



# 2022 VIRGINIA

HIGHWAY SAFETY ANNUAL REPORT

## Annual Report Fiscal Year 2022

Virginia Department of Motor Vehicles

Virginia Highway Safety Office

2300 West Broad Street

Richmond, Virginia 23220





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# Commissioner's Message

The Virginia Department of Motor Vehicles (DMV) Highway Safety Office (VAHSO) is pleased to present Virginia's 2022 Highway Safety Annual Report. The Annual Report provides an extensive description of the projects and activities funded as well as the amount of funds expended on projects implemented under the 2022 Virginia Highway Safety Plan (HSP). The Report describes the accomplishments and challenges experienced by the DMV/VAHSO, to include performance measures, targets, strategies, and funding identified in the HSP. You will also find the results and outcomes achieved through implementation of the initial HSP and any revisions that may have been made during the fiscal year. The Annual Report allows for the evaluation of the prior year's HSP as well as showcasing the Commonwealth's highway safety achievements.

I hope you will find that this publication serves as a useful tool that successfully demonstrates and markets Virginia's achievements.



Linda B. Ford, Acting DMV Commissioner  
Virginia Department of Motor Vehicles  
Governor's Highway Safety Representative  
Commonwealth of Virginia

12/28/2022  
Date

# Executive Summary

Through sound leadership, proactive partnerships, unwavering commitment and hard work of dedicated staff, the Commonwealth has implemented many successful statewide highway safety program initiatives. Additionally, through data analysis and effective performance measures, Virginia has established new and innovative initiatives that focus on identified problem areas and has implemented effective countermeasures to achieve positive results.

The National Highway Safety Act of 1966 provides federal grants to states to support coordinated national highway safety programs. The Department of Motor Vehicles (DMV) Virginia Highway Safety Office (VAHSO) is responsible for administering these federal highway safety funds and performing the following functions:

- **Problem Identification:** Identification of actual and potential traffic safety problems and the development of effective countermeasures.
- **Administration and Grants Management:** Includes management of the highway safety program, monitoring legislative initiatives, development of federal highway safety proposals and distribution of federal funds to state, local and nonprofit agencies.
- **Public Information and Education:** Includes development and coordination of numerous media events and public awareness activities targeting specific priority areas.
- **Monitoring and Evaluation:** Includes monitoring and evaluating approved highway safety projects.

The DMV/VAHSO provides grants for programs which are designed to reduce the number of crashes, injuries, fatalities and related economic losses resulting from traffic crashes on Virginia's roadways. Local and state law enforcement, state agencies, academic institutions, and nonprofits can apply for the National Highway Traffic Safety Administration's (NHTSA) pass-through funding for projects related to various areas of highway safety.

Virginia transportation safety officials have systematically analyzed highway safety problems and corrective strategies. Based on the results of this analysis, it was determined that Virginia could make a positive impact on improving highway safety by placing a major emphasis on the following program areas for 2022:

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

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

**Speed** has a profound impact on the safety of Virginia's roadways. A targeted emphasis on enforcement and education continued to be utilized to increase the awareness of the dangers implications of speed.

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

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

**Other** areas that were also eligible for consideration for state and local grants, but to a lesser extent were planning and administration, pedestrian/bicycle safety, and roadway safety.

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

# **Mission Statement for the Virginia Highway Safety Office**

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.

## **Statutory Authority to Complete this Mission**

Sections 46.2-222 through 224 of the Code of Virginia authorizes the Commissioner of the Department of Motor Vehicles to accept grants from the United States government and its agencies that support its efforts to improve highway safety in Virginia.



# Overview of Virginia's Highway Safety Office Program

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 target localities and highways throughout the Commonwealth are vital to the achievement of the goals set at the federal and state levels. These goals target change in human behavior in regard to highway safety; thereby reducing crashes, injuries, and fatalities on a statewide basis. Virginia's highway safety staff has systematically analyzed highway safety problems and corrective strategies. As decisions are made on grant funding levels, an assessment is made to ensure that prospective projects and activities are data-driven and will make a meaningful contribution to traffic safety and assist the Commonwealth in achieving its safety goals. Virginia is continuing to study and plan for more comprehensive Safe System Approach efforts. As a part of our Safe System Approach planning, we have reconnected with our partners at Virginia's Office of Emergency Medical Services (EMS). EMS, in particular their efforts in post-crash care, is an integral component of Virginia's a Safety System Approach effort. As such, EMS will be applying for BIL funding to expand their work and to continue its partnership with our highway safety office in reducing fatal and serious injuries for all road users in the Commonwealth. EMS has also been added to our email distribution list. We have shared the NHTSA Field Trauma Triage Guidelines with them as well. EMS coordinated training and included a 4-hour EMS/Public Safety Training titled Protecting the Pedestrian, Officer & Driver's Impact on Roadway Responders during the Highway Safety pre-summit training. Additional training sessions held on Advancing a People-Centered Emergency Medical System, Minutes Count- Emergency Medical Service's Role in the Safe Systems Approach, and Investigation into the National Emergency Medical Services Information System (NEMSIS) Database and Emergency Response Event Delays & The Virginia Trauma System at a Glance were provided.

In an effort to expand our outreach efforts to reach new safety partners, we utilized the NHTSA non-profit listing to contact select organizations to introduce our office as well as invite them to join our distribution list to receive information on saving lives on Virginia roadways that that they could share with their partners. In addition, information was provided on our highway safety grant program. We have also contacted the Virginia Community College System (VCCS) to add them to our distribution list. VCCS now receives all resources and emails for upcoming campaigns so that they can share with their community colleges. To continue to expand our outreach to new partners, our highway safety grant page has been added to the Commonwealth's Secretary of Constituent Affairs webpage. A new email box, [vadmhighwaysafety@dmv.virginia.gov](mailto:vadmhighwaysafety@dmv.virginia.gov), was established for submission of new ideas by the general public. This was introduced at our 2022 Annual Highway Safety Summit. We had several educational materials translated into the Spanish language to allow us to deliver our highway safety message to the Spanish speaking community. Through the NHTSA Occupant Protection Technical Assistance Program, we began efforts to work with both military and minority communities. Our statewide Occupant Protection Coordinator presented at the NAS Oceana Safety Stand Down. Our future efforts include reaching out to our Virginia Historically Black Colleges and Universities for opportunities to expand our highway safety message to the college community. During Federal Fiscal Year 2021-2022, the Virginia Highway Safety Office, the Governor's Highway Safety Representative and the Virginia Secretary of Transportation approved the award of 420 grants totaling \$30,054,291.

## **Demographics of Virginia**

Virginia is comprised of 38 cities and 95 counties. The Capitol is located in the city of Richmond. In 2021, the Commonwealth's total population was 8,655,608, and there were 8,402,827 registered vehicles. Virginia has 74,553.93 roadway miles, of which 63,400.10 are secondary roads (85%), 10,034.76 are primary roads (13%), and 1,119.07 are interstate roads (1.5%).

The combined number of active licensed drivers in Virginia is 6,023,354. Virginia's law enforcement community consists of seven state police field divisions with 49 area offices and 1,100 state troopers. It also includes 125 city and county sheriff's offices and 242 police departments, which includes private, institutional and collegiate departments.

## **Responsibilities**

The DMV/VAHSO is responsible for managing highway safety programs, using data-driven measures to identify actual and potential traffic safety problems, implementing safety programs throughout the state, as well as managing/distributing federal funds. Through the disbursement of federal grant funding to state and local governments and nonprofit organizations, effective countermeasures and programs are implemented within each jurisdiction to make a positive impact on changing driver behavior and reducing vehicle crashes that result in injuries and fatalities.

# Governor's Highway Safety Executive Staff

Virginia Governor	The Honorable Glenn A. Youngkin
Governor's Highway Safety Representative	Linda B. Ford Acting DMV Commissioner
Governor's Highway Safety Coordinator	David A. Mitchell DMV Deputy Commissioner
Governor's Highway Safety Office Director	John L. Saunders Highway Safety Office Director
Location of Highway Safety Office	Virginia Department of Motor Vehicles 2300 West Broad Street, Room 405 Richmond, Virginia 23220 Phone (804) 367-6641

# Highway Safety Office Staff

The DMV/VAHSO is comprised of headquarters staff members and field personnel. Brief descriptions of each position are as follows:

**Governor's Highway Safety Representative:** The Commissioner of the Department of Motor Vehicles (DMV) serves as the Governor's Highway Safety Representative.

**Governor's Highway Safety Coordinator:** The Deputy Commissioner for Virginia's Highway Safety Office serves as the Governor's Highway Safety Coordinator and is responsible for providing agency oversight of Virginia's highway safety program.

**Governor's Highway Safety Office Director:** Provides direct oversight and is responsible for planning, organizing and administering operations and programs. Directs the administration of the DMV/VAHSO to include Planning, Data Analysis and Reporting and Program Development and Implementation.

**Administrative Coordinator:** Provides support to the DMV/VAHSO Director. Coordinates the information needed for the completion of DMV/VAHSO administrative processes, highway safety legislation, and Virginia's highway safety plan and annual report. Oversees the planning and implementation of the annual Judicial Transportation Safety Conference and Governor's Highway Safety Awards. Responsibilities include submitting, monitoring, coordinating and evaluation of approved highway safety grants for the DMV/VAHSO special projects and travel and training for DMV/VAHSO staff. Handles day to day operations by ensuring office requirements and needs are met.

**Deputy Director of Planning, Data Analysis, and Reporting:** Responsibilities include planning, management and oversight of all analytical staff (including FARS program); managing, implementing and directing the statewide traffic records data system-TREDS including TREDS IT staff and the TREDS Operations Center staff; responsible for planning, statewide, crash data management and analysis, strategic highway safety planning including the SHSP, HSP and Annual Report, and serving as the Chair and Coordinator for the state's traffic records program and the traffic records committee. Also provides oversight to the on-site VA Tech Safety Analyst in partnership with VA Tech University.

**TREDS IT:** Responsible for the operation, maintenance and system enhancements of the Commonwealth's Highway Safety Information System, Traffic Records Electronic Data System (TREDS).

**Highway Safety Traffic Records Supervisor:** Supervises staff responsible for managing statewide traffic crash data; supervises day-to-day duties of FARS analysts in the collection and submission of fatality data; provides analysis and data pertaining to traffic records and highway safety studies and countermeasure programs; develops performance measures for the Highway Safety Plan (HSP) and the annual Highway Safety Evaluation Plan; and provides and updates traffic crash data on the agency web site.

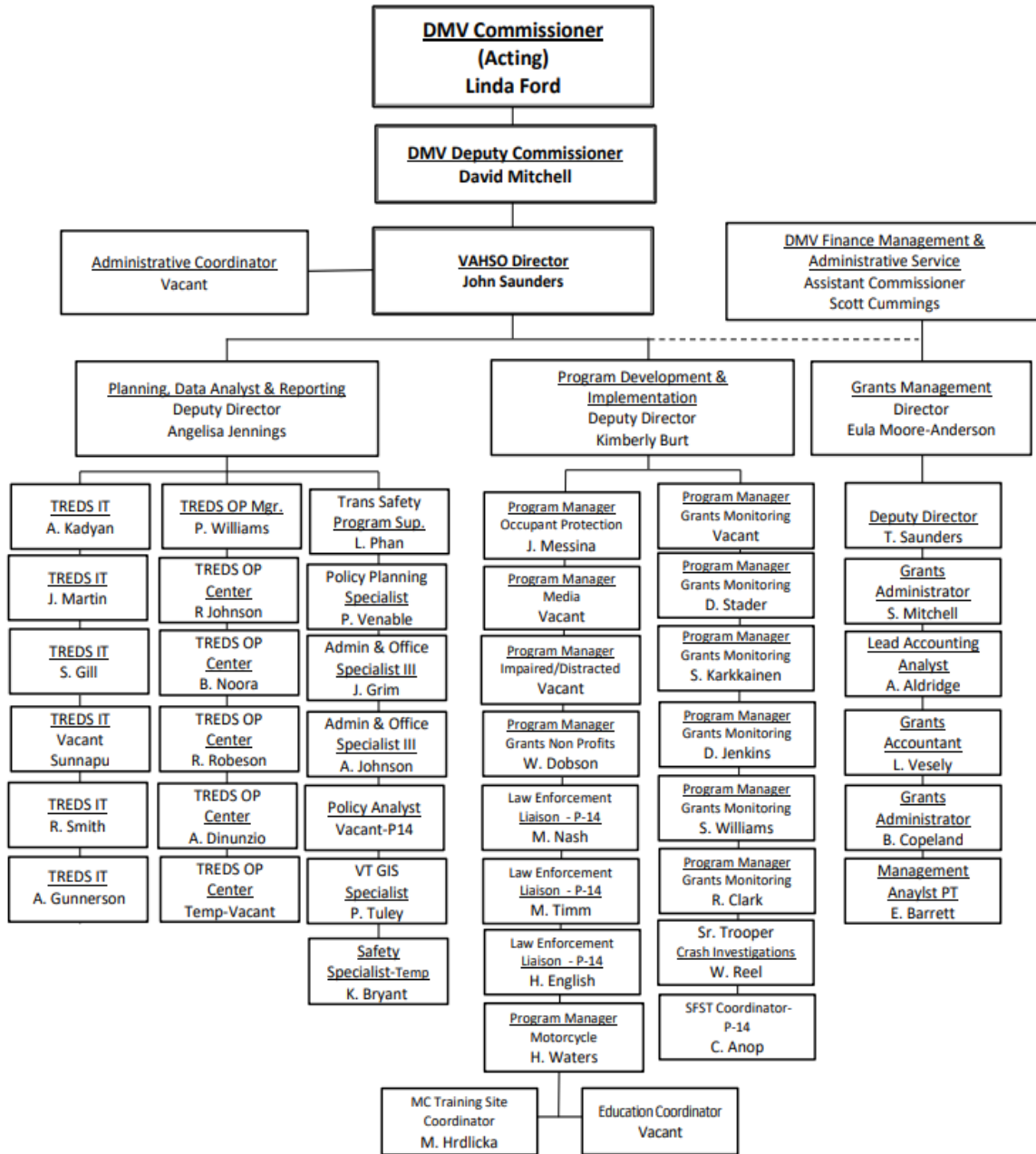
**Office Manager (TREDS Operations Center):** Supervises staff responsible for conducting quality assurance of the state's electronic police crash reports as well as related DMV business processes.

**Deputy Director for Program Development and Implementation:** Responsible for directing the development and implementation of safety programs. Provides process improvement, monitoring, tracking and evaluation of approved highway safety projects and manages Program Managers, Grant Monitors and Law Enforcement Liaisons.

**Program Managers/Grant Monitors:** Responsibilities include monitoring and evaluation of approved highway safety projects within the various countermeasure areas; dissemination of information; public awareness campaigns and media events, and presentation of safety education programs. Also includes part-time staff for ARIDE and SFST coordination as well as crash investigation.

**Law Enforcement Liaison (LEL):** LELs are responsible for assisting law enforcement with the coordination of High Visibility Enforcement and other enforcement-based programs dealing with alcohol, speeding, aggressive driving and other areas that affect the safety of the motoring public.

**Department of Motor Vehicles  
Highway Safety Office  
August 2022**



# Traffic Safety Partners

## **Enforcement**

- Virginia Department of State Police
- Local law enforcement agencies
- College and university police departments
- Port Authority Police

## **Non-Profits**

- Drive Safe Hampton Roads
- Drive Smart Virginia
- Metropolitan Washington Council of Government
- Mid-Atlantic Foundation for Safety (AAA)
- Mothers Against Drunk Driving
- Substance Abuse Free Environment, Inc. (SAFE)
- Virginia Association of Campus Law Enforcement Administrators
- Automotive Coalition of Traffic Safety, Inc.
- Prevention Council of Roanoke County
- Metropolitan Richmond Sports Backers, Inc.
- Richmond Ambulance Authority
- Virginia Association of Chiefs of Police
- Virginia Trucking Association
- Washington Regional Alcohol Program
- Virginia Association for Health, Physical Education, Recreation, and Dance

## **State Agencies**

- Commission on Alcohol Safety Action Program (VASAP)
- Commonwealth's Attorneys' Services Council
- Department of Aging and Rehabilitative Services
- Department of Alcoholic Beverage Control
- Department of Education
- Department of Forensic Science
- Department of Emergency Medical Services
- Department of Health
- Eastern Virginia Medical School
- Office of the Chief Medical Examiner
- Old Dominion University
- Supreme Court of Virginia
- Virginia Commonwealth University
- Virginia Department of State Police - YOVASO
- Virginia Department of Transportation
- Virginia Polytechnic Institute and State University

# Traffic Safety Plans and Assessments

Virginia Highway Safety Plan  
Virginia Annual Report  
Occupant Protection Program Assessment  
Occupant Protection Strategic Plan  
Motorcycle Safety Program Assessment  
Crash Investigation & Reconstruction Program Plan  
Strategic Plan for Traffic Records and Information Systems  
Traffic Records Program Assessment  
Virginia Strategic Highway Safety Plan



# Seat Belt Use in Virginia Survey

## Introduction

On April 1, 2011, the National Highway Traffic Safety Administration (NHTSA) issued new Uniform Criteria for State Observational Surveys of Seat Belt Use. The final rule was published in Federal Register Vol. 76 No. 63, Rules and Regulations, pp. 18042 – 18059. The survey plan presented below represents Virginia’s required response to re-design its survey for 2022 – 2026 to follow its first approved survey which ran 2012 - 2016. The re-designed survey meets the requirement of a study and data collection protocol for an annual state survey to estimate passenger vehicle occupant restraint use. This plan is fully compliant with the Uniform Criteria and was used to complete Virginia’s 2022 seat belt survey.

Virginia did complete a Seat Belt Use Survey in 2022. Below are the findings for 2022.

## (Summary of Findings for 2022)

On April 1, 2011, the National Highway Traffic Safety Administration (NHTSA) issued new Uniform Criteria for State Observational Surveys of Seat Belt Use. The final rule was published in Federal Register Vol. 76 No. 63, Rules and Regulations, pp. 18042 – 18059. The survey plan presented below represents Virginia’s required response to re-design its survey for 2022 - 2026 to follow its first two approved surveys which ran 2012 – 2016 and 2017 – 2021, respectively. The sampling design strategy is identical to what was approved for the first two five-year proposals. The re-designed survey meets the requirement of a study and data collection protocol for an annual state survey to estimate passenger vehicle occupant restraint use.

The report provides significant details about sampling, procedures, and analyses. In brief:

1. The 2022 weighted seat belt use rate (with a 95% confidence interval) was calculated with the methodology and sample approved by NHTSA in 2022. Virginia has not released the 2022 use rate.
2. The error rate was 0.56%, well below the maximum 2.5% allowed by code.
3. The “miss rate” or rate of “unknown” belt use observations (i.e., seeing an individual occupant but not knowing whether they were buckled up) was 5.0%, below the maximum 10% allowed by code.
4. These seat belt use rate results were based on a weighted survey design sample of more than 12,712 vehicles providing driver and/or passenger belt use observations.

Note: Virginia’s plan was approved by the National Highway Traffic Safety Administration in March 2022 after working closely with federal personnel to ensure compliance with the law. This plan is in place for 2022 – 2026.

# Virginias' Self-Reported Perceptions of and Actions Involving Targeted Safe-Driving Behaviors (Summary of Findings for 2022)

This report summarizes the work completed in 2022, the thirteenth year Virginia carried out the survey.

Virginia's Highway Safety Office (VHSO) 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). This report summarizes the work completed in 2022, the thirteenth year Virginia carried out the survey. (Virginia began its survey in 2010, one year before it was mandated to do so.)

The 2022 survey was deployed by online methods to licensed drivers in Virginia. A sample of 1,334 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. In addition, within this sample includes a purposeful oversampling of 300 participants aged 18 – 34 as they are the main target group for many safe driving programs.

Overall, key statewide findings included:

## Seat belt use

- The majority of respondents reported always wearing seat belts while driving (89.1%) or riding as passengers (89.0%).
- Almost 1 in 4 (24.1%) recalled law enforcement activity targeting belt use in the time period prior to the survey.
- More than half of the respondents (57.9%) believed the chances of getting a ticket for belt non-use was "likely" or "very likely."

## Impaired Driving

- Half the respondents (50.5%) reported they do not drink.
- For those who did not identify themselves as non-drinkers (and therefore were considered "drinkers" in this study), 24.6% had driven within two hours after drinking alcohol in the past 60 days (defined as at least one drink within 2 hours).
- Most responded believing the chances of being arrest after drinking and driving were "likely."
- More than 4 in 10 (42.6%) recalled police activities targeting impaired driving in the time period prior to the survey. Fewer (21.7%) recalled seeing or hearing information about designated driving programs in the same period.

## Speeding

- Nearly half (48.2%) of participants reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone); more than half (57.9%) reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).

- Most respondents (56.0%) believed the chances of receiving a speeding ticket were “very likely” or “likely.”
- About three out of 10 (31.4%) recalled law enforcement activity targeting speeding in the past 30 days.

#### Distracted Driving

- More than seven in 10 respondents (70.7%) “seldom” or “never” talk on mobile phones while driving.
- A significant majority (68.0%) said they “never” text while driving.

This survey, which is annually administered, addressed seat belt use, impaired driving, and speeding. It also addressed distracted driving via mobile phone use at the request of the VHSO. Perceptions of media, enforcement, and self-involvement in the behaviors were key considerations. The data provided statewide estimates representing two groups of Virginia licensed drivers: (1) a sample of 18+ year-olds (n = 1,034) and (2) a sample of 18 – 34-year-olds (n = 493). Additional data were presented that, with cautious interpretation, provided indications of gender and regional differences among the key behaviors. For this general discussion, important issues are presented.

First, the data – regardless of the behavior being questioned – clearly indicated that the majority of Virginians perceived their behaviors to be consistent with safe-driving practices. The majority continued reporting they wore seat belts, did not always speeding, did not drink and drive, and did not regularly use mobile phones while driving. These reports were consistent with known field work investigating actual roadway behaviors and with previous versions of this telephone survey.

Second, regardless of the behavior, a meaningful percentage of respondents believed that police would catch risky behaviors and give tickets or make arrests. Yet, fewer recalled seeing enforcement activities.

A brief note is required about gender- and regional differences. While caution is necessary when interpreting these findings, in most cases, it appears that gender identification and regional differences were not exceptional. In this particular survey, men and women, and respondents from among Virginia’s regions mostly reacted mostly similarly to attitude, perception, and behavior questions with some exceptions.

The authors continue to encourage readers to consider other questions from the data. As mentioned previously in the report, as has been done in all previous reports on this work, the authors made decisions regarding what to present based on established priorities. However, we look forward to continuing the exploration of other components of the data now and in future surveys – and encourage partners to suggest new avenues for consideration.

Virginia will use the survey results in the following manner:

1. Develop and implement data driven messaging, media campaigns and creatives focused on each individual issue;
2. When working with our safety partners to develop initiatives to address these challenges (i.e. Local Heroes, Phone Down, It’s the Law, Buckle Up, Phone Down, “Our Town, Slow Down”, Drive Sober or Get Pulled Over); and
3. Implement grant funded enforcement and training efforts and monitor legislation to make our roadways safer.

# Legislation

During the 2022 Virginia General Assembly, several pieces of legislation were passed to address highway safety. The following laws will be enacted and become effective July 1, 2022, unless otherwise noted:

HB 67 Projecting vehicle loads, flagging.

Projecting vehicle loads, flagging. Requires any commercial motor vehicle transporting a load that extends beyond the sides of the vehicle by more than four inches or beyond the rear of a vehicle by more than four feet to have the extremities of the load marked by one or more red or orange fluorescent warning flags, located as specified in the bill, at least 18 inches both in length and width. The bill has a delayed effective date of July 1, 2023.

HB 530 Driver training; governmental entities authorized to test/train drivers employed by another entity.

Driver training. Authorizes governmental entities, including comprehensive community colleges in the Virginia Community College System, certified as third-party testers to test and train drivers employed by another governmental entity or enrolled in a commercial driver training course offered by a community college. The bill repeals the prohibition on applicants 18 years of age and older retaking skills tests within 15 days. Current law authorizes such reexamination upon payment of a \$2 fee. The bill makes immediate instead of contingent on federal regulations the repeal of certain provisions requiring an applicant to, after failing the behind the wheel examination for a third time, take a course prior to reexamination. The bill clarifies that no law or regulation safeguarding driver testing information shall be construed to prohibit (i) the possession, use, or provision of the Department of Motor Vehicles' driver's license examination questions by or to any person for the purpose of administering a knowledge examination or (ii) the Department from making sample examination questions available to the public or the public from possessing sample examination questions.

HB 920 Careless driving; vulnerable road users.

Careless driving; vulnerable road users. Provides that a person is guilty of a Class 1 misdemeanor if he operates a vehicle in a careless or distracted manner and causes the death or serious bodily injury of a vulnerable road user. Current law only imposes the penalty if such careless or distracted operation causes serious bodily injury to the vulnerable road user. The bill also allows a court to suspend the driver's license or restrict the driver's license of a person convicted of careless driving for up to six months. This bill is identical to SB 247.

HB 1146 Commercial driver's license; third party testers, etc.

Commercial driver's license examinations. Authorizes governmental entities, including comprehensive community colleges in the Virginia Community College System, certified as third-party testers to test and train drivers employed by another governmental entity or enrolled in a commercial driver training course offered by a community college. The bill extends the validity of a skills test certification from 60 days to six months. This bill incorporates HB 628.

SB 78 Driver education programs; parent/student driver education component.

Board of Education; driver education programs; parent/student driver education. Requires the Board of Education to include an additional minimum 90-minute parent/student driver education component as part of the classroom portion of its driver education program for all public school divisions and provides that participation in such component shall be required in Planning District 8 (Northern Virginia) and shall be encouraged but shall not be required outside of Planning

District 8. Under current law, participation in such parent/student driver education component is required in Planning District 8 and optional outside of Planning District 8. The bill also requires such parent/student driver education component to emphasize the dangers of distracted driving.

SB 247 Careless driving; vulnerable road users.

Careless driving; vulnerable road users. Provides that a person is guilty of a Class 1 misdemeanor if he operates a vehicle in a careless or distracted manner and causes the death or serious bodily injury of a vulnerable road user. Current law only imposes the penalty if such careless or distracted operation causes serious bodily injury to the vulnerable road user. The bill also allows a court to suspend the driver's license or restrict the driver's license of a person convicted of careless driving for up to six months. This bill is identical to HB 920.

SB 301 Commercial driver's license examinations; requirements for third party testers.

Commercial driver's license examinations. Authorizes governmental entities, including comprehensive community colleges in the Virginia Community College System, certified as third-party testers to test and train drivers employed by another governmental entity or enrolled in a commercial driver training course offered by a community college. The bill repeals the prohibition on applicants 18 years of age and older retaking skills tests within 15 days. Current law authorizes such reexamination upon payment of a \$2 fee.

SB 362 Bicycles and certain other vehicles; riding two abreast.

Bicycles and certain other vehicles; riding two abreast. Prohibits persons riding bicycles, electric personal assistive mobility devices, electric power-assisted bicycles, or motorized skateboards or scooters two abreast from impeding the normal and reasonable movement of traffic and requires such persons to move into a single-file formation as quickly as is practicable when being overtaken from the rear by a faster-moving vehicle.

SB 777 Front and rear bumpers; height limits.

Front and rear bumper height limits; emergency. Provides that no passenger car or pickup or panel truck shall be operated on a public highway if the suspension, frame, or chassis has been modified by any means so as to cause the height of the front bumper to be four or more inches greater than the height of the rear bumper. The bill contains an emergency clause.

SB 327 Arrest and summons quotas; prohibition

Prohibits (i) any agency of the Commonwealth or director or chief executive of any agency or department employing law-enforcement officers; (ii) any sheriff; (iii) any police force; or (iv) the Department of State Police from establishing a formal or informal quota that requires a law-enforcement officer to make a specific number of arrests or issue a specific number of summonses within a designated period of time. The bill also provides that the number of arrests made, or summonses issued by a law-enforcement officer shall not be used as the sole criterion for evaluating the law-enforcement officer's job performance. This bill is identical to HB 750.

The following legislation (package) was enacted on July 1, 2020. It is included in the FY 2023 HSP because it is referred to as one of the reasons that continues to have an impact on law enforcement's efforts in Virginia. This legislation states that no law-enforcement officer shall stop a motor vehicle for a violation of these sections. No evidence discovered or obtained as the result of a stop in violation of the subsections, including evidence discovered or obtained with the operator's consent, shall be admissible in any trial, hearing, or other proceeding.

No law-enforcement officer may lawfully stop a motor vehicle for operating:

- Without a light illuminating a license plate, **46.2-1013**; updated in 2021 to include **Taillights**.
- With defective and unsafe equipment, **46.2-1003**
- Without brake lights or a high mount stop light, **46.2-1014 / 46.2-1014.1**
- Without an exhaust system that prevents excessive or unusual levels of noise, **46.2-1049**
- With certain sun-shading materials and tinting films, and **46.2-1052**
- With certain objects suspended in the vehicle. **46.2-1054**
- With the odor of marijuana **4.1-1302**
- With an expired safety inspection or registration sticker until the first day of the fourth month after the original expiration date **46.2-1157 / 46.2-1158**
- Pedestrian for jaywalking or entering a highway where the pedestrian cannot be seen **46.2-926**

# Evidence-Based Traffic Safety Enforcement Program

A significant portion of Virginia's highway safety grant funds is 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 Highway Safety Plan (HSP) demonstrates that the data analyses is designed to identify who is over-represented in crashes and when, where and why crashes are occurring. Key results summarizing the problems identified 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 highway safety issue identified must be included in the funding application submitted to the DMV/VAHSO, along with the proven strategies that will be implemented to address the problem. Additionally, law enforcement is provided 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 along with indicating the hours and days.

## 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 *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:

- Click It or Ticket Seat Belt Enforcement Campaign in late May (full mobilization)
- Drive Sober or Get Pulled Over Impaired Driving Enforcement Campaign (August-December)
- Drive Sober or Get Pulled Over Crackdown (Holiday Season)
- Click It or Ticket Mini-Mobilization in late November

Several State supported enforcement blitzes are also included. 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 for a more efficient use of the available resources; thereby, enhancing the

success of enforcement efforts.

Further detail on specific enforcement efforts can be found in each of the program areas.

### **Continuous Monitoring**

Continuous monitoring of the implementation of enforcement programs is another important element of DMV/VAHSO's enforcement 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 performance of the enforcement project. Enforcement grants are monitored throughout the year by the Field Program Managers for the DMV/VAHSO. 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 & Special Conditions of the grant agreement, and grant task performance. For selective enforcement grants this will include 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 size of agency, number of traffic officers and vehicles, 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 Highway Safety Plan. 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.



# VAHSO Program Crash Identification



## Speed Grant Funding Worksheet: Richmond Region

2020 - 2022

The information in this report is confidential. It cannot be used, disclosed, reproduced or received by anyone other than Virginia Highway Safety Office (VAHSO) Staff.

### Regional and Commonwealth Non-interstate Crash Count Rankings

Fatal Crash Count by Jurisdiction				Serious Injury Crash Count by Jurisdiction			
	Fatal Crash Count	Richmond Region Rank	Commonwealth Rank		Serious Injury Crash Count	Richmond Region Rank	Commonwealth Rank
Chesterfield County	14	1 / 22	1 / 133	Chesterfield County	48	1 / 22	2 / 133
Richmond City	7	2 / 22	8 / 133	Richmond City	22	2 / 22	13 / 133
Amelia County	4	3 / 22	17 / 133	Halifax County	17	3 / 22	23 / 133
Petersburg City	4	3 / 22	17 / 133	Mecklenburg County	16	4 / 22	24 / 133
Henrico County	3	5 / 22	27 / 133	Petersburg City	16	4 / 22	24 / 133
Powhatan County	3	5 / 22	27 / 133	Louisa County	11	6 / 22	41 / 133
Cumberland County	3	5 / 22	27 / 133	Nottoway County	10	7 / 22	47 / 133
Louisa County	3	5 / 22	27 / 133	Prince George County	10	7 / 22	47 / 133
Charlotte County	2	9 / 22	44 / 133	Henrico County	9	9 / 22	54 / 133
Halifax County	2	9 / 22	44 / 133	Brunswick County	9	9 / 22	54 / 133
Mecklenburg County	2	9 / 22	44 / 133	Powhatan County	8	11 / 22	59 / 133
Nottoway County	2	9 / 22	44 / 133	Hanover County	8	11 / 22	59 / 133
Buckingham County	2	9 / 22	44 / 133	Buckingham County	7	13 / 22	64 / 133
Dinwiddie County	1	14 / 22	71 / 133	Dinwiddie County	7	13 / 22	64 / 133
Prince George County	1	14 / 22	71 / 133	Hopewell City	4	15 / 22	85 / 133
Brunswick County	1	14 / 22	71 / 133	Amelia County	4	15 / 22	85 / 133
Goochland County	0	17 / 22	98 / 133	Cumberland County	4	15 / 22	85 / 133
Hopewell City	0	17 / 22	98 / 133	Goochland County	3	18 / 22	93 / 133
Colonial Heights City	0	17 / 22	98 / 133	Charlotte County	3	18 / 22	93 / 133
Hanover County	0	17 / 22	98 / 133	Lunenburg County	3	18 / 22	93 / 133
Lunenburg County	0	17 / 22	98 / 133	Colonial Heights City	2	21 / 22	106 / 133
Prince Edward County	0	17 / 22	98 / 133	Prince Edward County	2	21 / 22	106 / 133

This report was created by the Center for Geospatial Information Technology at Virginia Tech.  
Report generated on February 03, 2022



# Highway Safety Office Grant Funding Awards



## Hanover County: Speed Awards

2020 - 2022

The information in this report is confidential. It cannot be used, disclosed, reproduced or received by anyone other than Virginia Highway Safety Office (VAHSO) Staff.

	Application Year: 2020		Application Year: 2021		Application Year: 2022	
	2020 Grant Award	2018 Fatal Crash Count *	2021 Grant Award	2019 Fatal Crash Count *	2022 Grant Award	2020 Fatal Crash Count *
Hanover County	\$7,700	1	\$18,520	2	\$21,170	0
Percent of Richmond Region	1.7%	2.6% (39)	1.6%	4.5% (44)	4.0%	0.0% (54)
Percent of Virginia	0.4%	0.4% (263)	0.7%	0.8% (260)	0.9%	0.0% (299)



The proportion of awarded speed grant funding in Hanover County to total speed grant funding in Virginia ( ) compared to the non-interstate fatal crashes in Hanover County to the total non-interstate fatal crashes in Virginia ( ).

\* Interstate crashes are not included in this report.



● 2018 non-interstate fatal speed-related crash    ● 2019 non-interstate fatal speed-related crash    ● 2020 non-interstate fatal speed-related crash

	Fatal Crash Count *	Richmond Region Rank	Commonwealth Rank	Serious Injury Crash Count *	Richmond Region Rank	Commonwealth Rank
2020	0	17 / 22	98 / 133	8	11 / 22	59 / 133

This report was created by the Center for Geospatial Information Technology at Virginia Tech.  
Report generated on February 04, 2022



## Driving Trends

**In 2021 as compared to 2020 there were:**

52,184 more licensed drivers	0.9% increase
69,504 more registered vehicles	0.8% increase
12,898 more total crashes	12.2% increase
121 more total fatalities	14.3% increase
6,118 more total injuries	11.6% increase

Trend Statistics									
CY	Crashes	Fatalities	Injuries	Licensed Drivers	Registered Vehicles	Population	VMT	Fatality Rate*	US Fatality Rate
2012	123,579	776	67,004	5,730,175	7,706,795	8,185,867	80,737	0.96	1.23
2013	121,763	741	65,114	5,822,361	7,799,339	8,260,405	80,258	0.92	1.23
2014	120,282	703	63,384	5,892,082	7,898,197	8,326,289	80,985	0.86	1.18
2015	125,800	753	65,029	6,003,526	8,005,505	8,382,993	82,970	0.91	1.22
2016	128,525	760	67,294	6,491,377	8,121,216	8,411,808	84,278	0.90	1.25
2017	127,375	839	65,306	6,087,245	8,234,406	8,470,020	85,263	0.99	1.25
2018	131,848	819	66,523	6,056,316	8,305,633	8,517,685	86,968	0.94	1.22
2019	128,172	827	65,708	6,164,342	8,405,302	8,535,519	86,829	0.93	1.20
2020	105,600	847	52,668	5,971,170	8,333,323	8,586,967	74,476	1.14	1.49
2021	118,498	968	58,786	6,023,354	8,402,827	8,655,608	81,944	1.13	1.50

\* Fatality rate per 100 million miles

# Coordinated Data Collection and Information for SHSP Development

The DMV/VAHSO partnered with the Virginia Department of Transportation (VDOT) to collaborate with a multitude of interested organizations in the development of the 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 determine performance measures and targets within the SHSP. The Commonwealth's SHSP focuses on eight key behavioral emphasis areas: Alcohol-Impaired Driving, Occupant Protection, Young Drivers, Speed, Roadway Departures, Intersections, Bicyclist, and Pedestrian. The two lead agencies, along with its safety partners, continue to meet on a quarterly basis to provide updates.

The DMV/VAHSO collaborated with VDOT and provided comprehensive data from its FARS and TRENDS systems that was used in the development of the Virginia Strategic Highway Safety Plan 2022-2026 (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 (and reached agreement) on the three measures and targets that must be identical in the HSP, HSIP and SHSP (fatalities, fatalities/VMT and serious injuries). Five-year rolling average was used to set targets.

