



VIRGINIA

HIGHWAY SAFETY PLAN

ANNUAL REPORT
FISCAL YEAR 2009



VIRGINIA HIGHWAY SAFETY OFFICE

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Introduction

Through Virginia's sound leadership, proactive partnerships, unwavering commitment and hard work of the dedicated staff, Virginia 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 have implemented effective counter-measures to achieve measurable results.

The National Highway Safety Act of 1966 provides federal grants to states to support coordinated national highway safety programs. The 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 hazards and the development of effective countermeasures.
- **Public Information and Education:** Includes development and coordination of numerous media events and public awareness activities targeting specific priority areas.
- **Administration and Grants Management:** Includes management of the highway safety program, monitoring legislative initiatives, development of federal highway safety proposals, distribution of federal funds to state, local and nonprofit agencies and the preparation of the Annual Highway Safety Plan;
- **Monitoring and Evaluation:** Includes monitoring and evaluating approved highway safety projects, data analysis, and the preparation of the Annual Evaluation Report.

The 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 governments, law enforcement agencies, state agencies, academic institutions, and private non-profits can apply for NHTSA's 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 FY 2009: .

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

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

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

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

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

Management Oversight is the ultimate responsibility of the Highway Safety Office to ensure specific and focused projects and activities as well as effective financial oversight and stewardship of federal grant funds.

Areas that were also eligible for consideration in state and local grants, but to a lesser extent were Planning and Administration, Pedestrian/Bicycle Safety, and Roadway Safety.

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

State Demographics

Virginia has a very diverse traffic mixture that includes urban, suburban and rural driving populations, an active tourism market, several military installations, diverse cultural communities that speak many languages, and many college campuses throughout the state. Additionally, Virginia is contiguous to Maryland and Washington D.C., two of the busiest metro areas for traffic.

Virginia is comprised of 135 cities and 95 counties. The capitol is located in the city of Richmond. The provisional total population of Virginia for is 7,769,089. Virginia has 7,515,113 registered vehicles. There are 74,934.71 roadway miles, of which 63,824.34 are secondary roads (85.2%), 9,991.84 are primary roads (13.3%), and 1,118.53 are interstate highways (1.5%).

The combined number of active licensed drivers in Virginia is 5,347,755. Virginia's law enforcement community consists of 123 city and county sheriff's offices and 236 police departments which include private, institutional, and collegiate departments. It also includes 7 state police divisions within 48 areas of the state with 1,628 state troopers.

Virginia is very fortunate to be able to provide 100 Acute Care hospitals, and 14 Trauma Centers. Of these 14 centers, 5 are Level 1, 4 are Level 2 and 5 are Level 3 centers. The process of designation for a trauma center is entirely voluntary on the part of the hospital. This designation is meant to identify those hospitals that will make a commitment to provide a higher level of care.

The Mission Statement for the Virginia Highway Safety Office is:

“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:

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

Statutory Authority to Complete this Mission

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

Governor's Highway Safety Executive Staff

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

Planning and Administration

Virginia's Highway Safety Office (VAHSO) continues to implement a comprehensive, sustainable, highway safety program to effectively address the ever-growing problems of traffic crashes, injuries and fatalities. As travel and population continue to increase, highway safety initiatives which target localities and highways throughout the Commonwealth are vital to the achievement of the goals set at the federal and state levels. These goals target change in human behavior in regards to highway safety thereby reducing crashes, injuries, and fatalities on a statewide basis. Virginia's highway safety staff has systematically analyzed highway safety problems and corrective strategies. As decisions are made on grant funding levels, an assessment is made to ensure that the prospective grants will make a meaningful contribution to traffic safety and assist the Commonwealth in achieving its safety goals. During FY09 the Virginia Board of Transportation Safety and Virginia Secretary of Transportation approved the award of 290 grants totaling \$17,579,500. Of that amount, \$300,000 was allocated from Section 402 funds for Planning and Administration to support highway safety program activities.

Driving Trends for 2008

In 2008 as compared to 2007 there were:
 10,123 fewer total crashes – a 6.96% decrease
 205 fewer total fatalities – a 19.98% decrease, and
 308 more total injuries –0.45% increase

Trend Statistics

CY	Crashes	Fatalities	Injuries	Licensed Drivers	Registered Vehicles	Population	VMT*	Fatality Rate**	US Fatality Rate
2002	147,737	913	78,896	5,182,497	6,659,560	7,293,500	75,268	1.21	1.56
2003	154,848	942	78,842	5,257,516	6,833,735	7,386,300	76,830	1.23	1.57
2004	154,907	922	78,487	5,313,167	7,037,698	7,458,900	78,877	1.17	1.52
2005	153,849	946	76,023	5,362,410	7,246,709	7,567,500	80,335	1.18	1.59
2006	151,692	961	73,348	5,394,888	7,386,061	7,640,249	81,094	1.19	1.42
2007	145,405	1,026	68,822	5,436,825	7,500,308	7,698,775	82,077	1.25	1.45
2008	135,282	821	69,130	5,475,069	7,503,924	7,769,089	82,278	1.00	1.34

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

** Death rate per 100 million miles

Responsibilities

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

Board of Transportation Safety

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

Highway Safety Office Staff

Virginia's Highway Safety Office is comprised of headquarters staff members including the TREDs Operation Center (TOC) and field personnel. TOC processes statewide police crash reports and enters data into the state's database. Virginia is fortunate to have this unit as part of the Highway Safety Office as it provides real-time data and analysis for planning and legislative purposes.

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

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

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

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

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

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

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

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

Transportation Safety Program Supervisor: Reports to the Deputy Director of Traffic Records Management, supervises two Policy Planning Specialists and two Administrative and Office Specialist III (FARS Analysts). This section is responsible for managing statewide traffic crash data, providing analysis and data pertaining to traffic

records and highway safety studies and countermeasure programs, compiling the annual Highway Safety Evaluation Plan; and providing and updating traffic crash data on the agency web site.

