

Introduction

The Commonwealth of Virginia long ago recognized highway safety as a major problem affecting every citizen. Death rates, expressed as the number of fatalities per one hundred million miles traveled, were continually on the rise.

Each year, in an effort to target and address the most critical areas of highway safety, a thorough analysis of traffic safety data and information is conducted. Using the results of this analysis, Virginia transportation officials identify and address highway safety emphasis areas and corrective strategies. In 2007, the 5 specific priority areas that were selected to produce the most improvements in highway safety for Virginia were:

- ❑ Occupant Protection
- ❑ Impaired Driving
- ❑ Traffic Records
- ❑ Motorcycle Safety
- ❑ Aggressive Driving/Speed

In addition, the following program areas were also addressed and received consideration in federal funding, but to a lesser extent:

- ❑ Community Traffic Safety Programs
- ❑ Pedestrian/Bicycle Safety
- ❑ Police Traffic Services
- ❑ Roadway Safety

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

State Demographics

There are 135 cities and counties in Virginia. The capitol is located in Richmond. The provisional total population of Virginia for 2006 is 7,642,884. Virginia has 7,386,061 registered vehicles.

Six (6) geographic districts comprise Virginia as follows: Bristol, Roanoke, Staunton, Fairfax, Richmond, and Portsmouth. The combined number of licensed drivers from all DMV districts is 5,394,888. Virginia's law enforcement community consists of 125 City and County Sheriff's offices and 242 police departments which includes private, institutional and collegiate departments. It also includes 7 state police divisions within 48 areas of the state and 1,959 state troopers.

Virginia has a diverse traffic mixture that includes urban, suburban and rural driving populations, an active tourism market, several military installations, diverse cultural communities, and many college campuses spread out across the state.

Virginia Highway Safety Office Mission is to:

- Reduce crashes, injuries, fatalities and associated cost
- Provide assistance to communities in identifying transportation safety issues and solutions
- Develop and implement effective, integrated programs and initiatives to address traffic safety concerns
- Maintain and evaluate traffic records and crash statistics
- Administer federal transportation safety grant program
- Track traffic safety legislative issues

Statutory Authority to Complete this Mission

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

Governor's Highway Safety Executive Staff

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

Planning and Administration

Virginia's Highway Safety Office (VAHSO) continues to implement a comprehensive, sustainable, highway safety program to effectively address the ever-growing problems of traffic crashes, injuries and fatalities. As travel and population continue to increase, highway safety initiatives which target localities and highways throughout the Commonwealth are vital to the achievement of the goals set at the federal and state levels. These goals target change in human behavior in regards to highway safety thereby reducing crashes, injuries, and fatalities on a statewide basis. Virginia's highway safety staff has systematically analyzed highway safety problems and corrective strategies. As decisions are made on grant funding levels, an assessment is made to ensure that the prospective grants will make a meaningful contribution to traffic safety and assist the Commonwealth in achieving its safety goals. To this point, in FY2007, \$300,000 in Planning and Administration funds were awarded to the highway safety program, 371 grants (totaling \$51,271,369) were recommended and approved by the Transportation Safety Board and Virginia's Secretary of Transportation.

Driving Trends for 2006

In 2006 as compared to 2005 there were:

2,157 fewer total crashes – a 1.4 percent decrease

15 more total fatalities – a 1.6% increase, and

2,675 fewer total injuries – 3.5 percent decrease

CY	Crashes	Fatalities	Injuries	Population	VMT *	Death Rate**	US Death Rate
1986	140,544	1,118	79,188	5,811,700	51,725	2.20	2.60
1987	145,473	1,022	80,114	5,932,300	54,834	1.90	2.51
1988	144,319	1,069	77,735	6,036,900	57,453	1.88	2.42
1989	143,155	999	79,310	6,120,200	59,337	1.72	2.26
1990	134,505	1,071	76,436	6,187,358	60,178	1.82	2.18
1991	122,516	938	70,899	6,288,000	61,099	1.54	2.00
1992	122,887	839	76,615	6,394,000	63,447	1.32	1.83
1993	120,265	875	77,852	6,490,600	65,419	1.34	1.82
1994	126,637	925	82,146	6,551,500	67,609	1.35	1.80
1995	127,126	900	82,400	6,618,358	69,811	1.28	1.79
1996	131,088	869	82,363	6,666,200	71,309	1.21	1.76
1997	129,980	981	81,866	6,737,500	74,142	1.32	1.70
1998	136,138	934	81,221	6,789,200	76,262	1.22	1.65
1999	139,573	877	81,204	6,872,900	79,463	1.10	1.60
2000	141,650	930	79,806	7,078,499	80,452	1.16	1.60
2001	144,585	935	80,187	7,196,800	86,969	1.08	1.54
2002	147,737	913	78,896	7,293,500	75,268	1.21	1.56
2003	154,848	942	78,842	7,386,300	76,830	1.23	1.57
2004	154,907	922	78,487	7,458,900	78,877	1.17	1.52
2005	153,849	946	76,023	7,567,500	80,335	1.18	1.59
2006	151,692	961	73,348	7,642,884	81,094	1.19	1.42

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

** Death rate per 100 million miles

	Baseline				Progress Report			
	1999	2000	2001	2002	2003	2004	2005	2006
Population	6,872,900	7,078,515	7,187,700	7,293,500	7,386,300	7,458,900	7,567,500	7,642,884
VMT (in millions)	79,463	80,452	86,969	75,263	76,830	78,877	80,335	81,094
Fatalities	877	930	935	913	942	922	946	961
Serious Injuries	28,437	27,666	27,050	26,166	25,519	23,342	22,489	21,260
A/R Fatalities	81,204	79,805	80,187	78,896	78,842	78,877	76,023	73,348
A/R Injuries	364	355	358	375	361	343	322	374
Fatalities & Serious Injuries Combined	29,314	28,596	27,985	27,079	26,461	24,264	23,435	22,221
Fatality Rate/100 Million VMT	1.10	1.16	1.08	1.21	1.23	1.17	1.18	1.19
Injury Rate/100 Million VMT	102.19	99.02	92.20	104.83	102.62	99.51	94.63	90.45
Fatality and Injury Rate/100 Million VMT	103.29	100.35	93.28	106.04	103.84	100.67	95.81	91.64
Fatality Rate/100,000 Population	12.76	13.14	13.01	12.52	12.75	12.36	12.50	12.57
Injury Rate/100,000 Population	1,181.51	1,127.44	1,115.61	1,081.73	1,067.41	1,052.26	1,004.60	959.69
Fatality & Injury Rate/100,000 Population	1,194.27	1,140.58	1,128.62	1,094.25	1,080.16	1,064.62	1,017.10	972.26
A/R Fatality Rate/100 Million	0.46	0.44	0.41	0.50	0.47	0.43	0.40	0.46
A/R Fatality Rate/100,000 Population	5.30	5.02	4.98	5.14	4.89	4.60	4.26	4.89
Safety Belt Usage Rate	69.9	69.9	72.3	70.4	74.6	79.9	80.4	78.6
% of Driver and Vehicle Occupant Fatalities Unbelted*	62.7	59.5	62.6	62.7	59.2	58.4	63.9	60.7

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

Note: Mileage estimates from 1995-2001 were calculated using gasoline consumption. From 2002 to present, annual vehicle miles of travel are based on vehicle counts using a program developed by the Virginia Department of Transportation Traffic Monitoring System.

Responsibilities

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

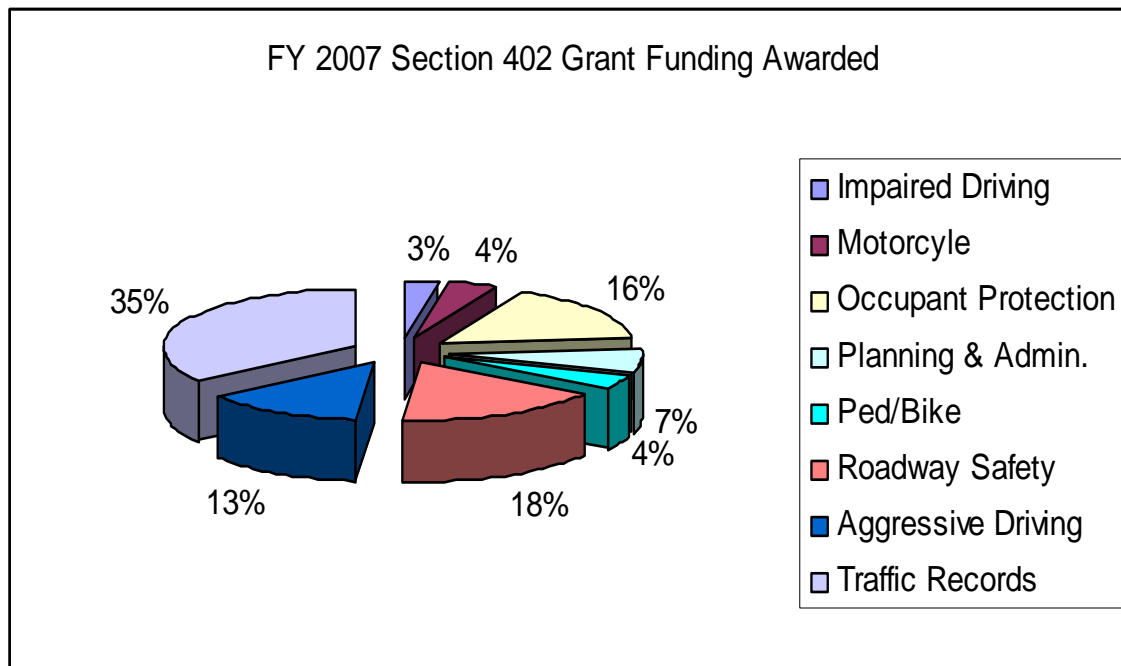
Criteria considered in the distribution of funding includes a review of crash severity scores, extensive data analysis, state/federal highway safety priorities, a review of the application for funding, review and recommendation by the Community Transportation Safety Manager, and a final review and recommendation by the Board of Transportation Safety. In 2007, Virginia identified the following 5 priority areas for which highway safety goals and objectives were set:

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

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

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

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



Board of Transportation Safety

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

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

Highway Safety Office Staff

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

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

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

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

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

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

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

Deputy Director for Program Development and Implementation: Responsible for the development of problem identification and development of effective countermeasures. Responsibilities include comprehensive monitoring, tracking and evaluation of approved highway safety projects.