DMV and VDOT have agreed to the following identical FY2022 HSP measures and targets for the HSP, HSIP and SHSP: Fatalities – 841.8, Fatalities/VMT – 1.004 and Serious Injuries – 7,072.2

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

# Core Performance Measure Target Chart – FY2022 Annual Report

Assessment of Results in Achieving Performance Targets for FY22 and FY21									
Performance Measure	FY 2022					FY 2021			
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/ FY22 Progress Results	On Track to Meet FY22 Target Y/N ** (in-progress)	Target Value FY21 HSP	Target Year(s)	Data Source/ FY21 Final Result	Met FY21 Target Y/N
<b>C-1) Total Traffic Fatalities</b>	5 year	2018-2022	841.8	2017 – 2021 FARS & TREDS (2021) 861.6	N	852	2017-2021	2017 – 2021 FARS/TREDS (2021) 861.6	N
<b>C-2) Serious Injuries in Traffic Crashes</b>	5 year	2018-2022	7,072.2	2017 – 2021 STATE/TREDS 7,284	N	7,451	2017-2021	2017 – 2021 STATE/TREDS 7,284	Y
<b>C-3) Fatalities/VMT</b>	5 year	2018-2022	1.004	2017 – 2021 FARS/TREDS (2021) 1.032	N	0.984	2017-2021	2017 – 2021 FARS/TREDS (2021) 1.032	N
<b>C-3b) Rural Fatalities (per 100M VMT)</b>	5 year	2018-2022	1.74	2017 – 2021 FARS/TREDS (2021) 1.75	N	1.58	2021	2021 TREDS 1.82	N
<b>C-3c) Urban Fatalities (per 100M VMT)</b>	5 year	2018-2022	0.62	2017 – 2021 FARS/TREDS (2021) 0.65	N	0.51	2017-2021	2017 – 2021 FARS/TREDS (2021) 0.65	N
<b>C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions</b>	5 year	2018-2022	306	2017 – 2021 FARS/TREDS (2021) 313	N	283	2017-2021	2017 – 2021 FARS/TREDS (2021) 313	N
<b>C-5) Alcohol-Impaired Driving Fatalities</b>	5 year	2018-2022	240	2017 – 2021 FARS/TREDS (2021) 252	N	245	2017-2021	2017 – 2021 FARS/TREDS (2021) 252	N
<b>C-6) Speeding-Related Fatalities</b>	5 year	2018-2022	230	2017 – 2021 FARS/TREDS (2021) 252	N	215	2017-2021	2017 – 2021 FARS/TREDS (2021) 252	N
<b>C-7) Motorcyclist Fatalities (FARS)</b>	5 year	2028-2022	93	2017 – 2021 FARS/TREDS (2021) 104	N	85	2021	2021 TREDS 102	N
<b>C-8) Unhelmeted Motorcyclist Fatalities</b>	5 year	2018-2022	4	2017 – 2021 FARS/TREDS (2021) 6	N	0	2021	2021 TREDS 6	N
<b>C-9) Drivers Age 20 or Younger</b>	5 year	2018-2022	83	2017 – 2021 FARS/TREDS (2021) 89	N	74	2017-2021	2017-2021 FARS/TREDS (2021) 89	N

<b>Involved in Fatal Crashes</b>									
<b>C-10) Pedestrian Fatalities</b>	5 year	2018-2022	115	2017 – 2021 FARS/TREDS (2021) 118	N	116	2021	2021 TREDS 125	N
<b>C-11) Bicyclist Fatalities</b>	5 year	2018-2022	10	2017 – 2021 FARS/TREDS (2021) 12	N	12	2017-2021	2017-2021 FARS/TREDS (2021) 12	Y
<b>B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)</b>	Annual	2022	87.1	2021 State Survey/ 81.7	N	87	2021	State survey**/ 81.7	N
<b>Drugged Driver Fatalities</b>	5 year	2018-2022	184	2016 – 2020 FARS 185	N	117	2021	2020 FARS 206	N
<b>Distracted Driver Fatalities</b>	5 year	2018-2022	55	2017 – 2021 STATE/TREDS 66	N	50	2021	2021 STATE/ TREDS 34	Y

\*Virginia uses State data/TREDS to evaluate the target achievement for the C-2) Serious Injuries in Traffic Crashes, Distracted Driver Fatalities, FARS most recent data (2020) and TREDS (2021) for all other performance measures.

Note: Drugged driver fatality data source – FARS database

## Performance Measures – Not on Track to Meet

Virginia is currently not on track to meet the performance measures as follows: Total Traffic Fatalities, Serious Injuries, Fatalities (per 100 Million VMT), Rural Fatalities (per 100 Million VMT), Urban Fatalities (per 100 Million VMT), Unrestrained Passenger Vehicle Occupant Fatalities, Alcohol Impaired Fatalities, Alcohol Impaired Fatalities, Speed-Related Fatalities, Motorcyclist Fatalities, Unhelmeted Motorcyclist Fatalities, Drivers Age 20 and Younger Involved in Fatal Crashes, Pedestrian Fatalities, Bicyclist Fatalities, Seat belt usage rate, Drugged Driver Fatalities and Distracted Driver Fatalities.

Virginia monitors and analyzes data and evaluates its targeted progress in an effort to monitor shifts in the data which allows us to not only make on-demand changes to our enforcement, media and outreach efforts, but to also predict estimated end of year results that are used to make programmatic changes where needed.

For all targets not on track we have continued sharing communication emails to all partners for all campaigns and media flights. The communications inform our partners of the campaign/media flight, the dates, data, and resources. This particularly assists our law enforcement agencies in their planning efforts for resources to educate their communities.

With the provided resources agencies will not have to create assets, they can use what we have provided. It also provides resources to our other partners to help educate the community. We have recently added the Virginia Community College system to the partnership distribution list that will share the campaigns and media flights to all 23 community colleges in Virginia.

### **Total Traffic Fatalities**

Virginia's 5-year average fatalities (2017-2021) were 861.6 and FY22 target is 841.8. Virginia is not on track to meet its FY22 target.

There was a 14 percent increase in total fatalities from 2020 to 2021 (847 vs. 968). Eighty-three percent of the fatalities occurred on non-interstate roadways. Seventeen percent occurred on interstate roadways. Twelve percent of the fatalities occurred in October. Thirty-three percent occurred on a Friday/Saturday and 33 percent occurred between the hours of noon and 6pm. Twenty-six percent of fatalities were alcohol related. Additionally, 29 percent of the fatalities in fatal crashes were between the ages of 21 and 35. Fairfax County (50), Henrico County (37) and Virginia Beach City (34) were the top jurisdictions for fatalities.

Virginia, unfortunately, has experienced an increase in overall fatalities (to include fatalities per/VMT, rural fatalities per VMT and urban fatalities per VMT) for the past couple of years. The Highway Safety Office has held various meetings to strategize on new and innovative ways to address this issue. We will continue to fund and work across the board with our current partners. We will continue to reach out to new partners, such as Ballard Health, our military and minority communities and implement enhanced projects and tools to focus on this issue. One major effort we have undertaken to address the increase in fatalities and serious injuries on Virginia's roadways involves an in-depth data review and analysis. We identified the top four regions with the highest number of fatalities. These include Fairfax, Richmond, Portsmouth and Staunton. In these regions, the highest number of fatalities were Unrestrained, Speed, Alcohol and Distracted Driving. We then drilled down to gender and age. This information was presented to the DMV Acting Commissioner who supports this effort. DMV was fortunate in that it received \$30 million (over 3 years) from state funds. This funding will be used to invest in expanded and enhanced focused media and messaging campaigns within these top four regions with major emphasis on

the program areas with the highest number of fatalities by age and gender. Simultaneously, Virginia will implement these efforts while supporting existing federally funded behavioral programs and initiatives, regionally and statewide. We will conduct focus groups; continue our high visibility enforcement initiatives, expand training and instructors (DRE, motorcycle program); and provide resources to partners to use and share to assist in this effort. Virginia believes that this new effort, in conjunction with the work that is being planned in all behavioral safety areas for FY2024, will provide an unprecedented focus and impact on our goal of reducing our overall traffic fatalities statewide.

<b>Total Traffic Fatalities (January 1 – October 30, 2022)</b>	
	<b>% of Total Fatalities</b>
Non-Interstate	85%
Interstate	15%
September	11%
Saturday	18%
6pm-9pm	20%
Ages 21-35	28%
Single vehicle crash	55%
Ran off the road	39%
Fairfax County	5%
Chesterfield County	3%

### **Serious Injuries**

Virginia’s 5-year average serious injuries (2017-2021) were 7,284 and FY22 target is 7,072.2. Virginia is not track to meet its target.

Serious injuries in traffic crashes increased nine percent in 2021 as compared to 2020 (7,397 vs. 6,798). Failure to maintain control of the vehicle (which includes running off the road), not having the right-of-way, and following to close accounted for 34 percent of the serious injuries. Thirty-four percent of the serious injuries were between the ages of 21-35. May was the month with the highest number of serious injuries, ten percent. The highest number of serious injuries, twenty-one percent occurred between the hours of 3pm and 6pm. The top jurisdictions for the serious injuries were (1) Hampton City, (2) Fairfax County, (3) Richmond City, (4) Newport News City, and (5) Virginia Beach City.

Serious injuries can be addressed most effectively through our Occupant Protection (OP) program. Our OP Coordinator will review the unrestrained fatality data. In those jurisdictions where there has been an increase in fatalities, the coordinator will visit those law enforcement agencies and other partners to strategize and implement projects to address this issue. Additionally, a focus on reducing serious injuries on Virginia’s roadways is included in our effort within the identified top four regions with the highest number of fatalities and serious injuries. These include Fairfax, Richmond, Portsmouth and Staunton. In these regions, the main behavioral area we will focus on is Unrestrained, then Speed, Alcohol and Distracted Driving. A portion of the \$30 million (over 3 years) will be focused on regional and statewide media and messaging to address serious injuries.



<b>Serious Injuries (January 1 – October 30, 2022)</b>	
	<b>% of Serious Injuries</b>
Non-Interstate	85%
Interstate	15%
June	12%
Saturday	18%
3pm-6pm	20%
Ages 21-35	34%
Single vehicle crash	42%
Ran off the road	31%
Hampton City	6%
Fairfax County	5%

### **Fatalities (per 100 Million VMT)**

Virginia’s 5-year average (2017-2021) was 1.032 and FY22 target is 1.004. Virginia is not on track to meet its target.

2021 fatalities per 100M VMT was 1.13 as compared to 1.12 (0.9 percent increase). No 2022 data is available at this time.

Data Source: VDOT – Virginia Department of Transportation and TRENDS.

The areas of fatalities/VMT and rural/urban fatalities/VMT will be addressed through the same initiatives implemented to focus on reducing overall fatalities. Through the in-depth data analysis, focusing on the top four regions with the highest number of fatalities within Fairfax, Richmond, Portsmouth and Staunton is our priority. In these regions, we will focus on the highest number of fatalities within the areas of Unrestrained, Speed, Alcohol and Distracted Driving, by age and gender. The \$30 million (over 3 years) from state funds will be invested to expand and enhance focused media and messaging campaigns. We will conduct focus groups; continue our high visibility enforcement initiatives, expand training and instructors (DRE, motorcycle program); and provide resources to partners to use and share to assist in this effort. Virginia believes that this new effort, in conjunction with the work that is being planned in all behavioral safety areas for FY2024, will provide an unprecedented focus and impact on our goal of reducing our overall traffic fatalities statewide.

### **Rural Fatalities (per 100 Million VMT)**

Virginia’s rural fatalities/100M VMT was 1.75 and FY22 target is 1.74. Virginia is not on track to meet FY22 target.

2021 rural fatalities per 100M VMT was 1.82 as compared to 1.85 (1.6 percent decrease). No 2022 data is available at this time.

Top jurisdictions for rural fatalities:

- Fauquier County

- Franklin County
- Hanover County
- Pittsylvania County

Data Source: VDOT – Virginia Department of Transportation and TRENDS.

The areas of fatalities/VMT and rural/urban fatalities/VMT will be addressed through the same initiatives implemented to focus on reducing overall fatalities. Through the in-depth data analysis, focusing on the top four regions with the highest number of fatalities within Fairfax, Richmond, Portsmouth and Staunton. In these regions, we will focus on the highest number of fatalities within the areas of Unrestrained, Speed, Alcohol and Distracted Driving, by age and gender. The \$30 million (over 3 years) from state funds will be invested to expand and enhance focused media and messaging campaigns. We will conduct focus groups; continue our high visibility enforcement initiatives, expand training and instructors (DRE, motorcycle program); and provide resources to partners to use and share to assist in this effort. Virginia believes that this new effort, in conjunction with the work that is being planned in all behavioral safety areas for FY2024, will provide an unprecedented focus and impact on our goal of reducing our overall traffic fatalities statewide.

### **Urban Fatalities (per 100 Million VMT)**

Virginia’s 5-year average urban fatalities/100M VMT was 0.65 and FY22 target is 0.62. Virginia is not on track to meet FY22 target.

2021 urban fatalities per 100M VMT was 0.76 as compared to 0.72 (5.6 percent increase). No 2022 data is available at this time.

Top jurisdictions for urban fatalities:

- Fairfax County
- Richmond City
- Chesterfield County

Data Source: VDOT – Virginia Department of Transportation and TRENDS.

The areas of fatalities/VMT and rural/urban fatalities/VMT will be addressed through the same initiatives implemented to focus on reducing overall fatalities. Through the in-depth data analysis, focusing on the top four regions with the highest number of fatalities within Fairfax, Richmond, Portsmouth and Staunton. In these regions, we will focus on the highest number of fatalities within the areas of Unrestrained, Speed, Alcohol and Distracted Driving, by age and gender. The \$30 million (over 3 years) from state funds will be invested to expand and enhance focused media and messaging campaigns. We will conduct focus groups; continue our high visibility enforcement initiatives, expand training and instructors (DRE, motorcycle program); and provide resources to partners to use and share to assist in this effort. Virginia believes that this new effort, in conjunction with the work that is being planned in all behavioral safety areas for FY2024, will provide an unprecedented focus and impact on our goal of reducing our overall traffic fatalities statewide.

### **Unrestrained Passenger Vehicle Occupant Fatalities:**

Virginia’s 5-year average (2017-2021) was 313 and FY22 target is 306. Virginia is not on track to

meet its target.

Analysis of our data shows 48 percent of occupants killed in Virginia crashes during 2021 were not wearing safety restraints (below the national average of 51 percent.) Three-hundred twenty-seven unrestrained passenger vehicle occupants were killed on Virginia roadways. Fifty-eight percent of the fatalities were between the ages of 21-50. The highest percentage of the fatalities, 13 percent occurred in October (42). Thirty-five percent of the fatalities occurred on a Friday or Saturday and 35 percent occurred between 9pm and 3am. Failing to maintain control of the vehicle, running off the road, along with speed, accounted for 57 percent of the driver actions. The top jurisdictions for unrestrained fatalities: Fairfax County (12) and Augusta County (10).

In FY2022, Virginia continued to analyze its most recent data for use in the development of enforcement and education and awareness efforts such as Local Hero's. This is a regionally based program that will be focused in the Staunton area for FY2022 and the location area for FY2023 will be determined based in data analysis. In FY2022 we had the NHTSA Occupant Protection Technical Assistance review completed and from the final report two recommendations were selected for technical assistance. 1) Develop and implement a minority outreach program, using relevant Virginia-based minority organizations to ensure that materials are culturally and linguistically appropriate for the target audiences. 2) Develop relationships with Safety Officers of military bases in Virginia to provide information and materials supporting traffic safety programs and high visibility law enforcement mobilizations, including Click It or Ticket. Encourage base participation in traffic safety programs for the safety of their personnel, particularly for those who are returning from overseas deployment, and those who are arriving in Virginia to begin their deployment on one of the Commonwealth's 27 bases. The recommendations from this review will be utilized as we continue to expand out seat belt messaging. In FY2022 we continued our seat belt message outside of the November and May Click It or Ticket campaigns. Through a focus group a new concept was developed and our Ding. Ding. Ding. Buckle Up video was produced and aired. The new video campaign was in flight for two weeks in August. Through this campaign the media buy had a little over 25MM impressions. This campaign will continue in FY2023. Our participation in the NHTSA Region 3 Operation Crash Reduction will be continued. The FY2022 (October 2021) Operation Reduction efforts yielded the following outcomes: 1,233 Total Arrests, Citations and Warnings. Including 49 Safety Belts Citations, 8 Child Restraint Citations and 447 Speeding Citations. Officers worked 11,429 Regular Hours and 1,157 Overtime Hours. Additionally, we will be providing resources to our partners to assist them in enhancing our media messaging on a more community-based level. Virginia (DMV/VAHSO) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. We will also begin a state funded seat belt messaging campaign to increase the seat belt message throughout the year using location targeting social media messaging and media buy campaign.

Virginia will also begin a state funded occupant protection media buy using previously developed creatives such as Ding. Ding. and Safe Driving is Something We Can All Live With, Buckle Up. The campaign will increase messaging throughout the year using location targeting social media messaging and media buy campaign. We have developed a new seat belt campaign for Valentine's Day and will continue that campaign in FY2024. We are working with Ballard Health as a new partner to supplement our efforts to increase child passenger education and activities in southwest Virginia. We will also expand our educational materials produced in the Spanish language. We will also seek new partners and projects to help get the message out on the importance of buckling up. Working with our minority communities to include our Historically Black Colleges and Universities and military communities as well to educate those communities on buckling every trip every time. For FY2024 we have been in contact with new partners such

as Saving Prince William’s Little Ones and Norfolk State University in submitting grant application for projects. Also looking at a potential recognition program for law enforcement participation in highway safety campaigns.

Efforts for FY2024 will entail seeking new partners for projects that can reach the focused audience. Expanding our media reach on the importance of buckling up every trip, every time, partnerships with our Historically Black Colleges and Universities, military communities, and our Spanish speaking communities.

<b>Unrestrained Fatalities (January 1 – October 30, 2022)</b>	
	<b>% of Total Unrestrained Fatalities</b>
Totally Ejected	28%
Ages 21-35	35%
June	13%
August	12%
Saturday	21%
6pm – midnight	33%
Partially Ejected	9%
Failure to Maintain Proper Control and/or Speeding	57%
In Rural Areas	67%
In Urban Areas	32%
Fairfax County/Richmond City	4% (each)

**Alcohol Impaired Fatalities:**

Virginia’s 5-year average (2017-2021) was 252 and FY22 target is 240. Virginia is not on track to meet its target. 2022 preliminary alcohol-impaired driving fatalities data is not yet available from NHTSA. 2022 preliminary alcohol-related fatalities was 205 (Data Source: TREDS – Traffic Records Electronic Data System).

In 2021, the average age of the drinking driver killed was 41. Ninety-three percent of the fatalities occurred on non-interstate roadways with 45 percent occurring between 6 pm and midnight. Drinking drivers aged 21-35 represent the majority of drivers involved in alcohol-related fatal crashes. Sixty-seven percent of drinking driver fatalities were also speed-related and sixty-seven percent were unrestrained. Single vehicle crashes accounted for seventy-five percent of drinking driver fatalities, twenty percent were two vehicle crashes and five percent involved three or more vehicles. Sixty-eight percent of the drinking drivers ran off the road during the crash. The top localities for alcohol-related fatalities were Virginia Beach City (19), Fairfax County (17), Norfolk City (13) and Henrico County (11).

Note: The above data is from the Traffic Record Electronic Data System (TREDS).

Virginia (DMV/VAHSO) will continue to conduct street-level analysis to develop and implement data-driven approaches such as Driver Sober or Get Pulled Over and an alcohol and media campaign to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. We are continually increasing our Drug Recognition Experts (DREs) by conducting more DRE courses. In addition, we are continuing to expand law enforcement

officer’s knowledge with additional ARIDE courses. The SFST trainings are a part of the basic training through the academies. The SFST Instructor Development courses are continuing to be conducted across the Commonwealth. Additionally, we will be providing resources to our partners to assist them in enhancing our media messaging on a more community-based level. We will also begin a state funded alcohol impaired messaging campaign to increase the message throughout the year using location targeting social media messaging and media buy campaign.

In FY2024, we will expand current collaborations as well as identify new partners for projects that can reach the focused audience. We will expand our media reach on the importance of planning ahead and not driving drunk. We will continue and expand the media platforms used that reach the focused audience. We will establish new partnerships with our Historically Black Colleges and universities, military communities, and our Spanish speaking communities. We will implement plans for a new media creative that will increase our highway safety message in months we normally do not have messaging in the market. For example, we know that the first month of the calendar year typically has no media buy in place along with other months. We will not include those months when we place our messaging. Continuing to expand the number of DREs across the Commonwealth as well as our SFST Instructors. Focus on our law enforcement agencies to educate their communities on the importance of not driving impaired. Providing campaign information and resources that can be shared with the communities. Increasing the messaging to support the enforcement efforts. In addition, in FY2024 we will host our Judicial Conference that will provide information to judges on DUI related issues and other traffic safety issues. And lastly, the current General Assembly also has proposed legislation that would create a comprehensive DUI/DUID report with data collected from seven agencies that house DUI and/or DUID data. This report will hopefully assist in identifying gaps within Virginia that can be addressed by various entities.

<b>Alcohol-Related Fatalities (January 1 – October 30, 2022)</b>	
	<b>% of Total A/R Fatalities</b>
May	18%
Saturday	29%
9pm – midnight	28%
Failure to Maintain Proper Control and/or Speeding	42%
Single vehicle crash	69%
Drivers ages 21-35	30%
Fairfax County	9%

**Speed-Related Fatalities:**

Virginia’s 5-year average (2017-2021) was 252 and FY22 target is 230. Virginia is not on track to meet its target. 2022 preliminary speed-related fatalities was 372 (Data Source: TREDIS – Traffic Records Electronic Data System).

There was a 10 percent increase in speed-related fatalities from 2020 to 2021 (406 vs.445). Eighty percent of the speed-related fatalities occurred on non-interstate roadways. Twenty

percent occurred on interstate roadways. Thirty-five percent of the speed-related fatalities occurred in July/October/May. Thirty-three percent occurred on Saturday/Sunday and 49 percent occurred between the hours of 3pm and midnight. Thirty-two percent of speed-related fatalities were also alcohol-related. Additionally, 40 percent of the driver fatalities in speed-related fatal crashes were between the ages of 21 and 35. Fairfax County, Virginia Beach City, Prince William County, and Chesapeake City were the top 4 jurisdictions for speed-related fatalities.

Note: The above data is from the Traffic Record Electronic Data System (TREDS).

In addition, impaired drivers and violations of the seat belt laws are often identified when law enforcement officers stop drivers for speeding. Therefore, speeding citations written during other types of selective enforcement efforts reinforced the perceived risk of consequences for failure to obey speed limits. Virginia (DMV/VAHSO) will continue to conduct statewide, speed enforcement efforts using street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. Through state funding a focus group will be conducted for the area of speeding to speak directly to the data identified audience to see what will get the identified audience to slow down. Based on the focus group findings, Virginia will develop a new speed media campaign to message on slowing down. We will continue to participate in the NHTSA Region 3 Operation Crash Reduction and to expand the participation of our law enforcement agencies along with other partners to assist in getting the message out. Additionally, we will be providing resources to our partners to assist them in enhancing our media messaging on a more community-based level. Virginia will also begin a state funded speed messaging campaign to increase the message throughout the year using location targeting social media messaging and media buy campaign. In FY2024, we will have a new speed media campaign that we will continue to place in the media market based on our FY2023 speed focus group. We will seek new partners for new projects that focus on getting the driver to slow down. Partnerships with our Historically Black Colleges and universities, military communities, and our Spanish speaking communities. We will continue with our high visibility speed selective enforcement mobilizations/patrols with local law enforcement and local law enforcement.

<b>Speed-Related Fatalities (January 1 – October 30, 2022)</b>	
	<b>% of Total Speed-Related Fatalities</b>
Non-Interstate	83%
Interstate	17%
September	14%
Saturday	20%
6pm-9pm	20%
Drivers Age 21-35	24%
Single vehicle crash	50%
Ran off the road	42%
Fairfax County	7%

**Motorcyclist Fatalities:**

Virginia’s motorcyclist fatalities was 104 for 2021 and FY22 target is 93. Virginia is not on track to meet its target. 2022 preliminary motorcyclist fatalities was 100 (Data Source: TREDS).

There were 102 motorcyclists killed in fatal crashes in Virginia. The majority of multi-vehicle motorcycle fatal crashes result from two-vehicle crashes at forty-seven percent. One hundred percent of the persons killed in two-vehicle crashes involving a motorcycle and a passenger vehicle were motorcyclists. The average age of the motorcycle driver fatality was 44. Single vehicle crashes accounted for 41 percent of motorcycle fatal crashes. Top driver actions contributing to motorcycle fatalities were running off the road/hitting fixed objects and or speeding. The months with the highest number of motorcycle fatalities were May, June and September (14 each). Sixty-eight percent of the fatalities occurred between the hours of noon and 9pm. The top jurisdictions for motorcycle fatalities were Norfolk City, Virginia Beach City and Fairfax County at 6 percent each.

Virginia (DMV/VAHSA) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. We will continue with our motorcycle safety and motorist awareness of motorcycle media campaigns. In addition, we will continue with educating on the importance of wearing approved safety gear to include our helmet law requirement. Will be looking for existing creative assets to uses regarding speeding and riding impaired. Our motorcycle training quality assurance program will be active and we are identifying specific areas of the Commonwealth for additional motorcycle safety training. Additionally, we will be providing resources to our partners to assist them in enhancing our media messaging on a more community-based level. For FY2024, we will increase messaging for our Virginia Rider Training Program and develop new safety messaging that will focus on motorcyclists slowing down and obeying the speed limit as well as other data trends. We will analyze data to determine the need for new motorcycle training sites. In addition, seeking new partners to assist with educating the community on safe riding of the motorcycle and being aware of the motorcyclist. We will continue with the Rider Alert program to motorcycle riders, Rider Coaches, and licensed training sites. We will provide resources to the Rider Coaches and licensed training sites and provide educational information to the students on highway safety topics to include slowing down, not driving impaired (drunk, drugged, distracted or drowsy).

<b>Motorcyclist Fatalities (January 1 – October 30, 2022)</b>	
	<b>% of Total Motorcyclist Fatalities</b>
Non-Interstate	86%
Interstate	14%
June	18%
Saturday	30%
6pm-9pm	28%
Drivers age 21-35	41%
Speed-Related	55%
Single vehicle crash	39%
Ran off the road	31%
Fairfax County	7%
Virginia Beach City	6%

### **Unhelmeted Motorcyclist Fatalities:**

Virginia's unhelmeted motorcyclist fatalities was 6 for 2021 and FY22 target is 4. Virginia is not on track to meet its target.

Contributing factors to the 3 unhelmeted motorcyclist fatalities were failure to maintain control of the motorcycle, running off the road (2) and wrong side of road-not overtaking (1). Each unhelmeted motorcyclist fatality was killed in a different month and on different days. Two were killed between the hours of 9am and noon, 1 between midnight and 3am. Two of the unhelmeted motorcyclists were killed on a rural roadway followed by one on urban/city roadways. All of the fatalities were male, ages 39, 58 and 60. All unhelmeted motorcyclist fatalities were in different jurisdictions. In FY2022, Virginia will continue to analyze its most recent data for use in the development and enhancement of education and awareness efforts to address this issue

Virginia will continue to analyze its most recent data for use in the development and enhancement of education and awareness efforts to address this issue. We will continue with the airing motorcycle safety campaign that focus on wearing the proper gear including the helmet at all times. This messaging will begin in February, the month prior to trend data that shows March is the month we begin to see an increase in our motorcycle fatalities.

For FY2024, we will continue with our Rider Alert program and our motorcycle safety media campaign that focuses on wearing the proper gear at all times when riding. We will increase messaging for our Virginia Rider Training Program that will address the helmet use and proper gear when riding. In addition, seeking new partners to help with educating the community on safe riding of the motorcycle and wearing of the proper gear to include helmet at all times.

### **Drivers Age 20 and Younger Involved in Fatal Crashes:**

Virginia's 5-year average (2017-2021) was 89 and FY22 target is 83. Virginia is not on track to meet its target.

There were 112 drivers age 20 or younger involved in fatal crashes on Virginia roadways. The top jurisdictions where the fatal crashes occurred were Chesapeake City, Pittsylvania County, and Prince William County. Forty percent of the fatal crashes occurred on the weekend (Saturday or Sunday), thirty-eight percent occurred between 3pm and 9pm, failing to maintain control of the vehicle (running off the road) and speeding, accounted for fifty-one percent of the driver actions. Ninety-three percent of the fatal crashes were on a non-interstate roadway.

Virginia will continue to analyze its most recent data for use in the development of enforcement and education and awareness efforts. Virginia will also continue to work with its safety partners to address this issue and use our trend data to expand our messaging within the jurisdictions experiencing increases within this group.

Virginia (DMV/VAHSO) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. We will continue with our peer education program, YOVASO administered by Virginia State Police with our middle schools and high schools. Will also continue with Virginia Association of Driver Education and Traffic Safety (VADETS), Choose Your Vibe - Arrive Alive campaign. Through partners messaging will be delivered through platforms that are engaged by the driver age 20 and under. We will also continue to educate parents on the safe teen driving through Virginia Department of Education's, in collaboration with



Virginia Department of Motor Vehicles, 45 hour Parent/Teen guides. We will also continue providing highway safety campaign materials to the Virginia Community College System which reaches ages 18 and older plus those who are still in high school through the dual enrollment program. The 90-minute Parent/Teen program was developed by the Virginia Department of Education, in collaboration with Virginia DMV and VADETS per SB78 legislation which took effect July 1, 2022.

Planning for FY2024 will include seeking new partners with projects to reach drivers age 20 and younger to include reaching the Historically Black Colleges and Universities. Norfolk State University and Virginia State University have already been contacted and show a strong interest in partnering with us on highway safety projects. We will also expand our highway safety educational materials to reach the Spanish speaking community from the continued support of VSP's YOVASO program and VADETS Arrive Alive Campaign. For FY2024, five new Young Driver partners have requested information on how to apply for Highway Safety Grants. We will continue with programs and projects that focus on topics such as seat belt use, impaired driving, zero tolerance laws, distracted driving, speeding and other highway safety issues.

<b>Young Driver Fatalities (January 1 – October 30, 2022)</b>	
	<b>% of Total Young Driver Fatalities</b>
Speed-Involved	61%
Single Vehicle Crash	61%
Unrestrained Young Driver	17%
April/October (tied)	11% (each)
Sunday/Wednesday (tied)	14% (each)
9pm – midnight	23%

### **Pedestrian Fatalities**

Virginia’s pedestrian fatalities were 118 for the 5-year average (2017-2021) and FY22 target is 115. Virginia is not on track to meet its target.

In Virginia, 125 pedestrians were killed in fatal crashes a ten percent increase from the previous year. The pedestrian was at sixty-one percent of the time. Crossing the roadway not at an intersection was the top pedestrian action for pedestrian fatalities. Fifty-one percent of pedestrians were killed between the hours of 6pm and midnight (64), 38 percent occurred on a roadway during darkness with the road not lighted (47). Seventy-nine percent of pedestrians were killed on an urban/city roadway (99) followed by twenty-one percent on rural routes (26). Ninety-six percent or 120 of pedestrians killed were not wearing reflective clothing. Twenty-six percent or 32 of the pedestrians killed were drinking. The top jurisdictions for pedestrian fatalities were Fairfax County (14), Henrico County (11), Newport News City/Norfolk City (9 each), and Prince William County (7). Seventy-three (58%) were over age 50.

Virginia (DMV/VAHSO) will continue to conduct pedestrian enforcement efforts using crash data analysis to develop and implement data-driven approaches to address the pedestrian program area. Virginia uses and analyzes the most recent state data for reporting purposes. Virginia will continue with the pedestrian safety media campaign. The Pedestrian Safety Taskforce will continue with participation from various partners to assist in enhancing and expanding the

pedestrian safety message on a more community-based level. Virginia will also begin a state funded pedestrian messaging campaign to increase the message throughout the year using location targeting social media messaging and media buy campaign.

The FY2024 grant period has generated interest from Bristol City who has expressed a desire to create a traffic garden along the lines of what was installed in Roanoke VA. Roanoke City Public Schools are interested in applying for a highway safety grant to promote bicycle and pedestrian safety around schools. Northern Virginia Families for Safe Streets, a nonprofit organization in NOVA wants to develop a project to promote safety for pedestrians and cyclists on Virginia's roadways. Each organization has been added to the Virginia training and application systems and is encouraged to participate in the process. ODU PD may have an interest in applying for a Pedestrian/Bicycle LE project. They currently are working a Police Traffic Services Grant.

Moving forward we will continue to collaborate with federal, state and local agencies as well as non-profit organizations to reduce the number of pedestrian fatalities and injuries. Virginia Department of Transportation (VDOT) will address infrastructure improvements and review engineering projects for implementation. We will continue enforcement efforts and will identify which localities could benefit from grant funding for ped/bike focused selective enforcement projects. Law enforcement partners will continue to address speeding motorists while working within the defined laws to correct behavior by those who walk, jog and roll. Virginia DMV will develop messages to educate the public to promote pedestrian safety to navigate the transportation system. We will expand our reach with a pedestrian safety media campaign using various platforms to message to the communities, as well as expand our communications to our partners to provide resources that can be used to educate their communities on pedestrian safety.

<b>Pedestrian Fatalities (January 1 – October 30, 2022)</b>	
	<b>% of Total Pedestrian Fatalities</b>
February	14%
Saturday	16%
6pm - 9pm	29%
Crossing not at intersection	26%
Ages 51 - 65	37%
Fairfax County	17%

**Bicyclist Fatalities**

Virginia’s 5-year average (2017-2021) was 12 and FY22 target is 10. Virginia is not on track to meet its target.

In Virginia, 16 bicyclists were killed in fatal crashes, a one hundred percent increase from the previous year (8). The bicyclist was at fault 63 percent of the time. Thirty-one percent of the bicyclists killed were not wearing a helmet (5). Fifty percent or 8 of the bicyclists were killed between the hours of 9am and 6pm. 88 percent of bicyclists were killed on an urban/city roadway (14) and 12 percent on rural routes (2). One quarter (4) of the bicycle fatalities occurred on a Thursday. Zero of the bicyclists killed were drinking. Fairfax County had the highest number of bicycle fatalities (3). Fifty-six percent of the bicyclists killed were over age 50.

Virginia (DMV/VAHSEO) will continue to conduct bicycle enforcement efforts using crash data analysis to develop and implement data-driven approaches to address the bicycle program area. Virginia will continue to monitor the latest legislative changes as they relate to bicycling safety. In conjunction with our pedestrian safety media campaign, we will also message to the bicycle program area as well. As part of the Pedestrian Safety Taskforce, bicycle safety will continue to be addressed. Moving forward we will continue to collaborate with federal, state and local agencies as well as non-profit organizations to reduce the number bicycle fatalities and injuries. Virginia Department of Transportation (VDOT) will address infrastructure improvements and review engineering projects for implementation. We will continue enforcement efforts and identify which localities could benefit from grant funding for ped/bike focus selective enforcement projects. Law enforcement partners will continue to address speeding motorists while working within the defined laws to also correct behavior by those who walk, jog and roll. Virginia DMV will look to develop messages to educate the public to promote bicycling safety. We will continue to seek media platforms that will reach this vulnerable roadway user. The FY2024 grant period has generated interest from Bristol City who has a desire to create a traffic garden to educate road users. Roanoke City Public Schools is considering a highway safety grant to promote bicycle and pedestrian safety around schools. Northern Virginia Families for Safe Streets, a nonprofit organization in NOVA wants to develop a project to promote safety for pedestrians and cyclists on Virginia's roadways.

<b>Bicyclist Fatalities (January 1 – October 30, 2022)</b>	
	<b>% of Bicyclist Fatalities</b>
September	30%
Thursday	30%
Ages 51-65	50%
Did not have the right-of- way	30%

**Seat belt usage rate:**

Virginia’s seat belt usage rate was 81.7 for 2021 and FY2022 target is 87.1. Virginia did not meet its target.

The 2021 statewide OP survey provided a use rate of 81.7 percent compared to the national average of 90.4 percent. The age group 21 to 50 accounted for 59 percent of the unrestrained fatalities. The highest number of unrestrained fatalities occurred between the hours of 6pm and midnight (34 percent).

Virginia (DMV/VAHSEO) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. In addition to the message for the May and November Click It or Ticket campaigns, we will continue with newly created social norming messaging campaign outside of May and November to allow for a sustain seat belt message. In addition, we will continue with new outreach partnership with the military community.

Virginia will also begin a state funded occupant protection media buy using previously developed creatives such as Ding. Ding. and Safe Driving is Something We Can All Live With, Buckle Up. The campaign will increase the message throughout the year using location targeting social

media messaging and media buy campaign. For FY2024, we will expand our educational materials produced in the Spanish language. We will also seek new partners and projects to assist in getting the message out on the importance of buckling up. We will work with our minority communities and military communities as well to educate those communities on buckling every trip every time.

### **Drugged Driver Fatalities**

Virginia's 5-year average (2017-2021) drugged driver fatalities was 206 for 2020 and FY22 target is 184. Virginia is not on track to meet its target. 2022 preliminary data is not yet available.

In Virginia, drugged driver fatalities increased 10 percent in 2020 as compared to 2019 (206 vs. 187). Failure to maintain control of the vehicle, running off the road and speed accounted for fifty-nine percent of the drugged driver fatalities. Fifty-three percent of the drugged driver fatalities were between the ages of 21-35. Twenty-seven percent of the fatalities occurred in September (30) and October (25). Fifty-seven percent of the fatalities occurred the hours of 6pm and 3am. 37 drugged drivers had also been drinking. The top jurisdictions for the drugged driver fatalities were Fairfax County (13), Newport News City (11), and Virginia Beach City (9).

Virginia (DMV/VAHSA) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. We will continue to work with partners such as Chesterfield SAFE to educate the public about not driving under the influence of drugs. We will continue to expand the number of Drug Recognition Experts by conducting the DRE training in conjunction with Virginia State Police. Also, we will expand the number of officers that are trained in the ARIDE training.

The current General Assembly also has proposed legislation to create a comprehensive DUI/DUID report with data collected from seven agencies that house DUI and/or DUID data. The report can be used to identify gaps that can be addressed by various entities. In FY2024, we will continue to work with partners such as Chesterfield SAFE to educate the public about not driving under the influence of drugs. We will continue to expand the number of Drug Recognition Experts by conducting the DRE training in conjunction with Virginia State Police. Also, we will expand the number of officers that are trained in the ARIDE training and expand the training provided to law enforcement and prosecutors on the latest trends through our Advance DUID training. We have been in contact with our newest partner, the Cannabis Control Authority, to strategize on possible projects we can collaborate on in the near future.

### **Distracted Driver Fatalities:**

Virginia's distracted driver fatalities was 34 in 2021 and FY22 target is 55. Virginia is on track to meet its target. In Virginia, distracted driver fatalities decreased 41 percent in 2021 as compared to 2020 (34 vs. 58). There were also 83 other persons killed in addition to the distracted drivers. Failure to maintain control of the vehicle (running off the road, hitting a fixed object) and speed accounted for seventy-six percent of the distracted driver fatalities. The top driver distraction was eyes not on the road. Sixty-eight percent (23 of distracted driver fatalities were between the ages of 21 and 65. The month of September had the highest number of distracted driver fatalities (6 or 18%). Eighteen percent of the fatalities occurred between the hours of 9am and noon. Twelve percent (4) of the distracted drivers had been drinking. The top jurisdiction for distracted driver fatalities was Chesterfield County and Suffolk City (3 each).

Virginia (DMV/VAHSEO) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. For FY2024, we will continue sharing publications, Buckle Up, Phone Down and Phone Down It's the Law to educate the public on not driving distracted. We will expand our messaging into the Spanish community by having materials translated in the Spanish language. Also, to continue efforts with YOVASO in educating our teen drivers to not drive distracted through the various campaigns and retreats that are held. We will support education and training for law enforcement and teachers to attend the annual Distracted Driving Summit.

<b>Distracted Driver Fatalities (January 1 – October 31, 2022)</b>	
	<b>% of Total Distracted Driver Fatalities</b>
Non-Interstate	79%
Interstate	21%
October	29%
Sunday	21%
6am-9am	21%
Drivers Age 21-35 & 51-65	50%
Speed-Related	36%
Single Vehicle Crash	68%
Ran off the road	61%
Carroll County	7%
Fairfax County	7%
Henrico County	7%
Prince Edward County	7%

# Core Outcome Performance Measures

## Fatalities

**Measure** (C-1 Fatalities): Reduce total fatalities to 841.8 by 2022.

**Performance** - Virginia's 5-year average fatalities (2017-2021) were 861.6 and FY22 target is 841.8. Virginia is not on track to meet its target. 2022 preliminary fatalities were 831 (Data Source: TREDIS – Traffic Records Electronic Data System).