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

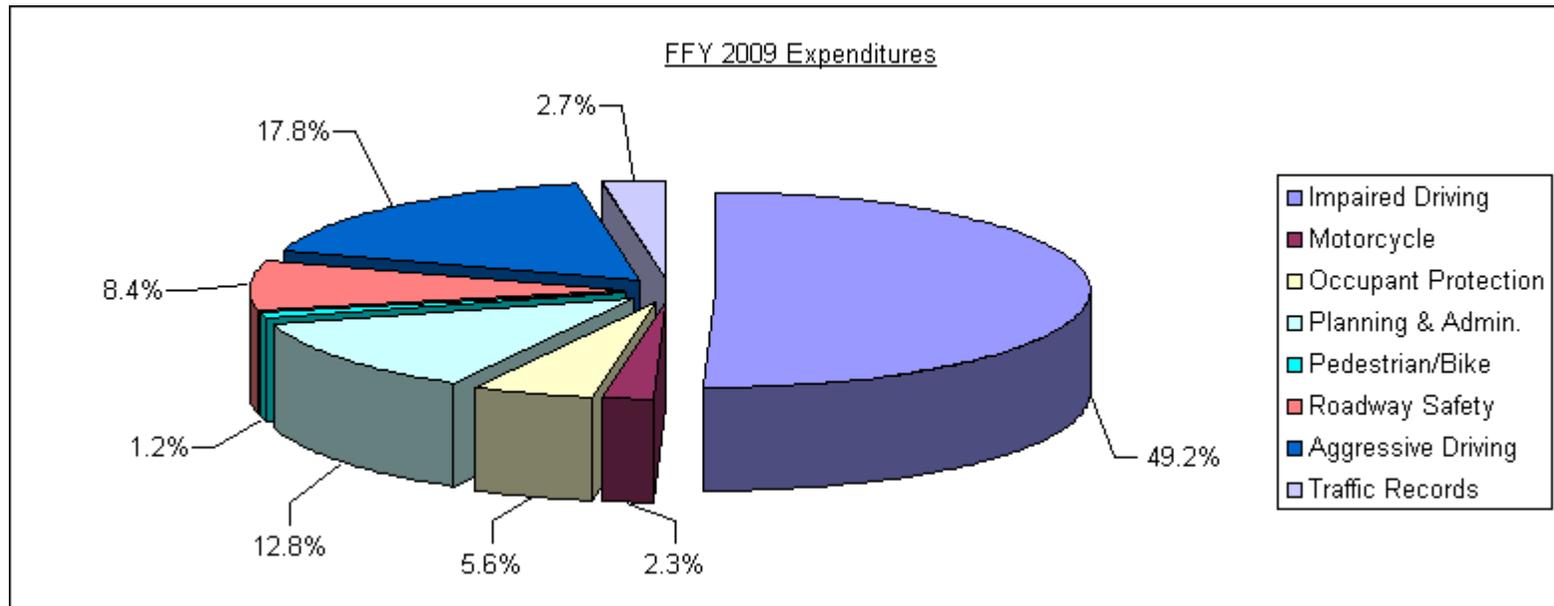
Program Support Technicians for TOC: These staff members report to the Operations Manager. Responsibilities include independently reviewing and analyzing crash reports to determine relevant information to code into DMV's Citizen Services System and the TREDIS system. The work unit provides statistical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

Grants Management Program

In October, 2006, the Grants Management program and staff were realigned to report directly to the budget section of the Financial Management Services Administration. This transfer of responsibilities put into place internal controls allowing for a system of checks and balances between the awarding of grants and the distribution of grant funding. A direct, open line of communication is maintained between the Director and staff of the Highway Safety Office.

FINANCIAL SUMMARY - EXPENDITURES

Program Area	Program							Total Expenditures	% of Total
	402	405	408	410	154	2010	2011		
Impaired Driving	\$89,542	-	-	\$45,376	\$5,595,894	-	-	\$5,730,812	49.2%
Motorcycle	\$210,895	-	-	-	-	\$52,503	-	\$263,398	2.3%
Occupant Protection	\$645,129	-	-	-	-	-	\$1,020	\$646,149	5.6%
Planning & Admin.	\$300,000	-	-	-	\$1,190,211	-	-	\$1,490,211	12.8%
Pedestrian/Bike	\$139,023	-	-	-	-	-	-	\$139,023	1.2%
Roadway Safety	\$979,191	-	-	-	-	-	-	\$979,191	8.4%
Aggressive Driving	\$2,069,031	-	-	-	-	-	-	\$2,069,031	17.8%
Traffic Records	\$197,820	-	\$121,722	-	-	-	-	\$319,542	2.7%
TOTAL								\$11,637,357	100.0%



***Pending final draw down of funding.**

Section 154 Transfer Funds – Hazard Elimination

The hazard elimination program is managed by the Virginia Department of Transportation (VDOT) Total Expended in FY2009 = \$7,651,139

A Glimpse at Virginia's Accomplishments for FY 09

Occupant Protection



Program Overview

Virginia's seat belt law is secondary. Through our legislative process, Virginia continues to work towards making its seat belt law primary. Our occupant protection program's primary purpose is to increase the public's awareness of the lifesaving benefits of correct and consistent safety belt and child safety seat use. With occupant protection funding programs such as Sections 402 and 405, Virginia has taken steps to maintain our goal of increased seat belt use by implementing a 4-week, regional, high visibility seat belt enforcement campaign (Click It or Ticket). In addition, the State continued its partnership with NHTSA's Click It or Ticket: Next Generation project. This project conducted additional media and enforcement mobilization in July and November of 2008 and March 2009.

On July 1, 2007, Virginia enacted a law requiring children to be secured in a child restraint device through the age of seven. Based on research that clearly proved most 6- and 7-year-olds are too small to be properly secured with seat belts and shoulder harnesses safety advocates worked closely with law makers to make this law possible. Reasonable exceptions due to a child's weight, physical fitness, or other medical reason are allowed, based on a signed letter from a licensed medical doctor. The law also requires that rear-facing child restraint devices for infants from birth to one year must be secured only in the back seat of most motor vehicles. To increase the awareness of child passenger safety, 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.

Section 405 Occupant Protection Incentive Grant – Virginia was eligible for this grant program because it met the 4 criteria elements listed below. This funding was used to

support public information and education campaigns such as the ABC mobilization and Child Passenger Safety Awareness Week; to support increasing awareness and educating the public on child safety restraint laws; occupant protection trainings, school competitions, etc.

- Minimum fine or penalty points for occupant protection law violations.
- Statewide special traffic enforcement program for occupant protection that emphasizes publicity.
- Statewide child passenger safety education program.
- Child passenger law that requires minors to be properly secured in a child safety seat.

This funding was used to support public information and education campaigns such as the ABC mobilization and Child Passenger Safety Awareness Week, increasing awareness and educating the public on child safety restraint laws, occupant protection trainings, school competitions, etc.

Click It or Ticket Next Generation Cooperative Agreement DTNH22-06-H-00033 – Virginia continued its partnership with NHTSA for this project which enhances the momentum created by CIOT with interim mobilizations. This effort mirrors the national mobilization periods with similar intense and concentrated efforts throughout the year.