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

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

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

Transportation Safety Program Supervisor: Reports to the Deputy Director of Traffic Records, supervises two Policy Planning Specialists and one Administrative and Office Specialist III (FARS Analyst). 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.

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

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

A Glimpse at Virginia's Accomplishments for FY 07

1. Occupant Protection

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

Performance: In 2006 as compared to 2005 Safety belt use rate increased to 79.9 percent from 78.6 percent.



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

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

Objectives

1. To increase safety belt usage in Virginia from 78.6% to 82% by June 2007.
2. To decrease lives lost by 1 percent from 946 to 937 by June 2007.
3. To decrease lives injured by 1 percent from 76,023 to 75,263 by June 2007.
4. To convert 16% of non-seat belt users to become seat belt users by June 2007.

Safety Belt/Child Safety Seat Statistics

Calendar Year	Safety Belt Use Rates (%)	Child Safety Seat Use Rate (%)	Safety Belt Convictions	Child Safety Seat Convictions & Safety Belt Convictions (Minor)
1998	73.6	54.9	91,201	15,866
1999	69.9	83.2	91,746	17,294
2000	69.9	81.9	87,692	16,583
2001	72.3	85.6	80,932	11,439
2002	70.4	91.0	71,551	14,034
2003	74.6	91.1	64,755	13,236
2004	79.9	98.1	65,893	13,490
2005	80.4	*	67,266	13,889
2006	78.6	*	69,072	13,964

*Data not available.

Tasks

1. To implement a statewide, high visibility seat belt enforcement campaign with a strong media component (with earned and paid media) for 4 weeks in May 2007.
2. To cover 85 percent of Virginia's population with law enforcement participating in the Click It or Ticket Campaign by June 2007.
3. To conduct pre-and-post mobilization observational surveys of safety belt use by June 2007.
4. To cover at least 85 percent of Virginia's low income population with information through Virginia's Child Passenger Safety and Education Campaign by September 2007.
5. To conduct at least three, 4-day CPS Technical Certification Classes regionally to meet the NHTSA standard by September 2007.
6. To conduct four, 2-day law enforcement child passenger safety training workshops by September 2007.
7. To contract a training coordinator to schedule and conduct training for the CIOT mobilization to focus on law enforcement in the areas of media relations and looking beyond the traffic ticket.

Accomplishments

1. A statewide, high visibility seat belt enforcement campaign, with media coverage was conducted for 4 weeks during May.
2. Through these campaigns, 85 percent of Virginia's population was reached.
3. Pre and post observational surveys indicated positive results. The official belt usage rate improved from 78.6 percent to nearly 80 percent.
4. Based on census information of where low income families live in Virginia, Child Passenger Safety and Education materials were distributed to these areas, reaching 85 percent of this population.
5. The Virginia Department of Health provided 14,140 child safety seats to lower income families.
6. Twelve, four-day CPS Technical Certification Classes were conducted throughout the state and two CPS update classes were held in the western part of the state.
7. Six, two-day Operation Kids child passenger safety training workshops were conducted for law enforcement statewide.

Note: The Community Transportation Program Managers worked directly with their law enforcement liaisons regarding the CIOT mobilizations; therefore it was decided that it was not necessary to hire a contractual training coordinator.

According to the Virginia Transportation Safety Research Council at the University of Virginia, Virginia's official safety belt usage rate improved to nearly 80.0 percent (79.9), an increase over the 78.6 percent usage rate recorded a year ago. The most significant growth in the safety belt rate is in the more than 30 targeted communities where education and enforcement efforts were prioritized. Those communities recorded an 11 percent increase, which contributed significantly to the overall usage rate increase. This tremendous success can be attributed to the hard work of our state and local law enforcement agencies that participated in the 2007 Click It or Ticket May Mobilization.

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 49 television news stories, 112 radio news stories, 94 press conferences and news releases, 2,474 school activities, and the distribution of 2,474 posters and window clings. Sixty-eight child safety seat checks also were conducted during the mobilization to help secure child passengers and better educate the adults who are responsible for their safe transportation.

May 2007 Click It or Ticket Mobilization Results

Citation Type	Total Written
Seatbelt	7,055
Child Safety Seat	1,252
Speed	31,100
Reckless Driving	2,656
DUI/DUID	1,133
Underage Drinking	193
Stolen Vehicles Recovered	72
Felony Arrests	931
Weapons Seized	58
Fugitives Apprehended	138
Suspended/Revoked	5,498
Uninsured Motorists	241
Drug Arrests	760
Other	45,528
Open Container	117
Juveniles arrested for zero tolerance law	11
Total	96,743

The *Click It or Ticket: Next Generation* project is progressing well and we are hopeful for participation in more localities across the state. Virginia has been selected by the National Highway Traffic Safety Administration (NHTSA) as one of three states in the nation (in addition to Pennsylvania and Iowa) to determine whether utilizing three additional "mini-mobilizations" will increase seat belt usage. As part of this pilot program, there are three additional high visibility media and enforcement campaigns. In addition to the May Mobilization, there was an additional two week "mini mobilization" held July 29 – August 5. There are two more "mini mobilizations" scheduled for November 18-25, 2007 and March 16-23, 2008 to complete the pilot.

2. Alcohol/Drug Related Crashes

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

Performance: In 2006 as compared to 2005 there were 241 more alcohol-related crashes - an increase of 2.1 percent, 52 more fatalities - an increase of 16 percent, and 31 more injuries - an increase of 0.4 percent.



Virginia continued to address and implement effective, statewide programs to reduce crashes, injuries, and fatalities resulting from impaired driving. In 2005, the Commonwealth's death rate for alcohol/drug related fatalities was 0.40 deaths per 100 million miles of travel. Thirty-four percent of all traffic fatalities in the Commonwealth were alcohol-related and 14 percent of this total was within 15-20 year age group.

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

Funding from the Section 402 Federal grant program and the Section 410 Alcohol incentive grant fund enabled Virginia to make many progressive improvements in the prevention, enforcement, and treatment programs for impaired drivers. Virginia continued to maintain and enhance its level of programs with consistent enforcement, public information and education, licensing, intervention, and prevention in an effort to reduce alcohol and drug related crashes, injuries, and fatalities on its roadways. Major programs in Virginia included the prevention of drunk driving and underage drinking and driving DUI Task Force, ABC, WRAP and MADD, the Maryland/Virginia aggressive driving initiative as well as selective enforcement projects such as Checkpoint Strike Force, a statewide effort involving state and local agencies.

Objectives

1. To decrease alcohol/drug-related crashes 1 percent from 11,495 to 11,380.
2. To decrease alcohol/drug-related fatalities 1 percent from 322 to 319.
3. To decrease alcohol/drug-related injuries 1 percent from 7,512 to 7,437.
4. To conduct an assessment of the Checkpoint Strike Force Campaign during 2007.
5. To increase the number of DUI checkpoints to 300 by January 2007.
6. To increase participation of enforcement agencies involved in DUI Checkpoint Strike Force campaign from 118 agencies in 2006 to 125 agencies in 2007.

Tasks

1. To implement a statewide DUI Checkpoint Strike Force campaign, to include saturation patrols and checkpoints, supported with a comprehensive media component (earned and paid) year round with special emphasis between the months of July and January.
2. To continue the implementation of recommendations approved by the Governor's Task Force to Combat Driving Under the Influence of Drugs and Alcohol that address DUI efforts in Virginia.
3. To conduct a statewide conference for judges that focuses on DUI issues by September 2007.
4. To conduct a SFST Training Assessment by September 2007.

Note: This assessment has not been completed; NHTSA is working with Virginia to conduct a SFST review before Virginia conducts an independent assessment.