Fatalities	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
	754	760	839	820	831	847	968	

Note: New method to calculate the 2022 target. FARS data - 2016-2020

## Serious Injuries

**Measure** (C-2 Serious Injuries): Reduce serious traffic injuries to 7,072.2 by 2022

**Performance** - Virginia's 5-year average serious injuries (2017-2021) were 7,284 and FY22 target is 7,072.2. Virginia is not on track to meet its target. 2022 preliminary serious injuries was 5,946 (Data Source: TREDIS – Traffic Records Electronic Data System).

Serious Injuries	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
	8,014	8,084	7,624	7,439	7,182	6,798	7,397	

Note: 2020 calendar base year data was used to calculate the 2022 target. 2015-2021 is TREDIS data.

## Fatalities/VMT

**Measure** (C-3a): Reduce fatalities/100M VMT to 1.004 by 2022.

**Performance** - Virginia's 5-year average (2017-2021) was 1.032 and FY22 target is 1.004. Virginia is not on track to meet its target. 2022 data is not available at this time.

Fatalities (per 100M VMT)	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
	0.91	0.90	0.98	0.96	0.97	1.12	1.13	

Note: Target for fatalities per 100M VMT is set by DMV/VDOT using 2020 as the calendar year.

# Rural Fatalities/VMT

**Measure (C-3b):** Decrease rural fatalities per 100M VMT 10 percent from the 2020 calendar base year value of 1.93 to 1.74 by 2022.

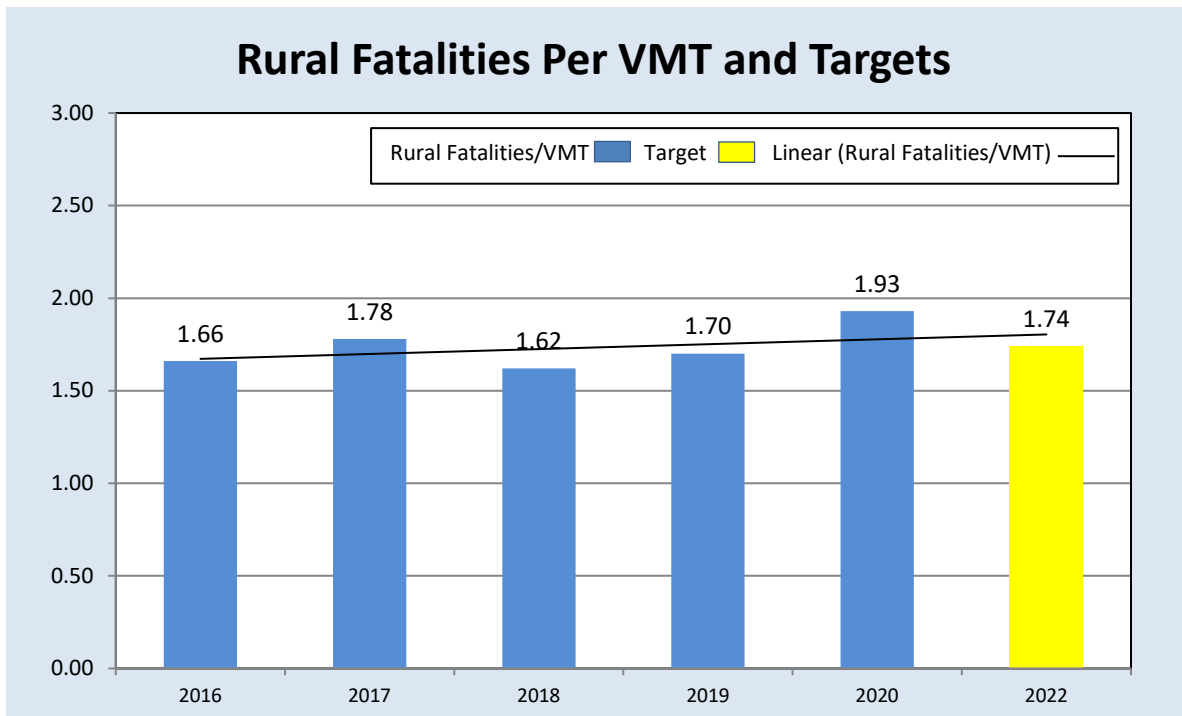
**Performance** – Virginia’s rural fatalities/100M VMT was 1.75 and FY22 target is 1.74. Virginia is not on track to meet FY22 target. 2022 data is not available at this time.

Note: Rural fatalities/100M VMT (1.13) is the most recent data based on 2021 FARS data and VMT from VDOT

Rural Fatalities (per 100M VMT)	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
		2.05	1.66	1.78	1.62	1.70	1.85	1.82

Note: 2020 calendar base year data was used to calculate the 2022 target. 2020 data is preliminary due to rate calculation using the estimated 2020 VMT data.

Justification: Virginia Highway Safety Office conducted trend analyses based on actual numbers, 3-year and 5-year rolling averages. Virginia Highway Safety Office selected the



5-year rolling average in rural fatalities per 100M VMT as a more achievable target than the actual number or 3-year rolling average projections.

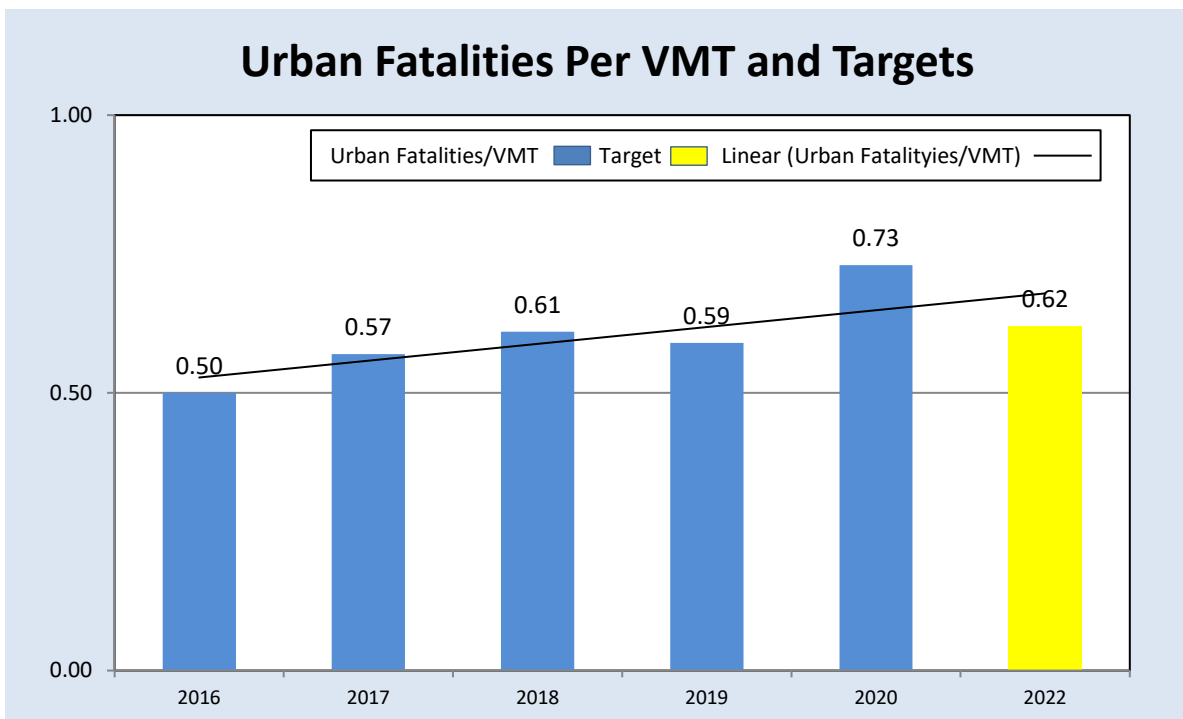
# Urban Fatalities/VMT

**Measure (C-3c):** Decrease **urban fatalities per 100M VMT** 15 percent from the 2020 calendar year base (value) of 0.73 to 0.62 by 2022.

**Performance** – Virginia’s 5-year average urban fatalities/100M VMT was 0.65 and FY22 target is 0.62. Virginia is not on not track to meet FY22 target. 2022 data is not available at this time.

Urban Fatalities (per 100M VMT)	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
	0.46	0.50	0.57	0.61	0.59	0.72	0.76	

Note: 2020 calendar year base data was used to calculate the 2022 target. 2020 data is preliminary due to rate calculation using the estimated VMT.



**Justification:** Virginia Highway Safety Office conducted trend analyses based on annual data, 3-year and 5-year rolling averages. Virginia Highway Safety Office selected the 5-year rolling average linear trend line that projected a 15 percent reduction for urban fatalities per 100M VMT. Virginia chose this as a more achievable target than the annual or 3-year rolling average projections.



# 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 reduce fatalities and injuries to unrestrained motor vehicle occupants through increased and correct use of safety restraints. The program focused on using enforcement and education to increase the public’s awareness of the lifesaving benefits of correct and consistent safety belt and child safety seat use. Approximately \$3,158,375 in Section 402 funds and \$590,252 in Section 405b funds was expended on various occupant protection activities and child safety seats.

**Measure:** (C-4): Reduce **unrestrained** passenger vehicle occupant fatalities in all seating positions to 306 by 2022.

**Performance** - Virginia’s 5-year average (2017-2021) was 313 and FY22 target is 306. Virginia is not on track to meet its target. 2022 preliminary unrestrained passenger vehicle occupants fatalities was 300 (Data Source: TREDIS – Traffic Records Electronic Data System).

Unrestrained Passenger Vehicle Occupant	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
	301	296	306	293	301	340	327	

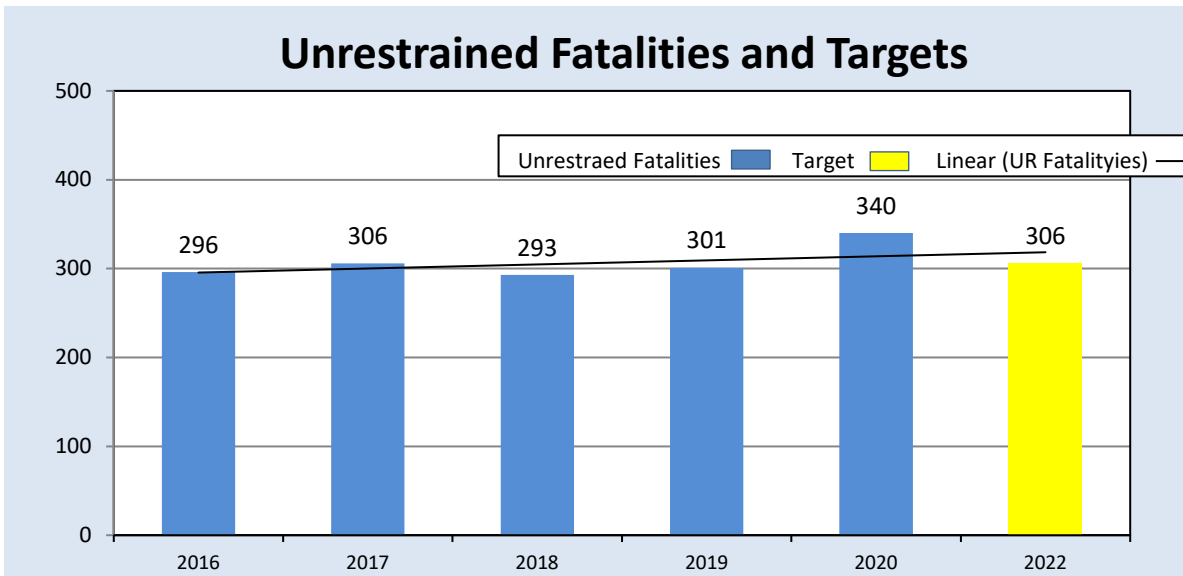
Note: 2020 calendar year base FARS data was used to calculate the 2022 target.

Occupant Protection (OP) is a key focus area in the Department of Motor Vehicles Highway Safety Office’s Highway Safety Plan and Occupant Protection Plan (OPP). These plans include recommendations from the March 2019 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 mobilizations, child passenger safety education and programs, public information campaigns and OP program evaluation.

Specific examples approved for the FY2022 grant year include:

- DRIVE SMART Virginia’s OP public education and awareness campaign through social media and the workplace
- Drive Safe Hampton Roads’ Get it Together High School Seat Belt Challenge in high schools
- Virginia Department of Health’s Low Income Safety Seat Distribution
- YOVASO Drive For Change, Buckle Up Virtual Safety campaigns



Justification: Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average linear trend line that projected a 0.3 percent reduction in unrestrained passenger vehicle occupant fatalities as a more achievable target than the annual or the 3-year rolling average projections.

Overall Safety Restraint Data			
Calendar Year	Safety Belt Use Rates (%)	Safety Belt Convictions	Child Safety Seat Convictions & Safety Belt Convictions (Minor)
2010	81	68,956	1,657
2011	82	63,420	1,568
2012	80.7*	60,510	15,347
2013	79.7	61,437	14,359
2014	77.2	50,927	13,581
2015	80.9	44,022	10,757
2016	79.0	39,718	9,317
2017	85.3	36,891	8,683
2018	84.1	44,143	8,738
2019	85.4	40,433	7,257
2020	85.4**	24,154	3,894
2021	81.7	22,954	2,420
2022	*	*	*

\* Data not available.

\*\* Official State Observational Seat Belt Survey not conducted due to NHTSA waiving the requirement for states to conduct an annual seat belt survey. (Due to COVID19)

Note: Observed Seat Belt Use Rate - Traffic Safety Facts Virginia (NHTSA)

## Strategies and Accomplishments

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

Old Dominion University's Research Foundation conducted an observational survey of safety belt use throughout the Commonwealth based upon methodology pre-approved by NHTSA. Virginia's 2022 seat belt use rate has not yet been released.

For FY2022 all law enforcement agencies receiving federal highway safety grants were required to conduct pre- and post-mobilization observational surveys of safety belt use. They were required to do so for the May 2022 Click It or Ticket campaign. The LELs conducted independent seat belt surveys throughout the year in various locations in the Commonwealth.

2. Implement a statewide, high visibility seat belt enforcement campaign with a supporting media campaign to educate the public on the importance of using safety 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 2022 and two weeks in November 2021 (CTW Chapter 2-2.1 High Visibility Enforcement) (CTW Chapter 2-3.1 Communications and Outreach)

During the two Click It or Ticket Campaigns for FY22 there were 369 safety belt violations and 58 child restraint violations in November 2021 and 605 safety belt violations and 95 child restraint violations in May 2022. These were supported with a media campaign.

3. DMV and non-profit 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)

Drive Smart Virginia, Drive Safe Hampton Roads, Youth of Virginia (YOVASO) and Eastern Virginia Medical School are a few examples of partner organizations that provide sustained messaging for OP. Their utilization of websites, social media sites and written material continually available to our focus audience. They provide updates and provide meaningful educational information and tools online. This includes a Love Clicks/Occupant Protection online toolkit from Drive Smart Virginia and Drive for Change Buckle Up, Slow Down campaign from YOVASO. In addition, Virginia DMV created and aired a new media spot titled "Ding. Ding. Ding. Ding. – Buckle Your Seat Belt" and "Safe Driving is Something We Can All Live With – Buckle Up". Both media spots were used outside of our November 2021 Click It or

Ticket and May 2022 Click It or Ticket campaigns to provide a sustained message on seat belt use.

4. Cover 85% of Virginia's population with law enforcement participating in the Click It or Ticket Campaign by June 2022. (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)

Approximately 135 local law enforcement agencies and Virginia State Police participated in the Click It or Ticket Mobilizations covering over 95% of Virginia's population with law enforcement efforts.

5. Conduct pre-and-post mobilization observational surveys of safety belt use by July 2022 (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)

For FY2022 all agencies and jurisdictions were required to and conducted pre- and post- campaign observational surveys of safety belt use for the May 2022 Click It or Ticket campaign. It was optional for the November 2021 Click It or Ticket campaign.

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

During FY2022, many of our law enforcement partners had limited activities due to the aftereffects of COVID as well as manpower challenges. Even with this major impact, local law enforcement agencies had 441 selective enforcement grants of which, 76 were occupant protection selective enforcement grants. Local and state police conducted 1,782 selective patrols and 145 checkpoints for 1,927 OP selective enforcement activities. Collectively through local law enforcement and Virginia State Police, 3,910 seat belt citations were issued and 600 child passenger safety citations were issued. There were 1,804 seat belt and 511 child safety seat summons issued under OP grants.

We conducted a Click It or Ticket campaign in November 2021 and May 2022. The campaign citation data is provided in an upcoming section, "High Visibility Enforcement and Media Campaigns".

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

Law enforcement agencies were strongly encouraged and/or required to combine both seat belt enforcement with speed and DUI enforcement during grant-funded selective enforcement activities during nighttime hours throughout the grant year.

8. Conduct one, one-day law enforcement Traffic Occupant Protection Strategies (TOPS) workshops. (CTW Chapter 3.1, 3.2) (Education and Training)

During FY2022 there were no Traffic Occupant Protection Strategies (TOPS) workshops conducted by our Law Enforcement Liaisons.

9. Conduct at least 40 outreach events and activities with Virginia's low-income population, areas of need to include diverse communities and underserved communities with information through Virginia's Child Passenger Safety and Education Campaign by September 2022. (CTW Chapter 2, 3.1, 3.2) (Outreach)

Through Virginia Department of Health, Virginia conducted 23 activities to promote the Low-Income Safety Seat Distribution and Education Program, including special promotional events and outreach activities. Due to challenges related to health pandemic that continued many in person education activities were prohibited.

10. Coordinate and/or assist with at least five NHTSA Standardized Child Passenger Safety Technician 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)

Three, 32-hour Child Passenger Safety (CPS) technician certification classes were conducted and resulted in 36 new certified child passenger safety technicians. A total of 36 of 37 participants for all classes successfully completed the course, which is a 97% passing rate: 59% of attendees were law enforcement, 8% were attended by fire and emergency medical services, 24% of attendees were from health services and 5% were civilians. Certification courses conducted were in Abingdon, Henrico County and Alexandria. Due to challenges related to health pandemic that continued many in person education activities were prohibited.

11. Continue the number of safety seats inspected at 12,000; 7000 safety seats will be inspected through safety seat check stations and 2100 safety seats will be inspected at 27 one-day check events (CTW Chapter 2, 7.2) (Outreach)

3,994 safety seats were checked and education provided by phone or video service for 24 safety seats. Translations services were made available for two safety seat events, resulting in translation services provided for 2 seats and 103 safety seats were inspected at one-day check events. The current health pandemic continued to impact the number of safety seats inspected through the safety seat check stations and check events.

12. Provide statewide access to child safety restraints through the Low-Income Safety Seat Distribution Program that will provide 8160 child safety restraints to parents /guardians who are eligible, especially in areas of need to include diverse communities and underserved communities. (CTW Chapter 2, 6.2) (Education and Outreach)

Virginia Department of Health, Low Income Safety Seat Distribution and Education Program (LISSDEP) distributed approximately 2,578 safety seats to children in underserved communities. 16 virtual LISSDEP site technical assistance meetings conducted and 24 LISSDEP in-person CPS Technical Training sessions

conducted for 188 new LISSDEP staff educators representing 58 LISSDEP distribution sites. There were 23 safety seat check events held with 156 seats checked. For more information visit the Virginia Department of Health Website .

13. Provide CPS programs to train and outreach to workforce to include 20% of judicial organizations and 10 marginalized community organizations.

Outreach through non-profit organizations included DRIVE SMART Virginia's occupant protection public education and awareness campaign as well as their community and workplace outreach. In addition, outreach was provided to underserved communities through the Drive Safe Hampton Roads' Get it Together High School Seat Belt Challenge in 25 area high schools, Virginia State Police-YOVASO "Save Your Tail Gate, Buckle Up" campaign. Through Virginia Department of Health, Low Income Safety Seat Distribution and Education Program (LISSDEP) child passenger safety education was provided through 58 LISSDEP distribution sites.

14. DMV and non-profit OP public education and teen driver awareness efforts through social media, the workplace, and other events. A specific example is the Local Heroes Seat Belt media campaign to provide seat belt message to an identified area of the state based on data and the seat belt use rate. (Education and Outreach)

In FY2022 we continued with our Local Heroes campaign to increase seatbelt usage in the focuses counties and cities. The campaign highlights local first responders to include EMS using local scenery as the backdrop. For FY2022 the localities used for Local Heroes included Frederick, Shenandoah, Rockingham, Augusta and Rockingham. The campaign ran from August 1-31, 2022. We have continued our outreach with teen driver awareness through the Virginia State Police-YOVASO "Save Your Tail Gate, Buckle Up" campaign and Drive Safe Hampton Roads' Get it Together High School Seat Belt Challenge.

15. 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 buy-in and support for VA's GDL and traffic laws. (CTW Chapter 6) (Education and Outreach)

In FY2022, YOVASO continued to fulfill its mission to engage, educate, and empower youth to influence a safe driving culture through leadership development and innovative outreach programs.

Virginia crash data for January 1, 2022 – September 30, 2022 shows a 17% decrease in teen driver-related fatal crashes vs. the same period in 2021 (70 in 2021 vs 58 in 2022) with a 58% reduction in teen-involved distracted driving fatal crashes (12 in 2021 vs 5 in 2022) demonstrating positive improvements in risk driving behaviors by teens following the health pandemic when fatal crashes increased. However, speed-related fatal crashes increased by 3% (40 in 2021 vs 41 in 2022) and unrestrained deaths for teen drivers increased 13% (16 in 2021 vs 18 in 2022) demonstrating the need for continued focus on these high-risk areas.

During FY22, YOVASO focused its educational campaign initiatives on promoting seat belt use and preventing speeding among young drivers through peer-to-peer initiatives and social media outreach. The Fall 2021 Drive for Change Buckle Up, Slow Down campaign engaged 40 schools and youth groups in a statewide competition to increase seat belt use and influence teens to obey posted speed limits. From pre-campaign to post-campaign, seat belt use increased by an average of 6.53% at participating schools/youth groups based on seat belt surveys. Over 30,970 students were reached by school/youth group educational programs and 34,670 educational materials were distributed. In addition, social media messaging reached over 80,000 teens and local media aired 226 PSAs, reaching over 461,000 households with a population of 1 million. A Drive for Change, Buckle Up and Slow Down video was produced free of charge for TikTok that ran on the platform from September to December. It received 464,426 Impressions.

The Spring 2022 "Slow Down, Buckle UP, Arrive Alive" campaign focused on the high-risk warm weather period, including prom and graduation celebrations. From pre-campaign to post-campaign, seat belt use increased by an average of 7.6% at participating schools/youth groups based on seat belt surveys. 34 schools and youth groups participated, with 134 students leading peer-to-peer programs statewide. In person educational programs reached over 20,000 students with social media messaging generating 228,000 impressions on Facebook, 17.8K impressions on Twitter, and 112,484 reached on Instagram. Over 24,362 educational materials were distributed. A local TV Station produced 3 videos for TikTok, including a seat belt video, a distracted driving video, and a speed prevention video. The videos aired on TikTok from June through August and had 2,766,455 impressions. Additionally, the videos ran on the TikTok "Summer Makegood Campaign" and had over 1,361,207 impressions. The Distracted Driving Video was also posted to Instagram and received 2,225,078 impression. A local TV station ran free PSAs 520 times during June-August reaching over 461,000 households with a population of 1 million.

The Fall 2022 Drive for Change Buckle Up, Slow Down campaign kicked off in September and will run through December. 58 schools and youth groups are participating in the statewide challenge to increase seat belt use among teens and prevent speeding. Two videos (one on seat belts and speeding and one on speeding) are airing on TikTok. For the month of September, the videos had 847,186 impressions.

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



"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 sky diving scenario.

[Don't Be a Cantaloupe! BUCKLE UP](#) video is presented by teen drivers.

17. Implement ME and MY Ride program in areas of need to include diverse communities and underserved communities to increase the awareness of 75 African American teens on proper implementation of occupant protection use as well as other highway safety focus areas. CTW Chapter 6, Chapter 8, 8.4, Chapter 9, 3.2) (Education and Outreach)

Unfortunately for FY2022 this project was not conducted as the sub recipient declined the grant award.

18. Continue the distribution of “Right Now” communications providing data and available educational resources two times a fiscal year to our highway safety partners. (CTW Chapter 6) (Education and Outreach)

The implementation and success of the Virginia Highway Safety Office’s “Right Now Strategies” communication messaging continued throughout FY2022. The messaging highlights upcoming campaigns, data and available resources that can be used to educate our communities to change behavior. During FY2022 we have added new partners such as the Virginia Community College System and Emergency Management Services to our email distribution list.

19. Conduct Officer Belt Use Program to promote and provide resources to law enforcement agencies to promote safety 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)



#### “Wear This, Not This” Poster Campaign

The VACP continued to offer the “Wear This, Not This” officer belt use poster campaign to Virginia law enforcement agencies. The purpose of the campaign is to remind officers to always wear their seat belts and to set a positive example for other motorists. The campaign

includes posters showing an officer behind the wheel of a police vehicle wearing a safety belt juxtaposed with an image of a shrouded law enforcement badge — the symbol of mourning for an officer lost in the line of duty. Agencies are encouraged to request a custom version of the poster showcasing their own officer(s) or to download and use any of the previously created versions of the poster to display in their facilities.

20. Highway Safety Program Recruiter to recruit new and effective partners that will ensure our occupant protection program is reaching to diverse communities and to ensure equity is at the forefront for the program as we work to increase our seat belt use rate and decrease our unrestrained fatalities. This will allow for bring new community partners to the table. For FY2022 this position was not filled.



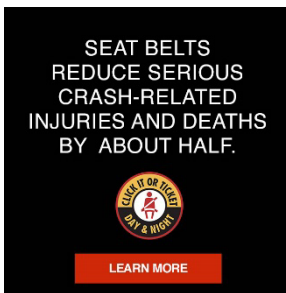
# High Visibility Enforcement and Media Campaigns



Department of Motor Vehicles continues its partnership with the National Highway Traffic Safety Administration (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.

During the 2021 November CIOT campaign, approximately 135 law enforcement agencies participated and reported pre- and post-seat belt survey rates to the highway safety office. Officers worked 223,810 regular hours and 104,957 overtime hours. They issued 10,756 citations, warnings and arrests, including 369 seat belt violations, 58 child restraint citations and 3,570 speeding citations. During the 2022 May CIOT campaign, approximately 135 law enforcement agencies participated and reported pre- and post-seat belt survey rates to the highway safety office. Officers worked 301,331 regular hours and 110,227 overtime hours. They issued 19,892 citations, warnings and arrests, including 605 seat belt violations, 95 child restraint citations and 6,362 speeding citations.

## Click It or Ticket – 2021 November Campaign and 2022 May campaign



The FY22 November Click It or Ticket campaign surrounded the Thanksgiving holiday driving period, which includes some of the highest traffic volumes of the year and an increase in traffic fatalities. The campaign aired the NHTSA-created Click It or Ticket television spot titled Use Your Head from November 16 to 29, 2021. Gas Station TV (GSTV) ran the message on 5,835 screens at 767 gas stations across the state. In addition, digital video, digital audio and social media outlets were utilized \$234,375 in paid advertising generated total impressions delivered of 11,374,415

The 2022 May campaign aired the NHTSA-created Click It or Ticket video titled “Headlines” from May 16 –June 5, 2022. Gas Station TV (GSTV) ran the message on 4,577 Screens at 626 gas stations across the state. In addition, digital video, digital audio and social media outlets were utilized. \$266,623 in paid advertising generated total impressions delivered of 15,419,742.

## November 2021 and May 2022 Click It or Ticket Citation Results

Citation Type	Citations Written November 2021	Citations Written May 2022
Total Adult DUI/DUID Arrests:	180	362
Total Safety Belts Citations:	369	605
Total Child Restraint Citations:	58	95
Total Juveniles Cited for Underage Drinking Violations:	5	5
Total Juveniles Arrested for Zero Tolerance (DUI):	2	2
Total Stolen Vehicles Recovered:	54	112
Total Felony Arrests:	286	744
Total Weapons Seized:	73	200
Total Fugitives Apprehended:	383	476
Total Suspended / Revoked Licenses:	286	493
Total Reckless Driving Citations:	571	1,008
Total Uninsured Motorists:	125	210
Total Speeding Citations:	3,570	6,352
Total Drug Arrests:	114	163
Total Open Container Citations:	16	41
Total No Operators License:	469	858
Total Other Arrests, Citations and Warnings:	4,195	8,166
<b>Total Arrests, Citations and Warnings:</b>	<b>10,756</b>	<b>19,892</b>
Total Regular Hours Worked:	223,810	301,331
Total Overtime Hours Worked:	104,957	110,227

### Local Heroes



The purpose of the advertising was to increase seat belt use in the following Virginia locations: Frederick County, Shenandoah County, Rockingham County, Augusta County, and Rockbridge County. Videos depicting local first responders providing reasons to buckle up with local scenery as the backdrop aired throughout the month of August 2022. The video message was delivered through cable, gas station TV, Advance TV, paid social media and Hulu at a cost of \$256,772. The DMV Communications Office issued a Local Heroes news release and posted the videos on the agency's owned social media outlets. An evaluation survey of 178 drivers in the focus audience residing in the five locations reported an 85 percent recall rate of the buckle up message, and around 33% of respondents indicated that each ad would cause an increase in their seat belt use. The

paid advertising schedule reached Men 18-34 with a driver's license in the five locations. In addition, audiences beyond our focus group were also reached. Paid and Bonus Impressions totaled 13,208,805.



### **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 safety belts; conduct high visibility safety belt enforcement campaigns; and Improve child occupant protection through education, outreach and enforcement.

### **Occupant Protection for Children**

Virginia law requires children through the age of seven to be secured in a child restraint device; rear-facing child restraint devices for infants from birth to two years of age must be secured only in the back seat of most motor vehicles; and occupants up through age seventeen are required to be properly restrained. These are primary enforcement laws.

Child passenger safety technicians and advocates travel throughout the state to educate and assist parents and caregivers in child safety seats and correct safety seat installations.

### **Low Income Program**

The current health pandemic has limited most in person education activities in FY2022. The Low Income Safety Seat Distribution and Education Program (LISSDEP) is managed by the Virginia Department of Health (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. During this grant year, 16 virtual LISSDEP site technical assistance meetings conducted and 24 LISSDEP In-Person CPS Technical Training sessions conducted for 188 new LISSDEP staff educators representing 58 LISSDEP distribution sites.

Additionally, 127 distribution sites statewide served low-income families. 2,578 safety seats have been distributed for indigent children.

### **Child Passenger Safety Education**

The health pandemic has limited most in person education activities in FY2022.

Through The Virginia Department of Health 39 organizations have completed a Letter of Agreement. These organizations represent 63 locations providing safety seat check services. throughout the Commonwealth.

During this grant year:

- 2,874 safety seats were checked through SSCS operations.
- 18 sites are registered in the electronic system with 8 using an electronic checklist tool.
- 23 safety seat check events were held with 156 seats checked.
- During this grant year, one web-based education training was developed and hosted through the redesign of the CPS resource page including a digital download tracker and new submission process for external resource requests.
- 29,795 pieces of educational materials distributed to the public.
- 478 1-800 calls have been documented, which does not reflect the true number.

### Child Safety Seat Emergency Identification Sticker

**DMV**  
www.dmv.virginia.gov

**CHILD SAFETY SEAT EMERGENCY IDENTIFICATION STICKER**  
www.dmv.virginia.gov/highwaysafety

Child's Name: \_\_\_\_\_ Nickname: \_\_\_\_\_ Birth Date: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Mother's Name: \_\_\_\_\_ Best Phone Number in Case of Emergency: \_\_\_\_\_

Father's Name: \_\_\_\_\_ Best Phone Number in Case of Emergency: \_\_\_\_\_

Child Care Provider: \_\_\_\_\_ Phone: \_\_\_\_\_

Physician Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Critical Medical Information/Allergies/Special Needs: \_\_\_\_\_ Blood Type: \_\_\_\_\_

Name of Emergency Contact (other than parent): \_\_\_\_\_ Relationship: \_\_\_\_\_ Phone: \_\_\_\_\_

**CHILD SAFETY SEAT EMERGENCY IDENTIFICATION STICKER**  
Emergency Contact Information for Mother/Child

**911**  
Emergency Contact Information for Mother/Child

During FY2022, approximately 2,500+ Child Safety Seat Emergency Identification stickers were distributed. Virginia's Child Safety Seat Emergency Identification Sticker was introduced in August 2015. 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 sticker contains an emergency contact person for the child, if the other vehicle occupant in the crash needs medical care and the infant does not. The sticker is reflective and has

two parts; two small square stickers are placed on the sides of the car seat so first responders will know to look for the main sticker – located on another part of the seat that's not visible – containing ID and medical information. The two-part design allows the child's personal information to be protected from view. The stickers are available at various locations in Richmond and are being distributed to the Commonwealth's safety seat check station sites. 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

**VIRGINIA CHILD PASSENGER LAW**  
Minimum Requirements

**4 STEPS OF CHILD SAFETY SEATS**

**1-BACK-FACING**  
Children under 2 years of age must be seated in a child safety seat that is back-facing. The seat must be used until the child reaches the weight or height limit of the seat.

**2-FORWARD-FACING**  
Children 2 years of age and older must be seated in a child safety seat that is forward-facing. The seat must be used until the child reaches the weight or height limit of the seat.

**3-BOOSTER**  
Children 4 years of age and older must be seated in a booster seat. The booster seat must be used until the child reaches the weight or height limit of the seat.

**4-BUCKLE UP**  
All children 12 years of age and older must wear a seat belt. The seat belt must be used until the child reaches the weight or height limit of the seat.

**SAFETY CHECKLIST**

1. Read and follow the instructions for the child safety seat.

2. Use the correct seat for the child's age, weight, and height.

3. Use the correct seat for the vehicle.

4. Use the correct seat for the trip.

5. Use the correct seat for the destination.

6. Use the correct seat for the weather.

7. Use the correct seat for the terrain.

8. Use the correct seat for the road conditions.

9. Use the correct seat for the traffic conditions.

10. Use the correct seat for the driver's behavior.

During FY2022 approximately 10,000 Child Passenger Safety Law Cards were distributed through the Drive Smart store and the DMV Highway Safety Office.

The Child Passenger Safety Law Card was originally designed as a guide for law enforcement officers 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 law card also includes a checklist of important items to ensure that the child restraint is properly installed.

The Virginia child restraint laws are provided as a quick reference guide for enforcement activities. 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

The current health pandemic still has limited most in person education activities in FY2022. Child Passenger Safety Training is administered by the DMV whose Occupant Protection Coordinator is charged with conducting the Standardized National Child Passenger Safety Technician Certification training classes, NHTSA renewal training, technician refresher training classes and Child Passenger Safety Special Needs training classes.

Three, 32-hour Child Passenger Safety (CPS) technician certification classes were conducted and resulted in 36 new certified child passenger safety technicians. A total of 36 of 37 participants for all classes successfully completed the course, which is a 97% passing rate: 59% of attendees were law enforcement, 8% were attended by fire and emergency medical services, 24% of attendees were from health services and 5% were civilians. Certification courses conducted were in Abingdon, Henrico County and Alexandria.

## Other Occupant Protection Educational & Outreach Projects

### Virginia Association of Chiefs of Police (VACP)



#### “Wear This, Not This” Poster Campaign

The VACP continued to offer the “Wear This, Not This” officer belt use poster campaign to Virginia law enforcement agencies. The purpose of the campaign is to remind officers to always wear their seat belts and to set a positive example for other motorists. The campaign includes posters showing an officer behind the wheel of a police vehicle wearing a safety belt juxtaposed with an image of a shrouded law enforcement badge — the

symbol of mourning for an officer lost in the line of duty. Agencies are encouraged to request a custom version of the poster showcasing their own officer(s) or to download and use any of the previously created versions of the poster to display in their facilities

### 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 also to amplify the posts of our traffic safety partners.

- For the Smart, Safe & Sober Facebook page, as of September 30, 2022, there are 578 followers.
- For the Smart, Safe & Sober Twitter account, as of September 30, 2022, there are 1,780 followers.

### Law Enforcement Symposium

The 2022 Law Enforcement Symposium hosted by VACP took place June 21-22, 2022 in

Wytheville, VA. There were a total of 32 attendees. Of those attendees, 28 were sworn law enforcement officers representing 19 law enforcement agencies in Virginia.

- Roanoke County Police Chief Howard Hall presented on “Law Enforcement Engagement in Traffic Safety Post-Police Reform”.
- Virginia Highway Safety Office personnel attended and spoke to the attendees about the DRE & ARIDE training programs and impaired driving enforcement and also gave an update on the highway safety grants.
- VACP Communications Manager Erin Schrad showcased the Smart, Safe & Sober website as a resource to the attendees and also gave a primer on using the VACP’s new online community portal.

### **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 Virginia State Police. This committee met in-person on May 18, 2022, hosted by Co-Chair Sheriff Dave Hines at the Hanover County Sheriff’s Office. Members discussed traffic safety challenges in the Commonwealth, including the rise in fatalities and injuries on our roadways, the changes to state legislation impacting the ability of law enforcement to enforce traffic laws, and manpower shortages affecting law enforcement services; received a presentation from the Virginia Highway Safety Office on the DRE/ARIDE program; and received an update from VDOT on a Speed Data Analysis project. The Committee also has ongoing discussions about traffic safety issues via email listserv.

### **Virginia State Police - Youth of Virginia (YOVASO) Speak Out About Traffic Safety**

In FY2022, YOVASO continued to fulfill its mission to engage, educate, and empower youth to influence a safe driving culture through leadership development and innovative outreach programs.

Virginia crash data for January 1, 2022 - September 30, 2022 shows a 15% decrease in teen driver-related fatal crashes vs the same period in 2021 (52 fatal crashes vs 61) with a 55% reduction in teen-involved distracted driving fatal crashes (5 vs 11) demonstrating positive improvements in risky driving behaviors by teens following the COVID-19 Pandemic when fatal crashes increased. However, speed-related fatal crashes increased by 3% (35 vs 34) and unrestrained deaths for teen drivers increased 16% (22 vs 19) demonstrating the need for continued focus on these high-risk areas.

The 2022 statistics for all teens aged 15-19 involved in crashes (drivers, passengers, pedestrians, bicyclists, etc) for the same period demonstrated decreases in crashes, injuries, and fatalities over the same time period in 2021.

