

## Introduction

Through Virginia's sound leadership, proactive partnerships, unwavering commitment and hard work of the 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 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 nonprofits 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 2010:

**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 2009 is 7,882,590. Virginia has 7,495,574 registered vehicles. There are 74,156.53 roadway miles, of which 63,047.13 are secondary roads (85.0%), 9,990.33 are primary roads (13.5%), and 1,119.07 are interstate highways (1.5%).

The combined number of active licensed drivers in Virginia is 5,501,878. Virginia's law enforcement community consists of 125 city and county sheriff's offices and 242 police departments which include private, institutional, and collegiate departments. It also includes 7 state police divisions within 48 areas of the state with 1,959 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 highway safety data and related information, 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	Robert McDonnell
Governor's Highway Safety Representative	Richard D. Holcomb DMV Commissioner
Governor's Highway Safety Coordinator	David Mitchell DMV Deputy Commissioner
Director of the Virginia Highway Safety Office	John Saunders
Location of Highway Safety Office	Department of Motor Vehicles 2300 West Broad Street Richmond, Virginia 23220 Phone: (804) 367-6641

## **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 FY10 the Virginia Board of Transportation Safety and Virginia Secretary of Transportation approved the award of 309 grants totaling \$18,704,551. Of that amount, \$300,000 was allocated from Section 402 funds for Planning and Administration to support highway safety program activities.

### **2010 Virginians' Self-Reported Perceptions of and Actions Involving Targeted Safe-Driving Behaviors (Summary of Findings)**

Virginia's Highway Safety Office (VAHSO) surveyed residents to assess various attitudes and perceptions in traffic safety. Specifically, respondents were asked about seat-belt use, impaired driving, and speeding topics. Perceptions of media, perceptions of enforcement activities, and self-reported behaviors in each of these topics were also measured. Virginia assessed a set of nine main questions: each of the three topics (seat-belt use, impaired driving, speeding) crossed by each of the three perceptions and reports (media, enforcement, and self-reported behavior). In addition, the VAHSO added 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). Below is a summary of findings; full survey/report was submitted with Virginia's 2011 Highway Safety Plan.

Overall, key statewide findings:

#### **Seat-Belt Use:**

1. The majority of respondents reported always wearing seat belts while driving or riding as passengers.
2. Fewer than half recalled law enforcement activity targeting belt use.
3. Approximately half of the respondents believed the chances of getting a ticket for belt non-use was "likely" or "very likely."

#### **Impaired Driving:**

1. More than 60% of the full sample and nearly 39% of the augment sample told interviewers they did not drink.
2. For those who did not identify themselves as non-drinkers (and therefore were considered "drinkers" in this study), more than 80% had not driven within two hours after drinking alcohol; however, 8.7% (augment) and 11.5% (full) reported having done so two or more times in the past 60 days.
3. Most believed the chances of arrest after drinking and driving were at least "likely."

4. Less than half of the samples recalled police activities targeting impaired driving or designated driving programs.

**Speeding:**

1. Approximately half of the respondents from each sample reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone) and interstates (more than 70 mph in 65 mph zone).
2. More than 60% believed the chances of receiving a speeding ticket were “very likely” or “likely.”
3. Approximately 40% recalled law enforcement activity targeting speeding in the past 30 days.

**Distracted Driving:**

1. More than half of the respondents “seldom” or “never” talked on mobile phones while driving; however the younger augment sample respondents were more likely to talk on a mobile phone while driving than the full augment sample.
2. More than 80% of the full sample and 70% of the augment sample said they “never” text while driving.

## Driving Trends for 2009

In 2009 as compared to 2008 there were:

18,538 fewer total crashes – a 13.7% decrease  
 65 fewer total fatalities – a 7.92% decrease, and  
 6,154 more total injuries – 8.90% 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
2009	116,744	756	62,976	5,501,878	7,495,574	7,882,590	80,938	0.93	1.23

\* 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, using data-driven measures to identify 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 TREDIS Operation Center (TOC) and field personnel. TOC provides quality analysis of statewide, traffic crash information and ensures the accuracy of data in 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 Highway Safety Office 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 I:* Responsible for conducting special highway safety projects. Coordinates and monitors all activities surrounding the Board of Transportation Safety. Coordinates the Governor's transportation safety awards program. Coordinates the gathering of needed information from assigned areas within the highway safety office to finalize project budget request for upcoming year. Keeps abreast of current legislation to determine the impact on highway safety in the Commonwealth of Virginia.

*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, highway safety information 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: Supervises daily operations of TREDIS quality analysis. Ensures efficient and timely delivery of statewide, highway safety information.

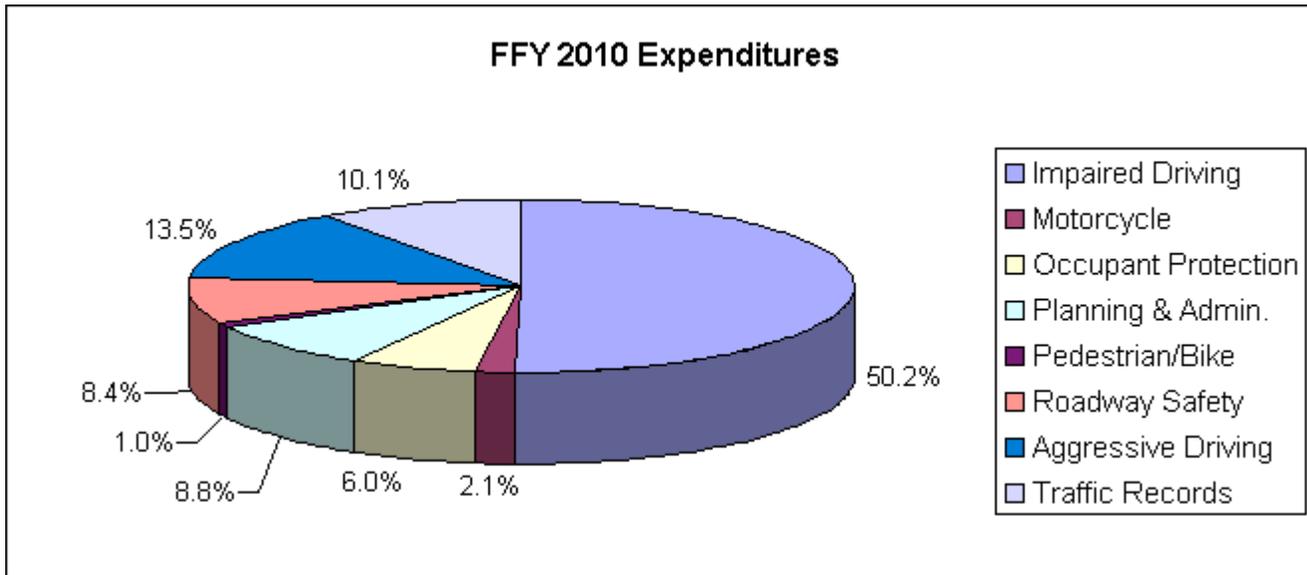
*Program Support Technicians for TOC:* These staff members report to the Operations Manager. Responsibilities include independently reviewing and analyzing crash report data to determine accuracy of data in TREDIS and DMV's Citizen Services System.

**Note: 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	\$79,204	-	-	\$2,013,884	\$5,650,053	-	-	\$7,743,141	50.2%
Motorcycle	\$240,999	-	-	-	-	\$79,899	-	\$320,898	2.1%
Occupant Protection	\$416,040	\$235,855	-	-	-	-	\$280,094	\$931,988	6.0%
Planning & Admin.	\$300,000	-	-	-	\$1,050,981	-	-	\$1,350,981	8.8%
Pedestrian/Bike	\$152,354	-	-	-	-	-	-	\$152,354	1.0%
Roadway Safety	\$1,288,973	-	-	-	-	-	-	\$1,288,973	8.4%
Aggressive Driving	\$2,077,401	-	-	-	-	-	-	\$2,077,401	13.5%
Traffic Records	\$400,925	-	\$1,154,820	-	-	-	-	\$1,555,744	10.1%
<b>TOTAL</b>								<b>\$15,421,481</b>	<b>100.00%</b>



\*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 FFY 2010 is \$5,228,783.

