



2021 VIRGINIA

HIGHWAY SAFETY ANNUAL REPORT

Annual Report Fiscal Year 2021

Virginia Department of Motor Vehicles

Virginia Highway Safety Office

2300 West Broad Street

Richmond, Virginia 23220



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Commissioner's Message

The Virginia Department of Motor Vehicles (DMV) Highway Safety Office (VAHSO) is pleased to present Virginia's 2021 Highway Safety Annual Report. The Annual Report provides an extensive description of the projects and activities funded as well as the amount of funds expended on projects implemented under the 2021 Virginia Highway Safety Plan (HSP). The Report describes the accomplishments and challenges experienced by the DMV/VAHSO, to include performance measures, targets, strategies, and funding identified in the HSP. You will also find the results and outcomes achieved through implementation of the initial HSP and any revisions that may have been made during the fiscal year. The Annual Report allows for the evaluation of the prior year's HSP as well as showcasing the Commonwealth's highway safety achievements.

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



Richard D. Holcomb, Commissioner
Virginia Department of Motor Vehicles
Governor's Highway Safety Representative
Commonwealth of Virginia

12-21-2021

Date

Executive Summary

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

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

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

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

Virginia transportation safety officials have systematically analyzed highway safety problems and corrective strategies. Based on the results of this analysis, it was determined that Virginia could make a positive impact on improving highway safety by placing a major emphasis on the following program areas for 2021:

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

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

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

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

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

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

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

Mission Statement for the Virginia Highway Safety Office

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

This mission will be accomplished by:

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

Statutory Authority to Complete this Mission

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

Overview of Virginia's Highway Safety Office Program

The DMV/VAHSO continues to implement a comprehensive, sustainable highway safety program to effectively address the problems of traffic crashes, injuries and fatalities. As vehicular travel and population continue to increase, highway safety initiatives that target localities and highways throughout the Commonwealth are vital to the achievement of the goals set at the federal and state levels. These goals target change in human behavior in 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 prospective projects and activities are data-driven and will make a meaningful contribution to traffic safety and assist the Commonwealth in achieving its safety goals. During Federal Fiscal Year 2020-2021, the Virginia Highway Safety Office, the Governor's Highway Safety Representative and the Virginia Secretary of Transportation approved the award of 448 grants totaling \$28,006,614.

Demographics of Virginia

Virginia is comprised of 38 cities and 95 counties. The Capitol is located in the city of Richmond. In 2020, the Commonwealth's total population was 8,586,967, and there were 8,333,323 registered vehicles. Virginia has 74,553.93 roadway miles, of which 63,400.10 are secondary roads (85%), 10,034.76 are primary roads (13%), and 1,119.07 are interstate roads (1.5%).

The combined number of active licensed drivers in Virginia is 5,971,170. Virginia's law enforcement community consists of seven state police field divisions with 49 area offices and 1,100 state troopers. It also includes 125 city and county sheriff's offices and 242 police departments, which includes private, institutional and collegiate departments.

Responsibilities

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

Governor's Highway Safety Executive Staff

Virginia Governor	The Honorable Ralph S. Northam
Governor's Highway Safety Representative	Richard D. Holcomb DMV Commissioner
Governor's Highway Safety Coordinator	George W. Bishop IV DMV Deputy Commissioner
Governor's Highway Safety Office Director	John L. Saunders Highway Safety Office Director
Location of Highway Safety Office	Virginia Department of Motor Vehicles 2300 West Broad Street, Room 405 Richmond, Virginia 23220 Phone (804) 367-6641

Highway Safety Office Staff

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

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

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

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

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

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

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

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

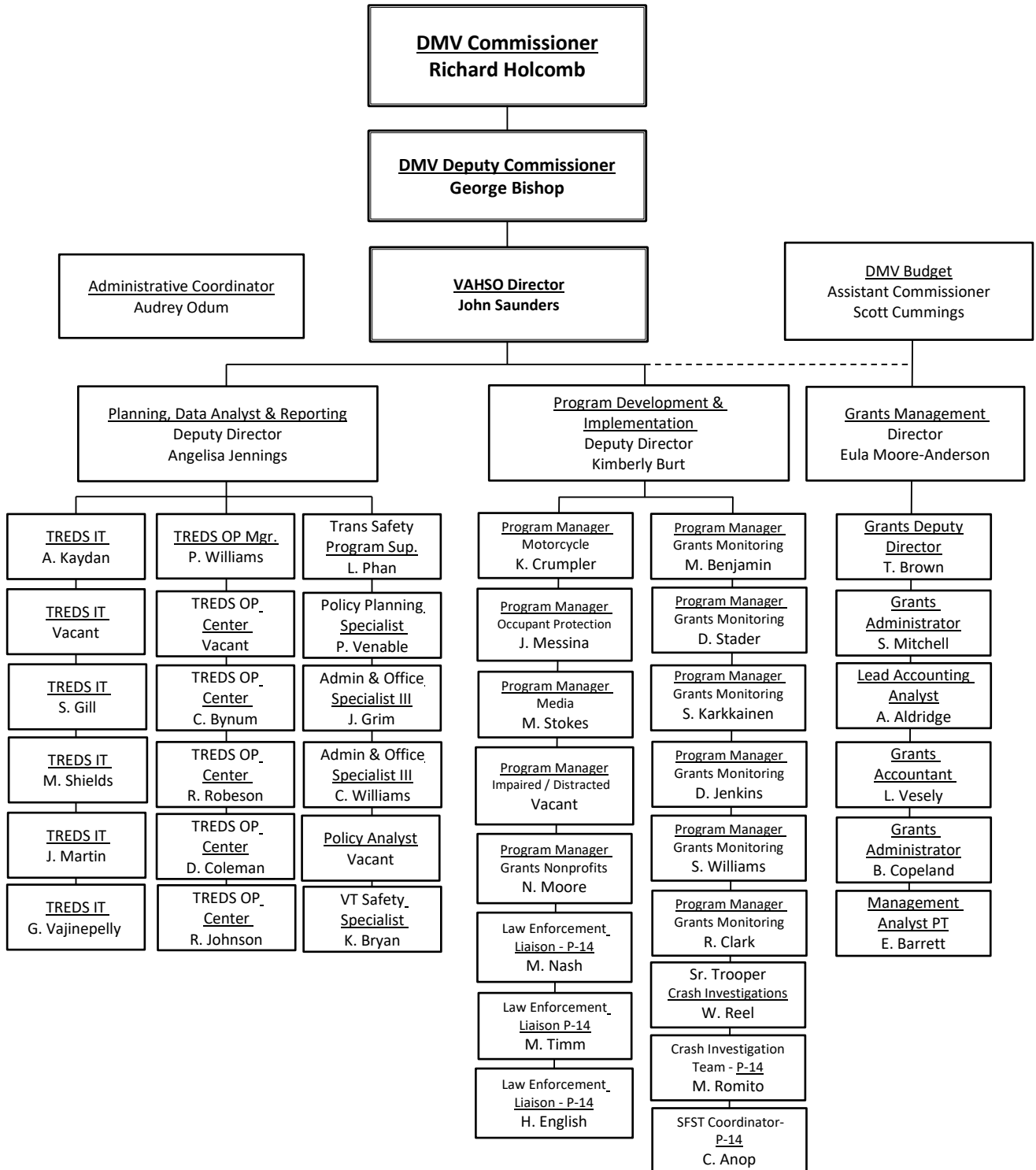
Office Manager (TREDS Operations Center): Supervises staff responsible for conducting quality assurance of the state's electronic police crash reports as well as related DMV business processes.

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

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

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

**Department of Motor Vehicles
Highway Safety Office
June 2020**



Traffic Safety Partners

Enforcement

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

Non-Profits

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

State Agencies

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

Traffic Safety Plans and Assessments

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

Seat Belt Use in Virginia Survey

Introduction

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

Virginia did complete a Seat Belt Use Survey in 2021. Below are the findings for 2021.

(Summary of Findings for 2021)

The procedures were developed as a result of the federally-mandated “re-design” based on the final rule for 23 CFR Part 1340: Uniform Criteria for State Observational Surveys of Seat Belt Use. The rule was published in the Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059.

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

1. The 2021 weighted seat belt use rate, calculated with the methodology and sample approved by NHTSA in 2017, was **81.7%**.
2. The 95% confidence interval for the seat belt use rate was between 80.2% and 83.3%.
3. The error rate was 0.78%, well below the maximum 2.5% allowed by code.
4. The “miss rate” or rate of “unknown” belt use observations (i.e., seeing an individual occupant but not knowing whether he or she was buckled up) was 9.1%, below the maximum 10% allowed by code.
5. These seat belt use rate results were based on a weighted survey design sample of 14,991 vehicles providing driver and/or passenger belt use observations.

Note: Virginia’s plan was approved by the National Highway Traffic Safety Administration in February 2017 after working closely with federal personnel to ensure compliance with the law. This plan is in place for 2017 – 2021..

Virginias' Self-Reported Perceptions of and Actions Involving Targeted Safe-Driving Behaviors (Summary of Findings for 2021)

This report summarizes the work completed in 2021, the twelfth year Virginia carried out the survey.

Virginia's Highway Safety Office (VAHSO) wished to add two questions on distracted driving to explore its prevalence in Virginia. These questions, while not mandated, provided important data for targeting mobile phone talking and texting while driving (mobile phone use was the behavior representing distracted driving in this survey). This report summarizes the work completed in 2021, the twelfth year Virginia carried out the survey. (Virginia began its survey in 2010, one year before it was mandated to do so.)

The 2021 survey was deployed by telephone and online methods to licensed drivers in Virginia. Overall, two samples were targeted. First, a sample of 1,001 licensed drivers aged 18 and older completed the survey. This sample was distributed across Virginia proportionally by regional population levels. Therefore, more of the sample came from northern and southeastern regions of Virginia than from the southwestern areas. It was appropriately representative of the Commonwealth. A second sample was derived from licensed drivers 18 – 34 years old. This age group was a particular focus of various interventions in Virginia. The 18 - 34 sample was drawn from those in that age category from the main sample (281 of the 1,001 were 18 – 34 years old), with an additional oversampling of 300 participants making the 18 - 34 final sample for analysis a total of 581 participants. This latter augment sample was used to make comparisons to the full sample, or the average Virginia driver..

Overall, key statewide¹ findings included:

Seat-Belt Use

- The majority of respondents reported always wearing seat belts while driving (89.6%) or riding as passengers (89.7%).
- Almost 1 in 4 (24.0%) recalled law enforcement activity targeting belt use in the time period prior to the survey.
- More than half of the respondents (54.4%) believed the chances of getting a ticket for belt non-use was "likely" or "very likely."

Impaired Driving

- Half the respondents (50.0%) reported they do not drink.
- For those who did not identify themselves as non-drinkers (and therefore were considered "drinkers" in this study), 19.2% had driven within two hours after drinking alcohol in the past 60 days (defined as at least one drive within 2 hours).
- Most believed the chances of arrest after drinking and driving were at least "likely."
- Fewer than 4 in 10 (34.6%) recalled police activities targeting impaired driving in the time period prior to the survey. Even fewer (18.6%) recalled seeing or hearing information about designated driving programs in the same period.

Speeding

- More than half (54.1%) of participants reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone); similarly, more than half (54.0%) reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).
- Most respondents (54.1%) believed the chances of receiving a speeding ticket were “very likely” or “likely.”
- Nearly 1 in 3 (32.2%) recalled law enforcement activity targeting speeding in the past 30 days.

Distracted Driving

- More than half of the respondents (63.4%) “seldom” or “never” talk on mobile phones while driving; 1.3% reported not owning a mobile phone.
- A significant majority (65.5%) said they “never” text while driving.

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

Legislation

During the 2021 Virginia General Assembly, several pieces of legislation were passed to address highway safety. The following laws were enacted and became effective July 1, 2021 unless noted otherwise:

Highway Safety Bills

VIRGINIA DEPARTMENT OF MOTOR VEHICLES

HB 874 Handheld personal communications devices; holding devices while driving a motor vehicle. (Identical to SB 160)

Holding handheld personal communications devices while driving a motor vehicle. Prohibits any person from holding a handheld personal communications device while driving a motor vehicle. Current law prohibits (i) the reading of any email or text message and manually entering letters or text in such a device as a means of communicating and (ii) holding a personal communications device while driving in a work zone. The bill expands the exemptions to include handheld personal communications devices that are being held and used (a) as an amateur radio or a citizens band radio or (b) for official Department of Transportation or traffic incident management services. The bill has a delayed effective date of January 1, 2021. This bill incorporates HB 377, HB 387, HB 512, and HB 1672 and is identical to SB 160.

HB 885 Reckless driving; raises threshold for speeding. (Identical to SB 63)

Reckless driving; exceeding speed limit. Raises the threshold for per se reckless driving for speeding from driving in excess of 80 miles per hour to driving in excess of 85 miles per hour. The threshold for per se reckless driving for speeding for driving at or more than 20 miles per hour in excess of the speed limit remains unchanged. The bill also provides that any person who drives a motor vehicle at a speed in excess of 80 miles per hour but below 86 miles per hour on any highway in the Commonwealth having a maximum speed limit of 65 miles per hour shall be subject to an additional fine of \$100. This bill incorporates HB 1374 and is identical to SB 63.

HB 1066 Driver of an overtaking vehicle; driver of an overtaken vehicle shall move to the right.

Signals; overtaking vehicle. Removes the requirement that the driver of an overtaking vehicle use his lights or an audible method to signal to the driver of a slower vehicle to move to the right. The bill does not change the requirement that the slower-moving vehicle move to the right for an overtaking vehicle.

HB 1442 Photo speed monitoring devices; civil penalty.

Photo speed monitoring devices; civil penalty. Authorizes state and local law-enforcement agencies to operate photo speed monitoring devices, defined in the bill, in or around school crossing zones and highway work zones for the purpose of recording images of vehicles that are traveling at speeds of at least 10 miles per hour above the posted school crossing zone or highway work zone speed limit within such school crossing zone or highway work zone when such zone is indicated by conspicuously placed signs displaying the maximum speed limit and that such photo speed monitoring devices are used in the area. The bill provides that the operator of a vehicle shall be liable for a monetary civil penalty, not to exceed \$100, if such vehicle is found to be traveling at speeds of at least 10 miles per hour above the posted highway work zone or school crossing zone speed limit by the photo speed-monitoring device. The bill provides that if the summons for a violation is issued by mail, the violation shall not be reported on the driver's operating record or to the driver's insurance agency, but if the violation is personally issued by an officer at the time of the violation, such violation shall be part of the

driver's record and used for insurance purposes. The bill provides that the civil penalty will be paid to the locality in which the violation occurred if the summons is issued by a local law-enforcement officer and paid to the Literary Fund if the summons is issued by a law-enforcement officer employed by the Department of State Police. This bill incorporates **HB 621** and **HB 1721**.

HB 1705 Pedestrians; drivers to stop when yielding the right-of-way. **Yielding the right-of-way to pedestrians; stopping.**

Clarifies the duties of vehicle drivers to stop when yielding to pedestrians at (i) clearly marked crosswalks, whether at midblock or at the end of any block; (ii) any regular pedestrian crossing included in the prolongation of the lateral boundary lines of the adjacent sidewalk at the end of a block; or (iii) any intersection when the driver is approaching on a highway where the maximum speed limit is not more than 35 miles per hour. The bill also prohibits the driver of another vehicle approaching such stopped vehicle from an adjacent lane or from behind from overtaking and passing the stopped vehicle. The bill contains technical amendments.

SB 63 Reckless driving; raises threshold for speeding. (Identical to HB 885)

Reckless driving; exceeding speed limit. Raises the threshold for per se reckless driving for speeding from driving in excess of 80 miles per hour to driving in excess of 85 miles per hour. The threshold for per se reckless driving for speeding for driving at or more than 20 miles per hour in excess of the speed limit remains unchanged. The bill also provides that any person who drives a motor vehicle at a speed in excess of 80 miles per hour but below 86 miles per hour on any highway in the Commonwealth having a maximum speed limit of 65 miles per hour shall be subject to an additional fine of \$100. This bill is identical to **HB 885**.

SB 160 Handheld personal communications devices; holding devices while driving a motor vehicle. (Identical to HB 874)

Holding handheld personal communications devices while driving a motor vehicle. Prohibits any person from holding a handheld personal communications device while driving a motor vehicle. Current law prohibits (i) the reading of any email or text message and manually entering letters or text in such a device as a means of communicating and (ii) holding a personal communications device while driving in a work zone. The bill expands the exemptions to include handheld personal communications devices that are being held and used (a) as an amateur radio or a citizens band radio or (b) for official Department of Transportation or traffic incident management services. The bill has a delayed effective date of January 1, 2021. This bill incorporates **SB 136** and **SB 944** and is identical to **HB 874**.

SB 282 Ignition interlock; first offense driving under the influence of drugs.

Ignition interlock for first offense driving under the influence of drugs. Provides that a court of proper jurisdiction may, as a condition of a restricted license, prohibit an offender from operating a motor vehicle that is not equipped with a functioning, certified ignition interlock system for a first offense of driving under the influence of drugs. Under current law, such prohibition is required to be ordered as a condition of a restricted license.

SB 437 Bicyclists and other vulnerable road users; penalty.

Bicyclists and other vulnerable road users; penalty. Provides that a person who operates a motor vehicle in a careless or distracted manner and is the proximate cause of serious physical injury to a vulnerable road user, defined in the bill as a pedestrian; the operator of or passenger on a bicycle, electric personal assistive mobility device, electric power-assisted bicycle, wheel chair or wheel chair conveyance, skateboard, roller skates, motorized skateboard or scooter, or animal-drawn vehicle or any attached device; or any person riding an animal, is guilty of a Class 1 misdemeanor. The bill also prohibits the driver of a motor vehicle from crossing into a bicycle lane to pass or attempt to pass another vehicle, except in certain circumstances.

SB 439 Driving under the influence; remote alcohol monitoring, penalty.

Driving under the influence; remote alcohol monitoring; penalty. Provides that in the case of an adult offender's first conviction of driving under the influence when the offender's blood alcohol content was less than 0.15, upon motion of the offender, the sole restriction of the offender's restricted driver's license shall be the prohibition of the offender from operating any motor vehicle not equipped with a functioning, certified ignition interlock system for one year without any violation of the ignition interlock system requirements. The bill provides that if a person is ineligible to receive a restricted license, a court may instead authorize such person to use a remote alcohol-monitoring device, refrain from alcohol consumption, and participate in an alcohol safety action program; such provisions of the bill shall become effective on July 1, 2021. The bill provides that tampering with a remote alcohol-monitoring device is a Class 1 misdemeanor. This bill incorporates **SB 154** and **SB 520**.

Evidence-Based Traffic Safety Enforcement Program

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

Data-driven Problem Identification

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

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

Implementation of Evidence-based Strategies

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

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

Several State supported enforcement blitzes are also included. Multi-jurisdictional enforcement efforts are also encouraged and supported by the DMV/VAHSO. Strategies that use street level data to identify high crash locations have proven to be effective, providing for a more efficient use of the available resources; thereby, enhancing the

success of enforcement efforts.

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

Continuous Monitoring

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

Risk Assessments

Each sub-recipient who applies for highway safety funding is evaluated to determine their level of risk. The risk assessment, which is a part of the overall grant application evaluation process, is based on a variety of factors. Past performance on grant projects is considered, to include timeliness, accuracy and completeness of monitoring reports and reimbursement vouchers, maintenance of records, adherence to the Statement of Work & Special Conditions of the grant agreement, and grant task performance. For selective enforcement grants this will include citations and/or contacts per hour, types of violations written and relevance to the grant type or mobilization emphasis, and relevant use of purchased equipment. Current agency conditions are considered, including size of agency, number of traffic officers and vehicles, current levels of critical equipment and leadership support for highway safety efforts. Quantitative information is included in an evaluation spreadsheet prepared by Program Managers who monitor the grant projects. These individuals meet as a group in intensive sessions to review all applications, share quantitative and qualitative information, discuss their recommendations based on the risk assessment and develop consensus recommendations for funding in the upcoming Highway Safety Plan. Agencies deemed to be high risk for poor performance may be (1) identified for close monitoring with clear performance goals for the remainder of the current grant cycle, with their next grant award dependent upon that performance, (2) have their grant awards reduced and/or (3) have their applications denied.

VAHSO Program Crash Identification

Alcohol Grant Funding Worksheet: Staunton Region



2019 - 2021

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

Regional and Commonwealth Non-interstate Crash Count Rankings

Fatal Crash Count by Jurisdiction				Serious Injury Crash Count by Jurisdiction			
	Fatal	Staunton Region	Commonwealth		Serious Injury	Staunton Region	Commonwealth
	Crash Count	Rank	Rank		Crash Count	Rank	Rank
Albemarle County	5	1 / 26	8 / 133	Fauquier County	16	1 / 26	13 / 133
Orange County	4	2 / 26	14 / 133	Albemarle County	15	2 / 26	15 / 133
Frederick County	4	2 / 26	14 / 133	Frederick County	10	3 / 26	19 / 133
Augusta County	3	4 / 26	22 / 133	Augusta County	8	4 / 26	26 / 133
Culpeper County	3	4 / 26	22 / 133	Shenandoah County	7	5 / 26	31 / 133
Fauquier County	2	6 / 26	31 / 133	Fluvanna County	6	6 / 26	38 / 133
Rockingham County	2	6 / 26	31 / 133	Rockingham County	6	6 / 26	38 / 133
Clarke County	2	6 / 26	31 / 133	Culpeper County	5	8 / 26	43 / 133
Nelson County	1	9 / 26	50 / 133	Charlottesville City	5	8 / 26	43 / 133
Fluvanna County	1	9 / 26	50 / 133	Winchester City	4	10 / 26	50 / 133
Greene County	1	9 / 26	50 / 133	Clarke County	4	10 / 26	50 / 133
Shenandoah County	1	9 / 26	50 / 133	Nelson County	4	10 / 26	50 / 133
Highland County	1	9 / 26	50 / 133	Staunton City	4	10 / 26	50 / 133
Charlottesville City	1	9 / 26	50 / 133	Madison County	3	14 / 26	64 / 133
Rockbridge County	1	9 / 26	50 / 133	Waynesboro City	3	14 / 26	64 / 133
Warren County	1	9 / 26	50 / 133	Orange County	3	14 / 26	64 / 133
Winchester City	0	17 / 26	94 / 133	Harrisonburg City	3	14 / 26	64 / 133
Bath County	0	17 / 26	94 / 133	Warren County	3	14 / 26	64 / 133
Buena Vista City	0	17 / 26	94 / 133	Rockbridge County	2	19 / 26	85 / 133
Harrisonburg City	0	17 / 26	94 / 133	Highland County	1	20 / 26	105 / 133
Lexington City	0	17 / 26	94 / 133	Greene County	1	20 / 26	105 / 133
Madison County	0	17 / 26	94 / 133	Buena Vista City	0	22 / 26	119 / 133
Page County	0	17 / 26	94 / 133	Bath County	0	22 / 26	119 / 133
Rappahannock County	0	17 / 26	94 / 133	Rappahannock County	0	22 / 26	119 / 133
Staunton City	0	17 / 26	94 / 133	Page County	0	22 / 26	119 / 133
Waynesboro City	0	17 / 26	94 / 133	Lexington City	0	22 / 26	119 / 133

This report was created by the Center for Geospatial Information Technology at Virginia Tech.
Report generated on February 05, 2021



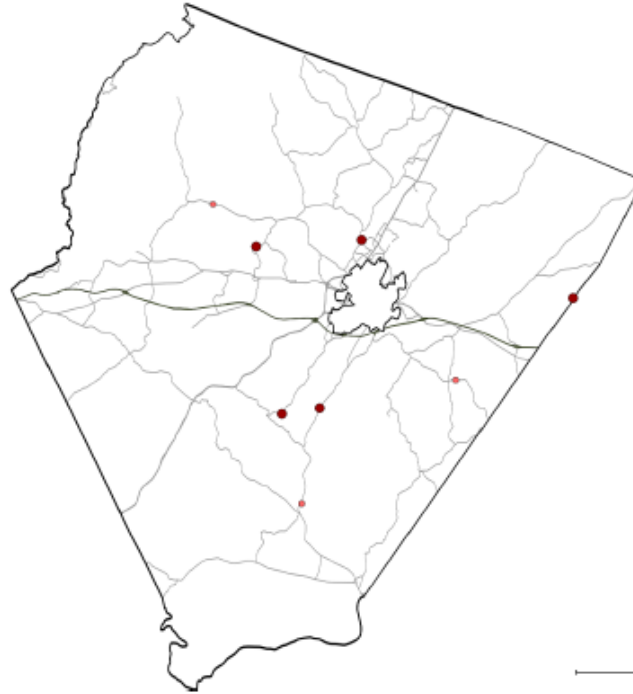
Highway Safety Office Grant Funding Awards



Albemarle County: Alcohol Awards

2019 - 2021

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● 2017 non-interstate fatal alcohol-related crash
 ● 2018 non-interstate fatal alcohol-related crash
 ● 2019 non-interstate fatal alcohol-related crash

	Fatal Crash Count *	Staunton Region Rank	Commonwealth Rank	Serious Injury Crash Count *	Staunton Region Rank	Commonwealth Rank
2019	5	1 / 26	8 / 133	15	2 / 26	15 / 133

*This report was created by the Center for Geospatial Information Technology at Virginia Tech.
Report generated on February 04, 2021*



Driving Trends

193,172 less licensed drivers	3.1% decrease
71,979 less registered vehicles	0.9% decrease
22,572 less total crashes	17.6% decrease
20 more total fatalities	2.4% increase
13,040 less total injuries	19.8% decrease

In 2020 as compared to 2019 there were:

Trend Statistics									
CY	Crashes	Fatalities	Injuries	Licensed Drivers	Registered Vehicles	Population	VMT	Fatality Rate*	US Fatality Rate
2011	120,513	764	63,382	5,662,416	7,636,407	8,096,604	80,974	0.95	1.18
2012	123,579	776	67,004	5,730,175	7,706,795	8,185,867	80,737	0.96	1.23
2013	121,763	741	65,114	5,822,361	7,799,339	8,260,405	80,258	0.92	1.23
2014	120,282	703	63,384	5,892,082	7,898,197	8,326,289	80,985	0.86	1.18
2015	125,800	753	65,029	6,003,526	8,005,505	8,382,993	82,970	0.91	1.22
2016	128,525	760	67,294	6,491,377	8,121,216	8,411,808	84,278	0.90	1.25
2017	127,375	839	65,306	6,087,245	8,234,406	8,470,020	85,263	0.99	1.25
2018	131,848	819	66,523	6,056,316	8,305,633	8,517,685	86,968	0.94	1.22
2019	128,172	827	65,708	6,164,342	8,405,302	8,535,519	86,829	0.93	1.20
2020	105,600	847	52,668	5,971,170	8,333,323	8,586,967	74,476	1.14	1.49

* Fatality rate per 100 million miles

Coordinated Data Collection and Information for SHSP Development

The DMV/VAHSO partnered with the Virginia Department of Transportation (VDOT) to collaborate with a multitude of interested organizations in the development of the Virginia's Strategic Highway Safety Plan 2017-2021 (SHSP). As a key partner on the SHSP Executive Committee, DMV/VAHSO oversees and monitors the inclusion of HSP safety program areas and statewide crash data used to determine performance measures and targets within the SHSP. The Commonwealth's SHSP focuses on eight key behavioral emphasis areas: Alcohol-Impaired Driving, Occupant Protection, Young Drivers, Speed, Roadway Departures, Intersections, Bicyclist, and Pedestrian. The two lead agencies, along with its safety partners, continue to meet on a quarterly basis to provide updates.

The DMV/VAHSO collaborated with VDOT and provided comprehensive data from its FARS and TRENDS systems that was used in the development of the Virginia Strategic Highway Safety Plan 2017-2021 (SHSP). Additionally, data from VDOT's Roadway Network System (RNS) was also incorporated with crash data and included in the SHSP.

DMV/VAHSO also coordinated with VDOT (and reached agreement) on the three measures and targets that must be identical in the HSP, HSIP and SHSP (fatalities, fatalities/VMT and serious injuries). Five-year rolling average was used to set targets.

DMV and VDOT agreed to the following identical FY2021 HSP measures and targets for the HSP, HSIP and SHSP: Fatalities – 852, Fatalities/VMT – 0.984 and Serious Injuries – 7,451.

Virginia' is currently working on the final SHSP for 2022-2026 with a completion date set for December 2021.

To review the 2017 full plan visit www.virginiadot.org/info/hwysafetyplan.asp

Core Performance Measure Target Chart – FY2021 Annual Report

Assessment of Results in Achieving Performance Targets for FY21 and FY20									
Performance Measure	FY 2021					FY 2020			
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source*/ FY21 Progress Results	On Track to Meet FY21 Target Y/N ** (in-progress)	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
C-1) Total Traffic Fatalities	5 year	2017-2021	852	2016 – 2020 FARS 820	Y	950	2016-2020	2016 – 2020 FARS 820	Y
C-2) Serious Injuries in Traffic Crashes	5 year	2017-2021	7,451	2017 – 2021 STATE/TREDS 7,425	Y	7,473	2016-2020	2016 – 2020 STATE/TREDS 7,425	Y
C-3) Fatalities/VMT	5 year	2017-2021	0.984	2016 – 2020 FARS 0.953	Y	1.08	2016-2020	2016 – 2020 FARS 0.953	Y
C-3b) Rural Fatalities (per 100M VMT)	Annual	2021	1.58	2020 FARS 1.55	Y	1.70	2020	2020 FARS 1.55	Y
C-3c) Urban Fatalities (per 100M VMT)	5 year	2017-2021	0.51	2020 FARS 0.78	N	0.57	2016-2020	2016 – 2020 FARS 0.78	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2017-2021	283	2016-2020 FARS 307	N	290	2016-2020	2016-2020 FARS 307	N
C-5) Alcohol-Impaired Driving Fatalities	5 year	2017-2021	245	2016-2020 FARS 247	N	230	2016-2020	2016-2020 FARS 247	N
C-6) Speeding-Related Fatalities	5 year	2017-2021	215	2016-2020 FARS 241	N	215	2020	2020 FARS 241	N
C-7) Motorcyclist Fatalities (FARS)	Annual	2021	85	2020 FARS 101	N	108	2020	2020 FARS 101	Y
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2021	0	2020 FARS 7	N	0	2020	2020 FARS 7	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2017-2021	74	2016-2020 FARS 85	N	77	2016-2020	2016-2020 FARS 85	N
C-10) Pedestrian Fatalities	Annual	2021	116	2020 FARS 111	Y	104	2020	2020 FARS 111	N
C-11) Bicyclist Fatalities	5 year	2017-2021	12	2016 – 2020 FARS 11	Y	10	2016-2020	2016 – 2020 FARS 11	N

B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2021	87	State survey**/ 81.7	N	87	2020	State survey**/ 85.4	N
Drugged Driver Fatalities	Annual	2021	177	2020 FARS 109	Y	187	2020	2020 FARS 109	Y
Distracted Driver Fatalities	Annual	2021	50	2020 STATE/TREDS 58	N	57	2020	2020 STATE/ TREDS 58	N

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

** Official State Observational seat belt survey not conducted due to NHTSA waiving the requirement for States to conduct an annual seat belt survey. (Due to COVID-19)

Performance Measures – Not on Track to Meet

Virginia is currently not on track to meet the following performance measures:

Urban Fatalities (per 100 Million VMT)

Virginia’s 5-year average urban fatalities/100M VMT was 0.78 and FY21 target is 0.51 Virginia is on not track to meet FY21 target.

There was a 10 percent increase in urban fatalities from 2019 to 2020 (326 vs. 358). Eighty percent of the urban fatalities occurred on non-interstate roadways. Twenty percent occurred on interstate roadways. Thirteen percent of the urban fatalities occurred in June. Thirty-five percent occurred on a Friday/Saturday and 40 percent occurred between the hours of 9pm and 3am. Thirty-six percent of urban fatalities were alcohol-related. Additionally, 36 percent of the fatalities in urban fatal crashes were between the ages of 21 and 35. Fairfax County (36), Chesterfield County (28) and Richmond City (26) were the top jurisdictions for urban fatalities.

Virginia (DMV/VAHSO) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes.

Calendar Year 2021

Urban Fatalities	
	% of Total Urban Fatalities
Non-Interstate	78%
Interstate	22%
July	13%
Thursday	18%
6pm-9pm	17%
Ages 21-35	33%
Single vehicle crash	48%
Ran off the road	29%
Fairfax County	11%
Henrico County	9%

Unrestrained Passenger Vehicle Occupant Fatalities:

Virginia’s 5-year average (2016-2020) was 307 and FY21 target is 283. Virginia is not on track to meet its target.

Analysis of our data shows 57 percent of occupants killed in Virginia crashes during 2020 were not wearing safety restraints (above the national average of 49 percent.) Three-hundred thirty-six unrestrained passenger vehicle occupants were killed on Virginia roadways. Fifty-five percent of the fatalities were between the ages of 21-50. The highest percentage of the fatalities, 11 percent occurred in June (37). Thirty-three percent of the fatalities occurred during a weekend, Saturday/Sunday and 35 percent occurred between 6pm and midnight. Failing to maintain control of the vehicle, running off the road, along with speed, accounted for 57 percent of the driver actions. The top jurisdictions for unrestrained fatalities: Chesterfield County (15),

Hampton City/Richmond City (11 each), and Fairfax County (10). In FY2021, Virginia will continue to analyze its most recent data for use in the development of enforcement and education and awareness efforts such as Local Hero's. This is a regionally based program that will focus in the Tidewater area. We were selected for the NHTSA Occupant Protection Technical Assistance to expand programming for the military and diverse communities. The final report will serve as guidance for further outreach. Our occupant protection media plan will expand to a social norming campaign outside of the November and May media campaigns. We will continue to participate in the NHTSA Region 3 Operation Crash Reduction. Additionally, we will be providing resources to our partners to assist them in enhancing our media messaging on a more community-based level.

Virginia (DMV/VAHSO) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes.

Unrestrained Fatalities – Calendar Year 2021	
	% of Total Unrestrained Fatalities
Totally Ejected	31%
Ages 21-35	37%
May, October (each)	14%
August	12%
Saturday	18%
9pm – 3am	36%
Partially Ejected	7%
Failure to Maintain Proper Control and/or Speeding	57%
In Rural Areas	67%
In Urban Areas	32%
Chesterfield County	4%
Augusta County/Henrico County/Prince William County (tied)	3% (each)

Alcohol Impaired Fatalities:

Virginia's 5-year average (2016-2020) was 247 and FY21 target is 245. Virginia is not on track to meet its target.