- 29% decrease in teens involved in crashes (37,646 vs 52,686)
  - 30% decrease in teen fatalities (127 vs 182)
  - 27% decrease in teen injuries (11,015 vs 15,068)
- 
- During FY22, YOVASO focused its educational campaign initiatives on promoting seat belt use and preventing speeding among young drivers through peer-to-peer initiatives and social media outreach:

- The Fall 2021 Drive for Change Buckle Up, Slow Down campaign engaged 40 schools and youth groups in a statewide competition to increase seat belt use and influence teens to obey posted speed limits. From pre-campaign to post-campaign, seat belt use increased by an average of 6.53% at participating schools/youth groups based on seat belt surveys. Over 30,970 students were reached by school/youth group educational programs and 34,670 educational materials were distributed. In addition, social media messaging reached over 80,000 teens and local media aired 226 PSAs, reaching over 461,000 households with a population of 1 million. A Drive for Change, Buckle Up and Slow Down video was produced free of charge for TikTok that ran on the platform from September to December. It received 464,426 Impressions.
- The 2021 Holiday "Jingle Your Way to a Safe Holiday" social media campaign encouraged teens to develop creative jingles on buckling up and driving safely during the holidays. The jingles were aired on social media for public voting and the winning jingle was aired the week of Christmas and New Year's. The jingles reached 46,575 on Facebook, 525 on Instagram, and another 9.2 were reached through social media boosts.
- The Spring 2022 "Slow Down, Buckle UP, Arrive Alive" campaign focused on the high-risk warm weather period, including prom and graduation celebrations. From pre-campaign to post-campaign, seat belt use increased by an average of 7.6% at participating schools/youth groups based on seat belt surveys. 34 schools and youth groups participated, with 134 students leading peer-to-peer programs statewide. In person educational programs reached over 20,000 students with social media messaging generating 228,000 impressions on Facebook, 17.8K impressions on Twitter, and 112,484 reached on Instagram. Over 24,362 educational materials were distributed. A local TV Station produced 3 videos for TikTok, including a seat belt video, a distracted driving video, and a speed prevention video. The videos aired on TikTok from June through August and had 2,766,455 impressions. Additionally, the videos ran on the TikTok "Summer Makegood Campaign" and had over 1,361,207 impressions. The Distracted Driving Video was also posted to Instagram and received 2,225,078 impression. A local TV station ran free PSAs 520 times during June-August reaching over 461,000 households with a population of 1 million.
- The Fall 2022 Drive for Change Buckle Up, Slow Down campaign kicked off in September and will run through December. 58 schools and youth groups are participating in the statewide challenge to increase seat belt use among teens and prevent speeding. Two videos (one on seat belts and speeding and one on speeding) are airing on TikTok. For the month of September, the videos had 847,186 impressions. The PSAs are also airing on local TV stations at no cost.
- YOVASO also continued to partner with Virginia State Police and State Farm to provide teens with important interactive, hands-on programming, including Distracted Driving Simulators and ScanEd:Physics of a Crash.
- The Distracted Driving Simulators utilize troopers to accompany teens through a cones course in a low speed vehicle while teens are distracted by cell phones, loud music, teen passengers, etc. The course shows teens just how dangerous it is to drive distracted as each cone hit represents a person, a fixed object (tree, pole, mailbox, etc) or an animal. The troopers discuss motor vehicle risks throughout the course, including the dangers of being unrestrained, and always remind both drivers and passengers to buckle up in the simulator. YOVASO has secured 6 distracted driving simulators and trailers through State Farm Grants and local donations. In

addition, AAA Mid-Atlantic donated 1 simulator and trailer to the program, totaling 7 simulators based in each of the VSP Divisions statewide. This enables the program to be accessible to all schools and localities. Media Buy - Seat Belt/Speed Prevention Ad Placed on Tik Tok during June, July, August 2021.

1. Ads received 1,543,868 Impressions
2. WFXR/WWCW ran 505 free spots of the PSA during summer valued at \$54,325.00
- Virtual 6-Week Summer Leadership Series was held June 22-July 27, 2021 to replace the in-person Summer Leadership Retreat:
  1. 180 registered for the 6 week series, including 137 students and 43 adult sponsors.
  2. 94 Virginia schools participated
  3. 94% of participants rated the series as excellent or above
  4. 97% of participants responded the series provided them with new information on how to be safer drivers and passengers
  5. 97% of participants they planned to use the information learned to promote driver and passenger safety in their school and community.

### **Drive Safe Hampton Roads – Occupant Protection**

The COVID Pandemic has continued to impacted Drive Safe's ability to conduct programing. We did not see much improvement in teen seat belt use this past year. We are seeing a slow improvement in the number of schools participating in GIT. We also returned to in person kick off breakfast for the coming year. Our social media site use by the community has increased in the past year. Due to decreased programing this year it is doubtful we had much impact on occupant protection.

July 2022–Sept 27, 2022

**Website:** Users are down 38.5% from the previous quarter. The average number of pages viewed per session is up 9.09% and the average session duration is up 29.78.

**Facebook:** Engaged users are up 142% this quarter. Post impressions are up 161%, page /post engagement is up 208% and our post reach is up 221.

**GIT Facebook page** – Engaged users are down 20% this quarter. Post reach is down 47% and page/post engagements are down 44% for the quarter.

**Google Search Console:** 407 clicks (web) and 45K impressions (how many links to your site a user saw on Google Search results) for the quarter. Click thru rate is up 28.5% Top Page Performance Below.

**Twitter:** 47 % increase in tweet engagements, 213% increase in replies and a 58% increase in likes for the quarter, but also information on occupant protection to approximately 200 students.



**Instagram** – Impressions are up 2%, engagement rate is up 1% and likes are up 6%

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

This year’s efforts included:

- the training of 59 staff in our Advocacy class, NICU class, and/or spica cast car seat evaluations. We are slowly increasing our classes as able since the pandemic stoppage.
- CHKD participated in one of two planned special needs training classes. The special needs training was not met as it was taught one time only due to the pandemic. CHKD participated in one CPST training class.
- CHKD completed 252 evaluations.
- CHKD distributed 162 standard car seats to identified families in need, either during an evaluation or through our distribution program.
- Four seat checks at CHKD offices and offer appointments as available as options for families in their service area. CHKD continued to do one on one education when delivering or loaning special needs equipment.

CHKD participated in increasing public awareness of CPS. Community events still hampered due to pandemic. CPS handouts and posters were provided for CPS week to be set out for parents at pediatrician and therapy offices. Website materials are kept up to date. Community events are slowly restarting, One community education event/car seat check with a local auto dealer was conducted. We did CPS week handouts, web and social updates.

This program has enabled CHKD to greatly impact their ability to have a positive effect on the safe transportation of many children in the community.

### **Eastern Virginia Medical School – “Boost ‘em in the Back Seat”**

This project was focused on two broad aims: promoting child and teen occupant protection, and creating and disseminating new creative assets, including a shorter version of the Boost ‘em in the Back Seat Video. Based on feedback from parent groups, a shorter (2-minute) version of the original video still including our unique narrative style and call to action was needed. The team also continued our focus on promoting child and teen occupant protection via community outreach, strategic partnerships, social media engagement, paid online advertising, and the release of new educational content.

In order to create a shorter version (2-minute) of our award-winning video, our CarSafetyNow team launched an RFP call and ultimately accepted the bid from the original producers of the 4-minute video, JPIXX. We analyzed parent feedback we received on the perceptions of the first video. Parents found the storytelling approach of the video impactful. However, parents suggested shortening the video by excluding certain subject matter experts, shortening the introduction, and simplifying medical dialogue. Our team worked with JPIXX to use the original footage and produce not only a shorter 2-minute version but also an additional 15 second video to be used for social media and Over The Top/CTV platforms, as our previous 30 second video was too long for some placements and past media partners had suggested a 15 second version would be very useful. In addition to English language videos, we worked with JPIXX to create Spanish language versions. With the translation assistance from bilingual members of the EVMS community, we were able

to translate the script for the shorter versions. Multiple versions of the videos (English and Spanish) in many lengths (4-minute, 2-minute, 30-second, 15-second) are now available on YouTube and embedded on our website at [www.carsafetynow.org](http://www.carsafetynow.org) for download or streaming.

In order to disseminate the shorter versions of the video as well as the newly revamped and consolidated website and other creative assets, we worked with Otto Creative Marketing following a competitive bid process to plan a 6-week ad campaign. The campaign was timed to include Child Passenger Safety Week, from August 22 – September 30, 2022, with ads placed on (OTT) Over-The-Top/CTV streaming, Google display, Google PPC, Facebook/Instagram, and YouTube. The goal of the ad campaign was to build awareness of Car Seat Safety within the local Designated Market Area (DMA) for Greater Hampton Roads. The primary 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 reach the target audience (adults ages 25 – 49 with children ages 5 – 11) and drive traffic to the website and take the safety belt fit test. The campaign delivered 2.5 million impressions, 363,967 video views, and outperformed typical industry standards with some platforms delivering a 96% video completion rate and 16% click through rate to website. Website traffic increased 989% compared to the previous 6 weeks. Google CTR is almost double the result from last year and triple the result from the first year of the campaign. Social media placements continued to outperform industry averages this year. See media report for full details.

During this grant year, the CarSafetyNow team developed ongoing social media reach to a wider/national audience with almost daily educational posts and interactions with online safety partners particularly on Twitter. The team developed and shared DMV approved messaging on Facebook and Twitter as well as continuing to share and promote messaging from trusted safety partners both regionally and nationwide. Because of this, the CarSafetyNow team was able to distribute our new short-form video to a wider audience, supporting the work done by Otto in the advertising buy.

We continued outreach through strategic partnerships with local community organizations and those focusing on children and teens such as Drive Smart VA, Get It Together, Drive Safe Hampton Roads, Minus 9 to 5, and the Consortium for Infant and Child Health. We also continued outreach and interaction with the broader online traffic safety community including Safe Kids, SADD, AAA, VADETS, Drive Safe Kansas (KDOT), WhatsYourGamePlan, SAFE Kansas, Teens Learn To Drive, Teens For Safety, and many others.

The research team has also developed a Graduated Driver's License infographic, which is nearing completion. Parents/caregivers of teens do not always understand the process, rights and responsibilities for both their teen drivers and themselves. The infographic includes information specific to our Commonwealth's process. Once completed and reviewed by DMV, we plan to add the completed graphic to our CarSafetyNow.org website as an additional resource for teens, parents, and professionals.

Throughout the course of this grant year, the CarSafetyNow.org team has promoted child safety through both our established online presence and new partners locally, regionally, and nationally. Dr. England has spoken to safety partners at Drive Smart Virginia's Distracted Driving Summit about our InControl programming addressing teen distracted driving. We engaged with our partners at this event and were able to distribute our resources, in person, to a wider audience. We have continued to refine our website and

keep all resources up to date and available in the most usable formats. Our website had 21,382 visits this year and was viewed in every state in the US and 97 countries. This year, 2,671 educational materials were downloaded from the website. Additionally, 378 people have taken the safety belt fit test, of which only 107 (28%) passed. The new short versions of the videos had 109,402 organic (unpaid) views since upload in mid-August, in addition to the 363,967 views with the marketing campaign. Our original Boost 'em in the Back Seat video continues to be popular with an excess of 23 million views. Our team has continued their presence and involvement with local and regional groups such as Drive Safe Hampton Roads and the Get It Together program.

### **DRIVE SMART Virginia (DSV) – Occupant Protection**

Staff delivered in-person trainings and webinar trainings virtually at workplaces, to employers and employees. Instead of conducting outreach and having signage at sporting events, messaging was delivered through webpages, radio spots, live streaming events, social media posts, and e-newsletters. We were able to develop, print, and ship occupant protection materials to locations across Virginia throughout the year.

During the 2021-22 grant year, DSV has reached over 160,000 people through community partnerships, 50,000 through the website, over 30,000 people through the social media followers, over 384,000 through social media impressions/views, 20,000 people through materials distributed, and over 12,000 people through email/newsletters, and over 62,000 at presentations and outreach events totaling over 718,000 people reached with occupant protection messaging this grant year.

During the grant year, DRIVE SMART Virginia had 165 orders for occupant protection and shipped over 20,000 materials across Virginia.

The printed materials and toolkits are used by many of our established partners. DRIVE SMART Virginia has continued to strengthen existing partnerships while forging numerous new partnerships during this year.

DRIVE SMART Virginia's Facebook page had a total reach of 612,293.

DSV's Twitter account had 13,583 followers, adding 110 followers during this quarter and 923 followers were added over the grant year. 153 tweets were posted during the fourth quarter with 320,700 impressions and 1,476 tweet engagements.

The Love Clicks Instagram post campaign ran from September 21-30 and the results are as follows:

- 79,168 reached
- 646 post engagements

The second channel used to communicate is sending newsletters to our contact list. DSV maintains a list of contacts in Mailchimp, with 14,138 contacts, which added 5,121 contacts over this grant year. Monthly newsletters are sent out to a select group of about 190 partners and those emails are focused on delivering a traffic safety message in the community or workplace. A quarterly newsletter focused on the rise in traffic fatalities was sent to the entire Mailchimp contact list in July and saw about a 20% open rate.

The third communication channel is the DSV website. We update and provide meaningful educational information and tools online through the DSV website. This includes a Love

Clicks/Occupant Protection online toolkit. The toolkit webpage received 299 page views during the fourth quarter. According to Google Analytics, the DSV website had 5,916 users this quarter, 89.5% of which were new users. There were 10,780 page views with an average of about 1:09 minutes spent for each session. The top five most visited pages on the site during the fourth quarter were the landing page, Phone Down Law page, Distracted Driving Summit page, DSV Annual Report, and the online store (materials order) page.

DRIVE SMART presented, conducted outreach, and provided training at various events throughout the year. Staff focused on reaching a more underserved and diverse audience. DSV conducted 63 events and had a total reach of over 62,800.

## 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 impaired driving. Data is essential in assisting Virginia to identify and plot the geographical locations where impaired driving is most prevalent, and to help allocate program resources and funding. The data also assists to identify repeat offender and youth-alcohol issues to facilitate focusing the use of funds for specific initiatives. Section 402 funds were used to make many progressive improvements in detection, prevention, enforcement and treatment for impaired drivers. Virginia also qualified for Section 405 alcohol incentive grant funds as a low fatality rate state. Virginia expended approximately \$88,794 of its Section 402 funds and \$3,770,134 of its Section 405d funds on alcohol selective enforcement and alcohol-related education, programs and training. Virginia, also, expended approximately \$9,238,158 of its Section 154 funds on alcohol-related activity, including selective enforcement, equipment and media campaigns, and a DUI Task Force in Northern Virginia. 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. Major partners in Virginia are Virginia State Police, local law enforcement, the Virginia Association of Chiefs of Police, the Virginia Sheriff's Association, the Automotive Coalition for Traffic Safety, the Department of Alcoholic Beverage Control (ABC), Washington Regional Alcohol Program (WRAP), Mothers Against Drunk Driving (MADD), Students Against Destructive Decisions (SADD), AAA Tidewater and AAA Mid-Atlantic.

**Goal C-5:** Decrease **alcohol impaired** driving fatalities 2 percent from 244 (2016-2020 rolling average) to 240 (2018 - 2022 rolling average) by 2022.

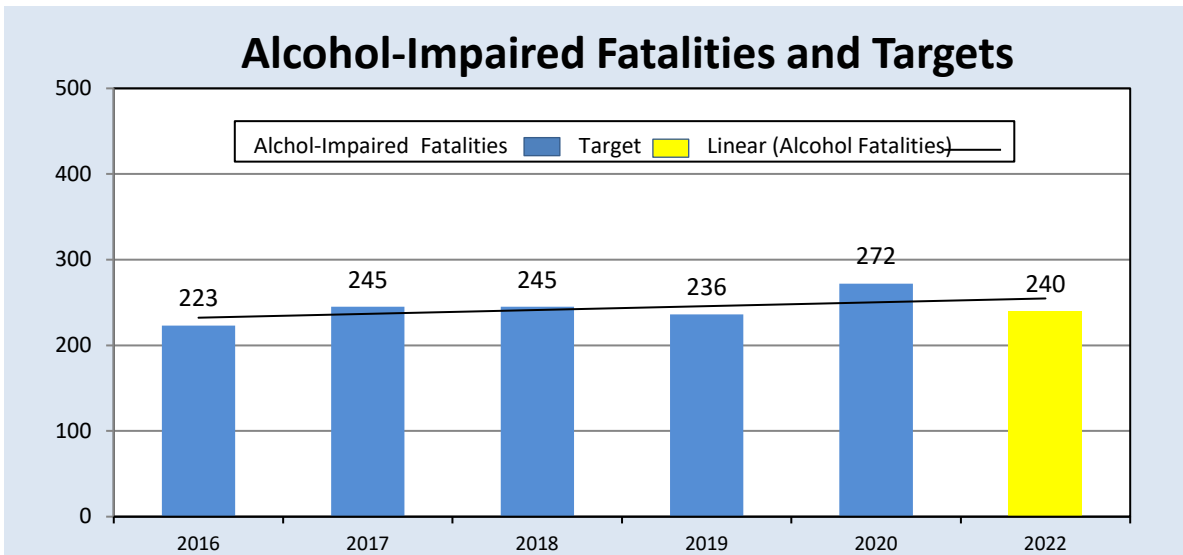
**Performance** - Virginia's 5-year average (2017-2021) was 252 and FY22 target is 240. Virginia is not on track to meet its target. 2022 preliminary alcohol-impaired driving fatalities data is not yet available from NHTSA. 2022 preliminary alcohol-related fatalities was 206 (Data Source: TREDIS – Traffic Records Electronic Data System).

Alcohol Impaired Driving Fatalities (FARS)	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	240
	205	223	245	245	237	286	247	

Note: 2020 calendar year base data was used to calculate the 2022 target (TREDS).

Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.

DUI/DUID Convictions							
Category	2015	2016	2017	2018	2019	2020	2021
Under age 21	1,006	652	439	527	490	383	401
Adults	19,762	19,273	18,262	19,259	18,152	13,722	15,576
Unknown	0	0	0	4	6	0	11
Total	20,768	19,925	18,701	19,790	18,648	14,105	15,988



Justification: Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average linear trend line that projected a 2 percent reduction in alcohol-impaired fatalities as a more achievable target than the annual or the 3-year rolling average projections.

Note: Virginia also tracks fatalities because of traffic crashes involving any driver(s) indicated as drinking by the police officer or with any positive BAC.

## Strategies and Accomplishments

1. 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. **(CTW, Chapter 1, Section 5.2).**

This statewide, DUI prevention paid advertising campaign, operated by the Washington Regional Alcohol Project, coincided with the increased enforcement surrounding the national Drive Sober or Get Pulled Over mobilization from Labor Day through New Year's Eve. The advertising campaign will follow NHTSA's guidelines and supported high visibility enforcement to decrease drunk driving. The primary focus was 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. For FY2022 WRAP transitioned from using the Checkpoint Strikeforce tagline to the national tagline of Drive Sober or Get Pulled Over. For FY2022 an estimated reach of over 8 million people through print and broadcast coverage for the Drive Sober or Get Pulled Over campaign through paid advertising in the form of all types of television, online, digital, and social media.

2. Conduct the statewide Drive Sober or Get Pulled Over (DSOGPO) DUI prevention paid advertising campaign, led by the Washington Regional Alcohol Program 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).**

This statewide DUI prevention paid advertising campaign is managed by the Washington Regional Alcohol Program and coincides with the increased enforcement surrounding the national Drive Sober or Get Pulled Over mobilization from Labor Day through New Year's Eve. The advertising campaign follows NHTSA's guidelines and supports high visibility enforcement to decrease drunk driving. The primary audience is 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. To reach this audience, paid advertising is placed in the form of all types of television, online, digital and social media and radio. An evaluation survey is part of the campaign to measure effectiveness and better target audiences that aren't getting the message. To support the campaign, DMV's Communications Office posts the messaging created for the paid advertising campaign, and other anti-impaired driving messages, on owned media sites throughout the campaign. The purpose is to remind the target audience and the rest of the public to plan ahead and designate a non-drinking driver before going out.

During the Drive Sober or Get Pulled Over national campaign conducted August 17 through September 5, 2022, Virginia had 93 agencies indicating their participation. The chart below provides an overview of the activities entered through TREDIS during the campaign.

<b>Citation Type</b>	<b>Citations Written</b>
Total Adult DUI/DUID Arrests:	249
Total Safety Belts Citations:	328
Total Child Restraint Citations:	82
Total Juveniles Cited for Underage Drinking Violations:	8
Total Juveniles Arrested for Zero Tolerance(DUI):	0
Total Stolen Vehicles Recovered:	55
Total Felony Arrests:	425
Total Weapons Seized:	65
Total Fugitives Apprehended:	0
Total Suspended / Revoked Licenses:	404
Total Reckless Driving Citations:	844
Total Uninsured Motorists:	161
Total Speeding Citations:	4377
Total Drug Arrests:	142
Total Open Container Citations:	39
Total No Operators License:	682
Total Other Arrests, Citations and Warnings:	5810
<b>Total Arrests, Citations and Warnings:</b>	<b>13671</b>

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

Virginia DMV provides grant funding to law enforcement agencies across Virginia for selective enforcement operations focusing on highway safety areas such as impaired driving, occupant protection and speed. The following data represents the DUI/DUID arrests, and checkpoints and saturations patrols for FY2022.

<b>Area</b>	<b>DUI/DUID Arrests</b>	<b>Checkpoints/ Saturation Patrols</b>
<b>Bristol</b>	65	1,702
<b>Fairfax</b>	362	2,298
<b>Portsmouth</b>	122	742
<b>Richmond</b>	287	4,547
<b>Roanoke</b>	95	922
<b>Staunton</b>	87	623
<b>Virginia State Police (Statewide)</b>	77	2,400
<b>Total</b>	1095	13234

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

One DUI task forces remain operational in the Commonwealth in Northern Virginia, the Fairfax County Police Department DUI Task Force. They have been operational from



fiscal years 2017 to 2022. The task force's operation covers eight substations throughout the county. In FY22, the task force conducted 762 saturation patrols and 13 checkpoints that resulted in 159 DUI/DUID arrests.

5. To increase the number of SFST Instructors in the Commonwealth by 15 percent from 192 to 225. (CTW, Chapter 1, Section(s) 2.3). Continue the Standardized Field Sobriety Test (SFST) program to ensure there are properly trained SFST Instructors to implement the SFST Curriculum and SFST Refresher courses in each academy. Hold Instructor Development trainings, Refresher trainings, ensure all materials are up to date, and disseminated. To continue to expand the Standardized Field Sobriety Test (SFST) instructor database.

The Standardized Field Sobriety Testing (SFST) Instructor Training Program goal is to ensure there are properly trained SFST Instructors to implement the SFST Curriculum and SFST Refresher courses in each academy. The SFST coordinator held 5 Instructor Development trainings and 2 SFST refresher trainings throughout the grant year to maintain a feasible number of active SFST Instructors. Additionally, all materials are up to date and were disseminated upon request. Through the five SFST Instructor Development Course classes held there with 33 attendees passing the course. Two SFST refresher courses were held with 41 students. There are 226 SFST instructors in Virginia.

6. **Conduct 6 youth peer-to-peer educational programs to focus on the Zero Tolerance as it relates to youth and illegal substances. (CTW Chapter 1, Section(s) 6-5, 7.3)**

YOVASO's Winter/Holiday Safety Campaign was a call to action campaign during the high-risk holiday period to prevent alcohol impaired/drugged driving. In addition, the campaign encouraged seat belt use and safe driving and educate teens on inclement weather driving. This campaign had 27 schools and youth groups participating. 8,570 educational materials were distributed. There as a jingle contest with 11 entries received. In addition, there was media and social media outreach with 46,575 reached on Facebook during campaign period, 525 reached on Instagram, 9.2K reached through paid boosts for jingles, 16.K paid impressions, 3 live interviews held on WFXR to announce contest, discuss safe driving/celebrations, and announce winners of jingle contest.

There was also the Spring/Summer Safety Campaign with a call to action during high-risk spring/summer period and prom/graduation/summer break to prevent such risky behaviors as impaired driving, speeding, and distracted driving; and promote seat belt use. 34 schools and youth groups participated and 134 student leaders planned and led the peer-to-peer campaign in their schools and youth groups. The reach during this campaign included 11,561 students reached, 4,686 completed a hands on activity or program, 228,002 impressions received on Facebook messaging, 17.8K impressions received on Twitter messaging, 112,484 reached via Instagram messaging and 24,362 educational materials were distributed

Mini Traffic Safety Campaigns. Focusing on high-risk holidays such as Halloween and top risk factors was conducted. The Halloween campaign had 36 schools and youth groups participating, 6892 educational materials distributed and live interviews with local TV stations with discussion on safe driving/celebration tips for teens.

Middle School Campaigns developed for middle school to help youth establish safe behaviors and attitudes prior to the driving years. The focus was on Zero Tolerance, passenger safety and passenger rights, pedestrian, and bike safety. 9 middle schools participated between the Arrive Alive campaign and Drive for Change campaign.

Virginia Association of Driver Education and Traffic Safety (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 impaired driving. The campaign has two audiences – youth and parents. The youth social media campaign works to increase peer-to-peer youth social norming of alcohol-free lifestyles and provides educational support to keep them safe on the road ahead. The parent media education campaign works to educate caregivers about the consequences of social hosting and enabling of underage drinking and impaired driving. To reach those audiences, the campaign has three components, Youth Social Media Campaign, Youth Social Media Engagement, and Parent Media Education. The youth social media campaign had 2,644,649 impressions for the campaign year. There were 295,800 impressions from the student lead Twitter chats.

- 7. Conduct two Advanced DUI Training for Law Enforcement and Prosecutors that includes 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)**

During FY2022 the Commonwealth Attorney Service Council (CASC) conducted 2 Advance DUI trainings and 4 DUID trainings for law enforcement and prosecutors.

- 8. Conduct annual law enforcement DUI conference to inform attendees including officers, prosecutors, magistrates and other partners. The conference provided a forum for participants across the state to receive valuable information on legislation, current impaired driving issues and successful programs that affect traffic safety in Virginia. (CTW, Chapter 1, Section(s) 1, 2, 3)**

The annual DUI conference was not held in FY22 however DUI is one of the tracks for the Highway Safety Summit. The sessions for the 4Ds (Drunk, Drugged, Distracted and Drowsy) track included presentations such as Medical Conditions that Mimic Impairment, Strategies and Technologies to Prevent Drunk and Drugged Driving, and Ignition Interlock Circumvention. Through the summit there were over 200 attendees to include law enforcement.

- 9. Conduct virtual training sessions for VASAP 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)**

During the fourth quarter of FY2022 VASAP held their annual training conference from August 15-16. Session topics included current Alcohol and Other Drug Trends, Review Ignition Interlock Circumvention, Overview of Alcohol Use Disorder Medication, Driver Alcohol Detection System for Safety (DADSS), as well as other session topics. Evaluations provided positive feedback.

10. 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**).

The annual judicial conference was not held in FY22. However, conversations were held with the Judicial Outreach Liaison (JOL) and DMV on options to hold the conference for the judicial system. Our JOL was completing a survey to determine the best method to be able to provide conference to the judicial system. Conversations are continuing as we make plans to hold in FY2023.

11. **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 DFS provide real-world knowledge related to breathe alcohol instrument operation. (CTW, Chapter 1, Section(s) 2.3)**

During FY2022 the Department of Forensic Science (DFS) Breath Alcohol Section conducted a total of 45 basic breath alcohol classes were conducted with 673 officers trained. There were 17 instructors through the Instructor Recertification Course.

12. **Coordinate with the Judicial Outreach Liaison to work with the Virginia Supreme Court to assist with information dissemination and to establish a point of contact between the Highway Safety Office and the judiciary. (CTW, Chapter 1, Section(s) 3.1, 3.2, 3.4)**

The Supreme Court of Virginia completed its sixth year with the Judicial Outreach Liaison (JOL) program. Over the year, Retired Judge Wilkins continued to build the JOL program and become familiar with the successes and concerns of the judicial system in Virginia as it relates to highway safety. Throughout the grant year, Judge Wilkins attended the JOL meeting in Nashville, TN. Mandatory Judges Conference, Supreme Court of Virginia Specialty Docket Conference, and the Virginia Highway Safety Summit. Communicated with the judges concerning speeding during Covid19. Forwarded NPR article on passive alcohol detection equipment, especially DADSS, to ABA and NHTSA staff, all RJOLs and SJOLs. Retired Judge Wilkins surveyed District Judges as to preferences of the Judicial Conference being in person or virtual and laid groundwork for in person Judicial conference in FY2023.

13. **Conduct 3,000 Alcohol Compliance Checks, to be completed by the Virginia Department of Alcoholic Beverage Control (ABC) (CTW, Chapter 1, Section 6.3).**

During FY2022 2193 Alcohol Compliance checks were conducted by Virginia ABC. Of this 1876 checks were completed with a compliance rate of 86%.

14. Conduct at least two sports related outreach efforts to data based high-risk populations. (**CTW, Chapter 1, Section(s) 2.1, 2.2, 2.3, 2.5, 5.2**).

During FY2022 Drive Smart Virginia's Who's Your Driver (WYD) and What's Your Game plan (WYGP) programs reached over 2.5 million people through sporting partnerships, 40,000 through the website, over 30,000 people through the social media followers, over 3 million through social media impressions/views, 3,400 people through materials distributed, and over 12,000 people through email/newsletters, and over 62,000 at presentations and outreach events totaling over 5.5 million people reached

with impaired driving messaging. Sports partnerships were with Richmond Raceway, Langley Speedway, South Boston Speedway, Norfolk State University football, Virginia Union University football, Virginia Tech football, University of Virginia football, Virginia Commonwealth University basketball and Richmond Flying Squirrels baseball.

15. To continue to promote consumer awareness and acceptance of the Driver Alcohol Detection System for Safety (DADSS). To have the DADSS team to support at least 15 events to advance consumer acceptance. (CTW, Chapter 5)

The DADSS team attended the Virginia Beach Neptune Festival Sept. 24-26, 2021, to showcase the VP-1 demonstration vehicle. The Event Report was planned for submission to the VA DMV in early October 2021. DADSS leadership presented at the Volkswagen Group of America (VWGoA) and the Greater Washington Urban League (GWUL) Future Leaders in Mobility Program in Herndon, Va. The event focused on teaching students about the range of career opportunities in the automotive industry, including those related to the DADSS program. The DADSS team presented at a virtual Virginia Driver's Education and Traffic Safety event on Oct. 1, 2021.

16. 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 their training will be an extremely valuable tool in combating the adverse impact of drug- and alcohol-impaired driving in our Virginia communities. To have at minimum 65 certified DREs. **(CTW, Chapter 1, Section 7.1).**

The Drug Evaluation and Classification (DEC) Program, also known as the Drug Recognition Expert (DRE) Program, is a national program and has received national acclaim for its success in identifying the drug- impaired driver. Officers trained as drug recognition experts (DREs) are frequently called upon to differentiate between drug influence and medical and/or mental disorders. Their training is an extremely valuable tool in combating the adverse impact of drug- and alcohol-impaired driving in Virginia. Virginia has 58 DREs, up from 21 in 2020. Six of the 58 DREs are certified instructors. There are an additional 3 apprentice instructors. The current 58 DREs cover most of the Commonwealth and represent Dickenson, Buchanan, Russell, Tazewell, Wise, Washington, Rockingham, Chesapeake, Henry, Gloucester, King George, Amherst, Albemarle, Galax, Bedford, York, Alexandria, Williamsburg, Isle of Wight, Newport News, Virginia Beach, Suffolk, Fairfax, Martinsville, Roanoke, Frederick, Winchester, Alexandria, Stafford, Albemarle, Amherst, Radford, Blacksburg, Salem, Henrico, Culpeper, Chesterfield, Hanover and Mecklenburg. The 2022 DRE school was held May 16-27, 2022 with field certification held June 19-26, 2022. During FY2022 an Instructor Development Course was held and 4 DREs attended the annual International Association of Chiefs of Police Virtual Training Conference on Drugs, Alcohol, and Impaired Driving.

17. 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).**

The Advanced Roadside Impaired Driving Enforcement (ARIDE) training was created to address the gap in training between the Standardized Field Sobriety Testing (SFST) and the Drug Evaluation and Classification (DEC/DRE) Program. ARIDE courses held throughout the grant year train law enforcement officers to observe, identify and

articulate the signs of impairment related to drugs, alcohol, or a combination of both to reduce the number of impaired driving incidents and crashes that result in serious injuries and fatalities. ARIDE courses also educate other criminal justice professionals (prosecutors, toxicologists, and judges) about the signs of impairment related to drugs, alcohol, or a combination of both, to enable them to effectively work with law enforcement to reduce the number of impaired driving incidents. During FY2022, ARIDE 13 courses were held. In total, 350 officers were trained in ARIDE in FY2022.

18. Highway Safety Program Recruiter to recruit new and effective partners that will ensure our alcohol impaired driving program is reaching to diverse communities and to ensure equity is at the forefront for the program as we work to decrease alcohol related fatalities. This will allow for us to bring new community partners to the table.

The position was not filled in FY2022.

# Speed Program (Core Outcome Measure C-6)



## Overview of Programs, Projects and Activities Funded

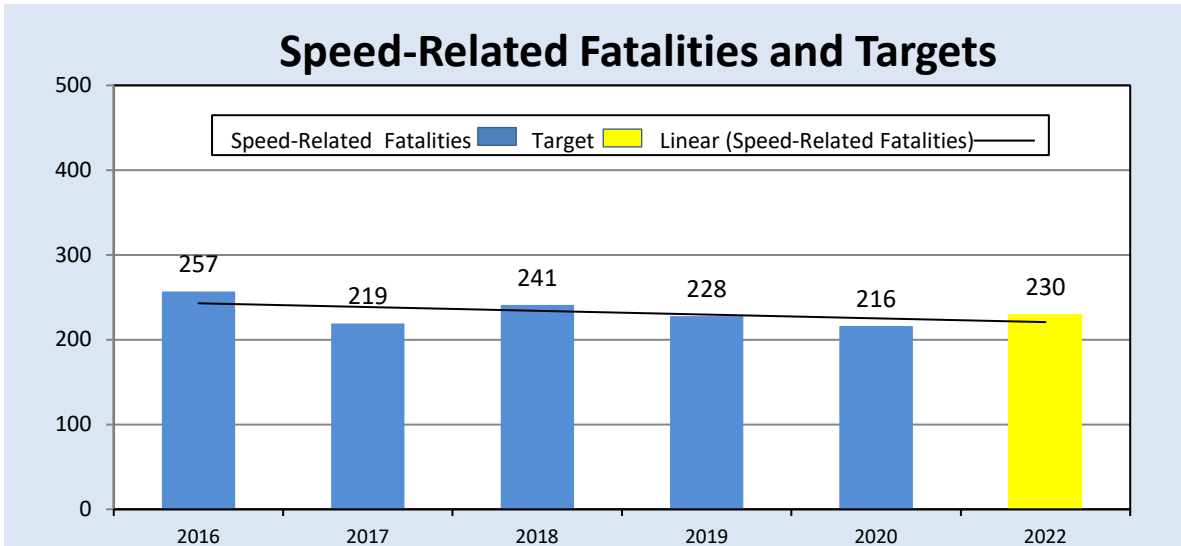
Speed continues to be the number one cause of crashes and motor vehicle fatalities in Virginia. Virginia expended approximately \$2,265,740 of its NHTSA 402 funds on speed-selective enforcement and equipment.

**Measure (C-6):** Reduce **speed-related** fatalities by 1 percent from 232 (2016-2020 rolling average) to 230 (2018 - 2022 rolling average) by 2022.

**Performance** - Virginia’s 5-year average (2017-2021) was 252 and FY22 target is 230. Virginia is not on track to meet its target. 2022 preliminary speed-related fatalities was 372 (Data Source: TREDIS – Traffic Records Electronic Data System).

Speed Related Fatalities (FARS)	Baseline Data							2022Target
	2015	2016	2017	2018	2019	2020	2021	
	323	257	219	241	228	260	312	230

Note: 2020 calendar year base data was used to calculate the 2022 target. 2021 is preliminary FARS data. \*Beginning in 2016, Virginia has added the “Driver Speeding Contributes to Crash” field to capture the speeding-related fatality data that met the NHTSA/FARS requirements. Therefore, Virginia has used the 2016-2020 data from FARS to calculate our speed-related fatality target.



Justification: Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average linear trend line that projected a 1 percent reduction in speed-related fatalities as a more achievable target than the annual or the 3-year rolling average projections.

### Strategies and Accomplishments

1. Conduct a minimum of 600 local high visibility speed selective enforcement mobilizations/patrols (CTW, Chapter 3, Section(s) 2.2, 2.3

For FY2022 all operations were geared toward identification and apprehension of motorists operating a vehicle above the posted limit and/or in a reckless or aggressive manner. There were 141 speed-selective enforcement grant projects funded for local law enforcement agencies across the Commonwealth. These sustained high visibilities enforcement projects focused mainly on interstate, primary and secondary roads.

In addition, impaired drivers and violations of the seat belt laws are often identified when law enforcement officers stop drivers for speeding. Therefore, speeding citations written during other types of selective enforcement efforts reinforced the perceived risk of consequences for failure to obey speed limits.

During all grant funded selective enforcement activities for FY2022, 50,192 speed-related citations were written by Virginia law enforcement officers.

Local enforcement officers conducted 8467 selective enforcement speed saturation patrols which resulted in 42,491 speeding citations

2. Conduct a minimum of 875 focused, speed operations lead by Virginia State Police (CTW), Chapter 3, Section(s) 2.2, 2.3

Virginia State Police conducted 1265 selective enforcement speed saturation patrols which resulted in 7,701 speeding citations.

3. 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

Developed and shared speed related messages with our partners and communities. In continuing of our “Right Now” communications to our partners we sent out a speed “Right Now” communication in February 2022. The communication provided crash data and resources to educate their communities. The resources included the following:

[Towards Zero Deaths-Aggressive Driving](#)

[National Highway Traffic Safety Administration \(NHTSA\) Risky driving-speed](#)

[Traffic Safety Marking-Obey The Sign Or Pay The Fine](#)

[Traffic Safety Marketing- Stop Speeding Before It Stops You](#)

[Youth of Virginia Speak Out Drive for Change: Buckle Up & Slow Down Campaign](#)

In July 2022 we distributed a mass email to all partners with the NHTSA “Speed Wrecks Lives” campaign. The campaign ran July 20, 2022 through August 14, 2022. We invited our partners to help us save lives by joining us in sharing the campaign materials, which NHTSA has re-tagged for Virginia, across your social media platforms. Many of our partners share the creatives on their social media platforms to reach our citizens about slowing down. An example of our partners sharing this campaign is noted below.



It doesn't matter when or where — speeding is always unsafe.

In FY2022 for our Local Heroes media campaign, a speed tag line was added to the occupant protection message of Local Heroes. The localities that participated in Local Heroes included Frederick, Shenandoah, Rockingham, Augusta, and Rockingham. The campaign ran from August 1-31, 2022. The campaign was focused on men ages 18 to 35. Through this media campaign the occupant protection and speed message had more than 13.2MM impressions. We developed our first “Safe Driving is Something We Can All Live



With” video series statewide campaign. One of the videos of this series focused on slowing down, [“Don’t Go Too Fast”](#). The series included the speed message digital creative performed at or above benchmarks, and cable and GSTV over delivered. The top Premium Sports placements included ESPN, FS2, Stadium, Outdoor Network, Tennis Channel, Eleven Sports, MLB Network, NFL Network. The series delivered more than 9.4MM impressions.

# Motorcycle Safety Program Core Outcome Measures (C-7 and C-8)

## Overview of Programs, Projects and Activities Funded

The Commonwealth of Virginia continues 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 23 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. As illustrated in the chart below, there has been a steady increase in motorcycle classifications. The VRTP continues to make strides in student training and awareness and maintaining a low incidence of impaired motorcyclists. Approximately 10,985 students were trained during the FY2022 grant year. The impacts of the pandemic continued in FY2022 with one licensed site closing and one licensed site not starting operations till next year.