## Core Outcome Performance for FFY10

### Fatalities (core outcome measure C-1)

**Goal:** To decrease traffic fatalities 3 percent from the 824 calendar base year average of 2008 to 799 by December 31, 2010.

	Baseline Data					Goal
	2004	2005	2006	2007	2008	
<b>Fatalities</b>	922	947	962	1027	824	<b>799</b>

**Note:** The Virginia crash database recorded 821 fatalities for 2008 vs. 824 fatalities recorded in FARS. The state crash database does not reflect the three fatalities that occurred on federal parkways. In 2009, Virginia's TREDIS reported 756 fatalities for 2009.

#### Performance

1. Virginia's fatalities were 757 for 2009. Virginia surpassed its goal of 799.

### Serious Injuries (core outcome measure C-2)

**Goal:** To decrease serious injuries in traffic crashes 3 percent from 16,528 calendar base year of 2008 to 16,032 by December 31, 2010.

	Baseline Data					Goal
	2004	2005	2006	2007	2008	
<b>Serious Injuries</b>	23,342	22,489	21,260	19,796	16,528	<b>16,032</b>

#### Performance

1. Virginia's serious injuries were 13,120 for 2009. Virginia surpassed its goal of 16,032.

### Fatalities/VMT (Core Outcome Measure C-3a, C-3b, and C-3c)

**Goal C-3a:** To decrease fatalities per 100M VMT from 1.00 calendar base year of 2008 to 0.97 by December 31, 2010.

	Baseline Data					Goal
	2004	2005	2006	2007	2008	
<b>Fatalities(per 100M VMT)</b>	1.17	1.18	1.19	1.25	1.00	<b>0.97</b>

#### Performance

1. Virginia's fatalities per 100 millions VMT 0.94 for 2009. Virginia surpassed its goal of 0.97.

**Goal C-3b:** To decrease rural fatalities per 100M VMT from 1.59 calendar base year of 2008 to 1.54 by December 31, 2010.

	Baseline Data					Goal
	2004	2005	2006	2007	2008	
<b>Rural Fatalities (per 100M VMT)</b>	1.73	1.89	1.79	1.98	1.59	<b>1.54</b>

**Performance**

1. Virginia’s rural fatalities per 100 millions VMT was 1.25 for 2009. Virginia surpassed its goal of 1.54.

**Goal C-3c:** To decrease urban fatalities per 100M VMT from 0.66 calendar base year of 2008 to 0.64 by December 31, 2010.

	Baseline Data					Goal
	2004	2005	2006	2007	2008	
<b>Urban Fatalities (per 100 VMT)</b>	0.81	0.73	0.80	0.81	0.66	<b>0.64</b>

**Note:** The source of information for fatalities is from FARS data; whereas, VMT information is from VDOT data

**Performance**

1. Virginia’s urban fatalities per 100 millions VMT 0.57 for 2009. Virginia surpassed its goal of 0.64.

# A Glimpse at Virginia's Accomplishments for FFY10

## Occupant Protection (core outcome measure C-4)



### 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 and increase seat belt use by implementing a 4-week, statewide, high visibility seat belt enforcement and media campaign (Click It or Ticket) in conjunction with the National Click It or Ticket campaign in May. In addition, the State executed a second Click It or Ticket "mini-mobilization" November 14-21, 2010. This was a statewide, high visibility enforcement and media campaign.

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.

On July 2, 2010, Virginia enhanced the child passenger safety law (46.2-1095 - B) to increase the age through seventeen that a vehicle occupant is required to be properly restrained. This enhancement essentially adds two more years of protection for Virginia's youngest citizens and includes more novice drivers. The child restraint law is a primary enforcement law.

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 Child Passenger Safety Awareness Week; to support increasing awareness and educating the public on child safety restraint laws; occupant protection trainings, school competitions, etc.

### **Low Income Program**

The low income child safety seat distribution program is administered through the Virginia Highway Safety Office (VAHSO) and 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 thirty minute training session on basic installation and correct use of the seat.

The main funding source for the purchase of these seats comes from income derived from the fines paid through the tickets issued for child safety seat violations. The VAHSO augments these funds to support training for the distribution sites. Funding also supports the creation and maintenance of safety seat check stations where any parent/caregiver can go through out the state to receive individual assistance and education as to the proper installation of their safety seat. A total of 34 distribution site training sessions were held and a total of 264 practitioners were trained for this program through out the state.

### **Education**

All Low Income Safety Seat Distribution and Education sites were provided videos for distribution to show parents/caregivers proper installation techniques. These videos are available in English and Spanish. A total of 550 copies were distributed.

Educational DVD's were purchased and distributed to pediatricians and family physicians to share with parents/caregivers while they are in the waiting area. These DVD's, both in English and Spanish, educate in proper selection and usage of restraints for children from birth to seat belts. A total of 2,500 DVD's were distributed. The video is also available online ([www.vahealth.org/injury/safetyseat/psas/movies/index.htm](http://www.vahealth.org/injury/safetyseat/psas/movies/index.htm))

In an effort to inform parents/caregivers that there are locations with certified child passenger safety technicians to assist them-free of charge-with proper installation of their safety seat, :30 and :10 second television and radio spots were developed and aired in areas with newly established safety seat check stations. A total of 546 television and 741 radio spots were aired in Richmond, Roanoke, Lynchburg, Harrisonburg/Winchester, Charlottesville, Bristol, Fredericksburg and Norfolk. The ads are also online at ([www.vahealth.org/injury/safetyseat/campaigns.htm](http://www.vahealth.org/injury/safetyseat/campaigns.htm)).

In addition to the Low Income Safety Seat Distribution and Education program, Virginia has established Safety Seat Check Stations. These check stations are positioned throughout the state and have Safe Kids Certified Child Passenger Safety Technicians available to assist any parent/caregiver with proper seat selection and installation of their child safety seat. Currently, there are 87 such stations which parents/caregivers can find via [www.safetyseatva.org](http://www.safetyseatva.org).

To keep the check stations CPS Techs up to date and provide regular communication with them, there were two webinars conducted in April and September 2010. A total of 64 participants were given new information and offered the opportunity to voice any concerns/issues.

As part of National Child Passenger Safety Week, approximately 13,000 child passenger safety postcards were sent to health care providers, hospitals, child care providers, elementary schools, law enforcement agencies, local health departments, and churches. The postcards promoted the child safety website: [www.safetyseatva.org](http://www.safetyseatva.org) that contained a variety of tools and materials to assist the community with child passenger safety efforts. Over 10,000 different materials were distributed.

The state also provides an “800” phone number to answer calls relating to occupant protection to the citizens of Virginia. 445 calls were responded to.

### **Child Passenger Safety Training**

Child Passenger Safety Training is administered by the Virginia Highway Safety Office (VAHSO) and managed by the Transportation Safety Training Center (TSTC) at Virginia Commonwealth University.

In addition to conducting a variety of crash investigation and reconstruction and traffic records training, TSTC is charged with conducting at least four Standardized National Child Passenger Safety Technician Certification training classes, two Technician Refresher training classes and one Child Passenger Safety Special Needs training class. Due to some personnel issues, only two of the Standardized CPS Technician training classes were held; however, they were both successfully completed in the area of the state that needed the most training. Refresher Training goals were exceeded. Four Technician Refresher classes were held with over 50 technicians re-certified. The CPS Special Needs class successfully trained 15 individuals. There was also one Standardized National Child Passenger Safety Technician Renewal training held where 11 individuals were approved for certification. Personnel are now in place and it is anticipated that goals will be met or exceeded in the coming grant year.

### **Click It or Ticket**

Virginia continued its’ partnership with NHTSA for this project which works to increase seat belt use among the most vulnerable 18-34 year old male population. As prescribed by NHTSA, high visibility enforcement supported by an aggressive paid and earned media campaign was conducted in May and November 2010.

**Goal:** (C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 2 percent from the 374 calendar base year of 2008 to 367 by December 31, 2010.