Accomplishments

1. Between the months of July and January, the Virginia Highway Safety Office, in conjunction with law enforcement, conducted 154 statewide DUI Checkpoint Strike Force Campaigns that included saturation patrols and checkpoints. These campaigns were advertised by both earned and paid media.
2. The work elements for the recommendations of the Governor's Task Force have been completed. The physical transfer of the working papers of the Task Force will be transferred to the State Library for archival purposes.
3. A Judicial Conference was held August 15 – 17, in Virginia Beach with a total of 118 General District and Juvenile and Domestic judges in attendance.

The chart below and on the next page provide an overview of the Virginia's accomplishments during Checkpoint Strikeforce and Saturation Patrols for Safety Belt and/or DWI Enforcement.

Checkpoints

Checkpoints Conducted	154
Number of Vehicles Passing Thru Checkpoints	60,728
DWI Arrests	163
Safety Belt Citations	133
Safety Belt Warnings	153

Saturation Patrols (Safety Belt and/or DWI Enforcement)

Number of Vehicle Contacts	3,824
DWI Arrests	303
Safety Belt Citations	406
Safety Belt Warnings	88

Unfortunately, despite increased enforcement and enhanced training, Virginia saw an increase in alcohol/drug related crashes, fatalities, and injuries from the previous year. The chart below depicts this increase.

Alcohol/Drug-Related Statistics				
Year	Crashes	* Fatalities	Fatality Rate	Injuries
1997	11,340	302	0.40	9,124
1998	11,027	336	0.44	8,555
1999	10,942	364	0.46	8,359
2000	11,085	355	0.43	8,251
2001	11,265	358	0.41	8,211
2002	11,788	375	0.50	8,465
2003	11,388	361	0.47	7,819
2004	11,504	343	0.43	7,911
2005	11,495	322	0.40	7,512
2006	11,736	374	0.46	7,543

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

3. Traffic Records

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

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

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

Objectives

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

Tasks

1. To coordinate the VA TRCC in the implementation of the traffic records strategic plan by September 2007.
2. To increase by 20% the number of reportable CMV crashes being uploaded into the federal Safety Net program by September 2007.
3. To reduce the 2 month backlog to 1 month current of entering traffic crash reports into the current CAP system by September 2007.
4. To hire an architect and developer to begin designing Virginia's Traffic Records Electronic Data System (TREDS) to allow for direct, electronic entry of crash data by law enforcement by September 2007.

Accomplishments

1. Traffic Records Strategic Plan

Virginia has developed a Traffic Records Strategic Plan. The Plan specifies the requirements for and from each component of the traffic records system, identifies the goals for improvements for each of the traffic records system components, sets priorities for each goal with a timeline for implementation, secures commitment to the goal implementation and the timeline, and contains a monitoring process to track progress for each goal and a mechanism to modify, or replace goals as required.

2. Traffic Records Coordinating Committee

Virginia has a 13-member TRCC whose membership covers each area of traffic records information systems in the state. The TRCC serves as a forum to discuss concerns and needs for traffic safety data, with the Committee developing solutions to improve and correct deficiencies. The Committee is tasked with the development of a systems inventory, to include software, hardware, and platforms used by local and state agencies that collect and use crash, citation, and other traffic records data.

3. New, FR300P Police Crash Report

The Virginia Highway Safety Office (VAHSO) at DMV has released the new FR300P Police Crash Form in its final version. The FR300P subcommittee has worked hard over the last year to revise the Commonwealth's crash report. The VAHSO at DMV, in conjunction with VCU's Transportation Safety Training Center (TSTC), held 6 focus groups around the state to introduce the form to law enforcement and to solicit their feedback. We incorporated 87% of law enforcement's suggestions into the new form. The new form is now scannable and allows for DMV's CAP Operations Center to scan over 50 percent of the information on the form.

4. Model Minimum Uniform Crash Criteria (MMUCC)

The new FR300P Police Crash Form increases VA's compliance with federal Model Minimum Uniform Crash Criteria (MMUCC). An analysis of the form to provide exact MMUCC percentage compliance will be conducted by NHTSA.

5. Crash Form Implementation Dates

Local and state law enforcement that manually fill out the FR300P Police Crash Reports and mail them in to DMV will begin using the new form January 1, 2008. Localities who currently use an RMS will begin using the new, FR300P Police Crash Report on July 1, 2008. The VAHSO at DMV is now working closely with Bob Breitenbach at VCU's TSTC to schedule "train-the-trainer" sessions on the new form around the state in November/December 2007. Also, the Police Instruction Manual is currently being revised for use in training.

6. Merged VSP Form 231

The Virginia Highway Safety Office at DMV worked in collaboration with the Virginia State Police (VSP) to merge the VSP Supplemental Commercial Motor Vehicle crash page (SP 231) into the new FR300P Police Crash Report. Merging the two forms now eliminates the need for VSP troopers to complete a separate sheet on commercial crashes, while simultaneously allowing local jurisdictions to collect complete commercial crash data for analysis. We have also incorporated commercial data fields into the new form that have not yet been announced to other states by FMCSA. According to FMCSA, we are the first state in the nation to have these fields on a crash form.

7. Traffic Records Electronic Data System Project (TREDS)

Virginia's process to design, develop and implement the Traffic Records Electronic Data System (TREDS) is moving forward successfully. This new system will automate the processing of 154,000 crash reports that are manually entered into Virginia's crash database at DMV. Virginia is in the final stages of development and getting prepared to test the January 2008 release. This first phase of the TREDS rollout will include: modification to the existing DMV CAPS system for support of the existing and revised FR300P forms, scanning support for the

revised FR300P form that will automate the data entry function of the forms when they are processed at DMV, automated delivery of SafetyNet data needed by the Virginia State Police (and DMV) to meet Federal reporting requirements, and the Alpha version of the TREDIS Collection Tool for use by officers in the field. We are working regularly with localities state-wide and the RMS vendors to ensure that the TREDIS roll-out will not impact daily operations. The following TREDIS initiatives will also occur during 2008: an update to the TREDIS Front End (Alpha group only), integration with VDOT RNS application for Crash Location updates, and TREDIS reporting/analysis, and conversion of legacy data to new TREDIS data base.

8. Virginia Traffic Records Conference on TREDIS

The Virginia Highway Safety Office at DMV, in conjunction with VCU's TSTC, held a one day forum on TREDIS. The conference provided a forum for law enforcement to be introduced to TREDIS and the final FR300P Police Crash Report. The conference was well attended by over 170 law enforcement personnel as well as other local, state and federal agency representatives.

9. Crash Outcome Data and Evaluation System (CODES)

The DMV/VA CODES project continues to make great strides. CODES submitted a state abstract to NHTSA on Virginia's Section 408 funding award which was selected for presentation at their Annual CODES TA meeting. Other noteworthy CODES accomplishments include: the addition of 2004 and 2005 crash and hospital data to the existing 2001-2003 data, enhancement of the VA CODES website by making available printer friendly versions of the results of online queries, and the addition of online surveys of users to collect demographic data about those users. CODES was exhibited at the DMV Annual Conference on Transportation Safety (ACTS) and the DMV Annual Judicial Transportation Safety Conference. During both conferences, staff provided sample online queries to representatives from law enforcement, education, and the judiciary across Virginia.

Virginia DMV funded the Crash Outcome Data and Evaluation System (CODES), to link statewide traffic records with injury outcome and discharge data. NHTSA only required states to link data for 2001 and 2002. The VA CODES program exceeded these expectations in 2006, and not only successfully linked data for 2001 and 2002, but also for 2003, 2004, and 2005. In FY07, CODES will continue with its linkage of data and website development and implementation.

10. Commercial Vehicle Analysis and Reporting System (CVARS)

Virginia is funded to implement the Commercial Vehicle Analysis and Reporting System (CVARS) project to collect, code, enter and submit all data on reportable crashes occurring in Virginia, and investigated by local law enforcement. Virginia has been working closely with FMCSA to develop selection criteria for an advanced data extract to collect missing data elements. This criterion is now being tested to ensure it will be successful.

11. Centralized Accident Processing System (CAP)

The Centralized Accident Processing (CAP) Operations Work Center at DMV has eliminated the data entry backlog of crash reports. This is the first time in nearly 10 years that Virginia has been current. As a result, CAP no longer requires the use of an outsource vendor which represents a cost savings to DMV of \$54,000 annually.

12. Traffic Records Improvement Project (TRIP)

The purpose of this database upgrade is to enhance the Supreme Court's ability to provide valuable court data about all traffic offenses in general district, circuit, and Juvenile and Domestic Relations Court to DMV. These changes will allow the Supreme Court of Virginia (SCV) to continue to support the electronic disposition interface to DMV and provide valuable information concerning traffic offenses statewide, as well as by individual localities. The SCV has provided DB2 automated access to all 120 Juvenile and Domestic Relations Courts and to all 117 Circuit Courts. Database design and conversion programming for the new general district courts case management system for traffic has been completed. This project is well on its way to reaching its goal of 10 general district courts for FY2008.

13. National EMS Information System (NEMSIS)

The Virginia Office of EMS's Pre-Hospital Patient Care Reporting (PPCR) project is moving forward. NEMSIS is the national repository that will be used to potentially store EMS data from every state in the nation. The Virginia Office of EMS is creating a state database based on many of the NEMSIS model elements. The system will serve to collect more standardized data elements that will eventually be submitted to this national EMS database. The Virginia Office of EMS has been awarded a \$1 million grant to fund the development of the new PPCR system which will be NEMSIS compliant. This project has also been added to the Virginia Department of Health's (VDH) Strategic Plan which now allows EMS to work with a software vendor to begin design of the system. The vendor selected will ultimately be responsible for the whole system change-over.