Goal To increase Virginia’s safety belt use rate.

Performance Measures

1. Increase safety-belt usage rate to 82% by July 2009
2. Decrease fatalities from non-restraint use by 1% from 452 to 448 by Dec. 2009
3. Decrease injuries by 1% from 68,822 to 68,134 by Dec. 2009
4. Convert 16% or 250,000 non-safety belt users to become safety belt users by Dec. 2009

Performance

1. Virginia’s safety-belt usage rate is 82.27% for 2009. Virginia met its goal of 82%.
2. The number of fatalities as a result of not using a safety belt restraint is 366; therefore, Virginia met its goal of 448.
3. Virginia’s injuries were 69,130; therefore, Virginia did not meet its goal of 68,134.
4. Virginia met the goal of converting 16% of non-safety belt users to become safety belt use by December, 2009.

Baseline Data						Goals	
2004	2005	2006	2007	2008	2009	2010*	2011*
79.9	80.4	78.6	79.9	80.2	82.3	82.8	83.6

Overall Safety Restraint Data

Calendar Year	Safety Belt Use Rates (%)	Safety Belt Convictions	Child Safety Seat Convictions & Safety Belt Convictions (Minor)
2002	70.4	71,551	14,034
2003	74.6	64,755	13,236
2004	79.9	65,893	13,490
2005	80.4	67,195	13,960
2006	78.6	69,072	13,964
2007	79.9	70,306	15,050
2008	80.2	*	*
2009	82.27	*	*

*Full year data not yet available.

Strategies

1. To implement a statewide, high visibility seat belt enforcement campaign with particular emphasis on high activity locations with a supporting media campaign and enforcement mobilization for two weeks in November 2008, and March 2009.
2. To cover 85% of Virginia's population with law enforcement participating in the Click It or Ticket (CIOT) Campaign by June 2009.
3. To conduct pre-and-post mobilization observational surveys of safety belt use by June 2009.
4. To cover at least 85% of Virginia's low-income population with information through Virginia's Child Passenger Safety and Education Campaign by September 2009.
5. To conduct at least 3, 4-day CPS Technical Certification Classes regionally to meet the NHTSA standard by September 2009.
6. To conduct 4, 2-day law enforcement child passenger safety training workshops by September 2009.
7. Conduct training for the CIOT mobilization to focus on law enforcement in the areas of media relations and looking beyond the traffic ticket.
8. Continue to utilize Law Enforcement Liaisons to emphasize support of the Virginia Highway Safety Office priorities with law enforcement statewide.

Accomplishments

1. A statewide, high visibility seat belt enforcement campaign, with media coverage, was conducted with a one week mini mobilization during November 2008. During the month of May, 2009 a high visibility and media campaign was conducted over a 4 week period.
2. Through these campaigns, 85% of Virginia's population was reached.
3. Pre - and post - observational surveys indicated positive results. The official belt usage rate increased from 80.6 % to 82.27%.
4. Based on census information of where low income families live in Virginia, Child Passenger Safety and Education materials were distributed to these areas, reaching 85% of this population.
5. The Virginia Department of Health provided 16,712 child safety seats to lower income families. This number would have been higher, but we had to stop the booster seat dissemination portion of the program for several months due to a study that was released by the IIHS indicating that the booster seat product we

- had was “unsafe”. All of the named booster seat models had to be returned and a new product had to be procured and redistributed with new training information.
6. The Virginia Department of Health provided 15,001 child safety seats to lower income families.
 7. This goal was not met. The 2 day law enforcement child passenger safety training curriculum was discontinued by NHTSA and Safe Kids in anticipation of a new eight hour curriculum, which the state was going to incorporate into this strategy. The new curriculum was due to be available in the spring of 2009, and to date, it has not been released. The goal will be to add this training to our plan as soon as it becomes available.
 8. Law Enforcement Liaisons throughout the state continue to work closely with the Highway Safety Office and the Community Program Managers regarding the CIOT mobilizations and other traffic safety initiatives. The liaisons conducted NHTSA’s “Traffic Occupant Protection Strategies” (TOPS) course to law enforcement throughout the state.

Virginia’s 2009 seat belt use rate was 82.27%, an increase from the 2008 rate of 80.6%. Using the statewide survey and the CIOT Next Generation data, the most significant growth in the rate is in the more than 30 targeted communities where education and enforcement efforts were prioritized. There was also increased participation in the mobilizations by local and state enforcement efforts.

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

May’s mobilization generated 70 television news stories, 143 radio news stories, 106 press conferences and news releases, 113 school activities, and the distribution of 4,373 posters and window clings. 335 child safety seat checks also were conducted during the mobilization to help secure child passengers and better educate the adults who are responsible for their safe transportation. A total of 432 check points were conducted.

Impediments to Achievements

7. To conduct 4, 2-day law enforcement child passenger safety training workshops by September 2009.

This goal was not met. The 2 day law enforcement child passenger safety training curriculum was discontinued by NHTSA and Safe Kids in anticipation of a new eight hour curriculum, which the state was going to incorporate into this strategy. The new curriculum was due to be available in the spring of 2009, and to date, it has not been released. The goal will be to add this training to our plan as soon as it becomes available.

May 2009 Click It or Ticket Mobilization Results

Citation Type	Citations Written
Seatbelt	6,991
Child Safety Seat	1,489
Speed	39,178
Reckless Driving	7,416
DUI/DUID	1,337
Underage Drinking	232
Stolen Vehicles Recovered	60
Felony Arrests	1,607
Weapons Seized	96
Fugitives Apprehended	233
Suspended/Revoked	6,233
Uninsured Motorists	279
Drug Arrests	782
Other	51,422
Open Container	261
Juveniles arrested for zero tolerance law	12
Total	126,336

Impaired Driving



Program Overview

Virginia continues to address and implement effective, statewide programs to reduce crashes, injuries and fatalities resulting from impaired driving. Convictions for DUI/Drug offenses show underage drinking is still a problem that warrants action and use of program resources to reduce the use of alcohol and drugs by youth. Data is essential in assisting Virginia in identifying and plotting the geographical locations where alcohol/drug driving is most prevalent and to help allocate program resources and funding. The data also assist in identifying repeat offender and youth-alcohol problems to facilitate focusing the use of funds for new initiatives.

In the past, funds from the Section 402 federal grant program have been used to make many progressive improvements in the prevention, enforcement and treatment programs for impaired drivers. Additional resources have also been available because Virginia qualified for Section 410 Alcohol incentive grant funds.