In 2020, there were 272 alcohol-related fatalities on Virginia roadways. An increase of 3% over 2019. Fifty-five percent of the fatalities were both alcohol and speed-related. The highest percentage of the fatalities, 22 percent occurred in August/September (30 each). Forty-two percent of the fatalities occurred during a weekend, Saturday/Sunday and 49 percent occurred between 6pm and midnight. Failing to maintain control of the vehicle, running off the road, along with speed, accounted for 51 percent of the driver actions. Age group 21-35 accounted for 40 percent of the alcohol-related fatalities. The top jurisdictions for alcohol-related fatalities: Fairfax County (18), Virginia Beach City (13), and Newport News City (12).

Virginia (DMV/VAHSO) will continue to conduct street-level analysis to develop and implement data-driven approaches such as Driver Sober or Get Pulled Over, Checkpoint Strikeforce and an alcohol and media campaign to address specific program areas. Virginia uses and analyzes

the most recent state data for reporting purposes. We are actively increasing our Drug Recognition Experts (DREs) by conducting more DRE courses. We will also increasing the number of SFST trainings. We will continue to participate in the NHTSA Region 3 Operation Crash Reduction.

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

Alcohol-Related Fatalities – Calendar Year 2021	
	% of Total A/R Fatalities
May	18%
Saturday	21%
9pm – midnight	21%
Failure to Maintain Proper Control and/or Speeding	46%
Single vehicle crash	66%
Drivers ages 21-35	42%
Virginia Beach City	8%

Speed-Related Fatalities:

Virginia’s 5-year average (2016-2020) was 236 and FY21 target is 215. Virginia is not on track to meet its target.

There was a 16 percent increase in speed-related fatalities from 2019 to 2020 (349 vs. 406). Eighty percent of the speed-related fatalities occurred on non-interstate roadways. Twenty percent occurred on interstate roadways. Twenty-five percent of the speed-related fatalities occurred in June/July. Thirty-five percent occurred on Saturday/Sunday and 50 percent occurred between the hours of 6pm and 3am. Thirty-seven percent of speed-related fatalities were also alcohol-related. Additionally, 41 percent of the driver fatalities in speed-related fatal crashes were between the ages of 21 and 35. Chesterfield County (21), Fairfax County (21) and Virginia Beach City (17) were the top jurisdictions for speed-related fatalities.

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

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

Virginia (DMV/VAHSO) will continue to conduct statewide, speed enforcement efforts using street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. Virginia has received a grant from IIHS and GHSA to implement a pilot speed project. The results of this pilot will be used to develop best practices that will be implemented statewide. We will continue to participate in the NHTSA Region 3 Operation Crash Reduction. Additionally, we will be providing resources to our partners to assist them in enhancing our media messaging on a more community-based level.

Speed-Related Fatalities – Calendar 2021	
	% of Total Speed-Related Fatalities
Non-Interstate	81%
Interstate	19%
July	14%
Sunday	18%
6pm-9pm	18%
Drivers Age 21-35	40%
Single vehicle crash	56%
Ran off the road	55%
Fairfax County and Virginia Beach City	5% (each)
Prince William County	4%

Motorcyclist Fatalities:

Virginia’s motorcyclist fatalities was 87 for 2020 and FY21 target is 85. Virginia is not on track to meet its target.

There were 87 motorcyclists killed in fatal crashes in Virginia (2020). The majority of multi-vehicle motorcycle crashes result from two-vehicle crashes at forty-four percent. Ninety-three percent of the persons killed in two-vehicle crashes involving a motorcycle and a passenger vehicle were motorcyclists. The average age of the motorcycle driver fatality was 38.

Single vehicle crashes accounted for 45 percent of motorcycle fatal crashes. Top causes of all motorcycle fatalities were running off the road/hitting fixed objects and or speed. The months with the highest number of motorcycle fatalities were September (15) and July/October (11 each). Twenty-eight percent of the fatalities occurred between the hours of 6pm and 9pm. The top jurisdictions for motorcycle fatalities were Newport News City at 7 percent and Roanoke City/Virginia Beach City at 6 percent each. Six percent (5) motorcyclist fatalities were unhelmeted.

Virginia (DMV/VAHSO) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. We will continue with our motorcycle safety and motorist awareness of motorcycle media campaigns. Our motorcycle training quality assurance program will be active and we are identifying specific areas of the Commonwealth for additional motorcycle safety training.

Motorcyclist Fatalities – Calendar Year 2021	
	% of Total Motorcyclist Fatalities
Non-Interstate	86%
Interstate	14%
July	19%
Saturday, Sunday (each)	21%
Noon-3pm	23%
Drivers age 21-35	39%
Speed-Related	54%
Single vehicle crash	44%

Ran off the road	41%
Virginia Beach City	6%
Fairfax County	5%

Unhelmeted Motorcyclist Fatalities:

Virginia’s unhelmeted motorcyclist fatalities was 5 for 2020 and FY21 target is 0. Virginia is not on track to meet its target of 0 for 2021.

Contributing factors to unhelmeted motorcyclist fatalities were failure to maintain control of the motorcycle, running off the road and speed. These driver actions accounted for 40 (2) percent of the fatalities. Each unhelmeted motorcyclist fatality was killed in a different month, 40 (2) percent were killed on a Saturday, and 40 percent were killed between the hours of 6pm and 9pm. Two of the unhelmeted motorcyclists were killed on a rural roadway followed by three on urban/city roadways. One motorcyclist killed was drinking. Eighty percent (4) of the fatalities were male. Forty percent (2) were between the ages of 21 and 35. All unhelmeted motorcyclist fatalities were in different jurisdictions. In FY2021, Virginia will continue to analyze its most recent data for use in the development and enhancement of education and awareness efforts to address this issue. We will be airing new media messaging that focuses on wearing the correct gear at all times. This messaging will begin in February, the month prior to trend data that shows March is the month we begin to see an increase in our motorcycle fatalities.

Virginia (DMV/VAHSO) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. We will continue with our motorcycle safety media campaign that focuses on wearing the proper riding gear to include helmets at all times.

Drivers age 20 and Younger Involved in Fatal Crashes:

Virginia’s 5-year average (2016-2020) was 85 and the FY21 target is 77. Virginia is not on track to meet its target of 77 fatalities.

Contributing factors to the young drivers age 20 or younger involved in fatal crashes were failure to maintain control of the vehicle, resulting in the vehicle running off the road and hitting fixed objects. Speed was also a key contributing factor. These actions accounted for 47% of young drivers involved in fatal crashes. Forty-two percent of the crashes were single-vehicle crashes. Young drivers were also not restrained 29% of the time. Thirty-nine percent of the fatalities occurred during the summer months of June, July and August. Eighteen percent occurred on a Saturday. Twenty-two percent occurred between the hours of 6 and 9pm. In FY2021, Virginia will continue to analyze its most recent data for use in the development of enforcement and education and awareness efforts. Virginia will also continue to work with its safety partners to address this issue and use our trend data to expand our messaging within the jurisdictions experiencing increases within this group.

Virginia (DMV/VAHSO) will continue to conduct street-level analysis to develop and implement data-driven approaches to address specific program areas. Virginia uses and analyzes the most recent state data for reporting purposes. We will continue with our peer education program, YOVASO administered by Virginia State Police with our middle schools and high schools. Will also continue with Virginia Association of Driver Education and Traffic Safety (VADETS), Choose Your Vibe - Arrive Alive campaign.

Young Driver Fatalities – Calendar Year 2021	
	% of Total Young Driver Fatalities
Speed-Involved	52%
Single Vehicle Crash	41%
Unrestrained Young Driver	17%
April	17%
Saturday	21%
3pm – 6pm	21%

Seat belt usage rate:

Virginia’s seat belt usage rate was 85.4 for 2019 and FY21 target is 87.1. Virginia will use and report the 2019 usage rate.

Due to COVID19, Virginia chose to accept the NHTSA waiver and did not conduct a 2020 annual seat belt survey. In FY2021, Virginia continued to focus its seat belt usage efforts on increasing community and law enforcement involvement throughout the Commonwealth. All initiatives will be implemented to make a positive impact on altering driving behavior to continue increasing overall seat belt usage.

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

Distracted Driver Fatalities:

Virginia’s distracted driver fatalities was 58 in 2020 and FY21 target is 50. Virginia is not on track to meet its target.

In Virginia, distracted driver fatalities increased 9 percent in 2020 as compared to 2019 (58 vs. 53). There were also 63 other persons killed in addition to the distracted drivers. Failure to maintain control of the vehicle (running of the road, hitting a fixed object), did not have right-of-way and speed accounted for fifty-five percent of the distracted driver fatalities. The top driver distraction was eyes not on the road. Nine-five percent (55) of distracted driver fatalities were age 21 or older. The month of August had the highest number of distracted driver fatalities (9 or 16%). Forty-one percent of the fatalities occurred between the hours of 6pm and midnight. Twelve percent (7) of the distracted drivers had been drinking. The top jurisdiction for distracted driver fatalities was Fairfax County (5).

Virginia (DMV/VAHSO) will continue to conduct law enforcement training on how to detect drivers on their phones as well as the Phone Down, It’s the Law campaign and Buckle Up, Phone Down campaign. In addition, we will fund for law enforcement agencies and teachers to attend the Distracted Divining Summit. We will continue to participate in the NHTSA Region 3 Operation Crash Reduction. Virginia uses and analyzes the most recent state data for reporting purposes.

Distracted Driver Fatalities – Calendar Year 2021	
	% of Total Distracted Driver Fatalities
Non-Interstate	83%

Interstate	17%
September	22%
Thursday, Friday, Saturday (each)	17%
6am-9am	19%
Drivers Age 51-65	22%
Speed-Related	50%
Single Vehicle Crash	72%
Ran off the road	72%
Augusta County	8%
Chesterfield County	8%

Notes:

* Targets for fatalities, serious injuries and fatalities per 100M VMT are set by DMV and VDOT using 2016 - 2020 as the calendar base year.

**Targets are set by the DMV/VAHSO based on the latest NHTSA/FARS data (2019)

Sources: Virginia Crash Data from the Traffic Records Electronic Data System (TREDS)
Data Source*/ FY21 Progress Results - Fatality Analysis Reporting System (FARS)

Core Outcome Performance Measures

Measure (C-1 Fatalities): Target is 852 by December 31, 2021.

Performance - Virginia's 5-year average fatalities (2016-2020) were 820 and FY21 target is 852. Virginia is on track to meet its target. 2021 preliminary fatalities was 967 (Data Source: TREDIS – Traffic Records Electronic Data System).

Fatalities	Baseline Data							2021 Target
	2014	2015	2016	2017	2018	2019	2020	
	703	754	760	839	820	831	850	852

Note: New method to calculate the 2021 target. Source: 2014-2020 FARS data.

Measure (C-2 Serious Injuries): Increase traffic **serious injuries** 4% from the 2019 calendar base year of 7,182 to 7,451 by December 31, 2021.

Performance - Virginia's 5-year average serious injuries (2017-2021) were 7,425 and FY21 target is 7,451. Virginia is on track to meet its target. 2021 preliminary serious injuries was 7,211 (Data Source: TREDIS – Traffic Records Electronic Data System).

Serious Injuries	Baseline Data							2021 Target
	2014	2015	2016	2017	2018	2019	2020	
	7,585	8,014	8,084	7,624	7,439	7,182	6,798	7,451

Note: 2019 calendar base year data was used to calculate the 2021 target. 2014-2020 is TREDIS data.

Measure (C-3a): Increase **fatalities per 100M VMT** 4% from the 2019 calendar base year of 0.95 to 0.984 by year December 31, 2021.

Performance - Virginia's 5-year average (2016-2020) was 0.953 and FY21 target is 0.984. Virginia is on track to meet its target. 2021* preliminary fatalities per 100M VMT was 1.12 (Data Source: VDOT – Virginia Department of Transportation).

* 2021 preliminary VMT is a previous trend line VMT prediction that is subject to change.

Fatalities (per 100M VMT)	Baseline Data							2021 Target
	2014	2015	2016	2017	2018	2019	2020	
	0.87	0.91	0.90	0.98	0.96	0.95	1.55	0.984

Note: Target for fatalities per 100M VMT is set by DMV/VDOT using 2019 as the calendar year.

Measure (C-3b): Decrease **rural fatalities per 100M VMT** 5% from the 2019 calendar base year of 1.66 to 1.58 by December 31, 2021.

Performance – Virginia's rural fatalities/100M VMT was 1.55 and FY21 target is 1.58.

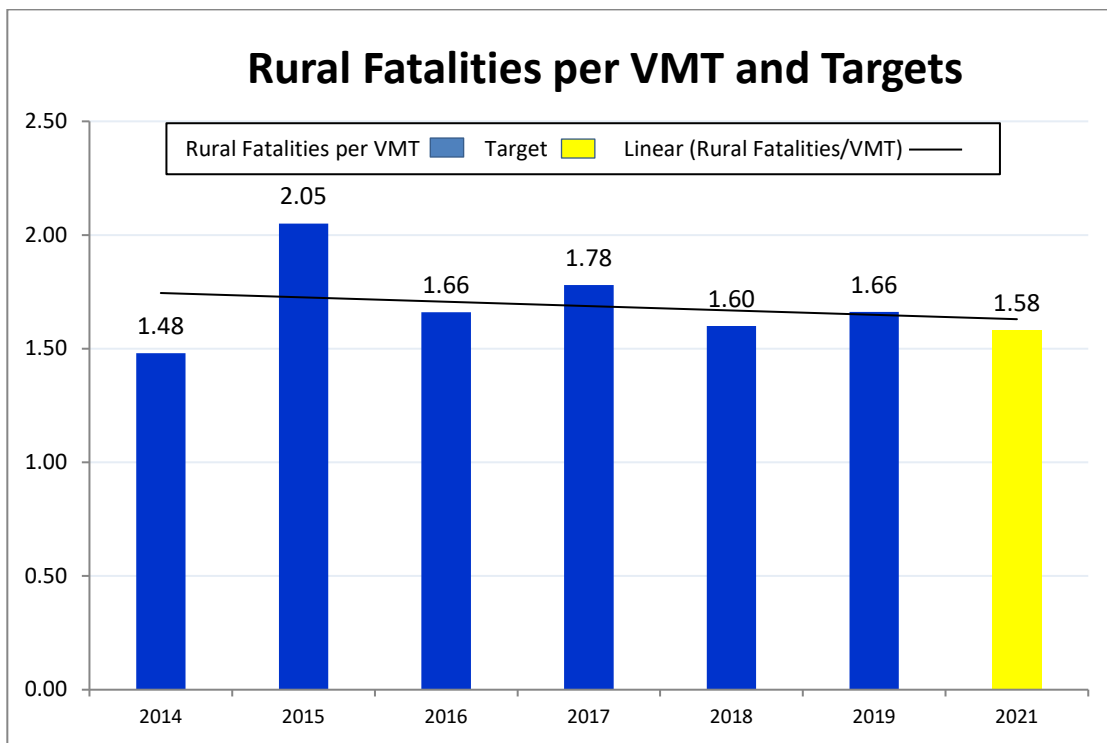
Virginia is on track to meet FY21 target. 2021* preliminary rural fatalities per 100M VMT was 1.86 (Data Source: VDOT – Virginia Department of Transportation).

* 2021 preliminary VMT is a previous trend line VMT prediction that is subject to change.

Note: Rural fatalities/100M VMT (1.55) is the most recent data based on 2020 FARS data and VMT from VDOT

Rural Fatalities (per 100M VMT)	Baseline Data						2021 Target	
	2014	2015	2016	2017	2018	2019	2020	1.58
	1.48	2.05	1.66	1.75	1.60	1.66	1.55	

Note: 2019 calendar base year data was used to calculate the 2021 target. 2018 and 2019 data is preliminary due to rate calculation using the estimated VMT data.



Justification: Virginia Highway Safety Office conducted trend analyses based on actual numbers, 3-year and 5-year rolling averages. Virginia Highway Safety Office selected the actual number linear trend line and chose a target 5 percent lower than the projected value (5 percent reduction) in rural fatalities per 100M VMT as a more achievable target than the 3-year or 5-year rolling average projections.

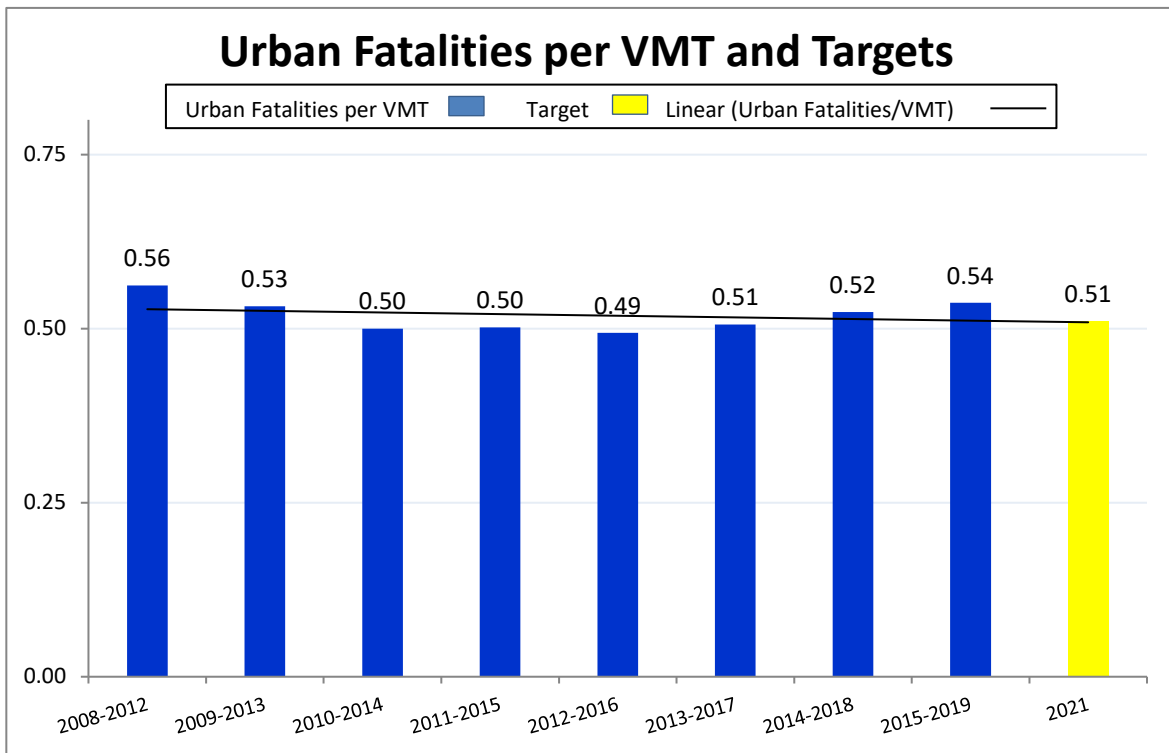
Measure (C-3c): Decrease **urban fatalities per 100M VMT** 9 percent from the 2019 calendar year base (value) of 0.56 to 0.51 by December 31, 2021.

Performance – Virginia’s 5-year average urban fatalities/100M VMT was 0.78 and FY21 target is 0.51 Virginia is on not track to meet FY21 target. 2021* preliminary urban fatalities per 100M VMT was 0.74 (Data Source: VDOT – Virginia Department of Transportation).

*2021 preliminary VMT is a previous trend line VMT prediction that is subject to change.

Urban Fatalities (per 100M VMT)	Baseline Data						2021 Target	
	2014	2015	2016	2017	2018	2019	2020	0.51
	0.49	0.46	0.50	0.57	0.60	0.56	0.78	

Notes: 2019 calendar year base data was used to calculate the 2021 target. 2018 and 2019 data is preliminary due to rate calculation using the estimated VMT.



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

Occupant Protection Program (Core Outcome Measure C-4)



Overview of Programs, Projects and Activities Funded

While Virginia’s seat belt law is secondary, our occupant protection program’s primary purpose is to reduce fatalities and injuries to unrestrained motor vehicle occupants through increased and correct use of safety restraints. The program focused on using enforcement and education to increase the public’s awareness of the lifesaving benefits of correct and consistent safety belt and child safety seat use. Approximately \$1,916,197 in Section 402 funds and \$1,119,254 in Section 405b funds was expended on various occupant protection activities and child safety seats.

Measure: (C-4) Decrease **unrestrained** passenger vehicle occupant fatalities in all seating positions 5 percent from the 2019 calendar base year value 299 to 283 by December 31, 2021.

Performance - Virginia’s 5-year average (2016-2020) was 307 and FY21 target is 283. Virginia is not on track to meet its target. 2021 preliminary unrestrained passenger vehicle occupants fatalities was 327 (Data Source: TREDIS – Traffic Records Electronic Data System).

Unrestrained Passenger Vehicle Occupant	Baseline Data							2021 Target
	2014	2015	2016	2017	2018	2019	2020	
	250	301	296	307	293	299	340	

Note: 2019 calendar year base data was used to calculate the 2021 target. 2020 data is from FARS

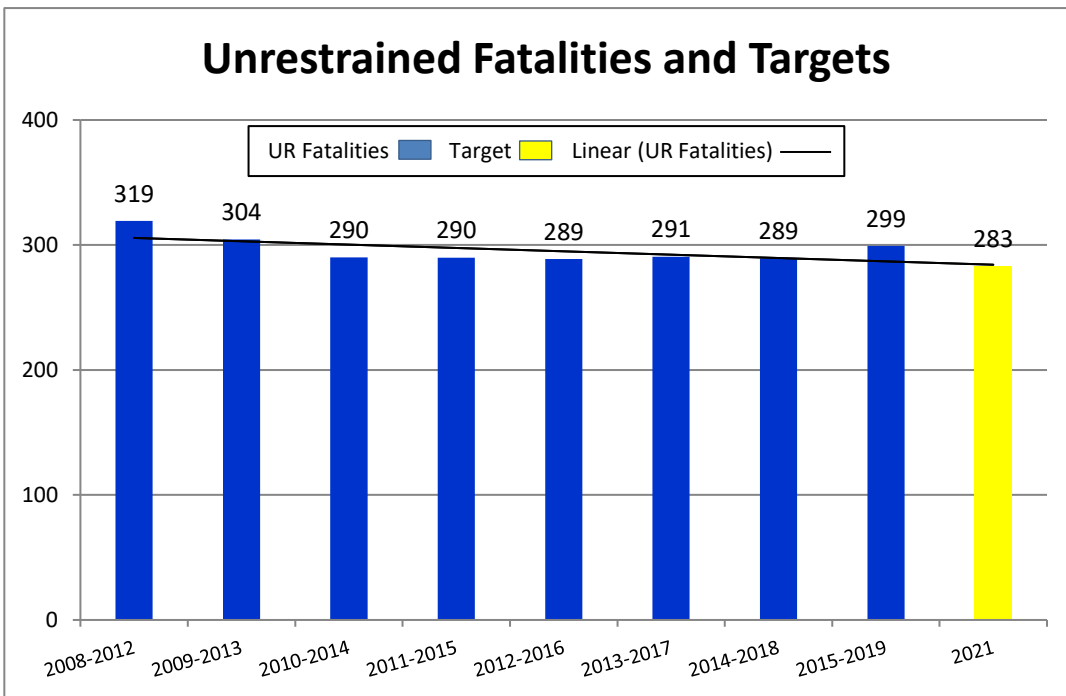
Occupant Protection (OP) is a key focus area in the Virginia Highway Safety Office’s HSP and Virginia’s SHSP. These plans include recommendations from the March 2019 Occupant Protection Program Assessment. Additionally, innovative strategies and funding assist efforts to increase overall seat belt use – particularly at night, on rural roadways, and among pickup truck and work van drivers – and decrease unrestrained fatalities during the most critical time periods and locations. Virginia will use no more than 5% of the annual apportionment of 405b OP Low funds on child safety seats.

Programs that address OP include: statewide traffic enforcement, enforcement training, two

Click It or Ticket mobilizations, child passenger safety education and programs, and public information campaigns.

Specific examples approved for the FY2021 grant year include:

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



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

Overall Safety Restraint Data			
Calendar Year	Safety Belt Use Rates (%)	Safety Belt Convictions	Child Safety Seat Convictions & Safety Belt Convictions (Minor)
2009	82	72,226	1,723
2010	81	68,956	1,657

2011	82	63,420	1,568
2012	80.7*	60,510	15,347
2013	79.7	61,437	14,359
2014	77.2	50,927	13,581
2015	80.9	44,022	10,757
2016	79.0	39,718	9,317
2017	85.3	36,891	8,683
2018	84.1	44,143	8,738
2019	85.4	40,433	7,257
2020	85.4***	24,154	3,894
2021	81.7	**	**

* NHTSA required states to redesign the observational seat belt survey using a detailed set of specifications. Virginia’s new design was approved by NHTSA and utilized for the 2012 survey. This new methodology most likely accounts for the percentage change from 2011 to 2012 as the new survey design re-set the baseline.

** Data not available.

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

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

Strategies and Accomplishments

1. Conduct statewide observational survey pre and post campaign throughout the state and throughout the year.

Old Dominion University’s Research Foundation conducted an observational survey of safety belt use throughout the Commonwealth based upon methodology pre-approved by NHTSA. Virginia’s 2021 seat belt use rate was 81.7%.

For FY2021 all law enforcement agencies receiving federal highway safety grants were required to conduct pre- and post-mobilization observational surveys of safety belt use for the May 2021 Click It or Ticket campaign. This year the LELs were limited in the number of conducted independent seat belt surveys throughout the year in various locations in the Commonwealth due to the current health pandemic.

2. Implement a grant project to Old Dominion University’s Research Foundation (ODURF). This project identifies successful OP programs throughout the commonwealth for use statewide.

Dr. Yusuke Yamani, Co-Project Director, and his team were asked to provide information to address this objective. The following is their findings, literature, and conclusions. These are updated from their initiation of this work in FY2020.

Literature/Report Review of Best Practices:

Good Practice to Increase Seat Belt Use: A Brief Literature Review and Future

Research

Seat belts can reduce up to 60% of fatalities from motor vehicle crashes. Although seat belt use compliance has increased since the 1980s, roughly 10% of the population currently do not use their seat belts. Differences in government interventions, social norms, along with other factors, serve to explain the resistance to seat belt compliance. Automotive companies have employed technological solutions to promote seat belt use, such as “smart” seat warnings and ignition interlocks, but in the current COVID pandemic, new considerations must be taken. It is critical to understand how drivers perceive the uncertainty of emerging technologies, driving environments, and associated risk to decide whether to buckle up because the risk of being killed. Finally, a framework for future research concerning seat belt use is suggested.

A. Seat belt use statistics and factors influencing seat belt use

Specific factors such as, but not limited to, state level legal policy, sex, age, and position within the vehicle can account for differences in seat belt compliance (for an in-depth review, see NHTSA 2019 and Richard et al., 2019).

- Risk factors. One of the strongest external factors influencing seat belt use is the legal policy of the state.
- Other statewide factors such as academic achievement, economic prosperity, and overall health have been shown as strong moderators to the effect of primary versus secondary enforcement laws (Ash et al., 2014).

B. Social Norming

People often change their behaviors to match those of the group (Asch, 1955). This influence of social pressure to change someone’s behavior was termed, *social norming*.

The seminal work done by Solomon Asch demonstrated this social effect. He asked participants to judge whether three different lines on a card matched the same length as the target line. When alone, participants answered with 99% accuracy. However, when each participant was placed in a room with six others who were instructed to answer incorrectly by consistently choosing another option, the participants were likely to change their responses. More specifically, the participant chose the correct line at the beginning, but over time, the participant doubted their choice as their social group chose incorrectly. By the end of the experiment, the participant would change their judgment from the correct line to the incorrect line to follow the group's behaviors. This influence of social pressure to change someone’s behavior was termed, social norming.

- Traditionally, social norms are defined as “customs, traditions, standards, rules, values, fashions, and all other criteria of conduct which are standardized as a consequence of the contact of individuals” (Sherif, 1936) For drivers, as public campaigns and social norms changed to seat belt use being something one ought to do, compliance increased to approximately 90%. Note that social norms are one factor among other factors that influence seat belt compliance.
- Social norms are more effective when shared by those deemed local, such as a

friend or peer group, than those which are global, such as an age group or gender (Miller & Prentice, 1996). It follows that drivers who have close relatives or friends who encourage seat belt use would have stronger social norming than those who see an advertisement or commercial.

- An alternative to classical social norming (descriptive), which influences by correcting misperceptions about the prevalence of risky behaviors, is *conformity inoculation* (Blanton et al., 2008). Conformity inoculation (injunctive norms) influences behavior by changing misperceptions about how certain actions or behaviors are evaluated by others. For drivers, even if a driver knows they ought to wear a seat belt, if they do not believe that wearing a seat belt would be ethically or morally approved by their social group, then they should be less likely to comply with seat belt usage.

C. Government Interventions

In a NHTSA report evaluating countermeasures to improve occupant safety, Richard and colleagues (2018) identified three avenues to increase seat belt use: seat belt laws, seat belt enforcement, and communications and public messaging. Governments and law enforcement agencies frequently implement these countermeasures simultaneously; indeed, all three components are needed to successfully improve seat belt use (Tison & Williams, 2010).

- States with primary enforcement laws have higher seat belt use than states with secondary enforcement laws. Primary seat belt enforcement increases seat belt use.
- In addition to enacting seat belt laws, state and local governments can work with law enforcement to ensure that citizens take seat belt use seriously and are motivated to buckle up. One way to encourage seat belt use is to raise fines for seat belt violations. Fine increases were associated with higher seat belt compliance (Nichols, 2010). Fines for seat belt violations must be high enough to be taken seriously by drivers. Yet if fines are too high, law enforcement officers may be reluctant to issue citations (Richard et al., 2018). Finding the correct and fair balance would be key to encouraging drivers and occupants to wear their seat belt.
- It seems that enforcement, not PSAs, may be linked to the greatest improvements in seat belt use (Tison & Williams, 2010). More targeted enforcement and messaging might help improve seat belt use for resistant populations. For example, observed seat belt use improved significantly for men and drivers of pickup trucks on a 24-mile stretch of the Blue Ridge Parkway in Virginia after a period of high-visibility seat belt enforcement and signs notifying drivers of seat belt laws were installed on entrance ramps (Elliot et al., 2014).
- Classroom trainings and targeted enforcement can also help improve seat belt use amongst older children and young teens (Richard et al., 2018). Student-led “service learning” where high school students developed pro-seat belt media and messaging to share with their peers, was associated with a 12.8 percentage point increase in student seat belt use (Goldzweig et al., 2013).

D. Existing & emerging technologies for encouraging seat belt use

In addition to the government and state-led initiative enforcement campaign such as the CIOT, the automotive industry in the U.S. has introduced several technologies to encourage seat belt use for general drivers.

- The buzzer system visually alerts the driver if the car is started without proper restraint use for 4-8 seconds and presents a chime of similar duration until the driver's belt is buckled according to Federal Motor Vehicle Safety Standard (FMVSS) 208.
- Air bags were introduced, and then required in passenger vehicles by NHTSA, to protect the driver in a crash.
- The “smart” seat belt reminder (SBR) system introduced in 2000 in the U.S., for example, presents auditory and visual alerts when one or more vehicle occupants were unbuckled with mild alerts when the vehicle was stationary and more aggressive alerts when moving at low speeds, which has been shown effective in increasing the seat belt use and user acceptance (Young et al., 2008). The SBR system may be effective in reducing the number of drivers who unbuckle during a trip, and further research should directly test this hypothesis
- More recent survey works show that enhanced reminder systems such as a persistent reminder and a speed-limiting interlock increase the seat belt use (Kidd & Singer, 2019) and were perceived positively leading to high levels of technology acceptance by general drivers (Kidd et al., 2014). Furthermore, a gearshift interlock increased the likelihood of the seat belt use in part-time belt users compared to the drivers with the enhanced reminder (Kidd et al., 2018).

E. Seat belt use in the current and post-COVID world

The unprecedented coronavirus disease 2019 (COVID-19) crisis has significantly disrupted people's lives, and many public health institutions around the world have implemented policies to help control the spread of the virus, including social distancing and quarantine measures. Several recent works discussed the potential impacts of the COVID-19 pandemic on behaviors and travel mobility for general drivers, such as daily travel patterns based on changes in the number and types of out-of-home activities (De Vos, 2020), driver stress, and health (Lemke et al., 2020), and driving safety (Vingilis et al., 2020). Empirical evidence has been added to the literature demonstrating that the COVID-19 pandemic impacts driver behaviors. For example, a recent study asked drivers aged 16-18 years to report their driving exposure between February 9 and April 22, 2020. The results showed that the cohort of teen drivers reported significantly fewer number of driving days up to 37% less and total vehicle miles driven up to 35% less during the post-COVID-19 compared to the pre-COVID-19 period (Stavrinou et al., 2020). Moreover, older adults aged 22-92 years also significantly reduced the number of days in which they drove and the duration of their trip (Roe et al., 2021). Additionally, several anecdotal reports have also started to characterize the potential effects of the COVID-19 pandemic on driver behaviors such as speeding, distracted driving, and traffic congestion patterns.

In summary, while seat belt compliance has significantly improved over the past several decades, compliance rates continue to remain well short of 100% globally. Specific

research studies need to explore the long-term impact of existing interventions on compliance rates and assess ways to maintain seat belt compliance in automated vehicles. A better understanding of the cultural factors that impact seat belt use can help develop targeted interventions to mitigate the modulating impact of such factors. This article provides value to practitioners by identifying research areas that need immediate attention. Policymakers need to invest more resources in improving enforcement measures and undertaking policy decisions to accelerate seat belt compliance in futuristic automated vehicles. Automotive manufacturers can benefit from continuously improving seat belt technologies to prevent potential circumvention by the driver.

3. Implement a statewide, high visibility seat belt enforcement campaign with a supporting media campaign to educate the public on the importance of using safety belts. This campaign will support the NHTSA national campaign. The enforcement campaign will have particular emphasis on high-risk locations for two weeks in May /June 2021 and two weeks in November 2021.

The May 2021 two-week Click It or Ticket mobilization resulted in 955 safety belt violations and 142 child restraint violations.

During November 2021 Click It or Ticket campaign, enforcement resulted in 614 safety belt violations and 77 child restraint violations.

In the month of August FY2021, there was one continued initiative, Local Heroes, (see below) that was implemented. Also, Right Now strategies were sent out to our highway safety partners for a social norming campaign we conducted.