4. Motorcycle Safety

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

Performance: In 2006 as compared to 2005 there were:

210 more motorcycle crashes – an increase of 9.0 percent,

2 more fatalities – an increase of 2.9 percent, and

200 more injuries – an increase of 10.0 percent.

Virginia met its goal of reducing its motorcycle fatality rate. In 2006 the rate was 23.5 percent as compared to 2005 the rate was 23.9 percent, a 1.7 percent decrease.



The Commonwealth of Virginia continues with its primary objective to promote motorcycle helmet usage and increase the number of properly licensed and trained riders. The Virginia Rider Training Program (VRTP), which oversees motorcycle safety in Virginia, has earned a solid reputation in the motorcycle safety community as an exceptional organization, maintaining the integrity of motorcycle safety training while training a large number of novice and experienced riders. It is not an easy balance, keeping the quality of instruction while accommodating the ever increasing number of students who want to learn how to safely ride a motorcycle. As illustrated in the chart below, over the years there has been a steady increase in motorcycle endorsements; during 2006 alone there was an increase of 13,456 motorcycle endorsements issued and over 10,000 students were trained as compared to 1989 when VRTP trained 400 students. As the population becomes more “mature”, the number of people interested in and riding motorcycles has increased. The VRTP continues to make strides in student training, awareness and maintaining a low incidence of impaired motorcyclists.

Calendar Year	Motorcycle Endorsements*
1998	194,112
1999	197,513
2000	201,832
2001	246,065
2002	255,775
2003	263,649
2004	272,754
2005	284,300
2006	297,756

*Virginia licensed drivers with motorcycle endorsements

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

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

Objectives

1. To decrease motorcycle fatality rate by 2% from 23.9 to 23.4 by June 2007.
2. To decrease the motorcycle crash rate by 2% from 80.5 to 78.9 by June 2007.

Tasks

1. Expand motorcycle and impaired driving awareness programs from 16 high schools in Virginia to 25 high schools in June 2007.
2. Conduct on-site monitoring and evaluation of training facilities for 17 permanent and 6 mobile training sites by September 2007.
3. Maintain 6 sidecar trike training courses by June 2007.

Accomplishments

1. Virginia was successful in decreasing its motorcycle fatality rate from 23.9 percent to 23.5 percent, a 1.7 percent decrease.
2. An additional 20 Motorcycle and Impaired Driving Awareness programs were incorporated into the Virginia high schools.

3. On-site monitoring and evaluations were conducted on 18 permanent and 6 mobile training sites during the months of March through September.
4. Virginia was able to maintain its 6 sidecar trike training courses over the year.
5. As mentioned above, the 2007 session of the General Assembly implemented laws to encourage and/or require motorcyclists to participate in formal training provided by the Virginia Rider Training Program (VRTP).
6. Virginia strengthened testing standards by requiring anyone who fails the DMV administered road test twice to successfully complete a motorcycle rider safety training course to become licensed.

VRTP Safety Education and Awareness Program for Calendar Year 2006

1. Conducted 10 ridercoach instructor preparation courses certifying 80 new rider coaches.
2. Conducted 16 ridercoach instructor (1 day update) sessions updating 344 rider coaches for the training season.
3. Conducted 24 DMV motorcycle license examiner classes certifying 312 examiners.
4. Conducted 7 sidecar/trike training courses training 48 students.
5. Sent 6 Virginia Chief instructors for professional development and learning resource center training.
6. Sent 60 instructors for site support training around the state.
7. Painted/repainted 27 motorcycle training ranges and DMV m/c testing ranges.
8. Conducted 99 instructor monitoring visits.

In spite of the good news that Virginia's motorcycle fatality rate decreased, the crash rate increased from 80.5 to 83.9 a 3.4 percent increase.

Motorcycle Crashes, Fatalities, and Injuries					
Calendar Year	Crashes	Crash Rate*	Fatalities	Fatality Rate*	Injuries
1998	1,231	63.4	41	21.1	1,105
1999	1,320	66.8	38	19.2	1,189
2000	1,525	75.6	45	22.3	1,340
2001	1,743	70.8	44	17.9	1,506
2002	1,648	64.4	54	21.1	1,472
2003	1,713	65.0	56	21.2	1,507
2004	2,000	73.3	56	20.5	1,802
2005	2,289	80.5	68	23.9	2,006
2006	2,499		70	23.5	2,206

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

*Fatality and crash rates per 10,000 motorcycle endorsements

5. Aggressive Driving and Speeding

Goal: To decrease speed-related crashes in Virginia.

Performance: In 2006 as compared to 2005 there were:
3,000 fewer speed related crashes – a decrease of 9.3 percent,
16 more fatalities – an increase of 4.02percent, and
1,116 more injuries – a decrease of 6.27 percent.



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.

According to AAA Mid-Atlantic, aggressive driving is a growing problem that contributes to a growing sense of terror for drivers on Virginia’s roadways. Aggressive driving is contagious and more than one in four drivers admitted they made angry gestures or tailgated. Frequently, drivers who live in congested areas see other drivers use their cars to intimidate others on the road – by speeding past slower cars, unexpectedly passing them on the right, weaving in and out of traffic as they try to edge out others, tailgating, blowing through stop lights, and gesturing rudely.

Virginia’s statistics indicate the following:

- Speed is a factor in 42 percent of fatal crashes resulting in 414 fatalities.
- Specific to Northern Virginia, in 2006, 17 percent of the traffic related fatalities involved excessive speed

- In 2006, the top three driving actions for *young and adult* drivers that contributed to crashes were (1) following too closely, (2) failure to yield, and (3) speed.
- In 2006, the top three driving actions for *mature* drivers that contributed to crashes were (1) following too closely, (2) failure to yield, and (3) running a traffic control. Speed was not a factor for this age group.

According to a AAA poll that asked why drivers may be aggressive, more than half explained that aggressive drivers are simply frustrated with slow traffic. According to the respected Texas Transportation Institute's latest survey, a trip that should take an hour in Northern Virginia usually takes 90 minutes. Traffic congestion, crashes and other factors often lengthen that considerably. Obviously, such gridlock can fuel driver frustration.

Helping drivers manage their expectations could help curb aggression born of that frustration. Message boards and other technology to warn drivers of specific delays could help. Clearer messages about commuting are also needed: More information about the realities of the road also might help drivers cope. Some 49% of traffic congestion in the Washington, DC region, and 61% in the Richmond area, is due to "events" – often fender-benders that could have been prevented with a little more courtesy and care behind the wheel.

Objectives

1. To decrease the speed-related fatality rate by 2 percent from 0.50 to 0.48.
2. To decrease the speed-related injury rate by 1 percent from 22.16 to 21.94.

Tasks

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

Accomplishments

1. As indicated by the chart on the next page Virginia saw a decrease in crashes; however, unfortunately there was an increase in speed-related deaths.
2. There was a decrease in speed-related injuries.
3. Four one-week speed enforcement waves were successfully conducted throughout the year as part of the Smooth Operator campaign. The chart on the next page illustrates the types of violations cited for each wave and the cumulative result of all waves.
4. A major paid media campaign was conducted May through September, 2007 that concentrated on speed and occupant protection.

Speed Related, Fatalities, and Injuries					
Calendar Year	Crashes	Fatalities	Fatality Rate*	Injuries	Injury Rate*
1999			0.43		26.73
2000			0.49		27.30
2001	37,783	386	0.44	23,135	26.60
2002	38,384	388	0.52	23,560	31.30
2003	41,975	391	0.51	24,604	32.02
2004	33,288	370	0.47	19,668	24.94
2005	30,840	398	0.50	17,800	22.16
2006	27,840	414	0.51	16,684	20.57

Note: * Death/Injury rates per 100 million miles

Smooth Operator Receives International and National Awards

International Association of Chiefs of Police Recognizes Virginia's Program

The Virginia's Smooth Operator Program received a first place award in the category of "Community Programs" from the International Association of Chiefs of Police (IACP). The nomination was submitted by Fairfax County Police Department and was judged against other safety programs throughout the United States and the world. The award was given out at the annual IACP conference that was held in October, 2007 in New Orleans, Louisiana.

Prestigious Peter K. O'Rourke Special Achievement Award

Virginia's Highway Safety Office, in conjunction with the Highway Safety Offices of Maryland, the District of Columbia and Pennsylvania was awarded the prestigious Peter K. O'Rourke Special Achievement Award for 2007 during the Governor's Highway Safety Association conference. As cited during the award ceremony, the Mid-Atlantic area has some of the worst traffic congestion in the country. This congestion breeds frustration with aggressive driving behavior that plays a part in thousands of crashes, deaths and injuries in the region every year.

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

During the recent 2007 campaign more than 100 law enforcement agencies from the above mentioned Highway Safety Offices coordinated their efforts to target aggressive drivers, conducting enforcement "waves" over a four month period. In 2006, they issued more than 364,000 citations and warnings for aggressive driving behaviors.