### **Performance**

1. The number of fatalities as a result of not using a safety belt restraint is 322; therefore, Virginia surpassed its goal of 367.

	Baseline Data					Goal
	2004	2005	2006	2007	2008	
Unrestrained Passenger Vehicle Occupant Fatalities	414	449	451	461	374	<b>367</b>

**Overall Safety Restraint Data**

<b>Calendar Year</b>	<b>Safety Belt Use Rates (%)</b>	<b>Safety Belt Convictions</b>	<b>Child Safety Seat Convictions &amp; Safety Belt Convictions (Minor)</b>
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	72,107	16,862
2009	82.3	72,226	17,231
2010	80.5	*	*

\*Data not 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 May 2010 and one week in November 2010.
2. To cover 85% of Virginia's population with law enforcement participating in the Click It or Ticket (CIOT) Campaign by June 2010.
3. To conduct pre-and-post mobilization observational surveys of safety belt use by June 2010.
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 2010.
5. To conduct at least 3, 4-day CPS Technical Certification Classes regionally to meet the NHTSA standard by September 2010.
6. To conduct a minimum of 8, 1 day law enforcement TOPS (Traffic Occupant Protection Strategies) safety training workshops by September 2010.
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 for a two week period during May 2010 and a one week “mini mobilization” during November 2010. During the month of May 2010 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 mixed results. The official belt usage rate decreased from 82.27 % to 80.5%.
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. During the federal fiscal year, The Virginia Department of Health provided 15,444 child safety seats to lower income families. The seats issued are the Titan five point convertible seat, and the Maestro belt positioning booster seat
6. This goal was exceeded. A total of 32 TOPS training sessions have been held as of November 2010.
7. Law Enforcement Liaisons throughout the state continue to work closely with the Virginia Highway Safety Office and the District Program Managers regarding all occupant protection issues including the CIOT mobilizations.

Virginia’s 2010 seat belt use rate was 80.5%, a decrease from the 2009 rate of 82.3%. Using the statewide survey and additional surveys that are conducted every six weeks, there has been growth 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.

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 60 television news stories, 105 radio news stories, 142 press conferences and news releases, 82 school activities, and the distribution of 3,679 posters and window clings. 175 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. In addition, a total of 1,042 public service announcements and 107 print news stories. A total of 700 checkpoints were conducted.

## May 2010 Click It or Ticket Mobilization Results

Citation Type	Citations Written
Seatbelt	6,242
Child Safety Seat	1,343
Speed	38,456
Reckless Driving	6,092
DUI/DUID	1,213
Underage Drinking	239
Stolen Vehicles Recovered	71
Felony Arrests	1,590
Weapons Seized	111
Fugitives Apprehended	638
Suspended/Revoked	6,290
Uninsured Motorists	339
Drug Arrests	754
Other	56,315
Open Container	230
Juveniles arrested for zero tolerance law	12
<b>Total Citations Written</b>	<b>119,935</b>

## Impaired Driving (core outcome measure C-5)



### 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 impaired/drug driving is most prevalent and to help allocate program resources and funding. The data also assists 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 FY10, 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 funding under 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	2009
Under Age 21	1,995	1,798	1,860	2,338	2,257	2,225	2,242	2,139
Adults	25,293	25,785	27,013	26,503	26,457	26,653	29,227	29,295
Unknown	74	107	161	99	70	63	0	0
Total	27,322	27,690	29,034	28,940	28,784	28,941	31,469	31,434

	Baseline Data					Average	Goal
	2004	2005	2006	2007	2008		
<b>Alcohol Impaired Driving Fatalities (FARS)</b>	288	279	298	303	292	292	289

**Note:** Data for 2010 and 2011 are projected goals.

### Alcohol-Related Crashes and Injuries

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
<b>Crashes</b>	11,388	11,504	11,495	11,736	11,215	11,103	10,992	10,882	10,773
<b>Injuries</b>	7,819	7,911	7,512	7,543	7,130	6,987	6,848	6,711	6,576

**Goal:** (C-5) To decrease alcohol impaired driving fatalities 1 percent from the 292 calendar base year average of 2008 to 289 by December 31, 2010.

### Performance Measures

1. To decrease alcohol-related fatalities from 292 to 289 by Dec. 2010.
2. To decrease alcohol-related crashes from 11,103 to 10,992 by Dec. 2010.
3. To decrease alcohol-related injuries from 6,987 to 6,848 by Dec. 2010.

### Performance

1. Virginia’s alcohol related fatalities for 2009 are 316. Virginia did not meet its goal of 289.
2. Virginia’s alcohol-related crashes for 2009 are 9,366. Virginia surpassed its goal of 10,992.
3. Virginia’s alcohol-related injuries for 2009 are 6,256. Virginia surpassed its goal of 6,848.

### 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**

Between the months of October 1, 2009 and September 30, 2010, 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.

<b>Activity</b>	<b>Results</b>
Enforcement activities (saturation patrols and checkpoints)	1935
Unsorted man hours	110,469
DUI arrest	1,368
Safety belt citations	2,421
Child safety belt citations	576
Felony arrest	234
Stolen vehicles recovered	5
Fugitives apprehended	128
Suspended/Revoked licenses	2,081
Uninsured motorist	239
Speeding	13,507
Reckless driving	1,144
Drug arrest	264
Other violations	14,231
<b>Total</b>	<b>148,602</b>

### **Standardized Field Sobriety Test (SFST)**

During SFST training, participants will learn to: recognize driving behaviors and other indicators commonly exhibited by impaired drivers; become better detectors and better describers by improving their knowledge, attitudes and skills in detecting the impaired driver and articulating their observations; develop a better understanding of the tasks and decisions involved in the DUI detection process; recognize the magnitude and scope of DUI-related crashes, injuries, deaths and property loss, and other social aspects of the DUI problem; understand the deterrent effects of DUI enforcement; have a better understanding of the legal environment relevant to DUI enforcement and use of the three standardized field sobriety tests (SFST); know and recognize typical clues of alcohol impairment that may be detected during face-to-face contact with DUI suspects; know and perform the appropriate administrative procedures for the divided attention psychophysical tests; know and perform appropriate administrative procedures for the horizontal gaze nystagmus test; know and recognize typical clues of alcohol impairment that may be seen during administration of the SFSTs; understand the DUI prosecution requirements and their relevance to DUI arrest reporting.

Classes held at – Middletown, Richmond, Lynchburg, Fredericksburg, VA Beach and Fairfax  
Estimated number of students = 105 (classes were held by agencies other than the VAHSO, so exact number of students trained is unknown at this time)

**Aggressive Driving and Speed**  
(core outcome measure C-6)



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:** (C-6) To decrease speeding-related fatalities from the 430 calendar base year of 2008 to 425 by December 31, 2010.

**Speed-related Fatalities**

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

**Speed-related Crashes**

Year	2003	2004	2005	2006	2007	2008	2009
<b>Crashes</b>	41,975	33,288	30,840	27,840	27,597	37,099	24,814

### **Speed-related Injuries**

<b>Year</b>	2003	2004	2005	2006	2007	2008	2009	2010	2011
<b>Injuries</b>	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. 2010.
2. To decrease speed-related injuries from 15,090 to 14,487 by Dec. 2010.

### **Performance**

1. Virginia's speed-related fatalities for 2009 are 302. Virginia surpassed its goal of 425.
2. Virginia's speed-related injuries for 2009 are 15,067. Virginia did not meet its goal of 14,487.