During FY 09 Virginia maintained and enhanced its level of programs with consistent enforcement, public information and education, licensing, intervention and prevention to reduce alcohol and drug related crashes, injuries and fatalities on its roadways from local and statewide perspectives. Major partners in Virginia continue to be Virginia State Police, local enforcement, AAA, ABC, WRAP and MADD.

Section 410 Impaired Driving Incentive Grant – Virginia qualified for the Low Fatality Rate criteria. Virginia has an Alcohol-Related Fatality Rate of less than 0.5 per 100 million vehicle miles traveled (VMT). This funding was used to support overtime enforcement of DUI laws, to provide training for law enforcement, etc.

Section 154/164 Transfer Funds – Virginia continues to be “penalized” for failure to enact/conform to legislation: (1) prohibiting open containers of alcohol from the passenger compartment of a vehicle; therefore, funding was transferred from highway construction funds to the Section 402 program. These funds can be spent for alcohol countermeasure programs and Hazard Elimination programs. The Virginia General Assembly passed, and the Governor signed a conforming repeat DUI offender law in 2003. Therefore, Virginia is only penalized for failure to enact a conforming open container law (Section 154).

DUI/DUID Convictions

Category	2002	2003	2004	2005	2006	2007	2008
Under Age 21	1,995	1,798	1,860	2,338	2,257	2,225	2,242
Adults	25,293	25,785	27,013	26,503	26,457	26,653	29,227
Unknown	74	107	161	99	70	63	0
Total	27,322	27,690	29,034	28,940	28,784	28,941	31,469

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

Performance Measures

1. To decrease alcohol-related crashes from 11,103 to 10,992 by Dec. 2009.
2. To decrease alcohol-related fatalities from 374 to 370 by Dec. 2009.
3. To decrease alcohol-related injuries from 6,987 to 6,848 by Dec. 2009.

Performance

1. Virginia’s alcohol-related crashes for 2009 are 10,179. Virginia anticipates meeting its goal of 10,992.
2. Virginia’s alcohol related fatalities for 2009 are 351. Virginia anticipates meeting its goal of 370.
3. Virginia’s alcohol-related injuries for 2009 are 6,803. Virginia anticipates meeting its goal of 6,848.

Note: 2009 data is not final.

Alcohol-Related Crashes

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Crashes	11,388	11,504	11,495	11,736	11,215	11,103	10,992	10,882	10,773

Alcohol-Related Fatalities

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Fatalities	361	343	322	374	378	374	370	367	363

Alcohol-Related Injuries

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Injuries	7,819	7,911	7,512	7,543	7,130	6,987	6,848	6,711	6,576

Note: Data for 2009, 2010 and 2011 are projected goals.

Strategies

1. To implement a statewide DUI Checkpoint Strike Force campaign (to include saturation patrols and checkpoints) supported with a comprehensive (earned and paid) media component year round with special emphasis between the months of July and January.
2. To conduct a statewide judiciary conference focusing on DUI issues.

Accomplishments

1. Between the months of January 1, 2009 and December 1, 2009, the Virginia Highway Safety Office, in conjunction with law enforcement, conducted 623 statewide DUI Checkpoint Strike Force Campaigns that included saturation patrols and checkpoints. These campaigns were advertised by both earned and paid media.

The chart below provides an overview of Virginia's accomplishments during Checkpoint Strikeforce, Saturation Patrols, and Safety Belt and/or DWI Enforcement.

Activity	Results
Enforcement activities (saturation patrols and checkpoints)	623
Unsorted man hours	90,333
DUI arrest	1,669
Safety belt citations	1,959
Child safety belt citations	602
Felony arrest	768
Stolen vehicles recovered	56
Fugitives apprehended	217
Suspended/Revoked licenses	2,552
Uninsured motorist	208
Speeding	13,898
Reckless driving	2,122
Drug arrest	550
Other violations	18,291

2. The Judicial Transportation Safety Conference was held August 11 – 13, 2009 in Virginia Beach, VA. A total of 132 General District and Juvenile and Domestic Relations judges attended. Topics presented included the study "Rural Teen Fatal Crashes". Through instructional interactive exhibits judges were able to test their ability to drive intoxicated by using fatal vision goggles.

Motorcycle Safety



Program Overview

The Commonwealth of Virginia continues its primary objective to promote motorcycle helmet usage and increase the number of properly licensed and trained riders. The Virginia Rider Training Program (VRTP), is the official motorcyclist safety program in Virginia. This program has earned a solid reputation in the motorcycle safety community as an exceptional organization, maintaining the integrity of motorcycle safety training while training a large number of novice and experienced riders. It is not an easy balance, keeping the quality of instruction while accommodating the ever increasing number of students who want to learn how to safely ride a motorcycle. As illustrated in the chart on the next page, over the years there has been a steady increase in motorcycle classifications. During 2008 alone there was an increase of 18,650 motorcycle classifications issued. The VRTP continues to make strides in student training and awareness and maintaining a low incidence of impaired motorcyclists.

The Governor's Motorcycle Advisory Council was created in 2005 and is comprised of state agencies involved in tourism, public safety, and transportation. The council produced more than 100,000 "Watch for Motorcycles" bumper stickers and launched a Web site featuring Virginia's motorcycle routes, safety guidelines, and motorcycle resource links (www.motorcycleva.com).

Recognizing the needs of members of the United States Armed Services the 2009 Legislature passed legislation that was enacted on July 1, 2009, to allow any person who holds a valid Virginia driver's license and is an active member, the spouse of a member, or a dependent of a member of the United States Armed Services stationed outside of Virginia to be issued a motorcycle classification by mail.

Number of Virginia Licensed Drivers with a Motorcycle Classification

Calendar Year	Motorcycle Classifications
2000	201,832
2001	246,065
2002	255,775
2003	263,649
2004	272,754
2005	284,300
2006	297,756
2007	312,588
2008	331,238

Goal To reduce the number of motorcycle fatalities and Injuries in Virginia

Motorcycle Crashes

Year	2003	2004	2005	2006	2007	2008
Crashes	1,713	2,000	2,289	2,499	2,601	2,638

Motorcycle Fatalities

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Fatalities	56	56	68	70	126	79	77	73	66

Motorcycle Injuries

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Injuries	1,507	1,802	2,006	2,206	2,284	2,404	2,239	2,216	2,194

Note: Data for 2009, 2010 and 2011 are projected goals.