92 percent of the total students passed the course, 5% did not pass and 3% withdrew from the program. Five percent (2,603) of the total trained motorcyclists were involved in a crash after passing the course. The trained motorcyclist were contributed to the crash 53 percent of the time with the top driver’s actions of fail to maintain control of motorcycle, following too close and speed.

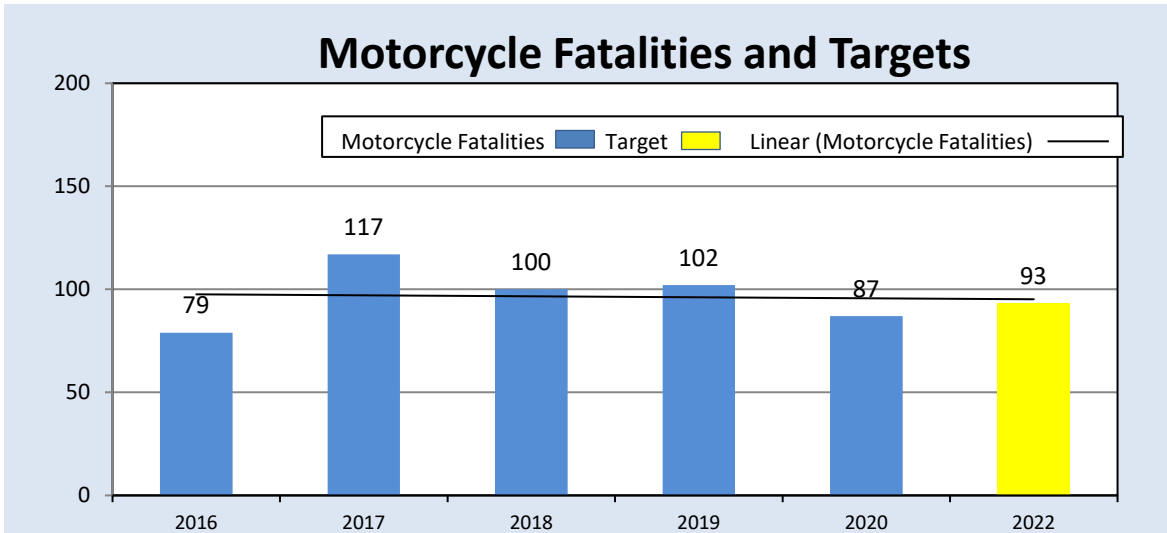
There were no 402 funds expended in FY2022; however, \$81,788 was expended in 405d flex funds and \$98,868 in 405f funds was expended on motorcycle safety, awareness and paid media activities.

Measure C-7: Decrease **motorcyclist** fatalities by 4 percent from 97 (2016-2020 rolling average) to 93 (2018 – 2022 rolling average) by 2022.

**Performance** - Virginia’s motorcyclist fatalities was 104 (5-year average 2017-2021) and FY22 target is 93. Virginia is not on track to meet its target. 2022 preliminary motorcyclist fatalities was 100 (Data Source: TRENDS – Traffic Records Electronic Data System).

Motorcyclist Fatalities (FARS)	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
	79	79	117	100	102	101	102	93

Note: 2020 CY base data was used to calculate the 2022 target. 2020 is TRENDS data.



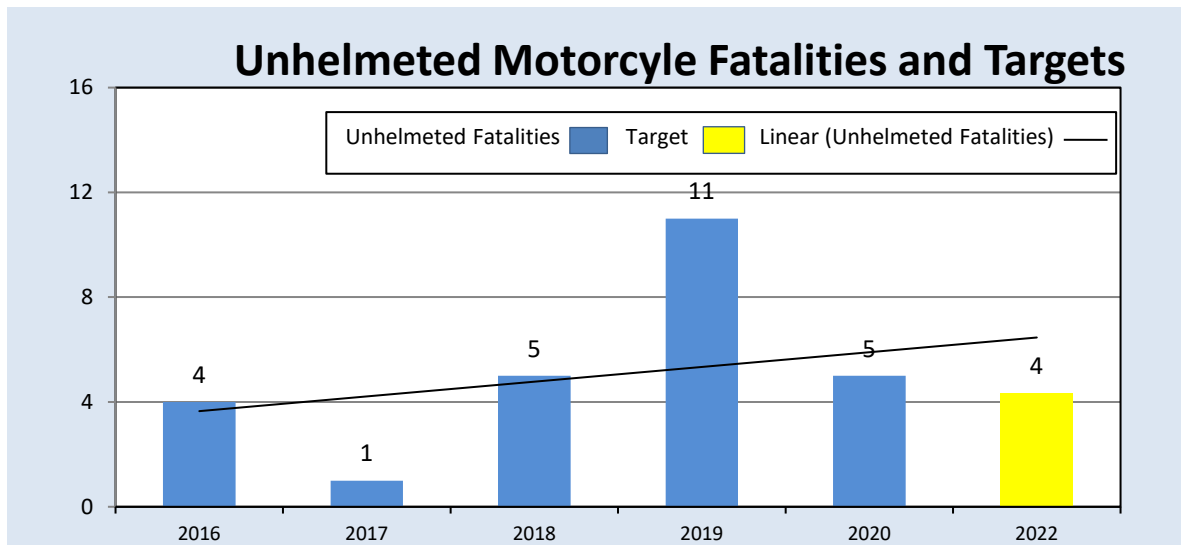
Justification: Virginia conducted trend analyses based on annual data, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average and chose a 4% reduction from the 5 year-rolling average (2016-2020). Virginia chose this as a more achievable target than the actual number or 3-year rolling average projections.

Measure C-7: Decrease **unhelmeted motorcyclist** fatalities 20 percent from 5 (2016-2020 rolling average) to 4 (2018 – 2022 rolling average) by 2022.

**Performance** - Virginia’s unhelmeted motorcyclist fatalities was 6 (5-year average 2017-2021) and FY22 target is 4. Virginia is not on track to meet its target. 2022 preliminary unhelmeted motorcyclist fatalities was 3 (Data Source: TREDS – Traffic Records Electronic Data System).

Unhelmeted Motorcyclist Fatalities (FARS)	Baseline Data						2022 Target	
	2015	2016	2017	2018	2019	2020	2021	4
	3	4	1	5	11	7	6	

Note: 2020 calendar base year data was used to calculate the 2022 target. 2020 is TREDS data.



Justification: Virginia conducted trend analyses based on annual data, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average and chose a 20% reduction from the linear projection. Virginia chose this as a more achievable target than the actual number or 3-year rolling average projections.

### Motorcycle Crashes and Injuries

Year	2014	2015	2016	2017	2018	2019	2020	2021
Crashes	2,005	2,061	1,919	2,119	1,792	1,960	1,827	2,048
Injuries	1,778	1,776	1,680	1,794	1,495	1,638	1,506	1,682

### Number of Virginia Licensed Drivers with a Motorcycle Classification

Calendar Year	Motorcycle Classifications
2016	421,309
2017	423,088
2018	423,347
2019	422,782
2020	418,366
2021	424,533

## Strategies and Accomplishments

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

Our FY2022 motorcycle safety media campaign used the creatives created in FY2020 “Roll with the Proper Gear” with both young sport bike riders and mature motorcyclists being the focus of the campaign. The geographical locations of focus for the campaign included Roanoke, Portsmouth, and Richmond regions. The campaign encourage motorcyclists to ride safely and to wear proper riding gear. The campaign delivered more than 4.5MM impressions with 1.3MM of those being added value. For the media campaign streaming video, digital and outdoor (gas station TV) was utilized.

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

The FY2022 campaign titled “Drivers: Take a Second Look for Motorcyclists” 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 Portsmouth and Richmond regions. For the media campaign streaming video, digital and outdoor (gas station TV) was utilized. The campaign delivered more than 6.2MM impressions with 2MM of those being added value.

3. 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)

Through the FY2022 motorcycle safety media (two flights February 20-March 15, 2022 and May 8-May 14, 2022) and motorist awareness of motorcycles media (two flights March 13-26, 2022 and June 19-26, 2022) campaigns the campaign reached the regions of Roanoke, Portsmouth, and Richmond with a total of 10.7MM impressions.

The FY2022 campaign titled “Drivers: Take a Second Look for Motorcyclists” 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 Portsmouth and Richmond regions. For the media campaign streaming video, digital and outdoor (gas station TV) was utilized. The campaign delivered more than 6.2MM

4. Conduct 850 Basic Rider Training courses throughout the Commonwealth through partnerships with the licensed Motorcycle Training Sites. (CTW, Chapter 5, Section(s) 3.1, 3.2)

During FY2022 there were 1068 Basic Rider Training courses conducted through our licensed Motorcycle Training Sites.

5. Conduct 85, 3-Wheeled Vehicle training courses (CTW, Chapter 5, Section(s) 3.1, 3.2)

In FY2022 124 3-Wheeled Vehicle training courses were conducted through our licensed Motorcycle Training Sites.

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

During FY2022, three of the licensed Motorcycle Training Sites conducted advance rider training for a total of 6 classes.

7. Conduct a minimum of 2 quality assurance monitoring checks of each licensed Motorcycle Training Site (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2) .

For FY2022 there were seven reports at five licensed Motorcycle Training Sites for quality assurance monitoring checks. The overall strategy was not meet as the Quality Assurance Coordinator position was not filled.

8. Conduct 4 Instructor Professional Development Workshops (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2)

There were four Professional Development Workshops (PDW) conducted for 68 coaches in FY2022. In addition, there were two Motorcycle Safety Foundation (MSF) three wheel transition courses conducted for 14 coaches and one on line PDW with 31 coaches in attendance.

8. Update to the MSF BRCu two-wheel curriculum and MSF 3WBRC three-wheel curriculum (CTW, Chapter 5, Section(s) 3.1, 3.2).

During FY2022 we transitioned to the MSF BRCu and MSF BRC 3W program.

9. Conduct a minimum of 1 Quality Assurance (QA) Specialist class. (CTW, Chapter 5, Section(s) 3.1, 3.2)

The strategy was not accomplished in FY2022 and will be looking to conduct by the end of the second quarter in FY2023.

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

In FY2022 we were not able to fill the Quality Assurance position. The position is on target to be filled by the end of the first quarter in FY2023. Due to not filling position this task was delayed. Plans to conduct the Quality Assurance class during second quarter of FY2023 with goal of adding on additional 12 QAS specialist.

11. Provide the vehicle for Rider Alert cards to all licensed training sites (CTW, Chapter 5, Section(s) 3.1, 3.2)

Through Richmond Ambulance Authority the Rider Alert Cards were distributed to all of the licensed Motorcycle Training Sites.

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).

In FY2022 there were two licensed Motorcycle Training Sites added to include

Power Ride University which has two sites one in Manassas GMU college campus and the other at Richmond Baseball Stadium. The additional licensed Motorcycle Training Sites is Hampton Roads Motorcycle Safety Training, which has the training range at Tidewater Community College in Chesapeake.

13. Highway Safety Program Recruiter to recruit new and effective partners that will ensure our motorcycle safety program is reaching to diverse communities and to ensure equity is at the forefront for the program as we work to decrease the number of motorcycle fatalities. This will allow for bring new community partners to the table.

This position was not filled in FY2022.

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

## Overview of Programs, Projects and Activities Funded

This initiative will be included within alcohol programs, selective enforcement, driver education programs, and public information. Funding to support these programs is included through the overall mission to promote transportation safety and reduce traffic fatalities and injuries.

Virginia spent approximately \$236,888 of Section 154 funds, approximately \$322,460 of Section 402 funds and approximately \$496,643 of Section 405d funds on programs for drivers age 20 or younger. Note: Virginia does not fully comply with federal graduated driver licensing laws; and therefore, did not receive funding in this program area.

**Measure C-9:** Reduce drivers age 20 or younger involved in fatal crashes by 2 percent from 85 (2016-2020 rolling average) to 83 (2018 - 2022 rolling average) by 2022.

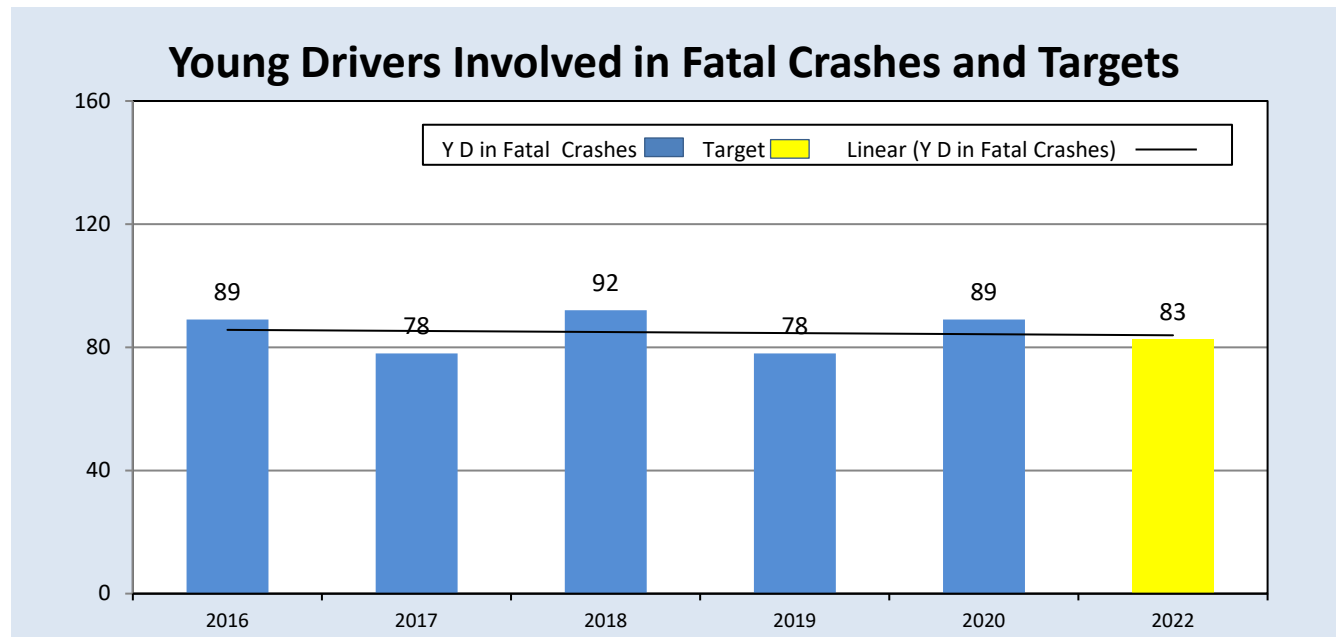
**Performance** - Virginia’s 5-year average (2017-2021) was 89 and FY22 target is 83. Virginia is not on track to meet its target. 2022 preliminary drivers age 20 or younger involved in fatal crashes was 44 (Data Source: TREDIS – Traffic Records Electronic Data System).

Drivers Age 20 or Younger involved in Fatal Crashes (FARS)	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
	75	89	78	92	78	86	112	83

Note: 2020 calendar year base data was used to calculate the 2022 target.

Virginia will also continue to address its teen driver fatalities (15 to 19 years old). In 2021, 42 drivers, 18 passengers and 0 pedestrians ages 15-19 died on Virginia roads; 6 percent, 11 percent, and 0 percent respectively of all drivers, passengers and pedestrians killed. Of the 35 drivers killed in vehicles equipped with safety restraints, 60 percent (21) were not wearing a safety restraint. Overall, teen driver fatalities (ages 15-19) increased 56 percent in 2021 as compared to 2020 (42 vs. 27). Speed was a factor in 64 percent (27) of the fatal crashes. Three fatalities resulted from the teen drivers drinking. Failure to maintain control of the vehicle (running off the road) and speed were the top driver actions accounting for 76 percent of the fatalities. Powhatan County and Prince William County were the top jurisdictions for teen driver fatalities with 3 each.





Justification: Virginia conducted trend analyses based on annual data, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average and chose a 2% reduction from the linear projection. Virginia chose this as a more achievable target than the actual number or 3-year rolling average projections.

### **Strategies**

1. Distribute at a minimum 175,000 of the updated 45-hour Parent Teen guides to drivers under the age of 19 and parents to serve as a guide to the parent and young driver. (CTW Chapter 6- 3.1)

The 45-hour Parent Teen Guide was revised and updated to include new laws and licensing requirements by the Department of Education. During this grant period, the Department of Education (DOE) distributed approximately 110,000 45-hour Parent Teen guides to public, private, and homeschooled teen drivers and their parents. The Department of Motor Vehicles (DMV) printed 55,200 copies of the revised 45-hour Parent Teen guides and distributed them to customers through the DMV Customer Service Centers. DOE, VADETS, and DMV partnered to develop and implement the new 90 minute Parent/Teen program which was took effect July 1, 2022 per SB78 legislation.

2. Promote parent awareness and education of provisional licensing laws and provide guidance through active participation in school outreach efforts (CTW Chapter 6- 3.1).

The Department of Education (DOE), through a consultant prepared and organized virtual trainings centered on how to optimize student and parent engagement in preventing underage alcohol use, drinking and driving, and the power of social media. Approximately 250 driver education teachers registered for this professional development.

Prince William County Partners for Safe Teen Driving (PFSTD) program addresses safe teen driving practices. Flyers and information about the PFSTD program was distributed to 450 schools in Virginia. Through the program there has been an increase in parental knowledge in topics such as teaching driving skills, parental responsibilities, juvenile driving, dangers of underage alcohol

consumption, and demonstrate that parents/guardians find value in attending the PFSTD presentation.

3. Conduct at least 7 educational campaigns/events to focus on topics such as seat belt use, impaired driving, Zero tolerance laws, distracted driving, 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)

YOVASO, Youth of Virginia Speak Out-About Traffic Safety, is a peer-to-peer program that focuses on positive decision-making that has 103 member schools to include high schools, middle schools, home school groups and youth groups. In addition, to the Spring 2022 Slow Down, Buckle Up, and Arrive Alive campaign YOVASO conducted virtual/social media campaigns for Fall Drive For Change, Buckle Up campaign, the Halloween Safety Campaign, and the Winter Jingle Your Way to a Safe Holiday campaigns. Through social media messaging YOVASO had over 3,000,000 impressions.

Virginia Association of Driver Education and Traffic Safety (VADETS), Choose Your Vibe - Arrive Alive campaign. The 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 impaired driving. The campaign has two audiences – youth and parents. During FY2022 the social media campaign utilized student social media ambassadors to support the campaign is participating in social media chats and sharing posts aligned with the campaign theme. The campaign amassed over 2.9 million impressions.

Drive Safe Hampton Roads “Get It Together” peer-peer program where high schools participate to increase seat belt use was offered online. The “Get It Together” Facebook page reach was 300.

4. 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)

Youth of Virginia Speak Out-About Traffic Safety (YOVASO) held its Winter Holiday Campaign 2021 Jingle Your Way to a Safe Holiday, Buckle Up and Celebrate Responsibly Campaign and Traffic Safety Jingle Contest. This campaign was a virtual campaign with over 3,000,000 impressions.

Virginia Association of Driver Education and Traffic Safety (VADETS), Choose Your Vibe - Arrive Alive campaign. The 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 impaired driving. The @YourVibeVA youth accounts continued to have follower growth and increasing engagement to help promote educational messages during the 2021-22 school year. In total there was over 2,640,000 impressions during FY2022.

5. Conduct at least 1 social media project that will be used throughout the year. The social media will use student-to-student outreach efforts.

The VADETS strives to promote a positive lifestyle among teens through its campaign, Choose Your Vibe-Arrive Alive! VADETS' teen ambassadors employ a host of social media tactics, such as graphics, videos and filters, to celebrate non-drinking behavior. Teen ambassadors promote online posts and videos through their own, personal social media channels as a way to connect with and influence peers to develop safe driving habits. During FY2022, a quarterly series of Twitter chats aimed to directly engaging with young drivers to discuss alcohol free lifestyle and safe driving behaviors had over 295,000 impressions. In total over 2,640,000 impressions during FY2022.

YOVASO, Youth of Virginia Speak Out-About Traffic Safety, continued social media outreach in FY2022 with their campaigns throughout the grant year with over 6,000,000 impressions. The campaigns focused on seat belts, speed prevention, distracted driving, zero tolerance, and making good choices.

6. Expand communications and outreach efforts by collaborating with community-based organizations in under-served areas 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)

During FY2022 we actively worked to ensure our educational materials represented our under-served communities. Our partners YOVASO and VADETS campaigns represented under-served areas. With both partners they ensured their materials were reaching the under-served areas.

7. Conduct education programs targeting 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)

Through YOVASO peer education program in several middle schools throughout the Commonwealth we continue to educate youth between 8 and 14. During FY2022, 34 middle schools and 5 elementary schools were involved in some aspect of YOVASO campaign.

8. Highway Safety Program Recruiter to recruit new and effective partners that will ensure that our message to driver 20 and younger is reaching to diverse communities and to ensure equity is at the forefront as we work to decrease fatal crashes involving drivers under 20. This will allow for bring new community partners to the table.

The position was not filled in FY2022.

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



## Overview of Programs, Projects and Activities Funded

The Virginia DMV, Highway Safety Office continues to collaborate with stakeholders to provide and introduce strategies and countermeasures to improve pedestrian safety. Implementation of countermeasures are encouraged for use by localities with supporting educational messages to provide direction on safe travel to all age groups. Examples include providing safe travel brochures and guides describing engineering infrastructure applications to offer interpretative/descriptive uses of markings to reduce serious injuries and fatalities.

“Everyone is a pedestrian”, NHTSA’s theme provides 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.

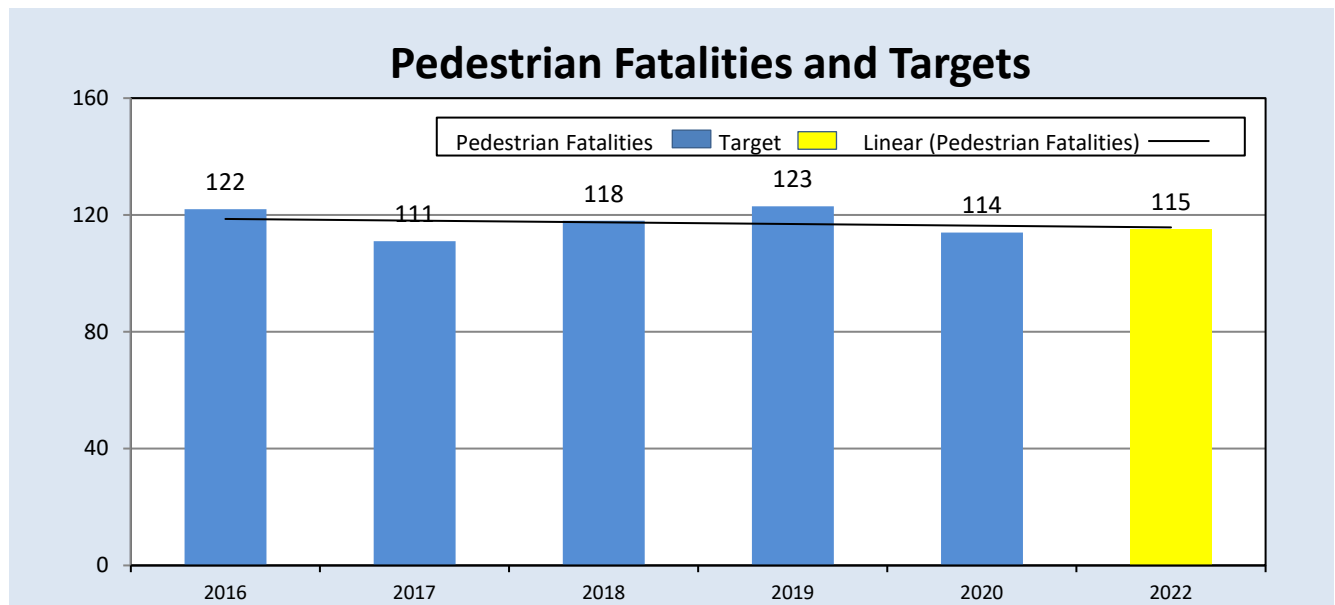
Virginia spent approximately \$460,085 of its Section 402 and \$81,431 of its 405h funds on pedestrian safety, including media.

**Measure C-10:** Reduce **pedestrian fatalities** by 3 percent from 118 (2016-2020 rolling average) to 115 (2018 – 2022 rolling average) by 2022.

**Performance** - Virginia’s pedestrian fatalities were 118 (5-year average 2017-2021) and FY22 target is 115. Virginia is not on track to meet its target. 2022 preliminary pedestrian fatalities was 136 (Data Source: TREDIS – Traffic Records Electronic Data System).

Pedestrian Fatalities (FARS)	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	115
	77	122	111	118	123	111	125	

Note: 2020 calendar base year data was used to calculate the 2022 target. 2020 is TREDIS data.



Justification: Virginia conducted trend analyses using annual numbers, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average projection (3 percent reduction) as a more achievable target than the annual or 3-year rolling average projections.

## Pedestrian

Pedestrians who mobilize within the transportation system as individuals or groups are in the category described as vulnerable roadway users. Department of Motor Vehicles continued to collaborate with stakeholders to provide and introduce strategies and countermeasures to improve on safety. Countermeasures addressed individuals and groups to provide safety guidance using educational messages, enforcement and the distribution of brochures containing engineering/infrastructure definitions to follow in an effort to reduce fatalities and injuries throughout the Commonwealth.

## Strategies and Accomplishments

1. Conduct a minimum of 2 selective enforcement activities (**CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4**).

The Fairfax Area had six (Arlington County Police, Alexandria City Police, Fairfax City Police, Fairfax County Police, Occoquan Town Police and Prince William County Police) law enforcement agencies with pedestrian-bicycle selective enforcement grant activities during FY 2022. When combined, these agencies utilized 464 pedestrian-bike grant-funded overtime hours and issued a reported total of 764 citations to include 41 pedestrian, 75 bicycle, 136 speeding, 36 seat belt, and 32 hands free law enforcement citations.

In addition, seven other localities conducted pedestrian and bike focused selective enforcement activities to include Harrisonburg City, Richmond City, Chesterfield County, Halifax Town, Roanoke City, Salem City and Williamsburg City. During these efforts, some 527 grant funded hours resulted in issuing 290 summons to include alcohol, speed, OP, pedestrian and bike along with other violations.

The legislative change (HB5058) approved by the governor in 2021 had an impact on enforcing pedestrian violations. Adapting to the legislation has caused agencies to modify their approach to interacting with pedestrians in an effort to promote safe practices while walking, jogging and rolling along and crossing the roadways. Also, some statewide project estimates were impacted due to personnel shortages.

2. Partner with sub-grantees to conduct safety campaigns throughout 2022:

- Outreach efforts will include partnering with law enforcement agencies in Northern Virginia for the pedestrian and bicycle safety campaign in the fall and spring. **(CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)**
- Outreach efforts will include campaigns that combine bicycle and pedestrian education to encourage everyone to share the road. **(CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)**

Metropolitan Washington Council of Governance (MWCOC) led 2 successful “*Street Smart*”, “*Lives Shattered*” pedestrian and bicycle campaigns in Northern Virginia with the \$220,000 award in fiscal year 2022. The project continued its public awareness and educational campaign focused on pedestrians and bike safety in nine localities in Northern Virginia. The overall campaign is inclusive of Virginia, Washington D.C and parts of Maryland. Spring and fall news conference were held to promote safety in a collaborative wave of the biannual media and enforcement campaign. A testimonial wall was used and displayed safety facts for viewing in various public places along with sharing programmatic videos and creative materials with constituents. Paid advertising along with earned media was shared through multiple media outlets (TV, radio, Social media etc.) to promote the campaigns. The continued partnership with WMATA brought displays and messaging to Metrorail Stations across the region. Visual messaging was also displayed on buses, stops and transit shelters to increase safety messaging.

The Street Smart programming included education and enforcement activations held in Virginia on:

Nov 9: Arlington County PD –2500 block Washington Blvd

Nov 9: Alexandria PD –5100 block of Duke Street

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Occoquan Police staffed 9 safety/enforcement patrols and outreach to provide education and enforcement to the pedestrians, bicyclists, and drivers. Four of the safety patrols were staffed during the Towns Fall Arts & Craft Show at traffic locations who provided education to the pedestrians, bicyclists, and drivers. Overall. A total of 500 bicycle and pedestrian safety pamphlets were handed out to more than 1,000 pedestrians, 23 bicyclists, and 13 drivers. A total of 10 stop sign violations and 4 handheld violations were issued along with 10 violations which were a result of driver's running a stop sign with pedestrians present in the crosswalks.

3. 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 bicyclist. **(CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)**

- Support maintenance of five partnering organizations with bicycle and pedestrian safety websites. (MCOG, Drive Smart Virginia, and TZD.org)

DMV supported Metropolitan Washington Council of Governance (MWCOG) with their successful “*Street Smart*”, “*Lives Shattered*” pedestrian and bicycle campaigns had the testimony wall tour at 10 locations to include two (Franconia-Springfield Metro Station and the Ferlazzo Building in Prince William County) in Virginia. The mobile exhibit had 277 visitors with 92% of survey respondents reporting knowing more about local pedestrian safety issues and 93% said they would be more careful to stop for pedestrians if driving.

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During the FY2022 grant year, DSV has reached over 300,000 people through sporting partnerships, 50,000 through the website, over 30,000 people through the social media followers, over 3 million through social media impressions/views, 18,000 people through materials distributed, and over 12,000 people through email/newsletters, and over 62,000 at presentations and outreach events totaling over 3.4 million people reached with traffic safety messaging this grant year!

- Distribute approximately 15,000 “Sharing the Roads in Virginia” pocket guides (English, Spanish and downloadable pocket guide) to Virginians containing thorough information about the Commonwealth’s pedestrian, bicycling laws and roadway markings.

Distribution of pocket guides did not occur. The Northern Virginia Regional Commission (NVRC) decision not to enter into the FY2022 DMV Grant Project Agreement. The unexpected action by this partner left the process of updating and distributing pocket guides impossible to achieve.

- The Department of Motor Vehicles will continue with a pedestrian safety media campaign with a message designed to educate communities and promote pedestrian safety in hopes of reducing fatalities and serious injuries.

The City of Roanoke received a grant from the Virginia DMV to build upon the success of previous pedestrian safety campaigns with a campaign aimed to reduce speeding and improve pedestrian safety near school zones. Campaign activities included a mix of paid, donated, and earned media as well as personalized community outreach and engagement activities. The campaign ran for six weeks from April 18, 2022 to May 27, 2022 and achieved the goal of increasing awareness of traffic speed limits and the importance of crosswalk compliance near schools. The importance of traffic safety was emphasized using the demonstration traffic garden combined with developing programs and quiz to educate youth on the importance of traffic safety.

Metrics from April 18 to May 27, 2022 indicate the campaign webpage received 1,382 views with an average view time of 1 minute and 23 seconds. During the same timeframe, the campaign quiz received 2,616 views with an average view time of 2 minutes and 20 seconds. The quiz was taken 1,618 times.

In June 2022, the Virginia DMV, Highway Safety Office, using 405h funds repeated the “If You Don’t Know, Don’t Go” animated pedestrian safety campaign throughout the Commonwealth. This successful awareness message was developed to educate communities on traffic related laws pedestrian safety issues. The message was re-released statewide with a focus on the Roanoke, Richmond and Northern Virginia areas. Public messaging using various media outlets, gas pump TV and public transit mediums were well received by the public. The Virginia Department of Transportation (VDOT) distributes an “Active Transportation Newsletter”. The Statewide Bicycle and Pedestrian Program email newsletter is shared with more than 400 advocates to promote Virginia’s Statewide Bicycling and Pedestrian Program webpage. The online publication includes maps, laws and safety tips, information on places to travel, and much more!

4. **Pedestrian Taskforce:** Continue to assess and develop countermeasures to implement strategies and encourage existing 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 in an effort to create/promote messaging and educational responses for all individuals to raise awareness and reduce injuries and fatalities.

The “Pedestrian Safety Task Force” continued to collaborate and share programming opportunities from advocates to members in an effort to explore funding as well as to develop/participate in alternative programming to promote safety in localities. The taskforce met in April, August and November 2022. Messaging often addressed the growing concerns of safety, health and mobility by the aging population. Partners such as Virginia Department of Transportation (VDOT), Virginia State Police, Virginia Department of Health (VDH), Virginia Department for Aging and Rehabilitative Services(DARS), Virginia Association of Chiefs of Police (VACP), Virginia Sheriff’s Association, Federal Highway Administration(FHWA), National Highway Traffic Safety Administration(NHTSA), law enforcement agencies and Citizens who advocate for safety are included in discussions. Featured speakers included:



National Highway Traffic Safety Administration – Pedestrian Safety, Safe System  
Ruth Esteban-Muir  
Highway Safety Specialist

One meeting was based upon a town hall discussion and had panelists to discuss pedestrian safety topics.

Rich Jacobs, Drive Smart Virginia; Co-Host  
Mark Cole, PE - VDOT State Highway Safety Engineer  
Dana Schrad – VACP

Melicent Miller – VDH; Health Equity Consultant –presented on Virginia PATHS: Creating a Path to Healthy and Safe Active Community Environments Through Multi-sector Partnerships  
Lt. R. Netherland – Henrico Police Department + Victim Impact Statement of Captain Lambert Trooper W. Reel – VSP

The Department of Motor Vehicles along with NHTSA recognized October as Pedestrian Safety Awareness month. Virginia crash data indicate pedestrian crashes, fatalities and injuries are a top concern which has created a continued need to educate communities on pedestrian safety. Therefore, messaging with a listing of available resources are often shared with our partners to promote pedestrian safety. The DMV encourages safety partners to strategize to reduce victimization and serious injury. The safety video, “Eyes Meet to Cross Streets” posted on social media websites promotes the safe crossing of streets by pedestrians. The video continued its success on Facebook and YouTube.

A media “tool kit” remained available for use by local jurisdictions. The posting of the “tool kit” on Pedestrian Safety Toolkit makes the product(s) accessible for jurisdictions or agencies use to educate and create awareness in an effort to reduce victimization of pedestrian crashes.

5. Highway Safety Program Recruiter to recruit new and effective partners that will ensure our pedestrian program is reaching to diverse communities and to ensure equity is at the forefront for the program as we work to decrease pedestrian fatalities. This will allow for bring new community partners to the table.

This position was not filled in FY2022.

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

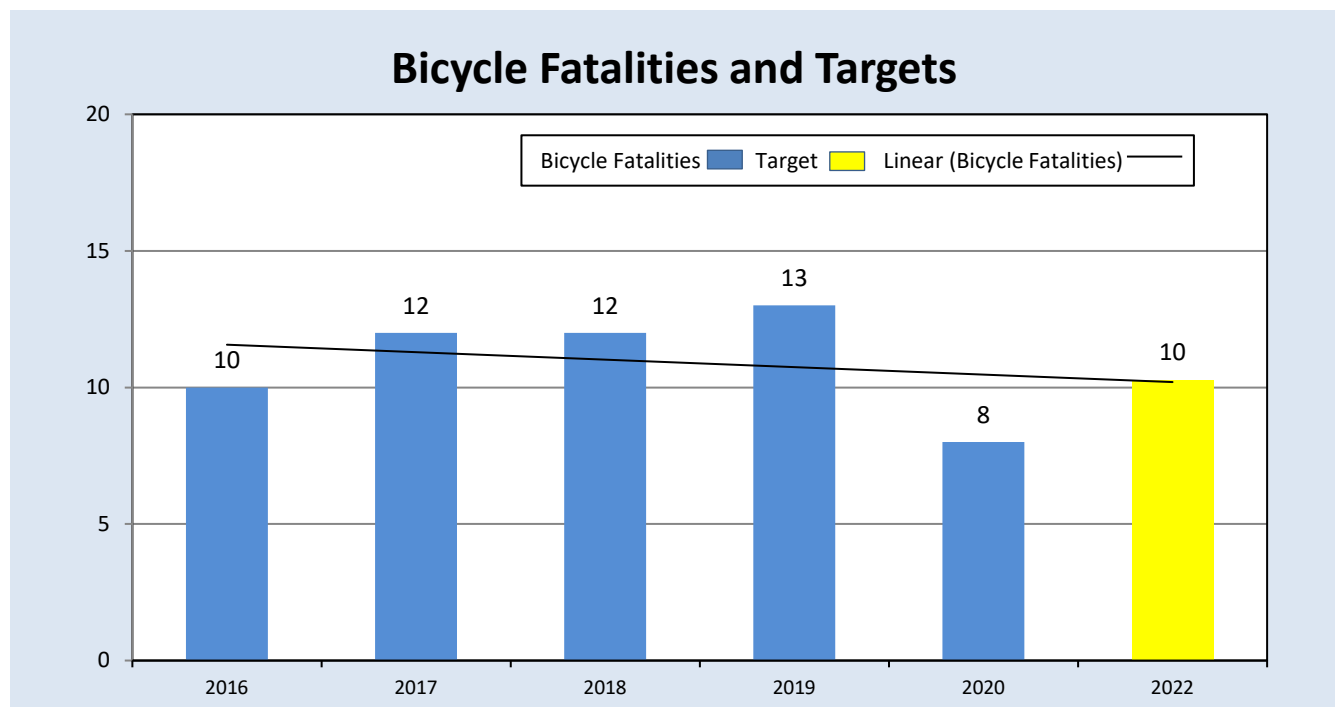
Cyclists use bicycles to navigate the transportation system, the category described as vulnerable roadway users in communities. DMV’s Highway Safety Office will continue to collaborate with partners to provide and introduce strategies and countermeasures to improve on safety. Countermeasures will address all age groups to provide guidance using educational messages, enforcement and guides containing engineering applications to reduce injuries and fatalities. Virginia spent approximately \$260,085 of its Section 402 and \$10,929 of its 405h funds on bicycle safety, including media.

**Measure C-11:** Reduce **bicyclist fatalities** to 9 percent from 11 (2016-2020 rolling average) to 10 (2018 – 2022 rolling average) by 2022.

**Performance** - Virginia’s 5-year average (2017-2021) was 12 and FY22 target is 10. Virginia is not on track to meet its target. 2022 preliminary bicyclist fatalities was 10 (Data Source: TREDIS – Traffic Records Electronic Data System).

Bicycle Fatalities (FARS)	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
	15	10	12	12	13	7	16	

Note: 2020 calendar base year data was used to calculate the 2022 target. 2021 is TREDIS data.



Justification: Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average linear trend line projecting a 9 percent reduction in bicyclist fatalities as a more achievable target than the annual or 3-year rolling average projections.

## Bicycle

Cyclists use bicycles to navigate the transportation system, the category described as vulnerable roadway users in communities. DMV's Highway Safety Office will continue to collaborate with stakeholders to provide and introduce strategies and countermeasures to improve on safety. Countermeasures will address all age groups to provide guidance using educational messages, enforcement and written brochures containing engineering applications to reduce injuries and fatalities.

### Strategies and Accomplishments

1. Conduct a minimum of 2 selective enforcement activities (**CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4**).

The Fairfax Area had six (Arlington County Police, Alexandria City Police, Fairfax City Police, Fairfax County Police, Occoquan Town Police and Prince William County Police) law enforcement agencies with pedestrian-bicycle selective enforcement grant activities during FY 2022. When combined, these agencies utilized 464 pedestrian-bike grant-funded overtime hours and issued a reported total of 764 citations to include 41 pedestrian, 75 bicycle, 136 speeding, 36 seat belt, and 32 hands free law enforcement citations.