The 2006 Smooth Operator Public Education Campaign was aimed primarily at adult male drivers aged 18 to 34, using the slogan, "I'm An Aggressive Driver. I'm Going To Stop." Since almost all drivers act aggressively at times, the 2006 campaign wanted to make drivers recognize their aggressive driving actions and to empower them with motivation to change. The campaign used alternate or "new" media an opportunity, including podcasts, streaming video downloads, and Internet messages, which were especially effective in reaching the target audience, resulting in over 62,000 online ad views and over 40,000 visits to the Smooth Operator website.

An integral part of the campaign includes pre- and post-surveys to measure the change in awareness and attitudes as well as driving behavior. Messages on aggressive driving and speeding showed a 35 percent increase in driver awareness during the September period among target audience drivers between ages 18 and 34 and fewer motorists reported they drove aggressively.

The chart below illustrates the number and type of violations written during Virginia's four waves of the campaign.

	Type of Violation	Wave 1	Wave 2	Wave 3	Wave 4	Total All Waves
1	Disregard Traffic Signals	783	732	941	834	3,290
2	Disregard Traffic Sign	3,299	2,926	2,798	2,778	11,801
3	Following Too Close	197	144	118	201	660
4	Improper Lane Change	361	238	289	532	1,420
5	Improper Passing	241	256	134	369	1,000
6	Fail To Yield Right of Way	197	176	186	170	729
7	Speeding (General)	6,919	4,479	5,548	4,792	21,738
8	Speeding (School Zone)	846	-----	1	185	1,032
9	Pass Loading/Unloading School Bus	26	16	6	20	68
10	Reckless Driving (General)	776	612	756	661	2,805
11	Aggressive Driving	11	7	11	24	53
12	DWI/DUI	286	161	191	206	844
13	Child Restraint/Child Seat	214	147	160	166	687
14	Seatbelt Violations	760	474	623	743	2,600
15	Equipment Violations	2,566	1,868	1,575	1,304	7,303
16	Overweight/Over Height Violation	322	474	200	359	1,355
17	All Other Violations	7,607	5,463	5,712	6,186	24,968
	Total	25,411	18,173	19,530	19,530	82,353

Summary of Secondary Emphasis Areas

COMMUNITY TRANSPORTATION SAFETY PROGRAMS

Overview

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

Community Transportation Safety Countermeasure

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

Accomplishments

Governor's Transportation Safety Awards Program

On June 13, 2007, 14 individuals/organizations/programs were awarded the Governor's Transportation Safety Award for their outstanding achievements in and contributions to transportation safety in Virginia. The awards are given in various categories for special individual and/or group accomplishments, major projects, and outstanding programs. The awards are sponsored by the Virginia Board of Transportation Safety that is comprised of citizens appointed by the Governor.

Annual Conference on Transportation Safety (ACTS)

On June 13-15, 2007, Virginia hosted the Annual Conference on Transportation Safety in Richmond, Virginia. The theme for this year's conference was "Back to Basics in a New World." The opening ceremony included speeches by Colonel Steve Flaherty, Superintendent of the Virginia State Police, and Lt. Colonel Andy Scruggs of the Chesterfield County Police Department. The featured speaker for the conference was The Honorable John W. Marshall, Secretary of Public Safety. Over 300 highway safety advocates from state, federal, local, and non-profit organizations actively participated and attended the conference. Attendees were encouraged to attend a number of breakout sessions including an array of topics such as occupant protection, young drivers, employee safety, DUI enforcement, older drivers, transportation safety planning, new technology, and police pursuits.

Judicial Transportation Safety Conference

The Judicial Transportation Safety Conference was held August 15 – 17, in Virginia Beach. A total of 118 General District and Juvenile and Domestic Relations judges attended this informational conference representing all areas of the state. Virginia was most fortunate to have Colonel W. Gerald Massengill, (retired) former Superintendent of Virginia State Police and Paul E. Galanti, a former POW and retired Commander, United States Navy, as honored guests and speakers. Workshops and training sessions included an array of topics including Understanding Substance Abuse and Treatment, Aggressive Driving, Driving Under the Influence, Juvenile Drivers – Convictions and Suspensions, and Legislative Updates, including Virginia's newly enacted law pertaining to Photo Red Enforcement.

Military/Civilian Workshop

In November 2007, Virginia conducted the Military/Civilian Workshop in Fort Eustis, Virginia. This workshop provides a positive forum for shared ideas and concerns and serves to strengthen relations between state agencies, military personnel and civilians to have a greater impact on transportation safety in Virginia.

GrandDriver

The 2007-2008 GrandDriver grant cycle yielded 24 GrandDriver displays and presentations at various events and conferences throughout the Commonwealth with approximately 12,000 attendees. CarFit events were held in Richmond, Fredericksburg, and Tidewater with 33 individuals participating in CarFit and eight occupational therapists completing CarFit training. Staff members from six Area Agencies on Aging were trained on GrandDriver via teleconference. Additionally, GrandDriver sponsored a Grand Rounds at Riverside Health System on March 21, 2007, in Newport News with 52 physicians in attendance and an unknown number of physicians from Walter Reed Hospital participating by audio conference.

The marketing and public relations firm concentrated on the state's most heavily traveled areas, Northern Virginia (NOVA) and the Tidewater area. They created and produced 874 original Virginia GrandDriver radio and television advertisements. Mall "duratrans" in NOVA and billboards in the Tidewater area reached more than 85% of the marketplace in one month. The updated GrandDriver website had 7,072 hits and 7,366 website views. There were 22 requests for GrandDriver speakers/information initiated through the website. The marketing and public relations firm conducted pre and post campaign surveys that indicated a significant increase in awareness of GrandDriver in the Tidewater area.

Furthermore, Virginia GrandDriver was contacted by the Road Safety Officer for *Suffolk County Council, England* who is interested in developing a similar program. Virginia GrandDriver also initiated a teleconference on August 24, 2007 with all key partners in Virginia GrandDriver to assist the University of Delaware, working in partnership with the Delaware Department of Transportation and the Delaware Department of Motor Vehicles, in planning strategies to develop a program modeled after Virginia GrandDriver.

Youth of Virginia Speak Out (YOVASO)

YOVASO is a teenage highway safety program that is administered by the Virginia State Police Association (VSPA). YOVASO encourages high school student drivers to develop safe driving habits and educate young drivers on the consequences of unsafe or irresponsible decisions when it comes to operating automobiles. During the last quarter of FY07 VSPA began overseeing the program. Since that time many goals have been accomplished. The YOVASO website has been updated, new trainers have been secured and trained, preparation and planning has taken place for the fall campaign, winter/holiday campaign, and the leadership retreat. The 2007 Save Your Tail-Gate Campaign ran from September 10-28. During this campaign over 200 activities relating to traffic safety were produced. Along with the activities, many schools promoted the campaign with media coverage. There were a total of 41 contacts with the media. The winning school for this campaign was Franklin County High School, Rocky Mount, Virginia.

Virginia Commonwealth University Transportation Safety Training Center (TSTC)

TSTC was funded to provide training and technical assistance to state and local public safety personnel and other individuals. Technical assistance was provided to assist the Commonwealth's public safety/service agencies and organizations, concerned with transportation safety. It included training, curriculum development, and technical services regarding transportation safety needs. In FY07 the following courses were taught through the TSTC: Human Factors in Crash Reconstruction, Crash Investigation Refresher & Update, Occupant Protection-General Instructor, Standardized Child Passenger Safety, Refresher in Child Passenger Safety, Fundamentals of Crash Investigation, Basic Crash Investigation, Advanced Crash Investigation, and Crash Investigation Refresher and Update.

Additionally, TSTC held the Virginia Traffic Records Conference on August 2, 2007 at the Holiday Inn - Kroger Center in Richmond. There were 6 FR300 Focus Group meetings conducted to solicit input from local law enforcement on the redesign of the FR-300. A total of 100 attended these sessions. TSTC worked with DMV to develop a programmer analyst job description for advertising the position. During FY08 TSTC will be working with DMV to continue discussion on the programmer analyst position.

Department of Education

The Department of Education partnered with other state agencies and non-profit organizations to provide technical assistance with developing and distributing traffic safety instructional resources that support the revised Standards of Learning (SOL) curriculum guide and legislative mandates. These resources promoted parental involvement in the learning process and provided technical assistance to parents who home-school. Additionally, juvenile licensing forms and parent/teen driving guides were provided. During FY07 the 40-hour Parent/Teen Guide was revised, printed, and distributed to all state approved driver education programs.