**Motorcycle Fatality and Crash Rates
per 10,000 motorcycle endorsements**

Year	2003	2004	2005	2006	2007	2008
Fatality Rate	21.2	20.5	23.9	23.5	40.3	23.8
Crash Rate	65.0	73.3	80.5	83.9	83.2	79.6

Performance Measures

1. To decrease motorcycle fatalities from 79 to 77 by Dec. 2009
2. To decrease motorcycle injuries from 2,261 to 2,239 by Dec. 2009
3. To decrease the motorcycle fatality rate by 2% from 40.3 to 39.5 by Dec. 2009.

Performance

1. Virginia's motorcycle fatalities for 2009 are 70. Virginia anticipates meeting its goal of 77.
2. Virginia's motorcycle injuries for 2009 are 2,324. Virginia anticipates not meeting its goal of 2,239.
3. Virginia anticipates meeting its goal of decreasing the motorcycle fatality rate.

Note: 2009 data is not final

Strategies

1. Conduct a Motorist Awareness Campaign in April/May of 2009.
2. Promote 411 "Information You Can Live With"
3. Distribute public service announcement that focuses on motorcycle riders.
4. Conduct on-site monitoring and evaluation of training facilities.
5. Maintain 6 sidecar trike training courses by June 2008.
6. Conduct crash investigation courses for law enforcement.
7. Conduct DUI detection training for law enforcement.
8. Collect and analyze motorcycle crash data.

Accomplishments

1. A Motorist Awareness Campaign was successfully conducted throughout April and May of 2009 along with a media campaign during this time.
2. 411 "Information You Can Live With" was successfully through the use of a media campaign.
3. Public service announcements were provided that focused on motorcycle riders
4. On-site monitoring and evaluations of 135 training facilities/instructors was conducted.
5. Ten sidecar/trike training courses were conducted.
6. Conducted 3 motorcycle crash investigation courses with VCU Crash team for law enforcement.
7. DUI detection training was conducted by the VCU TSTC.
8. Motorcycle crash data is being integrated with motorcycle training data and is being reviewed and analyzed.

Aggressive Driving and Speed



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

Program Overview

Aggressive drivers are becoming more common and more dangerous on our congested roadways. According to NHTSA, more than 60 percent of drivers see unsafe driving by others, including speeding, as a major personal threat to themselves and their families. NHTSA has estimated that aggressive drivers cause two-thirds of all fatal crashes (28,400 people) and are responsible for nearly 35% of all crashes or 2,214,800 crashes. According to the AAA Mid-Atlantic Transportation poll, aggressive drivers remain the top threat on Virginia-Washington area roads. Forty-three (43%) of drivers are more worried by speeding, tailgating, reckless driving, rage behavior, and darting across lanes than any other danger. The Smooth Operator program responds to this issue of public concern through news media efforts, a public education and awareness campaign, and increased law enforcement activity.

Goal: To decrease the number of speed related injuries and fatalities

Speed-related Crashes

Year	2003	2004	2005	2006	2007	2008
Crashes	41,975	33,288	30,840	27,840	27,597	37,099

Speed-related Fatalities

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Fatalities	391	370	398	414	434	430	425	421	417

Speed-related Injuries

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Injuries	24,604	19,668	17,800	16,684	15,719	15,090	14,487	13,907	13,351

Note: Data for 2009, 2010 and 2011 are projected goals.

Performance Measures

1. To decrease speed-related fatalities from 430 to 425 by Dec. 2009.
2. To decrease speed-related injuries from 15,090 to 14,487 by Dec. 2009.
3. Decrease fatality rate by 2% from 0.53 to 0.52 by Dec 2009.
4. Decrease injury rate by 1% from 19.15 to 19.00 by Dec 2009.

Performance

1. Virginia's speed-related fatalities for 2009 are 364. Virginia anticipates meeting its goal of 425.
2. Virginia's speed-related injuries for 2009 are 20,896. Virginia anticipates that its goal of reducing speed-related injuries to 14,487 will not be met.
3. Virginia anticipates meeting its goal of decreasing the speed-related fatality rate for 2009.
4. Virginia anticipates we will not meet the goal of decreasing our speed related injury rate.

Note: New methodology was used to determine speed-related data compared to the prior year. 2009 data is not final.

Strategies

1. To conduct 4, one-week speed enforcement waves.
2. To conduct a major paid media campaign to include speed and occupant protection .
3. Participate in Smooth Operator campaign and activities
4. Support Virginia State Police and Operation Air, Land and Speed

Accomplishments

1. Four one-week speed enforcement waves were conducted in May, June, August and September.
2. A major paid media campaign was conducted from May through September 2009.
3. The Highway Safety Office participated in the Smooth Operator campaign and associated activities. A press event was held in June. Enforcement activities

were conducted May through September 2009 in the Northern Virginia metro area.

4. The Highway Safety Office worked with and supported the Virginia State Police (VSP) and Operation Air, Land and Speed enforcement campaigns. VSP conducted phases 15- 20 of the Air, Land and Speed operation during the 2009 grant period. The high visibility traffic enforcement initiatives were geared toward identification and apprehension of the motorists operating a vehicle above posted limit and/or in a reckless or aggressive manner. Operations were conducted on Interstates 64, 66, 77, 81, 85, 95, 264, 295, 464, 664, and 895. These operations helped reduce and prevent fatal and personal injury crashes on targeted highways. Below are the results for each of the phases conducted during the 2009 grant year.

The following charts illustrate the dates, the interstate locations, the types of violations cited for each wave and the cumulative results.

Phase 15: November 1 – November 2, 2008

Interstate 81		Interstate 95	Total
Speed	2,173	2,053	4,226
Reckless	260	650	910
DUI	12	21	33
Safety Belt	134	165	299
Drug/Felonies	21	13	34
Total	3,527	4,625	8,152

* Highway Fatalities = 1

Phase 16: December 5 – December 6, 2008

Interstate 64		Interstate 66	Total
Speed	1,783	683	2,466
Reckless	251	123	374
DUI	2	2	4
Safety Belt	227	49	276
Drug/Felonies	22	1	23
Total	3,914	1,449	5,363

* Highway Fatalities = 0

Phase 17: March 12, 2009 (shortened due to inclement weather)

Interstates 64, 264, 464, and 664	
Speed	904
Reckless	147
DUI	3
Safety Belt	162
Drug/Felonies	17
Total	2,341

* Highway Fatalities = 0

Phase 18: May 17 – May 18, 2009
(I-95 project reduced to one day due to inclement weather)

Interstate 81		Interstate 95	Total
Speed	2,138	1,386	3,524
Reckless	234	345	579
DUI	6	4	10
Safety Belt	178	171	349
Drug/Felonies	12	11	23
Total	3,725	3,147	6,872