In addition, seven other localities conducted pedestrian and bike focused selective enforcement activities to include Harrisonburg City, Richmond City, Chesterfield County, Halifax Town, Roanoke City, Salem City and Williamsburg City. During these efforts, some 527 grant funded hours resulted in issuing 290 summons to include alcohol, speed, OP, pedestrian and bike along with other violations.

The legislative change (HB5058) approved by the governor in 2021 had an impact on enforcing pedestrian violations. Adapting to the legislation has caused agencies to modify their approach to interacting with pedestrians in an effort to promote safe practices while walking, jogging and rolling along and crossing the roadways. Also, some statewide project estimates were impacted due to personnel shortages.

2. Partner with sub-grantees to conduct safety campaigns throughout 2022:

Outreach efforts will include collaborating with law enforcement agencies throughout Virginia on the pedestrian and bicycle safety campaigns in the fall and spring. (**CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4**)

Outreach efforts will include a campaign that combines bicycle and pedestrian education noting violations, which are enforceable to encourage everyone to share the road. (**CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4**)

Metropolitan Washington Council of Governance (MWCOCG) led two successful "*Street Smart*", "*Lives Shattered*" pedestrian and bicycle campaigns in Northern Virginia with the \$220,000 award in fiscal year 2022. The project continued its public awareness and educational campaign focused on pedestrians and bike safety in nine localities in Northern Virginia. The overall campaign is inclusive of Virginia, Washington D.C and parts of Maryland. Spring and fall news conference were held to promote safety in a collaborative wave of the biannual media and enforcement campaign. A testimonial wall was used and displayed safety facts for viewing in

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Distribute approximately 15,000 "Sharing the Roads in Virginia" pocket guides (English, Spanish and downloadable pocket guide) to Virginians containing thorough information about the Commonwealth's pedestrian, bicycling laws and roadway markings.

Distribution of pocket guides did not occur. The Northern Virginia Regional Commission (NVRC) decision not to enter into the 'FY22' DMV Grant Project Agreement. The unexpected action by this partner left the process of updating and distributing pocket guides impossible to achieve.

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

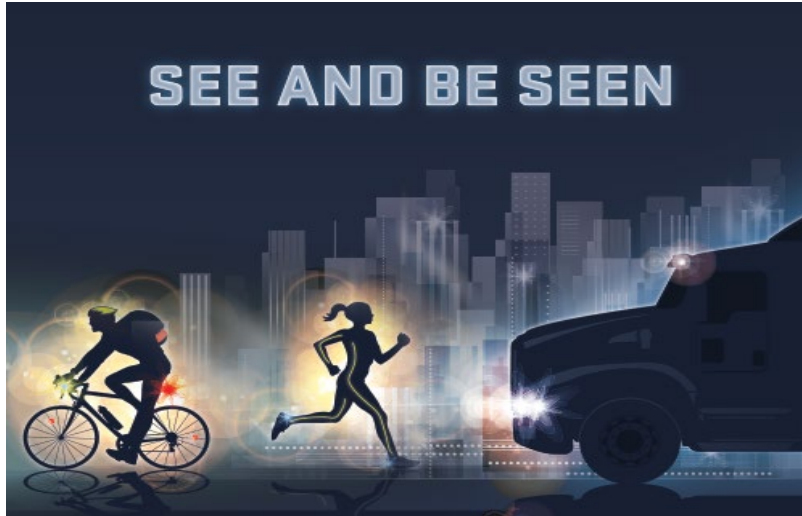
Educational awareness training courses, advertisements and messaging from the Metropolitan Council of Governance (Street Smart Program) and Northern Virginia Regional Commission continued in order to create and promote transportation messages addressing safe movement and actions of vehicles, pedestrians and cyclists, who with attention to surroundings may experience a reduction in the numbers of fatalities and serious injuries. Each form of transportation requires materials to promote action by all individuals, regardless of age, in order to maintain the health of the growing population.

DMV collaborated with the Metropolitan Washington Council of Governance (MWCOG) in their successful "*Street Smart*", "*Lives Shattered*" pedestrian and bicycle campaigns along with collaborating with Drive Smart Virginia using their website and online store to distribute brochures to promote pedestrian and bicycle safety practices. Again, the Northern Virginia Regional Commission withdrew from partnering with the Virginia Highway Safety Office.

The Virginia Department of transportation (VDOT) distributes an "Active Transportation Newsletter". The newsletter is shared with more than 400 advocates to promote Virginia's bicycling and pedestrian programs. The online publication includes maps, laws and safety tips, information on places to travel, and much more!

Drive Smart Virginia continues to support Bicycle and Pedestrian Awareness Month (September-October 2022) to promote awareness and disseminate educational information on bicycle and pedestrian safety. The non-profit distributes requested brochures to promote bike

and pedestrian safety such as the “See and Be Seen” campaign to remind all road users that they have a responsibility to look out for others. Campaign materials remind drivers to keep their eyes on the road and not to drive distracted. Pedestrians and bicyclists are reminded to wear bright or reflective clothing and to use flashlights or bike lights as appropriate.



DMV's, Virginia Highway Safety Office continued work with federal, state, local law enforcement jurisdictions and non-profit partners. Programmatic/safety messages were disseminated to organizations and citizens in an effort to promote "Pedestrian/Bicycle Awareness Month". When available, permanent and mobile variable message boards were used to promote safety campaigns throughout the Commonwealth.

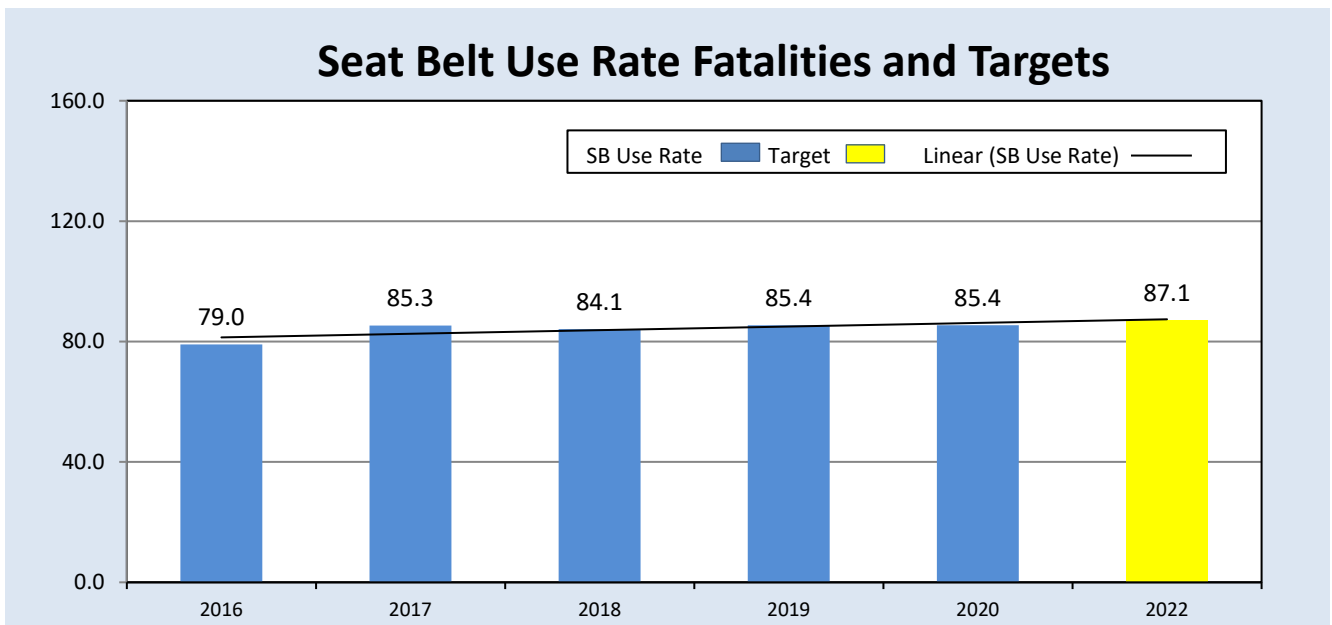
# Seat Belt Use Rate – Observed Seat Belt Use Survey (Core Behavior Measure B-1)

**Measure B-1:** Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 2 percentage points from 85.4 percent in 2019 to 87.1 percent by 2022.

**Performance:** Virginia’s seat belt usage rate was 81.7 for 2021 and FY2022 target is 87.1. Virginia did not meet its target.

Observed Seat Belt Use Rate Survey	Baseline Data					2022 Target
	2017	2018	2019	2020	2021	87.1
	85.3	84.1	85.4	85.4	81.7	

Note: Due to COVID19, Virginia did not complete a Seat Belt Use Survey in 2020. 2019’s survey rate was used for 2020. In addition, 2019 target is used for 2022 target.

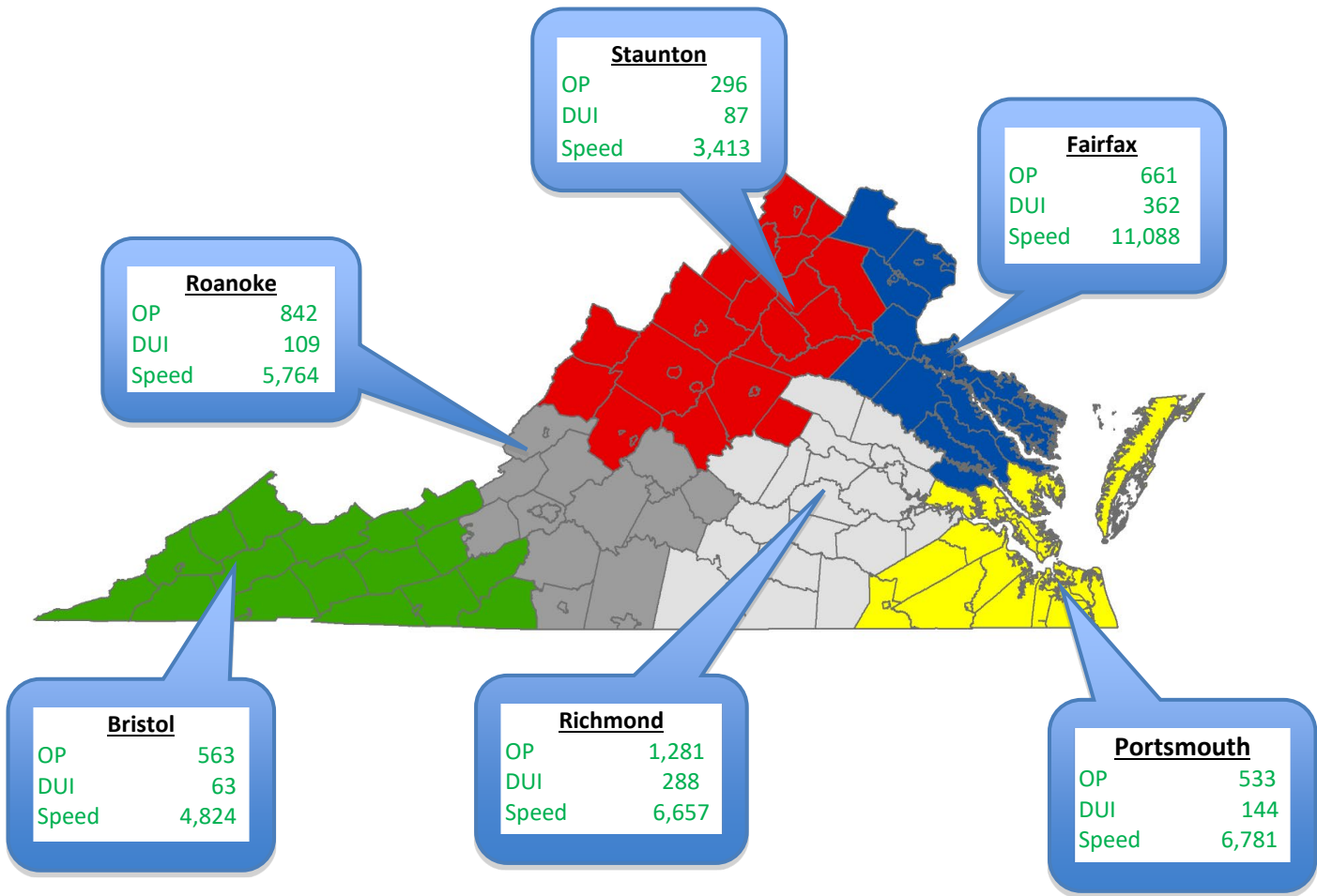


Justification: COVID19, Virginia did not complete a Seat Belt Use Survey in 2020. 2019’s survey rate was used for 2020. In addition, Virginia selected the percent change (2 percent increase) in seat belt use rate as a more achievable target than the 3-year or 5 year rolling average.

Note: Observed Seat Belt Use Rate – Traffic Safety Facts Virginia (NHTSA)

# Core Activity Performance Measures Virginia Grant Funded Citation Efforts

(Core activity measures A-1, A-2 and A-3)



### Region Totals

OP (A-1)	4,176
DUI (A-2)	5,352
Speed (A-3)	38,527

State Police	
OP	1,414
DUI	2,462
Speed	4,823

Region + SP	
OP	5,590
DUI	7,814
Speed	43,350



# Traffic Records Program

## Projects and Activities Funded

Virginia has one of the strongest Traffic Records Program in the nation. Its Traffic Records Electronic Data System (TREDS), a state-of-the art highway safety information system, has garnered both state and national recognition. Virginia's latest Traffic Records Assessment was completed in April 2021 and its overall traffic records program rated very well. Virginia, through guidance from its Traffic Records Coordinating Committee (TRCC), and coordination of projects listed in both the Virginia Traffic Records Strategic Plan and the HSP, 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 should 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.

Measure: Continue to enhance the collection, accuracy, timeliness, uniformity, integration, completeness and accessibility of the traffic records data in TREDS by December 31, 2022.

**Measure #1:** Participate in a minimum of 3 meetings and provide input into the development of the data governance process to formalize the management of the State's data assets.

**Strategies and Accomplishments:** Participated in 9 meetings and provide input into the development of the data governance process to formalize the management of the State's data assets (3/15/22, 4/12/2022, 5/10/2022, 7/12/2022, 8/9/2022, 9/13/2022, 10/10/2022, 11/8/2022 and 12/13/2022)

**Measure #2:** Increase street level crash location data from 0 to 125,000

**Strategies and Accomplishments:** crash location data was added electronically to 91,372 (as of 10/26/22) crash records (latitude/longitude, standardized street name, functional class, route signing, national highway system, route type, etc.) in Traffic Records Electronic Data System (TREDS).

**Measure #3:** Implement a minimum of 3 new crash business rules in TREDS to enhance at least one of the six characteristics of the core database (accuracy, timeliness, uniformity, integration, completeness and accessibility) (TR Assessment recommendation)

**Strategies and Accomplishments:** TREDS was built in 2009. Much of the software upon which Legacy TREDS was built is no longer supported by VITA (our information technology agency) and does not run on modern operating systems. As such, we are not able to make any changes to legacy TREDS that would require a code change in the application itself (for example, we cannot add new business rules). Thus, TREDS IT is working on creating a new system that is compatible with current and future platforms, can be maintained and enhanced going forward. Once the infrastructure upgrade is complete, we will revisit adding

implementing the three new business rules.

**Measure #4:** Implement a minimum of 1 NHTSA GoTeam projects

**Strategies and Accomplishments:** Due to the elimination of the Traffic Records Assessment, this will be reassessed to determine need.

**Measure #5:** Increase by 5 the number of law enforcement agencies submitting electronic citation data to the Supreme Court's CAIS system (TR Assessment recommendation)

**Strategies and Accomplishments:**

There were 5,313 citation records electronically submitted to the CAIS system from Virginia State Police/Fairfax City, Leesburg PD, Purcellville PD, Virginia State Police/Loudoun County, New Kent County SO, Roanoke City PD, Dayton PD, Virginia State Police/Rockingham/Harrisonburg and Poquoson PD

**Measure #6:** Develop performance measures for 2 of the core data systems (TR Assessment recommendation)

**Strategies and Accomplishments:**

**Performance Measure 1 -** Crash System (accessibility) - Made changes in TREDIS to reduce the transmission time of CMV/SafetyNet crash records from TREDIS (crash system) to Virginia State Police (VSP) from 7 days to 2 days

**Performance Measure 2 -** Driver System (integration) - Through integration between the TREDIS system and Citizen Services System (CSS)/Driver System, the "Transcript function" was created in TREDIS to allow users to pull the driver's transcript for those drivers who were ordered to install an ignition Interlock in their vehicles by using the TREDIS site instead of CSS/Driver System. Increase the number of transcripts that can be generated for those drivers ordered to have ignition interlock installed in their vehicles from 0 transcripts to 1,000 transcripts in TREDIS.

**Performance Measure 3 -** Driver System (accessibility and timeliness) - Remove printing and delivery a paper copy of report process and using an electronic version of this information saves time and DMV cost. Reduce the time period of requesting and receiving a report by requestor from 1 hour to 0 hour.

Using an electronic version instead of manual process - When a batch job has finished, the reports are stored in a Mainframe Dataset. A windows script is executed that retrieves these reports and transfers them to a windows environment in a secure format (Managed File Transfer). This process then transfers these reports to their requested destination for the users to view in a few minutes.

**Measure #7:** Increase the number of electronically collected horizontal curve information in the Roadway Network System from 0 to 100 (TR Assessment recommendation)

**Strategies and Accomplishments:** Last Updated Jan 26, 2021, there are 664,526 curves extracted based on LRS 20.1. The data is now available on VDOT GIS Online

## **Traffic Records Electronic Data Systems (TREDS)**

TREDS team embarked on a long-term effort to rewrite the system service (to include all coding, software, interfaces, security, etc.) that is used to receive the crash data from Report Beam and the other vendors. The technology used in the TREDS service was over 10 years old and is antiquated and incompatible with the latest hardware on our servers. The TREDS team will rewrite services to make sure we can still receive the crash data from report the state provided vendor and other vendors.

TREDS team worked on FR300 research and development project to improve data collection and to increase our compliance with the latest MMUCC standards

TREDS team worked on ReportBeam desktop client replacement prototype

Team managed and completed move of all data, servers and related software to new Commonwealth Data Center in Chesterfield, VA

TREDS survey for law enforcement to identify which data do officers gather at the scene of the crash, and which data do officers complete at the office? How many officers are connected to the internet at the crash scene, and how does that affect the new system?

VASAP system upgrade that is similar to the system upgrade for TREDS. Replaced all 10 year old system services with new, more compatible software/hardware. This includes accommodating remote monitoring.

Made changes in TREDS to reduce the transmission time of CMV/SafetyNet crash records to from TREDS (crash system) to Virginia State Police (VSP) from 7 days to 2 days.

Additional projects as follows:

- Closeout TREDS for 2021 crash data
- TREDS Click it or Ticket Campaign Form Revision
- VASAP Compliance Summary Development
- VASAP Vendor service replacement with API

## **Other VA's Highway Safety Information Projects**

### **Auto Fatality Report send to VDOT Daily**

To ensure that DMV and VDOT report the same number of fatalities on the DMV website and VDOT Dashboard, Traffic Records Electronic Data System (TREDS) IT has developed an automatic process to send the daily fatal roster report to VDOT including document number, person unique ID, crash date, jurisdiction and person type. At a result, the same number of fatalities is reported on both the DMV website and VDOT Dashboard.

## **VA Tech Geocoding and Tool Development Projects**

Virginia Polytechnical and State University (VA Tech) is a vital partner to the DMVAHSO in providing all analysis for behavioral programs either on demand or for more long term projects. Geocoded and reviewed crashes; processed un-locatable crashes; prepared maps based on requests from DMV; prepared monthly report card summaries; prepared workshop worksheets; provided crash data for VAHSO regions; responded to specific requests from

VAHSO staff; continued work on DMV dashboard infrastructure design; attended project meetings; performed ongoing monitoring, support, and improvement of coding tool; continued upgrading and development of report management tool; managed and approved coder activities; and provided project and personnel oversight and management

Reviewed unrestrained crash numbers for Henrico Co; completed redesign of Grant Worksheets; prepared Grant Amount worksheets; discussed VSP dashboard and participated in Virginia meetings on speed dashboard; prepared 2021 Legislative Reports; prepared 2021 maps for HSP; prepared first quarter Report cards; prepared reports for August Workshops; prepared maps for Crash Facts;

Conducted initial DMV/VSP/VA Tech dashboard prototype user interviews and surveys; prepared dashboard development plan and management structure; initiated project sprints; identified dashboard use cases.

### **VA Tech Analytics and Reporting Analysis and reporting projects (real-time, trend and predictive on all behavioral programs in Virginia)**

VA Tech worked tirelessly to provide the following analytics expertise: continued work on identifying existing Safe System Approach activities in VAHSO and new opportunities to expand the culture of and initiatives for a Safe System across VAHSO; processed data to support state-funded messaging initiatives; prepared presentation on grant applications for Commissioner and Secretary; began building new summary reporting capabilities for use in analyses, completed a rural non-interstate crash evaluation report and continued work on a quarterly reporting tool for rapid response to crashes; developed software infrastructure to support activities performed by Virginia Tech including the coding tool and dashboards; responded to request from Fairfax County Police for cross-median crashes on Fairfax County Parkway; prepared presentation on speeding for the North Carolina Transportation Summit; updated bicycle crash data analysis; completed the Speed survey summary report. He continues evaluating options for developing a speed index by integrating crash and speed data for use in the speed dashboard; completed working with Virginia's Health Opportunity Index and it's four components, relating them to crash data and racial and ethnic characteristics of tracts in Virginia.

# Drugged Driver Fatalities

**Measure:** Reduce drugged driver **fatalities** 7 percent from 197 (2016-2020 rolling average) to 184 (2018 – 2022 rolling average) by 2022.

**Performance** - Virginia’s drugged driver fatalities was 185 (5-year average 2016-2020) and FY22 target is 184. Virginia is not on track to meet its target. 2022 preliminary data is not yet available.

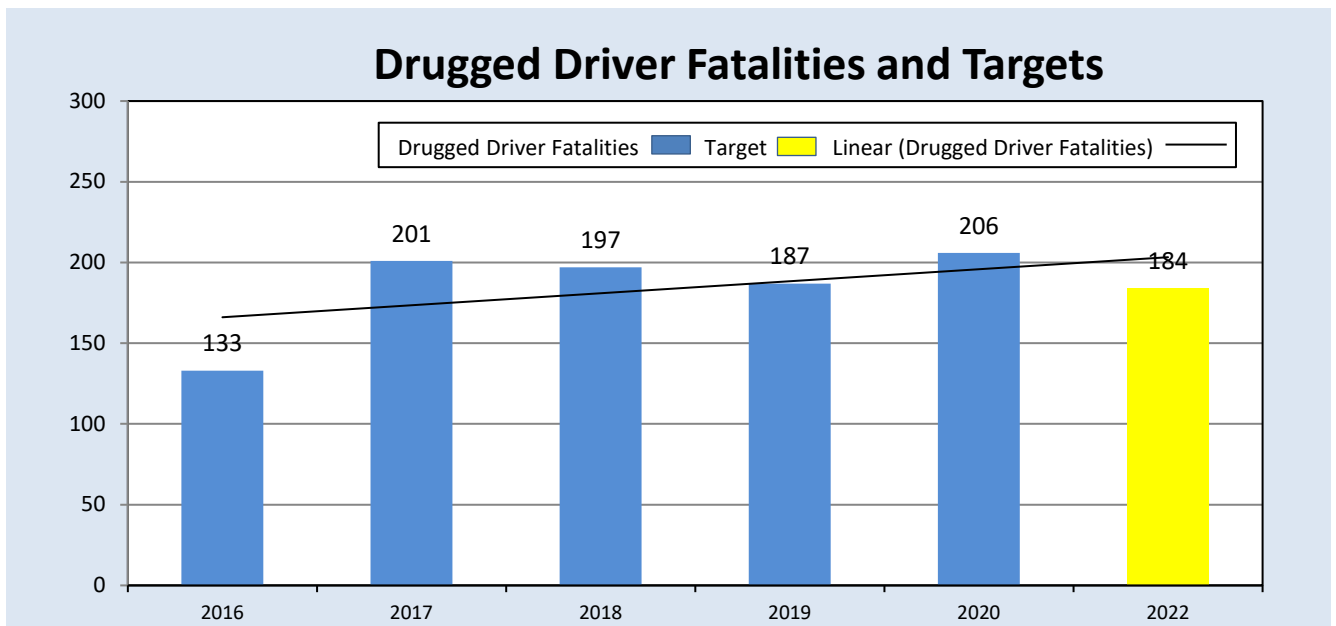
Virginia expended approximately \$754,840 in Section 405d funds towards these activities.

Drugged Driver Fatalities (FARS)	Baseline Data					2022 Target
	2016	2017	2018	2019	2020	184
	133	201	197	187	206	

Notes:

(1) 2020 calendar base year data was used to calculate the 2022 target.

a. Most recent data is 2020



**Justification:** Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Virginia selected the 3-year rolling average linear trend line projecting a 7 percent reduction in drugged driver fatalities as a more achievable target than the annual or 5-year rolling average projections.

## Strategies and Accomplishments

1. **Conduct Advanced Roadside Impaired Driving Enforcement (ARIDE) training throughout Virginia – 8 courses per year (CTW, Chapter 1, Section(s) 7.1, 7.3)**

During FY2022, ARIDE 13 courses were held. In total, 350 officers were trained in ARIDE in FY2022.

2. Continue to develop the Drug Recognition Expert Program, including ensuring we have a minimum of 65 certified DREs. (CTW, Chapter 1, Section(s) 7.1, 7.3)

Virginia has 58 DREs, up from 21 in 2020. Six of the 58 DREs are certified instructors. There are an additional 3 apprentice instructors. The current 58 DREs cover most of the Commonwealth and represent Dickenson, Buchanan, Russell, Tazewell, Wise, Washington, Rockingham, Chesapeake, Henry, Gloucester, King George, Amherst, Albemarle, Galax, Bedford, York, Alexandria, Williamsburg, Isle of Wight, Newport News, Virginia Beach, Suffolk, Fairfax, Martinsville, Roanoke, Frederick, Winchester, Alexandria, Stafford, Albemarle, Amherst, Radford, Blacksburg, Salem, Henrico, Culpeper, Chesterfield, Hanover and Mecklenburg. The 2022 DRE school was held May 16-27, 2022 with field certification held June 19-26, 2022. During FY2022 an Instructor Development Course was held and 4 DREs attended the annual International Association of Chiefs of Police Virtual Training Conference on Drugs, Alcohol, and Impaired Driving.

3. **Conduct a statewide training session for Virginia drug court staff (CTW, Chapter 1, Section(s) 3.1, 4.1, 4.4)**

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. (CTW, Chapter 1, Section(s) 7.1, 7.3)**

During FY2022 the Commonwealth Attorney Service Council (CASC) conducted 4 DUID trainings for law enforcement and prosecutors.

5. **Highway Safety Program Recruiter to recruit new and effective partners that will ensure our message to decrease drugged driver fatalities is reaching to diverse communities and to ensure equity is at the forefront for the program as we work to decrease speed related fatalities. This will allow for bring new community partners to the table.**

This position was not filled in FY2022.

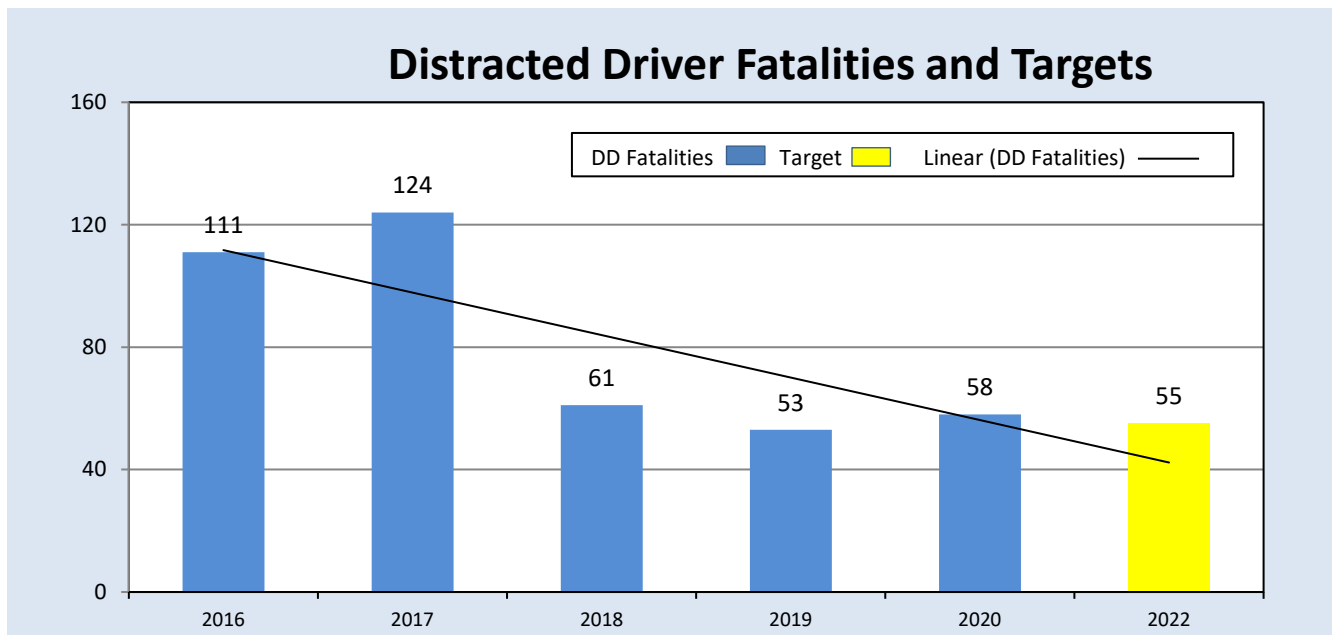
# Distracted Driver Fatalities

**Measure:** Reduce distracted driver **fatalities** 4 percent from 57 (2016-2020 rolling average) to 55 (2018 – 2022 rolling average) by 2022.

**Performance** - Virginia’s distracted driver fatalities was 66 (5-year average 2017-2021) and FY22 target is 55. Virginia is not on track to meet its target. 2022 preliminary distracted driver fatalities was 27 (Data Source: TREDIS – Traffic Records Electronic Data System).

Distracted Driver Fatalities (TREDIS)	Baseline Data							2022 Target
	2015	2016	2017	2018	2019	2020	2021	
		100	111	124	61	53	58	34

Note: 2020 calendar base year data was used to calculate the 2022 target. Source: TREDIS data.



**Justification:** Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Virginia selected the 3-year rolling average linear trend line projecting a 4 percent reduction in distracted driver fatalities as a more achievable target than the annual or 5-year rolling average projections.

## Strategies and Accomplishments

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).

The 9th Annual Distracted Driving Summit was held on August 18-19, 2022 in Norfolk, Virginia. 18 law enforcement and 6 driver’s education teachers received Summit reimbursements for their travel and registration costs with FY2022 grant funding. The event brought together 230 attendees and 27

exhibitors to discuss the challenges and solutions surrounding distracted driving. There were 3 general session panels and 12 breakout sessions along with a keynote and closing speaker.

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

Virginia State Police Association - Youth of Virginia Speak Out about Traffic Safety (YOVASO) supported peer-to-peer prevention and education programs in 103 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 over 3,000,000 impressions.

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

In FY2022 new Buckle Up Phone Down campaign graphics, brochure, and poster design were created and distributed through Drive Smart FY2022 grant. These materials were posted to the online store for distribution and the online toolkit for download with emphasis on Distracted Driving Awareness Month in April. The Distracted Driving Awareness Month toolkit was updated with new content, graphics, and downloadable materials. Additionally, Virginia Department of Transportation displayed anti-distracted driving messages on highway changeable message signs, also called variable message signs. DMV created a new video series “Safe Driving is Something We Can All Live With” one of the videos in the series focus on distracted driving, “Don’t be Distracted”

4. Highway Safety Program Recruiter to recruit new and effective partners that will ensure our distracted driver message is reaching to diverse communities and to ensure equity is at the forefront as we work to decrease fatalities relayed to distracted drivers. This will allow for bring new community partners to the table.

This position was not filled in FY2022.

**Note:** There were no grant funded selective enforcement efforts for Distracted Driving (DD) on FY2022. Law enforcement agencies do not submit reports for regular time DD enforcement.



## 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 office's to include utilities, technology and office supplies.

Approximately \$216,277 of Section 402 funds was expended to support these activities.

**Measure:** Provide planning and administrative support for the highway safety office, field staff and grants management.

### **Strategies:**

Hire and retain adequate staffing, minimum of 4 staff, to provide planning and administrative support.

### **Accomplishments:**

Virginia continues to have adequate staffing for day-to-day management. One of the administrative support positions is currently vacant. However, plans are underway to hire for that position by the end of second quarter of 2023.

Funding was used to support administrative functions such as ordering of supplies, survey monkey, utilities and computer services.

## Driver Education Program (DE)

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

Innovative strategies and funding should focus on education and outreach efforts to increase awareness on issues involving transportation safety.

Approximately \$802,660 of Section 402 funds and \$566,910 of Section 405d flex funds was expended to support these activities.

**Measure:** Increase awareness of and positively impact the behavior of users of Virginia's roadways by December 31, 2022.

**Performance:** See accomplishments below.

### Strategies and Accomplishments

1. Conduct a minimum of 5 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)

Virginia Trucking Association in FY2022 held the Virginia Trucking Association's (VTA) annual Safety & Human Resources Conference. More than 50 trucking safety professionals were in attendance and heard presentations on TSA Security Assessment and Training Resources, Equipment & Maintenance Cost Impact on Safety, Virginia CRASH STAT Analysis & FMCSA Update, Truck Accident Mock Trial, and Update on Safety Legislation. The VTA supported and coordinated with the American Trucking Associations who provided its "Share the Road" tractor-trailer at the 2022 Youth of Virginia Speak Out about Traffic Safety (YOVASO) retreat at James Madison University. High school students from across the Commonwealth were able to partake in a full blind spot demonstration where they could climb into the cab of a tractor-trailer and experience first-hand what professional truck drivers can and can't see on the road. Students were also able to hear directly from professional truck drivers with America's Road Team about safe following distances, merging techniques, the importance of safety belts, and the dangers of distracted driving.

VTA sent out weekly traffic alerts, and smart driving techniques for major holidays with over 600 contacts in the Virginia Trucking Association's Constant Contact email database, members of the media and via social media channels.

Virginia GrandDriver in FY2022 there were 22,772 website views with 38,879 page views. Virginia GrandDriver has participated and/or presented in 33 events reaching over 4,700 seniors, caregivers, medical professionals, and stakeholders. They trained 39 Car Fit technicians and held public clinics throughout the state. Six drive-up clinics 61 seniors on how to use modern automotive equipment was held. The clinics provided information on how to be situated for optimal safety in their vehicles.

PSA's on television, radio, transit and social media garnered over 24.3 million impressions. Additionally, Virginia GrandDriver oversees the Expanded Older Driver assessments. The assessments was conducted on 237 seniors via low-cost or free for the comprehensive driver assessments.

In FY2022 DMV was able to provide translation services to several highway safety educational materials in the Spanish language. This allowed our highway safety message to reach underserved communities.

In FY2022 Drive Smart Virginia (DSV) reached over 300,000 people through partnerships, 50,000 through the website, over 30,000 people through the social media followers, over 3 million through social media impressions/views, 18,000 people through materials distributed, and over 12,000 people through email/newsletters, and over 62,000 at presentations and outreach events totaling over 3.4 million people reached with traffic safety. DSV has continued expand its partnership with communities and workplaces during the FY2022 grant. DSV presented, conducted outreach, and provided training at 63 events during FY2022. They partnered with the Virginia High School League (VHSL) to have traffic safety messaging at VHSL championships during FY2022, reaching an estimated 250,000 attendees. The Buckle Up Phone Down materials were redesigned and distributed in FY2022 and available to download from their website. There were materials on sharing the road as well as distracted driving available for download. Some new of the new partners for FY2022 include Warren County Public Schools, A-1 Defensive Driving School, Gweedo Memorial Foundation, Coaching Skills for Life, Christopher King Foundation, and Warrenton Volunteer Fire Company

2. Highway Safety Program Recruiter to recruit new and effective partners that will ensure our speed program is reaching to diverse communities and to ensure equity is at the forefront as we work to decrease fatalities with our young/teen drivers. This will allow for bring new community partners to the table.

This position was not filled in FY2022.

# Community Traffic Safety Program (CP)

Virginia continued to educate and provide timely, data focused highway safety information while maintaining, fostering and building new partnerships throughout our communities. For activities related to community traffic safety, approximately \$142,575 in Section 402 and \$778,081 in 405d flex funds was utilized up to the reporting date, to include Commission on VASAP Professional Staff Development, Supreme Court of Virginia Judicial Outreach Liaison, 2020 Virginia Highway Safety Summit, and DMV Highway Safety Office (HSO) Travel & Training programs.

**Measure:** Develop, lead, attend and evaluate a minimum of 3 education and awareness events by December 31, 2022.

**Performance:** See accomplishments below.

## Strategies and Accomplishments

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

DMV Traffic Records, Planning and Data Analysis program area updated the DMV webpage with new interactive report, map modules by jurisdiction and department for localities with 2021 crash data.

DMV continued its partnership with law enforcement agencies, numerous state agencies, non-profit organizations, and institutes of higher learning on the community traffic safety program initiatives across the Commonwealth. Examples include the Governor's Executive Leadership Team on Highway Safety *Thunderclap* messaging on pedestrian safety, and DMV assisted local traffic safety initiatives, such as Prince William County thunderclap message sharing statewide through our partners. Additionally, *Right Now* strategies for speed, pedestrian safety and occupant protection were utilized. Other initiatives were supported through the *Street Smart* bicycle and pedestrian program, *May Motorcycle Safety Awareness Month*, *Local Heroes* occupant protection, *October Pedestrian Safety Month*, and the *Act Like It* impaired driving campaigns. Pedestrian safety video "*If You Don't Know, Don't Go*" was shared and supplemented with transit signage and bus wraps in Portsmouth, Roanoke and Richmond areas. Seatbelt Social Norming Campaign videos such as "*Ding, Ding*" were distributed statewide and supported with gas pump displays, toppers and posters at selected locations. Community outreach exhibits included *Snap Dragon Walks for Autism in Richmond*, *National Night Out* in Timberville, and *VDOT Unity Fair* in Wakefield.

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

During FY2022 the DMV/Highway Safety Office collaborated with more than 10 highway safety stakeholders, to include Virginia Tech University, Old Dominion University, Virginia Department of Transportation, Virginia Department of Forensic Science, Virginia Association of Chiefs of Police, City of Richmond, Virginia State Police, Virginia Department of Education, Virginia Trucking Association Foundation, Drive Smart of Virginia, Insurance Institute for Highway Safety, Department of Health, Office of Medical Examiner, Department of General Services, Office of Fleet Management Services Virginia Emergency Services, and local law enforcement on highway safety initiatives.

