT-2024-54112-24112	West Point Town	SE - Police Traffic Services	14,200.00	13,468.97
BPT-2024-54099-24099	Westmoreland County	SE - Police Traffic Services	30,620.00	19,901.65
BPT-2024-54231-24231	Winchester City	SE - Police Traffic Services	34,875.00	31,599.98
BPT-2024-54124-24124	York County	SE - Police Traffic Services	8,142.00	7,313.84
		BPT Total	5,173,091.00	4,412,518.07
BRS-2024-54098-24098	Virginia Beach City	Regional Training in Traffic Engineering	20,000.00	20,000.00
		BRS Total	20,000.00	20,000.00
BSC-2024-54200-24200	Abingdon Town	SE - Speed	8,600.00	8,276.82
BSC-2024-54312-24312	Culpeper Town	SE - Speed	9,496.00	7,664.65
BSC-2024-54010-24010	Exmore Town	SE - Speed	18,750.00	18,750.00
BSC-2024-54197-24197	Fairfax City	SE - Speed	10,800.00	3,801.31
BSC-2024-54172-24172	Falls Church City	SE - Speed	7,700.00	5,589.97
BSC-2024-54313-24313	Harrisonburg City	SE - Speed	9,395.00	8,379.88
BSC-2024-54119-24119	Herndon Town	SE - Speed	9,216.00	8,155.08
	Metropolitan Washington			
BSC-2024-54303-24303	Airports Authority	SE - Speed	19,250.00	17,732.98
BSC-2024-54153-24153	Middletown Town	SE - Speed	3,900.00	3,900.00
BSC-2024-54132-24132	Radford City	SE - Speed	9,000.00	9,000.00
BSC-2024-54216-24216	Salem City	SE - Speed	15,750.00	15,750.00
BSC-2024-54044-24044	Staunton City	SE - Speed	20,444.00	17,389.52
BSC-2024-54181-24181	Surry County	SE - Speed	8,200.00	4,549.40
BSC-2024-54166-24166	Tazewell County	SE - Speed	16,000.00	9,993.96
BSC-2024-54021-24021	Vienna Town	SE - Speed	17,700.00	16,937.37
BSC-2024-54252-24252	Weber City Town	SE - Speed	11,300.00	6,988.93
BSC-2024-54253-24253	Williamsburg City	SE - Speed	19,000.00	10,507.80
		BSC Total	214,501.00	173,367.67
BTC-2024-54248-24248	Supreme Court of Va	Judicial Outreach Liaison-402	16,650.00	11,695.65
		BTC Total	16,650.00	11,695.65
BTR-2024-54071-24071	Virginia Dept of Motor Vehicles	VA Tech Analytics and Reporting	259,174.00	227,035.31
BTR-2024-54069-24069	Virginia Dept of Motor Vehicles	VA Tech Crash Location Project	382,516.00	374,482.10
BTR-2024-54058-24058	Virginia Dept of Motor Vehicles	State-to-State Verification System	60,000.00	40,659.51
		BTR Total	701,690.00	642,176.92
BTSP-2024-54265-24265	Gweedo Memorial Foundation	2023 Teenage Outreach GMF	49,600.00	45,006.33

		BTSP Total	49,600.00	45,006.33
BIL 405b				
BM2CSS-2024-54003-24003	BALLAD HEALTH	Child Passenger Safety Program	27,203.00	27,203.00
		BM2CSS Total	27,203.00	27,203.00
BM2HVE-2024-54334-24334	Lee County	SE - Occupant Protection	7,650.00	7,650.00
		BM2HVE Total	7,650.00	7,650.00
BM2OP-2024-54000-24000	ODU Research Foundation	Virginia Seat Belt and CORE Surveys 2024	85,893.12	45,663.16
		BM2OP Total	85,893.12	45,663.16
BM2PE-2024-54160-24160	Eastern VA Medical School	Car Safety Now: Child Occupant Protection for Children and Teens	166,880.00	160,881.26
		BM2PE Total	166,880.00	160,881.26
BM2TR-2024-54210-24210	Virginia Dept of Motor Vehicles	Occupant Protection for Children Training Program	43,400.00	8,147.86
		BMTR Total	43,400.00	8,147.86
BIL 405c				
B3DSA-2024-54346-24346	Virginia Polytechnic Institute	DUI Impairment Analysis for Virginia DMV	184,984.00	176,305.65
		B3DSA Total	184,984.00	176,305.65
BIL 405d				
BM6OT-2024-54234-24234	Virginia Department of Forensic Science (DFS)	DFS TREDs Data Project	469,753.00	406,146.77
		BM6OT Total	469,753.00	406,146.77
BFDLBAC-2024-54204-24204	Virginia Department of Forensic Science (DFS)	DFS Breath Alcohol Training Program 2024	245,084.00	211,870.42
BFDLBAC-2024-54064-24064	Virginia Dept of Motor Vehicles	Office of the Chief Medical Examiner - Data Collection and Submission	531,731.00	315,099.59
		BFDLBAC Total	776,815.00	526,970.01
BFDLCS-2024-54186-24186	Commonwealth Attorney's Services Council	TSRP, Adv. DUI, DUID, DRE, Fatal Crash	353,176.00	302,867.84