* Highway Fatalities = 0

Phase 19: June 21 – June 22, 2009

Interstate 77		Interstate 85	Interstate 295/895	Total
Speed	251	138	626	1,015
Reckless	54	199	189	442
DUI	0	0	1	1
Safety Belt	11	18	27	56
Drug/Felonies	2	1	2	5
Total	429	535	1,231	2,195

*Highway fatalities = 0

Phase 20: July 10 – July 11, 2009

Interstate 81		Interstate 95	Total
Speed	2,077	2,078	4,155
Reckless	240	504	744
DUI	6	6	12
Safety Belt	115	215	330
Drug/Felonies	15	20	35
Total	3,540	4,749	8,289

* Highway Fatalities = 1

Traffic Records Program Overview

Virginia continues to review and enhance its databases and data elements for linkage of traffic records systems and identification of necessary data elements to ascertain and analyze traffic safety problems in accordance with implementing a comprehensive, statewide Traffic Records Coordinating Committee (TRCC). By utilizing highway safety funding sources to implement Traffic Records data collection methods such as the Centralized Accident Processing System (CAPS), the Traffic Records Electronic Data System (TREDS), the Crash Outcome Data Evaluation System (CODES), and the Traffic Records Improvement Program (TRIP) Virginia continues to implement a standardized set of common data elements and the most efficient and effective linkage capabilities for crash reports, criminal and driver records and health records.

Section 408 Traffic Safety Information System Improvement Grant – Virginia was eligible for this funding because it met the criteria below.

- Establish a multi-disciplinary highway safety data and traffic records coordinating committee.
- Complete a highway safety data and traffic records assessment or audit within the last five years.
- Initiate development of a multi-year highway safety data and traffic records strategic plan (with performance-based measures) -- approved by the coordinating committee and the Governor's Highway Safety Representative.

Because Virginia received a first year grant, it was then eligible for second and subsequent year grants. To qualify, Virginia:

- Submitted an updated data and traffic records multi-year plan, identifying goals, performance-based measures and priorities; and that specifies how incentive funds will be used.
- Certify that the coordinating committee continues to support the multi-year plan.
- Report annually on the progress made to implement the plan.

Goal

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

Performance Measures

1. Integrate the collection of 27 motorcycle safety course data fields into TREDS by September 2009.
2. Implement 100% scanning of 150,000 police crash reports by September 2009.
3. Automate the submission of 6,000 SNET qualified commercial motor vehicle crash records to Virginia State Police by September 2009.
4. Implement CAP to TREDS migration of 300 data fields September 2009.
5. Implement RNS to TREDS integration of specific crash location fields by September 2009.
6. Implement TREDS Reporting and Analytics tool of 300 standard reports by September 2009.

Performance

1. Virginia successfully integrated student course data on all 27 public and private motorcycle safety schools. Virginia will now be able to perform detailed analysis on motorcycle crash data that includes student information to provide a more comprehensive picture of motorcycle crashes in Virginia.
2. Virginia successfully implemented the scanning function for crash reports. Now 100% of reports that can be scanned run through this functionality reducing data entry tremendously.
3. Virginia successfully implemented the automated extraction and submission of SNET qualified commercial motor vehicle crash records to the Virginia State Police. In addition, the automated extraction includes a report that alerts VSP of records which have missing fields and identifies the missing fields allowing the VSP analyst to utilize tools to increase the completeness of records sent to MCMIS. This project won the 2008 national award in Best Practices in Traffic Records.
4. Virginia successfully migrated over 300 data fields for years 1995 to present from CAP, the 25 year old crash system, to TREDIS.
5. This measure was not completed. .
6. Virginia successfully implemented the TREDIS Reporting and Analytic tool which recreated 300 standard reports.

Impediments to Achievements

5. Implement RNS to TREDIS integration of specific crash location fields by September 2009. This measure was not completed because VDOT was not able to meet its deadline to have RNS (Roadway Network System) integrate fully with TREDIS. It will remain as a performance measure for 2010.

Strategy

1. To continue to phase in the implementation of the Traffic Records Electronic Database (TREDIS) by March 2009.

Accomplishments

1. All phases of implementing core Traffic Records Electronic Database (TREDIS) by March 2009 are progressing as planned.

Program Management and Oversight

The Virginia Highway Safety Office is a data driven organization committed to focusing on national priorities which present nationwide safety challenges as well as those highway safety challenges specific to Virginia.

Goal To ensure effective financial oversight and stewardship of federal grant funds

Performance Measures

1. Ensure 100% documentation of all federal fund expenditures by Sept. 2009.
2. Complete and file quarterly monitoring reports on 100% of all grant recipients within 30 days of the completion of the quarter.
3. Complete 100% sub-recipient grant training by Oct. 2008.

Performance

1. All documentation of federal funded expenditures were submitted on time.
2. Monitoring reports were filed quarterly on all grant recipients within 30 days of the end of each quarter.
3. All sub-recipients received grant training by October 30, 2008.

Strategies

1. Develop standard requirements check off sheet for all grant files.
2. Develop equipment inventory data base.
3. Develop standard monitoring form for use by the project monitors.
4. Develop on-site monitoring schedule to ensure routine on-site visits of all grant recipients.

Accomplishments

1. A standard requirements check off sheet for all grant files was developed.
2. An equipment inventory data base was fully implemented.
3. A standard monitoring form was developed and is used by the project monitors.
4. An on-site monitoring schedule was developed to ensure on-site monitoring of grant recipients.

COMMUNITY TRANSPORTATION SAFETY PROGRAMS

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

Accomplishments

2009 Governor's Transportation Safety Awards Program

On August 12, 2009, 15 individuals/organizations/programs were awarded the Governor's Transportation Safety Award for their outstanding achievements in and contributions to transportation safety in Virginia. The awards are given in various categories for special individual and/or group accomplishments, major projects, and outstanding programs. The awards are sponsored by the Virginia Board of Transportation Safety that is comprised of citizens appointed by the Governor.