4. Cover 85% of Virginia's population with law enforcement participating in the Click It or Ticket Campaign by July 2021.

Approximately 200 local law enforcement agencies and Virginia State Police participated in the Click It or Ticket Mobilizations covering over 95% of Virginia's population with law enforcement efforts.

5. Conduct pre-and-post CIOT mobilization observational surveys of safety belt use.

For FY2021 all agencies and jurisdictions were required to and conducted pre- and post- campaign observational surveys of safety belt use for the November 2020 and May 2021 Click It or Ticket campaigns. This year the LELs were limited in the number of conducted independent seat belt surveys throughout the year in various location in the Commonwealth due to the current health pandemic.

6. Conduct a minimum of 50 occupant protection selective enforcement activities.

During FY2021, many of our law enforcement agencies had limited activities due to the health and safety of their officers. Even with this major impact, 189 local law enforcement agencies had selective enforcement grants of which, 77 were occupant protection selective enforcement grants. They conducted 2,202 selective patrols and 149 checkpoints for 2,351 OP selective enforcement activities. In addition, through the Virginia State Police occupant protection selective enforcement grant for the 2020-2021 grant year there were 465 occupant protection selective enforcement activities. Collectively through local law enforcement and Virginia State Police 6,164 seat belt citations were issued and 706 child passenger safety citations were issued. We conducted a Click It or Ticket campaign in November 2020 and May 2021. The

campaign citation data is provided in an upcoming section, “High Visibility Enforcement and Media Campaigns”.

7. Combine selective enforcement of seat belt laws with enforcement of alcohol-related laws during nighttime hours.

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

8. Conduct one, one-day law enforcement Traffic Occupant Protection Strategies (TOPS) and Below 100 safety training workshops in conjunction with the Virginia Association of Chiefs of Police (VACP) by September 2021.

Law Enforcement Liaisons (LELs) conducted three TOPS (Traffic Occupant Protection Strategies) safety-training workshops in FY2021 at the Central Virginia Criminal Justice Academy. These training consisted of approximately 75 law enforcement attendees. There were five Below 100 safety training workshops conducted in conjunction with the Virginia Chiefs of Police Association (VACP) and Virginia Risk Sharing Association (VRSA). These training were primarily conducted at regional academies and consisted of approximately 140 law enforcement attendees.

9. Conduct at least 100 outreach events and activities with Virginia’s low-income population with information through Virginia’s Child Passenger Safety and Education Campaign by September 2021.

The current health pandemic continued to prohibit most in person education activities in FY2021. Through Virginia Department of Health, Virginia conducted 15 activities to promote the Low Income Safety Seat Distribution and Education Program, including special promotional events and outreach activities.

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

As mentioned the current health pandemic prohibited most in person education activities in FY2021. Three, 32-hour Child Passenger Safety (CPS) technician certification classes were conducted and resulted in 44 new certified child passenger safety technicians. One Renewal Training was conducted with 10 students successfully completing. Also, one Special Needs class was held with 10 successful participants. A total of 64 of 67 participants for all classes successfully completed the course, which is a 95.2% passing rate: 31% of attendees were law enforcement, 6.5% were attended by fire and emergency medical services, 26.5% of attendees were from health services and 15.6% were civilians. Certification courses conducted were in Prince George County, James City County and Virginia Beach.

11. Continue the number of safety seats inspected at 12,000; 9,000 safety seats will be

inspected through safety seat check stations and 3,000 safety seats will be inspected at one-day check events

3,690 safety seats were checked and education provided by phone or video service for 24 safety seats. Translations services were made available for two virtual safety seat events, resulting in translation services provided for 2 seats and 103 safety seats were inspected at one-day check events. The current health pandemic continued to impact the number of safety seats inspected through the safety seat check stations and check events.

12. Provide statewide access to child safety restraints through the Low Income Safety Seat Distribution Program that will provide child safety restraints to parents /guardians who are eligible.

Virginia Department of Health, Low Income Safety Seat Distribution and Education Program distributed approximately 1,718 safety seats to indigent children. The program conducted 28 virtual site visits to distribution sites and 1 annual training sessions for 6 program staff. Additionally, there are 123 distribution sites statewide served low-income families with 15 activities held to promote the program. Seat distribution is higher than reflected in this report due to year-end reporting delays. Statewide locations are provided through the Virginia Department of Health Website at passenger-safety/low-income-safety-seat-program/ for interested parents and caregivers.

13. Outreach – DMV and non-profit OP public education and teen driver awareness efforts through social media, the workplace and other events. A specific example is the Local Heroes Seat Belt Video Campaign. It is currently scheduled to include 5 counties in FY21 (Outreach)

Outreach through non-profit organizations included DRIVE SMART Virginia's occupant protection public education and awareness campaign through social media and the workplace, Drive Safe Hampton Roads' Get it Together High School Seat Belt Challenge in 25 area high schools, Virginia Department of Health's Low Income Safety Seat Distribution, Virginia State Police-YOVASO "Save Your Tail Gate, Buckle Up" campaign. The DMV Highway Safety Office produced the Local Heroes Seat Belt Video Campaign for FY2021 in the following 6 locations; James City County, Williamsburg, York County, Newport News, Norfolk and Portsmouth.

High Visibility Enforcement and Media Campaigns



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

During the 2020 November CIOT campaign, approximately 200 law enforcement agencies participated and reported pre- and post-seat belt survey rates to the highway safety office. Officers worked 192,088 regular hours and 103,751 overtime hours. They issued 19,114 citations, warnings and arrests, including 814 seat belt violations, 77 child restraint citations and 6,470 speeding citations. During the 2021 May CIOT campaign, approximately 200 law enforcement agencies participated and reported pre- and post-seat belt survey rates to the highway safety office. Officers worked 242,904 regular hours and 3,505 overtime hours. They issued 25,501 citations, warnings and arrests, including 955 seat belt violations, 142 child restraint citations and 7,808 speeding citations.

Click It or Ticket – 2020 November Campaign and 2021 May campaign

The FY21 November Click It or Ticket campaign surrounded the Thanksgiving holiday driving period, which includes some of the highest traffic volumes of the year and an increase in traffic fatalities. The campaign aired the NHTSA-created Click It or Ticket television spot titled Use Your Head from November 9 to 29, 2020. Gas Station TV (GSTV) ran the message on 2,993 screens at 350 gas stations across the state. In addition, digital video, digital audio and social media outlets were utilized. \$231,322 in paid advertising generated total impressions delivered of 11,900,803 (Roughly 27% over planned).

The 2021 May campaign aired the NHTSA-created Click It or Ticket video titled “Headlines” from May 17 – June 6, 2021 + Extension June 28 – July 6, 2021. Gas Station TV (GSTV) ran the message on 4,197 screens at 536 gas stations across the state. In addition, digital video, digital audio and social media outlets were utilized. \$267,353 in paid advertising generated total impressions delivered of 13,832,572 (Roughly 37% added value).

November 2020 and May 2021 Click It or Ticket Citation Results

Citation Type	Citations Written November 2020	Citations Written May 2021
Total Adult DUI/DUID Arrests:	174	253
Total Safety Belts Citations:	614	955
Total Child Restraint Citations:	77	142
Total Juveniles Cited for Underage Drinking Violations:	3	6
Total Juveniles Arrested for Zero Tolerance(DUI):	0	4
Total Stolen Vehicles Recovered:	6	69
Total Felony Arrests:	588	1,255
Total Weapons Seized:	25	43
Total Fugitives Apprehended:	33	317
Total Suspended / Revoked Licenses:	1,371	1,596
Total Reckless Driving Citations:	1,923	1,970
Total Uninsured Motorists:	53	98
Total Speeding Citations:	6,470	7,808
Total Drug Arrests:	126	284
Total Open Container Citations:	10	12
Total No Operators License:	241	394
Total Other Arrests, Citations and Warnings:	7,400	10,295
Total Arrests, Citations and Warnings:	19,114	25,501
Total Regular Hours Worked:	192,088	242,904
Total Overtime Hours Worked:	103,751	3,501

Local Heroes



The purpose of the advertising was to increase seat belt use in the following Southeastern Virginia locations: James City County, Williamsburg, York County, Newport News, Norfolk and Portsmouth. Videos depicting local first responders providing reasons to buckle up with local scenery as the backdrop aired throughout the month of August 2021. The video message was delivered through cable, gas station TV, Advance TV, paid social media and Hulu at a cost of \$907,812. The DMV Communications Office issued a Local Heroes news release, and posted the videos on the agency's owned social media outlets. An evaluation survey of 122 drivers in the focus audience residing in the five locations reported an 85 percent recall rate of the buckle up message, and around 40% of respondents indicated that each ad would cause an increase in their seat belt use. The paid advertising schedule reached Men 18-35 with a driver's license in the five locations. In addition, audiences beyond our focus group were also reached. Paid and Bonus Impressions totaled 59,808,918.



Occupant Protection and Occupant Protection for Children Program Committee

The committee's strategic plan has three main goals: educate the public on the importance of using safety belts; conduct high visibility safety belt enforcement campaigns; and Improve child occupant protection through education, outreach and enforcement.

Occupant Protection for Children

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

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

Low Income Program

The current health pandemic has limited most in person education activities in FY2021. The Low Income Safety Seat Distribution and Education Program (LISSDEP) is managed by the Virginia Department of Health (VDH). Income guidelines dictate eligibility for families to receive these seats. Parents/caregivers are required to attend a one-hour training session on basic installation and correct use of safety seats. The main funding source for the purchase of these seats comes from the fines paid through the tickets issued for child safety seat violations. The DMV augments these funds to support training for the distribution sites and creation and maintenance of safety seat check stations statewide. The program conducted 28 virtual site visits to distribution sites and 1 annual LISSDEP training sessions for 6 program staff. Additionally, 123 distribution sites statewide served low-income families. 1,718 safety seats have been distributed for indigent children. Also, during this grant year, 28 virtual site meetings for LISSDEP distribution sites were conducted

Child Passenger Safety Education

The current health pandemic has limited most in person education activities in FY2021.

Through The Virginia Department of Health, the number of operational Safety Seat Check Station (SSCS) was 19 throughout the Commonwealth.

A total of 28 virtual site visits conducted. Additionally, 37 agencies completed a letter of agreement to participate as a SSCS.

SSCS provided safety seat inspection services throughout Virginia and inspected 103 safety seats. These check stations are staffed with Safe Kids Certified Child Passenger Safety Technicians to assist parents and caregivers with proper installation of their child safety seat. In addition to these year-round check stations, 19 community-based safety seat check events were held. One in conjunction with an OB/GYN office, 4 in an area without an SSCS, two targeting the Hispanic population and 3 in areas without an SSCS. The SSCS program participated in two online events and provided Spanish translation services during both events. No events held in conjunction with Click It or Ticket as the observance was postponed.


During this grant year, 103 safety seats were inspected through one-day safety seat check events. Sites have been provided extensive technical assistance in the reporting of inspections throughout the network.

Through the First Ride, Safe Ride Program (FRSR), a health care provider-focused project that promotes the safe transportation of newborns starting with the first ride home, health care providers are provided with free and accurate resources for patient distribution, as well as guidelines, a website and a listserv. With this level of support, hospitals are able to improve related hospital policies, offer consistent and accurate child passenger safety education to parents and inform parents of local resources for future use. During this grant year, two First Ride Safe Ride trainings were provided. During this grant year, 40 First Ride Safe Ride patient and provider handbooks have been distributed to health care providers for patient distribution.

A total of 15,000 pieces of educational materials were distributed throughout the Commonwealth, with the Virginia Department of Health website for child passenger safety reporting more than 22,964 Child Passenger Safety Program web hits. Inquiries included Virginia-laws and general, Child-passenger-safety, Low-income-safety-seat program Safety-seat-checks, Resources; First-ride-safe-ride; Child-passenger-safety/lissdep-largemap; Pregnancy-and-seatbelts and Child-passenger safety/ Virginia-laws/information.

The Commonwealth also provides a toll-free phone number for Virginia residents to receive technical assistance on the use of safety seats, state child passenger safety laws and available resources. A total of 1,070 technical assistance calls were received on the toll-free line.


Child Safety Seat Emergency Identification Sticker

 CHILD SAFETY SEAT EMERGENCY IDENTIFICATION STICKER <small>www.dmv.ncw.com/highwaysafety</small>			
Child's Name	Nickname	Birth Date	CHILD SAFETY SEAT EMERGENCY ID STICKER 911 911 <small>Emergency Contact Information for Public Use Only</small>
Address	City	State	
Mother's Name	Best Phone Number in Case of Emergency		
Father's Name	Best Phone Number in Case of Emergency		
Child Care Provider	Phone		
Physician Name	Phone		
Critical Medical Information (Allergies/Special Needs)			Blood Type
Name of Emergency Contact (other than parent)	Relationship	Phone	

During FY2021, approximately 1,500 Child Safety Seat Emergency Identification stickers were distributed. Virginia's Child Safety Seat Emergency Identification Sticker was introduced in August 2015. The sticker aids fire, rescue and law enforcement officers when encountering a crash so they can learn important personal and medical information about a child. The sticker contains an emergency contact person for the child, if the other vehicle occupant in the crash needs medical care and the infant does not. The sticker is reflective and has

two parts; two small square stickers are placed on the sides of the car seat so first responders will know to look for the main sticker – located on another part of the seat that's not visible – containing ID and medical information. The two-part design allows the child's personal information to be protected from view. The stickers are available at various locations in Richmond, and are being distributed to the Commonwealth's safety seat check station sites. The stickers continue to be distributed to hospitals, VDH fitting stations, VDH low income seat program, fire and police departments and, hospitals. In addition, the DMV/VAHSO receives numerous email and phone requests from the public for these stickers.

Child Passenger Safety Law Card



VIRGINIA CHILD PASSENGER SAFETY LAW CARD

4 STEPS OF CHILD SAFETY RESTRAINTS

- 1-2 REAR-FACING**
- 3-4 FORWARD-FACING**
- 4-12 BOOSTER**
- 13-ADULT SEAT BELT**

SAFETY BELT LAY (TECHNICIAN USE ONLY)

Checklist of items to ensure proper installation:

- 1. Read the manufacturer's instructions for the child restraint.
- 2. Read the vehicle owner's manual for the correct location and proper use of the vehicle's seat belt.
- 3. Use the correct seat belt type (lap/shoulder or lap only).
- 4. Use the correct seat belt tensioning method (tighten, pull, or push).
- 5. Use the correct seat belt anchor (LATCH or seat belt).
- 6. Use the correct seat belt buckle (lower torso or upper torso).
- 7. Use the correct seat belt latch (lower torso or upper torso).
- 8. Use the correct seat belt buckle cover (lower torso or upper torso).
- 9. Use the correct seat belt buckle cover (lower torso or upper torso).
- 10. Use the correct seat belt buckle cover (lower torso or upper torso).

During FY2021 8,135 Child Passenger Safety Law Cards were distributed through the Drive Smart store. Additional quantities were distributed by the DMV Highway Safety Office.

The Child Passenger Safety Law Card was originally designed as a guide for law enforcement officers to help explain the proper child seat selection and use based on the child's age, height and weight, as well as the fit of the child seat in the vehicle. The law card also includes a checklist of important items to ensure that the child restraint is properly installed.

The Virginia child restraint laws are provided as a quick reference guide for enforcement activities. The card has been used by police, fire and other safety advocates at conferences, safety fairs and seat check events to keep parents and caregivers informed.

Child Passenger Safety Training

The current health pandemic has limited most in person education activities in FY2021.

Child Passenger Safety Training is administered by the DMV whose Occupant Protection Coordinator is charged with conducting the Standardized National Child Passenger Safety Technician Certification training classes, NHTSA renewal training, technician refresher training classes and Child Passenger Safety Special Needs training classes.

The current health pandemic has limited most in person education activities in FY2021.

Three, 32-hour Child Passenger Safety (CPS) technician certification classes were conducted and resulted in 44 new certified child passenger safety technicians. One Renewal Training was conducted with 10 students successfully completing. Also, one Special Needs class was held with 10 successful participants. A total of 64 of 67

participants for all classes successfully completed the course, which is a 95.2% passing rate: 31% of attendees were law enforcement, 6.5% were attended by fire and emergency medical services, 26.5% of attendees were from health services and 15.6% were civilians. Certification courses conducted were in Prince George County, James City County and Virginia Beach.

Other Occupant Protection Educational & Outreach Projects

Virginia Association of Chiefs of Police (VACP)



The Association was tasked to partner with law enforcement agencies on an officer belt use campaign called “Wear This, Not This.” The purpose of the campaign is to remind officers to always wear their seat belts and to set a positive example for other motorists. The campaign includes posters showing an officer behind the wheel of a police vehicle wearing a safety belt.

During FY2021, “VACP News” e-mails was distributed to contacts, with a focus on traffic safety.

The 2021 Law Enforcement Symposium was not able to take place due to DMV restrictions on large gatherings and events.

The Smart, Safe & Sober website that provides current highway safety information for the law enforcement community had a total of 203,958 hits and 10, 988 unique visitors.

For the Smart, Safe & Sober Facebook page, as of September 30, 2021, there are 463 followers.

For the Smart, Safe & Sober Twitter account, as of September 30, 2021, there are 1,767 followers.

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

In FY2021, YOVASO continued to fulfill its mission to engage, educate, and empower youth to influence a safe driving culture through leadership development and innovative outreach programs.

Although the impact of the COVID-19 pandemic closed schools and canceled events, YOVASO staff responded by going virtual! All educational campaigns, training programs, club meetings, awards program, and several interactive programs were updated to virtual platforms.

- School Participation: 102 schools and youth groups (70 high schools, 18 middle schools, and 14 youth groups) maintained some level of activity in FY21 despite the switch to virtual learning due to COVID-19.
- Student Reach: 50,000 + students reached through 5 peer-to-peer campaigns and interactive programs.
- Peer Leadership:

- 178 students led in-school programs during Spring 2021 Arrive Alive, Buckle Up, Slow Down campaign. Note: The Fall Drive For Change, Buckle Up campaign, the Halloween Safety Campaign, and the Winter Jingle Your Way to a Safe Holiday campaigns were virtual/social media campaigns and contests due to COVID-19.
- 975 students from 192 different schools ordered "Traffic Safety Advocacy Kits" to promote safe driving from their home while virtual learning.
- Behavioral Change: Seat belt checks were not held in FY20 due to COVID-19.
- Interactive Programs: 21 programs held in Quarters 3-4, reaching 2,998 students. Interactive programs were not held in Quarters 1-2 due to COVID-19.
- Social Media Messaging Reach for Virtual Safety Campaigns:
 - Fall 2021 Drive For Change, Buckle Up Virtual Campaign and Seat Belt Sticker Design Contest: 89,259 Impressions on Facebook; 36,700 Impressions on Twitter; and 3,177 Reach on Instagram
 - 2021 Halloween Safety Campaign and Pumpkin Carving Contest- 69,944 Impressions on Facebook; 25,800 Impressions on Twitter; and 2,951 Reach on Instagram
 - 2021 Jingle Your Way to a Safe Holiday, Buckle Up and Celebrate Responsibly Campaign and Traffic Safety Jingle Contest: 210,534 Impressions on Facebook; 120,000 Impressions on Instagram, and 4,358 Reach on Instagram
 - Arrive Alive, Slow Down, Buckle Up Campaign (Spring 2021 component): 143,525 Impressions on Facebook; 88.4K Impressions on Twitter; and 1,522 Reach on Instagram
 - Arrive Alive, Slow Down, Buckle Up Campaign (Summer 2021 component): 181,329 Impressions on Facebook; 64.4K Impressions on Twitter; and 3,090 Reach on Instagram
- Media Buy - Seat Belt/Speed Prevention Ad Placed on Tik Tok during June, July, August 2021.
 - Ads received 1,543,868 Impressions
 - WFXR/WWCW ran 505 free spots of the PSA during the summer valued at \$54,325.00
- Virtual 6-Week Summer Leadership Series was held June 22-July 27, 2021 to replace the in-person Summer Leadership Retreat:
 - 180 registered for the 6 week series, including 137 students and 43 adult sponsors
 - 94 Virginia schools participated
 - 94% of participants rated the series as excellent or above
 - 97% of participants responded the series provided them with new information on how to be safer drivers and passengers
 - 97% of participants they planned to use the information learned to promote driver and passenger safety in their school and community

Drive Safe Hampton Roads – Occupant Protection

For the 2020-21 school year, Drive Safe Hampton Roads (DSHR) made the difficult decision to cancel the 2020-2021 Get It Together (GIT) High School Seat Belt Challenge. Instead, DSHR provided resources online that school instructors, and those teaching at-home, could access. The website DriveSafeHR.org and the Get It Together High School Challenge Facebook page GIT on Facebook provided materials that could be downloaded for use in driver education programs.

For the 2021-22 school year, nineteen high schools signed up to participate in the Get It Together Challenge.

There were no CarFit events in 2020 due to COVID-19. An event is planned for November 2021.

The Old, Used, Borrowed and Abused Car Safety Seat Round-Up began in February 1989. In 2020, 175 seats collected. This decline from previous years can be attributed in part to the COVID-19 pandemic and also due to Walmart deciding to no longer participate with the Old, Used and Abused Child Safety Seat Roundup. Since 1989, 18,009 seats have been collected and disposed of. The Round-Up was canceled due to pandemic for 2021.

In June 2021, Commercial Motor Vehicle Driver Appreciation Day (DAD) saw 148 trucks come through this Peninsula-directed event. Safe driving practices, seat belt safety materials, and information related to federal guidelines were shared with the truck drivers.

In August 2021, Old Dominion University invited DSHR to return to campus for their community events. Masking and preventative protocols were in place. DSHR provided not only impaired driving prevention materials, but also information on occupant protection to approximately 200 students.

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

This year’s efforts were severely limited due to the pandemic. However, 59 staff members were trained in either a CPS Advocacy 4-hour class, and/or an extended class on either NICU/fragile infants, or transporting children in casts, depending on their service area. In addition, we now have 19 CPSTs (all but 1 are physical/occupational therapists) NICU nurses are also provided with car seat education as part of their orientation.

CHKD participated in one of two planned special needs training classes. The special needs training was not met as it was taught one time only due to the pandemic. CHKD participated in one CPST training class.

CHKD completed 261 evaluations. Decrease in numbers were due to temporary and permanent office closures, and decreased inpatient admissions. This is all a result of the pandemic this year.

CHKD distributed 145 standard car seats to identified families in need, either during an evaluation or through our distribution program.

Ten seat checks at CHKD offices and offer appointments as available as options for families in their service area. CHKD continued to do one on one education when delivering

or loaning special needs equipment. Seat checks were not started until the third quarter, and these were limited due to staffing. Two were completed.

CHKD participated in increasing public awareness of CPS. Community events still on hold due to pandemic. We did CPS week handouts, web and social updates.

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

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

In response to the risks experienced by children and teens in motor vehicles, this project focused on educational outreach and online risk communication efforts to increase awareness of child and teen occupant protection. We proposed an extensive overhaul of our web presence, migrating all site content that was previously spread across 4 websites into the CarSafetyNow.org domain as a single modern, professional and unified website. Our second overarching goal for this year was to promote child occupant protection via continued community outreach, social media engagement, paid online advertising, and the production of new educational content.

To accomplish our first overarching goal, early in the grant year, we prepared a concept map and planned the informational architecture for an integrated CarSafetyNow.org site that incorporated our existing content into a new framework. We planned our new site’s architecture around developmental stages (infants & small children, big kids & tweens, teens & young drivers) and key audience segmentations (parent or professional site users). The research validated content of our booster, tween, and teen programs were then re-organized into 20 distinct webpages under this new informational architecture. Throughout the rest of the year we worked with her to write new copy, review and revise existing content extensively, and direct the informational architecture and look and feel of the design for the new site. We carved out additional content pages for teen driver safety and heavily updated our tween and teen toolkits. We reviewed and selected new visual design elements for the website, including a new color scheme, and a new logo. Under www.CarSafetyNow.org’s redesign, our programs are now showcased on a unified contemporary website that is responsive to today’s devices, using a modern visual hierarchy to highlight our most popular program elements, and includes the ability to stream videos and preview materials within the main site versus bouncing out. After DMV review, we launched the new site on our CarSafetyNow.org URL on September 12, 2021, and took down our old URLs.

Our second overarching objective was to promote child occupant protection via community engagement and online advertising. Throughout the project period, our team worked with our network of partners to conduct outreach, distributing materials to parents and professionals who work with families. For instance, we worked with Minus 9 to 5 and CINCH coalitions to distribute car seat materials to families in their networks. We also worked with Children’s Hospital of the King’s Daughters Medical Group (a group of 20 pediatric practices spread across 32 locations throughout the region) to upload our 4-stages and boosters for big kids flyers into their electronic medical record system so they can be easily printed for patients as part of depart summaries. We also managed an active social media presence of programs under the Car Safety Now umbrella throughout the year, posting educational content several times a week on our Facebook, Instagram, and Twitter channels. Our website was highly visited throughout the year, with 269,539 sessions (325,493 page views). This is a 141.75% increase over traffic from the prior year (269,539 vs 111,491). While most (90%) of our traffic are from the US, our site has a broad

audience, with visitors from 188 countries and every state in the US.

We also promoted the new program website and booster seat videos directly to parents and safety educators via a targeted online advertising campaign at the end of this grant year for Child Passenger Safety Month. A successful digital media campaign with our Otto Marketing partner ran in September 2021, utilizing a mix of OTT streaming, Google Display & PPC, Facebook/Instagram, and YouTube platforms. With 1,685,605 impressions delivered, the overall campaign completion rate was high and most media overdelivered. Total impressions delivered in Over-the-Top streaming were 54,065 (98.86% completion rate). Top-delivering OTT providers included: TubiTV, Viacom, Samsung TV+-US-RON-CTV, Pluto TV, Pluto, and Philo. Roku was the best performing device as it had the most delivery along with a 99.18% completion rate. Amazon had a slightly lower completion rate at 98.85%, which is still a higher-than-the-average benchmark in 2021 (94% according to Extreme Reach). Google Pay-Per-Click placements significantly outperformed industry averages, delivering a 8.85% CTR. The Google PPC campaign resulted in fewer impressions (19,474) than last year as a result of search traffic changing with the new URL, but the number of clicks remained the same and the CTR jumped 2%. This is an increase four times over from last year's campaign. With an increase in budget, the Display campaign resulted in 1,237,747 impressions - six times higher than last year. CPC significantly increased, however, as the quality of the websites where ads showed was improved and competition heightened. HTML5 ads were utilized for the first time this year, which brought higher costs for an improved image quality. Despite a reduction in the social media budget, social media placements still outperformed industry averages. Facebook/Instagram delivered a 0.90% CTR with a frequency of 9.65, which is slightly up from last year. Although impressions (199,578) and clicks (1,800) were down from last year due to budget, the campaign results are strong, with the videos being played the whole way through close to 10,000 times. YouTube also performed well, with 174,742 impressions and a view rate of 13.80%, on par with platform benchmarks. During the September campaign period, our new website had 9,276 visitor sessions (14,319 page views), 974 downloads of materials, and 185 people took the safety belt fit test (only 27% of children passed the fit test).

DRIVE SMART Virginia (DSV) – Occupant Protection

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

Through the 2020-21 grant year, DRIVE SMART Virginia has reached about 9,316 people at virtual and in-person events, 69,408 through the website, 46,000 people through the social media followers, 8 million through social media impressions/views, 19,970 people through materials distributed, 9,000 people through email/newsletters, and over 230,000 through community partnerships, totaling close to 8.4 million people reached with occupant protection messaging this grant year.

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

The printed materials and toolkits are used by many of our established partners. DRIVE

SMART Virginia has continued to strengthen existing partnerships while forging numerous new partnerships during this year.

DRIVE SMART Virginia has a list of 141 partners that receive monthly newsletters from us and 182 that receive the weekly news clippings emails. These partners are also given access to webinars and exclusive training opportunities. The monthly newsletters had a 24% average open rate this year, while the weekly news clippings emails have a 21% average open rate.

DRIVE SMART Virginia's Facebook page had 30,865 likes at the beginning of the grant year and 33,495 likes at the end of the grant year. There were 279 posts made to the DSV Facebook page in this grant year and the page had an average daily reach (people viewing our posts) of 3,996 people at the end of the grant year. Also, at the end of the grant year, there was an average of 50 reactions (likes, comments, shares, etc.) on the page.

DSV's Twitter account had 12,000 followers at the beginning of the grant year and had 12,600 at the end of the year. There were 784 tweets sent out from the account during this year. DSV tweets had about 7,737,000 impressions, 2,161 retweets, 1,289 link clicks, and 4,206 likes this year.

Impaired Driving Program (Core Outcome Measure C-5)



Overview of Programs, Projects and Activities Funded

Virginia continues to address and implement effective, statewide programs to reduce crashes, injuries and fatalities resulting from impaired driving. Data is essential in assisting Virginia to identify and plot the geographical locations where impaired driving is most prevalent, and to help allocate program resources and funding. The data also assists to identify repeat offender and youth-alcohol issues to facilitate focusing the use of funds for specific initiatives. Section 402 funds were used to make many progressive improvements in detection, prevention, enforcement and treatment for impaired drivers. Virginia also qualified for Section 405 alcohol incentive grant funds as a low fatality rate state. Virginia expended approximately \$15,957 of its Section 402 funds and \$3,278,048 of its Section 405d funds on alcohol selective enforcement and alcohol-related education, programs and training. Virginia, also, expended approximately \$9,122,382 of its Section 154 funds on alcohol-related activity, including selective enforcement, equipment and media campaigns, and DUI Task Forces throughout the state. Virginia continued and enhanced its level of consistent enforcement, public information and education, licensing, intervention, and prevention to reduce alcohol and drug-related crashes, injuries, and fatalities statewide. Major partners in Virginia are Virginia State Police, local law enforcement, the Virginia Association of Chiefs of Police, the Virginia Sheriff's Association, the Automotive Coalition for Traffic Safety, the Department of Alcoholic Beverage Control (ABC), Washington Regional Alcohol Program (WRAP), Mothers Against Drunk Driving (MADD), Students Against Destructive Decisions (SADD), AAA Tidewater and AAA Mid-Atlantic.

Goal C-5: Decrease **alcohol impaired** driving fatalities 7 percent from the 2019 calendar base year value of 264 to 245 by December 31, 2021.

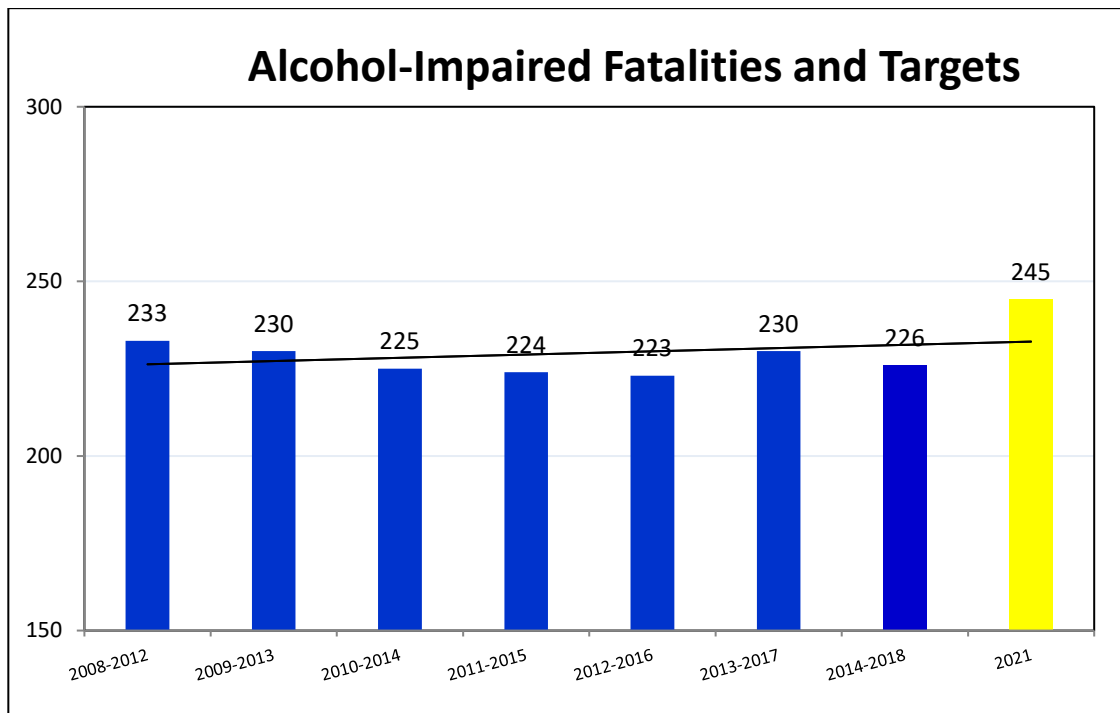
Performance - Virginia's 5-year average (2016-2020) was 247 and FY21 target is 245. Virginia is not on track to meet its target. 2021 preliminary alcohol-impaired driving fatalities data is not yet available from NHTSA. 2021 preliminary alcohol-related fatalities was 240 (Data Source: TREDIS – Traffic Records Electronic Data System).

Alcohol Impaired Driving Fatalities (FARS)	Baseline Data						2021 Target	
	2014	2015	2016	2017	2018	2019	2020	245
	216	205	223	246	240	264	286	

Note: 2019 calendar base year data was used to calculate the 2021 target. 2020 data is from FARS.

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

DUI/DUID Convictions							
Category	2014	2015	2016	2017	2018	2019	2020
Under age 21	1,089	1,006	652	439	527	490	383
Adults	23,896	19,762	19,273	18,262	19,259	18,152	13,722
Unknown	0	0	0	0	4	6	0
Total	24,985	20,768	19,925	18,701	19,790	18,648	14,105



Justification: Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average linear trend line and selected a target 10% above the projected value. Virginia chose this percent change as a more achievable target than the 5-year average projected value of 222, the annual projection, or the 3-year average projection.

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

Strategies and Accomplishments

1. Implement a statewide DUI Checkpoint Strikeforce campaign (to include saturation patrols and checkpoints) supported with a comprehensive (earned and paid) media component year round with special emphasis between the months of July and January. (CTW, Chapter 1, Section 5.2).