BFDLCS-2024-54169-24169	Supreme Court of Va	Virginia Specialty Dockets Training to Reduce Impaired Driving	280,412.00	169,208.62
		BFDLCS Total	633,588.00	472,076.46
BFDLDATR-2024-54095-24095	Commission on VASAP	Commission on VASAP Training Conference & Regional ASAP, DMV & Clerk Training	101,220.00	78,355.10
		BFDLATR Total	101,220.00	78,355.10
BFDLHVE-2024-54251-24251	Virginia Dept of Alcohol & Beverage Control Authority	SE - Alcohol	150,500.00	150,500.00
		BFDLHVE Total	150,500.00	150,500.00
BFDLIDC-2024-54212-24212	Virginia Dept of Motor Vehicles	Impaired Driving Program Coordination: Drugged, Drowsy and Distracted	32,243.00	23,648.95
		BFDLIDC Total	32,243.00	23,648.95
BFDLIS-2024-54026-24026	Commission on VASAP	INSPIRE and VASAP Case Management Enhancement and Maintenance Grant	276,410.00	267,314.10
		BFDLIS Total	276,410.00	267,314.10
BFDLPEM-2024-54032-24032	MADD	Outreach and Community Awareness to End Drunk Driving	758,917.00	750,126.47
BFDLPEM-2024-54111-24111	Virginia Dept of Motor Vehicles	Drug Recognition Expert Program, Advanced Roadside Impaired Driving Enforcement	105,000.00	0.00
BFDLPEM-2024-54262-24262	Virginia Dept of Motor Vehicles	Alcohol Paid Media	800,000.00	799,649.23
BFDLPEM-2024-54024-24024	WRAP	FY 2024 Virginia Drive Sober or Get Pulled Over Campaign	1,129,280.00	1,124,276.59
		BFDLPEM Total	2,793,197.00	2,674,052.29
BFDL*DE-2024-54138-24138	Virginia Commonwealth University	Project IMPACT	208,539.00	167,326.64
BFDL*DE-2024-54063-24063	Virginia Commonwealth University	GRACY	208,554.00	200,998.65
BFDL*DE-2024-54322-24322	Virginia Dept of Motor Vehicles	45-Hour Parent/Teen Guide	61,313.00	0.00
BFDL*DE-2024-54191-24191	Virginia Trucking Assoc. Foundation	Truck Safety Program Coordinator	29,828.00	20,721.47