PEDESTRIAN/BICYCLE SAFETY

Overview:

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

Pedestrian/Bicyclist Safety Performance Measure:

Performance: For bicyclist/motor vehicles, in 2006 as compared to 2005 there were:
20 fewer bicycle crashes – a decrease of 2.2 percent,
9 fewer bicycle fatalities – a decrease of 42.9 percent, and
38 fewer injuries – a decrease of 4.4 percent

For pedestrian/motor vehicles, in 2006 as compared to 2005 there were:
112 more crashes – an increase of 6.3 percent
8 fewer fatalities – a decrease of 8.8 percent
150 more injuries – an increase of 8.5 percent

Accomplishments

BikeWalk Virginia

BikeWalk Virginia is the statewide non-profit organization that works with the bicycle/pedestrian issues in Virginia. For the past eight years, BikeWalk Virginia has been the lead in organizing the annual Virginia BikeWalk Conference. The conference is consistent with the DMV goal to promote safety and reduce pedestrian injuries through education and awareness. Over 500 participants from police departments, state agencies, local policy makers, community planners, and others attend the annual conference. The theme this year was "Biking and Walking In The New World". During 2007 BikeWalk Virginia certified 100 new public school teachers through the Bike Smart Basics course. In addition to the annual conference, BikeWalk works with other agencies such as the Virginia Department of Health and the Virginia Department of Education as well as members of the community to promote bicycle/pedestrian safety.

Safe Routes to School

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

POLICE TRAFFIC SERVICES

Overview

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

Accomplishments

Enforcement Efforts

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

School-Community Highway Safety Project

The Department of Education conducted the School-Community Highway Safety project that addresses the “risky” driving behaviors by Virginia’s youth. Issues such as driver error, driver distraction, and speeding were key factors in crashes. This program worked with schools to inform, educate and empower students, parents, teachers and the community to be proactive; and worked with schools to develop policies and plans that support individual and community crash-reduction efforts for young drivers.

Regional Crash Investigation Teams

Virginia Highway Safety Office has piloted 4 Joint-Jurisdictional Regional Crash Investigation Teams in the western part of the state. These teams assist localities/agencies with investigation/reconstruction of fatal and other selected crashes. Assistance from highly trained and specially equipped teams has allowed localities to get more cause and effect information on their highway safety problems. This information is used for planning, enforcement, and training efforts. Information gathered by the Teams is also used for community presentations and training in area schools.

ROADWAY SAFETY

Overview:

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

Roadway Safety Countermeasure:

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

Accomplishments

Virginia Operation Lifesaver

Virginia Operation Lifesaver (VAOL) is a non-profit organization charged with the responsibility of providing information and education to the general public about the dangers associated with rail grade crossings, bridges, tunnels, and trestles. VAOL conducted awareness to constantly remind the public that railroad tracks are private property and that trespassing is a crime. VAOL recruits volunteers to be certified presenters who routinely give presentations to groups, organizations, schools, and law enforcement (Grade Crossing Crash Investigation Course.) During FY07, VAOL reached over 190,000 people through exhibits, OL presentations, Driver Education training and OL safety blitz. During FY07 Virginia maintained the “zero-fatality” rate at both private and public crossings. VAOL continues to work diligently with corporate and government partners such as Norfolk Southern, CSX Transportation, AMTRAK, Virginia Department of Rail and Public Transportation, and Virginia Association for Pupil Transportation. In addition, VAOL works in partnership with the Virginia Department of Education in conjunction with the Virginia Pupil Transportation and the high school driver education program. VAOL has distributed over 230,000 materials to include brochures, posters, media kits, and educational items during FY07. During FY07 VAOL, for the first time took a part in the Click or Ticket campaign by distributing materials at presentations about Click It or Ticket.

Training and Continuing Education

The Department of Transportation was funded to provide training and continuing education to those responsible for traffic engineering practices and traffic records within the department. Throughout FY07 over 80 engineers and technicians attended various training courses and conferences including the Annual Conference on Transportation Safety, Bike Walk Virginia Conference, Governor’s Highway Safety Association, and the Traffic Record Forum. There were also various web seminars and training disks to provide training.

Grant Summary Report

Amount Expended by Program For Federal Fiscal Year 2007

	402 Formula	405 Occupant Protection	408 Traffic Safety	411 Data	154 Transfer Open Container	2010 Motorcycle Safety	2003b Child Pass.	Total	% of Total
P&A	300,000							300,000	2.6%
Alcohol	115,826				5,780,583			5,896,409	51.4%
Motorcycle Safety	180,908					40,128		221,036	1.9%
Occupant Protection	1,094,581	900,415					21,148	2,016,144	17.6%
Pedestrian/Bicycle Safety	177,073							177,073	1.5%
Traffic Records	224,693		706,218	39,890				970,801	8.4%
Roadway Safety	1,317,723							1,317,723	11.5%
Speed Control	581,715							581,715	5.1%
<u>TOTAL</u>	3,992,519	900,415	706,218	39,890	5,780,583	40,128	21,148	11,480,901	100.0%
 Hazard Elimination					<u>2,340,976</u>				

Summary of Paid Media

2007 Click It or Ticket

May/June Mobilization (May 13-June 3)

The 2007 Click It or Ticket Campaign (CIOT) began with law enforcement agencies conducting a pre-use survey the week of May 13, 2007. This mobilization included a large paid media campaign, earned media, and an aggressive law enforcement mobilization. Virginia participated with many partners throughout the state, from non-profit agencies to military and other state agencies. Law enforcement agencies throughout the state were asked to go to a location within their jurisdiction and conduct a visual survey of use for 100 drivers. Electronic media followed on May 20, 2007 with a very saturated schedule on radio, television and cable television that continued until the end of the mobilization on June 3, 2007. Post-use surveys with the same parameters as the pre-use surveys then followed, as well as a compilation of summonses written by the law enforcement agencies.

There was also a pre - and post attitudinal phone survey conducted in April and late June 2007. Virginia Commonwealth University conducted this survey. It surveyed people in the 18-34 age group which is the focus of Click It or Ticket. Results indicate that there is a high level of awareness of this program in this age group; however, we need to increase the awareness of law enforcement throughout the state. We will continue to work with law enforcement to increase awareness.

There were 10,712 earned media opportunities which included television and radio news stories, news conferences and releases, print news stories, public service announcements (exclusive of the paid media), proclamations, web-site inclusion, variable message signs, and military briefs issued. Further, there were 68 child safety seat check up events, 214 traffic safety checkpoints, 2,474 school activities, and over 2,570 posters, yard signs and other support materials distributed statewide. The paid media portion was a mix of radio, television, and cable television in all the media markets in Virginia.

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

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

Type of Violation	Total Written
Safety belt	7,055
Child Safety Seat	1,252
DUI/DUID	1,133
Open container	177
Speeding	31,100
Reckless driving	2,656
Felony arrests	931
Uninsured motorists	241
Fugitives apprehended	138
Weapons seized	58
Suspended/Revoked arrests	5,498
Drug arrests	760
Other traffic violations	45,656
Total	96,743

Source of Funding: 405 Occupant Protection
Amount: \$579,000

2007 Smooth Operator

During FY 2007, the Virginia Department of Motor Vehicles, in conjunction with its partners with the Smooth Operator Task Force, purchased \$ 415,997.38 of paid media for the regional campaign. This campaign was geared to all drivers between the ages of 18-34 and addressed risky aggressive driving behaviors, as well as stepped up enforcement efforts in that regard. \$292,926.03 was spent on radio PSA's, \$63,604.35 was spent on billboards and bus backs in the Washington DC metro market and \$59,467 was spent on Internet advertising.

Based upon the marketing plan for this campaign, 768 radio spots were aired, with a net reach of 372,203 listeners in the Washington, DC metro market (including Northern Virginia, Suburban Maryland, and the District of Columbia). The net reach of this campaign resulted in 65.90 percent of the target audience hearing the message 20.4 times. Free radio PSA's busbacks, resulted in \$142,700 worth of Added Media Value. Many of the bus backs continue to remain in place at no charge.

Internet advertising included: Atom Films Preroll and Big Box, AF Leaderboard, Shockwave Preroll, Big Box and Leaderboard, Comedy Central Leaderboard, Action Games Big Box and Leaderboard, WWDC-FM Video Download, and Banner Ads, WJFK-FM Podcasts and Streaming. These ads were seen a total of 2,087,297 times.

A total of 115 bus backs were purchased on WMATA buses servicing the DC metro area including suburban Maryland. This outdoor media resulted in a reach of 79.6 percent of the target audience seeing the message 4.6 times. In Baltimore a total of 100 busbacks were purchased. This resulted in a reach of 79.17 percent of the targeted audience seeing this message 9.6 times.

Pre-and Post-campaign telephone surveys, conducted by an independent research firm, indicates that awareness of the Smooth Operator Campaign increased significantly with the target audience (adult drivers aged 18-34) during the campaign. Between May and September respondents reported a 4.0 percent improvement in aggressive driving behavior. There was a 9.0 percent improvement reported on "entering an intersection after the light turned yellow. When asked if you have driven aggressively in the last seven days, 22.0 percent said "yes" in May and 18.0 percent said "yes" in September. Awareness of hearing or seeing the Smooth Operator aggressive driving message increased 13.0 percent. Pre - to post awareness rose from 54 percent to 67percent over the course of the campaign. Twenty-two percent of drivers interviewed reported seeing enforcement during the waves. Five in ten feel enforcement was somewhat to very strong and eight in ten believe you can be ticketed for aggressive driving. Based on responses, use of cell phones by drivers was the greatest concern followed by aggressive driving. When asked who drove aggressively, responses were divided evenly among cars, trucks and motorcycles at about one third each.