This statewide DUI prevention paid advertising campaign is managed by the Washington Regional Alcohol Program and coincides with the increased enforcement surrounding the national Drive Sober or Get Pulled Over mobilization from Labor Day through New Year's Eve. The advertising campaign follows NHTSA's guidelines, and supports high visibility enforcement to decrease drunk driving. The primary audience is men ages 21 to 34; with a particular emphasis on the younger portion of this age group since this population has the highest alcohol-related fatalities in Virginia. To reach this audience, paid advertising is placed in the form of all types of television, online, digital and social media, while radio and movie theaters are also used, mainly west of Roanoke. An evaluation survey is part of the campaign to measure effectiveness and better target audiences that aren't getting the message. To support the campaign, DMV's Communications Office posts the messaging created for the paid advertising campaign, and other anti-impaired driving messages, on owned media sites throughout the campaign. The purpose is to remind the target audience and the rest of the public to plan ahead and designate a non-drinking driver before going out.

During the Drive Sober or Get Pulled Over national campaign conducted August 18, 2021 through September 6, 2021, Virginia had 95 agencies indicating their participation. The chart below provides an overview of the activities entered through TREDs during the campaign.

2021 Drive Sober or Get Pulled Over	
Citation Type	Citations Written
Total Adult DUI/DUID Arrests:	311
Total Safety Belts Citations:	277
Total Child Restraint Citations:	71
Total Juveniles Cited for Underage Drinking Violations:	3
Total Juveniles Arrested for Zero Tolerance(DUI):	0
Total Stolen Vehicles Recovered:	64
Total Felony Arrests:	381
Total Weapons Seized:	108
Total Fugitives Apprehended:	0
Total Suspended / Revoked Licenses:	413
Total Reckless Driving Citations:	685
Total Uninsured Motorists:	153
Total Speeding Citations:	4,293
Total Drug Arrests:	151
Total Open Container Citations:	16
Total No Operators License:	672
Total Other Arrests, Citations and Warnings:	3,409

Total Arrests, Citations and Warnings:

11,007

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

Virginia DMV provides grant funding to law enforcement agencies across Virginia for selective enforcement operations focusing on highway safety areas such as impaired driving, occupant protection and speed. The following data represents the DUI/DUID arrests, and checkpoints and saturations patrols for 2020. Some Virginia law enforcement agencies self-suspended due to the pandemic, which affected the selective enforcement numbers.

Area	DUI/DUID Arrests	Checkpoints/Saturation Patrols
Bristol	83	3,780
Fairfax	464	4,712
Portsmouth	192	2,722
Richmond	488	7,647
Roanoke	245	2,679
Staunton	85	1,531
Virginia State Police (Statewide)	1,623	1,282
Total	3,180	24,353

3. Continue with our four locally based law enforcement DUI Task Force projects (CTW, Chapter 1 Section(s) 2.1, 2.2, 2.3).

Two DUI task forces remain operational in the Commonwealth in the Roanoke Valley and in Northern Virginia. The Roanoke Valley DUI Task Force only operated during the first quarter of FY21 and suspended due to staffing issues with each agency. During the first quarter, the task force operated two checkpoints, 31 patrols and made 13 DUI/DUID arrests. The Fairfax County Police Department DUI Task Force has been operational from fiscal years 2017 to 2021. The task force grant provides hourly funds for alcohol enforcement, and one Drug Recognition Expert is utilized when applicable. The task force's operation covers eight substations throughout the county. In FY21, the task force conducted 1,166 saturation patrols that resulted in 223 DUI/DUID arrests.

4. To have at least 265 SFST Instructors in the Commonwealth. (CTW, Chapter 1, Section(s) 2.3). Continue the Standardized Field Sobriety Test (SFST) program to ensure there are properly trained SFST Instructors to implement the SFST Curriculum and SFST Refresher courses in each academy. Hold Instructor Development trainings, Refresher trainings, ensure all materials are up to date, and disseminated. To continue to expand the Standardized Field Sobriety Test (SFST) instructor database.

The Standardized Field Sobriety Testing (SFST) Instructor Training Program goal is to ensure there are properly trained SFST Instructors to implement the SFST Curriculum and SFST Refresher courses in each academy. The SFST coordinator held numerous Instructor Development trainings and refresher trainings throughout the grant year to maintain a feasible number of active SFST Instructors. Additionally, all materials are up to date and were disseminated upon request. For grant year 2020-21, five SFST Instructor Development Course classes were held with 47 students, three SFST refresher courses were held with 56 students, and two basic SFST courses were held with 37 students. There are 211 SFST instructors in Virginia with approximately 20 more who have completed the class but need to complete the other requirements.

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

5, 7.3)

YOVASO's spring and summer campaign, *Arrive Alive* is a peer-to-peer campaign to establish safe driving and passenger behaviors among teens and youth during the high-risk warm weather months. During this time period teens tend to engage in more risky driving behaviors; *Arrive Alive* addresses the seriousness of these high-risk behaviors. **30** schools, youth groups, and youth organizations were involved through school-based programs and/or individual student participation. During the summer campaign dates, **2,161** educational materials were distributed throughout the campaign. YOVASO received **181,329** impressions on Facebook and **64.4K** impressions on Twitter. On Instagram, YOVASO reached **3,090** people during the summer campaign dates.

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

The Advanced DUI Training Program for Prosecutors and Law Enforcement was held August 18-20 in Staunton. The DUID Training Program was held three times: virtually on July 19; in-person on Aug. 30 in Roanoke; and in-person on Sept. 15 in Chesapeake. Impaired Fatal Crash Training for Prosecutors and Law Enforcement was held Sept 19-20 in Richmond.

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

The annual DUI conference was not held in FY21 due to the pandemic.

8. Conduct one training for VASAP program case managers and staff on DWI offender monitoring, ignition interlock and offender recidivism. (CTW, Chapter 1, Section(s) 4.1, 4.3, 4.4)

Due to the resurgence of COVID, the annual VASAP training conference was not held in FY2021. The regional VASAP/DMV combined trainings were also not held. VASAP produced a four-part video training series for VASAP instructors. The training videos provided evidence-based, pedagogical methods and class exercise demonstrations to accompany a revised intensive education curriculum for DUI offenders.

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

The annual judicial conference was not held in FY21 due to the pandemic.

10. Conduct a minimum of 30 basic breath alcohol classes on breath alcohol test equipment. Conduct at least one refresher course for trainers to assist with breath alcohol instruction, which is essential in helping DFS provide real-world knowledge related to breathe alcohol instrument operation. (CTW, Chapter 1, Section(s) 2.3)

The Department of Forensic Science (DFS) Breath Alcohol Section conducted a total of 50 classes with 682 officers trained. DFS held the Instructor Recertification Course online for FY2021 due to travel restrictions of the pandemic. Twenty-four instructors were recertified.

11. Coordinate with the Judicial Outreach Liaison to work with the Virginia Supreme

Court to assist with information dissemination and to establish a point of contact between the Highway Safety Office and the judiciary. (CTW, Chapter 1, Section(s) 3.1, 3.2, 3.4)

The Supreme Court of Virginia completed its fourth year with the Judicial Outreach Liaison (JOL) program. Over the year, Retired Judge Wilkins continued to build the JOL program and become familiar with the successes and concerns of the judicial system in Virginia as it relates to highway safety. Throughout the grant year, Judge Wilkins attended the Judicial Conference of Virginia for District Courts, the quarterly virtual JOL Conference and the 8th Distracted Driving Summit.

12. Conduct 3,600 Alcohol Compliance Checks, to be completed by the Virginia Department of Alcoholic Beverage Control (ABC) (CTW, Chapter 1, Section 6.3).

There were no grant related activities undertaken by Virginia ABC during the 2020-21 grant year. Due to COVID-19 and related health concerns for our underage buyers, ABC suspended all Underage Buyer Compliance checks. Originally ABC believe it would be able to re-initiate the UAB compliance check program but due to the recent outbreak of the Delta mutation to COVID-19, ABC was not able to restart the program. ABC is fully committed to the enforcement of these laws and regulations. We take seriously underage access to alcohol and firmly believe our efforts are making our highways safer. We plan to reinitiate the Compliance Program as soon as there is a safe path forward.

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

Drive Smart Virginia's Who's Your Driver (WYD) program partnered with South Boston Speedway and received graphics on the Speedway's website landing page and posts on the Speedway's social media accounts. WYD also partnered with Langley Speedway in Hampton and received graphics and messaging on internet race broadcasts and social media posts from the track related to WYD. The Virginia Motor Speedway in Jamaica partnered with WYD to receive graphics and messaging on the Speedway's social media, website, and internet race broadcasts. This partnership also included limited onsite signage and PA announcements during races this season.

Along with the small tracks, WYD was approved to partner with Richmond Raceway and Martinsville Speedway to deliver digital graphics and messaging on the Raceway's social media platforms. This partnership also included messaging on the NASCAR radio station. The Richmond Raceway assets were showcased leading up to the fall NASCAR races during the weekend of Sept. 11, 2021. There were three races held with an estimated total attendance of 55,000 fans over the weekend. The Martinsville Speedway partnership included the late model stock car race the weekend of September 25, 2021. Attendance at the event was estimated at 10,000. Almost 6.6 million total impressions were achieved through Richmond Raceway and Martinsville Speedway partnership.

Drive Smart's What's Your Gameplan (WYGP) partnered with several college football programs. Virginia Tech football delivered mostly digital assets on Tech's social media channels leading up to the start of football season. Norfolk State University featured WYGP messaging on their social media platforms and website as well as on-site messaging during the home opener Sept. 18 2021, football game. Virginia Union University featured WYGP messaging on their social media and website and banners during the home September football games.

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

The DADSS team attended the Virginia Beach Neptune Festival Sept. 24-26, 2021, to

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

15. Continue the Drug Recognition Expert (DRE) Program to train officers as drug recognition experts (DREs) that are called upon to differentiate between drug influence and medical and/or mental disorders and their training will be an extremely valuable tool in combating the adverse impact of drug- and alcohol-impaired driving in our Virginia communities. To have at minimum 28 certified DREs. (CTW, Chapter 1, Section 7.1).

The Drug Evaluation and Classification (DEC) Program, also known as the Drug Recognition Expert (DRE) Program, is a national program and has received national acclaim for its success in identifying the drug- impaired driver. Officers trained as drug recognition experts (DREs) are frequently called upon to differentiate between drug influence and medical and/or mental disorders. Their training is an extremely valuable tool in combating the adverse impact of drug- and alcohol-impaired driving in Virginia. Virginia has 32 DREs, seven of which are certified instructors. The DREs cover most of the Commonwealth and represent Virginia Beach, Fairfax, Martinsville, Roanoke, Frederick, Winchester, Alexandria, Amherst, Newport News, Henrico, Suffolk, Blacksburg, Salem and Stafford. Fifteen of the 32 DREs were certified in grant year 2020-21 during Virginia's very first DRE School held in Richmond in June 2021, with the subsequent certification week held at the HOPE Counseling Center in North Carolina in July 2021. In addition to training officers, the DRE program provides educational sessions to judges and Commonwealth Attorneys. They provide an overview and history of the DRE program, discuss the training officers receive, and review the battery of tests performed during an evaluation. Six of 22 Virginia DREs attended the annual International Association of Chiefs of Police Virtual Training Conference on Drugs, Alcohol, and Impaired Driving in August 2021.

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

The Advanced Roadside Impaired Driving Enforcement (ARIDE) training was created to address the gap in training between the Standardized Field Sobriety Testing (SFST) and the Drug Evaluation and Classification (DEC/DRE) Program. ARIDE courses held throughout the grant year train law enforcement officers to observe, identify and articulate the signs of impairment related to drugs, alcohol, or a combination of both to reduce the number of impaired driving incidents and crashes that result in serious injuries and fatalities. ARIDE courses also educate other criminal justice professionals (prosecutors, toxicologists, and judges) about the signs of impairment related to drugs, alcohol, or a combination of both, to enable them to effectively work with law enforcement to reduce the number of impaired driving incidents. During FY2021, ARIDE courses were held Nov. 15-16 in Roanoke with 15 officers, March 1-2 in Fairfax with 16 officers, March 22-23 in Chesapeake with 20 officers, April 14-15 in Chesterfield with 20 officers, May 12-13 in Prince William with 25 officers, Sept. 27-28 and Sept. 29-30 in Richmond with 60 officers. In total, 156 officers were trained in ARIDE in grant year 2020-21.

Speed Program (Core Outcome Measure C-6)



Overview of Programs, Projects and Activities Funded

Speed continues to be the number one cause of crashes and motor vehicle fatalities in Virginia. Virginia expended approximately \$2,170,342 of its NHTSA 402 funds on speed-selective enforcement and equipment.

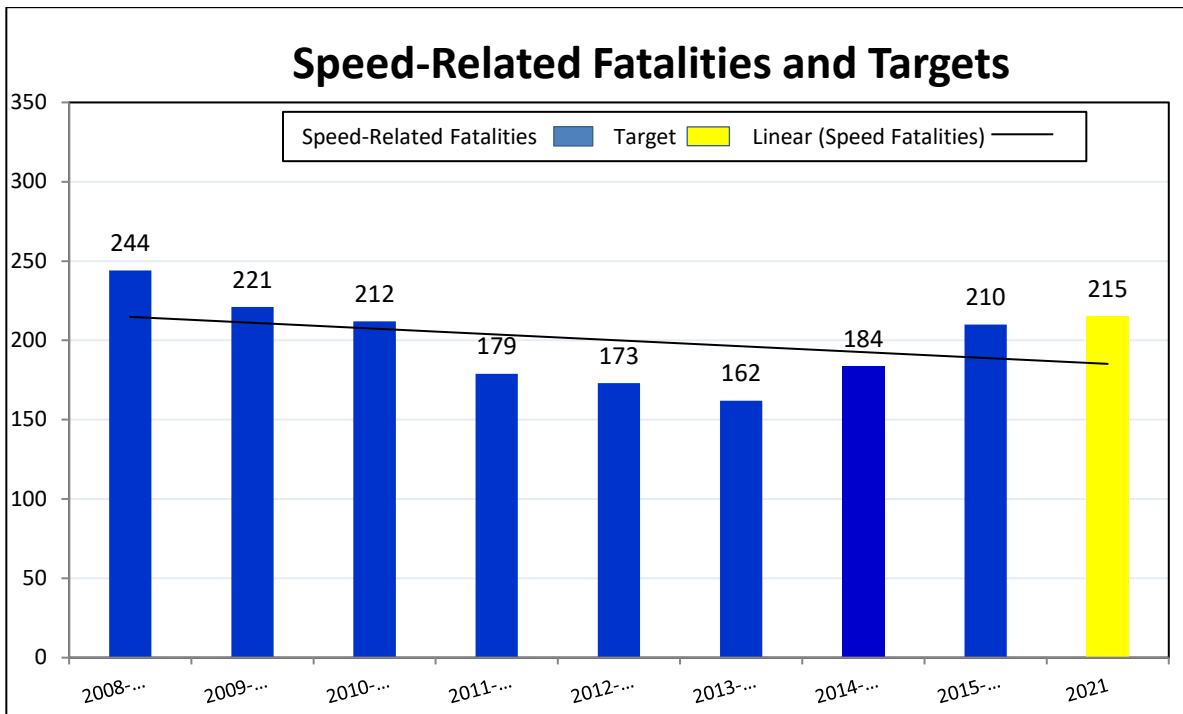
Measure (C-6): Decrease **speed-related** fatalities 5 percent from the 2019 calendar base year value of 227 to 215 by December 31, 2021.

Performance - Virginia’s 5-year average (2016-2020) was 241 and FY21 target is 215. Virginia is not on track to meet its target. 2021 preliminary speed-related fatalities was 445 (Data Source: TREDIS – Traffic Records Electronic Data System).

Speed Related Fatalities (FARS)	Baseline Data							2021 Target
	2014	2015	2016	2017	2018	2019	2020	
	300	323	257	219	241	227	236	215

Note: 2019 calendar year base data was used to calculate the 2021 target. 2019 is preliminary FARS data.

Due to a methodology change in mid-year 2013 in how NHTSA/FARS interprets speed-related fatalities, Virginia’s speed-related fatalities in FARS showed a major decrease compared to prior years. In 2011, FARS recorded 271 speed-related fatalities in Virginia compared to just 132 in 2013 and 99 in 2014. From 2008-2012, FARS reported an average of 273 speed-related fatalities under the former methodology. Because of the drastic reduction under the new methodology, Virginia does not believe this represents an accurate count of speed-related fatalities in 2013-2015. However, beginning in 2016, Virginia has added the “Driver Speeding Contributes to Crash” field to capture the speeding-related fatality data that met the NHTSA/FARS requirements. Therefore, Virginia has used the 2016-2019 and other years data from FARS to calculate our speed-related fatality target.



Justification: Virginia conducted trend analyses based on annual data, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average linear trend line and selected a target 5% below the most recent year's data. Due to the methodology change in data collection, Virginia has chosen to overlook the projection and cap the target at a 5% reduction from the most recent year value (227 in 2019). Virginia chose this percent change as a more achievable target than the 5-year average projected value of 180, the annual projection, or the 3-year average projection.

Strategies and Accomplishments

1. Conduct a minimum 450 local high visibility speed mobilizations/patrols.
(CTW, Chapter 3, Section(s) 2.2, 2.3)

All operations were geared toward identification and apprehension of motorists operating a vehicle above the posted limit and/or in a reckless or aggressive manner. There were 144 speed-selective enforcement grant projects funded for local law enforcement agencies across the Commonwealth. These sustained high visibility enforcement projects focused mainly on interstate, primary and secondary roads.

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

During all grant funded selective enforcement activities this year, 55,935 speed-related citations were written by Virginia law enforcement officers.

Local enforcement officers conducted 8003 selective enforcement speed saturation patrols which resulted in 48,619 speeding citations

2. Conduct a minimum of 450 focused, speed operations lead by Virginia State Police (CTW, Chapter 3, Section(s) 2.2, 2.3)

Virginia State Police conducted 682 selective enforcement speed saturation patrols which resulted in 7316 speeding citations.

Due to COVID restrictions, the Virginia State Police did not conduct the Air, Land and Speed initiatives.

Motorcycle Safety Program

Core Outcome Measures (C-7 and C-8)

Overview of Programs, Projects and Activities Funded

The Commonwealth of Virginia continues its primary objectives to promote motorcycle safety and increase the number of properly licensed and trained riders.



The Virginia Rider Training Program (VRTP) offers motorcycle rider training courses that convey the knowledge and skills needed to pass the motorcycle operator license tests. Classes are designed for both beginning riders and experienced riders, and are taught by Motorcycle Safety Foundation and Evergreen Safety Council certified motorcycle safety instructors. Classes provide the opportunity to learn new techniques and practice skills in a controlled, safe environment. Classes are offered at 24 public and private locations throughout the state.

Virginia has successfully managed to maintain its quality of instruction while accommodating the increasing number of students who want to learn how to safely ride a motorcycle. As illustrated in the chart below, there has been a steady increase in motorcycle classifications. The VRTP continues to make strides in student training and awareness and maintaining a low incidence of impaired motorcyclists. Approximately 11,699 students were trained during the FY2021 grant year. The almost 70% increase from the previous grant year is due to the addition of 7 Licensed training sites, a 29% increase over 2020. 4 licensed sites based at community colleges did not offer any two wheel basic rider training for 2021.

Approximately \$84,424 in 402 funds and \$95,971 in 405f funds was expended on motorcycle safety, education, training, awareness and paid media activities.

Measure C-7 Decrease **motorcyclist** fatalities 4 percent from the 2019 calendar base year value of 89 to 85 by December 31, 2021.

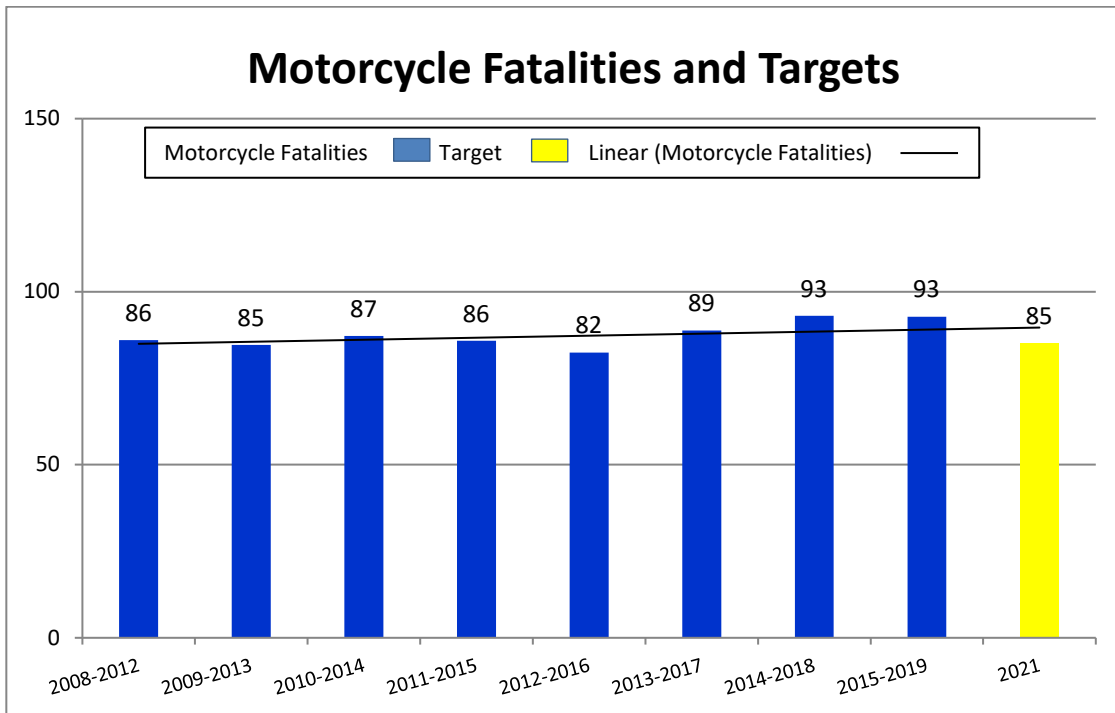
Performance - Virginia’s motorcyclist fatalities was 87 for 2020 and FY21 target is 85. Virginia is not on track to meet its target. 2021 preliminary motorcyclist fatalities was 102 (Data Source: TREDIS – Traffic Records Electronic Data System).

Motorcyclist Fatalities (FARS)	Baseline Data							2021 Target
	2014	2015	2016	2017	2018	2019	2020	85
	90	79	79	117	100	102	101	

Note: 2019 calendar year base data was used to calculate the 2021 target. 2020 is FARS data.

On average, nearly 11,400 students attended the motorcycle training courses during calendar years 2016-2020. Of those, almost 10,500 or 92 percent of the total students

passed the course. Four percent (2,433) of the total trained motorcyclists were involved in a crash after passing the course. The trained motorcyclist contributed to the crash 53 percent of the time with the top driver's actions of fail to maintain control of the motorcycle, following too close and speed.



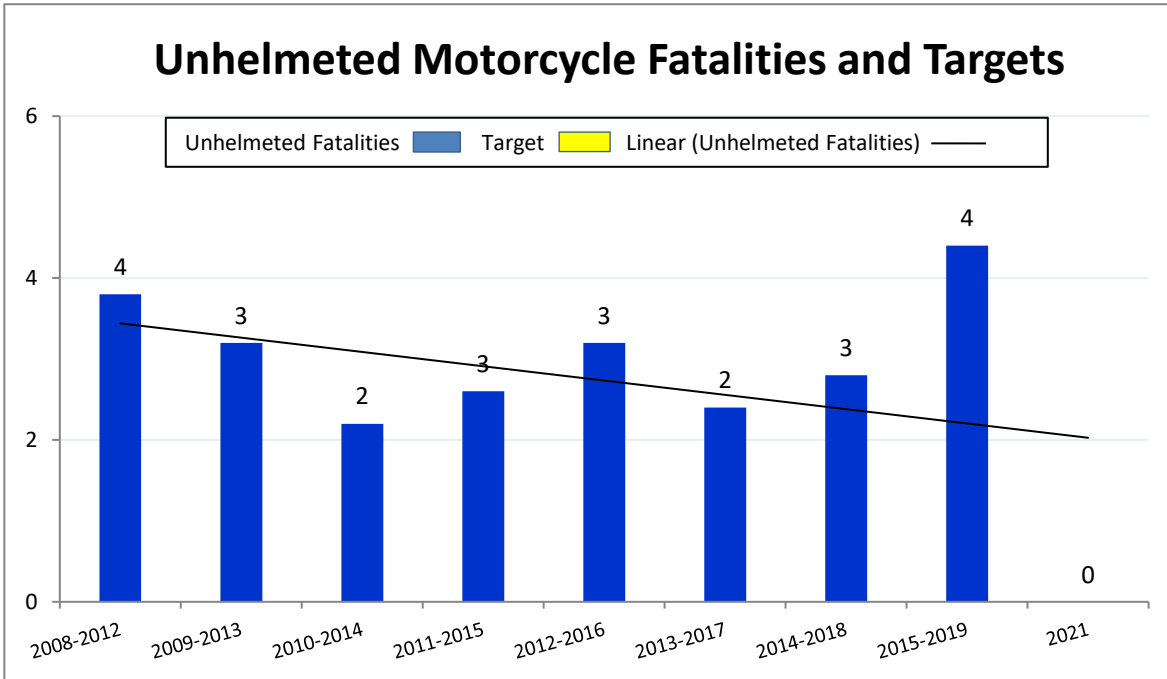
Justification: Virginia conducted trend analyses based on annual data, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average and chose a 10% reduction from the linear projection. This target represents a 4 percent reduction in motorcyclist fatalities. Virginia chose this as a more achievable target than the actual number, 3-year or 5-year rolling average projections.

Measure C-7: Decrease **unhelmeted motorcyclist** fatalities from the 2019 calendar base year value of 9 to 0 by December 31, 2021.

Performance - Virginia's unhelmeted motorcyclist fatalities was 7 for 2020 and FY21 target is 0. Virginia is not on track to meet its target. 2021 preliminary unhelmeted motorcyclist fatalities was 6 (Data Source: TREDS – Traffic Records Electronic Data System).

Unhelmeted Motorcyclist Fatalities (FARS)	Baseline Data						2020	2021 Target
	2014	2015	2016	2017	2018	2019		
	1	3	4	1	0	11	7	0

Note: 2019 calendar base year data was used to calculate the 2021 target. 2020 is FARS data.



Justification: Virginia selected a target of 0 unhelmeted motorcyclist fatalities for fiscal year 2021.

Motorcycle Crashes and Injuries

Year	2013	2014	2015	2016	2017	2018	2019	2020
Crashes	2,079	2,005	2,061	1,919	2,119	1,792	1,960	1,827
Injuries	1,828	1,778	1,776	1,680	1,794	1,495	1,638	1,506

Number of Virginia Licensed Drivers with a Motorcycle Classification

Calendar Year	Motorcycle Classifications
2015	414,930
2016	421,309
2017	423,088
2018	423,347
2019	422,782
2020	418,366

Strategies and Accomplishments

1. Conduct a safety-focused media campaign targeting motorcyclists within Richmond, Tidewater, Northern Virginia regions.

The motorcycle safety campaign ran statewide February 24-28, 2021 with an emphasis in Roanoke, Portsmouth, Norfolk and Richmond. The focus audience for the campaign was men 25-34 and motorcycle owners/riders. The main creative used was the "Roll with It" video featuring motorcycle riders wearing the proper gear before riding. Media placements included video (CTV and YouTube), digital (paid social) and outdoor (gas station TV). The DMV Communications Office also posted the video with accompanying messaging about wearing the proper gear across all DMV-owned social media platforms. The campaign delivered over 4 million in total impressions, including over 1.5 million added value impressions. DMV also issued a news release in February 2021 reminding motorcyclists to "gear up" for spring-like weather and urging motorists to be on the lookout for motorcycles.

2. Conduct a motorist awareness media campaign on the misperception of motorcycle speed.

Motorists' Awareness of Motorcycles - Ultimately, the goal of this campaign is to change behavior and increase awareness of motorcycles among the intended audience (Adults 18-49 with special focus on Males 35-39). Measurements of success included decreasing the number of crashes, fatalities and injuries involving motorcycles throughout Virginia and increasing awareness of best practices to share the road with motorcycle riders. The campaign ran statewide March 2-6, 2021, with an emphasis in Portsmouth and Richmond. The media investment was \$74,375 in paid advertising, the media buy consisted of banner ads and a 15-second video placed in out-of-home (gas station TV) and digital outlets. The campaign delivered over 4 million total impressions, which was over 32 percent above estimate. The campaign delivered over \$52,000 in added value.

3. Conduct 1100 Basic Rider Training courses throughout the Commonwealth through partnerships with the licensed Motorcycle Training Sites.

Conducted 1,184 Basic Rider training classes across the Commonwealth a 79% increase over 2020.

4. Conduct 40, 3-Wheeled Vehicle training courses

138 3-wheel classes were conducted delivering a 294.29% increase over expectation.

5. Conduct 1 Advanced Rider Training course

Conducted 8 Advanced Rider Training courses in FY2021

6. Conduct a minimum of 2 quality assurance-monitoring checks of training sites and instructors

7 site monitoring/Quality assurance visits conducted for 2021

7. Conduct 24 Instructor Professional Development Workshops

2 Professional Development Workshops approved by VRTP delivered by licensed training sites for instructors to maintain skills and update knowledge during FY2021.

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

Overview of Programs, Projects and Activities Funded

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

Virginia spent approximately \$441,287 of Section 405d funds and approximately \$262,029 of Section 402 funds on programs for drivers age 20 or younger. Note: Virginia does not fully comply with federal graduated driver licensing laws; and therefore, did not receive funding in this program area.

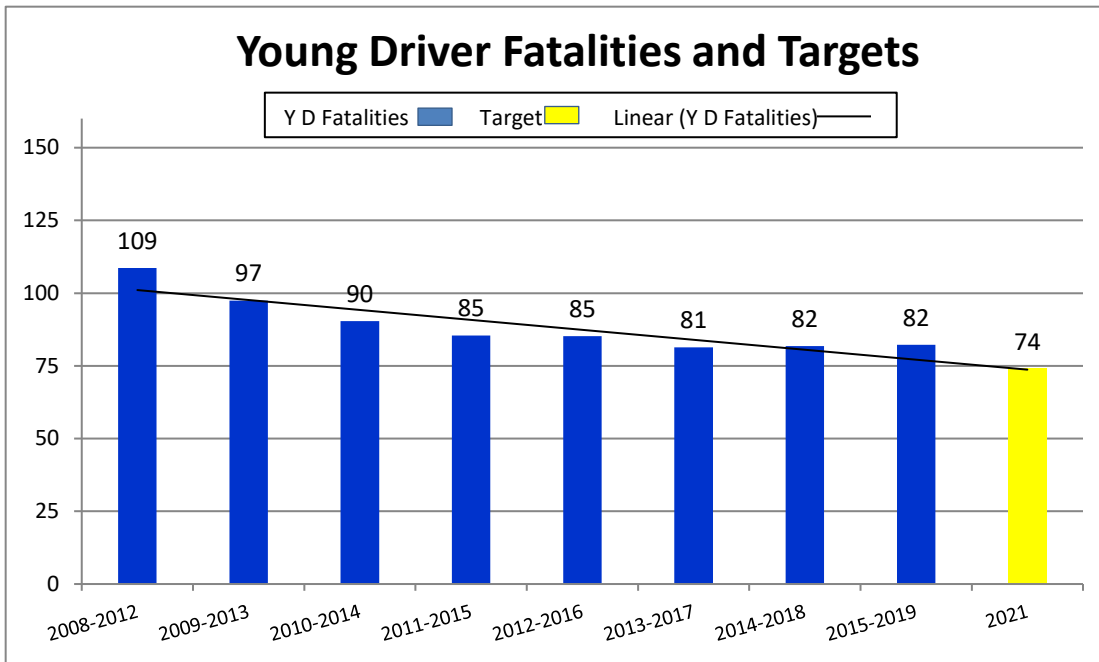
Measure C-9: Decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2019 calendar year base value of 78 to 74 by December 31, 2021.

Performance - Virginia’s 5-year average (2016-2020) was 85 and FY20 target is 77. Virginia is not on track to meet its target. 2021 preliminary drivers age 20 or younger involved in fatal crashes was 112 (Data Source: TREDIS – Traffic Records Electronic Data System).

Drivers age 20 or younger involved in Fatal Crashes (FARS)	Baseline Data							2021 Target
	2014	2015	2016	2017	2018	2019	2020	
	76	75	89	78	92	78	86	74

Note: 2019 calendar year base data was used to calculate the 2021 target. 2020 is FARS data.

Virginia will also continue to address its teen driver fatalities (15-19 years old.) In 2020, 27 drivers and 15 passengers ages 15-19 died on Virginia roadways; 4% and 13% respectively of all drivers and passengers killed. Of the 25 drivers killed in vehicles equipped with safety restraints, 64% were not belted. Overall, teen driver fatalities (ages 15-19) increased 8% in 2020 as compared to 2019 (27 vs. 25). Speed was a factor in 67% (18) of the fatalities. Failure to maintain control of the vehicle (running off the road) and speed were the top driver’s action accounting for 70% of the driver fatalities. Chesterfield County, Rockingham County, Hampton City and Richmond City (2 each) were the top jurisdictions for teen driver fatalities.



Justification: Virginia conducted trend analyses using annual numbers, 3-year and 5-year rolling averages. Virginia selected a target 5% up from the 5-year rolling average projection that was a 10% reduction. This value represents a more achievable target than the annual, 5-year or 3-year rolling average projections.

Strategies

1. Distribute at a minimum 195,000 of the updated 45 hour Parent Teen guides to drivers under the age of 19 and parents to serve as a guide to the parent and young driver. (CTW Chapter 6- 3.1)

The 45-hour Parent Teen Guide was revised and updated to include new laws and licensing requirements by the Department of Education. During this grant period, the Department of Education (DOE) distributed approximately 110,000 45-hour Parent Teen guides to public, private, and homeschooled teen drivers and their parents. The Department of Motor Vehicles (DMV) printed 60,000 copies of the revised 45-hour Parent Teen guides and distributed them to customers through the DMV Customer Service Centers

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

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

Prince William County Partners for Safe Teen Driving used a virtual setting in FY2021 to ensure the Partners for Safe Teen Driving (PFSTD) were readily available for use for any school system to access from the PFSTD website. Flyers and information about the PFSTD program was distributed to 450 schools in Virginia. Through the program there has been an increase in parental knowledge in topics such as teaching driving skills, parental responsibilities, juvenile

driving, dangers of underage alcohol consumption, and demonstrate that parents/guardians find value in attending the PFSTD presentation.