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

The DMV HSO staff provided and participated in various trainings and meetings both in person and remotely. The 2022 Virginia Highway Safety Summit, “*Staying driven on the road to zero*” was provided as an in-person event in Alexandria, VA, highlighting new initiatives such as Motorcycle Coaches training sessions. The 2021 Virginia Zero Fatality recognitions were presented as well, and the ability to return in-person networking among community members was rated very high in the after event evaluations. Several other training events were attended in person or virtually to include Highway Safety Stakeholder Meeting, Lifesavers Conference, International Traffic Records Forum, NHTSA Region 3 meetings, GHSA Annual Meeting, GHSA/IIHS Speed Forum, Drive Smart of Virginia’s Distracted Driving Summit, Law Enforcement Symposium, 2022 EMS Conference, and the Virginia EMS Symposium. The sub-recipient selective enforcement grant application workshops were conducted virtually, where the grant distribution workshops were provided in person at scheduled locations across the Commonwealth. The Non-Profit/ Higher Education grant application training was provided through eLearning and grant distribution workshops were offered in person at DMV HQ building.

4. To host the annual Highway Safety Summit.

The 2022 Virginia Highway Safety Summit, “Staying driven on the road to zero” was provided as an in-person event in Alexandria, VA. For the FY2022 Highway Safety Summit 228 individuals attended summit sessions. Some of the popular sessions included NHTSA Update by Region 3 Administrator Stephanie Hancock, Legislative Update Panel and the Educational Panel: Safe Driving Outreach for Teens. Pre-Summit sessions included Emergency Medical Services/ Public Safety, Law Enforcement, Traffic Safety Engineering, and Motorcycle Safety trainings. Also held were the Impaired Driving and Occupant Protection stakeholder meetings. Breakout sessions included latest traffic safety initiatives on 4D’s, Fatality, Crash& Injury Prevention, Infrastructure and Engineering/ Public Safety, and After the Crash tracks.

5. Ensure our highway safety message represents the diversity of the Commonwealth.

During FY2022 we have continued to ensure that our highway safety messages represent the diversity of the Commonwealth. We have provided several of our grant funded materials to be translated into the Spanish language.

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

We have reviewed the Virginia non-profit listing provided by NHTSA and identified organizations that we will begin reaching out to for partnership. We have added several new partners to our email distribution list for campaigns such as the Virginia Emergency System, Virginia Community College System, Virginia Department of General Services-Fleet Services, and the State Cooperate Commission.

7. Highway Safety Program Recruiter to recruit new and effective partners that will ensure our highway safety message is reaching to diverse communities and to ensure equity is at the forefront of our messaging. This will allow for bring new community partners to the table.

This position has not been filled during FY2022.

# Police Traffic Services Program (PT)

## Overview of Programs, Projects, and Activities Funded

Virginia conducted training, education, and outreach efforts to raise awareness on issues involving transportation safety. Approximately \$274,686 in Section 402 funds was expended for these activities.

**Measure:** Conduct a minimum of ten trainings and informational contacts with law enforcement by December 31, 2022.

**Performance:** See accomplishments below.

## Strategies and Accomplishments

1. Retain a minimum of 3 VAHSO LEL's to work with law enforcement on highway safety initiatives.

Three Law Enforcement Liaisons (LEL) continue to work across the Commonwealth. All LEL's work regionally and assist across areas to motivate law enforcement agencies to increase participation in highway safety campaigns. Throughout the year, LEL's actively conduct independent seat belt surveys to maintain an eye on seat belt use in localities. However, this year the independent surveys were limited due to two LELs taking on program manager responsibilities due to staffing issues.

The LEL's assisted with the FY2022 Grant Application Workshops, held in each region, and Grant Distribution Workshops, held in each region.

Based on these uncertain times, some law enforcement agencies self-suspended selective enforcement due to the pandemic and some due to significant staffing issues.

Even with staffing shortages and the pandemic, agencies were encouraged to use their social media platforms to educate the communities on highway safety efforts. Consistently educating the public on highway safety will help change behaviors while working towards "zero" deaths on Virginia roads

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

The LEL's reviewed data on fatalities and may direct contact with agencies that were not grant funded to discuss the fatality data and to provide resources along with providing information on upcoming campaigns. IN addition, they worked with the Program Managers in making contact with grant funded agencies that were seeing an increase in fatality counts.

LEL's did not conduct any Traffic Occupant Protection Strategies (TOPS) safety-training workshops in FY2022. There were no requests for this training.

One LEL assisted with instructing two Fundamentals of Crash Investigation curriculum to approximately 44 students. The LEL assisted with monitoring and instructing three various advanced crash investigation classes to approximately 62 law enforcement attendees.

One LEL assisted with instructing the NHTSA Child Passenger Safety Seat Technician Certification Course curriculum to approximately 12 attendees consisting of fire EMS, social services, law enforcement, and medical staff.

3. To provide training for law enforcement officers on changes to Virginia's traffic safety laws and effective enforcement efforts.

The LEL's assist with the Grant Application Workshops, Grant Distribution Workshops, as well as new Project Director training as needed. The LELs are also available to provide additional training as needed to our law enforcement agencies.

4. Partner with safety advocates to provide additional law enforcement training (i.e. Below 100 training and "Wear This... Not This".)

There has been no Below 100 training during FY2022. The Wear This...Not This campaign is available through Virginia Association of Chiefs of Police (VACP). The purpose of the campaign is to remind officers to always wear their seat belts and to set a positive example for other motorists. Our LELs will continually remind our law enforcement agencies of upcoming training and opportunities.

Virginia Association of Chiefs of Police (VACP) conducted two events related to highway safety training. The first is the Virginia Law Enforcement Symposium. Training was provided on how to reengage in traffic safety enforcement with communities considering the impact of considering the impact of secondary laws, reduction in force and resources. 28 sworn law enforcement officers representing 19 law enforcement agencies in Virginia attended this event. The second event was the 2022 VACP Annual Conference. The training covered topics and key legal issues related to traffic enforcement. There were 121 law enforcement attendees, representing 81 law enforcement agencies in Virginia.

# Roadway Safety Program (RS)

## Overview of Programs, Projects and Activities Funded

Roadway Safety is included in Virginia's public information awareness and education campaigns. Approximately \$141,500 in Section 402 funds was expended for these activities.

**Measure:** Participate in regional trainings on crash findings and techniques to improve awareness of roadway safety by December 31, 2022.

**Performance:** See accomplishments below.

## Strategies and Accomplishments

2. Contract for two, two-week (80 hours) courses on "Advanced Crash Investigation" for law enforcement officers.

Contracted three Specialty Courses:

Traffic Crash Reconstruction Course with 23 students (representing 15 agencies) successfully completing the course.



5. Provide technical assistance to law enforcement and prosecutors in the area of crash reconstruction.

The Virginia State Trooper provided technical assistance to law enforcement officers and commonwealth attorneys across the Commonwealth.

Supported departments/offices/agencies (Law Enforcement, State Agencies, Educational Institutions & Commonwealth Attorneys) by providing technical crash investigation assistance (most on multiple occasions). Corresponded with over 540 personnel contacts for 1351 phone calls, 390 in person meetings, and 1378 emails for assistance.

Assisted law enforcement agencies on 162 occasions with crash investigations by imaging Event Data Recorders and/or providing analysis of the data.

Performed 21 VSP Crash Investigation Call-outs.

Served as Expert for Testimony on 47 occasions.

Certified EDR Technician I & II Instructor

Investigated high interest crashes for causation and submitted pertinent findings/recommendations.

# Additional Traffic Safety Programs

## **2022 Highway Safety Summit**

The 2022 Highway Safety Summit, the theme was “2022: Staying Driven on the Road to Zero”. The summit was held at Hilton Alexandria Mark Center on May 3-5, 2022. 266 registered attendees. The day before the summit, May 2, was a training day for motorcycle coaches, law enforcement, traffic engineers and first responders. There were various presentations for highway safety stakeholders. The summit presentations can be viewed by visiting, <https://www.dmv.virginia.gov/safety/#resources/presentations.asp>

## **2022 Judicial Transportation Safety Conference**

The 2022 Judicial Conference was not held but our Highway Safety Office has been in discussion with the Judicial Outreach Liaison and the Supreme Court on options to get information to the judicial system.

# Highway Safety Program Media Plan

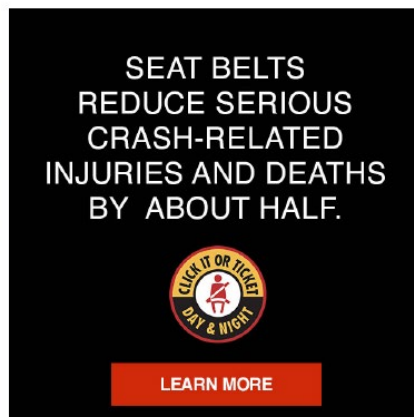
## Media Plan for FY2022

Earned, owned and paid media advertising will be utilized throughout federal fiscal year 2022 in an effort to promote safe driving habits to Virginians. A comprehensive media buying and public relations firm will purchase paid advertising and engage in public relations efforts in conjunction with a series of high visible enforcement campaigns since effectiveness is improved when advertising coincides with law enforcement campaigns. Paid advertising methods will include various types of television, radio, online and digital, and other NHTSA-approved channels. Paid advertising will continue to take a data-driven approach, focusing on the audience who needs the message the most, and through the channels, they use the most. To measure effectiveness, the campaigns will include an evaluation element that focuses on campaign slogan recall. The public relations firm and the DMV Communications Office will solicit earned media through issuing news releases and pitching highway safety stories to local media outlets. Virginia DMV's owned media channels, including the agency's website and social media sites, will publicize safe driving messages to coincide with national and local safety campaigns, and whenever data shows more education on a particular topic is needed.

### Click It or Ticket-May and November Mobilization

The purpose of the May2022 and November 2021 Click It or Ticket media campaign was to remind the public that seat belts save lives, and law enforcement will implement mobilizations to ensure that all vehicle occupants are buckled up. The May 2022 and November 2021 campaigns supported the national Click It or Ticket mobilization. The November campaign encourages safe driving behaviors during one of the busiest travel holidays of the year – Thanksgiving. The statewide earned, owned and paid media campaign will focus on the audience of men ages 18 to 34. In addition to the May and November campaigns we also had sustain seat belt message newly created based in feedback from the focus group. The video was titled “Ding. Ding. Ding. Ding. – Buckle Your Seat Belt”.

### Key Flight Media (May) Takeaways:



- A media buy investment of \$266,623 for the May campaign delivered more than over 15.4MM impressions with 3.6mm of those being added value
- Digital tactics over-delivered based on impressions across the board.
- Aside from VCR, most channels and partners performed well based on CTR where applicable, including Facebook & Instagram – meaning our messaging was in front of the right audience at the right time prompting users to engage and learn more.
- Twitch’s premium video placement garnered a VCR of 94% which is above benchmark of 85%.
- GSTV consistently overdelivers expectations and should remain a viable tactic in future endeavors.

**Key Flight Media (November) Takeaways:**

- A media buy investment of \$232,710 for the November campaign delivered more than 11.3MM impressions with 2.6MM of those being added value
- GSTV continues to prove to be a good tactic, providing over delivery and a lot of added value.
- Digital and social placements performed well, exceeding CTR benchmarks. Similar tactics will be explored for the upcoming flight
- The Streaming Audio / Podcast test provided useful insights.

**Seat Belt Media Campaign (sustain seat belt message):**

The purpose of the newly developed statewide seat belt media campaign is to sustain the seat belt message outside of the May and November Click It or Ticket mobilizations.

**April Flight Key Takeaways:**

- A media buy investment of \$249,868 for the April flight delivered more than 13 MM impressions with over 3.8MM added value impressions across tactics.
- GSTV consistently over delivers expectations. The retargeting display also was engaging with users, achieving a 0.14% CTR which is above benchmark.
- Radio presented an opportunity to add frequency to the message over the two week time period.
- Facebook and Instagram placements had a reach of 65,472 people and 1,151 post engagements.
- Sabio's OTT had an above benchmark CTR at 0.21%
- Twitch's video placements were engaging for users with an average VCR of 85% and a 0.35% CTR.

**August Flight Key Takeaways:**

- A media buy investment of \$587,592 for the August flight delivered 25MM impressions with 7.5MM added value impressions.
- Utilized our new creative “Ding. Ding. Ding. Ding. – Buckle Your Seat Belt”
- The flight utilized gas station signage in addition to GSTV.
- Digital placements generally performed at or above benchmarks.
- Having a variety of creative messaging/assets helped provide coverage in market.

## Local Heroes

The purpose of the Local Heroes campaign is to increase the seat belt rate among men ages 18 to 35 in selected counties. Sixty- and 30-second videos will be created featuring identified local first responders and recognizable locations. The campaign will air in August 2022 for the localities of Augusta, Frederick, Shenandoah, Rockingham, and Rockbridge.

## Campaign Key Takeaways:

- A media buy investment of \$256,772 for the campaign delivered more than 13.2MM impressions with over 3.2MM of those being added value.
- Having a mixture of video, display and audio placements allowed for message insertion in a variety of formats to help further expose the audience to the message.
- Zoning cable schedules was a cost-effective way to place television in the desired geos and complemented the streaming video placements in market.
- Similarly, leveraging the combination of terrestrial and streaming audio placements allowed for additional coverage in market.

## Checkpoint Strikeforce/Drive Sober or Get Pulled Over

This statewide, DUI prevention paid advertising campaign, operated by the Washington Regional Alcohol Project, coincided with the increased enforcement surrounding the national Drive Sober or Get Pulled Over mobilization from Labor Day through New Year's Eve. The advertising campaign will follow NHTSA's guidelines and supported high visibility enforcement to decrease drunk driving. The primary focus was 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. For FY2022 WRAP transitioned from using the Checkpoint Strikeforce tagline to the national tagline of Drive Sober or Get Pulled Over. For FY2022 an estimated reach of over 8 million people through print and broadcast coverage for the Drive Sober or Get Pulled Over campaign through paid advertising in the form of all types of television, online, digital, and social media.

## Act Like It - Drive Sober Or Get Pulled Over Toolkit

## Highway Safety Office DUI Prevention

In conjunction with the Drive Sober or Get Pulled Over previously known as Checkpoint Strikeforce campaign, the same anti-drunk driving messaging, "Act Like It" was aired during holidays where drinking is prevalent. The media campaign was used for the holidays of St. Patrick's Day, Cinco De Mayo and Fourth of July to reach the focus audience of males ages 21 to 34.



### **Campaign Key Takeaways:**

- A media buy investment of \$605,366 for the campaign delivered more than 39.7MM impressions with over 13.4MM of those being added value.
- Having a mixture of video, display and audio placements allowed for message insertion in a variety of formats to help further expose the audience to the message.
- Zoning cable schedules was a cost-effective way to place television in the desired geos and complemented the streaming video placements in market.
- Similarly, leveraging the combination of terrestrial and streaming audio placements allowed for additional coverage in market.

### **Motorcycle Safety**

The FY2022 media campaign used the creatives created in FY2020 "Roll with the Proper Gear" with both young sport bike riders and mature motorcyclists being the focus of the campaign. The campaign encourage motorcyclists to ride safely and to wear proper riding gear.

### **Campaign Key Takeaways:**

- With an media investment of \$61,048.18 the campaign delivered more than 4.5MM impressions with 1.3MM of those being added value
- Digital tactics over-delivered based on impressions across the board.
- Facebook performed well based on video completions, meaning our messaging was in front of the right audience at the right time.
- GroundTruth and Sightly's targeting tactics deemed effective in reaching our audience in contextually relevant on and offline environments based on VCR.
- GSTV consistently over delivers expectations.

### **Motorcycle Awareness**

The FY2022 campaign titled "Drivers: Take a Second Look for Motorcyclists" 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.

### **Campaign Key Takeaways:**

- With a media buy investment of \$77,572 the campaign delivered more than 6.2MM impressions with 2MM of those being added value
- Digital tactics over-delivered based on impressions across the board.
- Facebook performed well based on video completions, meaning our messaging was in front of the right audience at the right time.
- GroundTruth & Sightly's targeting tactics deemed effective in reaching our audience in contextually relevant environments based on VCR.
- GSTV consistently overdelivers expectations and should remain a viable tactic in future endeavors.

### **Pedestrian Safety Media Campaign**

The FY2022 media campaign is help decrease the pedestrian fatalities across the Commonwealth. The FY2021 animated PSA titled, "If you don't know, don't go" was used on various media platforms.

### **Campaign Key Takeaways:**

- With a media buy investment of \$50,598 the campaign delivered more than 17.8 MM impressions with 7MM of those being added value



- Transit placements being kept up in market allowed for additional added value opportunity in a contextually relevant environment.
- GroundTruth’s combination of proximity, behavioral, and DMA targeting enhanced engagement across both display and video, exceeding industry standard benchmarks.

### **TZD Videos**

The TZD Safety video series focused efforts in the areas of speed, seat belt safety, drunk driving, and distracted driving during FY2022. This was our first safety video series to raise 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 Key Takeaways:**

- The media buy investment of \$276,999 delivered more than 9.4MM impressions with 3.8MM of those being added value.
- The digital placements performed at or above benchmarks, and cable and GSTV were also able to provide over delivery.
- The four messages overall performed in-line with one another when evaluating where creative performance.
- Top Premium Sports placements included ESPN, FS2, Stadium, Outdoor Network, Tennis Channel, Eleven Sports, MLB Network, NFL Network, etc.

### **DMV Highway Safety Outreach Events**

In addition to our extensive media plan and accomplishments during FY2022 the Virginia DMV Highway Safety Office staff has attended various outreach events to exhibit and provide information and resources on various highway safety topics such as seat belt use, motorcycle safety, impaired driving, and child passenger safety. We reached over 500 attendees through at least eight events such as community events, Drive Smart Distracted Driving Summit, VACP Law Enforcement Symposium, and the Emergency Management Services conference.

### **Grantee Occupant Protection Projects**

For FY2022 several DMV sub-recipients received paid media funds to promote occupant protection messaging.

- The Eastern Virginia Medical School’s Boost ‘Em in the Back Seat campaign delivered 2.5 million impressions, 363,967 video views, and outperformed typical industry standards with some platforms delivering a 96% video completion rate and 16% click through rate to website. Social media placements continued to outperform industry averages during FY2022.

- Youth of Virginia Speak Out About Traffic Safety (YOVASO) campaigns for FY2022:
  - Fall 2021 Drive for Change Buckle Up, Slow Down campaign social media messaging reached over 80,000 teens and local media aired 226 PSAs, reaching over 461,000 households with a population of 1 million. A Drive for Change, Buckle Up and Slow Down video was produced free of charge for TikTok that ran on the platform from September to December. It received 464,426 Impressions.
  - Spring 2022 "Slow Down, Buckle UP, Arrive Alive" reached over 20,000 students with social media messaging generating 228,000 impressions on Facebook, 17.8K impressions on Twitter, and 112,484 reached on Instagram. A local TV Station produced 3 videos for TikTok, including a seat belt video, a distracted driving video, and a speed prevention video. The videos aired on TikTok from June through August and had 2,766,455 impressions. Additionally, the videos ran on the TikTok "Summer Makegood Campaign" and had over 1,361,207 impressions.
- DRIVE SMART Virginia during FY2022:
  - reached over 50,000 through the website, over 30,000 people through the social media followers, over 384,000 through social media impressions/views along with other platforms totaling over 718,000 people being reached with an occupant protection messaging.
  - DRIVE SMART Virginia's Facebook page had a total reach of 612,293 and Twitter account had 13,583 followers.
  - The Love Clicks Instagram post campaign ran from September 21-30 and resulted in 79,168 being reached with 646 post engagements
  - DSV website included the Love Clicks/Occupant Protection online toolkit. The toolkit webpage received 299 page views in just one quarter.

### **Grantee DUI Prevention Projects**

During FY2022 several non-profit organizations used paid media to publicize anti-drunk driving messaging.

- The Virginia Health, Physical Education, Recreation and Dance's Choose Your Vibe campaign,
- Chesterfield Substance Abuse Free Environment's DUI and Drug impaired prevention campaign
- MADD's Virginia chapter



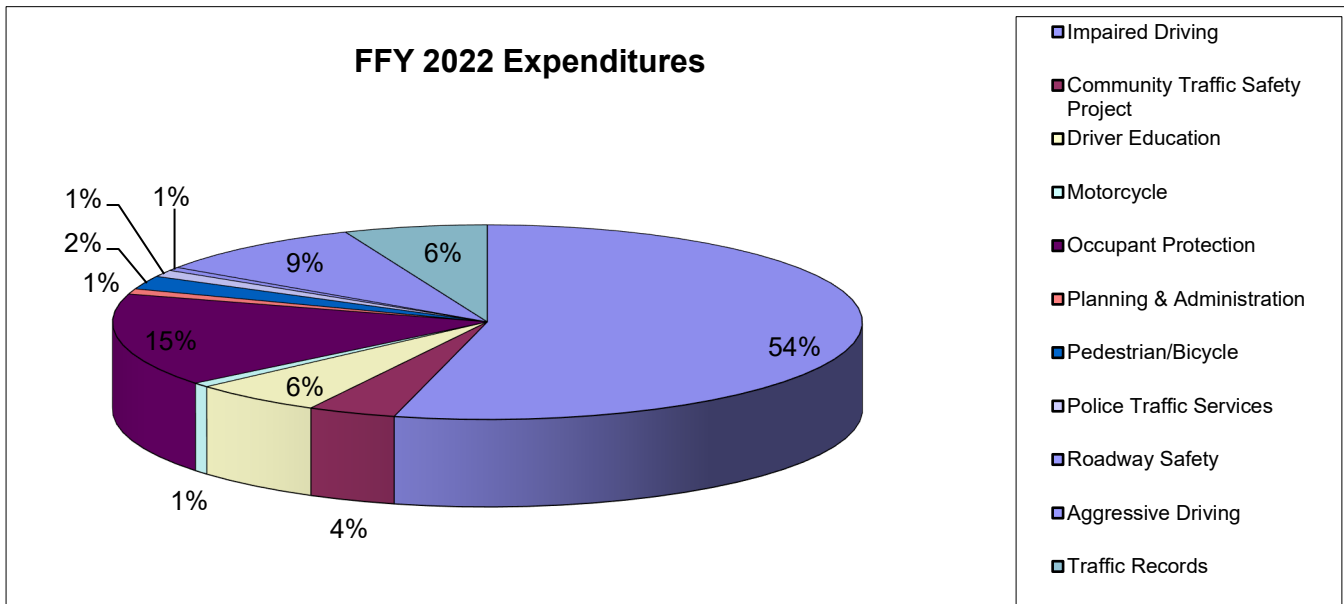
## **Appendix A**

### **Virginia's Financial Summary – Expenditures\* FFY2022**

# APPENDIX A

## FFY 2022 FINANCIAL SUMMARY - EXPENDITURES

Program Area				Total Expenditures	% of Total
	402 FAST Act	405 FAST Act	154		
Impaired Driving	88,794	3,770,134	9,238,158	13,097,086	54%
Community Traffic Safety Project	142,575	778,081	-	920,656	4%
Driver Education	802,660	566,910	-	1,369,570	6%
Motorcycle	-	180,656	-	180,656	1%
Occupant Protection	3,158,375	590,252	-	3,748,627	15%
Planning & Administration	216,278	-	-	216,278	1%
Pedestrian/Bicycle	460,085	81,431	-	541,516	2%
Police Traffic Services	274,686	-	-	274,686	1%
Roadway Safety	141,500	-	-	141,500	1%
Aggressive Driving	2,265,740	-	-	2,265,740	9%
Traffic Records	673,465	829,088	-	1,502,553	6%
<b>TOTAL</b>				<b>24,258,868</b>	<b>100%</b>



**Appendix B**  
**Expenditures and Non-Implementation Grants**  
**FFY2022**

## Appendix B

### FFY 2022 Virginia Highway Safety Grant Awards and Expenditures

Grant Program	Project	Grant ID	Subrecipient	Project Title	Approved Award	Total Paid
<b>154AL</b>						
154AL-2022	52140	22140	Alexandria City	Selective Enforcement - Alcohol	22,400.00	8,042.31
154AL-2022	52002	22002	Alleghany County	Selective Enforcement - Alcohol	11,600.00	3,173.70
154AL-2022	52337	22337	Amherst County	Selective Enforcement - Alcohol	20,320.00	14,011.65
154AL-2022	52082	22082	Arlington County	Selective Enforcement - Alcohol	14,750.00	13,042.87
154AL-2022	52332	22332	Augusta County	Selective Enforcement - Alcohol	38,600.00	8,427.16
154AL-2022	52376	22376	Automotive Coalition for Traffic Safety, Inc	VA DADSS Pilot Deployment Program	5,091,446.00	4,990,985.52
154AL-2022	52290	22290	Buckingham County	Selective Enforcement - Alcohol	34,630.00	9,855.55
154AL-2022	52153	22153	Campbell County	Selective Enforcement - Alcohol	25,920.00	22,478.70
154AL-2022	52259	22259	Caroline County	Selective Enforcement - Alcohol	30,000.00	7,666.45
154AL-2022	52434	22434	Charlotte County	Selective Enforcement - Alcohol	11,200.00	155.10
154AL-2022	52380	22380	Chase City Town	Selective Enforcement - Alcohol	7,839.00	3,197.08
154AL-2022	52268	22268	Chesapeake Bay Bridge Tunnel	Selective Enforcement - Alcohol	3,320.00	2,069.69
154AL-2022	52226	22226	Chesterfield County	Selective Enforcement - Alcohol	132,205.00	119,512.69
154AL-2022	52322	22322	Christiansburg Town	Selective Enforcement - Alcohol	10,164.00	10,164.00
154AL-2022	52074	22074	Clarke County	Selective Enforcement - Alcohol	9,900.00	8,624.55
154AL-2022	52403	22403	Colonial Heights City	Selective Enforcement - Alcohol	13,590.00	12,915.69
154AL-2022	52393	22393	Culpeper Town	Selective Enforcement - Alcohol	7,720.00	7,720.00
154AL-2022	52272	22272	Danville City	Selective Enforcement - Alcohol	18,570.00	770.29
154AL-2022	52397	22397	Drive Safe Hampton Roads	Survive the Drive	41,520.00	24,376.63
154AL-2022	52297	22297	Drive Smart of Virginia	Impaired Driving Education & Outreach	478,230.00	398,709.87
154AL-2022	52243	22243	Fairfax County	DUI TF Selective Enforcement	1,026,398.00	754,986.49
154AL-2022	52204	22204	Fairfax County	Selective Enforcement - Alcohol	29,000.00	7,882.21
154AL-2022	52307	22307	Farmville Town	Selective Enforcement - Alcohol	19,500.00	10,802.22
154AL-2022	52115	22115	Fauquier County	Selective Enforcement - Alcohol	18,350.00	9,136.35

154AL-2022	52340	22340	Fluvanna County	Selective Enforcement - Alcohol	21,560.00	15,475.04
154AL-2022	52117	22117	Franklin County	Selective Enforcement Alcohol	28,087.00	17,886.38
154AL-2022	52214	22214	Frederick County	Selective Enforcement - Alcohol	20,725.00	7,121.97
154AL-2022	52334	22334	Giles County	Selective Enforcement - Alcohol	8,250.00	5,906.13
154AL-2022	52135	22135	Goochland County	Selective Enforcement - Alcohol	15,650.00	10,882.55
154AL-2022	52093	22093	Grayson County	Selective Enforcement - Alcohol	10,085.00	9,555.13
154AL-2022	52305	22305	Hanover County	Selective Enforcement - Alcohol	107,936.00	101,801.52
154AL-2022	52310	22310	Harrisonburg City	Selective Enforcement - Alcohol	18,120.00	7,177.10
154AL-2022	52158	22158	Henrico County	Selective Enforcement - Alcohol	225,600.00	225,600.00
154AL-2022	52027	22027	Henry County	Selective Enforcement - Alcohol	26,400.00	9,319.53
154AL-2022	52022	22022	Herndon Town	Selective Enforcement - Alcohol	21,350.00	11,760.44
154AL-2022	52356	22356	Isle of Wight County	Selective Enforcement - Alcohol	24,354.00	5,254.39
154AL-2022	52368	22368	James City County	Selective Enforcement - Alcohol	24,485.00	13,274.34
154AL-2022	52338	22338	King and Queen County	Selective Enforcement - Alcohol	19,050.00	9,092.00
154AL-2022	52021	22021	Loudoun County	Selective Enforcement - Alcohol	32,700.00	28,056.62
154AL-2022	52422	22422	Lunenburg County	Selective Enforcement - Alcohol	14,000.00	435.04
154AL-2022	52061	22061	Lynchburg City	Selective Enforcement - Alcohol	39,190.00	10,913.46
154AL-2022	52072	22072	Manassas Park City	Selective Enforcement - Alcohol	18,000.00	4,003.34
154AL-2022	52277	22277	Narrows Town	Selective Enforcement - Alcohol	13,100.00	13,068.25
154AL-2022	52033	22033	Nelson County	Selective Enforcement - Alcohol	12,550.00	10,764.69
154AL-2022	52239	22239	New Kent County	Selective Enforcement - Alcohol	39,900.00	38,457.80
154AL-2022	52225	22225	Newport News City	Selective Enforcement - Alcohol	52,600.00	50,947.21
154AL-2022	52023	22023	Norfolk City	Selective Enforcement - Alcohol	41,435.00	24,434.52
154AL-2022	52057	22057	Norton City	Selective Enforcement - Alcohol	16,575.00	2,094.56
154AL-2022	52385	22385	Page County	Selective Enforcement - Alcohol	5,280.00	3,795.84
154AL-2022	52086	22086	Patrick County	Selective Enforcement - Alcohol	10,300.00	10,191.34
154AL-2022	52079	22079	Pearisburg Town	Selective Enforcement - Alcohol	18,986.00	18,981.77
154AL-2022	52254	22254	Pembroke Town	Selective Enforcement - Alcohol	5,100.00	3,670.14
154AL-2022	52092	22092	Pittsylvania County	Selective Enforcement - Alcohol	29,600.00	919.14

154AL-2022	52285	22285	Portsmouth City	Selective Enforcement - Alcohol	33,436.00	7,474.34
154AL-2022	52071	22071	Prince William County	Selective Enforcement - Alcohol	158,750.00	106,704.80
154AL-2022	52110	22110	Pulaski County	Selective Enforcement - Alcohol	28,680.00	20,112.57
154AL-2022	52175	22175	Richmond City	Selective Enforcement - Alcohol	66,525.00	53,079.10
154AL-2022	52235	22235	Richmond County	Selective Enforcement - Alcohol	14,600.00	14,596.79
154AL-2022	52010	22010	Roanoke City	Selective Enforcement - Alcohol	32,144.00	14,594.79
154AL-2022	52276	22276	Roanoke County	Selective Enforcement - Alcohol	74,900.00	35,338.59
154AL-2022	52147	22147	Rockbridge County	Selective Enforcement - Alcohol	8,400.00	8,400.00
154AL-2022	52016	22016	Rockingham County	Selective Enforcement - Alcohol	30,035.00	28,271.46
154AL-2022	52192	22192	Salem City	Selective Enforcement - Alcohol	10,820.00	9,779.84
154AL-2022	52431	22431	Shenandoah County	Selective Enforcement - Alcohol	13,300.00	5,178.73
154AL-2022	52384	22384	South Boston Town	Selective Enforcement - Alcohol	15,270.00	9,054.03
154AL-2022	52067	22067	Spotsylvania County	Selective Enforcement - Alcohol	118,450.00	61,103.83
154AL-2022	52203	22203	Stafford County	Selective Enforcement - Alcohol	19,400.00	11,906.25
154AL-2022	52138	22138	Suffolk City	Selective Enforcement - Alcohol	14,422.00	7,020.25
154AL-2022	52331	22331	Supreme Court of Va	Judicial Outreach Liaison	63,600.00	43,485.11
154AL-2022	52255	22255	Tazewell County	Selective Enforcement - Alcohol	17,600.00	16,877.67
154AL-2022	52048	22048	Vienna Town	Selective Enforcement - Alcohol	23,600.00	21,630.05
154AL-2022	52013	22013	Virginia Beach City	Selective Enforcement - Alcohol	36,200.00	27,894.23
154AL-2022	52399	22399	Virginia Dept of Motor Vehicles	Alcohol Impaired Driving Program, Program Coordinator and SFST Coordinator	189,628.00	80,471.11
154AL-2022	52390	22390	Virginia Dept of Motor Vehicles	Crash Investigation & Reconstruction Program - AL	44,550.00	24,289.79
154AL-2022	52177	22177	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program - AL	275,813.00	236,888.31
154AL-2022	52387	22387	Washington County	Selective Enforcement - Alcohol	41,340.00	10,649.00
154AL-2022	52059	22059	Westmoreland County	Selective Enforcement - Alcohol	44,000.00	42,427.15
154AL-2022	52028	22028	Williamsburg City	Selective Enforcement - Alcohol	12,000.00	7,505.88
154AL-2022	52222	22222	Winchester City	Selective Enforcement - Alcohol	18,936.00	18,674.79
154AL-2022	52171	22171	Wise County	Selective Enforcement - Alcohol	44,600.00	41,874.22
154AL-2022	52199	22199	WRAP	FY 2022 Virginia Checkpoint Strikeforce Campaign	1,129,280.00	1,123,852.38

154AL-2022	52163	22163	Wythe County	Selective Enforcement - Alcohol	22,100.00	21,425.21
154AL-2022	52118	22118	York County	Selective Enforcement - Alcohol	20,600.00	8,646.97
<b>154AL Total</b>					<b>10,661,119.00</b>	<b>9,238,157.93</b>
<b>FAST Act 405b</b>						
FM2CSS-2022	52042	22042	Children's Hospital/King's Daughters	The Child Passenger Safety Program at CHKD	25,800.00	25,600.85
<b>FM2CSS Total</b>					<b>25,800.00</b>	<b>25,600.85</b>
FM2HVE-2022	52323	22323	Culpeper County	Selective Enforcement - Occupant Protection	4,500.00	2,683.41
FM2HVE-2022	52041	22041	Dayton Town	Selective Enforcement - Occupant Protection	4,000.00	3,973.19
FM2HVE-2022	52325	22325	Goochland County	Selective Enforcement - Occupant Protection	3,150.00	2,498.17
FM2HVE-2022	52441	22441	Lee County	Selective Enforcement - Occupant Protection	3,000.00	2,255.80
FM2HVE-2022	52252	22252	Pulaski County	Selective Enforcement - Occupant Protection	10,200.00	8,785.17
FM2HVE-2022	52051	22051	Virginia Dept of State Police	Selective Enforcement - Occupant Protection	205,000.00	140,122.22
<b>FM2HVE Total</b>					<b>229,850.00</b>	<b>160,317.96</b>
FM2OP-2022	52342	22342	ODU Research Foundation	Virginia Seat Belt and CORE Surveys 2022	255,180.00	123,093.06
<b>FM2OP Refund</b>						<b>(833.60)</b>
<b>FM2OP Total</b>					<b>255,180.00</b>	<b>122,259.46</b>
FM2PE-2022	52291	22291	Drive Smart of Virginia	Occupant Protection Education & Outreach	187,677.00	140,435.78
FM2PE-2022	52186	22186	Eastern VA Medical School	Car Safety Now: Promoting Child Occupant Protection for Children and Teens	129,219.00	125,060.88
<b>FM2PE Total</b>					<b>316,896.00</b>	<b>265,496.66</b>
FM2TR-2022	52205	22205	Virginia Dept of Motor Vehicles	Occupant Protection for Children Training Program	43,360.00	16,577.15
<b>FMTR Total</b>					<b>43,360.00</b>	<b>16,577.15</b>
<b>FA 405b Total</b>					<b>871,086.00</b>	<b>590,252.08</b>
<b>FAST Act 405c</b>						

FM3DA-2022	52109	22109	Virginia Dept of Motor Vehicles	Traffic Records Electronic Data System Projects - TREDIS	1,009,000.00	829,087.99
<b>FA 405c Total</b>					<b>1,009,000.00</b>	<b>829,087.99</b>
<b>FAST Act 405d</b>						
FM6OT-2022	52084	22084	Bedford Town	Selective Enforcement - Alcohol	7,000.00	5,619.90
FM6OT-2022	52256	22256	Blacksburg Town	Selective Enforcement - Alcohol	15,840.00	1,223.23
FM6OT-2022	52053	22053	Bluefield Town	Selective Enforcement - Alcohol	4,299.00	4,138.66
FM6OT-2022	52001	22001	Botetourt County	Selective Enforcement - Alcohol	17,800.00	13,367.60
FM6OT-2022	52189	22189	Buchanan County	Selective Enforcement - Alcohol	12,600.00	12,599.12
FM6OT-2022	52087	22087	Chesapeake City	Selective Enforcement - Alcohol	18,350.00	9,312.91
FM6OT-2022	52228	22228	Coeburn Town	Selective Enforcement - Alcohol	12,350.00	3,150.00
FM6OT-2022	52038	22038	Commission on VASAP	VASAP Multi-Platform Virtual Connectivity Grant	250,000.00	250,000.00
FM6OT-2022	52362	22362	Commonwealth Attorney's Services Council	CASC TSRP, Adv. DUI, DUID, DRE, Fatal Crash	256,920.00	189,484.18
FM6OT-2022	52316	22316	Culpeper County	Selective Enforcement - Alcohol	16,100.00	9,516.51
FM6OT-2022	52104	22104	Dickenson County	Selective Enforcement - Alcohol	17,600.00	16,880.21
FM6OT-2022	52391	22391	Fairfax City	Selective Enforcement - Alcohol	12,600.00	5,751.29
FM6OT-2022	52142	22142	Fredericksburg City	Selective Enforcement - Alcohol	5,000.00	4,851.20
FM6OT-2022	52107	22107	Front Royal Town	Selective Enforcement - Alcohol	10,999.00	9,185.27
FM6OT-2022	52306	22306	Galax City	Selective Enforcement - Alcohol	10,580.00	1,252.86
FM6OT-2022	52364	22364	Gate City Town	Selective Enforcement - Alcohol	8,800.00	4,663.90
FM6OT-2022	52034	22034	Hillsville Town	Selective Enforcement - Alcohol	6,000.00	5,995.64
FM6OT-2022	52275	22275	King George County	Selective Enforcement - Alcohol	8,700.00	5,764.37
FM6OT-2022	52343	22343	Lee County	Selective Enforcement - Alcohol	12,267.00	12,058.06
FM6OT-2022	52119	22119	Lexington City	Selective Enforcement - Alcohol	8,750.00	4,232.06
FM6OT-2022	52303	22303	MADD	Community and Volunteer Engagement to End Impaired Driving	766,075.00	751,982.32
FM6OT-2022	52025	22025	Martinsville City	Selective Enforcement - Alcohol	7,000.00	4,664.76
FM6OT-2022	52178	22178	Mathews County	Selective Enforcement - Alcohol	8,500.00	8,499.79
FM6OT-2022	52133	22133	Montgomery County	Selective Enforcement - Alcohol	15,740.00	10,310.19