BFDL*DE-2024-54006-24006		WRAP	FY 2024 Public Information & Education and Youth Outreach Programs	158,230.00	131,199.50
			BFDL*DE Total	666,464.00	520,246.26
BFDL*MC-2024-54220-24220		Richmond Ambulance Authority	Rider Alert	10,673.00	4,343.33
			BFDL*MC Total	10,673.00	4,343.33
BFDL*OP-2024-54256-24256		Drive Smart of Virginia	Occupant Protection Education & Outreach	237,697.00	172,584.08
			BFDL*OP Total	237,697.00	172,584.08
BIL 405f					
BM11MT-2024-54353-24353		Virginia Dept of Motor Vehicles	MSF Circuit Rider Course	40,850.00	40,850.00
BM11MT-2024-54352-24352		Virginia Dept of Motor Vehicles	MSF Rider Coach Prep Course	15,187.00	14,408.98
BM11MT-2024-54354-24354		Virginia Dept of Motor Vehicles	CSC Examiner Expansion, Training and Range Painting	60,200.00	11,009.27
			BM11MT Total	116,237.00	66,268.25
BIL 405h					
BFHLE-2024-54306-24306		Alexandria City	SE - Pedestrian/Bicycle	7,424.00	3,827.90
BFHLE-2024-54229-24229		Chesterfield County	SE - Pedestrian/Bicycle	6,000.00	3,639.55
BFHLE-2024-54148-24148		Fairfax County	SE - Pedestrian/Bicycle	6,643.00	630.47
BFHLE-2024-54331-24331		Harrisonburg City	SE - Pedestrian/Bicycle	4,000.00	3,286.76
BFHLE-2024-54286-24286		Occoquan Town	SE - Pedestrian/Bicycle	5,000.00	2,427.12
BFHLE-2024-54162-24162		Roanoke City	SE - Pedestrian/Bicycle	4,409.00	4,188.68
BFHLE-2024-54183-24183		Salem City	SE - Pedestrian/Bicycle	2,660.00	0.00
BFHLE-2024-54190-24190		Virginia Commonwealth University	SE - Pedestrian/Bicycle	8,400.00	7,051.93
BFHLE-2024-54219-24219		Williamsburg City	SE - Pedestrian/Bicycle	9,600.00	5,235.25
			BFHLE Total	54,136.00	30,287.66
BFHPE-2024-54150-24150		National Organizations for Youth Safety	Vision Zero Youth Ambassador Program	108,833.00	42,032.70
BFHPE-2024-54263-24263		Virginia Dept of Motor Vehicles	Pedestrian Safety Media	180,000.00	179,991.25
			BFHPE Total	288,833.00	222,023.95
BIL 405h Roadside Death 24-26					

BM12BPE-2024-54351-24351	Drive Smart of Virginia	Move Over Awareness	99,974.00	83,687.62
		BM12BPE Total	99,974.00	83,687.62
SUPP BIL 402				
SDE-2024-54137-24137	Virginia Dept of Motor Vehicles	Highway Safety Translation Services	5,000.00	859.80
		SDE Total	5,000.00	859.80
SMC-2024-54131-24131	Virginia Dept of Motor Vehicles	Motorcycle Safety Direct Mail Campaign	128,282.50	128,195.35
SMC-2024-54041-24041	Virginia Dept of Motor Vehicles	Motorcycle Education Quality Assurance Program	190,200.00	128,904.18
SMC-2024-54279-24279	Virginia Dept of Motor Vehicles	Motorcycle Safety Paid Media	200,000.00	199,998.90
SMC-2024-54047-24047	Virginia Dept of Motor Vehicles	MC Community Education and Outreach	20,000.00	0.00
		SMC Total	538,482.50	457,098.43
SPS-2024-54008-24008	Arlington County	SE - Pedestrian/Bicycle	11,050.00	10,891.96
SPS-2024-54188-24188	Fairfax Alliance for Better Bicycling	Fairfax Biking Safely 2024	14,720.00	11,093.20
SPS-2024-54027-24027	Prince William County	SE - Pedestrian/Bicycle	14,000.00	13,603.97
SPS-2024-54350-24350	Virginia Beach City	IPTM Bicycle Crash Investigation Level 1	4,380.00	4,380.00
		SPS Total	44,150.00	39,969.13
SUPP BIL 405d				
SFDLCS-2024-54062-24062	Virginia Dept of Motor Vehicles	Judicial Transportation Safety Conference	100,000.00	0.00
		SFDLCS Total	100,000.00	0.00
<b>Total</b>			<b>63,120,088.75</b>	<b>50,620,191.91</b>