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

YOVASO, Youth of Virginia Speak Out-About Traffic Safety, is a peer-to-peer program that focuses on positive decision-making that has 102 member schools to include high schools, middle schools, home school groups and youth groups. In addition, to the Spring 2021 Arrive Alive, Buckle Up, Slow Down campaign YOVASO conducted virtual/social media campaigns for Fall Drive For Change, Buckle Up campaign, the Halloween Safety Campaign, and the Winter Jingle Your Way to a Safe Holiday campaigns. Through YOASO efforts they provided 975 students Traffic Safety Advocacy kits that promote safe driving. Through social media messaging YOVASO had over 800,000 impressions.

Virginia Association of Driver Education and Traffic Safety (VADETS), Choose Your Vibe - Arrive Alive campaign. The campaign promotes healthy, alcohol-free lifestyles and the avoidance of consequences to health and wellness, academic, and career achievement that result from engaging in illegal underage drinking and impaired driving. The campaign has two audiences – youth and parents. During FY2021 the social media campaign utilized student social media ambassadors to support the campaign is participating in social media chats and sharing posts aligned with the campaign theme. The campaign also included a radio commercial that was on 15 radio stations with 1,440 spots airing.

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

4. Continuation of other alcohol impaired driving reduction activities such as the YOVASO program.

YOVASO, Youth of Virginia Speak Out-About Traffic Safety held its Winter Holiday Campaign 2021 Jingle Your Way to a Safe Holiday, Buckle Up and Celebrate Responsibly Campaign and Traffic Safety Jingle Contest. This campaign was a virtual campaign with over 300,000 impressions.

Virginia Association of Driver Education and Traffic Safety (VADETS), Choose Your Vibe - Arrive Alive campaign. The campaign promotes healthy, alcohol-free lifestyles and the avoidance of consequences to health and wellness, academic, and career achievement that result from engaging in illegal underage drinking and impaired driving. The @YourVibeVA youth accounts continued to have follower growth and increasing engagement to help promote educational messages during the 2020-21 school year.

5. Conduct at least 1 social media project-using student –to-student outreach efforts.

The VADETS strives to promote a positive lifestyle among teens through its campaign, Choose Your Vibe-Arrive Alive! VADETS' teen ambassadors employ a host of social media tactics, such as graphics, videos and filters, to celebrate non-drinking behavior. Teen ambassadors promote online posts and videos through their own, personal social media channels as a way to connect with and influence peers to develop safe driving habits. During FY2021 through social media outreach there were over 800 social media post. Through social media outlets there were over 5000 followers. IN total over 1,140,000 impressions during FY2021.

YOVASO, Youth of Virginia Speak Out-About Traffic Safety, continued social media outreach in FY2021 with their campaigns throughout the grant year with over 800,000 impressions. The campaigns focused on seat belts, speed prevention, distracted driving, zero tolerance, and making good choices.

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

During FY2021 we actively worked to ensure our educational materials represented our under-served communities. Our partners YOVASO, Youth of Virginia Speak Out-About Traffic Safety and VADETS, Choose Your Vibe - Arrive Alive! campaign represented under-served areas. With both partners they ensured their materials were reaching the under-served areas.

7. Conduct education programs targeting youth between the ages of 8 and 14 to develop a culture focused on the proper use of restraints, driver responsibilities and shared road use. (Chapter 1 Sections 5.2 and 6.5, Chapter 4 Section 2.2)

Through YOVASO peer education program in several middle schools throughout the Commonwealth we continue to educate youth between 8 and 14. During FY2021 it still have been a challenge due to the pandemic.

Pedestrian Safety Program (Core Outcome Measure C-10)



Overview of Programs, Projects and Activities Funded

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

“Everyone is a pedestrian”, NHTSA’s theme provides all individuals become pedestrians and the multimodal transportation system identifies pedestrians as vulnerable roadway users. This statement sets a foundation and tone in promoting safety.

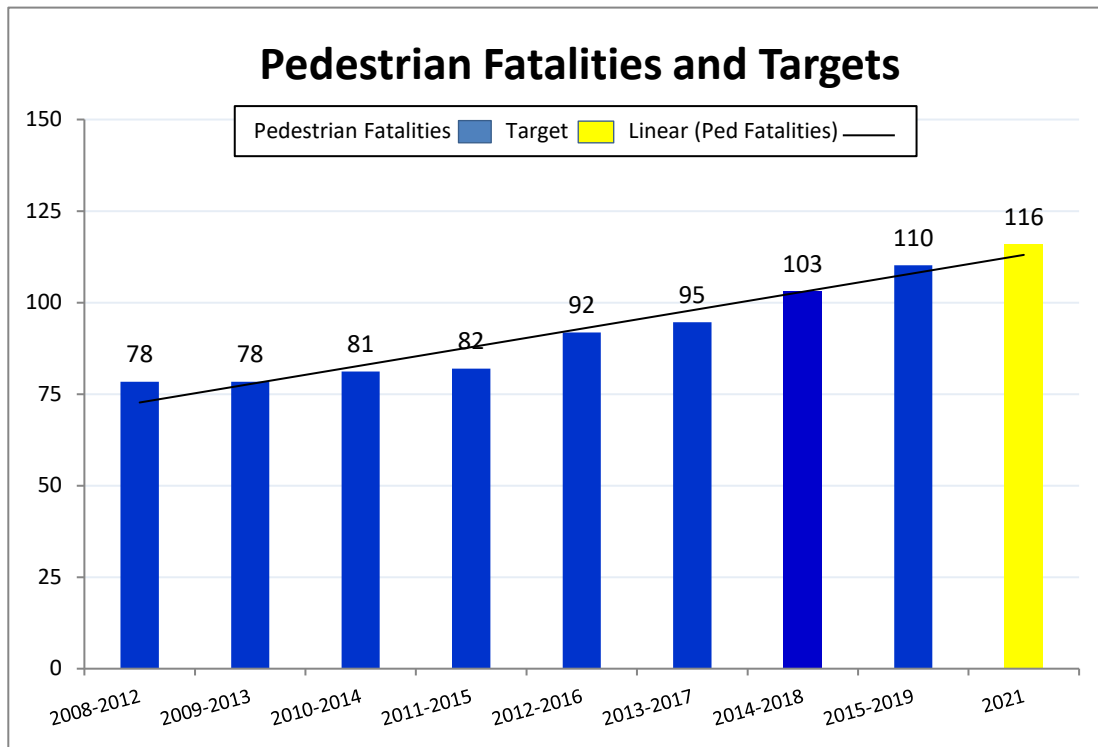
Virginia spent approximately \$349,441 of its Section 402 and \$374,572 of its 405h funds on pedestrian and bicycle safety.

Measure C-10: Reduce **pedestrian fatalities** 6 percent from the 2019 calendar base year value of 123 to 116 by December 31, 2021.

Performance - Virginia’s pedestrian fatalities were 111 for 2020 and FY21 target is 116. Virginia is on track to meet its target. 2021 preliminary pedestrian fatalities was 124 (Data Source: TREDIS – Traffic Records Electronic Data System).

Pedestrian Fatalities (FARS)	Baseline Data						2020	2021 Target
	2014	2015	2016	2017	2018	2019		
	88	77	122	111	123	123	111	116

Note: 2019 calendar base year data was used to calculate the 2021 target. 2020 is FARS data.



Justification: Virginia conducted trend analyses using annual numbers, 3-year and 5-year rolling averages. Virginia selected the 5-year rolling average projection (6 percent reduction) as a more achievable target than the annual or 3-year rolling average projections.

Strategies and Accomplishments

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

The Fairfax Area had seven (Arlington County Police, Alexandria City Police, Fairfax City Police, Fairfax County Police, Haymarket Town Police, Occoquan Town Police and Prince William County Police) law enforcement agencies with pedestrian-bicycle selective enforcement grant activities during FY 2021. When combined, these agencies utilized 658 pedestrian-bike grant-funded overtime hours, and issued a reported total of 1084 citations to include 145 pedestrian, 137 bicycle, 218 speeding, 36 seat belt, and 42 hands free law enforcement citations.

In addition, eight other localities conducted pedestrian and bike focused selective enforcement activities to include Harrisonburg City, Henrico County, Richmond City, Chesterfield County, Halifax Town, Roanoke City, Salem City and Williamsburg City. During these efforts, some 666 grant funded hours resulted in issuing 546 summons to include alcohol, speed, OP, pedestrian and bike along with other violations.

Legislative changes made in the general assembly have had an impact on enforcing pedestrian violations. Adapting to the legislation has caused agencies to modify their approach to interacting with pedestrians in an effort to promote safe practices while walking along and crossing the roadways. Also, some statewide projects were impacted from completing the estimated tasks due to the COVID 19 coronavirus.

2. Partner with sub-recipients to conduct safety campaigns throughout FFY2021 grant year:

Outreach efforts will include partnering with law enforcement agencies in northern Virginia for the pedestrian and bicycle safety campaign in the fall and spring. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

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

The Metropolitan Washington Council of Governments' (MWCOCG) was awarded \$220,000 in fiscal year 2021 by Virginia DMV in support of the *Street Smart* program. It continues its public awareness and educational campaign focused on pedestrians and bike safety in nine localities in northern Virginia. The overall regional campaign is inclusive of Virginia, Washington D.C and parts of Maryland. A virtual fall 2020 news conference announced the first collaborative wave of the biannual media and enforcement campaign, entitled "Lives Shatter on Impact". A testimonial wall was created and displayed for viewing in various public places along with sharing programmatic videos and creative materials with stakeholders. Paid advertising along with earned media was shared through multiple media outlets to promote the spring and fall campaigns. A new partnership with WMATA brought displays and messaging to Metrorail Stations across the region. Visual messaging was also displayed on buses, stops and transit shelters to increase safety messaging.

The Richmond City Sports Backers FY2021 project continued to distribute yard signs to educate the community on pedestrian and bike safety sending a message to focus on slow speeds to promote safe travel in and around the city and its suburbs to share the road. Sports Backers expanded programming to create video messaging promoting safety and awareness of multimodal travel using various media outlets. While the pandemic altered their business model, volunteers assisted in the distribution of yard signs along with the development of the video messages.

3. Support creation and distribution of web-based and printed materials to increase awareness and understanding of sharing the roadway for all users, including pedestrians and bicycles. Support and maintain a bicycle and pedestrian safety website.

Toward Zero Deaths (TZD) is a nationally recognized strategy on highway safety that uses a unified approach to modify driver behavior and improve upon highway safety with the goal of ultimately reducing the number of traffic-related serious injuries or deaths to zero. Pedestrian Safety is featured as a resource on the Virginia TZDVA.org website.

Northern Virginia Regional Commission (NVRC) funded by DMV Highway Safety, includes a pocket guide with resources for driving, walking, and biking, a social media campaign and website, outreach, and pedestrian and bicycle training events. NVRC has updated this guide in both English and Spanish languages adding elements due to changes in laws, or recommendations of the Share VA Road technical advisory committee, which is made up of state, local staff and community activists. The guide is reviewed prior to publishing each edition. The guide is posted in the website sharevaroads.org. Over the years over 250,000 guides have been distributed by our police, parks, localities, and state partners. The major changes the 2021 edition relate to the new changes in the law on passing and riding bikes side by side. NVRC will continue to provide new visuals related to these changes for clarity.

The grant printed 19,440 copies of the 'Sharing the Roads in Virginia' guidebook in the English and Spanish languages for distribution in the FY21 grant year. The guidebook is reviewed to stay current with legislation and rules of the road. Stylistic and content edits are made to keep up with changes and definitions/descriptions of travel lane markings and rules of the road for both pedestrians and bicyclist. Guidebooks are available for order through (WWW.SHAREVAROADS.ORG).

In June 2021, Northern Virginia Regional Commission held a virtual "Walking Summit" for local / state staff, safety, or community advocates concerned about walkability. The summit was developed by NVRC's Share VA Roads with support from "America Walks", and funded by a federal highway safety grant from Virginia DMV. America Walks led the virtual training to improve on infrastructure, safety and health where a variety of professional were featured speakers. The Safe Walking Summit had 118 registrants with 86 participants representing state and local planners, engineers, and service providers, along with elected officials staff, community and pedestrian advocates, police and volunteers. Outcomes included training on data resources, interdisciplinary programs and ideas for community engagement to improve walkability. The project generated and promoted safe walking countermeasures to improve on walkability in communities.

The Virginia Department of transportation (VDOT) distributes an "Active Transportation Newsletter". The Statewide Bicycle and Pedestrian Program email newsletter is shared with more than 400 advocates to promote Virginia's [Statewide Bicycling and Pedestrian Program webpage](#). The online publication includes maps, laws and safety tips, information on places to travel, and much more!

4. Provide training opportunities to law enforcement officers to train on state traffic laws applicable to pedestrian safety.

In February and September 2021, the DMV Highway Safety Office developed messaging to share with all law enforcement partners and non-profit organizations to assist in educating communities. Enforcement resources and initiatives are shared and may be used in training briefings by all traffic safety partners to assist in reducing pedestrian fatalities and serious injuries.

The Virginia General Assembly passed HB 5058 legislation to amend the Virginia Code 46.2-923 affecting pedestrians to cross highways. The Department of Motor Vehicles distributed press releases to highlight law changes and safety initiatives in an effort to keep law enforcement informed.

§ 46.2-923. (Effective March 1, 2021) How and where pedestrians to cross highways.

A. When crossing highways, pedestrians shall not carelessly or maliciously interfere with the orderly passage of vehicles. They shall cross, wherever possible, only at intersections or marked crosswalks. Where intersections contain no marked crosswalks, pedestrians shall not be guilty of negligence as a matter of law for crossing at any such intersection or between intersections when crossing by the most direct route.

B. The governing body of any town or city or the governing body of a county authorized by law to regulate traffic may by ordinance permit pedestrians to cross an intersection diagonally when all traffic entering the intersection has been halted by lights, other traffic control devices, or by a law-enforcement officer.

C. No law-enforcement officer shall stop a pedestrian for a violation of this section. No evidence discovered or obtained as the result of a stop in violation of this subsection, including evidence discovered or obtained with the person's consent, shall be admissible in any trial, hearing, or other proceeding.

5. Develop and produce a pedestrian education and awareness campaign to educate on the state traffic laws related to pedestrian safety.

In July 2021, the Virginia DMV, Highway Safety Office using 405h funds launched the "If You Don't Know, Don't Go" animated pedestrian safety campaign throughout the Commonwealth. The awareness message was developed to educate communities on traffic related laws pedestrian safety

issues. The message was released statewide with a focus on the Roanoke, Richmond and Northern Virginia areas. Public messaging using various media outlets, gas pump TV and public transit mediums were well received by the public and a second release is planned for 2022.

6. **Pedestrian Taskforce:** The taskforce continues to meet and encourage localities to message and educate communities by providing examples of infrastructure and responses or countermeasures to increase safety by implementing strategies. Working with existing as well as developing coalitions to address fatalities and serious injuries of pedestrians occurring throughout the Commonwealth of Virginia may give rise to self-awareness and increased safety.

The “Pedestrian Safety Task Force” collaborates and shares programming opportunities from advocates to members in an effort to explore funding as well as to develop/participate in alternative programming to promote safety in localities. As mentioned, a recent “Walking Summit” was held virtually and attendees received presentations from federal, state, local and non-profit agencies. Messaging often addresses the growing concerns of safety, health and mobility by the aging population.

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

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

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

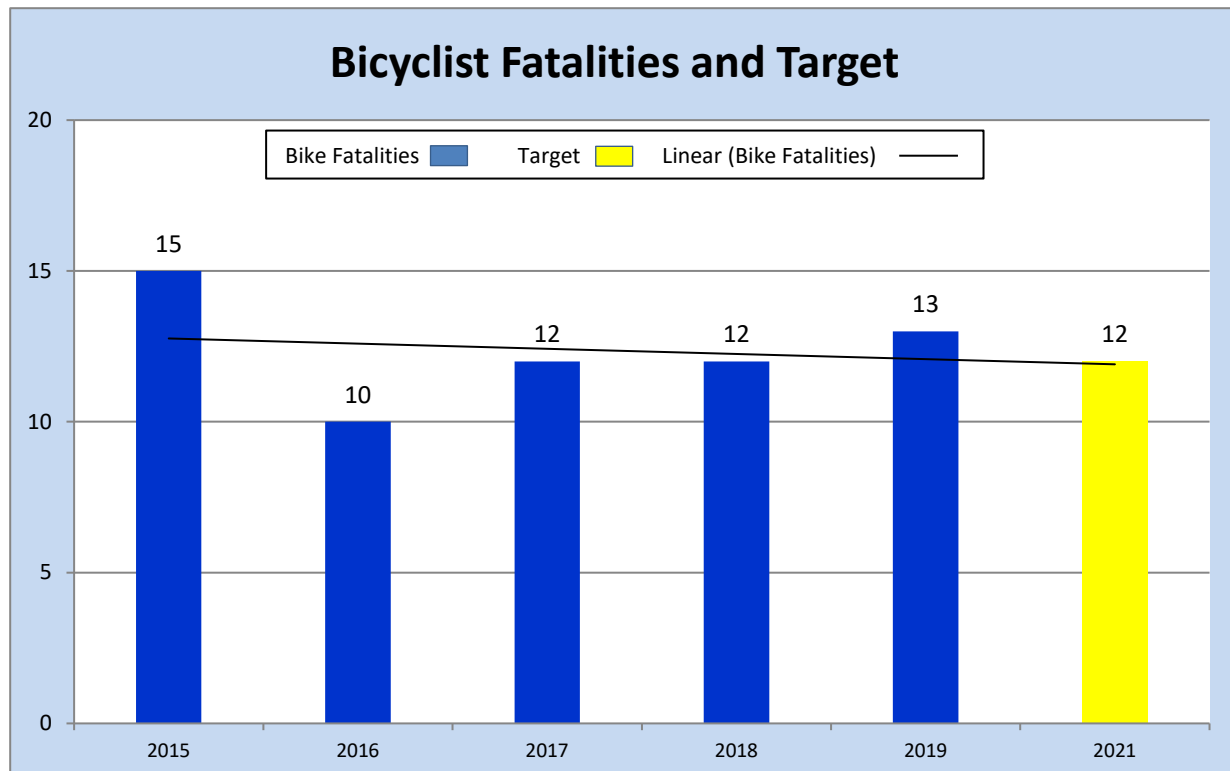
Cyclists use bicycles to navigate the transportation system, the category described as vulnerable roadway users in communities. DMV’s Highway Safety Office will continue to collaborate with partners to provide and introduce strategies and countermeasures to improve on safety. Countermeasures will address all age groups to provide guidance using educational messages, enforcement and guides containing engineering applications to reduce injuries and fatalities. Virginia spent approximately \$349,441 of its Section 402 and \$374,572 of its 405h funds on pedestrian and bicycle safety.

Measure C-11: Reduce **bicyclist fatalities** 8 percent from the 2019 calendar base year value of 13 to 12 by December 31, 2021.

Performance - Virginia’s 5-year average (2016-2020) was 11 and FY21 target is 12. Virginia is on track to meet its target. 2021 preliminary bicyclist fatalities was 16 (Data Source: TREDIS – Traffic Records Electronic Data System).

Bicycle Fatalities (FARS)	Baseline Data							2021 Target
	2014	2015	2016	2017	2018	2019	2020	
		12	15	10	12	12	13	11

Note: 2019 calendar base year data was used to calculate the 2021 target. 2019 is TREDIS data.



Justification: Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Virginia selected the actual number linear trend line projecting an 8 percent reduction in bicyclist fatalities as a more achievable target than the 3-year or 5-year rolling average projections.

Strategies and Accomplishments

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

The Fairfax Area had seven (Arlington County Police, Alexandria City Police, Fairfax City Police, Fairfax County Police, Haymarket Town Police, Occoquan Town Police and Prince William County Police) law enforcement agencies with pedestrian-bicycle selective enforcement grant activities during FY 2021. When combined, these agencies utilized 658 pedestrian-bike grant-funded overtime hours, and issued a reported total of 1084 citations to include 145 pedestrian, 137 bicycle, 218 speeding, 36 seat belt, and 42 hands free law enforcement citations.

In addition, eight other localities conducted pedestrian and bike focused selective enforcement activities to include Harrisonburg City, Henrico County, Richmond City, Chesterfield County, Halifax Town, Roanoke City, Salem City and Williamsburg City. During these efforts, some 666 grant funded hours resulted in issuing 546 summons to include alcohol, speed, OP, pedestrian and bicycle along with other violations.

Legislative changes made in the general assembly have had an impact on enforcing pedestrian violations. Adapting to the legislation has caused agencies to modify their approach to interacting with pedestrians in an effort to promote safe practices while walking along and crossing the roadways. Also, some statewide projects were impacted from completing the estimated tasks due to the COVID 19 coronavirus.

2. Partner with sub-recipients to conduct safety campaigns throughout the FFY2021 grant year:

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

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

The Metropolitan Washington Council of Governments' (MWCOCG) was awarded \$220,000 in fiscal year 2021 by Virginia DMV in support of the *Street Smart* program. It continues its public awareness and educational campaign focused on pedestrians and bike safety in nine localities in northern Virginia. The overall regional campaign is inclusive of Virginia, Washington D.C and parts of Maryland. A virtual fall 2020 news conference announced the first collaborative wave of the biannual media and enforcement campaign, entitled "Lives Shatter on Impact". A testimonial wall was created and displayed for viewing in various public places along with sharing programmatic videos and creative materials with stakeholders. Paid advertising along with earned media was shared through multiple media outlets to promote the spring and fall campaigns. A new partnership with WMATA brought displays and messaging to Metrorail Stations across the region. Visual messaging was also displayed on buses, stops and transit shelters to increase safety messaging.

The Richmond City Sports Backers FY2021 project continued to distribute yard signs to educate the community on pedestrian and bike safety sending a message to focus on slow speeds to promote safe travel in and around the city and its suburbs to share the road. Sports Backers expanded

programming to create video messaging promoting safety and awareness of multimodal travel using various media outlets. While the pandemic altered their business model, volunteers assisted in the distribution of yard signs along with the development of the video messages.

3. Support creation and distribution of web-based messaging and printed materials to increase awareness and understanding of sharing the roadway for all users, **including** pedestrians and bicycles.
 - Support and maintain websites bicycle and pedestrian safety website.
 - Distribute approximately 15,000 “Sharing the Roads in Virginia” pocket guides (English and Spanish) to Virginians containing thorough information about the Commonwealth’s pedestrian, bicycling laws and roadway markings.

Toward Zero Deaths (TZD) is a nationally recognized strategy on highway safety that uses a unified approach to modify driver behavior and improve upon highway safety with the goal of ultimately reducing the number of traffic-related serious injuries or deaths to zero. Pedestrian Safety is featured as a resource on the Virginia TZDVA.org website.

Northern Virginia Regional Commission (NVRC) funded by DMV Highway Safety funds, includes a pocket guide with resources for driving, walking, and biking, a social media campaign and website, outreach, and pedestrian and bicycle training events. NVRC has updated this guide in both English and Spanish languages adding elements due to changes in laws, or recommendations of the Share VA Road technical advisory committee, which is made up of state, local staff and community activists. The guide is reviewed prior to publishing each edition. The guide is posted in the website sharevaroads.org. Over the years over 250,000 guides have been distributed by our police, parks, localities, and state partners. The major changes the 2021 edition relate to the new changes in the law on passing and riding bikes side by side. NVRC will continue to provide new visuals related to these changes for clarity.

The grant printed 19,440 copies of the ‘Sharing the Roads in Virginia’ guidebook in the English and Spanish languages for distribution in the FY2021 grant year. The guidebook is reviewed to stay current with legislation and rules of the road. Stylistic and content edits are made to keep up with changes and definitions/descriptions of travel lane markings and rules of the road for both pedestrians and bicyclist. Guidebooks are available for order through (WWW.SHAREVAROADS.ORG).

In June 2021, Northern Virginia Regional Commission held a virtual “Walking Summit” for local / state staff, safety, or community advocates concerned about walkability. The summit was developed by NVRC’s Share Va Roads with support from “America Walks”, and funded by a federal highway safety grant from Virginia DMV. America Walks led the virtual training to improve on infrastructure, safety and health where a variety of professional were featured speakers. The Safe Walking Summit had 100 participants representing state and local planners, engineers, and service providers, along with elected officials staff, community and pedestrian advocates, police and volunteers. Outcomes included training on data resources, interdisciplinary programs and ideas for community leadership and engagement to improve walkability. The project generated and promoted safe walking countermeasures to improve on walkability in communities.

4. Conduct bicycle safety training events and create bicycle awareness messaging.

Educational awareness advertisements continued to be developed in order to create and promote

transportation messages addressing safe movement and actions of both pedestrians and cyclists, which are experiencing a growth in popularity. These forms of transportation are in need of review and reflection of all who take an active role in maintaining health through various forms of exercise.

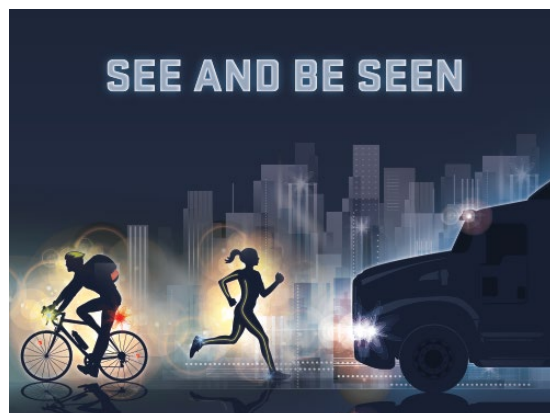
The Northern Virginia Regional Commission (NVRC) has 31 licensed certified instructors from the three previous grant years, who remain active in outreach and community safety throughout Fairfax and surrounding jurisdictions in northern Virginia. The League of American Bicyclists along with League Certified Instructors (LCI) held more than 18 public events.

Local bicycling and pedestrian transportation partners continually train people to teach along with members of the Washington Area Bicycling Association (WABA) in order to encourage walking and cycling, while making our roads safer for ALL users. WABA, a leader in LCI training promotes safe bicycling, so all riders become more confident in their abilities. In addition, participants learn key strategies for educating community members on pedestrian and bicycling safety.

The Virginia Department of transportation (VDOT) distributes an “Active Transportation Newsletter”. The Statewide Bicycle and Pedestrian Program email newsletter is shared with 438 advocates to promote Virginia’s [Statewide Bicycling and Pedestrian Program webpage](#) , which includes maps, laws and safety tips, information on places to travel, and much more!

Bike Walk RVA in conjunction with Sports Backers continues to promote cycling by producing approved messaging as yard signs and videos to promote proper use of the provided transportation system. The messages illustrate various bikeway types and markings on the ground, as well as using them properly. Sports Backers is very involved in the Richmond City moving toward zero campaign to assist in modifying behavior for people who chose to travel on foot or by bike using the roadways.

Drive Smart Virginia continues to support Bicycle and Pedestrian Awareness Month (September-October 2021) to promote awareness and disseminate educational information on bicycle and pedestrian safety. The non-profit distributes requested brochures to promote bike and pedestrian safety such as the “See and Be Seen” campaign to remind all road users that they have a responsibility to look out for others. Campaign materials remind drivers to keep their eyes on the road and drive distraction-free. Pedestrians and bicyclists are reminded to wear bright or reflective clothing and to use flashlights or bike lights as appropriate.



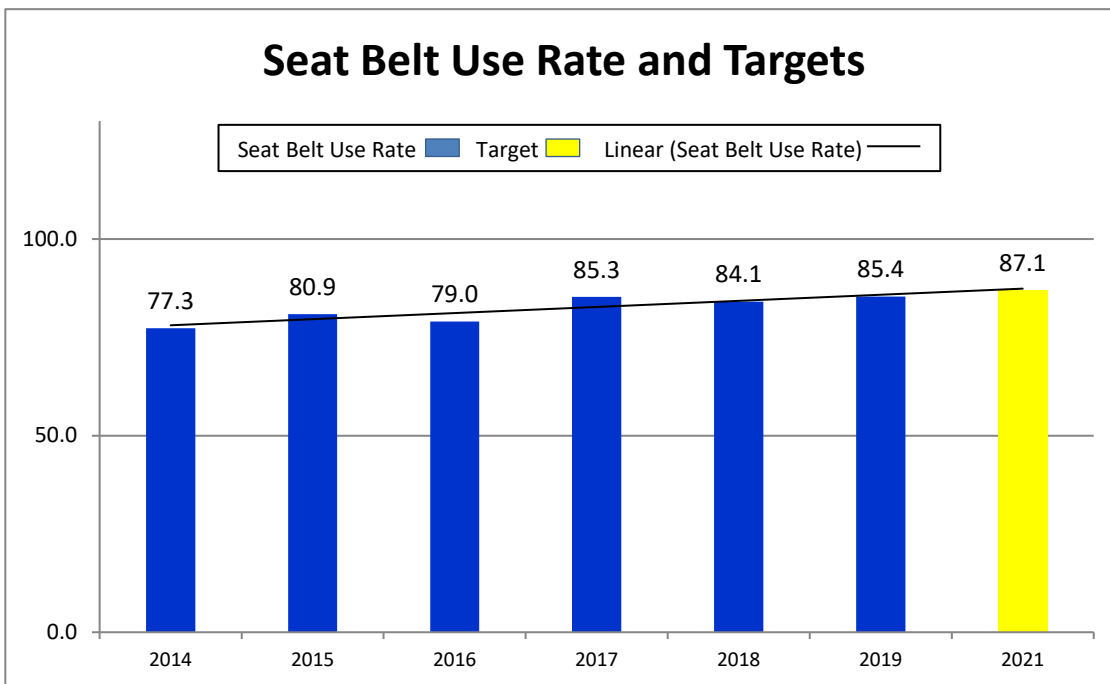
DMV’s, Virginia Highway Safety Office continued work with state, local law enforcement jurisdictions and non-profit partners to disseminate programmatic/safety messages and resources to organizations and citizens in an effort to promote “Pedestrian/Bike Awareness Month”. When available permanent and mobile variable message boards are used to promote safety campaigns throughout the Commonwealth.

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

Measure B-1: Increase statewide-observed seat belt use of front seat outboard occupants in passenger vehicles 2 percent from the 2019 calendar base year usage rate of 85.4 percent to 87.1 percent by December 31, 2021.

Performance: Virginia’s seat belt usage rate was 81.7 for 2021 and FY2021 target is 87.1. Virginia did not meet its target.

Observed Seat Belt Use Rate Survey	Baseline Data							2021 Target
	2014	2015	2016	2017	2018	2019	2020	
	77.3	80.9	79.0	85.3	84.1	85.4	85.4	87.1

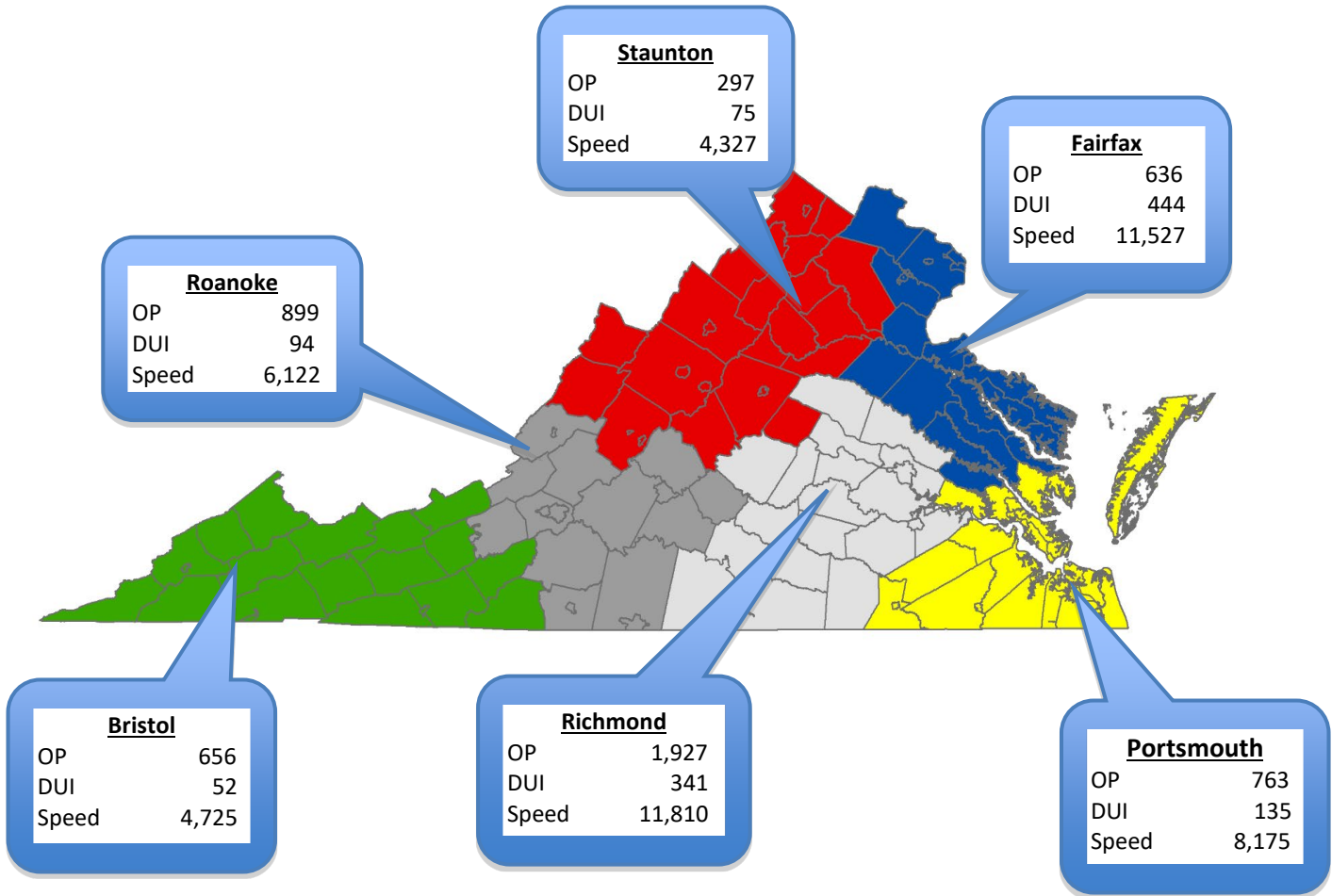


Justification: Virginia conducted trend analyses using actual data, 3-year and 5-year rolling averages. Virginia selected the percent change (2 percent increase) in seat belt use rate as a more achievable target than the 3-year or 5 year rolling average.