BikeWalk Virginia

During the FY2009 grant year BikeWalk Virginia used grant funds to promote bicycle and pedestrian safety. During the grant year 80 public school teachers were certified through the Bike Smart Basics course. The first Bicycle and Pedestrian Awareness Week was held in partnership with Drive Smart Virginia. 115 organizations partnered with BikeWalk and Drive Smart Virginia on this Awareness Week. The Bike Smart Adult program, "Smart Cycling" was also piloted with 5 successful courses held during the grant year. A benchmark study was completed and published. The study is available at www.bikewalkvirginia.org/advocacy.asp

GrandDriver

The Virginia Department for the Aging in FY2009 was responsible for the oversight of Virginia's GrandDriver program. During the grant year 11 Carfits were conducted in various regions of the Commonwealth. In addition, the GrandDriver Coordinator attended and displayed at over 50 venues. Through GrandDriver the Older Driver Assessments were also conducted through Driver Side Rehab, Chippenham Johnston-Willis, Driver Rehab of Hampton Roads, Glennan Center for Geriatrics, and Center of Excellence in Aging and Geriatric Health totaling 17 assessments. Through the public information part of the grant a contract was awarded to the PRR Marketing firm. Through this contract the website was refreshed with added features to include features such as information in Spanish, Pedestrian safety, Motorcycle safety, Bicycle safety as well as Transportation Provider pages. The website had a 42% increase in page views from the previous year. PRR also created a radio ad for the Richmond, Roanoke and Norfolk area to coincide with Carfit events. There were 59 radio spots over a 5-week period. In addition to the radio ad there were transit ads which ran on 3 transit systems totaling 236 transit ads. Print ads were also used in the Northern Virginia area. Six print ads ran over a three week period. Through the Virginia Department for the Aging efforts the interest of people learning about GrandDriver increased by 33% from the previous year.

Department of Education

The Department of Education revised, printed, and distributed 130,000 45-Hour Parent Teen Guides during the FY2009. In addition the Department of Education distributed Click It or Ticket and Distracted Driver Awareness Day information to all schools. The parent involvement has increased through the expansion of the number of Parent Programs in the schools. An estimated 41 school divisions participated in the Parents for Safe Teen Driving Program.

Virginia Commonwealth University Transportation Safety Training Center (TSTC)

TSTC was funded to provide training and technical assistance to state and local public safety personnel and other individuals. Technical assistance was provided to assist the Commonwealth's public safety/service agencies and organizations concerned with transportation safety. It included training, curriculum development, and technical services regarding transportation safety needs. In FY2009 the following courses were taught through the TSTC: Human Factors In Crash Investigation, Crash Investigation Refresher, 80-Hour Fundamental of Crash Investigation and Reconstruction, 40-Hour Advanced Crash Investigation and Reconstruction, and Motorcycle Crash Investigation and Reconstruction

During FY 2009 the Occupant Protection Coordinator was hired. Upon hiring the coordinator obtained the National Child Passenger Safety Certification from Safe Kids. A 32 hour Child Safety Seat Standardized training course was conducted in Mecklenburg County.

Additionally, TSTC held the Virginia Traffic Records Conference on September 23, 2009 at the Holiday Inn - Kroger Center in Richmond. The attendance for the conference was over 200. Also, 10 one-day workshops were held to kick off TREDs. The Multi-disciplinary Crash Investigation team prepared 6 reports or technical alerts based on their crash investigations.

Virginia State Police Association- Youth of Virginia Speak Out

During FY2009 Youth of Virginia Speak Out (YOVASO) added 18 new schools, increasing membership from 45 to 63 schools. The expansion included schools in the Tidewater, Richmond Metropolitan, and Northern Virginia areas. YOVASO held 3 successful safety related campaigns with over 80 percent of the member schools participating in the campaigns. The campaigns were, Save Your Tail-Gate, Buckle Up, Buckle Up, Drive Sober, and National ACT Out Loud/Youth Traffic Safety Month. Liberty High school was selected as a Top 20 Finalist for the national Act Out Loud campaign. This national recognition allowed them to be recognized by Governor Tim Kaine and Congressman Robert Wittman. YOVASO held 2 student leadership retreats with 205 attendees, with 52 schools attending during the grant year. The retreats educated and encouraged students to serve as youth traffic safety advocates in their schools and communities.

Virginia Trucking Association

Virginia Trucking Association conducted 4 Rest Area Safety Breaks during the FY2009 grant year. Through the safety breaks they reached an estimated 3,700 motorists and presented them with safety brochures and answered numerous questions involving the trucking industry and safety issues. Safety breaks were held at the following locations, Dale City Rest Area, New Kent Rest Area, Manassas Rest Area, and Mt. Sidney Rest Area. The Safety Break at New Kent was held during the Click It or Ticket campaign and Click It or Ticket educational materials were also distributed. In addition, the Executive Vice President of the Association sent a letter to all of the Virginia Trucking Association members in July urging them to remind their drivers to buckle up.

Training and Continuing Education

During the FY2009 grant year VDOT provided training to at least forty employees. The training involved many facets to include traffic records, work zone safety initiatives, and intelligent transportation initiatives.

Military/Civilian Workshop

The 41st Military/Civilian Transportation Safety Workshop was held November 4-5, 2009 at Ft. Eustis Army Post. Close to 200 participants heard presentations on Virginia's seat belt study results, Highway Safety Assessments, Work Zone Safety, the results of the DBAT (Driving Behavior Assessment Tool), the 100 car teen driver study, as well as perspectives from the National Highway Traffic Safety Administration. There were break out sessions that covered everything from motorcycle safety, evidence data recorder and crash investigation, the new uniform signal control manual and DUI deterrence programs being used in the military. Vendors displayed the latest law enforcement traffic equipment, simulators and safety information.

Regional Crash Investigation Teams

During the FY2209 grant cycle the Regional Crash Investigation Teams (RCIT) completed an 18 - page study on "Rural Teen Traffic Crash Fatalities", that was presented at the annual judicial conference. RCIT also provided displays and airbag deployment demos, and DUI driving demonstrations during the conference. Through a generous donation by State Farm Insurance to the RCIT, a trailer containing a car involved in a fatal teen crash was part of the Youth of Virginia Speak Out (YOVASO) State Retreat, the trailer also visited 14 schools and on display at six public events. Additionally, RCIT participated in 32 events where using two golf carts to demonstrate DUI impairments.

Members of the RCIT continued to provide advanced training such as Motorcycle Crash Reconstruction, Pedestrian/Bicycle Reconstruction, and Level 3 Reconstruction. Two all team/Virginia State Police (VSP) joint trainings were held at the Roanoke County Driving Range.

RCITs completed six special crash reports in '09 for team review and study. Wythe County Team (#6) activated this year and a 7th Team for Rockbridge area is currently being formed and members trained. All regional teams include participation by VSP District Crash Teams in their respective areas. RCITs have scheduled nine advanced training classes for 2010 and have begun looking into a possible Crash Reconstruction Conference to be held in 2010-2011.