## FFY 2024 Virginia Non-Implementation Grants

Project Number	Subrecipient	Project Title	Reason
ENF_AL-2024-54048-24048	Herndon Town	SE - Alcohol	Staffing shortage
ENF_AL-2024-54236-24236	Lexington City	SE - Alcohol	Personnel shortages; grant not accepted
ENF_AL-2024-54356-24356	Virginia Dept of Motor Vehicles	SE - Alcohol	Decided not to accept the grant
BCP-2024-54336-24336	Virginia Dept of Motor Vehicles	Senior Communications Manager and Vulnerable Roadway User Program Coordinator	Positions were not able to be filled in FY2024
BCP-2024-54343-24343	Virginia Dept of Motor Vehicles	Prevention of Pediatric Heat Stroke & Unattended Vehicles Campaign	Unable to complete due to staffing
BCP-2024-54039-24039	Virginia Dept of Motor Vehicles	2024 Virginia Highway Safety Summit	No summit was held due to agency decision
BPM-2024-54199-24199	Virginia Dept of Motor Vehicles	General Highway Safety Media Campaign	The timing of campaign prevented adequate planning
BPM-2024-54337-24337	Arlington Soccer Association	Proactive Community Partnership to Implement Public Information and Education	No longer working with Bullpen (contractor)
BPT-2024-54237-24237	Lexington City	SE - Police Traffic Services	Personnel shortages; grant not accepted
BFDL*DE-2024-54322-24322	Virginia Dept of Motor Vehicles	45-Hour Parent/Teen Guide	No printing of the guide due to change in Project Director. The guide is available online.
BFDLPEM-2024-54111-24111	Virginia Dept of Motor Vehicles	Drug Recognition Expert Program, Advanced Roadside Impaired Driving Enforcement	VSP coordinating and covering the trainings
BFHLE-2024-54183-24183	Salem City	SE - Pedestrian/Bicycle	Personnel shortages and change in leadership.
SFDLCS-2024-54062-24062	Virginia Dept of Motor Vehicles	Judicial Transportation Safety Conference	HSO did not organize the conference in FY 2024 due to the timing of the Supreme Court conference.
SMC-2024-54047-24047	Virginia Dept of Motor Vehicles	MC Community Education and Outreach	Competing priorities
SSC-2024-54355-24355	Virginia Dept of Motor Vehicles	SE - Speed	Decided not to accept the grant

## Appendix

### Seat Belt Use Rate – Observed Seat Belt Use Survey

This survey is federally mandated by code and conducted by a grant with Old Dominion University. Fifteen locations were statistically selected for inclusion in the survey from counties that represented 85% of the passenger vehicle crash-related fatalities throughout the Commonwealth. Locations were also selected based on Vehicle Miles Traveled (VMT). The survey not only provides the state seat belt use rate but breaks down use rates in each location. The report is a resource that identifies areas of need and helps the highway safety office develop strategies to ensure motorists buckle up, thus hoping to reduce unrestrained fatalities and help raise the seat belt use rate.

2024 is the third year of a 5-year sampling plan required by the revised Uniform Criteria approved by the National Highway Traffic Safety Administration (NHTSA). In 2024, more than 12K vehicles were observed. We met the requirements of small measurement error and small unknown belt use recordings, allowed by state code.

The 2023 belt use rate was 73.2% and for 2024 the rate has increased. The 2024 rate has not been finalized and the Seat Belt Certification letter will be submitted to NHTSA prior to March 1, 2025. The rate rose for the first time since 2019's highest level recorded at 85.5% and rebounded to use rate levels last seen in 2021. The patterns and trends of belt use and non-use remained mostly consistent with years past, even as the levels of use increased.

The 2024 Seat Belt Use in Virginia final report submitted by Old Dominion University provides the below data:

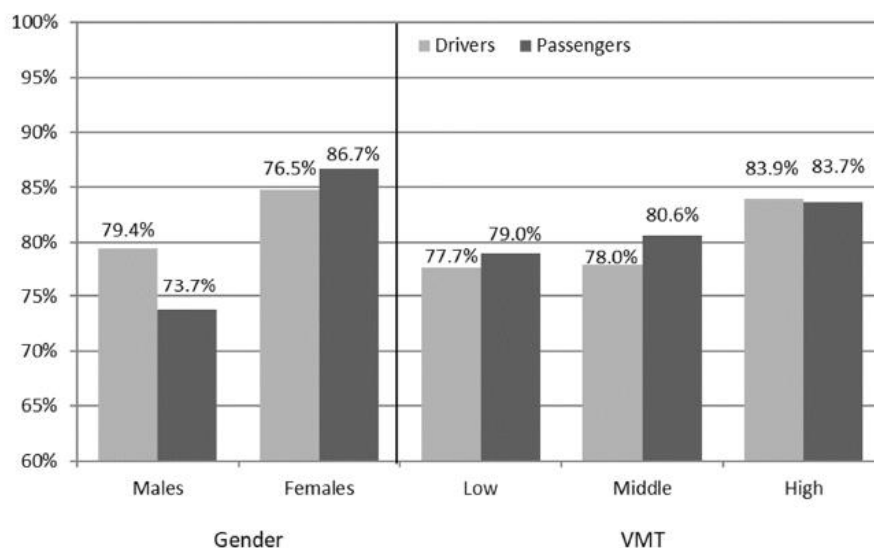


Figure 1. Belt use rate comparison between drivers and passengers by gender and by VMT

When comparing male vs. female differences by the three road types in this project (interstate/primary, arterial/secondary, local), it was found that women had higher use than men across all road types (see Figure 2).