### **Strategies**

1. To conduct 4, one-week aggressive driving/speed enforcement waves.
2. To conduct a major paid media campaign to include speed and occupant protection.
3. Participate in Smooth Operator media campaign and press event 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. (Table below)

	<b>W1-Sums</b>	<b>W2-Sums</b>	<b>W3-Sums</b>	<b>W4-Sums</b>	<b>T-Sums</b>
Alexandria City Police	48	31	39	59	<b>177</b>
Arlington County Police	691	1,218	2,233	1,908	<b>6,050</b>
Arlington County Sheriffs	154	165	228	289	<b>836</b>
DHS/Federal Protective Service	13	1	50	27	<b>91</b>
Town of Dumfries Police	33	18	24	26	<b>101</b>
Fairfax County Police	7,034	6,363	8,076	7,305	<b>28,778</b>
Fairfax City Police	281	252	215	241	<b>989</b>

	W1-Sums	W2-Sums	W3-Sums	W4-Sums	T-Summs
Falls Church Police	249	232	393	373	1,247
Falls Church City Sheriffs	54	34	26	20	134
Town of Fredericksburg Police	129	150	128	225	632
Town of Haymarket Police	51	41	47	17	156
Town of Herndon Police	175	260	249	302	986
Town of Leesburg Police	123	143	66	135	467
Loudoun County Sheriffs	1,139	833	884	489	3,345
Manassas City Police	332	142	168	151	793
City of Manassas Park Police	96	58	63	39	256
Prince William County Police	1,215	1,351	1,373	1,699	5,638
Town of Purcellville Police	48	46	26	33	153
Spotsylvania County Sheriffs	465	459	467	571	1,962
Stafford County Sheriffs	641	444	383	490	1,958
Town of Vienna Police	130	80	143	74	427
United States Park Police	1,047	1,243	1,741	1,540	5,571
Virginia State Police	2,788	2,223	1,973	2,454	9,438
<b>TOTALS</b>	<b>16,936</b>	<b>15,787</b>	<b>18,995</b>	<b>18,467</b>	<b>70,185</b>

2. A major paid media campaign was conducted from May through September 2010.
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 2010 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 21- 29 of the Air, Land and Speed operation during the 2010 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. 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 2010 grant year.

The following charts illustrate the dates, the interstate locations, the types of violations cited for each wave and the cumulative results. \*\*Note: The total reflects all citations issued not just the ones listed.

**Phase 21: October 18 – October 19, 2009**

	<b>Interstate 81</b>	<b>Interstate 95</b>	<b>Total</b>
Speed	1,890	1,320	3,210
Reckless	208	298	506
DUI	4	11	15
Safety Belt	92	116	208
Drug/Felonies	6	10	16
<b>**Total</b>	<b>2,959</b>	<b>2,790</b>	<b>5,749</b>

\* Highway Fatalities = 0

**Phase 22: December 4 – December 5, 2009 (reduced due to weather)**

	<b>Interstate 64, 264, 464, 664</b>	<b>Interstate 66</b>	<b>Total</b>
Speed	824	149	973
Reckless	186	40	226
DUI	3	0	3
Safety Belt	90	15	105
Drug/Felonies	11	0	11
<b>**Total</b>	<b>1,926</b>	<b>1,449</b>	<b>2,264</b>

\* Highway Fatalities = 0

**Phase 23: March 6 – March 7, 2010**

	<b>Interstate 81</b>	<b>Interstate 95</b>	<b>Total</b>
Speed	2,061	1,475	3,536
Reckless	212	505	717
DUI	6	14	20
Safety Belt	136	174	310
Drug/Felonies	21	14	35
<b>**Total</b>	<b>3,341</b>	<b>3,675</b>	<b>7,016</b>

\* Highway Fatalities = 0

**Phase 24: April 12 – April 13, 2010**

	<b>Interstate 77</b>	<b>Interstate 85</b>	<b>Interstate 295</b>	<b>Total</b>
Speed	395	271	359	1,025
Reckless	78	174	95	347
DUI	1	1	2	4
Safety Belt	24	27	49	100
Drug/Felonies	6	2	4	12
<b>**Total</b>	<b>676</b>	<b>638</b>	<b>971</b>	<b>2,285</b>

\* Highway Fatalities = 0

**Phase 25: May 23 – May 24, 2010**

	<b>Interstate 81</b>	<b>Interstate 95</b>	<b>Total</b>
Speed	1,943	1,320	3,263
Reckless	207	350	557
DUI	6	10	16
Safety Belt	108	144	252
Drug/Felonies	19	2	21
<b>**Total</b>	<b>3,222</b>	<b>2,859</b>	<b>6,081</b>

\*Highway fatalities = 0

**Phase 26: July 17 – July 18, 2010**

	<b>Interstate 81</b>	<b>Interstate 95</b>	<b>Total</b>
Speed	1,862	1,451	3,313
Reckless	191	437	628
DUI	6	6	12
Safety Belt	99	149	248
Drug/Felonies	8	7	15
<b>**Total</b>	<b>2,945</b>	<b>3,319</b>	<b>6,264</b>

\* Highway Fatalities = 0

**Phase 27: August 21 – August 22, 2010**

	<b>Interstate 64</b>	<b>Interstate 66</b>	<b>Total</b>
Speed	1,809	348	2,157
Reckless	312	82	394
DUI	7	2	9
Safety Belt	135	17	152
Drug/Felonies	19	6	25
<b>**Total</b>	<b>3,248</b>	<b>768</b>	<b>4,016</b>

\* Highway Fatalities = 0

**Phase 28: September 10 - September 11, 2010**

<b>Interstate 64, 264, 464, 664</b>	<b>Total</b>
Speed	495
Reckless	133
DUI	2
Safety Belt	58
Drug/Felonies	11
<b>**Total</b>	<b>1,234</b>

\* Highway Fatalities = 0

**Phase 29: September 18 – September 19, 2010**

	<b>Interstate 81</b>	<b>Interstate 95</b>	<b>Interstate 85</b>	<b>Total</b>
Speed	1,390	1,053	262	2,705
Reckless	154	410	54	618
DUI	8	9	2	19
Safety Belt	40	70	15	125
Drug/Felonies	7	7	3	17
<b>**Total</b>	<b>2,100</b>	<b>2,360</b>	<b>406</b>	<b>4,866</b>

\* Highway Fatalities = 0

**Motorcycle Safety**  
(core outcome measure C-7 and C-8)



**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. Virginia has successfully managed to maintain its 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 accompanying chart, over the years 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.

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 300,000 “Watch for Motorcycles” bumper stickers and launched a Web site featuring Virginia’s motorcycle routes, safety guidelines, and motorcycle resource links ([www.motorcycleva.com](http://www.motorcycleva.com)). The Council has started a Motorcycle Grand Tour of Virginia. The tour offers participants a unique opportunity to explore all parts of the Commonwealth as they collect endorsements in a specially-designed tour passport. Point totals are assigned to each stamp, qualifying participants for prizes based on the total points they collect.

**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
2009	345,753

**Goal:** (C-7) To decrease motorcyclist fatalities 3 percent from the 70 average of five years to 68 by December 31, 2010.

**Goal:** (C-8) To decrease unhelmeted motorcyclist fatalities 50 percent from the 6 calendar base year of 2008 to 3 by December 31, 2010.

	Baseline Data						Goal
	2004	2005	2006	2007	2008	Average	
<b>Motorcyclist Fatalities (FARS)</b>	34	56	63	116	79	70	<b>68</b>

	Baseline Data					Goal
	2004	2005	2006	2007	2008	
<b>Unhelmeted Motorcyclist Fatalities (FARS)</b>	19	9	2	12	6	<b>3</b>

### Motorcycle Crashes

Year	2003	2004	2005	2006	2007	2008	2009
<b>Crashes</b>	1,713	2,000	2,289	2,499	2,601	2,638	2,115

### Motorcycle Injuries

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

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

### Performance Measures

1. To decrease motorcycle fatalities from 70 to 68 by Dec. 2010.
2. To decrease motorcycle injuries from 2,404 to 2,239 by Dec. 2010.
3. To decrease unhelmeted motorcyclist fatalities 50 percent from the 6 calendar base year of 2008 to 3 by Dec. 2010

### Performance

1. Virginia's motorcycle fatalities for 2009 are 71. Virginia did not meet its goal of 68.
2. Virginia's motorcycle injuries for 2009 are 1,938. Virginia met its goal of 2,239.
3. Virginia's unhelmeted motorcyclist fatalities for 2009 are 5. Virginia did not meet its goal of 3.