FM6OT-2022	52289	22289	Poquoson City	Selective Enforcement - Alcohol	6,025.00	5,686.61
FM6OT-2022	52223	22223	Radford City	Selective Enforcement - Alcohol	8,000.00	7,416.13
FM6OT-2022	52247	22247	Richlands Town	Selective Enforcement - Alcohol	13,900.00	12,681.22
FM6OT-2022	52375	22375	SADD Inc	Addressing Mobility Safety in Young Adults: Virginia SADD	127,545.00	92,251.99
FM6OT-2022	52012	22012	Scott County	Selective Enforcement - Alcohol	15,400.00	15,400.00
FM6OT-2022	52257	22257	Smithfield Town	Selective Enforcement - Alcohol	9,555.00	9,244.64
FM6OT-2022	52058	22058	Smyth County	Selective Enforcement - Alcohol	11,600.00	10,548.89
FM6OT-2022	52202	22202	Substance Abuse Free Environment, Inc.	It's All Impaired Driving Phase III	403,605.00	395,924.18
FM6OT-2022	52329	22329	Supreme Court of Va	Virginia Specialty Dockets Training to Reduce Impaired Driving	197,525.00	118,612.78
FM6OT-2022	52242	22242	Tazewell Town	Selective Enforcement - Alcohol	7,100.00	6,210.24
FM6OT-2022	52238	22238	University of Richmond	Selective Enforcement - Alcohol	5,797.00	4,415.00
FM6OT-2022	52196	22196	Virginia Commonwealth University	Selective Enforcement - Alcohol	10,538.00	2,357.51
FM6OT-2022	52365	22365	Virginia Department of Forensic Science (DFS)	DFS Breath Alcohol Training Program	278,055.00	191,367.27
FM6OT-2022	52367	22367	Virginia Department of Forensic Science (DFS)	DFS Toxicology TREDIS Data Project	293,317.00	198,756.97
FM6OT-2022	52341	22341	Virginia Dept of Alcohol & Beverage Control Authority	Selective Enforcement - Alcohol	109,500.00	76,864.16
FM6OT-2022	52298	22298	Virginia Dept of Motor Vehicles	Office of Chief Medical Examiner Data Collection and Submission	375,538.00	153,811.57
FM6OT-2022	52389	22389	Virginia Dept of Motor Vehicles	Drug Impaired Driving Program Coordination	30,849.00	28,092.26
FM6OT-2022	52125	22125	Virginia Dept of Motor Vehicles	Judicial Transportation Safety Conference	85,000.00	-
FM6OT-2022	52359	22359	Virginia Dept of Motor Vehicles	Alcohol Paid Media	624,225.00	624,223.55
FM6OT-2022	52388	22388	Virginia Dept of Motor Vehicles	Drug Recognition Expert Program, Advanced Roadside Impaired Driving Enforcement	200,000.00	22,726.50
FM6OT-2022	52049	22049	Virginia Dept of State Police	Selective Enforcement - Alcohol	650,000.00	313,273.07
FM6OT-2022	52327	22327	Virginia Polytechnic Institute	Selective Enforcement - Alcohol	5,250.00	-
FM6OT-2022	52424	22424	Warren County	Selective Enforcement - Alcohol	11,180.00	9,444.59
FM6OT-2022	52097	22097	Wise Town	Selective Enforcement - Alcohol	16,200.00	9,421.64
FM6OT-2022	52198	22198	WRAP	FY 2022 Public Information & Education and Youth Outreach Programs	153,626.00	117,814.28
<b>FM6OT Subtotal</b>					<b>5,159,200.00</b>	<b>3,771,049.08</b>

<b>FM6OT Refund</b>						<b>(915.00)</b>
<b>FA FM6OT Total</b>					<b>5,159,200.00</b>	<b>3,770,134.08</b>
<b>FAST Act 405d Flex</b>						
FDL*CP-2022	52124	22124	Virginia Commonwealth University	GRACY	65,487.00	36,919.42
FDL*CP-2022	52261	22261	Virginia Dept of Motor Vehicles	2022 Virginia Highway Safety Summit	180,000.00	116,936.61
FDL*CP-2022	52309	22309	Virginia Dept of Motor Vehicles	TZDVA.org Video Project	624,225.00	624,225.00
<b>FDL*CP Total</b>					<b>869,712.00</b>	<b>778,081.03</b>
<b>FAST Act 405d Flex</b>						
FDL*DE-2022	52263	22263	VADETS	Choose Your Vibe - Arrive Alive!	269,273.00	205,759.04
FDL*DE-2022	52047	22047	Virginia Commonwealth University	Project Impact	70,267.00	70,267.00
FDL*DE-2022	52357	22357	Virginia Dept of Education	Driver Education	261,000.00	235,634.34
FDL*DE-2022	52182	22182	Virginia Dept of Motor Vehicles	45-hour Parent/Teen Guide	55,250.00	55,249.43
<b>FDL*DE Total</b>					<b>655,790.00</b>	<b>566,909.81</b>
<b>FAST Act 405d Flex</b>						
FDL*MC-2022	52412	22412	Richmond Ambulance Authority	Rider Alert	9,240.00	1,787.86
FDL*MC-2022	52281	22281	Virginia Dept of Motor Vehicles	Motorcycle Safety Paid Media	80,000.00	80,000.00
<b>FDL*MC Total</b>					<b>89,240.00</b>	<b>81,787.86</b>
<b>405d Flex Total</b>					<b>1,614,742.00</b>	<b>1,426,778.70</b>
<b>FA 405d Total</b>					<b>6,773,942.00</b>	<b>5,196,912.78</b>
<b>FAST Act 405f</b>						
FM9MT-2022	52280	22280	Virginia Dept of Motor Vehicles	Motorists' Awareness of Motorcycles Paid Media	98,868.00	98,867.76
<b>FA 405f Total</b>					<b>98,868.00</b>	<b>98,867.76</b>
<b>FAST Act 405h</b>						
FHLE-2022	52070	22070	Prince William County	Selective Enforcement - Pedestrian/Bicycle	11,000.00	10,929.05
<b>FHLE Total</b>					<b>11,000.00</b>	<b>10,929.05</b>
<b>FAST Act 405h</b>						
FHPE-2022	52313	22313	Virginia Dept of Motor Vehicles	Pedestrian Safety Media	71,126.00	70,502.22

<b>FHPE Total</b>					<b>71,126.00</b>	<b>70,502.22</b>
<b>FA 405h Total</b>					<b>82,126.00</b>	<b>81,431.27</b>
<b>FAST Act 402</b>						
FAL-2022	52006	22006	Bedford County	Selective Enforcement - Alcohol	20,247.00	5,860.32
FAL-2022	52201	22201	Dublin Town	Selective Enforcement - Alcohol	7,400.00	6,228.56
FAL-2022	52219	22219	Gloucester County	Selective Enforcement - Alcohol	19,750.00	19,741.29
FAL-2022	52011	22011	New Market Town	Selective Enforcement - Alcohol	7,986.00	2,205.58
FAL-2022	52018	22018	Occoquan Town	Selective Enforcement - Alcohol	4,800.00	1,673.34
FAL-2022	52328	22328	Petersburg City	Selective Enforcement - Alcohol	84,420.00	42,411.89
FAL-2022	52167	22167	Powhatan County	Selective Enforcement - Alcohol	29,280.00	2,666.33
FAL-2022	52168	22168	Prince Edward County	Selective Enforcement - Alcohol	5,610.00	1,797.33
FAL-2022	52212	22212	Prince George County	Selective Enforcement - Alcohol	9,980.00	6,209.50
<b>FAL Total</b>					<b>189,473.00</b>	<b>88,794.14</b>
FCP-2022	52077	22077	Commission on VASAP	VASAP Virtual Training Support Grant	147,061.00	102,181.68
FCP-2022	52415	22415	Supreme Court of Va	Judicial Outreach Liaison-402	16,650.00	9,674.20
FCP-2022	52130	22130	Virginia Dept of Motor Vehicles	DMV/HSO Travel & Training	65,000.00	7,862.13
FCP-2022	52282	22282	Virginia Dept of Motor Vehicles	TZD Website Maintenance and Update	42,000.00	22,856.93
FCP-2022	52435	22435	Virginia Dept of Motor Vehicles	Highway Safety Program Recruiter	95,700.00	-
FCP-2022	52169	22169	Virginia Dept of Motor Vehicles	VAHSO Evaluation of Program	90,000.00	-
<b>FCP Total</b>					<b>456,411.00</b>	<b>142,574.94</b>
FDE-2022	52427	22427	Dept for Aging and Rehabilitative Services	Virginia GrandDriver: Preparing to Re-enter the Traffic Flow Post COVID	586,202.00	569,189.32
FDE-2022	52154	22154	Drive Smart of Virginia	Community & Workplace Traffic Safety Education & Outreach	228,640.00	196,305.31
FDE-2022	52258	22258	Prince William County	Partners for Safe Teen Driving	49,764.00	22,935.13
FDE-2022	52283	22283	Virginia Dept of Motor Vehicles	Translation Service for FY2022 Highway Safety Educational Materials	25,000.00	182.56
FDE-2022	52132	22132	Virginia Trucking Assoc. Foundation	Truck Safety Programs Coordinator	19,124.00	14,047.64

<b>FDE Total</b>					<b>908,730.00</b>	<b>802,659.96</b>
FMC-2022	52402	22402	Virginia Dept of Motor Vehicles	Motorcycle Education Quality Assurance Program	188,800.00	-
<b>FMC Total</b>					<b>188,800.00</b>	<b>-</b>
FOP-2022	52311	22311	Accomack County	Selective Enforcement - Occupant Protection	22,300.00	16,216.44
FOP-2022	52003	22003	Alleghany County	Selective Enforcement - Occupant Protection	3,600.00	1,197.46
FOP-2022	52339	22339	Amherst County	Selective Enforcement - Occupant Protection	4,000.00	3,500.00
FOP-2022	52195	22195	Arlington County	Selective Enforcement - Occupant Protection	8,024.00	6,373.00
FOP-2022	52373	22373	Augusta County	Selective Enforcement - Occupant Protection	4,120.00	699.90
FOP-2022	52009	22009	Bedford County	Selective Enforcement - Occupant Protection	4,550.00	1,701.00
FOP-2022	52437	22437	Bedford Town	Selective Enforcement - Occupant Protection	2,625.00	2,625.00
FOP-2022	52007	22007	Botetourt County	Selective Enforcement - Occupant Protection	3,800.00	2,076.61
FOP-2022	52296	22296	Buchanan County	Selective Enforcement - Occupant Protection	7,500.00	6,803.72
FOP-2022	52294	22294	Buckingham County	Selective Enforcement - Occupant Protection	4,800.00	2,244.08
FOP-2022	52148	22148	Campbell County	Selective Enforcement - Occupant Protection	12,000.00	11,603.51
FOP-2022	52215	22215	Chatham Town	Selective Enforcement - Occupant Protection	6,000.00	5,990.47
FOP-2022	52090	22090	Chesapeake City	Selective Enforcement - Occupant Protection	14,000.00	4,296.26
FOP-2022	52348	22348	Christiansburg Town	Selective Enforcement - Occupant Protection	2,688.00	2,688.00
FOP-2022	52233	22233	Coeburn Town	Selective Enforcement - Occupant Protection	3,000.00	750.00
FOP-2022	52273	22273	Danville City	Selective Enforcement - Occupant Protection	5,250.00	515.16
FOP-2022	52103	22103	Dickenson County	Selective Enforcement - Occupant Protection	3,000.00	3,000.00
FOP-2022	52377	22377	Drive Safe Hampton Roads	Occupant Protection	59,049.00	47,715.50
FOP-2022	52413	22413	Dublin Town	Selective Enforcement - Occupant Protection	3,000.00	2,994.75
FOP-2022	52188	22188	Exmore Town	Selective Enforcement - Occupant Protection	1,200.00	1,200.00
FOP-2022	52122	22122	Franklin County	Selective Enforcement - Occupant Protection	2,625.00	630.00
FOP-2022	52361	22361	Galax City	Selective Enforcement - Occupant Protection	3,900.00	1,106.40

FOP-2022	52220	22220	Gloucester County	Selective Enforcement - Occupant Protection	6,300.00	5,197.89
FOP-2022	52100	22100	Halifax Town	Selective Enforcement - Occupant Protection	6,000.00	6,000.00
FOP-2022	52301	22301	Hanover County	Selective Enforcement - Occupant Protection	9,360.00	9,360.00
FOP-2022	52160	22160	Henrico County	Selective Enforcement - Occupant Protection	40,750.00	40,750.00
FOP-2022	52035	22035	Hillsville Town	Selective Enforcement - Occupant Protection	6,000.00	5,979.91
FOP-2022	52371	22371	James City County	Selective Enforcement - Occupant Protection	6,424.00	2,962.44
FOP-2022	52345	22345	King and Queen County	Selective Enforcement - Occupant Protection	5,250.00	456.04
FOP-2022	52372	22372	Lancaster County	Selective Enforcement - Occupant Protection	3,850.00	-
FOP-2022	52121	22121	Lexington City	Selective Enforcement - Occupant Protection	3,500.00	1,791.47
FOP-2022	52184	22184	Manassas Park City	Selective Enforcement - Occupant Protection	5,400.00	450.00
FOP-2022	52137	22137	Montgomery County	Selective Enforcement - Occupant Protection	2,700.00	2,350.54
FOP-2022	52245	22245	New Kent County	Selective Enforcement - Occupant Protection	8,800.00	8,051.39
FOP-2022	52159	22159	Norfolk City	Selective Enforcement - Occupant Protection	9,000.00	6,062.39
FOP-2022	52046	22046	Nottoway County	Selective Enforcement - Occupant Protection	3,400.00	3,379.01
FOP-2022	52335	22335	ODU Research Foundation	Occupant Protection in Virginia: Continuing Deployment of Best Practices	138,138.00	92,832.49
FOP-2022	52183	22183	Onancock Town	Selective Enforcement - Occupant Protection	6,720.00	6,720.00
FOP-2022	52409	22409	Page County	Selective Enforcement - Occupant Protection	3,000.00	2,976.08
FOP-2022	52088	22088	Patrick County	Selective Enforcement - Occupant Protection	7,700.00	4,452.20
FOP-2022	52065	22065	Pennington Gap Town	Selective Enforcement - Occupant Protection	2,250.00	1,047.70
FOP-2022	52094	22094	Pittsylvania County	Selective Enforcement - Occupant Protection	8,100.00	1,501.14
FOP-2022	52286	22286	Poquoson City	Selective Enforcement - Occupant Protection	5,005.00	4,771.80
FOP-2022	52287	22287	Portsmouth City	Selective Enforcement - Occupant Protection	6,958.00	805.21
FOP-2022	52211	22211	Prince Edward County	Selective Enforcement - Occupant Protection	2,475.00	1,588.32
FOP-2022	52379	22379	Prince George County	Selective Enforcement - Occupant Protection	5,740.00	4,975.10
FOP-2022	52000	22000	Prince William County	Selective Enforcement - Occupant Protection	38,500.00	38,500.00

FOP-2022	52170	22170	Richmond City	Selective Enforcement - Occupant Protection	11,000.00	10,999.99
FOP-2022	52237	22237	Richmond County	Selective Enforcement - Occupant Protection	2,250.00	2,238.17
FOP-2022	52127	22127	Roanoke City	Selective Enforcement - Occupant Protection	13,440.00	12,474.58
FOP-2022	52299	22299	Roanoke County	Selective Enforcement - Occupant Protection	16,400.00	16,400.00
FOP-2022	52157	22157	Rockbridge County	Selective Enforcement - Occupant Protection	4,200.00	4,200.00
FOP-2022	52014	22014	Scott County	Selective Enforcement - Occupant Protection	2,400.00	2,400.00
FOP-2022	52423	22423	South Boston Town	Selective Enforcement - Occupant Protection	5,715.00	4,491.31
FOP-2022	52436	22436	Spotsylvania County	Selective Enforcement - Occupant Protection	6,500.00	6,404.65
FOP-2022	52227	22227	Stafford County	Selective Enforcement - Occupant Protection	7,200.00	5,742.23
FOP-2022	52134	22134	Suffolk City	Selective Enforcement - Occupant Protection	3,234.00	1,052.93
FOP-2022	52264	22264	Tazewell County	Selective Enforcement - Occupant Protection	13,750.00	9,940.35
FOP-2022	52321	22321	Tazewell Town	Selective Enforcement - Occupant Protection	1,875.00	1,875.00
FOP-2022	52129	22129	Virginia Beach City	Selective Enforcement - Occupant Protection	29,400.00	26,892.89
FOP-2022	52066	22066	Virginia Dept of Health	Virginia Department of Health Child Passenger Safety Program	299,853.00	250,300.07
FOP-2022	52284	22284	Virginia Dept of Motor Vehicles	Occupant Protection Paid Media	1,730,150.00	1,716,626.53
FOP-2022	52260	22260	Virginia Dept of Motor Vehicles	Local Heroes Video Campaign	430,000.00	430,000.00
FOP-2022	52176	22176	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program - OP	295,169.00	251,809.14
FOP-2022	52426	22426	Warren County	Selective Enforcement - Occupant Protection	3,500.00	3,111.15
FOP-2022	52400	22400	Washington County	Selective Enforcement - Occupant Protection	6,600.00	5,639.38
FOP-2022	52005	22005	Westmoreland County	Selective Enforcement - Occupant Protection	4,900.00	3,922.48
FOP-2022	52164	22164	Wythe County	Selective Enforcement - Occupant Protection	14,000.00	13,906.83
<b>FOP Subtotal</b>					<b>3,423,887.00</b>	<b>3,159,316.06</b>
<b>FOP Refund</b>						<b>(941.13)</b>
<b>FOP Total</b>					<b>3,423,887.00</b>	<b>3,158,374.93</b>
FPA-2022	52112	22112	Virginia Dept of Motor Vehicles	Planning and Administration	275,036.00	216,277.70

<b>FPA Total</b>					<b>275,036.00</b>	<b>216,277.70</b>
FPS-2022	52181	22181	Alexandria City	Selective Enforcement - Pedestrian/Bicycle	7,168.00	7,168.00
FPS-2022	52208	22208	Arlington County	Selective Enforcement - Pedestrian/Bicycle	10,030.00	4,816.64
FPS-2022	52232	22232	Chesterfield County	Selective Enforcement - Pedestrian/Bicycle	5,400.00	5,400.00
FPS-2022	52407	22407	Fairfax City	Selective Enforcement - Pedestrian/Bicycle	3,000.00	-
FPS-2022	52241	22241	Fairfax County	Selective Enforcement - Pedestrian/Bicycle	6,000.00	975.74
FPS-2022	52101	22101	Halifax Town	Selective Enforcement - Pedestrian/Bicycle	1,800.00	1,715.36
FPS-2022	52315	22315	Harrisonburg City	Selective Enforcement - Pedestrian/Bicycle	6,000.00	5,868.37
FPS-2022	52392	22392	Metro Washington Council of Gov	Street Smart Pedestrian and Bicycle Safety Program	220,000.00	220,000.00
FPS-2022	52428	22428	Metropolitan Richmond Sports Backers, Inc.	Bike Law Education: Change Lanes to Pass	17,500.00	-
FPS-2022	52031	22031	Occoquan Town	Selective Enforcement - Pedestrian/Bicycle	3,500.00	2,778.44
FPS-2022	52166	22166	Richmond City	Selective Enforcement - Pedestrian/Bicycle	7,150.00	3,004.76
FPS-2022	52149	22149	Roanoke City	Selective Enforcement - Pedestrian/Bicycle	3,840.00	2,960.07
FPS-2022	52266	22266	Roanoke City	Roanoke Pedestrian Safety Campaign Youth Focus	200,000.00	200,000.00
FPS-2022	52191	22191	Salem City	Selective Enforcement - Pedestrian/Bicycle	2,660.00	2,289.72
FPS-2022	52039	22039	Williamsburg City	Selective Enforcement - Pedestrian/Bicycle	4,000.00	3,108.02
<b>FPS Total</b>					<b>498,048.00</b>	<b>460,085.12</b>
FPT-2022	52417	22417	VA Association of Chiefs of Police	Virginia Law Enforcement Training and Resources	227,019.00	161,156.62
FPT-2022	52143	22143	Virginia Dept of Motor Vehicles	FY 2022 Law Enforcement Liaisons	169,425.00	113,529.40
<b>FPT Total</b>					<b>396,444.00</b>	<b>274,686.02</b>
FRS-2022	52146	22146	Virginia Beach City	Regional Training in Traffic Engineering	20,000.00	19,850.00
FRS-2022	52382	22382	Virginia Dept of Motor Vehicles	Crash Investigation & Reconstruction Program - 402	159,500.00	121,649.94
<b>FRS Total</b>					<b>179,500.00</b>	<b>141,499.94</b>
FSC-2022	52314	22314	Abingdon Town	Selective Enforcement - Speed	14,300.00	7,443.11

FSC-2022	52180	22180	Alexandria City	Selective Enforcement - Speed	16,800.00	16,665.48
FSC-2022	52004	22004	Alleghany County	Selective Enforcement - Speed	7,200.00	2,651.66
FSC-2022	52420	22420	Altavista Town	Selective Enforcement - Speed	3,500.00	2,909.58
FSC-2022	52429	22429	Amelia County	Selective Enforcement - Speed	15,000.00	11,558.29
FSC-2022	52336	22336	Amherst County	Selective Enforcement - Speed	23,023.00	21,889.32
FSC-2022	52200	22200	Arlington County	Selective Enforcement - Speed	28,694.00	25,806.83
FSC-2022	52350	22350	Arlington County	Selective Enforcement - Speed	5,130.00	4,810.73
FSC-2022	52346	22346	Augusta County	Selective Enforcement - Speed	15,443.00	8,686.62
FSC-2022	52008	22008	Bedford County	Selective Enforcement - Speed	11,200.00	4,809.64
FSC-2022	52085	22085	Bedford Town	Selective Enforcement - Speed	7,000.00	7,000.00
FSC-2022	52089	22089	Berryville Town	Selective Enforcement - Speed	3,700.00	3,561.65
FSC-2022	52440	22440	Big Stone Gap Town	Selective Enforcement - Speed	13,225.00	3,917.68
FSC-2022	52250	22250	Blacksburg Town	Selective Enforcement - Speed	12,960.00	6,131.39
FSC-2022	52240	22240	Blackstone Town	Selective Enforcement - Speed	8,293.00	8,276.96
FSC-2022	52302	22302	Botetourt County	Selective Enforcement - Speed	17,042.00	14,527.47
FSC-2022	52229	22229	Boykins Town	Selective Enforcement - Speed	7,565.00	7,286.11
FSC-2022	52405	22405	Bristol City	Selective Enforcement - Speed	50,200.00	35,570.55
FSC-2022	52295	22295	Buckingham County	Selective Enforcement - Speed	24,159.00	14,322.37
FSC-2022	52155	22155	Campbell County	Selective Enforcement - Speed	21,802.00	21,802.00
FSC-2022	52378	22378	Charles City County	Selective Enforcement - Speed	13,650.00	10,347.46
FSC-2022	52381	22381	Chase City Town	Selective Enforcement - Speed	7,742.00	5,163.98
FSC-2022	52267	22267	Chesapeake Bay Bridge Tunnel	Selective Enforcement - Speed	7,884.00	4,950.81
FSC-2022	52091	22091	Chesapeake City	Selective Enforcement - Speed	7,000.00	2,064.55
FSC-2022	52231	22231	Chesterfield County	Selective Enforcement - Speed	136,800.00	130,643.41
FSC-2022	52120	22120	Chilhowie Town	Selective Enforcement - Speed	20,600.00	20,600.00
FSC-2022	52062	22062	Chincoteague Town	Selective Enforcement - Speed	13,754.00	12,708.02
FSC-2022	52349	22349	Christiansburg Town	Selective Enforcement - Speed	10,038.00	10,038.00
FSC-2022	52076	22076	Clarke County	Selective Enforcement - Speed	7,200.00	6,929.69
FSC-2022	52433	22433	Clarksville Town	Selective Enforcement - Speed	8,696.00	8,346.55



FSC-2022	52056	22056	Clintwood Town	Selective Enforcement - Speed	11,500.00	11,484.78
FSC-2022	52358	22358	Coeburn Town	Selective Enforcement - Speed	8,244.00	870.00
FSC-2022	52068	22068	Craig County	Selective Enforcement - Speed	6,000.00	2,601.93
FSC-2022	52318	22318	Culpeper County	Selective Enforcement - Speed	21,352.00	15,245.04
FSC-2022	52398	22398	Culpeper Town	Selective Enforcement - Speed	7,823.00	7,797.37
FSC-2022	52274	22274	Danville City	Selective Enforcement - Speed	9,100.00	1,383.48
FSC-2022	52040	22040	Dayton Town	Selective Enforcement - Speed	4,000.00	3,915.27
FSC-2022	52207	22207	Dublin Town	Selective Enforcement - Speed	9,222.00	7,818.82
FSC-2022	52395	22395	Dumfries Town	Selective Enforcement - Speed	18,600.00	17,167.20
FSC-2022	52187	22187	Exmore Town	Selective Enforcement - Speed	13,300.00	12,000.00
FSC-2022	52406	22406	Fairfax City	Selective Enforcement - Speed	7,000.00	3,831.55
FSC-2022	52234	22234	Fairfax County	Selective Enforcement - Speed	50,400.00	20,211.02
FSC-2022	52370	22370	Falls Church City	Selective Enforcement - Speed	10,080.00	-
FSC-2022	52308	22308	Farmville Town	Selective Enforcement - Speed	16,664.00	15,580.43
FSC-2022	52055	22055	Fauquier County	Selective Enforcement - Speed	15,750.00	10,585.65
FSC-2022	52073	22073	Floyd County	Selective Enforcement - Speed	8,850.00	8,549.79
FSC-2022	52131	22131	Franklin County	Selective Enforcement - Speed	12,250.00	11,125.65
FSC-2022	52217	22217	Frederick County	Selective Enforcement - Speed	18,830.00	7,593.15
FSC-2022	52141	22141	Fredericksburg City	Selective Enforcement - Speed	16,800.00	16,798.20
FSC-2022	52106	22106	Front Royal Town	Selective Enforcement - Speed	15,179.00	14,729.12
FSC-2022	52383	22383	Galax City	Selective Enforcement - Speed	7,200.00	3,880.48
FSC-2022	52366	22366	Gate City Town	Selective Enforcement - Speed	3,000.00	2,156.74
FSC-2022	52330	22330	Giles County	Selective Enforcement - Speed	8,250.00	6,610.67
FSC-2022	52221	22221	Gloucester County	Selective Enforcement - Speed	6,975.00	6,871.42
FSC-2022	52324	22324	Goochland County	Selective Enforcement - Speed	16,752.00	16,752.00
FSC-2022	52095	22095	Grayson County	Selective Enforcement - Speed	4,862.00	4,859.95
FSC-2022	52151	22151	Greene County	Selective Enforcement - Speed	4,100.00	2,710.48
FSC-2022	52333	22333	Grundy Town	Selective Enforcement - Speed	6,300.00	4,480.48
FSC-2022	52099	22099	Halifax Town	Selective Enforcement - Speed	12,000.00	12,000.00

FSC-2022	52319	22319	Hampton City	Selective Enforcement - Speed	50,630.00	16,274.99
FSC-2022	52304	22304	Hanover County	Selective Enforcement - Speed	21,170.00	21,170.00
FSC-2022	52312	22312	Harrisonburg City	Selective Enforcement - Speed	9,875.00	9,575.00
FSC-2022	52161	22161	Henrico County	Selective Enforcement - Speed	65,162.00	65,162.00
FSC-2022	52026	22026	Henry County	Selective Enforcement - Speed	17,831.00	6,499.75
FSC-2022	52024	22024	Herndon Town	Selective Enforcement - Speed	16,403.00	16,047.41
FSC-2022	52036	22036	Hillsville Town	Selective Enforcement - Speed	6,000.00	5,966.08
FSC-2022	52210	22210	Hopewell City	Selective Enforcement - Speed	11,004.00	9,289.44
FSC-2022	52374	22374	Isle of Wight County	Selective Enforcement - Speed	5,448.00	2,547.27
FSC-2022	52369	22369	James City County	Selective Enforcement - Speed	29,866.00	27,514.66
FSC-2022	52344	22344	King and Queen County	Selective Enforcement - Speed	12,250.00	5,450.99
FSC-2022	52279	22279	King George County	Selective Enforcement - Speed	17,780.00	14,926.05
FSC-2022	52270	22270	King William County	Selective Enforcement - Speed	6,300.00	2,280.00
FSC-2022	52363	22363	Lancaster County	Selective Enforcement - Speed	8,300.00	4,731.41
FSC-2022	52253	22253	Lebanon Town	Selective Enforcement - Speed	8,622.00	7,488.07
FSC-2022	52032	22032	Loudoun County	Selective Enforcement - Speed	34,956.00	30,566.33
FSC-2022	52396	22396	Louisa County	Selective Enforcement - Speed	7,445.00	4,977.95
FSC-2022	52139	22139	Louisa Town	Selective Enforcement - Speed	5,675.00	525.00
FSC-2022	52421	22421	Lunenburg County	Selective Enforcement - Speed	20,932.00	7,229.05
FSC-2022	52108	22108	Lynchburg City	Selective Enforcement - Speed	17,500.00	14,472.40
FSC-2022	52248	22248	Manassas City	Selective Enforcement - Speed	11,236.00	11,236.00
FSC-2022	52185	22185	Manassas Park City	Selective Enforcement - Speed	31,491.00	17,822.07
FSC-2022	52017	22017	Marion Town	Selective Enforcement - Speed	14,236.00	11,992.22
FSC-2022	52030	22030	Martinsville City	Selective Enforcement - Speed	5,600.00	2,711.01
FSC-2022	52179	22179	Mathews County	Selective Enforcement - Speed	7,200.00	7,200.00
FSC-2022	52224	22224	Middletown Town	Selective Enforcement - Speed	4,000.00	3,883.98
FSC-2022	52145	22145	Montgomery County	Selective Enforcement - Speed	9,900.00	6,547.95
FSC-2022	52278	22278	Narrows Town	Selective Enforcement - Speed	11,375.00	11,375.00
FSC-2022	52244	22244	New Kent County	Selective Enforcement - Speed	18,000.00	17,988.26

FSC-2022	52152	22152	Norfolk City	Selective Enforcement - Speed	46,898.00	35,385.54
FSC-2022	52044	22044	Nottoway County	Selective Enforcement - Speed	9,800.00	9,509.17
FSC-2022	52029	22029	Occoquan Town	Selective Enforcement - Speed	6,500.00	6,114.67
FSC-2022	52386	22386	Old Dominion University Police	Selective Enforcement - Speed	22,126.00	6,931.28
FSC-2022	52102	22102	Onley Town	Selective Enforcement - Speed	7,200.00	6,156.58
FSC-2022	52408	22408	Page County	Selective Enforcement - Speed	5,500.00	5,417.52
FSC-2022	52209	22209	Patrick County	Selective Enforcement - Speed	9,380.00	8,144.72
FSC-2022	52078	22078	Pearisburg Town	Selective Enforcement - Speed	18,944.00	18,765.20
FSC-2022	52246	22246	Pembroke Town	Selective Enforcement - Speed	10,800.00	8,006.79
FSC-2022	52438	22438	Pennington Gap Town	Selective Enforcement - Speed	4,300.00	959.52
FSC-2022	52292	22292	Portsmouth City	Selective Enforcement - Speed	22,319.00	14,752.65
FSC-2022	52172	22172	Powhatan County	Selective Enforcement - Speed	33,588.00	7,384.07
FSC-2022	52128	22128	Prince Edward County	Selective Enforcement - Speed	10,854.00	4,805.35
FSC-2022	52218	22218	Prince George County	Selective Enforcement - Speed	9,880.00	8,761.18
FSC-2022	52069	22069	Prince William County	Selective Enforcement - Speed	80,196.00	80,196.00
FSC-2022	52251	22251	Pulaski County	Selective Enforcement - Speed	20,144.00	19,772.00
FSC-2022	52317	22317	Radford City	Selective Enforcement - Speed	6,750.00	5,880.35
FSC-2022	52269	22269	Rappahannock County	Selective Enforcement - Speed	7,000.00	5,505.73
FSC-2022	52174	22174	Richmond City	Selective Enforcement - Speed	70,693.00	70,338.07
FSC-2022	52236	22236	Richmond County	Selective Enforcement - Speed	9,000.00	8,999.57
FSC-2022	52144	22144	Roanoke City	Selective Enforcement - Speed	27,560.00	21,328.90
FSC-2022	52300	22300	Roanoke County	Selective Enforcement - Speed	38,650.00	38,644.18
FSC-2022	52156	22156	Rockbridge County	Selective Enforcement - Speed	7,000.00	6,999.80
FSC-2022	52439	22439	Saint Paul Town	Selective Enforcement - Speed	5,600.00	3,476.98
FSC-2022	52190	22190	Salem City	Selective Enforcement - Speed	13,650.00	13,650.00
FSC-2022	52401	22401	Saltville Town	Selective Enforcement - Speed	10,100.00	5,679.56
FSC-2022	52015	22015	Scott County	Selective Enforcement - Speed	5,728.00	5,717.78
FSC-2022	52194	22194	Scottsville Town	Selective Enforcement - Speed	5,300.00	1,174.14
FSC-2022	52293	22293	Smithfield Town	Selective Enforcement - Speed	11,236.00	10,945.56

FSC-2022	52105	22105	Smyth County	Selective Enforcement - Speed	4,800.00	4,592.57
FSC-2022	52083	22083	Spotsylvania County	Selective Enforcement - Speed	77,500.00	76,448.69
FSC-2022	52216	22216	Stafford County	Selective Enforcement - Speed	14,400.00	9,939.92
FSC-2022	52054	22054	Staunton City	Selective Enforcement - Speed	12,552.00	12,438.79
FSC-2022	52320	22320	Suffolk City	Selective Enforcement - Speed	11,982.00	9,716.52
FSC-2022	52150	22150	Surry County	Selective Enforcement - Speed	13,348.00	6,645.18
FSC-2022	52288	22288	Tappahannock Town	Selective Enforcement - Speed	3,750.00	2,616.82
FSC-2022	52265	22265	Tazewell County	Selective Enforcement - Speed	14,000.00	11,085.58
FSC-2022	52249	22249	Tazewell Town	Selective Enforcement - Speed	5,000.00	5,000.00
FSC-2022	52162	22162	Timberville Town	Selective Enforcement - Speed	3,500.00	3,230.12
FSC-2022	52050	22050	Vienna Town	Selective Enforcement - Speed	17,700.00	17,678.03
FSC-2022	52262	22262	Vinton Town	Selective Enforcement - Speed	18,672.00	12,933.48
FSC-2022	52116	22116	Virginia Beach City	Selective Enforcement - Speed	77,503.00	77,503.00
FSC-2022	52197	22197	Virginia Commonwealth University	Selective Enforcement - Speed	8,525.00	5,587.78
FSC-2022	52052	22052	Virginia Dept of State Police	Selective Enforcement - Speed	600,000.00	415,001.76
FSC-2022	52425	22425	Warren County	Selective Enforcement - Speed	8,750.00	4,852.94
FSC-2022	52411	22411	Warsaw Town	Selective Enforcement - Speed	3,000.00	3,000.00
FSC-2022	52394	22394	Washington County	Selective Enforcement - Speed	16,500.00	16,400.80
FSC-2022	52404	22404	Waynesboro City	Selective Enforcement - Speed	11,970.00	779.91
FSC-2022	52354	22354	Weber City Town	Selective Enforcement - Speed	7,300.00	3,474.68
FSC-2022	52060	22060	Westmoreland County	Selective Enforcement - Speed	21,400.00	21,310.00
FSC-2022	52045	22045	Williamsburg City	Selective Enforcement - Speed	8,000.00	5,289.21
FSC-2022	52165	22165	Wythe County	Selective Enforcement - Speed	35,000.00	33,263.69
FSC-2022	52136	22136	York County	Selective Enforcement - Speed	22,335.00	13,323.77
<b>FSC Subtotal</b>					<b>2,930,353.00</b>	<b>2,265,997.02</b>
<b>FSC Refund</b>						<b>(257.00)</b>
<b>FSC Total</b>					<b>2,930,353.00</b>	<b>2,265,740.02</b>
FTR-2022	52114	22114	Virginia Dept of Motor Vehicles	VA Tech Analytics and Reporting	277,825.00	239,047.01

FTR-2022	52113	22113	Virginia Dept of Motor Vehicles	VA Tech Crash Location Project	328,116.00	327,107.98
FTR-2022	52430	22430	Virginia Dept of Motor Vehicles	State to State (S2S) Driver History Record	150,000.00	-
FTR-2022	52173	22173	Virginia Dept of Motor Vehicles	VA Tech Highway Safety Dashboard Project	22,173.00	108,201.88
FTR-2022	52111	22111	Virginia Dept of Motor Vehicles	State-to-State (S2S) Verification System	90,000.00	2,861.11
<b>FTR Subtotal</b>					<b>868,114.00</b>	<b>677,217.98</b>
<b>FTR Refund</b>						<b>(3,752.82)</b>
<b>FTR Total</b>					<b>868,114.00</b>	<b>673,465.16</b>
<b>FA 402 Total</b>					<b>10,314,796.00</b>	<b>8,224,157.93</b>

## FFY 2022 Non-Implementation Grants

Grant Project Number	Subrecipient	Project Title	Reason
154AL-2022-52126-22126	Greene County	Selective Enforcement - Alcohol	Declined-New traffic laws impact ability to pull vehicles over
FCP-2022-52169-22169	Virginia Dept of Motor Vehicles	VAHSO Evaluation of Program	Staffing
FCP-2022-52435-22435	Virginia Dept of Motor Vehicles	Highway Safety Recruiter	Staffing
FDE-2022-52432-22432	East End Renaissance Council	ME and MY Ride	Declined-COVID-19
FM6OT-2022-52075-22075	Northumberland County	Selective Enforcement - Alcohol	Declined-Personnel shortages
FM6OT-2022-52125-22125	Virginia Dept of Motor Vehicles	Judicial Transportation Safety Conference	Staffing
FM6OT-2022-52327-22327	Virginia Polytechnic Institute	Selective Enforcement - Alcohol	Staffing
FMC-2022-52402-22402	Virginia Dept of Motor Vehicles	Motorcycle Education Quality Assurance Program	Staffing
FOP-2022-52080-22080	Northumberland County	Selective Enforcement - Occupant Protection	Declined-Personnel shortages
FOP-2022-522019-22016	Crewe Town	Selective Enforcement - Occupant Protection	Staffing
FOP-2022-52372-22372	Lancaster County	Selective Enforcement - Occupant Protection	Personnel shortages
FPS-2022-52230-22230	Northern Virginia Regional Commission	2022 Share Virginia Roads: Pedestrian and Bicycle Education	Declined-Unable to maintain match requirement
FPS-2022-52407-22407	Fairfax City	Selective Enforcement - Pedestrian/Bicycle	Staffing shortages
FPS-2022-52428-22428	Metropolitan Richmond Sports Backers, Inc.	Bike Law Education: Change Lanes to Pass	Didn't return sign agreement
FSC-2022-52020-22020	Crewe Town	Selective Enforcement - Speed	Staffing
FSC-2022-52081-22081	Northumberland County	Selective Enforcement - Speed	Declined-Personnel shortages
FSC-2022-52370-22370	Falls Church City	Selective Enforcement - Speed	Self-suspension-COVID-19
FTR-2022-52430-22430	Virginia Dept of Motor Vehicles	State to State (S2S) Driver History Record	Staffing