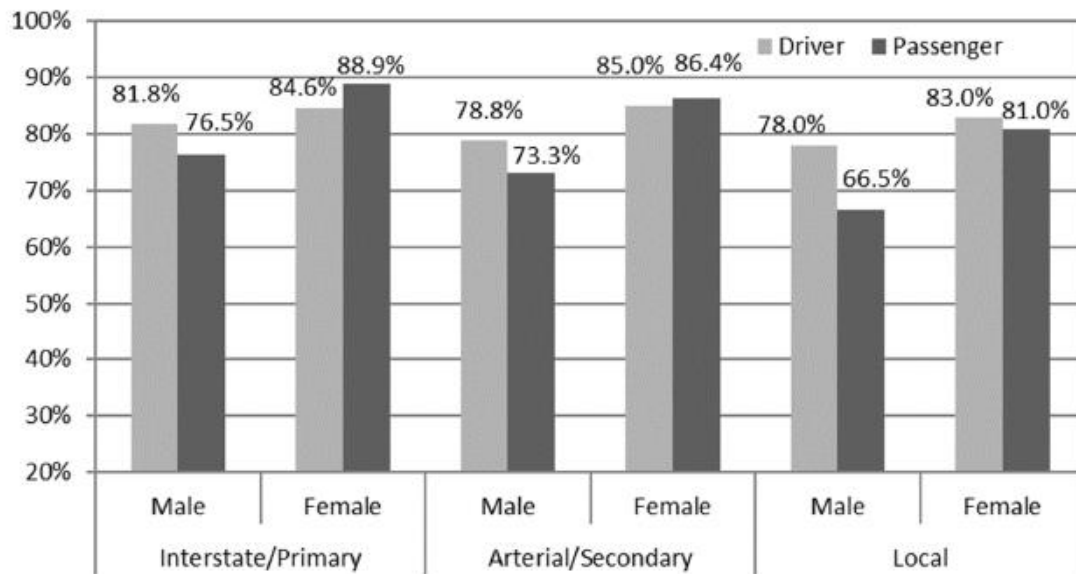


Figure 2. Belt use by gender at the three sampled road types (local to be interpreted cautiously due to lower sample sizes).

Finally, differences among vehicle types were inspected. Figure 3 shows findings for vehicle type across VMT groupings. Pickup and van occupants (with vans being more of the commercial vehicles compared to minivans mostly used by family occupants) used belts less often than other vehicle occupants.