Public Relations and Outreach efforts spent \$25,000 that included a kick-off Press Release, the June District of Columbia media event at the Jefferson Memorial, and the Baltimore media event at the University of Maryland Shock Trauma Medical Center. This outreach and expenditure resulted in approximately \$535,431.00 of earned media exposure through September 30, 2007, including news stories and interviews throughout the campaign. The estimated audience for this was approximately 4.2 million people.

Source of Funding: 402 Speed Control
Amount: \$200,000

2007 Checkpoint Strikeforce Campaign

The August 2007 launching earned at least 5,273,112 media impressions including prominent print stories in the Associated Press, Richmond Times-Dispatch, The Washington Post, Virginian-Pilot, The Washington Times and Daily Press, among others. Throughout the rest of 2006, Virginia law enforcement held a minimum of one sobriety checkpoint a week across the state. There were 2,776 citations written during these checkpoints. The information below reflects an overview of the offenses cited.

Type of Violation	Total Written
DUI arrests	348
Uninsured motorists	8
Safety Belt citations	319
Fugitives apprehended and arrested	13
Child Safety Seat citations	69
Recovered stolen vehicles	2
Felony arrests	40
Driving with a suspended license	336
Speeding citations	1,197
Drug arrests	65
Reckless driving citations	379
Total summonses written	2,776

In addition to sobriety checkpoints, Virginia's Checkpoint Strikeforce campaign also employed ads in combination with other statewide outreach efforts in a robust \$1,000,000 effort to remind citizens of the many dangers and consequences of impaired driving. From August to December 2007, 18,122 radio and more than 5,000 television spots ran throughout the Commonwealth. Virginia's 2006 Checkpoint Strikeforce campaign yielded an additional \$896,319,80 in added value for comparative purposes.

Virginians also are seeing the difference and supporting checkpoints. A July 2007 public opinion survey of 700 Virginia drivers conducted for Checkpoint Strikeforce by the Richmond-based polling firm MWR Strategies found that Virginians continue to strongly support sobriety checkpoints with 89-percent of Virginia drivers believing that sobriety checkpoints are a good idea. Additional key survey findings include: in our targeted-hard-to reach demographic of young male drivers, more than half had recently heard about increased law enforcement regarding drinking and driving, approximately three-fourths of Virginia's drivers are aware of sobriety checkpoints in their area, and that 58 percent said that drunk drivers are among the most serious dangers they face on the road.

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

2007 Street Smart

“FLESH VS. STEEL, IT’S NO CONTEST”

The target audience for the 2007 Street Smart Pedestrian Safety Public Education and Awareness Campaign was determined by research conducted in 2005. The results of the research indicated the campaign emphasis should focus on younger males in the urban areas. Other statistical information included the following:

- Most pedestrian fatalities occurred in urban areas (74%).
- Most occurred at non-intersection locations (80%) in normal weather conditions (89%).
- Nearly half of all pedestrian fatalities occurred on Friday, Saturday or Sunday with sixty-seven percent occurring at night.
- Regional data indicated that male drivers, ages 18-34, were involved in over half of pedestrian crashes.
- In the District of Columbia pedestrian fatalities accounted for 33.3 percent of the total number of traffic fatalities; in Maryland they accounted for 16.6 percent; and in Virginia they accounted for 9.3 percent.
- Of the 784 bicyclists that were killed and the 45,000 injured in traffic crashes nationwide, most of the cyclists injured or killed were males between age 5 and 44.

“**FLESH VS. STEEL, IT’S NO CONTEST**” was the campaign theme reminding both pedestrians and drivers of the ultimate risk and danger of poor behavior on the roads. This theme was very successful as it addressed anyone on the roads – walking, running, cycling or driving – that reminded the audience that if they acted in a risky manner, or behaved competitively on the road, pedestrians will suffer. The theme message ran as a headline on most media placements, and as a tagline for radio spots, TV messages, brochures, Internet advertising and anywhere else the campaign was seen or heard. Many transit shelters, bus sides and bus cards carried the message as well. In an effort to reach out and meet the needs of more diverse communities there were separate messages for the Latino communities in more urban areas and posters and brochures were produced in up to six languages increasing public awareness of pedestrian and bicycle safety issues and educating the public concerning the “rules of the road.” Concentrated value-added advertising and public relations activities targeted behaviors, such as distracted driving, speeding, slowing, or stopping at crosswalks, to maximize awareness through additional media and earned media coverage. For those who were interested in learning more about these safety measures, the Street Smart website provided referral information and links.

Campaign Goals

The goals of the campaign were to change motorist and pedestrian behavior and reduce pedestrian and bicyclist injuries by:

- Increasing awareness of the consequences of pedestrian and bicycle crashes.
- Recommending actions to reduce risks.
- Increasing awareness of law enforcement action against unsafe and illegal behavior.
- Developing a program that could be easily replicated by other localities that wanted to decrease pedestrian and bicycle injuries and deaths.

Campaign Elements

The radio campaign ran in conjunction with enforcement efforts from March 18 to April 14, 2007. Since research showed that the greatest number of pedestrian incidents occur from Wednesday through Sunday, and from 3 to 8pm, broadcast advertising was concentrated during that time period.

The media plan targeted male drivers from 18-34 and pedestrians and bicyclists of all ages in the Washington, DC area. Special emphasis was given to high-density Hispanic areas, as well as areas that have a high number of pedestrian fatalities and/or injuries. Radio spots were recorded in both English and Spanish versions. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. Spots ran on many radio stations with over 50 percent of their audiences listening in their vehicles. The campaign was designed to reach predominantly men ages 18-34. The schedule included:

- WJFK-FM Talk/Personality
- WKYS-FM Urban Contemporary 5
- WLZL-FM Spanish Tropical
- WPGC-FM Rhythmic Contemporary Hits
- WWDC-FM Alternative

Evaluation through pre-and post campaign surveys determined public awareness and attitudes toward pedestrian and bicycle safety. Research measured the change in awareness and attitudes as well as driving behavior that resulted from the campaign. The following terms are used to evaluate the impact of the various initiatives:

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

Post survey results concluded the following:

- A total of 485 spots were aired.
- Adding up to 2,570,000 total impressions heard and/or viewed.
- Total net reach was 328,148.80.
- Reach was 58.10 percent.
- Frequency was 7.7, equaling the average number of times a person was exposed to the radio spot.

Added Value from Radio Stations More than \$53,800 in paid and free radio spots were aired. Every radio station that aired "Street Smart" spots gave free spots, and/or free mentions, and/or announcer read spots for the campaign. The campaign realized significant added value with:

- The message was given during various station events.
- Fliers were handed out at radio station van hits and movie premiers.
- The message aired as public service announcements.
- Law enforcement spokespersons appeared on public affairs shows when possible to deliver the message.
- Banner ads ran on station websites that linked to the Street Smart web page.

Transit Messages

The campaign targeted pedestrians and drivers with a mix of messages in transit shelters and on bus sides. The “Flesh vs. Steel: It’s No Contest” message was used in transit shelters in key locations including high-density, highly visible Hispanic and Afro-American locations.

Pedestrians, cyclists and drivers were reached with 136 bus sides of Metro buses that were used on routes in high-risk areas for pedestrian accidents. There were 102 paid placements and 34 bonus units were given to the campaign as a public service announcement. Five hundred interior bus cards ran as well, spreading the message for bus riders. Bus side messages on the Fairfax Connector buses provided additional outdoor exposure in Fairfax County. Transit shelters carried the message in 27 total shelters, gaining 8,947,500 total impressions for the campaign. Six shelter messages reached audiences in Hispanic neighborhoods.

Internet Messages

The message was also delivered through the web, since the overall population of the Washington area, particularly males age 18-34 are heavy Internet users. It’s estimated that there were over two million impressions via the Internet over the course of the campaign.

Pre-roll videos and in-banner videos ran in a variety of websites with the 24/7 Real Media Network. Placement was geo-targeted to reach only people who live in the metro Washington, DC area and included:

Sports-Related Sites

- CDM Fantasy Sports
- Sports War
- dailywrestling.com

Automobile-Related Sites

- motorsport.com
- neatautos.com
- focuscars.com
- trafficland.com

Game-Player Sites

- Gamesville
- Game Scene
- X-Box Pro
- Mygamesdream

Entertainment Sites

- Gawker
- Lavalife
- Piczo
- videodetective

Additional Outreach

The 2007 Street Smart campaign took advantage of other modes of message distribution by making materials available to communities throughout the region for use by schools, law enforcement, radio stations, and other public service agencies. Large posters were used in 250 Fairfax County bus shelters and 1,750 smaller posters were distributed throughout the region. A total of 225,000 handouts were created telling people to “Use the Crosswalks” and to “Look Left, Right, Left.” They were written in Spanish, Korean, Chinese, Vietnamese and Arabic. Approximately 45,000 “Tips” brochures were created and distributed promoting safety tips for pedestrians, drivers and bicyclists.

Added and Earned Media Report

The 2007 Street Smart Campaign generated excellent local and national media coverage and public visibility. Launch events gained initial media attention and informed the public about stepped-up law enforcement activities throughout Virginia, Maryland and the DC Metro area. Coverage for the events garnered more than 10.3 million media impressions – doubling the results of the highly successful 2006 campaign.