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

Core Activity Performance Measures Virginia Grant Funded Citation Efforts

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



Region Totals

OP (A-1)	5,178
DUI (A-2)	1,141
Speed (A-3)	47,686

State Police	
OP	928
DUI	89
Speed	7,316

Region + SP	
OP	6,106
DUI	1,230
Speed	55,002

Traffic Records Program

Projects and Activities Funded

Virginia has one of the strongest Traffic Records Programs in the nation. Its Traffic Records Electronic Data System (TREDS), a state-of-the art highway safety information system, has garnered both state and national recognition. Virginia's latest Traffic Records Assessment (TR) was completed on April 16, 2021. Overall, Virginia exhibits best practices for strategic planning and data use and integration. This illustrates the strong collaborative nature of the Traffic Records community in Virginia, which is crucial to continued development, improvement, and success. Virginia is to be commended and is encouraged to continue coordinating traffic records systems to provide data for its problem identification, resource allocation, and program evaluation activities. Its traffic records program includes the following: (1) Well documented and active Traffic Records Coordinating Committee (TRCC) and very impressive Traffic Records Strategic Plan, (2) Collected and submitted electronically 100% crash reports and has strong data quality management system for crash file, (3) Has a comprehensive data quality monitoring program and is interfaced with several traffic record component systems related to the Citizen Services System (CSS), (4) Successfully integrated different roadway files using a single Linear Referencing System, (5) Makes available, and integrates data from four of the five sub-components in the injury surveillance system and (6) The Virginia Traffic Records community is strong and collaborative as seen through its projects and successes.

Virginia, through guidance from its Traffic Records Coordinating Committee (TRCC), and coordination of projects listed in both the Virginia Traffic Records Strategic Plan and the HSP, will continue to enhance and monitor the quality and quantity of data in TREDS by implementing the most efficient and effective integration and linkage projects and enhancing its analysis and reporting capabilities, as demonstrated by projects being planned for implementation. We will continue to explore the development and implementation of new "out-of-the-box" analytics tools to further enhance our capabilities.

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

Virginia expended approximately \$598,434 of its Section 402 funds and \$829,861 in Section 405c funds on TREDS and other traffic records activities.

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

Strategies and Accomplishments:

As of 11/30/2021, 94,668 crash records with street level crash location have been added to the Traffic Records Electronic Data System (TREDS). An additional 9,000+ will be added by the end of 2021.

Measure: Implement a minimum of 5 new crash business rules in TREDS to enhance at least one of the six characteristics of the core database (accuracy, timeliness, uniformity, integration, completeness and accessibility) (TR Assessment recommendation)

Strategies and Accomplishments:

Due to major changes to the Traffic Records Electronic Data System (TREDS), new crash business rules will be implemented in 2022 instead of 2021.

Measure: Add 4 new conviction codes to the drive system to improve the completeness of crash data

Strategies and Accomplishments:

Five new conviction codes were added to the Citizen Services System (CSS)/Driver System as follows:

- The “46.2-10778-1B – Operated vehicle while holding phone – work zone” – 6 conviction records
- The “46.2-861.1A, 46.2-861.1B and 46.2-861.1C – Emergency Vehicle Violation Flash - Lights” – 298 conviction records
- The “46.2-818.2 (A)– Use of Handheld Personal Communications Device” – 2,005 conviction records

Measure: Increase by 10 the number of law enforcement agencies submitting electronic citation data to the Supreme Court’s CAIS system (TR Assessment recommendation)

Strategies and Accomplishments:

12 new law enforcement agencies submitted electronic citation data to the Supreme Court’s CAIS system (TR Assessment recommendation) - Scottsville PD, Arlington PD, Craigsville PD, Colonial Heights City PD, Virginia State Police, Fairfax Transurban Toll Facility, Hanover County SO, King & Queen County SO, Dublin PD, Radford City PD, Dublin PD, Radford City PD, and Roanoke PD.

Measure: Develop three new vehicle system performance measures (TR Assessment recommendation)

Strategies and Accomplishments:

- Added five new vehicle search filters (“Mile Marker From/To”, “Vehicle Owner Name”, “Year/Make/Model”, “Plate Number” and “VIN Number”) for the Police Crash Report in TREDS by 2021. These fields allow us to set performance measures for Accessibility.

Vehicle

Vehicle Owner First Name:	<input type="text"/>	Vehicle Year:	<input type="text"/>
Vehicle Owner Last Name:	<input type="text"/>	Vehicle Make:	<input type="text"/>
Vehicle Model:	<input type="text"/>	Vehicle VIN:	<input type="text"/>
Vehicle Plate Number:	<input type="text"/>		

- Virginia is in the process of revising the Police Crash Form. The main goal is to increase the percentage of MMUCC compliance rate by capturing additional crash/vehicle/person elements/attributes and revising the existing elements/attributes to increase the MMUCC mapping rate between Virginia crash elements MUCC elements. Therefore, Virginia is conducting a thorough analysis, review and mapping of its Police Crash Form vs. MMUCC.

As a result, at least 8 new (Number of Trailing Units, Owner Name and Address, Trailer License Plate Number Trailer VIN(s), Trailer Make(s), Trailer Model(s), Trailer Model Year(s) and Total Number of Axles) vehicle elements were identified and documented in the proposed changed report. The elements will be included in the redesign of the Police Crash Report front-end. Each new field allows us to set performance measures for Completeness and Uniformity.

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

Strategies and Accomplishments:

VDOT has added the “Horizontal curve” information to 664,526 records in the Roadway inventory database.

Measure: Increase the percentage of third party EMSPCR records that are NEMSIS compliant from 85% to 88%.

Strategies and Accomplishments

No accomplishment information available regarding this performance measure at this time due to two staff who oversaw the project are no longer at EMS.

Other VA’s Highway Safety Information Projects

Auto Fatality Report send to VDOT Daily

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

VASAP Ignition Interlock System - Functionality/Upgrades

Enhanced the Ignition Interlock System (VASAP) to auto populate vehicle information (VIN number, Title Number, Make/Model and Vehicle Year). It should eliminate data entry and errors that existing in the manual process.

VA DMV State-to-State (S2S) - Verification System Project (Improves accuracy of a core highway safety database)

DMV funded the S2S Verification project to identify and eliminate duplicate driver records from the Driver System. Over 15,000 records have been manually fixed/deleted from the Driver System. Due to COVID, DMV was not able to retain or rehire temps to perform this work in 2021. Plans are underway to hire staff for this upcoming grant year.

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

Virginia Polytechnical and State University (VA Tech) is a vital partner to the DMVAHSO in providing all analysis for behavioral programs either on demand or for more long term projects. VA Tech worked tirelessly to provide the following analytics expertise: Provided summaries and regular updates of impacts of COVID19 on crash data; reports on mature drivers by VAHSO regions; for other vehicle drivers in motorcycle crashes by VAHSO regions; crashes on I-66 work zone crashes; participated in Governor's Highway Safety working group on-line meetings; attended meetings for GHSA/IIHS speed grant; reviewed external requests for information from Highway Safety Office; completed a request for maps and summaries for five jurisdictions; worked on the US-360 Blitz request; worked on a summary of head-on crashes and the drugged report: updated the summary of electronic scooter crashes; completed the overview of citation by race for jurisdictions in Virginia. Researched Inrix probe data for use in the speed dashboard; evaluated speed data for speed limit vs maximum safe speed indications for speeding; Completed the summary of intersections in Henrico; updated the Pulse report; worked on teen driver report; identified crashes associated with motorcycle lane filtering and wrong way crashes, and clarified request on debris; attended Motorcycle Filtering meeting and completed work on expanding data extraction and created summary of safety assessment. Presented summary at internal stakeholders meetings.

Reviewed options for including equity in safety analyses; attended USDOT WebEx on RFI; prepared summary presentation for TRCC and presented at second quarter meeting; updated Speed Survey for TZD Town Meeting and reported response information; provided information on fatal crashes related to motorcycles, bicycles and young drivers; continued exploring additional data sources for evaluating equity in safety analyses and reviewing options for including equity in safety analyses; attended NTSB webinar on Safe Systems Speed considerations; developed survey and provided results for VDOT for the Virginia SHSP; provided speed summaries for VAHSO regions; staff continued evaluating options for integrating crash and speed data for use in the speed dashboard; exploring methods to assign crash risk to roadway segments; and working with Virginia's Health Opportunity Index and CDC's Social Vulnerability Index.

VA Tech Geocoding and Tool Development Projects

Geocoded and reviewed crashes; processed unlocatable crashes; prepared maps based on requests from DMV; prepared monthly report card summaries; prepared workshop worksheets; provided crash data for VAHSO regions; redesigned Grant Worksheets; continued work on DMV dashboard infrastructure design; attended project meetings; performed ongoing monitoring, support, and improvement of coding tool; continued upgrading and development of report management tool; managed and approved coder activities; and provided project and personnel oversight and management

Reviewed unrestrained crash numbers for Henrico Co; completed redesign of Grant Worksheets; prepared Grant Amount worksheets; discussed VSP dashboard and participated in Virginia meetings on speed dashboard; prepared 2020 Legislative Reports; prepared 2020 maps for HSP; prepared first quarter Report cards; prepared reports for August Workshops; prepared maps for Crash Facts;

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

Traffic Records Electronic Data System (TREDS)

TREDS team embarked on a long-term effort to rewrite the system service (to include all coding, software, interfaces, etc.) that is used to receive the crash data from Report Beam and the other

vendors. The technology used in the TREDIS service was over 10 years old, and is antiquated and incompatible with the latest hardware on our servers. Team would have to rewrite services to make sure we can still receive the crash data from report Beam and other vendors.

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

TREDIS team worked on ReportBeam desktop client replacement prototype

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

Staff worked on 2021 Traffic Records Assessment preparation and submittal

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

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

Drugged Driver Fatalities

Measure: Reduce drugged driving **fatalities** 5 percent from the 2019 calendar base year value of 187 to 177 by December 31, 2021.

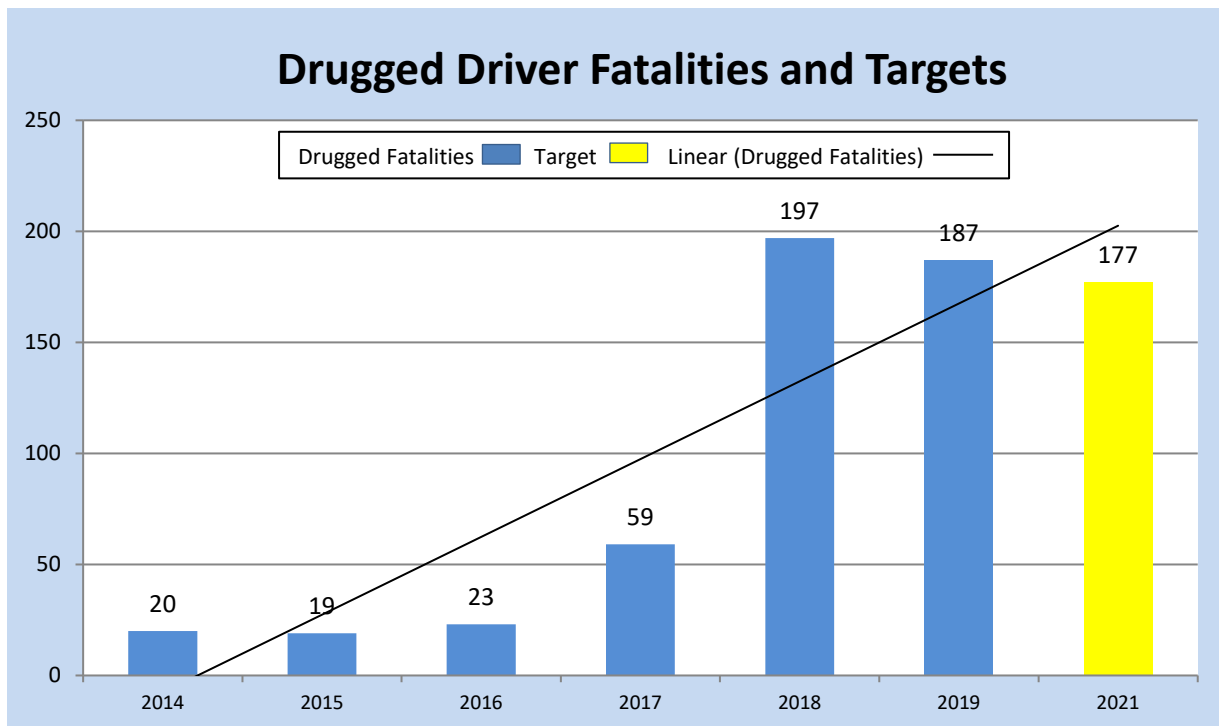
Performance - Virginia’s drugged driver fatalities was 109 for 2020 and FY21 target is 177. Virginia is on track to meet its target. 2021 preliminary data is not yet available.

Virginia expended approximately \$389,496 in Section 405d funds towards these activities.

Drugged Driver Fatalities (FARS)	Baseline Data						Preliminary	2021 Target
	2014	2015	2016	2017	2018	2019	2020	177
	20	19	23	59	197	187	109	

Notes:

- (1) 2019 calendar base year data was used to calculate the 2021 target.
- (2) Prior to 2018, a maximum of three drugs could be recorded in the FARS system. Methodology changes in the reporting procedure now allow all drugs to be reported, resulting in the increase of drugged driver fatalities.



Justification: Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Due to the change in methodology for collecting drugged driver data by FARS, Virginia selected a 5 percent reduction in drugged driver fatalities based on last 2 years of data to continue the downward trend. Virginia chose the percentage change reduction as a more achievable target than the annual, 3-year or 5-year rolling average projections.

Strategies and Accomplishments

1. Conduct Advanced Roadside Impaired Driving Enforcement (ARIDE) training throughout Virginia – 4 courses per year, 1 per quarter

During FY2021, ARIDE courses were held Nov. 15-16 in Roanoke with 15 officers, March 1-2 in Fairfax with 16 officers, March 22-23 in Chesapeake with 20 officers, April 14-15 in Chesterfield with 20 officers, May 12-13 in Prince William with 25 officers, Sept. 27-28 and Sept. 29-30 in Richmond with 60 officers. In total, 156 officers were trained in ARIDE in grant year 2020-21.

2. Continue to develop the Drug Recognition Expert Program, including ensuring that at least 20 DRE's are certified and active.

The Drug Evaluation and Classification (DEC) Program, also known as the DRE Program, is a national program and has received national acclaim for its success in identifying the drug-impaired driver. Officers trained as drug recognition experts (DREs) are frequently called upon to differentiate between drug influence and medical and/or mental disorders and their training will be an extremely valuable tool in combating the adverse impact of drug- and alcohol-impaired driving in our Virginia communities.

Virginia has 32 DREs, seven of which are certified instructors. The DREs cover most of the Commonwealth and represent Virginia Beach, Fairfax, Martinsville, Roanoke, Frederick, Winchester, Alexandria, Amherst, Newport News, Henrico, Suffolk, Blacksburg, Salem and Stafford. Fifteen of the 32 DREs were certified in grant year 2020-21 during Virginia's very first DRE School held in Richmond in June 2021, with the subsequent certification week held at the HOPE Counseling Center in North Carolina in July 2021.

In addition to training officers, the DRE program provides educational sessions to judges and Commonwealth Attorneys. They provide an overview and history of the DRE program, discuss the training officers receive, and review the battery of tests performed during an evaluation. Six of 22 Virginia DREs attended the annual International Association of Chiefs of Police Virtual Training Conference on Drugs, Alcohol, and Impaired Driving in August 2021.

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

The four Supreme Court drug court staff attended the Rise2021 conference in Colorado in August 2021. Each staff person attended at least one of the DWI track sessions and reported back on what they learned.

The statewide DUI Specialty Docket Training Conference scheduled in Richmond was canceled with less than a month's notice due to pandemic concerns. Over 300 people registered to attend this training including 42 judges, 48 attorneys, 78 coordinators, and six statewide advisory committee members.

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

Traffic Safety Resource Program

The Traffic Safety Resource Program's (TSRP) staff communicated and assisted on numerous occasions with local prosecutors on issues related to traffic safety and impaired driving. Assistance included conducting extensive case law research, statutory research, and advice on how to try cases. Staff stayed up to date on TSRP issues related to the forum to ensure that prosecutors throughout the Commonwealth were informed of latest issues in impaired driving and traffic safety.

The Advanced DUI Training Program for Prosecutors and Law Enforcement was held August 18-20 in Staunton. The DUID Training Program was held three times: virtually on July 19; in-person on Aug. 30 in Roanoke; and in-person on Sept. 15 in Chesapeake. Impaired Fatal Crash Training for Prosecutors and Law Enforcement was held Sept 19-20 in Richmond.

The Virginia DUI Manual was revised and edited for 2021, submitted for Publication, and 200 2021 Manuals were distributed to Commonwealth's Attorney's Offices and to attendees of the in-person DUID, Advanced DUI, and Impaired Fatal Crash Training programs. The TSRP attended the National Association of Prosecutor Coordinators annual meeting with a network of TSRPs on July 12-15 in Norfolk, and the Virginia Association of Commonwealth's Attorneys Summer Training August 5-8 in Virginia Beach.

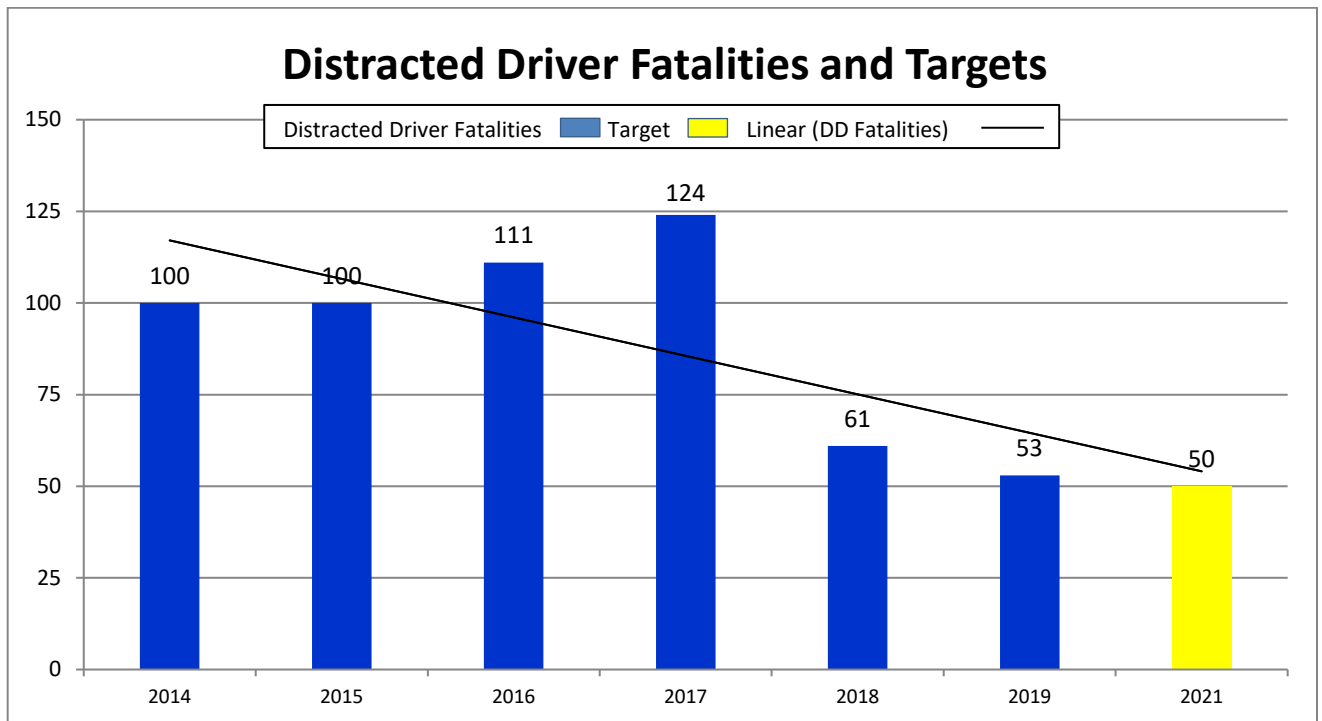
Distracted Driver Fatalities

Measure: Reduce distracted driver **fatalities** 6 percent from the 2019 calendar base year value of 53 to 50 by December 31, 2021.

Performance - Virginia’s distracted driver fatalities was 58 in 2020 and FY21 target is 50. Virginia is not on track to meet its target. 2021 preliminary distracted driver fatalities was 35 (Data Source: TREDS – Traffic Records Electronic Data System).

Distracted Driver Fatalities (TREDS)	Baseline Data						2021 Target	
	2014	2015	2016	2017	2018	2019	2020	50
	100	100	111	124	61	53	58	

Note: 2019 calendar base year data was used to calculate the 2021 target. 2019 is TREDS data.



Justification: Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Virginia selected the actual number linear trend line and, from that projection, chose a target 11 percent lower to account for the high number of distracted driver fatalities in 2016 and 2017. This target represents a 6 percent reduction in distracted driver fatalities and is a more achievable target than the 3-year or 5-year rolling average projections.

Strategies and Accomplishments

1. Continue to support education and training through scholarships for law enforcement and teachers to attend the Distracted Driving Summit.

Drive Smart Virginia's 8th Distracted Driving Summit was held in Sept. 16-17, 2021, in Virginia Beach. Some of the topics included teen distracted driving issues, technology and law enforcement tactics.

2. Include distracted driving prevention messaging in youth peer-to-peer educational programs.

Virginia State Police Association - Youth of Virginia Speak Out about Traffic Safety (YOVASO) supported peer-to-peer prevention and education programs in 54 high schools, 19 middle schools and five youth groups. These programs included occupant protection, distracted driving and alcohol and drug impaired driving issues.

Drive Smart Virginia conducts several distracted driving educational campaigns throughout the grant year including Phone Down, It's the Law and the Driver Pledge. Both campaigns include a variety of outreach tactics such as social media, sports marketing and in-person events. Additionally, VDOT displayed anti-distracted driving messages on highway changeable message signs, also called variable message signs.

Note: There were no grant funded selective enforcement efforts for Distracted Driving (DD) on FY2021. Law enforcement agencies do not submit reports for regular time DD enforcement.

Planning and Administration (P&A)

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

Approximately \$242,958 of Section 402 funds was expended to support these activities.

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

Strategies:

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

Accomplishments:

1. Virginia continues to have adequate staffing for day-to-day management. One of the administrative support positions is currently vacant. However, plans are underway to hire for that position by the end of first quarter of 2022.

Driver Education Program (DE)

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

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

Approximately \$981,468 of Section 402 funds and \$266,655 of Section 405d flex funds was expended to support these activities.

Measure: Increase awareness of and positively impact the behavior of users of Virginia's roadways by December 31, 2021.

Performance: See accomplishments below.

Strategies and Accomplishments

1. Conduct a minimum of 5 education and awareness activities targeting the general driving population

to reduce crashes, injuries, and fatalities. (CTW Chapter 6 – Section(s) 2.1, 2.2. and Chapter 7 – Section(s) 1.2, 2.2, 3.1)

Education and awareness activities were severely impacted during FY2020 due to the COVID-19 Pandemic.

Virginia Trucking Association (VTA) Coordinator, along with a representative from the Federal Motor Carrier Safety Association, participated in 5 truck stop safety break event where they distributed educational material and brochures about Share the Road, seatbelt use, child safety restraints, aging drivers, teen drivers, distracted driving and face masks to over 700 truck drivers and members of the motoring public.

Virginia Department of Aging and Rehabilitative Services' Virginia GrandDriver Program is an educational resource designed to provide Virginians with information about staying safe and mobile on the road as they age. Virginia GrandDriver conducted contracted 234 older drivers with free or low-cost assessments through 7 comprehensive driver assessment centers. When activities resumed, GrandDriver reached 84 people through four GrandDriver presentations, and approximately 545 people viewed the GrandDriver information table at health fairs.

The GrandDriver program website had an estimated 28,463 webs-sessions, representing a 36% increase from FY2020. Virginia Cares commercial ad aired on three markets with 3,007 spots and 14.9 million impressions. The GrandDriver digital advertising on Google, Facebook, and cable media outlets resulted in more than 7.1 million impressions. Transit ads continued in FY2021 with 52 exterior ads and tails that added an estimated 11,990,496 impressions.

Community Traffic Safety Program (CP)

Virginia continued to educate and provide timely, data focused highway safety information while maintaining, fostering and building new partnerships throughout our communities. While the majority of local, statewide, and national community training events were canceled due to the COVID-19 coronavirus pandemic, a number of training events were provided remotely through virtual platform. For activities related to community traffic safety, approximately \$46,382 in Section 402 and \$16,481 in 405d flex funds was utilized up to the reporting date, to include Commission on VASAP Professional Staff Development, Supreme Court of Virginia Judicial Outreach Liaison, 2020 Virginia Highway Safety Summit, and DMV Highway Safety Office (HSO) Travel & Training programs.

Measure: Develop, lead, attend and evaluate a minimum of 3 education and awareness events by December 31, 2021.

Performance: See accomplishments below.

Strategies and Accomplishments

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

DMV Traffic Records, Planning and Data Analysis program area updated the DMV webpage with new interactive report, map modules by jurisdiction and department for localities with 2021 crash data. Also, updated the Legislative Summary profiles with the complete 2020 crash data, enhanced the Interactive Crash Report Tool by adding the new “Serious Injuries” filter for reporting purposes, posted the most recent 2020 Virginia Traffic Crash Facts, and the 2020 Highway Safety Related Data i.e., Seat Belt Usage Rate, Motorcycle registrations/endorsements etc. It also collaborated with a minimum of 10 highway safety stakeholders, such as Virginia Department of Transportation, Virginia Department of Forensic Science, Virginia State Police, Virginia Department of Education, and Drive Smart of Virginia on highway safety initiatives.

DMV continued its partnership with law enforcement agencies, numerous state agencies, non-profit organizations, and institutes of higher learning on the community traffic safety program initiatives across the Commonwealth. Examples include the Governor’s Executive Leadership Team on Highway Safety *Thunderclap* messaging on motorcycle safety, school bus safety awareness, off-road departures, pedestrian safety, secure your load, and child vehicular heatstroke prevention. Additionally, *Right Now* strategies for speed, pedestrian safety and occupant protection were distributed. Other initiatives were supported through the *Street Smart* bicycle and pedestrian program, *May Motorcycle Safety Awareness Month*, *Local Heroes* occupant protection, *October Pedestrian Safety Month*, and the *Act Like It* impaired driving campaigns. DMV HSO staff participated in community events in cities such as Enon and Richmond, and 2019 and 2020 Virginia Zero Fatality recognitions were delivered at multiple local government jurisdictions throughout the Commonwealth.

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

During FY2021 the DMV, Highway Safety Office has collaborated with over 10 highway safety stakeholders, such as VA Tech University, Old Dominion University, Virginia Department of Transportation, Virginia Department of Forensic Science, Virginia Association of Chiefs of Police, City of Richmond, Virginia State Police, Virginia Department of Education, Virginia Trucking Association Foundation, Drive Smart of Virginia, Insurance Institute for Highway Safety, Department of Health, Office of Medical Examiner, local law enforcement on highway safety initiatives.

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

The DMV HSO staff provided and participated in various trainings and meetings both in person and remotely. The 2021 Virginia Highway Safety Summit, “*Moving Forward Together*” was provided on a virtual platform, where several other training events were attended in person or virtually to include Stakeholder Meetings, Lifesavers Conference, International Traffic Records Forum, NHTSA Region 3 meetings, GHSA Annual Meeting, GHSA/IIHS Speed Forum, and the Drive Smart of Virginia’s Distracted Driving Summit. The sub-recipient selective enforcement grant application workshops were conducted virtually, where the grant distribution workshops were provided both in person at scheduled locations across the Commonwealth, and were offered remotely where necessary. The Non-Profit/ Higher Education grant application training was provided through eLearning and grant distribution workshops were offered both in person and virtually.

Police Traffic Services Program (PT)

Overview of Programs, Projects, and Activities Funded

Virginia conducted training, education, and outreach efforts to raise awareness on issues involving transportation safety. Approximately \$248,588 in Section 402 funds was expended for these activities.

Measure: Conduct a minimum of ten trainings and informational contacts with law enforcement by December 31, 2021.

Performance: See accomplishments below.

Strategies and Accomplishments

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

Three LEL's continue to work across the Commonwealth. All LEL's work regionally and assist across areas to motivate law enforcement agencies to increase participation in highway safety campaigns. Throughout the year, LEL's actively conduct independent seat belt surveys to maintain an eye on seat belt use in localities. However, this year the independent surveys were limited due to the pandemic.

The LEL's assisted with the FY2022 Grant Application Workshop, held in each region, and Grant Distribution Workshops, held in each region, along with a virtual Grant Distribution Workshop, that provided a choice for those uncomfortable with live settings.

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

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

2. Partner with safety advocates to provide additional law enforcement training.

LEL's conducted two TOPS (Traffic Occupant Protection Strategies) safety-training workshops in FY2021 at the Central Virginia Criminal Justice Academy. This training consisted of 65 law enforcement attendees.

One LEL assisted with instructing the Fundamentals of Crash Investigation curriculum to approximately 75 students. The LEL assisted with monitoring and instructing various advanced

crash investigation classes to approximately 50 law enforcement attendees.

Virginia Association of Chiefs of Police (VACP), through their agreement with the National Command College, was able to deploy the "Implicit Bias" training free to law enforcement officers in FY2021. A course description can be found at: <https://commandacademy.org/product/implicit-bias/>. The course also discusses implicit bias during traffic stops. This training was attended by 1,576 law enforcement officer's representing 75 various agencies.

Due to the onset in March 2020 of the pandemic (COVID-19), training was postponed or either canceled. As a result, there were no opportunities to provide or assist in training activities as in past years.

Roadway Safety Program (RS)

Overview of Programs, Projects and Activities Funded

Roadway Safety is included in Virginia's public information awareness and education campaigns. Approximately \$215,387 in Section 402 and \$15,684 in Section 154 funds and was expended for these activities.

Measure: Participate in regional trainings on crash findings and techniques to improve awareness of roadway safety by December 31, 2021.

Performance: See accomplishments below.

Strategies and Accomplishments

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

There were five Fundamentals of Crash Investigation and Reconstruction Courses with 78 students (representing 29 Agencies) successfully completing the course.

2. Conduct three Crash Data Retrieval (CDR) Technician Classes for law enforcement officers.

Conducted one Crash Data Retrieval (CDR) Technician Class with 16 students (representing 6 agencies) successfully completing the course

Only one Crash Data Retrieval (CDR) Technician Course was conducted due to instructor availability, staffing, and course logistics.

3. Contract six Specialty Crash Investigation and Reconstruction classes for law enforcement officers based on need. Some classes will add to officers' ability to reconstruct DUI related crashes.

Contracted five Specialty Courses to include the following: One Traffic Crash Reconstruction Course with 24 students (representing 10 agencies) successfully completing the course.

Two Advanced Traffic Crash Investigation Classes with 44 students (representing 18 agencies) successfully completing the course.

One Event Data Recorder use in Traffic Crash Reconstruction - Level 1 Course with 23 students (representing 16 agencies) successfully completing the course.

One Investigation of Motorcycle Crashes - Level 1 Course with 23 students (representing 13 agencies) successfully completing the course.

Only five Specialty courses were contracted due to the budget constraints and cost for the three 80-hour classes.

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

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

Assisted 130 departments/offices/agencies (Law Enforcement, State Agencies, Educational Institutions & Commonwealth Attorneys) providing technical crash investigation assistance (most on multiple occasions)

Assisted law enforcement agencies on 123 occasions with crash investigations by imaging Event Data Recorders and/or providing analysis of the data.

- 25 VSP Crash Investigation Call-outs
- 15 times served as Expert for Testimony
- CDR Technician I&II Instructor
- Investigated high interest crashes for causation and submitted findings/recommendations.

Additional Traffic Safety Programs

2021 Highway Safety Summit

The 2021 Highway Safety Summit, the theme was “2021: Moving Forward Together”. The summit was held virtually with 194 registered attendees. There were various presentations for highway safety stakeholders. The summit presentations can be viewed by visiting, https://www.dmv.virginia.gov/safety/#resources/summit_presentations.asp

2021 Governor’s Transportation Safety Awards Program

Due to the COVID-19 pandemic, the 2021 Governor’s Transportation Safety Awards Ceremony was not held.

2021 Judicial Transportation Safety Conference

Due to the COVID-19 pandemic, the 2021 Judicial Conference was not held.

Highway Safety Program Media Plan

The DMV/VAHSO office used earned, owned and paid media channels throughout the 2020-2021 grant year to publicize a variety of safe driving messages. A data-driven, audience-specific approach was taken when purchasing advertising, which was bought in conjunction with high visibility enforcement efforts, or times of the year when traffic fatalities increase or holidays when an increased number of drivers are impaired. The NHTSA-approved advertising methods included broadcast TV, cable TV, radio, digital and social media, movie theaters, billboards and out-of-home media. Advertising supported a variety of information and education efforts such as safety belt use, DUI prevention, and motorcycle awareness. DMV's highway safety and communications offices partnered to push out safety messaging through the agency's owned media channels including @VADMV's Facebook page, Twitter feed, Instagram, YouTube channel and website. News releases coinciding with Virginia's campaigns, including November Click It or Ticket and May's Motorcycle Safety Awareness Month, were issued. DMV's highway safety office and its partners pushed out messaging before the Columbus Day holiday, along with encouraging law enforcement to be extra visible. DMV's highway safety office created ready-made social media posts when traffic data showed a possible trend in a specific risky behavior, including lack of seat belt use and speeding during the beginning of the pandemic, and those were distributed to grantees and partners requesting they be posted.

Highway Safety Media Plan:

Occupant Protection Media:

Local Heroes

The Local Heroes occupant protection awareness campaign ran August 1-31, 2021. The goal of the campaign was to change behavior and increase seat belt usage in Norfolk, Portsmouth, Williamsburg, Newport News, York County and James City County, all localities where seat belt use rates were low. The audience was adults ages 18-34 with a focus on men 18-34. Creative materials used for the campaign included videos depicting local first responders such as firefighters, EMTs and nurses providing reasons to buckle up with local scenery as the backdrop. DMV also issued a news release to promote the campaign. The media investment was \$907,812 gross in paid advertising on cable, broadcast and connected TV and digital and social media. The paid media plan included a large cable TV presence; online in-video ads; 757+ gas station TV screens across 97 gas stations; out of home placement via digital signage; streaming TV and audio; terrestrial radio; ads on public transit and ads across social media, such as Facebook, YouTube, and Instagram. The campaign delivered nearly 60 million total impressions, which was 20 percent over estimate. 40 percent of the total delivered impressions were added value.