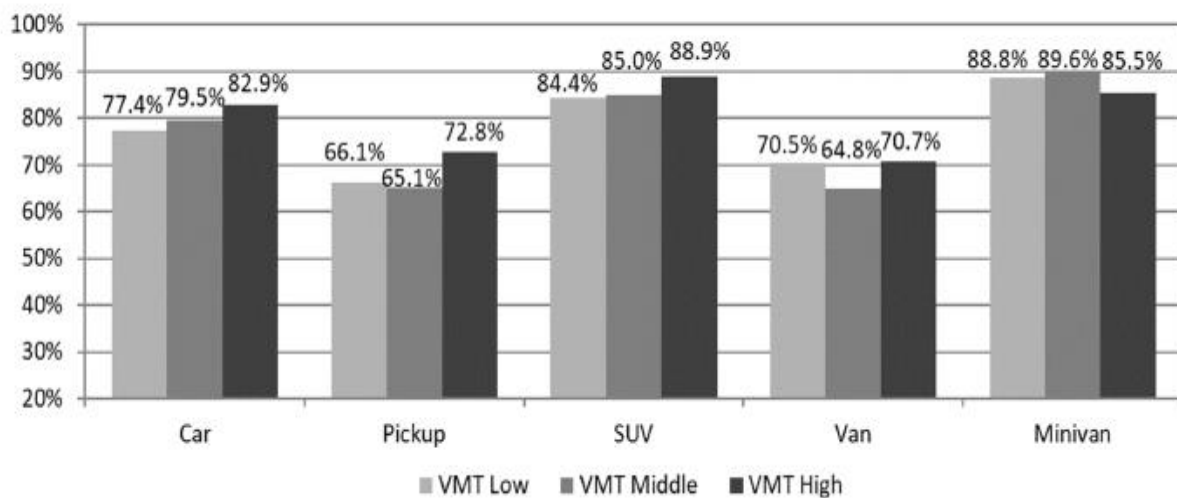


Figure 3. Belt use by vehicle type across VMT groups.

Similarly, vehicle types had use rate differences when considering the two major road types of interstate/expressways and secondary/arterials (see Figure 4). Local roads were not considered here because the sample sizes among vehicle types can be too low compared to sizes observed on the other two road types to render appropriate estimates. Interstate/primary roads had higher use across vehicle types; pickup and van occupants had lower use rates overall.

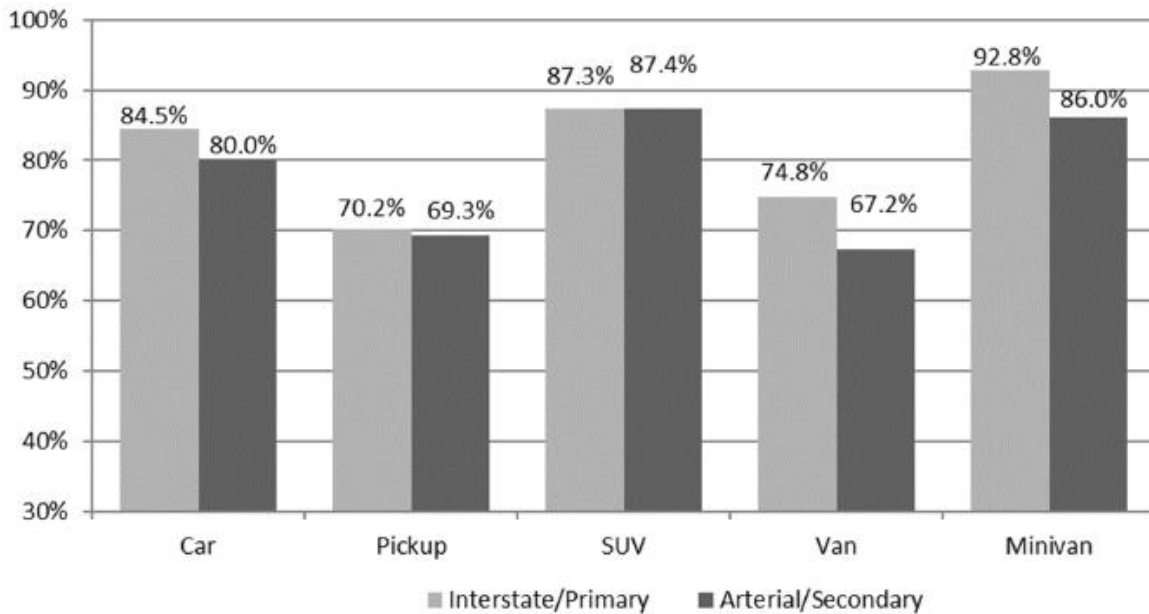


Figure 4. Belt use by vehicle type for two observed road types (note: local roads not included because of low sample sizes limiting reliable comparisons).

In response to the survey report, DMV/VAHSO plans include:

- Development of occupant protection strategy to define new tactics, partnerships, projects that can be deployed to increase seat belt usage.
- Continue meeting with survey site locations to encourage continued messaging of seat belt use within the localities
- Targeted messaging into the survey site locations.



# Virginia's Self-Reported Perceptions of and Actions Involving Targeted Safe-Driving Behaviors (Summary of Findings for 2024)

This report is a National Highway Traffic Safety Administration (NHTSA) required annual survey that all states must complete. This report assesses various attitudes and perceptions of Virginia residents as they pertain to traffic safety. This report summarizes the work completed in 2024, the 15<sup>th</sup> year Virginia carried out the survey. Virginia began its survey in 2010, one year before it was mandated to do so. The findings are used to assist in developing program area strategies.