Paid Media Plan

Click It or Ticket

Funding Allocated:

\$350,000.00 paid media for radio, television, cable and web based applications statewide for the May Mobilization, with particular attention to the target areas of low belt use as well as the Latino community. This will be two weeks at a minimum of 250 GRP's per market and will include a 1:1 ratio as well as logo/click through presence on all media websites. Additionally, a \$100,000.00 budget has been allocated for media to support another Click It or Ticket "mini-mobilization" in September.

Method of Assessment:

Schedules of paid media will be provided to assess that all time ran as contracted and that all "no charge" spots ran in accordance with insertion orders.

Evaluation:

Contracted media buyer will evaluate media buy based on reach, frequency and GRP's. There will also be an attempt to capture clicks from the web banners.

Accomplishments

All goals were met with \$348,000.00 spent on paid media for radio, television, and cable. Web based applications were "bonused" and therefore did not represent the budget spent. The GRP's and 1:1 ratio was over achieved with an additional \$467,200.00 in bonus spots. The May Mobilization resulted in a total of 16,223 spots aired.

Web banners have been difficult to track, and with further research, have not proven to be as effective as once thought. Given that this is a "bonus" feature-apart from the 1:1 commitment-it is not believed that this is a particularly effective media method.

Smooth Operator:

Funding Allocated:

Smooth Operator is in the process of expanding, and therefore, the media plan has not been completely set. It is anticipated that there will be \$200,000.00 budgeted for radio, television, cable and a larger percentage will be invested in the internet and web based advertising methods. This will be spread in flights around the four waves of enforcement throughout the year in the Northern Virginia market.

Method of Assessment:

Schedules will be provided of paid media to assess that all time ran as contracted and all "value added" time and promotion ran in accordance with the insertion orders.

Evaluation:

Contracted media buyer will evaluate media buy based on reach, frequency, GRP's and hits/click.

Accomplishments

The entire \$200,000 money budget for paid media was used for four campaign waves held on May 31st - June 6th, July 5th - July 11th, August 2nd - 8th, September 6th - 12th

Checkpoint Strikeforce

Funding Allocated:

\$1,000,000.00 media for radio, television, cable and internet/web based applications that will be spread over approximately ten different flights statewide, including the Latino community, further it will include a public relations firm as well as a production company which will oversee all creative and earned media aspects of this campaign.

Method of Assessment:

Schedules will be provided of paid media to assess that all time ran as contracted and that all “value added” time and promotion ran in accordance with the insertion orders.

Evaluation:

There will be an opinion survey conducted as well as all contractors will be required to evaluate paid media based on reach, frequency, GRP’s, and hits/clicks. Public relations contractor will provide number of “earned media” opportunities that they were able to achieve.

Accomplishments Funding was appropriately allocated. The media events reached millions and stated goals were met. Virginia’s Governor Tim Kaine held a news conference launching Virginia’s Checkpoint Strikeforce campaign. Over 25,000 radio and television spots ran throughout the Commonwealth directed to the target audience.

Audience – Through a combination of traditional strategies and fresh new concepts the campaign reached a documented audience of 8,589,516 residents in Maryland, Virginia and the District of Columbia (as measured by known media impressions).

Print & Online – At least 41 print and online articles about the campaign were published.

TV – At least 112 television news broadcasts were viewed in markets across the region.

Radio – At least 51 radio appearances in markets across the region.

Major Gains in Awareness of Media Messages... Pre- and post-campaign surveys demonstrated that the outreach campaign was highly successful in reaching and impressing upon both the target audience of 21 to 35 year old males and the public at large. The combination of the paid media component and the earned media campaign produced enormous gains in awareness of media highlighting stepped-up law enforcement efforts. According to the survey, name recognition of —*Checkpoint Strikeforce* also increased by 11 percent among the target audience.

Note: Complete audience estimates are unavailable for some media outlets (including television, radio, online outlets and wire services). Therefore, the total audience is likely much greater.

Street Smart:

Funding Allocation:

Paid media allocated to television, cable and radio for this pedestrian safety program in the Northern Virginia. \$75,000.00 has been budgeted to be flighted over two media cycles.

Method of Assessment:

Schedules will be provided of paid media to assess that all time ran as contracted and all "value added" time and promotion ran in accordance with the insertion orders.

Evaluation:

Contracted media buyer will evaluate media buy based on reach, frequency and GRP's.

Accomplishments

\$100,000 was allotted for a fall and spring pedestrian bike safety campaign. These campaigns were a success as two press events were conducted that ran simultaneous with the law enforcement campaigns.

HERO Campaign:

Funding Allocation:

\$125,000.00 of paid media will be used to promote this statewide designated driver program designed to support Checkpoint Strikeforce.

The Highway Safety Office plans to allocate this over several "high focus" time frames such as the holidays, 4th of July etc. We will require the 1:1 spot ratio for all flights scheduled as well as logo/click through presence on all media websites.

Method of Assessment:

Schedules will be provided of paid media to assess that all time ran as contracted and that all "no charge" spots ran in accordance with insertion orders.

Evaluation:

Contracted media buyer will evaluate media buy based on reach, frequency and GRP's. There will also be an attempt to capture clicks from the web banners.

Accomplishments

Media was enhanced by the additional contract with the Colonial Athletic Association making HERO the "official designated driver program for the CAA". This included media exposure as well as on-site exposure for the CAA men's and women's basketball tournaments held in Virginia. Over a million people were exposed to the HERO message during these tournaments. This was done through a variety of methods including electronic media, the CAA website, in arena banner, programs, in arena PA announcements, electronic scoreboard exposure, messaging in the student area and a table with HERO pledges at the entrances and exits.

Exposure also carried into the early football season with inclusion in the CAA website, programs etc. HERO media ran in September to support the Checkpoint Strikeforce campaign. We were faced with the challenge of political media regulations which meant

we had to negotiate the media buy differently. In spite of these challenges, there was still a 70% reach with an average frequency of 4x.

Other:

An additional \$75,000.00 was allocated for media to address issues such as Motorcycle 411-Info You Can Live With-the Highway Safety Office's motorcycle safety program, or other issues such as speed as dictated by data.

APPROVAL

The Virginia Department of Motor Vehicles is pleased to present the **2009 Highway Safety Annual Report**. This Report provides an extensive overview of Virginia's Highway Safety Programs, its responsibilities, its varied activities, its interaction and cooperation with other state agencies, non-profit organizations, and the media to improve the safety for those sharing Virginia's roadways.

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

David Mitchell
Coordinator for Highway Safety
Commonwealth of Virginia

Date