Click It or Ticket- November 2020 Mini Mobilization

The November Click It or Ticket mini mobilization statewide paid advertising campaign ran November 20-30, 2020 and focused on men ages 18-34, the highest unbuckled population in Virginia. The purpose of the mobilization and media campaign was to remind the public that seat belts save lives, and law enforcement will be patrolling to make sure that all vehicle occupants are buckled up. The campaign encouraged safe driving behaviors during one of the busiest travel holidays of the year – Thanksgiving, which includes some of the highest traffic volumes of the year and an increase in traffic fatalities. DMV utilized NHTSA's Click It or Ticket campaign materials. To support the campaign, DMV's Communications Office posted the safety messages on owned media

sites. DMV also issued a news release to spread the message of seat belt safety throughout the Commonwealth. With a media investment of \$231,568, the campaign delivered nearly 12 million total impressions, roughly 27 percent above estimate. To support the campaign, DMV's Communications Office posted the safety messages on owned media sites. DMV also issued a news release to spread the message of seat belt safety throughout the Commonwealth.

Click It or Ticket- May 2021 Mobilization

The May mobilization ran May 17 – June 6, 2021 with an extension June 28 –July 6, 2021. Ultimately, the goal of this campaign was to change behavior and increase seat belt usage among the focus audience of blue collar men 20-34 and decrease the number of unrestrained crashes, fatalities and injuries throughout Virginia. The total media investment was \$237,182. The media placements utilized included: video (CTV), audio (streaming and terrestrial radio), digital (paid social media) and outdoor (gas station TV). The campaign delivered nearly 14 million total impressions. Over 37 percent of the total impressions were added value. For the Memorial Day holiday, the Click or Ticket campaign ran statewide on various platforms. DMV's media for the May mobilization was the "Headlines" video, and the social media message was "You don't want to be remembered as the guy who didn't." DMV also issued a news release to promote the campaign and spread the message of seat belt safety throughout the Commonwealth.

Grantee Occupant Protection Projects

Several DMV grantees received paid media funds to promote occupant protection messaging. Eastern Virginia Medical School's (EVMS) Boost 'Em in the Back Seat campaign ran online advertising and digital media through EVMS' Otto Marketing partner in September 2021. The campaign utilized a mix of over-the-top (OTT) streaming, Google Display & pay-per-click (PPC), Facebook/Instagram and YouTube platforms. With 1,685,605 impressions delivered, the overall campaign completion rate was high and most media over delivered. The Google PPC campaign resulted in fewer impressions (19,474) than last year as a result of search traffic changing with the new URL, but the number of clicks remained the same and the click through rate (CTR) jumped 2%. This is an increase four times over from last year's campaign. With an increase in budget, the Display campaign resulted in 1,237,747 impressions - six times higher than last year. During the September campaign period, EVMS' new website had 9,276 visitor sessions (14,319 page views), 974 downloads of materials, and 185 people took the safety belt fit test (only 27% of children passed the fit test).

Youth of Virginia Speak Out About Traffic Safety (YOVASO) included a buckle up message in its Arrive Alive campaign that was publicized during the deadliest days of summer for teens. DRIVE SMART Virginia promoted several occupant protection campaigns through paid digital and on-site advertising, including their "Love Clicks" pamphlets and child safety seat law fact cards.

Impaired Driving Media

Checkpoint Strikeforce/Drive Sober or Get Pulled Over

Virginia DMV grantee Washington Regional Alcohol Program (WRAP) operates Virginia's anti-drunk driving campaigns during the national Drive Sober or Get Pulled Over dates. WRAP re-launched the "Act Like It" campaign with the return of the "man-baby" character in a series of ads that ran on digital and social media. WRAP revealed the revamped campaign with a launch event that included a press conference. Almost \$900 million in paid advertising was geared toward 21- to 34-year-old men, and secondarily slightly older men, all adults and some Spanish-speaking individuals. Ads were placed on cable TV, audio (including Spotify), outdoor and social outlets during both the December 2020 and August 2021 national Drive Sober or Get Pulled Over campaigns. The creative materials

tell young men, “If you’re old enough to drink, then ‘Act Like It’ by planning ahead for a safe ride home.” The December 2020 earned media efforts included a radio media tour and audio news release that garnered 4.7 million impressions. The \$475 million paid media effort resulted in 45.6 million impressions. The August 2021 campaign reached over 22-million people via secured placement across all mediums in both focus markets and non-focus outlets, including print, TV and online. Two-dozen unique news stories were placed across Virginia, including all four of the campaign’s focus markets, earning a total of \$206,240.17 in added value. Nearly two-dozen (23) television stories about the campaign aired, more than double [ten vs. 23] the earned television placements gained via last year’s Checkpoint Strikeforce launch event. The coverage had an estimated local reach of 305,731 people.

DMV Highway Safety Office DUI Prevention

To present a cohesive anti-drunk driving message throughout Virginia, the same Act Like It anti-drunk driving creative materials were used for Virginia DMV’s paid media campaigns during St. Patrick’s Day, Cinco de Mayo and Fourth of July. About \$606,000 in paid media funds were placed in three week-long flights that generated a total of 31.8 million impressions.

Other Grantee Impaired Driving Prevention Projects

Several non-profit organizations publicize specific anti-drunk driving messaging to certain audiences in Virginia. The Virginia Health, Physical Education, Recreation and Dance’s Choose Your Vibe campaign; and DRIVE SMART Virginia’s Designate Before You Celebrate campaign discouraged drinking and driving, as well as underage drinking. Chesterfield Substance Abuse Free Environment (SAFE) implemented a combination driving under the influence of alcohol and drugs campaign in Chesterfield County, where data shows more alcohol- and drug-related crashes are occurring.

Motorcycle Safety Media:

Motorists’ Awareness of Motorcycles

Ultimately, the goal of this campaign is to change behavior and increase awareness of motorcycles among the intended audience (Adults 18-49 with special focus on Males 35-39). Measurements of success included decreasing the number of crashes, fatalities and injuries involving motorcycles throughout Virginia and increasing awareness of best practices to share the road with motorcycle riders. The campaign ran statewide March 2-6, 2021, with an emphasis in Portsmouth and Richmond. The media investment was \$74,375 in paid advertising, which was spend on banner ads and a 15-second video placed in out-of-home (gas station TV) and digital outlets. The campaign delivered over 4 million total impressions, which was over 32 percent above estimate. The campaign delivered over \$52,000 in added value.

Motorcycle Safety

The motorcycle safety campaign ran statewide February 24-28, 2021 with an emphasis in Roanoke, Portsmouth, Norfolk and Richmond. The focus audience for the campaign was men 25-34 and motorcycle owners/riders. The main creative used was the “Roll with it” video featuring motorcycle riders wearing the proper gear before riding. Media placements included video (CTV and YouTube), digital (paid social) and outdoor (gas station TV). The DMV Communications Office also posted the video with accompanying messaging about wearing the proper gear across all DMV-owned social media platforms. The campaign delivered over 4 million in total impressions, including over 1.5 million added value impressions. DMV also issued a news release in February 2021 reminding motorcyclists to “gear up” for spring-like weather and urging motorists to be on the lookout for motorcycles.

Pedestrian and Bicycle Safety Media

Street Smart Pedestrian and Bicycle Safety

The Metropolitan Washington Council of Governments was awarded \$220,000 in FY 2021 for a public awareness and educational campaign focused on pedestrian and bicycle safety in nine localities in northern Virginia. The regional campaign also includes Washington D.C and parts of Maryland. Both paid and earned media supported the campaign, with earned media serving as the match. Paid advertising was purchased on buses, at bus stops and bus shelters, on gas pump toppers and through social media outlets during Daylight Saving Time in the spring and during September 2021. A fall 2020 news conference announced the first wave of the twice-a-year media and enforcement campaign, and a toolkit with the campaign's creative materials was distributed to stakeholders. Due to the ongoing Covid-19 pandemic, the news conference was presented in a virtual format.

DMV Pedestrian Safety Campaign

DMV's Pedestrian Safety Campaign ran from July 12-August 8, 2021. The goal of the campaign was to change the behavior of both motorists and pedestrians and reduce pedestrian injuries and fatalities in Virginia by encouraging road users to make sure the way is clear before proceeding. The campaign's focus audience was men 18-55, with an emphasis on men 20-24. The campaign ran statewide, with an emphasis on Richmond, Roanoke, and Portsmouth, localities with especially high rates of pedestrian fatalities. The campaign ran on multiple platforms in a variety of mediums: video (CTV and YouTube), audio (streaming and terrestrial radio), digital (display and paid social media), and outdoor (gas station TV and public transit). The total media investment was \$242,813 gross. Total impression delivery was 97,710,819. Almost 79% of the impressions were added value, and the campaign over-delivered by over 76 million impressions.

Other Media:

TZDVA.org Website

All Virginia DMV digital paid media advertisements, including those for motorists' awareness of motorcycles, Local Heroes and Click It or Ticket, led consumers to the Toward Zero Deaths Virginia (TZDVA) website. The site is geared toward young, risky drivers and features short bursts of content with a variety of images, videos and graphics. All of the social media posts created by the highway safety office and distributed to grantees and partners led users to TZDVA.org as well. The website also hosts all of the 2021 Highway Safety Summit videos and presentations.

Appendix A

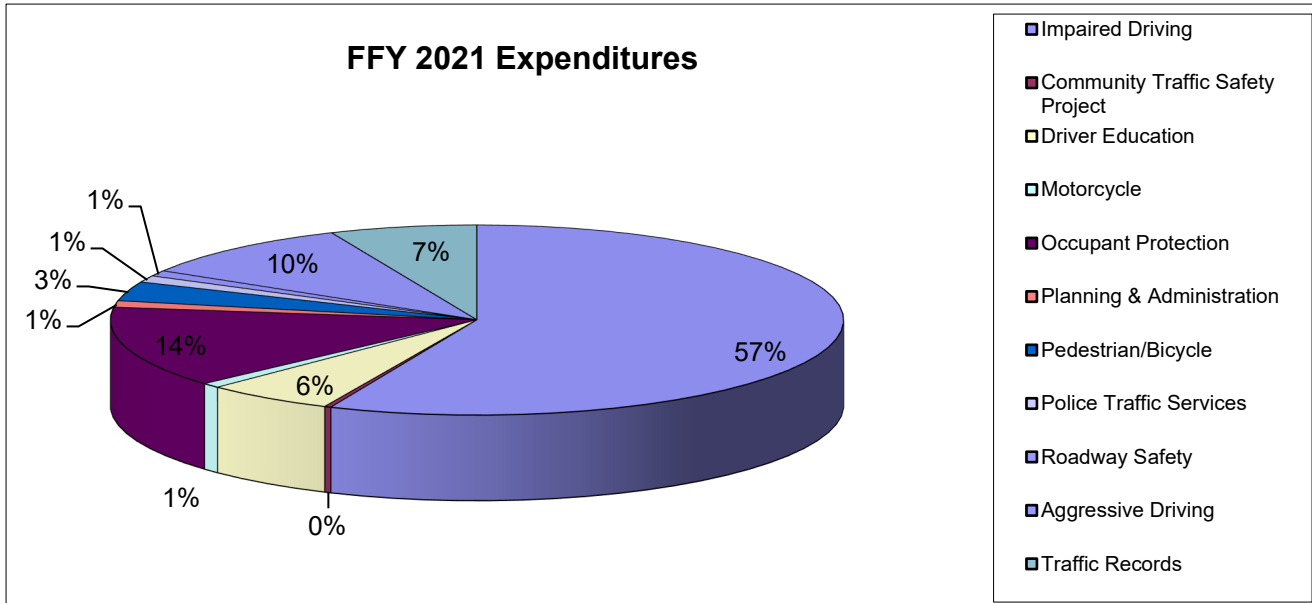
Virginia's Financial Summary – Expenditures*

FFY2021

APPENDIX A

FFY 2021 FINANCIAL SUMMARY - EXPENDITURES

Program Area					Total Expenditures	% of Total
	402 FAST Act	405 MAP 21	405 FAST Act	154		
Impaired Driving	15,957	411,969	2,866,079	9,122,382	12,416,387	57%
Community Traffic Safety Project	46,382	-	16,481	-	62,862	0%
Driver Education	981,468	-	266,655	-	1,248,123	6%
Motorcycle	84,424	-	95,971	-	180,396	1%
Occupant Protection	1,916,197	-	1,119,254	-	3,035,450	14%
Planning & Administration	242,958	-	-	-	242,958	1%
Pedestrian/Bicycle	349,441	-	374,572	-	724,013	3%
Police Traffic Services	248,588	-	-	-	248,588	1%
Roadway Safety	215,387	-	-	-	215,387	1%
Aggressive Driving	2,170,342	-	-	-	2,170,342	10%
Traffic Records	598,434	-	829,861	-	1,428,295	7%
TOTAL					21,972,800	100%



Appendix B
Expenditures and Non-Implementation Grants
FFY2021

Appendix B

FFY 2021 Virginia Highway Safety Grant Awards and Expenditures

Grant Program	Project	Grant ID	Subrecipient	Project Title	Approved Award	Total Paid
154AL						
154AL-2021	51291	21291	Alexandria City	Selective Enforcement - Alcohol	30,745.00	25,371.41
154AL-2021	51141	21141	Alleghany County	Selective Enforcement - Alcohol	10,743.00	4,432.90
154AL-2021	51221	21221	Altavista Town	Selective Enforcement - Alcohol	2,800.00	630.00
154AL-2021	51094	21094	Amherst County	Selective Enforcement - Alcohol	20,740.00	9,271.25
154AL-2021	51028	21028	Arlington County	Selective Enforcement - Alcohol	18,585.00	17,797.73
154AL-2021	51253	21253	Augusta County	Selective Enforcement - Alcohol	32,155.00	20,238.50
154AL-2021	51330	21330	Automotive Coalition for Traffic Safety, Inc	Virginia DADSS Pilot Deployment Project	5,098,600.00	4,934,700.85
154AL-2021	51400	21400	Big Stone Gap Town	Selective Enforcement - Alcohol	12,245.00	7,612.66
154AL-2021	51417	21417	Bristol City	Selective Enforcement - Alcohol	47,520.00	32,679.86
154AL-2021	51134	21134	Broadway Town	Selective Enforcement - Alcohol	4,159.00	3,434.80
154AL-2021	51319	21319	Buckingham County	Selective Enforcement - Alcohol	33,045.00	11,785.00
154AL-2021	51225	21225	Campbell County	Selective Enforcement - Alcohol	25,480.00	20,438.04
154AL-2021	51267	21267	Caroline County	Selective Enforcement - Alcohol	31,020.00	6,142.54
154AL-2021	51395	21395	Charlotte County	Selective Enforcement - Alcohol	13,720.00	-
154AL-2021	51346	21346	Chase City Town	Selective Enforcement - Alcohol	8,476.00	3,726.05
154AL-2021	51062	21062	Chesapeake Bay Bridge Tunnel	Selective Enforcement - Alcohol	2,520.00	2,163.89
154AL-2021	51136	21136	Chesterfield County	Selective Enforcement - Alcohol	136,254.00	111,859.53
154AL-2021	51266	21266	Christiansburg Town	Selective Enforcement - Alcohol	11,264.00	8,058.80
154AL-2021	51326	21326	Clarke County	Selective Enforcement - Alcohol	10,175.00	8,325.56
154AL-2021	51401	21401	Colonial Heights City	Selective Enforcement - Alcohol	14,466.00	12,095.48
154AL-2021	51185	21185	Culpeper Town	Selective Enforcement - Alcohol	10,323.00	10,322.94
154AL-2021	51069	21069	Danville City	Selective Enforcement - Alcohol	19,222.00	9,845.53
154AL-2021	51392	21392	Drive Safe Hampton Roads	Survive the Drive	24,698.00	16,192.21
154AL-2021	51415	21415	Drive Smart of Virginia	Impaired Driving Education and Outreach	423,634.00	360,569.68

154AL-2021	51191	21191	Fairfax County	DUI TF Selective Enforcement	1,092,716.00	928,886.28
154AL-2021	51298	21298	Fairfax County	Selective Enforcement - Alcohol	27,960.00	17,466.00
154AL-2021	51210	21210	Farmville Town	Selective Enforcement - Alcohol	20,250.00	14,845.00
154AL-2021	51058	21058	Fauquier County	Selective Enforcement - Alcohol	17,040.00	8,208.26
154AL-2021	51283	21283	Fluvanna County	Selective Enforcement - Alcohol	19,000.00	5,711.89
154AL-2021	51328	21328	Franklin County	Selective Enforcement - Alcohol	28,345.00	8,260.00
154AL-2021	51212	21212	Frederick County	Selective Enforcement - Alcohol	21,875.00	8,391.65
154AL-2021	51079	21079	Front Royal Town	Selective Enforcement - Alcohol	10,500.00	10,500.00
154AL-2021	51313	21313	Giles County	Selective Enforcement - Alcohol	8,220.00	3,729.00
154AL-2021	51179	21179	Goochland County	Selective Enforcement - Alcohol	16,690.00	8,402.10
154AL-2021	51091	21091	Grayson County	Selective Enforcement - Alcohol	8,500.00	5,226.96
154AL-2021	51372	21372	Greene County	Selective Enforcement - Alcohol	8,815.00	8,774.00
154AL-2021	51452	21452	Hampton City	Selective Enforcement - Alcohol	6,687.00	152.76
154AL-2021	51312	21312	Hanover County	Selective Enforcement - Alcohol	100,054.00	96,922.87
154AL-2021	51301	21301	Harrisonburg City	Selective Enforcement - Alcohol	17,720.00	9,319.20
154AL-2021	51170	21170	Henrico County	Selective Enforcement - Alcohol	213,650.00	213,650.00
154AL-2021	51097	21097	Henry County	Selective Enforcement - Alcohol	26,000.00	9,598.35
154AL-2021	51114	21114	Herndon Town	Selective Enforcement - Alcohol	29,120.00	15,734.48
154AL-2021	51358	21358	Isle of Wight County	Selective Enforcement - Alcohol	21,600.00	3,382.10
154AL-2021	51349	21349	James City County	Selective Enforcement - Alcohol	21,000.00	11,699.77
154AL-2021	51300	21300	King and Queen County	Selective Enforcement - Alcohol	15,740.00	8,534.86
154AL-2021	51139	21139	Lebanon Town	Selective Enforcement - Alcohol	6,000.00	5,306.62
154AL-2021	51023	21023	Loudoun County	Selective Enforcement - Alcohol	26,035.00	23,834.18
154AL-2021	51332	21332	Louisa Town	Selective Enforcement - Alcohol	5,401.00	2,817.50
154AL-2021	51311	21311	Lunenburg County	Selective Enforcement - Alcohol	16,032.00	3,420.08
154AL-2021	51104	21104	Lynchburg City	Selective Enforcement - Alcohol	38,590.00	17,500.75
154AL-2021	51019	21019	Manassas Park City	Selective Enforcement - Alcohol	18,000.00	4,567.50
154AL-2021	51289	21289	Narrows Town	Selective Enforcement - Alcohol	11,200.00	11,200.00
154AL-2021	51018	21018	Nelson County	Selective Enforcement - Alcohol	15,100.00	15,000.00

154AL-2021	51423	21423	New Kent County	Selective Enforcement - Alcohol	43,240.00	43,235.00
154AL-2021	51049	21049	Newport News City	Selective Enforcement - Alcohol	53,256.00	43,324.78
154AL-2021	51017	21017	Norfolk City	Selective Enforcement - Alcohol	40,275.00	40,126.24
154AL-2021	51098	21098	Norton City	Selective Enforcement - Alcohol	17,680.00	2,153.47
154AL-2021	51203	21203	Page County	Selective Enforcement - Alcohol	6,200.00	3,480.00
154AL-2021	51030	21030	Patrick County	Selective Enforcement - Alcohol	8,600.00	4,560.00
154AL-2021	51061	21061	Pearisburg Town	Selective Enforcement - Alcohol	16,032.00	16,032.00
154AL-2021	51201	21201	Pembroke Town	Selective Enforcement - Alcohol	5,100.00	5,100.00
154AL-2021	51269	21269	Petersburg City	Selective Enforcement - Alcohol	85,320.00	31,253.16
154AL-2021	51083	21083	Pittsylvania County	Selective Enforcement - Alcohol	30,240.00	9,864.71
154AL-2021	51007	21007	Portsmouth City	Selective Enforcement - Alcohol	31,831.00	19,528.04
154AL-2021	51329	21329	Prince William County	Selective Enforcement - Alcohol	128,960.00	119,677.44
154AL-2021	51117	21117	Pulaski County	Selective Enforcement - Alcohol	26,300.00	21,588.00
154AL-2021	51272	21272	Richmond City	Selective Enforcement - Alcohol	59,000.00	22,748.78
154AL-2021	51131	21131	Richmond County	Selective Enforcement - Alcohol	14,200.00	14,190.00
154AL-2021	51005	21005	Roanoke City	Selective Enforcement - Alcohol	32,186.00	17,605.52
154AL-2021	51195	21195	Roanoke County	DUI TF Selective Enforcement	160,248.00	20,203.12
154AL-2021	51149	21149	Roanoke County	Selective Enforcement - Alcohol	61,175.00	44,302.32
154AL-2021	51218	21218	Rockbridge County	Selective Enforcement - Alcohol	8,400.00	8,400.00
154AL-2021	51101	21101	Rockingham County	Selective Enforcement - Alcohol	30,820.00	30,056.81
154AL-2021	51004	21004	Salem City	DUI TF Selective Enforcement	88,790.00	11,763.52
154AL-2021	51001	21001	Salem City	Selective Enforcement - Alcohol	14,225.00	14,224.93
154AL-2021	51105	21105	Shenandoah County	Selective Enforcement - Alcohol	7,600.00	4,638.90
154AL-2021	51381	21381	South Boston Town	Selective Enforcement - Alcohol	14,900.00	5,936.90
154AL-2021	51066	21066	Spotsylvania County	Selective Enforcement - Alcohol	104,990.00	28,026.89
154AL-2021	51235	21235	Stafford County	Selective Enforcement - Alcohol	19,700.00	7,922.19
154AL-2021	51234	21234	Suffolk City	Selective Enforcement - Alcohol	12,092.00	3,861.82
154AL-2021	51287	21287	Supreme Court of Va	Judicial Outreach Liaison	63,600.00	32,549.96
154AL-2021	51182	21182	Tazewell County	Selective Enforcement - Alcohol	12,500.00	7,061.94

154AL-2021	51077	21077	Vienna Town	Selective Enforcement - Alcohol	26,772.00	21,629.19
154AL-2021	51426	21426	Vinton Town	DUI TF Selective Enforcement	70,338.00	-
154AL-2021	51130	21130	Virginia Beach City	Selective Enforcement - Alcohol	48,000.00	29,984.01
154AL-2021	51418	21418	Virginia Dept of Motor Vehicles	Alcohol Impaired Driving Program, Program Manager & SFST Coordinator	183,317.00	99,540.25
154AL-2021	51406	21406	Virginia Dept of Motor Vehicles	Crash Investigation & Reconstruction Program - AL	45,850.00	15,683.62
154AL-2021	51239	21239	Warsaw Town	Selective Enforcement - Alcohol	3,755.00	3,475.00
154AL-2021	51357	21357	Washington County	Selective Enforcement - Alcohol	40,755.00	10,799.75
154AL-2021	51118	21118	Westmoreland County	Selective Enforcement - Alcohol	41,800.00	38,716.38
154AL-2021	51107	21107	Williamsburg City	Selective Enforcement - Alcohol	12,000.00	4,840.00
154AL-2021	51408	21408	Winchester City	Selective Enforcement - Alcohol	12,000.00	12,000.00
154AL-2021	51045	21045	Wise County	Selective Enforcement - Alcohol	36,620.00	26,022.50
154AL-2021	51198	21198	WRAP	FY 2021 Virginia Checkpoint Strikeforce Campaign	1,129,805.00	1,081,789.88
154AL-2021	51223	21223	Wythe County	Selective Enforcement - Alcohol	17,620.00	17,619.98
154AL-2021	51209	21209	York County	Selective Enforcement - Alcohol	30,559.00	8,128.02
154AL Total					10,807,080.00	9,122,382.39
MAP 21 405d						
M6OT-2021	51340	21340	Substance Abuse Free Environment, Inc.	It's All Impaired Driving Phase II	139,720.94	139,720.94
M6OT-2021	51217	21217	Virginia Department of Forensic Science (DFS)	DFS Breath Alcohol Training Program	162,353.91	162,353.91
M6OT-2021	51197	21197	WRAP	FY 2021 Public Education & Information and Youth Outreach Programs	109,894.62	109,894.62
M6OT Total					411,969.47	411,969.47
FAST Act 405b						
FM2CSS-2021	51087	21087	Children's Hospital/King's Daughters	The Child Passenger Safety Program at CHKD	25,004.00	25,003.22
FM2CSS-2021	51151	21151	Eastern VA Medical School	Optimizing Car Safety Now's Impact through Responsive Website Design	121,805.00	110,057.23
FM2CSS Total					146,809.00	135,060.45
FM2HVE-2021	51274	21274	Culpeper County	Selective Enforcement - Occupant Protection	5,600.00	4,225.11

FM2HVE-2021	51110	21110	Dayton Town	Selective Enforcement - Occupant Protection	5,100.00	3,825.84
FM2HVE-2021	51427	21427	Goochland County	Selective Enforcement - Occupant Protection	3,150.00	2,596.99
FM2HVE-2021	51454	21454	Hampton City	Selective Enforcement - Occupant Protection	4,277.00	3,565.77
FM2HVE-2021	51299	21299	Hopewell City	Selective Enforcement - Occupant Protection	6,107.00	3,251.79
FM2HVE-2021	51446	21446	Lee County	Selective Enforcement - Occupant Protection	3,000.00	3,000.00
FM2HVE-2021	51146	21146	Pulaski County	Selective Enforcement - Occupant Protection	10,200.00	5,200.20
FM2HVE-2021	51073	21073	Virginia Dept of State Police	Selective Enforcement - Occupant Protection	190,000.00	117,932.37
FM2HVE Total					227,434.00	143,598.07
FM2OP-2021	51219	21219	ODU Research Foundation	Virginia Seat Belt and CORE Surveys 2021	195,312.00	163,733.29
FM2OP Total					195,312.00	163,733.29
FM2PE-2021	51413	21413	Drive Smart of Virginia	Occupant Protection Education and Outreach	157,145.00	113,373.03
FM2PE Total					157,145.00	113,373.03
FM2TR-2021	51080	21080	Virginia Dept of Motor Vehicles	Occupant Protection for Children Training Program	43,360.00	15,330.25
FM2TR Total					43,360.00	15,330.25
405b Total					770,060.00	571,095.09
FAST Act 405c						
FM3DA-2021	51258	21258	Virginia Dept of Motor Vehicles	State-to-State Verification System	90,000.00	-
FM3DA-2021	51458	21458	Virginia Dept of Motor Vehicles	TREDS Project II	1,119,644.17	782,504.86
FM3DA-2021	51273	21273	Virginia Dept of Motor Vehicles	TREDS Projects	47,355.83	47,355.83
405c Total					1,257,000.00	829,860.69
FAST Act 405d						
FM6OT-2021	51012	21012	Bedford County	Selective Enforcement - Alcohol	18,350.00	7,797.34
FM6OT-2021	51046	21046	Bedford Town	Selective Enforcement - Alcohol	7,000.00	6,696.31
FM6OT-2021	51068	21068	Berryville Town	Selective Enforcement - Alcohol	3,500.00	3,392.73
FM6OT-2021	51120	21120	Blacksburg Town	Selective Enforcement - Alcohol	16,940.00	5,072.12

FM6OT-2021	51025	21025	Bluefield Town	Selective Enforcement - Alcohol	4,900.00	2,619.41
FM6OT-2021	51071	21071	Botetourt County	Selective Enforcement - Alcohol	15,660.00	13,804.72
FM6OT-2021	51070	21070	Buchanan County	Selective Enforcement - Alcohol	12,200.00	8,337.50
FM6OT-2021	51420	21420	Cedar Bluff Town	Selective Enforcement - Alcohol	3,219.00	-
FM6OT-2021	51280	21280	Charlottesville City	Selective Enforcement - Alcohol	6,302.00	2,765.50
FM6OT-2021	51040	21040	Chesapeake City	Selective Enforcement - Alcohol	16,270.00	11,455.44
FM6OT-2021	51339	21339	Clarksville Town	Selective Enforcement - Alcohol	8,417.00	2,220.00
FM6OT-2021	51059	21059	Coeburn Town	Selective Enforcement - Alcohol	12,667.00	6,486.57
FM6OT-2021	51090	21090	Commission on VASAP	Enginuity Case Management System Maintenance and Service	75,000.00	60,476.66
FM6OT-2021	51082	21082	Commission on VASAP	INSPIRE Mobile Application Enhancement & Maintenance	140,000.00	139,995.50
FM6OT-2021	51379	21379	Commonwealth Attorney's Services Council	TSRP, Adv. DUI, DUID, DRE, Fatal Crash	241,920.00	126,665.19
FM6OT-2021	51065	21065	Culpeper County	Selective Enforcement - Alcohol	17,600.00	12,039.51
FM6OT-2021	51054	21054	Dickenson County	Selective Enforcement - Alcohol	7,620.00	7,545.00
FM6OT-2021	51263	21263	Fairfax City	Selective Enforcement - Alcohol	13,240.00	4,623.17
FM6OT-2021	51022	21022	Fredericksburg City	Selective Enforcement - Alcohol	5,688.00	3,860.00
FM6OT-2021	51200	21200	Galax City	Selective Enforcement - Alcohol	9,700.00	1,135.82
FM6OT-2021	51224	21224	Gate City Town	Selective Enforcement - Alcohol	9,700.00	7,440.00
FM6OT-2021	51333	21333	Gloucester County	Selective Enforcement - Alcohol	19,350.00	18,720.00
FM6OT-2021	51109	21109	Haymarket Town	Selective Enforcement - Alcohol	5,520.00	-
FM6OT-2021	51143	21143	Hillsville Town	Selective Enforcement - Alcohol	7,620.00	7,620.00
FM6OT-2021	51178	21178	King George County	Selective Enforcement - Alcohol	6,420.00	4,707.27
FM6OT-2021	51322	21322	Lee County	Selective Enforcement - Alcohol	12,700.00	11,130.00
FM6OT-2021	51100	21100	Lexington City	Selective Enforcement - Alcohol	8,750.00	1,206.04
FM6OT-2021	51150	21150	MADD	MADD Impaired Driving Safety Countermeasures	789,668.00	688,660.15
FM6OT-2021	51006	21006	Martinsville City	Selective Enforcement - Alcohol	7,790.00	3,362.34
FM6OT-2021	51257	21257	Mathews County	Selective Enforcement - Alcohol	8,420.00	6,800.00
FM6OT-2021	51112	21112	Montgomery County	Selective Enforcement - Alcohol	15,340.00	11,423.81
FM6OT-2021	51044	21044	Northumberland County	Selective Enforcement - Alcohol	9,155.00	2,939.16
FM6OT-2021	51307	21307	Pennington Gap Town	Selective Enforcement - Alcohol	8,200.00	3,550.00

FM6OT-2021	51169	21169	Pocahontas Town	Selective Enforcement - Alcohol	1,000.00	1,000.00
FM6OT-2021	51103	21103	Poquoson City	Selective Enforcement - Alcohol	4,725.00	4,690.00
FM6OT-2021	51375	21375	Powhatan County	Selective Enforcement - Alcohol	28,050.00	6,954.00
FM6OT-2021	51377	21377	Prince Edward County	Selective Enforcement - Alcohol	6,290.00	3,807.26
FM6OT-2021	51081	21081	Radford City	Selective Enforcement - Alcohol	7,600.00	7,600.00
FM6OT-2021	51158	21158	Richlands Town	Selective Enforcement - Alcohol	12,820.00	12,516.00
FM6OT-2021	51181	21181	Saint Paul Town	Selective Enforcement - Alcohol	5,389.00	2,057.41
FM6OT-2021	51154	21154	Scott County	Selective Enforcement - Alcohol	18,000.00	15,652.53
FM6OT-2021	51422	21422	Smithfield Town	Selective Enforcement - Alcohol	8,926.00	6,856.00
FM6OT-2021	51011	21011	Smyth County	Selective Enforcement - Alcohol	12,925.00	8,403.41
FM6OT-2021	51465	21465	Substance Abuse Free Environment, Inc.	It's All Impaired Driving Phase II 2	130,514.06	92,690.55
FM6OT-2021	51373	21373	Supreme Court of Va	Virginia Specialty Dockets Training to Reduce Impaired Driving	144,394.00	10,472.03
FM6OT-2021	51193	21193	Tazewell Town	Selective Enforcement - Alcohol	6,120.00	2,250.00
FM6OT-2021	51216	21216	University of Richmond	Selective Enforcement - Alcohol	5,520.00	3,281.75
FM6OT-2021	51196	21196	Vinton Town	Selective Enforcement - Alcohol	13,475.00	3,645.49
FM6OT-2021	51374	21374	Virginia Commonwealth University	Project IMPACT	73,217.00	71,064.27
FM6OT-2021	51404	21404	Virginia Commonwealth University	Selective Enforcement - Alcohol	16,640.00	-
FM6OT-2021	51463	21463	Virginia Department of Forensic Science (DFS)	DFS Breath Alcohol Training Program 2	102,156.09	55,760.98
FM6OT-2021	51382	21382	Virginia Dept of Alcohol & Beverage Control	Selective Enforcement - Alcohol	114,000.00	-
FM6OT-2021	51369	21369	Virginia Dept of Motor Vehicles	Alcohol Safety Paid Media	624,225.00	621,244.05
FM6OT-2021	51419	21419	Virginia Dept of Motor Vehicles	Drugged Driving Programs (DRE & ARIDE)	125,000.00	79,834.26
FM6OT-2021	51255	21255	Virginia Dept of Motor Vehicles	Forensic Science - Toxicological Data Analysis and Submission	113,624.00	77,433.90
FM6OT-2021	51416	21416	Virginia Dept of Motor Vehicles	Impaired Driving Program Coordination-Drug	29,546.00	27,079.67
FM6OT-2021	51386	21386	Virginia Dept of Motor Vehicles	Judicial Transportation Safety Conference	70,000.00	-
FM6OT-2021	51259	21259	Virginia Dept of Motor Vehicles	Medical Examiner Toxicological Certification and Reporting	525,374.00	166,953.48
FM6OT-2021	51056	21056	Virginia Dept of State Police	Selective Enforcement - Alcohol	650,000.00	208,907.99
FM6OT-2021	51188	21188	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program - AL	255,737.00	174,632.53