Each state is mandated to assess nine main questions: each of the three topics (seat belt use, impaired driving and speeding) crossed by each of the three perceptions and reports (media, enforcement and self-reported behavior). Virginia Department of Motor Vehicles' Virginia Highway Safety Office (VAHSO) wished to add two questions on distracted driving to explore its prevalence in Virginia. These questions, while not mandated, provided important data for targeting mobile phone talking and texting while driving (mobile phone use was the behavior representing distracted driving in this survey).

The 2024 survey was deployed by online methods to licensed drivers in Virginia. In all, 1,310 licensed drivers aged 18 and older completed the survey. This sample was distributed across Virginia proportionally by regional population levels. Therefore, more of the sample came from northern and southeastern regions of Virginia than from the southwestern areas. This sample includes 314 participants aged 18 – 34, the age for which many safety programs are targeted.

- Overall, key statewide findings using the full sample included:

## Seat belt use

- The majority of respondents reported always wearing seat belts while driving (86.2%) or riding as passengers (86.3%).
- Almost 1 in 3 (32.1%) recalled law enforcement activity targeting belt use in the time period prior to the survey.
- A large proportion of respondents (62.8%) believed the chances of getting a ticket for belt non-use was "likely" or "very likely."

## Impaired Driving

- More than half the respondents (54.9%) reported they do not drink.
- For those who did not identify themselves as non-drinkers (and therefore were considered "drinkers" in this study), 24.5% had driven within two hours after drinking alcohol in the past 60 days (defined as at least one drink within 2 hours).
- Most respondents believed the chances of being arrested after drinking and driving were at least "likely" (more than 68%).

- Almost half (47.1%) recalled police activities targeting impaired driving in the time period prior to the survey. Fewer (27.2%) recalled seeing or hearing information about designated driving programs in the same period.

## **Speeding**

- Almost half (46.8%) of participants reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone); even more (55.6%) reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).
- Most respondents (62.5%) believed the chances of receiving a speeding ticket were “very likely” or “likely.”
- Almost four out of 10 (38.9%) recalled law enforcement activity targeting speeding in the past 30 days.

## **Distracted Driving**

- More than three-quarters of respondents (78.4%) “seldom” or “never” talk on a handheld mobile phone while driving; almost half seldom to never talk on the phone using a handsfree option (47.4%).
- Two-thirds (66.9%) said they “never” text with a handheld mobile phone while driving; 61.6% said “never” text when being hands-free.

## Legislative Update

During the 2024 Virginia General Assembly, several pieces of legislation were passed to address highway safety. The following laws were enacted and became effective July 1, 2024, unless otherwise noted:

HB2 Amber warning lights; flashing lights on certain fox hunting vehicles.

Amber warning lights; flashing lights on certain fox hunting vehicles. Requires vehicles engaged in fox hunting and similar activities to use amber flashing lights to ensure visibility, especially in rural or wooded areas where vehicles may be moving slowly or crossing roads unexpectedly.

HB282 Highway work zones; creates a traffic infraction for any moving violation in a work zone.

Highway work zones; creates a traffic infraction for any moving violation in a work zone. This is designed to improve safety in highway work zones by making moving violations a traffic infraction that carries increased penalties.

SB6 Restricted driver's license; issuance for multiple convictions of driving while intoxicated, etc. Restricted driver's license: issuance for multiple convictions of driving while intoxicated, etc. Offers a path for individuals with multiple DWI convictions to regain some driving privileges under certain conditions, rather than imposing a complete license suspension.

SB572 School buses; increases maximum width of vehicles.

School buses; increases maximum width of vehicles. Allows the increase of maximum width of school buses in the Virginia.

SB732 Crash reports; contracted service providers.

Crash reports; contracted service providers. Allow contracted service providers to manage and distribute crash reports.