With a public safety campaign such as Street Smart, news and media outlets will donate to the cause in some cases. For the 2007 campaign’s media efforts, 500 extra interior bus cards were donated, as well as 34 extra bus sides and additional radio spots.

Total Added and Earned Media Message value equaled approximately \$366,952

Earned Broadcast Value:	\$101,633
Earned Print Value:	\$182,969
Added Media Value:	\$82,350

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

More than 10 million media impressions

The 2007 campaign launch earned an estimated 10,382,239 media impressions, with at least 65 TV and radio broadcast references, and at least 26 print and online articles.

Total media impressions included:

- A conservative estimate of the television audience reaches of 2,370,268 area viewers/listeners.
- Broadcasts were on all affiliate stations and several regional cable news programs.
- A combined circulation of over 8,011,971 million area readers for print and online articles.
- This includes at least 23 print and online stories, including six Washington Post hits as well as coverage by USA Today, the Associated Press, Washington Times, Washington Examiner, Washington Hispanic and many more.
- Radio coverage included WTOP and WAMU (NPR). Radio clips were counted only once, although these radio stations tended to run a story repeatedly in a 24-hour period.
- Multi-cultural print and broadcast coverage included Univision, El Tiempo Latino and Washington Hispanic.

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

The Street Smart Website: streetsmart.mwcog.org

The greater metro area around Washington, DC is remarkably well-connected and web-savvy, so in addition to other efforts, a Street Smart website is online at streetsmart.mwcog.org. The site is for informational purposes. Its navigation elements allow visitors to read about the pedestrian safety problem and the Street Smart program. There are safety tips sections for drivers, pedestrians and cyclists. The site also acts as a portal to other web-based information, with a resources page that leads visitors to several other information sites on the web.

Enforcement

Fourteen state and local law enforcement organizations participated in the 2007 Street Smart campaign. All enforce pedestrian and bicycle safety laws along with traffic laws, according to their state and local jurisdictions. Each managed the Street Smart campaign in different ways. Some of these ways included:

- Stepping-up enforcement efforts and bringing a visible presence to roads and problem areas, especially during the weeks of the campaign.
- Targeting specific behaviors such as distracted driving, speeding, and slowing or stopping at crosswalks, and handing out citations for infractions to drivers, pedestrians, and cyclists.
- Educational events and training, such as in crosswalk enforcement.
- Usage of posters in high traffic areas and distribution in schools.
- Distribution of handouts along with citations and at various events. These included “Use the Crosswalks,” “Look Left, Right, Left,” and a “Tips” brochure promoting safety tips for pedestrians, drivers and bicyclists, some of which were distributed in Spanish, Korean, Chinese, Vietnamese and Arabic.

Increased Participation

There was increased participation in the 2007 campaign’s law enforcement efforts. Many efforts were concentrated at intersections and crosswalks with high pedestrian traffic flow and areas with high incidences of accidents. The Virginia State Police, Prince William County Police, City of Fairfax Police Department, Arlington County Police Department, the DC Metropolitan Police Department, and the Fairfax County Police Department all conducted targeted enforcement efforts during the campaign. They wrote warnings and citations to drivers for the following infractions:

- Failure to obey a highway sign by blocking the crosswalk.
- Failure to give right of way to pedestrians.
- Making improper turns into crosswalk.
- Failure to obey “no turn on red” while pedestrians are present.
- Speeding.
- Running red lights and stop signs.

Warnings were written to pedestrians for:

- Failure to use pedestrian cross signal (crossing against the signal).
- Jaywalking.

Fairfax County Enforcement

The Washington & Old Dominion hiker-biker trail connects trails from downtown Washington, DC and runs from urban Rosslyn in Arlington County through Fairfax County. Along the way, it parallels and crosses many streets and highways – with ample opportunities for violations of crosswalk laws and pedestrian-cyclist-driver problems.

From April 26-28, law enforcement officials worked one particularly busy intersection at Wiehle Avenue and the W&OD trail near Reston, Virginia. During morning rush hour, an estimated 2,870 vehicles travel through it, and more than 13,330 travel through it in a 24-hour period, at an average speed between 15mph and 19mph.

Over the three-day period the following actions took place:

1. 1,185 Street Smart, Fairfax County Pathway and Bicycle Safety brochures were handed out to drivers.
2. Six warnings were issued to pedestrians for Failure to Use Pedestrian Cross signals.
3. Thirteen warnings were issued to drivers for Failure to Obey a Highway Sign (blocking crosswalk).
4. Nine warnings were issued for other violations seen by officers working the campaign.
5. Ten summonses were issued for Failure to Obey a Highway Sign (blocking crosswalk).
6. One summons was written for a traffic violation not related to the campaign.
7. One officer witnessed an accident while working enforcement. The driver was charged with failing to yield right of way to a pedestrian and a summons was written.

Prince William County Enforcement

Prince William County did the following enforcement during the campaign period; most of the motorist enforcement was in categories, such as speeding, that affect pedestrian safety. The chart on the next page provides an overview of these enforcement activities.

Prince William County Enforcement

	Crashes	Injuries	Summons	Warnings
Pedestrians			4	13
Bicyclists				
All Other Vehicle Violations	Crashes	Injuries	Summons	Warnings
Reckless	10	2	43	1
Aggressive			1	
Speeding	1		152	26
Objects on Mirror				10
Window Tinting			26	12
Stop Sign			22	9
Red Light			17	6
DUI			15	
Seat Belt				
Child Safety B				
All Others	7	1	161	51
Totals	18	3	441	128

Campaign Evaluation

A critical element of the campaign is measuring the results of its effectiveness. Every year since the program's inception in 2002, Street Smart has been evaluated through pre-and post-campaign research studies. The 2007 campaign ran from March 18 through April 14, 2007. A series of telephone interviews was conducted the week of March 10 to measure awareness and offer a baseline for the campaign's effectiveness. A post-test survey was given the week of April 15, 2007. There were 300 completed surveys in each wave with people over the age of 18 all around the metro area, equally split between males and females, and reflecting regional ethnic diversity.

Campaign Awareness

1. More than 85 percent of all adults were aware of laws requiring drivers to stop or yield to pedestrians in crosswalks.
2. There was an increase in the number of people who thought they would get a ticket if they did not yield to a pedestrian in a crosswalk.
3. When asked if they had heard about "Flesh Versus Steel, It's No Contest," awareness increased 9 percent after the campaign ran. This was true as well for the campaign message of "It's no contest when pedestrians, drivers & cyclists are careless. Cross streets safely."
4. Nearly three-quarters of the 18-34 year olds were aware of the campaign messaging in the post-campaign survey.

Message	Pre-test	Post-test
Drivers and pedestrians – need to pay attention.	25%	26%
There are emotional & physical consequences for risky and distracted behaviors around pedestrians	9%	14%
Area police are enforcing traffic safety laws.	35%	40%
Pay Attention. Big vehicles have bigger blind spots, make wide turns and need more time to stop.	33%	40%
Drivers - Watch for Bicycles	29%	34%
Cyclists – Follow the rules of the road.	24%	25%
Slow down, Pay attention to pedestrians & cyclists	30%	38%

Another important conclusion is that pre-campaign awareness of at least one of the major campaign themes has increased steadily since 2004, indicating that awareness of pedestrian safety issues is increasing over time.

The campaign fell short of a 25 percentage increase in awareness of at least one of the campaign messages by the target demographic, increasing awareness by only nine percentage points. During the pre-campaign survey there was extensive publicity about certain pedestrian fatalities and the law enforcement response, which probably boosted the pre-campaign awareness of law enforcement action. Since awareness of law enforcement was already very high before the campaign started, over 60% of the target demographic, boosting it by another 25 percentage points was difficult.

Behavior Changes Over Time

1. Drivers have become more likely to yield to pedestrians. Since 2002, the percentage of respondents who had observed a driver failing to yield to a pedestrian in the crosswalk fell by more than 18 percentage points.
2. When asked if they had to stop suddenly or swerve to avoid hitting a pedestrian in the last week, there was a 4.0 percent decrease after the campaign ran. Since 2002, the number has fallen from 33.0 percent to 14.0 percent.

Participating Organizations

Staff from the following organizations either served on the advisory committee or provided comments:

- Arlington County, Department of Environmental Services.
- City of Alexandria, Office of Transit.
- Commonwealth of Virginia, Department of Transportation.
- District of Columbia, District Department of Transportation.

- Fairfax County, Department of Transportation.
- Maryland Department of Transportation.
- Maryland State Highway Administration, Highway Safety Office.
- Montgomery County, Maryland.
- United States Department of the Interior.
- The Washington Area Bicyclist Association

Source of Funding: 402 Pedestrian/Bicycle Safety
Amount: \$100,000

APPROVAL

The Virginia Department of Motor Vehicles is pleased to present the **2007 Highway Safety Annual Report**. This Report provides an extensive overview of Virginia's Highway Safety Programs, its responsibilities, its varied activities, its interaction and cooperation with other state agencies, non-profit organizations, and the media to improve the safety for those sharing our roadways.

I hope you will find that this publication will serve as a useful tool that successfully markets Virginia's many accomplishments during FY 2007.

David Mitchell
Coordinator for Highway Safety
Commonwealth of Virginia

Date