### Strategies

1. Conduct a Motorist Awareness Campaign in April/May of 2010.
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 2010.
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 2010 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. On-site monitoring and evaluations of 200 training facilities/instructors was conducted.
4. Ten sidecar/trike training courses were conducted.
5. Conducted 3 motorcycle crash investigation courses with VCU Crash team for law enforcement.
6. Motorcycle crash data is being integrated with motorcycle training data and is being reviewed and analyzed.

**Drivers Age 20 or Younger Involved in Fatal Crashes**  
(core outcome measure C-9)

**Program Overview**

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.

**Goal:** (C-9) To decrease drivers age 20 or younger involved in fatal crashes.

	Baseline Data					Goal
	2004	2005	2006	2007	2008	
<b>Driver age 20 or younger involved in Fatal Crashes (FARS)</b>	174	155	172	167	144	<b>138</b>

**Performance Measures**

1. To decrease drivers age 20 or younger involved in fatal crashes 4 percent from the 144 calendar base year of 2008 to 138 by December 31, 2010.

**Performance**

1. In 2009 drivers age 20 or younger involved in fatal crashes are 111. Virginia surpassed its goal of 138.

**Strategies**

1. Increase school participation in YOVASO by 10.
2. Conduct teen-related safety campaigns at participating schools.
3. Send law enforcement to training on DUI preventative and enforcement practices.
4. Print and distribute safe driving/riding educational materials to preschool thru teens.

**Accomplishments**

1. 17 new schools joined YOVASO – Youth of Virginia Speak Out About Traffic Safety (YOVASO)
2. YOVASO sponsored 3 major safety campaigns for member schools which focused on raising awareness about the top causative factors in teen related crashes and educating teens about safe driving practices.
3. Several trainings were held for driver education teachers, including College Instructors’ workshop and workshops held for implementation of District 8 legislation.
4. Virginia State Police’s top DUI enforcer in the Commonwealth attended the annual Mid-Atlantic DUI Training Conference. Information gleaned during the course of this training was shared with other State Troopers and VSP DUI instructors across the Commonwealth.
5. Committed 3,430 law enforcement man-hours to traffic safety and crime prevention programs and reached more than 124,000 children, teens and adults.
6. Distributed 24,310 Buckle Up Activity books to those audiences.
7. Conducted “Make It Click”, a “tween” based program done in conjunction with the Eastern Virginia Medical Schools’ Center for Pediatrics. This program works on increasing seat belt use and back seat use among the very vulnerable 8-12 year old individual.

**Pedestrian/Bicycle Safety Program Area  
(core outcome measure C-10)**

**Program Overview**

BikeWalk Virginia is the statewide non-profit that works with the bicycle and pedestrian issues in Virginia. During the FY 2010 grant year, BikeWalk held 7 Bike Smart Basic trainings throughout the Commonwealth. The Bike Smart Basic training certifies teachers to become instructors in enhancing bicycle safety education programs in their schools or communities. In addition, 5 Smart Cycle Virginia trainings were completed. The Smart Cycle Virginia training is a new adult bicycle safety education program. In the area of pedestrian safety, BikeWalk designed and printed a senior pedestrian tip card. BikeWalk continued to provide bicycle and pedestrian educational webinars. During the FY 2010 grant year, they hosted 6 webinars with 12-40 in attendance per webinar. 75,000 Bicycle and Pedestrian Safety tip sheets were printed to be distributed throughout the Commonwealth. BikeWalk also incorporated a media campaign during this cycle. The media campaign consisted of banner advertisements in the Richmond Metropolitan area to promote bicycle and pedestrian safety. The banners ran for a total of 6 months. BikeWalk also partnered with Drive Smart Virginia in hosting the Commonwealth Bicycle and Pedestrian Safety Awareness Week that was held in September. The awareness week had over 195 organizations to partner with them.

**Goal:** (C-10) To reduce pedestrian fatalities 3 percent from the 76 calendar year base of 2008 to 74 by December 31, 2010.

	Baseline Data					Goal
	2004	2005	2006	2007	2008	
<b>Pedestrian Fatalities</b>	85	88	82	88	76	<b>74</b>

**Performance Measure**

1. To reduce pedestrian fatalities 3 percent from the 76 calendar year base of 2008 to 74 by December 31, 2010.

**Performance**

1. Virginia's pedestrian fatalities for 2009 are 73. Virginia surpassed its goal of 74.

**Strategies**

1. Provide public information and education campaigns and paid media to promote pedestrian safety.

**Accomplishments**

1. Held 7 Bike Smart Basic trainings throughout the Commonwealth
2. Completed 5 Smart Cycle Virginia trainings
3. Hosted 6 bicycle and pedestrian educational webinars with 12-40 in attendance per webinar.
4. 75,000 Bicycle and Pedestrian Safety tip sheets were printed to be distributed throughout the Commonwealth

5. Media campaign consisted of banner advertisements in the Richmond Metropolitan area to promote bicycle and pedestrian safety – ran for 6 months. BikeWalk partnered with Drive Smart Virginia and 195 other organizations and hosted the Commonwealth Bicycle and Pedestrian Safety Awareness Week that was held in September.

## Traffic Records

### Program Overview

Virginia continues to review and enhance its TREDIS database and related-data elements for comprehensive linkage of traffic records systems. Under the guidance of Virginia's Traffic Records Coordinating Committee (TRCC), TREDIS is now interfacing with several state systems such as driver, vehicle, roadway location, motorcycle safety training, toxicology, commercial motor carrier, etc. With continued federal funding, TREDIS will expand to include interfaces with additional systems such as EMS incident reporting, CODES, citation and adjudication and will enhance its reporting and analysis functionality.

### **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, timeliness and accessibility of the traffic records data system by increasing electronic submissions of police crash reports from 0% in 2008 to 50% by September 2010.

### **Performance Measures**

1. Increase distribution of the TREDIS electronic data collection tool from 0 law enforcement agencies to 75 by September 2010.
2. Increase the collection of crash location latitude/longitude from 0% of law enforcement to 20% by September 2010.
3. Integrate EMS to TREDIS system to increase from 0 EMS/NEMSIS fields collected to 75 EMS/NEMSIS fields by September 2010.

### **Strategies**

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

## **Accomplishments**

1. Increased distribution of the TREDIS electronic data collection tool from 0 law enforcement agencies to 206. Virginia not only met its goal; but did so with nearly 3 times the number of agencies projected.
2. Increased the collection of crash location latitude/longitude from 0% of law enforcement to 30%. Virginia met this goal.
3. With the implementation of EMS's new VPHIB system, EMS has incorporated over 100 of the NEMSIS data elements into its database. However, EMS experienced staff loss that was critical to the interface of its VPHIB system with TREDIS. This interface is now in progress but the completion of the integration was impeded by this loss of staff. This performance will continue to be measured and will remain as a measure for 2011.

## Roadway Safety Program Area

### Program Overview

Roadway safety is included in Virginia's public information awareness and education campaigns, work of our regional crash teams as well as our driver initiatives through various enforcement trainings.

**Goal:** To increase awareness of roadway safety for all users of Virginia's roadways by achieving 300 Gross Rating Points (GRP) in television, and 250 GRP in radio. Additionally, requiring a 1:1 ratio of spots for each station purchased for the paid media schedules for Click It or Ticket and Checkpoint Strikeforce/Over the Limit, Under Arrest programs by December 31, 2010.

### Performance Measures

1. Conduct paid media schedules to support Virginia and national highway safety program initiatives.
2. Provide law enforcement statewide with media tool boxes, consulting and guidance with media contacts to obtain "earned media" opportunities to support highway safety programs such as Click It or Ticket and Checkpoint Strikeforce.
3. Achieve a 1:1 ratio of spots for each station so that VAHSO can initiate media buys to support other VAHSO programs to educate and gain participation from the public in programs such as Motorcycle 411-Info You Can Live With and the HERO Campaign for Designated Drivers.

### Performance

1. The VAHSO actually realized over \$400,000.00 worth of airtime-not including the bonus 1:1 expectation.
2. The GRP's and 1:1 ratio was over achieved with an additional approximately \$350,000.00 in bonus spots.
3. The May 2010 Mobilization resulted in a total of 18,190 radio, television and cable spots aired.
4. All sub-recipients received grant training by October 30, 2009.