## Traffic Safety Partners

### Enforcement

College and University Police Departments  
Local Law Enforcement Agencies  
Port Authority Police  
Virginia Department of State Police  
Virginia Department of Motor Vehicles Law Enforcement

### Nonprofits

Ballad Health  
Carilion Health  
Children's Hospital/King's Daughter  
Christopher King Foundation  
Drive Safe Hampton Roads  
DRIVE SMART Virginia  
Fairfax Alliance for Better Bicycling  
Gweedo Memorial Foundation  
Metropolitan Washington Council of Government  
Mid-Atlantic Foundation for Safety (AAA)  
Mothers Against Drunk Driving (MADD)  
National Organizations for Youth Safety  
Richmond Ambulance Authority  
Saving Prince William's Little Ones  
Students Against Destructive Decisions (SADD)  
Substance Abuse Free Environment, Inc.  
Virginia Association of Chiefs of Police Foundation  
Virginia Association of Driver Education and Traffic Safety  
Virginia Trucking Association Foundation  
Washington Regional Alcohol Program (WRAP)

### State Agencies

Commission on Alcohol Safety Action Program (VASAP)  
Commonwealth's Attorneys' Services Council  
Department of Alcoholic Beverage Control  
Department of Emergency Medical Services  
Eastern Virginia Medical School  
Norfolk State Athletics  
Office of the Chief Medical Examiner  
Old Dominion University  
Virginia Tech  
City of Roanoke  
Supreme Court of Virginia  
Virginia Commonwealth University  
Virginia Department for Aging and Rehabilitative Services  
Virginia Department of Education

Virginia Department of Forensic Science  
Virginia Department of Health  
Virginia Department of State Police  
Virginia Department of Transportation

# NHTSA Performance Report Chart FY2024 Annual Report

	FY2024						FY 2023			
Performance Measure	Target Period	Target Year(s)	Target Value FY24 HSP	Data Source*/FY24 Progress Results		On Track to Meet FY24 Target Y/N ** (in-progre ss)	Target Value FY23 HSP	Target Year(s)	Data Source/FY23 Final Result	Met FY22 Target Y/N
C-1) Total Traffic Fatalities	5-year	2020-2024	966.6	2020 – 2024 STATE/TREDS 930.6		Y	926.4	2019-2023	FARS/TREDS 913.8	Y
C-2) Serious Injuries in Traffic Crashes	5-year	2020-2024	7,121.2	2020 – 2024 STATE/TREDS 7,200.8		N	7,211.80	2019-2023	2019 – 2023 STATE/TREDS 7,200.4	Y
C-3) Fatalities/VMT	5-year	2020-2024	1.18	2019 – 2023 STATE/TREDS 1.13		Y	1.134	2019-2023	2019 – 2023 STATE/TREDS 1.13	Y
C-3b) Rural Fatalities (per 100M VMT)	5-year	2020-2024	1.58	2019 – 2023 FARS/TREDS (2023) 1.77		N	1.66	2019-2023	2019 – 2023 FARS/TREDS (2023) 1.77	N
C-3c) Urban Fatalities (per 100M VMT)	5-year	2020-2024	0.92	2019 – 2023 FARS/TREDS (2023) 0.79		Y	0.67	2019-2023	2019 – 2023 FARS/TREDS (2023) 0.79	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2024	332	2024 TREDS 320		Y	303	2019-2023	2019 – 2023 FARS/TREDS 337	N
C-5) Alcohol-Impaired Driving Fatalities	Annual	2024	250	2024 TREDS 274		N	239	2019-2023	2019 – 2023 FARS/TREDS 279	N
C-6) Speeding-Related Fatalities	Annual	2024	280	2023 FARS 308		N	242	2019-2023	2019 – 2023 FARS/TREDS 289	N
C-7) Motorcyclist Fatalities (FARS)	Annual	2024	105	2024 TREDS 115		N	99	2019-2023	2019 – 2023 FARS/TREDS 112	N
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2024	2	2024 TREDS 6		N	5	2019-2023	2019 – 2023 FARS/TREDS 6	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2024	100	2024 TREDS 107		N	83	2019-2023	2019 – 2023 FARS/TREDS 98	N
Pedestrian Fatalities	Annual	2024	165	2024 TREDS 127		Y	120	2019-2023	2019 – 2023 FARS/TREDS 133	N
C-11) Bicyclist Fatalities	Annual	2024	9	2024 TREDS 25		N	11	2019-2023	2019 – 2023 FARS/TREDS 12	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024	82.6	2024 State Survey 81.1%		N	84.8	2023	2023 State Survey 73.2%	N
Drugged Driver Fatalities	Annual	2024	242	2023 FARS 308		N	188	2023	2023 FARS 308	N
Distracted Driver Fatalities	Annual	2024	28	2024 TREDS 38		N	32	2023	2023 FARS 21	Y