### Strategies

1. Purchase media buys to support and promote statewide highway safety programs such as Click-It-or Ticket and Motorcycle

### Accomplishments

1. All goals were met for paid media for radio, television, and cable through the media buying process.

Note: See additional accomplishments in Paid Media Plan section.

## **Program Management and Oversight**

### **Program Overview**

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. 2010.
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. 2009.

### **Performance**

1. All documentation of federal funded expenditures was 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, 2009.

### **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**

#### **2010 Governor's Transportation Safety Awards Program**

On July 14, 2010, 15 individuals/organizations/programs were awarded the Governor's Transportation Safety Award. The awardees were sponsored by the Virginia Board of Transportation Safety which is comprised of citizens appointed by the Governor of Virginia. This awards program recognizes individuals and/or organizations that have made extraordinary contributions to transportation safety in Virginia. The awards recognize exemplary accomplishments in the public, private and nonprofit sectors by individuals, state and local governments, federal agencies, the military, and businesses and organizations that promote transportation safety.

#### **2010 Judicial Transportation Safety Conference**

The Judicial Transportation Safety Conference was held August 10 – 12, 2010 in Virginia Beach, VA. Approximately 130 General District and Juvenile and Domestic Relations judges attended. The conference provided a forum for judges from across the state to receive valuable information on legislation, current issues and successful programs that impact traffic safety in Virginia. Topics presented included legislation, revisiting the Virginia Alcohol Safety Action Program, commercial drivers licensing data monitoring and evaluation, and recent crash investigations. Through instructional interactive exhibits, judges were able to test their ability to drive intoxicated by using fatal vision goggles.

#### **Commonwealth's Attorneys' Services Council**

The Commonwealth's Attorneys' Services Council (CASC) increased its highway safety training activities. As a result of increased funding, greater numbers of prosecutors and law enforcement officers were able to attend the Advanced DUI Training Program. This intensive, 3-day program covers issues such as investigative stops and probable cause, checkpoints, common DUI problems and defenses, and DUI Manslaughter/Maiming cases. The program is presented twice a year at no charge for prosecutor and law enforcement officer teams from jurisdictions across the state. CASC was able to expand last year's new DUI Training Program to cover four separate regions across the state. A total of almost 200 prosecutors and law enforcement officers attended the one-day trainings covering the most difficult types of DUI cases- those involving impairment due to drug use. Utilizing a faculty consisting of some of Virginia's leading forensic toxicologists, prosecutors and law enforcement officers, this training focused on the signs of impairment produced by commonly abused drugs, as well as how to obtain and introduce critical blood evidence. These information-packed trainings are specialized to address the varied drug problems facing the different regions of the state. Also covered at these trainings are the extremely challenging cases involving impairment due to prescription drugs. This training is provided at no charge to the participants.

In addition to the two training programs discussed above, CASC's other major highway safety activities included a training block on basic DUI Prosecution presented at the Commonwealth's Attorneys' Spring Institute that was attended by over 400 prosecutors. Finally, the Virginia DUI Manual was updated and distributed to each Commonwealth's Attorney and to each Advanced DUI and DUID program attendee. This manual, a comprehensive treatise covering Virginia's ever-changing DUI statutes, as well as state and federal case law, has become a valuable resource to Virginia's prosecutors and law enforcement officers.

### **Grand Driver**

The Virginia Department for the Aging was responsible for the oversight of Virginia's Grand Driver program. During the grant year, 9 Carfits were conducted in various regions of the Commonwealth with 151 seniors were "fitted" to their cars. In addition, the Grand Driver Coordinator attended and displayed at various venues reaching over 1,100 people. Through Grand Driver, the Expanded Older Driver Assessments were conducted through Driver Side Rehab, Chippenham Johnston-Willis. Driver Rehab of Hampton Roads, Glennan Center for Geriatrics, Pagels Driver Rehab, and Center of Excellence in Aging and Geriatric Health totaling 193 assessments. Through the public information part of the grant, a contract was awarded to the PRR Marketing firm. Through this contract, the website added the Healthcare Professional Toolkit page. The website had over 17,000 page views. PRR also created radio and TV PSAs for the Richmond, Roanoke and Norfolk area to coincide with Carfit events. Over a 3-week period, there were 815 radio spots/PSAs/mentions on eight stations and 467 TV PSAs on four stations. In addition to the radio ads, there were transit ads that ran on MEOC transit systems totaling 61 transit ads that ran the entire year. Print ads were also in the Northern Virginia area. Six print ads ran over a three-week period. 17 news articles (print, radio, TV, and online) were generated about Grand Driver."

### **Virginia Commonwealth University - Transportation Safety Training Center (TSTC)**

The Transportation Safety Training Center (TSTC) is a unit within Virginia Commonwealth University's Wilder School of Government. The mission of the training center is to assist Virginia's local and state transportation safety agencies and organizations with attaining their transportation safety goals through training, curriculum development and technical assistance. During fiscal year 2010, several initiatives were undertaken to attain TSTC's mission. The TSTC conducted training in Fundamental of Crash Investigation and Reconstruction Training (83 people trained), Advanced Crash Investigation and Reconstruction Training (52 people trained), Motorcycle Crash Reconstruction Training (49 people trained), Human Factors in Crash Investigation Introduction Training (45 people trained), Crash Investigation Refresher and Update Training (40 people trained), Standardized National Child Passenger Safety Technician Certification Training (22 people trained), Standardized National Child Passenger Safety Technician Renewal Training (11 people trained), Child Passenger Safety Technician Refresher Training (56 people trained), Child Passenger Safety Special Needs Training (15 people trained), and Traffic Records Electronic Data System/Report Beam (TREDS) Training (354 people trained). In addition, the TSTC developed 6 videos for online training for TREDS. The Virginia Annual Traffic Records Conference was held with 187 in attendance. The Multi-Disciplinary Crash Team prepared 6 reports of various crash investigations.

### **Virginia Department of Forensic Science (DFS)**

The Virginia Department of Forensic Science (DFS) Breath Alcohol Section experienced tremendous success this past year with its Breath Alcohol Training project. Tasked with conducting 25 Breath Alcohol Training classes during the grant year with 20 students per class, the agency's goal was to maintain its historical rate of training 500 operators per year. However,

the DFS Breath Alcohol Section far surpassed this goal and was able to conduct a total of 37 classes with 725 officers trained. The over-arching goal of this grant program is to support Virginia's primary transportation safety goal of reducing the number of deaths and serious injuries resulting from traffic crashes. The funding provided to DFS under this program has enabled Virginia's law enforcement to further the state's goal by removing potentially dangerous drivers from Virginia's roadways.

### **Virginia Health Information – Crash Outcome Data Evaluation System (CODES)**

Virginians can find expanded motor vehicle crash information at [www.vacodes.org](http://www.vacodes.org). The website has local and statewide reports on crashes from 2001-2007. In addition to number of persons involved, injured and killed in Virginia car crashes, the CODES website also has the charges and how many days those persons who were injured in crashes stayed in the hospital. Releasing crash outcome data (including hospitalization charges and length of stay) increases the content and availability of highway safety information that is publicly available in a variety of formats for use by consumers, educators, policymakers, judicial, enforcement, stakeholder and other users. The website features **Crash Facts** printer-ready flyers, **Ready-to-Use** reports and a **Create-a-Report** tool. Many aspects of crashes are detailed such as:

- What type of vehicle was involved?
- Were excessive speed or alcohol factors in the crash?
- Information for the entire state or by select city or county
- Charges and length of stay for hospitalizations resulting from motor vehicle crashes

During the 2010 Virginia General Assembly legislative session, the Honorable Janet D. Howell, patron of SB 219 requiring the use of restraints for those persons riding in the back seat of a vehicle and increasing the age to 18 years of age, requested information from DMV's Virginia Highway Safety Office (VAHSO). CODES data (total charges and LOS data detailed into three age categories - 16, 17 and 18 years of age) was used to augment the involved, injured and fatalities from the VA Highway Safety Office at DMV. The information was used by the Virginia General Assembly to demonstrate that back seat unbelted passenger fatalities and injuries resulting from traffic crashes continue to be a public health problem. This allowed GA Committee members to take the appropriate legislative action needed to contribute toward the goal of reducing fatalities and injuries in crashes on Virginia roads. This joint effort contributed to Senate Bill 219 being passed by both the House and Senate and signed into law by the Virginia Governor effective July 1, 2010.

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

Under the administrative leadership of the Virginia State Police Association (VSPA), YOVASO has experienced significant growth, increasing its member schools by over 200 percent (from 26 in FY07 to 79 in FY10) and gaining new member schools in all regions of the state. YOVASO ended FY10 with nearly 80 member schools, including 22 schools in the targeted expansion areas of northern and eastern Virginia, and 9 middle schools with the implementation of the new YOVASO Middle School Program. During this time period, teen motor vehicle fatalities in Virginia have also declined. In 2009, 92 teenagers were killed on Virginia roads as compared to 126 teen fatalities in 2008 and 133 teen fatalities in 2007. YOVASO sponsored 3 major safety campaigns for member schools in FY10 which focused on raising awareness about the top causative factors in teen related crashes and educating teens about safe driving practices: "Save Your Tail-Gate, Buckle Up" Campaign, "Buckle Up, Drive Sober" Campaign, "National Youth Traffic Safety Month" Campaign. YOVASO requires member schools to participate in its "YOVASO 101 Training" which is designed to prepare students in the YOVASO clubs to serve

as youth traffic safety advocates in their schools and communities. The trainings cover statistics; causative factors in crashes, driving laws, and segments on club development, membership recruitment, action planning, fundraising, and creative ways to promote traffic safety. Results for FY10 include: 75 percent of member schools completed the YOVASO 101 Training, 844 students were trained as youth traffic safety advocates and leaders, and an additional 150 students received advanced level training at the YOVASO Summer Retreat. YOVASO sponsored its annual Summer Leadership Retreat at Bridgewater College and expanded the event to 4 days and 3 nights. Hands-on activities, safe driving demonstrations, motivational speakers, team building activities, a candlelight vigil in memory of teens killed in crashes, as well, as a variety of fun and social activities were offered. Highlights included: 181 participants and 40 schools across the state attended. The Annual Awards Banquet was held during the Retreat where 16 awards were presented to students, schools, teachers, administrators, volunteers and law enforcement.

*In the 2010 grant year 17 new schools joined YOVASO. The expansion included growth into targeted regions of the state, such as: Northern Virginia – 6 member schools, Richmond Metro Area – 6 member schools, Tidewater – 5 member schools, Shenandoah Valley – 5 member schools. YOVASO also implemented a Middle School YOVASO Program in FY10 and ended the year with 9 member middle schools.*

### **Department of Education Teen Safe Driver**

The Department of Education was funded by the VAHSO for the Teen Safe Driver project during the FY 2010 grant year. Some of their accomplishments include the revision and distribution of the 45-hour Parent/Teen Driving guide, updated materials for traffic safety were purchased and distributed to the schools and several trainings were held for driver education teachers including College Instructors' workshop and a workshop held for implementation of District 8 legislation. In addition, the Department of Education (DOE) continued to work on updating the Virginia Driver Education Curriculum. DOE also distributed updated information regularly to public/private and driver training schools.

### **Virginia State Police Buckle Up Safety Youth Training & Educational Outreach**

The Virginia State Police sent one of its top DUI enforcers in the Commonwealth to attend the annual Mid-Atlantic DUI Training Conference. This conference allows our troopers to engage with state and local law enforcement across the Mid-Atlantic region to discuss, analyze, and develop effective DUI preventative and enforcement practices. The information gleaned during the course of this training is then shared with other State Troopers and VSP DUI instructors across the Commonwealth. The impact of such training is evident in the DUI activity in 2009- State Troopers removed 6,628 drunk drivers off the highways of Virginia. In 2008, State Troopers removed 7,354 impaired drivers off the roads across Virginia. The decrease in arrests hopefully indicates more drivers are making safe and sober decisions when getting behind the wheel because such drivers know State Police are aggressively patrolling for and arresting impaired drivers. In addition, statistics show that alcohol-impaired traffic fatalities have been on the decline from 2007 through 2009, with a 10.73 percent decrease from 2008 to 2009 (DMV, 2009 Virginia Traffic Crash Facts). Virginia State Police are also committed to increasing the usage of safety belts for individuals of all ages. By reaching out to Virginia's youth, from pre-school through elementary school, State Police's objective is to have all children develop the habit now for buckling up now that will carry on into the future as they get older. Children can also be very effective in encouraging their parents and older siblings to "follow the law" by always buckling up. In 2009, Virginia Troopers committed 3,430 man-hours to traffic safety and crime prevention programs and reached more than 124,000 children, teens, and adults. The 24,310 Buckle Up Activity books were distributed to the majority of those audiences - for the

children to take home for their parents to read and review or vice versa. The Activity Books enable the Troopers to engage the children and explain why it is so important to use a child safety or booster. The Troopers find the books very effective and help make learning and such critical, life-saving messages more fun. The need for such learning opportunities continue to exist as State Police found 585 infants, children and teens not properly secured while riding in a vehicle during 2009. However, the message is getting across as Virginia continues to experience an increase to 82.36 percent in overall seat belt usage.

### **Virginia Trucking Association Foundation Truck Foundation - Truck Safety Programs**

The Virginia Trucking Association (VTA) held 5 Safety Breaks throughout Virginia at several different Safety Rest Areas along the interstates. Through the safety breaks approximately 3,000 of the general motoring public was reached and provided with safety brochures including information on sharing the road, seat belts, aggressive driving, distractive driving, and the move over law. In addition, to the safety breaks a display was set up at the Colonial Mall in Staunton, Virginia to display safety information as well. One of the safety breaks was held during the National Click It or Ticket It Campaign. A representative held these events from VTA, a representative from the Federal Motor Carrier Safety Administration, a State Trooper and volunteers from member trucking companies. Several of our member trucking companies conducted No Zone presentations to local area schools including the counties of King & Queen, King William, and Lawrenceville reaching more than 500 students. The VTA also held 2 events for National Truck Drivers Appreciation Week, partnering with Drive Smart Virginia. Visits were made to Truck Safety Rest Areas providing refreshments and safety brochures to the truck drivers.

### **Military/Civilian Workshop**

On November 3-4 2010, Virginia conducted the 42nd Annual Military/Civilian Transportation Safety Workshop at Fort Eustis, Virginia. This day and a half Workshop provides sessions on cutting edge technologies, presenting and utilizing data, programs that work and break out sessions that are targeted toward Law Enforcement, Research and Engineering and General Safety Programs as well as a legislative session where participants have the opportunity to share their thoughts on a variety of transportation safety legislative issues. This Workshop provides a positive forum for shared ideas and concerns and serves to strengthen relations between state agencies, military personnel and civilians to have a greater impact on transportation safety in Virginia. In 2010 over 150 participants learned about national transportation safety priorities, a new interactive program for young military personnel, secondary crash mitigation, fleet risk management, a new motorcycle study and the 2030 Surface Transportation Plan among other topics.

### **Regional Crash Investigation Teams**

The Regional Crash Investigation Teams (RCIT) provided 9 advanced training classes for participating agency members including: Advanced Collision Reconstruction, Crush Analysis, Heavy Truck Reconstruction, Excel for Accident Reconstructionists, and some repeat classes for new members. The last class for the F/Y was Collision Reconstruction Instructor Development, where 16 advanced members became certified as instructors for internal class training. Additionally, 3 members were certified through CDR Analyst Training to teach CDR Technician classes. Members provided 3 CDR Technician classes and 4 Total Station/Data Collector classes. There were 2 all-team/VSP (Virginia State Police) joint trainings held. The fall training had 47 members participating and also attending were 12 insurance professionals, 3 Commonwealth Attorneys, 1 Judge, 1 NHTSA representative, and 3 VAHSO staff members. Part of the training included CDR download demos, equipment and procedure demos, and

actual crashes using vehicles donated by a towing service. There were also pedestrian and bicycle crashes using a 165 lb. dummy. There are currently 6 active teams, all working cooperatively with the areas VSP. There are 2 additional teams in training/formation. 12 students from out of region also participated in several of the regional trainings. RCITs completed 96 reconstructions and evaluations, 8 crash reports, and 4 special training bulletins. The RCIT website was activated in September at [www.blueridgecrashteam.org](http://www.blueridgecrashteam.org) and is constantly being updated. The site has both public information and protected access for team members with sensitive reports and information. A section was added on "How to start a regional crash team" to assist in expansion efforts. RCITs have begun looking into a possible Statewide Joint Training and/or 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. Additionally, a \$100,000.00 budget was allocated for media to support another Click It or Ticket "mini-mobilization" in November.

#### 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 and hits/click.

### **Accomplishments**

All goals were met with \$342,000.00 spent on paid media for radio, television, and cable through the media buying process. The VAHSO actually realized over \$400,000.00 worth of airtime-not including the bonus 1:1 expectation. The GRP's and 1:1 ratio was over achieved with an additional approximately \$350,000.00 in bonus spots. The May 2010 Mobilization resulted in a total of 18,190 radio, television and cable spots aired.

### **Smooth Operator:**

#### Funding Allocated:

Smooth Operator has \$200,000.00 budgeted for radio, television, cable and a larger percentage will be invested in the internet and web based advertising methods. The media buys will be placed during the four waves of enforcement throughout the summer months 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 30<sup>th</sup> - June 5<sup>th</sup>, July 4<sup>th</sup> – July 10<sup>th</sup>, August 1st - 7<sup>th</sup>, September 5<sup>th</sup> – 11<sup>th</sup>.

### **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 Bob McDonnell participated in 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. In addition, former Alexandria Police Chief David Baker (who had been arrested for DUI) recorded a video piece called “Even a Police Chief” which was a social media video outreach. As part of this, outreach to traditional media sources was done in November and December 2009 resulting in a variety of news stories, including a large article in the Washington Post. This additional type of coverage resulted in hundreds of hits on this video piece.

**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 61 print and online articles about the campaign were published.

**TV** – At least 129 television news broadcasts were viewed in markets across the region.

**Radio** – At least 45 radio appearances in markets across the region.

### **Major Gains in Awareness of Media Messages...**

Pre- and post-campaign surveys conducted 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. This survey will be updated in 2011.

**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 area. \$100,000.00 was budgeted to be divided over two media cycles. One media campaign for fall 2009 and the other campaign during the spring of 2010.

#### 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 media campaign. The campaign ran simultaneously with local law enforcement agencies selective enforcement campaigns.

### **HERO Campaign for Designated Drivers**

#### 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, Labor Day, 4<sup>th</sup> of July etc. We will require the 1:1 spot ratio for all flights schedule.

#### 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**

All paid media goals were met regarding placement, frequency and GRP’s. Media was enhanced by an 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 in April 2010. 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 on court event and a table with HERO pledges at the entrance and exit of the arena.

Exposure also carried into the early football season with inclusion in the CAA website, football fan guides, 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. A total of 6,037 HERO spots were aired during September 2010 to support the message of designating a driver.

### **Other**

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

TV/Cable was the primary media vehicle, but for economic considerations, movie theater screens were added to the media mix for the northern Virginia region that tends to have the most expensive media cost.

### **Accomplishments**

All media ran as planned and scheduled. A total of 5,591 spots aired during this campaign in June 2010 and targeted both the sport bike and cruiser bike riders. Class enrollments increased approximately 3-5 percent during this time frame.

## Core Behavior Performance for FFY10

### Seat Belt Use Rate – Observed Seat Belt Use Survey (core behavior measure C-11)

**Goal:** (C-11) To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.5 percent from the 82.27% calendar base year of 2008 to 83.77% by December 31, 2010.

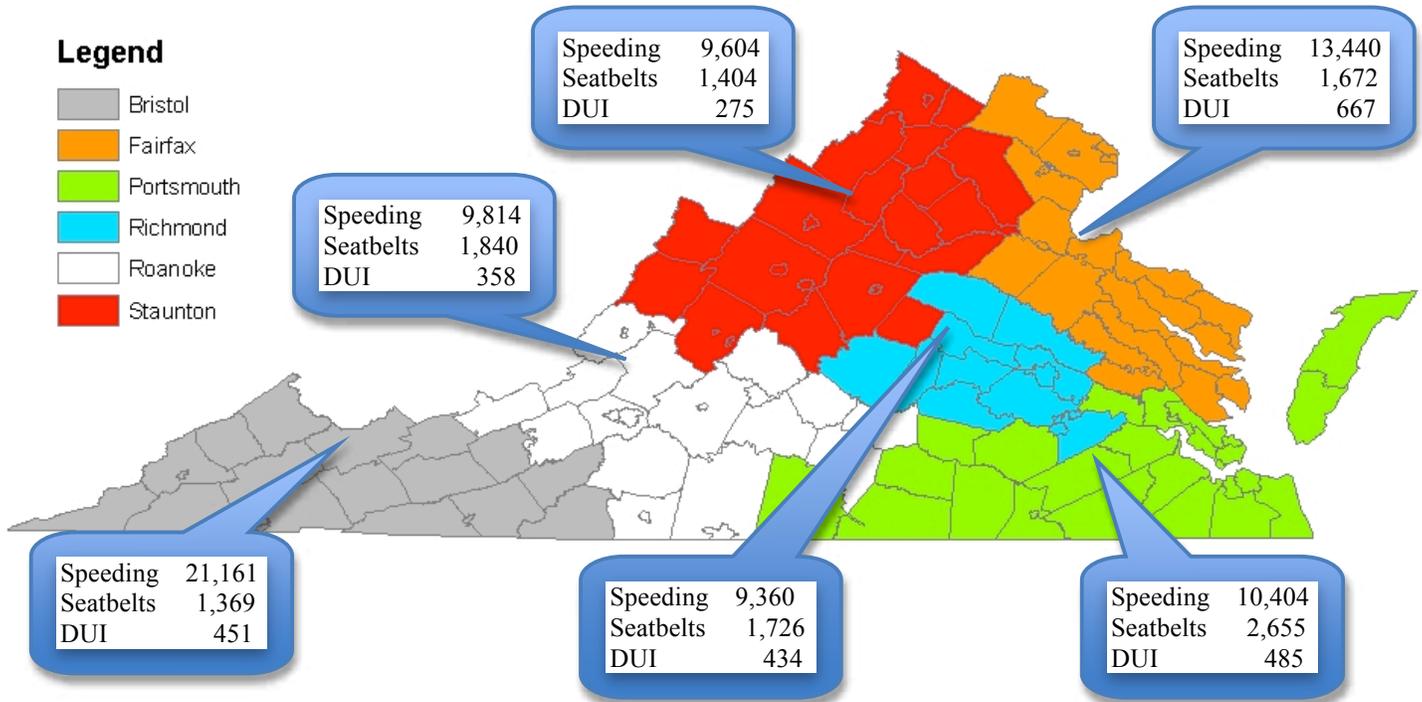
		Baseline	Data			Goal
	2005	2006	2007	2008	2009	
<b>Observed Seat Belt Use Rate Survey</b>	80.40%	78.60%	79.90%	80.60%	82.27%	<b>83.77%</b>

### Performance

1. Virginia's safety belt usage rate was 80.5% for 2010. Virginia did not meet its goal of 83.77%.

## Core Activities Performance for FFY10

### Virginia Grant Funded Citation Efforts



**Region Totals**

Speeding	73,783
Seatbelts	10,666
DUI	2,670

## APPROVAL

The Virginia Department of Motor Vehicles is pleased to present the **2010 Highway Safety Annual Report**. This Report provides an extensive overview of Virginia's Highway Safety Programs, its responsibilities, varied activities, interactions and cooperation with local and state law enforcement, 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 2010.

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David Mitchell  
Coordinator for Highway Safety  
Commonwealth of Virginia

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Date