FM6OT-2021	51147	21147	Virginia Polytechnic Institute	Selective Enforcement - Alcohol	8,325.00	649.92
FM6OT-2021	51157	21157	Warren County	Selective Enforcement - Alcohol	8,439.00	8,438.76
FM6OT-2021	51035	21035	Wise Town	Selective Enforcement - Alcohol	14,872.00	4,586.80
FM6OT-2021	51464	21464	WRAP	FY 2021 Public Education & Information and Youth Outreach Programs 2	53,921.38	613.32
FM6OT Subtotal					4,735,650.53	2,873,623.62
FM6OT Refund						(7,544.97)
Total					4,735,650.53	2,866,078.65
FAST Act 405d						
Flex						
FDL*CP-2021	51086	21086	Virginia Dept of Motor Vehicles	2021 Virginia Highway Safety Summit	170,000.00	16,480.56
FDL*CP Total					170,000.00	16,480.56
FDL*DE-2021	51410	21410	Virginia Dept of Education	Driver Education in Virginia	261,500.00	214,765.56
FDL*DE-2021	51204	21204	Virginia Dept of Motor Vehicles	45-hour Parent Teen Guide	52,000.00	51,889.36
FDL*DE Total					313,500.00	266,654.92
FDL*MC-2021	51093	21093	Richmond Ambulance Authority	Rider Alert	13,156.00	-
FDL*MC Total					13,156.00	-
FDL*OP-2021	51370	21370	Virginia Dept of Motor Vehicles	Occupant Protection Safety Paid Media	548,159.00	548,158.56
FDL*OP Total					548,159.00	548,158.56
405d Flex Tot					1,044,815.00	831,294.04
405d Grand						
Total					5,780,465.53	3,697,372.69
405f						
FM9MT-2021	51366	21366	Virginia Dept of Motor Vehicles	2010 Motorists' Awareness of Motorcycles Paid Media	96,047.00	95,971.22
405f Total					96,047.00	95,971.22

405h						
FHLE-2021	51336	21336	Alexandria City	Selective Enforcement - Pedestrian/Bicycle	8,960.00	8,263.86
FHLE-2021	51036	21036	Arlington County	Selective Enforcement - Pedestrian/Bicycle	10,030.00	9,320.10
FHLE-2021	51159	21159	Chesterfield County	Selective Enforcement - Pedestrian/Bicycle	5,040.00	4,598.63
FHLE-2021	51378	21378	Fairfax City	Selective Enforcement - Pedestrian/Bicycle	3,750.00	1,213.83
FHLE-2021	51297	21297	Fairfax County	Selective Enforcement - Pedestrian/Bicycle	10,700.00	3,376.74
FHLE-2021	51057	21057	Halifax Town	Selective Enforcement - Pedestrian/Bicycle	1,500.00	1,291.33
FHLE-2021	51389	21389	Harrisonburg City	Selective Enforcement - Pedestrian/Bicycle	6,000.00	5,999.97
FHLE-2021	51111	21111	Haymarket Town	Selective Enforcement - Pedestrian/Bicycle	4,000.00	-
FHLE-2021	51202	21202	Henrico County	Selective Enforcement - Pedestrian/Bicycle	5,400.00	5,400.00
FHLE-2021	51050	21050	Occoquan Town	Selective Enforcement - Pedestrian/Bicycle	3,500.00	2,514.50
FHLE-2021	51294	21294	Prince William County	Selective Enforcement - Pedestrian/Bicycle	9,800.00	8,452.28
FHLE-2021	51270	21270	Richmond City	Selective Enforcement - Pedestrian/Bicycle	7,150.00	5,180.70
FHLE-2021	51161	21161	Roanoke City	Selective Enforcement - Pedestrian/Bicycle	3,960.00	2,036.00
FHLE-2021	51003	21003	Salem City	Selective Enforcement - Pedestrian/Bicycle	2,660.00	2,536.57
FHLE-2021	51132	21132	Williamsburg City	Selective Enforcement - Pedestrian/Bicycle	4,000.00	3,840.00
FHLE Total					86,450.00	64,024.51
FHPE-2021	51457	21457	Virginia Dept of Motor Vehicles	Pedestrian and Bicycle Media	340,000.00	310,547.56
FHPE Total					340,000.00	310,547.56
405h Total					426,450.00	374,572.07
402						
FAL-2021	51292	21292	Dublin Town	Selective Enforcement - Alcohol	7,000.00	7,000.00
FAL-2021	51122	21122	Occoquan Town	Selective Enforcement - Alcohol	5,155.00	2,718.68
FAL-2021	51397	21397	Prince George County	Selective Enforcement - Alcohol	8,260.00	6,238.21
FAL-2021	51096	21096	Weber City Town	Selective Enforcement - Alcohol	5,200.00	-
FAL Total					25,615.00	15,956.89

FCP-2021	51243	21243	Commission on VASAP	Commission on VASAP Professional Staff Development	11,858.00	-
FCP-2021	51051	21051	Commission on VASAP	VASAP Comprehensive Training Grant	171,506.00	15,000.00
FCP-2021	51325	21325	Supreme Court of Va	Judicial Outreach Liaison-402	16,650.00	5,130.83
FCP-2021	51353	21353	Virginia Dept of Motor Vehicles	DMV/HSO Travel and Training	80,000.00	11,250.67
FCP-2021	51290	21290	Virginia Dept of Motor Vehicles	Evaluation of Program Project	90,000.00	-
FCP-2021	51455	21455	Virginia Dept of Motor Vehicles	Toward Zero Deaths Website Maintenance and Media	15,000.00	15,000.00
FCP Total					385,014.00	46,381.50
FDE-2021	51405	21405	Dept for Aging and Rehabilitative Services	Virginia GrandDriver: Steering Toward Healthy Aging	578,260.00	545,963.26
FDE-2021	51277	21277	Drive Smart of Virginia	Community and Workplace Traffic Safety Education and Outreach	182,985.00	171,768.14
FDE-2021	51262	21262	Prince William County	Partners for Safe Teen Driving	66,667.00	22,763.64
FDE-2021	51345	21345	VADETS	Choose Your Vibe - Arrive Alive!	284,240.00	228,055.44
FDE-2021	51250	21250	Virginia Trucking Assoc. Foundation	Truck Safety Programs Coordinator	18,624.00	12,917.15
FDE Total					1,130,776.00	981,467.63
FMC-2021	51231	21231	Virginia Dept of Motor Vehicles	Motorcycle Education Quality Assurance Program	190,000.00	4,424.47
FMC-2021	51364	21364	Virginia Dept of Motor Vehicles	Motorcycle Safety Paid Media 402	80,000.00	80,000.00
FMC Total					270,000.00	84,424.47
FOP-2021	51279	21279	Accomack County	Selective Enforcement - Occupant Protection	24,500.00	13,813.41
FOP-2021	51145	21145	Alleghany County	Selective Enforcement - Occupant Protection	6,340.00	2,111.00
FOP-2021	51341	21341	Amherst County	Selective Enforcement - Occupant Protection	4,200.00	2,170.00
FOP-2021	51034	21034	Arlington County	Selective Enforcement - Occupant Protection	10,224.00	8,358.71
FOP-2021	51442	21442	Augusta County	Selective Enforcement - Occupant Protection	3,875.00	1,385.29
FOP-2021	51085	21085	Bedford County	Selective Enforcement - Occupant Protection	4,550.00	2,905.00
FOP-2021	51435	21435	Buchanan County	Selective Enforcement - Occupant Protection	7,500.00	7,320.75
FOP-2021	51320	21320	Buckingham County	Selective Enforcement - Occupant Protection	6,100.00	2,716.80
FOP-2021	51226	21226	Campbell County	Selective Enforcement - Occupant Protection	8,000.00	7,823.49

FOP-2021	51175	21175	Chatham Town	Selective Enforcement - Occupant Protection	6,000.00	6,000.00
FOP-2021	51041	21041	Chesapeake City	Selective Enforcement - Occupant Protection	15,100.00	12,521.74
FOP-2021	51275	21275	Christiansburg Town	Selective Enforcement - Occupant Protection	2,688.00	2,226.85
FOP-2021	51236	21236	Coeburn Town	Selective Enforcement - Occupant Protection	3,000.00	1,905.00
FOP-2021	51428	21428	Colonial Heights City	Selective Enforcement - Occupant Protection	3,000.00	2,478.71
FOP-2021	51029	21029	Crewe Town	Selective Enforcement - Occupant Protection	6,742.00	4,465.47
FOP-2021	51189	21189	Danville City	Selective Enforcement - Occupant Protection	5,250.00	4,595.34
FOP-2021	51443	21443	Dickenson County	Selective Enforcement - Occupant Protection	3,000.00	2,790.00
FOP-2021	51368	21368	Drive Safe Hampton Roads	Occupant Protection	58,888.00	35,756.17
FOP-2021	51010	21010	Exmore Town	Selective Enforcement - Occupant Protection	1,200.00	1,200.00
FOP-2021	51441	21441	Franklin County	Selective Enforcement - Occupant Protection	2,625.00	630.00
FOP-2021	51237	21237	Galax City	Selective Enforcement - Occupant Protection	3,300.00	1,495.37
FOP-2021	51411	21411	Gloucester County	Selective Enforcement - Occupant Protection	6,300.00	5,760.00
FOP-2021	51445	21445	Grayson County	Selective Enforcement - Occupant Protection	2,100.00	1,263.25
FOP-2021	51190	21190	Halifax Town	Selective Enforcement - Occupant Protection	7,100.00	5,470.52
FOP-2021	51317	21317	Hanover County	Selective Enforcement - Occupant Protection	8,736.00	8,736.00
FOP-2021	51206	21206	Henrico County	Selective Enforcement - Occupant Protection	40,258.00	40,258.00
FOP-2021	51434	21434	Henry County	Selective Enforcement - Occupant Protection	2,550.00	2,310.69
FOP-2021	51162	21162	Hillsville Town	Selective Enforcement - Occupant Protection	6,000.00	5,977.46
FOP-2021	51350	21350	James City County	Selective Enforcement - Occupant Protection	6,132.00	3,302.88
FOP-2021	51367	21367	King and Queen County	Selective Enforcement - Occupant Protection	3,000.00	2,280.00
FOP-2021	51354	21354	Lancaster County	Selective Enforcement - Occupant Protection	6,250.00	3,358.33
FOP-2021	51448	21448	Lebanon Town	Selective Enforcement - Occupant Protection	2,250.00	1,453.26
FOP-2021	51286	21286	Lexington City	Selective Enforcement - Occupant Protection	3,500.00	985.46
FOP-2021	51021	21021	Manassas Park City	Selective Enforcement - Occupant Protection	5,400.00	1,530.00
FOP-2021	51439	21439	Montgomery County	Selective Enforcement - Occupant Protection	2,700.00	2,432.51

FOP-2021	51424	21424	New Kent County	Selective Enforcement - Occupant Protection	8,800.00	8,800.00
FOP-2021	51453	21453	Norfolk City	Selective Enforcement - Occupant Protection	11,300.00	11,300.00
FOP-2021	51429	21429	Northumberland County	Selective Enforcement - Occupant Protection	2,625.00	211.03
FOP-2021	51302	21302	ODU Research Foundation	Occupant Protection in Virginia: Pressing Evaluation Results	129,026.00	47,821.16
FOP-2021	51014	21014	Onancock Town	Selective Enforcement - Occupant Protection	6,100.00	5,329.56
FOP-2021	51264	21264	Page County	Selective Enforcement - Occupant Protection	3,000.00	2,460.00
FOP-2021	51033	21033	Patrick County	Selective Enforcement - Occupant Protection	6,400.00	5,248.00
FOP-2021	51450	21450	Pennington Gap Town	Selective Enforcement - Occupant Protection	2,250.00	1,050.00
FOP-2021	51088	21088	Pittsylvania County	Selective Enforcement - Occupant Protection	8,046.00	6,473.83
FOP-2021	51102	21102	Poquoson City	Selective Enforcement - Occupant Protection	5,005.00	4,900.00
FOP-2021	51126	21126	Portsmouth City	Selective Enforcement - Occupant Protection	8,058.00	2,626.15
FOP-2021	51451	21451	Prince Edward County	Selective Enforcement - Occupant Protection	3,575.00	2,435.58
FOP-2021	51398	21398	Prince George County	Selective Enforcement - Occupant Protection	7,120.00	4,652.15
FOP-2021	51324	21324	Prince William County	Selective Enforcement - Occupant Protection	30,500.00	30,500.00
FOP-2021	51278	21278	Richmond City	Selective Enforcement - Occupant Protection	11,000.00	11,000.00
FOP-2021	51431	21431	Richmond County	Selective Enforcement - Occupant Protection	2,250.00	2,250.00
FOP-2021	51144	21144	Roanoke City	Selective Enforcement - Occupant Protection	12,738.00	7,369.15
FOP-2021	51245	21245	Roanoke County	Selective Enforcement - Occupant Protection	14,400.00	13,817.18
FOP-2021	51247	21247	Rockbridge County	Selective Enforcement - Occupant Protection	4,200.00	4,200.00
FOP-2021	51433	21433	Saint Paul Town	Selective Enforcement - Occupant Protection	1,838.00	1,245.41
FOP-2021	51437	21437	Scott County	Selective Enforcement - Occupant Protection	2,400.00	2,400.00
FOP-2021	51383	21383	South Boston Town	Selective Enforcement - Occupant Protection	6,770.00	4,489.19
FOP-2021	51456	21456	Spotsylvania County	Selective Enforcement Occupant Protection	4,725.00	1,138.15
FOP-2021	51251	21251	Stafford County	Selective Enforcement - Occupant Protection	6,000.00	3,664.07
FOP-2021	51240	21240	Suffolk City	Selective Enforcement - Occupant Protection	3,234.00	2,059.20
FOP-2021	51430	21430	Tappahannock Town	Selective Enforcement - Occupant Protection	3,350.00	2,250.00

FOP-2021	51183	21183	Tazewell County	Selective Enforcement - Occupant Protection	13,750.00	6,746.71
FOP-2021	51133	21133	Virginia Beach City	Selective Enforcement - Occupant Protection	48,200.00	46,000.00
FOP-2021	51163	21163	Virginia Dept of Health	VDH Child Passenger Safety	261,681.00	180,620.00
FOP-2021	51449	21449	Virginia Dept of Motor Vehicles	2021 Local Heroes Campaign	1,075,000.00	1,056,248.25
FOP-2021	51180	21180	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program - OP	273,825.00	203,509.36
FOP-2021	51412	21412	Warren County	Selective Enforcement - Occupant Protection	3,043.00	2,904.16
FOP-2021	51407	21407	Washington County	Selective Enforcement - Occupant Protection	6,600.00	1,973.23
FOP-2021	51047	21047	Westmoreland County	Selective Enforcement - Occupant Protection	4,200.00	3,445.04
FOP-2021	51432	21432	Wise County	Selective Enforcement - Occupant Protection	2,625.00	2,450.00
FOP-2021	51227	21227	Wythe County	Selective Enforcement - Occupant Protection	14,000.00	14,000.00
FOP Subtotal					2,295,992.00	1,917,374.02
FOP Refund						(1,177.23)
FOP Total					2,295,992.00	1,916,196.79
						-
FPA-2021	51256	21256	Virginia Dept of Motor Vehicles	Planning and Administration (PA)	272,224.00	242,957.53
FPA Total					272,224.00	242,957.53
FPS-2021	51119	21119	Metro Washington Council of Gov	Street Smart Pedestrian and Bicycle Safety Program	220,000.00	220,000.00
FPS-2021	51414	21414	Metropolitan Richmond Sports Backers, Inc.	Vision Zero Year 4: Hands Free, Ped Safety	30,000.00	18,996.73
FPS-2021	51042	21042	Northern Virginia Regional Commission	2021 Share Virginia Roads Bicycle and Pedestrian Safety Education and Outreach	113,432.00	110,444.06
FPS Total					363,432.00	349,440.79
FPT-2021	51394	21394	VA Association of Chiefs of Police	Virginia Law Enforcement Training and Resources	225,919.00	138,534.51
FPT-2021	51282	21282	Virginia Dept of Motor Vehicles	Law Enforcement Liaison (LEL) Program	163,800.00	110,053.20
FPT Total					389,719.00	248,587.71
FRS-2021	51396	21396	Virginia Beach City	Regional Training in Traffic Engineering	20,000.00	19,515.00

FRS-2021	51342	21342	Virginia Dept of Motor Vehicles	Crash Investigation & Reconstruction Program - 402	225,860.00	195,871.53
FRS Total					245,860.00	215,386.53
FSC-2021	51314	21314	Abingdon Town	Selective Enforcement - Speed	14,100.00	3,358.57
FSC-2021	51306	21306	Alexandria City	Selective Enforcement - Speed	11,200.00	11,194.72
FSC-2021	51148	21148	Alleghany County	Selective Enforcement - Speed	5,174.00	4,693.26
FSC-2021	51222	21222	Altavista Town	Selective Enforcement - Speed	5,250.00	4,235.00
FSC-2021	51351	21351	Amelia County	Selective Enforcement - Speed	16,100.00	13,848.25
FSC-2021	51092	21092	Amherst County	Selective Enforcement - Speed	12,050.00	7,115.00
FSC-2021	51032	21032	Arlington County	Selective Enforcement - Speed	17,700.00	17,626.80
FSC-2021	51304	21304	Arlington County	Selective Enforcement - Speed	5,040.00	4,665.92
FSC-2021	51039	21039	Ashland Town	Selective Enforcement - Speed	5,920.00	5,210.88
FSC-2021	51309	21309	Augusta County	Selective Enforcement - Speed	15,598.00	15,598.00
FSC-2021	51084	21084	Bedford County	Selective Enforcement - Speed	14,190.00	9,981.50
FSC-2021	51048	21048	Bedford Town	Selective Enforcement - Speed	7,000.00	6,612.98
FSC-2021	51167	21167	Blacksburg Town	Selective Enforcement - Speed	12,600.00	6,035.83
FSC-2021	51063	21063	Blackstone Town	Selective Enforcement - Speed	9,799.00	9,795.63
FSC-2021	51384	21384	Botetourt County	Selective Enforcement - Speed	8,640.00	8,176.47
FSC-2021	51067	21067	Boykins Town	Selective Enforcement - Speed	4,944.00	4,944.00
FSC-2021	51316	21316	Buckingham County	Selective Enforcement - Speed	25,718.00	13,648.00
FSC-2021	51249	21249	Campbell County	Selective Enforcement - Speed	21,700.00	20,164.84
FSC-2021	51359	21359	Charles City County	Selective Enforcement - Speed	20,394.00	20,341.50
FSC-2021	51360	21360	Chase City Town	Selective Enforcement - Speed	9,782.00	7,170.30
FSC-2021	51013	21013	Chesapeake Bay Bridge Tunnel	Selective Enforcement - Speed	5,250.00	3,954.12
FSC-2021	51074	21074	Chesapeake City	Selective Enforcement - Speed	7,000.00	5,862.06
FSC-2021	51138	21138	Chesterfield County	Selective Enforcement - Speed	120,244.00	114,637.95
FSC-2021	51156	21156	Chilhowie Town	Selective Enforcement - Speed	17,200.00	17,169.60
FSC-2021	51362	21362	Chincoteague Town	Selective Enforcement - Speed	7,800.00	7,800.00
FSC-2021	51271	21271	Christiansburg Town	Selective Enforcement - Speed	10,038.00	9,303.81

FSC-2021	51331	21331	Clarke County	Selective Enforcement - Speed	7,400.00	5,834.50
FSC-2021	51246	21246	Clintwood Town	Selective Enforcement - Speed	11,220.00	11,052.12
FSC-2021	51230	21230	Coeburn Town	Selective Enforcement - Speed	3,000.00	1,755.00
FSC-2021	51027	21027	Colonial Beach Town	Selective Enforcement - Speed	7,013.00	1,943.28
FSC-2021	51064	21064	Craig County	Selective Enforcement - Speed	6,250.00	2,700.00
FSC-2021	51043	21043	Crewe Town	Selective Enforcement - Speed	6,742.00	5,239.61
FSC-2021	51276	21276	Culpeper County	Selective Enforcement - Speed	11,994.00	7,947.91
FSC-2021	51187	21187	Culpeper Town	Selective Enforcement - Speed	5,748.00	5,748.00
FSC-2021	51186	21186	Danville City	Selective Enforcement - Speed	9,100.00	7,698.19
FSC-2021	51244	21244	Dayton Town	Selective Enforcement - Speed	6,004.00	5,872.32
FSC-2021	51303	21303	Dublin Town	Selective Enforcement - Speed	8,836.00	8,836.00
FSC-2021	51208	21208	Dumfries Town	Selective Enforcement - Speed	13,050.00	11,820.75
FSC-2021	51015	21015	Essex County	Selective Enforcement - Speed	6,250.00	2,900.00
FSC-2021	51009	21009	Exmore Town	Selective Enforcement - Speed	12,000.00	12,000.00
FSC-2021	51293	21293	Fairfax City	Selective Enforcement - Speed	7,500.00	3,775.45
FSC-2021	51296	21296	Fairfax County	Selective Enforcement - Speed	31,500.00	17,029.64
FSC-2021	51192	21192	Falls Church City	Selective Enforcement - Speed	10,080.00	121.11
FSC-2021	51371	21371	Falls Church City	Selective Enforcement - Speed	8,000.00	1,119.72
FSC-2021	51213	21213	Farmville Town	Selective Enforcement - Speed	22,468.00	19,138.00
FSC-2021	51108	21108	Fauquier County	Selective Enforcement - Speed	18,200.00	8,616.91
FSC-2021	51140	21140	Floyd County	Selective Enforcement - Speed	11,086.00	10,274.77
FSC-2021	51284	21284	Fluvanna County	Selective Enforcement - Speed	4,000.00	776.62
FSC-2021	51335	21335	Franklin County	Selective Enforcement - Speed	15,750.00	6,755.00
FSC-2021	51211	21211	Frederick County	Selective Enforcement - Speed	14,811.00	10,198.41
FSC-2021	51038	21038	Fredericksburg City	Selective Enforcement - Speed	13,440.00	10,000.00
FSC-2021	51165	21165	Front Royal Town	Selective Enforcement - Speed	8,400.00	7,986.80
FSC-2021	51214	21214	Galax City	Selective Enforcement - Speed	6,000.00	3,127.11
FSC-2021	51242	21242	Gate City Town	Selective Enforcement - Speed	3,000.00	3,000.00
FSC-2021	51334	21334	Giles County	Selective Enforcement - Speed	6,600.00	4,356.00

FSC-2021	51337	21337	Gloucester County	Selective Enforcement - Speed	9,475.00	8,496.25
FSC-2021	51173	21173	Goochland County	Selective Enforcement - Speed	18,332.00	13,964.83
FSC-2021	51125	21125	Gordonsville Town	Selective Enforcement - Speed	4,588.00	721.15
FSC-2021	51447	21447	Grayson County	Selective Enforcement - Speed	2,100.00	1,221.19
FSC-2021	51321	21321	Greene County	Selective Enforcement - Speed	6,068.00	5,740.00
FSC-2021	51099	21099	Halifax Town	Selective Enforcement - Speed	12,000.00	10,430.92
FSC-2021	51348	21348	Hampton City	Selective Enforcement - Speed	49,520.00	9,850.19
FSC-2021	51315	21315	Hanover County	Selective Enforcement - Speed	12,600.00	12,600.00
FSC-2021	51388	21388	Harrisonburg City	Selective Enforcement - Speed	9,980.00	9,679.87
FSC-2021	51124	21124	Haymarket Town	Selective Enforcement - Speed	3,750.00	-
FSC-2021	51220	21220	Henrico County	Selective Enforcement - Speed	58,486.00	58,486.00
FSC-2021	51152	21152	Henry County	Selective Enforcement - Speed	25,916.00	14,188.66
FSC-2021	51115	21115	Herndon Town	Selective Enforcement - Speed	16,500.00	16,500.00
FSC-2021	51164	21164	Hillsville Town	Selective Enforcement - Speed	6,000.00	5,984.11
FSC-2021	51409	21409	Independence Town	Selective Enforcement - Speed	6,375.00	4,759.43
FSC-2021	51361	21361	Isle of Wight County	Selective Enforcement - Speed	5,736.00	4,604.43
FSC-2021	51356	21356	James City County	Selective Enforcement - Speed	21,000.00	17,457.99
FSC-2021	51363	21363	King and Queen County	Selective Enforcement - Speed	9,000.00	5,895.00
FSC-2021	51168	21168	King George County	Selective Enforcement - Speed	8,800.00	6,235.68
FSC-2021	51229	21229	King William County	Selective Enforcement - Speed	13,575.00	6,020.00
FSC-2021	51355	21355	Lancaster County	Selective Enforcement - Speed	6,086.00	4,643.47
FSC-2021	51444	21444	Lebanon Town	Selective Enforcement - Speed	2,250.00	1,784.12
FSC-2021	51024	21024	Loudoun County	Selective Enforcement - Speed	32,704.00	28,128.45
FSC-2021	51393	21393	Louisa County	Selective Enforcement - Speed	4,950.00	-
FSC-2021	51308	21308	Lunenburg County	Selective Enforcement - Speed	19,656.00	9,070.98
FSC-2021	51106	21106	Lynchburg City	Selective Enforcement - Speed	16,625.00	12,451.99
FSC-2021	51135	21135	Manassas City	Selective Enforcement - Speed	12,236.00	12,236.00
FSC-2021	51020	21020	Manassas Park City	Selective Enforcement - Speed	25,861.00	14,937.25
FSC-2021	51053	21053	Marion Town	Selective Enforcement - Speed	9,000.00	8,998.82

FSC-2021	51026	21026	Martinsville City	Selective Enforcement - Speed	5,600.00	5,060.51
FSC-2021	51260	21260	Mathews County	Selective Enforcement - Speed	6,800.00	6,800.00
FSC-2021	51338	21338	Middletown Town	Selective Enforcement - Speed	3,800.00	3,670.32
FSC-2021	51113	21113	Montgomery County	Selective Enforcement - Speed	9,900.00	8,546.92
FSC-2021	51288	21288	Narrows Town	Selective Enforcement - Speed	9,750.00	9,750.00
FSC-2021	51425	21425	New Kent County	Selective Enforcement - Speed	16,000.00	16,000.00
FSC-2021	51281	21281	New Market Town	Selective Enforcement - Speed	6,089.00	1,395.16
FSC-2021	51089	21089	Norfolk City	Selective Enforcement - Speed	48,595.00	48,595.00
FSC-2021	51352	21352	Northampton County	Selective Enforcement - Speed	15,400.00	15,220.00
FSC-2021	51052	21052	Northumberland County	Selective Enforcement - Speed	7,000.00	4,464.55
FSC-2021	51142	21142	Nottoway County	Selective Enforcement - Speed	8,680.00	8,680.00
FSC-2021	51121	21121	Occoquan Town	Selective Enforcement - Speed	4,200.00	3,451.00
FSC-2021	51008	21008	Old Dominion University Police	Selective Enforcement - Speed	9,400.00	5,150.87
FSC-2021	51344	21344	Onley Town	Selective Enforcement - Speed	6,600.00	6,600.00
FSC-2021	51241	21241	Page County	Selective Enforcement - Speed	7,500.00	6,166.78
FSC-2021	51037	21037	Patrick County	Selective Enforcement - Speed	8,080.00	7,392.00
FSC-2021	51055	21055	Pearisburg Town	Selective Enforcement - Speed	15,825.00	15,780.06
FSC-2021	51199	21199	Pembroke Town	Selective Enforcement - Speed	10,800.00	10,800.00
FSC-2021	51171	21171	Pocahontas Town	Selective Enforcement - Speed	2,890.00	2,412.00
FSC-2021	51127	21127	Portsmouth City	Selective Enforcement - Speed	22,120.00	18,083.30
FSC-2021	51376	21376	Powhatan County	Selective Enforcement - Speed	24,750.00	8,853.00
FSC-2021	51347	21347	Prince Edward County	Selective Enforcement - Speed	5,610.00	5,333.24
FSC-2021	51399	21399	Prince George County	Selective Enforcement - Speed	7,740.00	6,491.61
FSC-2021	51327	21327	Prince William County	Selective Enforcement - Speed	31,360.00	31,360.00
FSC-2021	51137	21137	Pulaski County	Selective Enforcement - Speed	18,144.00	16,804.45
FSC-2021	51123	21123	Radford City	Selective Enforcement - Speed	6,750.00	484.81
FSC-2021	51261	21261	Rappahannock County	Selective Enforcement - Speed	7,000.00	5,386.89
FSC-2021	51310	21310	Richmond City	Selective Enforcement - Speed	83,500.00	82,424.40
FSC-2021	51129	21129	Richmond County	Selective Enforcement - Speed	9,000.00	9,000.00

FSC-2021	51155	21155	Roanoke City	Education - City of Roanoke Traffic Speed Awareness Campaign	200,000.00	200,000.00
FSC-2021	51160	21160	Roanoke City	Selective Enforcement - Speed	25,798.00	14,582.03
FSC-2021	51254	21254	Roanoke County	Selective Enforcement - Speed	28,800.00	26,092.06
FSC-2021	51233	21233	Rockbridge County	Selective Enforcement - Speed	7,000.00	7,000.00
FSC-2021	51207	21207	Saint Paul Town	Selective Enforcement - Speed	4,289.00	2,521.85
FSC-2021	51002	21002	Salem City	Selective Enforcement - Speed	13,650.00	13,649.92
FSC-2021	51172	21172	Saltville Town	Selective Enforcement - Speed	9,700.00	7,500.00
FSC-2021	51438	21438	Scott County	Selective Enforcement - Speed	2,400.00	2,400.00
FSC-2021	51194	21194	Scottsville Town	Selective Enforcement - Speed	5,100.00	1,980.00
FSC-2021	51440	21440	Shenandoah County	Selective Enforcement - Speed	15,200.00	5,034.44
FSC-2021	51421	21421	Smithfield Town	Selective Enforcement - Speed	6,750.00	6,525.00
FSC-2021	51153	21153	Smyth County	Selective Enforcement - Speed	4,800.00	2,402.25
FSC-2021	51095	21095	Spotsylvania County	Selective Enforcement - Speed	69,300.00	46,449.59
FSC-2021	51238	21238	Stafford County	Selective Enforcement - Speed	12,000.00	11,506.25
FSC-2021	51016	21016	Staunton City	Selective Enforcement - Speed	12,352.00	7,941.83
FSC-2021	51318	21318	Stephens City Town	Selective Enforcement - Speed	3,500.00	1,435.00
FSC-2021	51248	21248	Suffolk City	Selective Enforcement - Speed	19,244.00	16,610.88
FSC-2021	51072	21072	Surry County	Selective Enforcement - Speed	12,700.00	6,055.00
FSC-2021	51166	21166	Tappahannock Town	Selective Enforcement - Speed	5,400.00	4,370.00
FSC-2021	51184	21184	Tazewell County	Selective Enforcement - Speed	10,000.00	459.44
FSC-2021	51215	21215	Tazewell Town	Selective Enforcement - Speed	4,000.00	1,925.00
FSC-2021	51177	21177	Timberville Town	Selective Enforcement - Speed	3,000.00	3,000.00
FSC-2021	51075	21075	Vienna Town	Selective Enforcement - Speed	17,460.00	17,460.00
FSC-2021	51403	21403	Virginia Commonwealth University	Selective Enforcement - Speed	21,400.00	-
FSC-2021	51078	21078	Virginia Dept of State Police	Selective Enforcement - Speed	667,200.00	431,420.86
FSC-2021	51402	21402	Warren County	Selective Enforcement - Speed	8,024.00	7,860.71
FSC-2021	51060	21060	Warsaw Town	Selective Enforcement - Speed	3,000.00	3,000.00
FSC-2021	51390	21390	Washington County	Selective Enforcement - Speed	19,800.00	17,021.80
FSC-2021	51205	21205	Waynesboro City	Selective Enforcement - Speed	11,970.00	-

FSC-2021	51076	21076	Weber City Town	Selective Enforcement - Speed	5,250.00	2,055.00
FSC-2021	51116	21116	Westmoreland County	Selective Enforcement - Speed	14,000.00	13,465.73
FSC-2021	51128	21128	Williamsburg City	Selective Enforcement - Speed	8,000.00	7,770.00
FSC-2021	51285	21285	Windsor Town	Selective Enforcement - Speed	15,750.00	6,649.30
FSC-2021	51228	21228	Wythe County	Selective Enforcement - Speed	35,000.00	34,674.74
FSC-2021	51323	21323	York County	Selective Enforcement - Speed	18,714.00	13,511.83
FSC Total					2,874,476.00	2,170,342.37
FTR-2021	51252	21252	Virginia Dept of Motor Vehicles	VA Tech Analytics and Reporting	269,827.00	247,233.91
FTR-2021	51232	21232	Virginia Dept of Motor Vehicles	VA Tech Crash Location Project	394,298.00	351,200.21
FTR Total					664,125.00	598,434.12
402 Total					8,917,233.00	6,869,576.33

FFY 2021 Non-Implementation Grants

Grant Project Number	Subrecipient	Project Title	Reason
154AL-51380-21380	Buena Vista City	Selective Enforcement - Alcohol	Declined grant
154AL-2021-51395-21395	Charlotte County	Selective Enforcement - Alcohol	Had staff shortages
154AL-2021-51426-21426	Vinton Town	DUI TF Selective Enforcement	Suspended grant activities
FM3DA-2021-51258-21258	Virginia Dept of Motor Vehicles	State-to-State Verification System	No activity due to COVID-19
FM6OT-2021-51420-21420	Cedar Bluff Town	Selective Enforcement - Alcohol	No activity due to staffing shortages and COVID-19
FM6OT-2021-51109-21109	Haymarket Town	Selective Enforcement - Alcohol	Suspended grant activities
FM6OT-2021-51404-21404	Virginia Commonwealth University	Selective Enforcement - Alcohol	Declined grant
FM6OT-2012-51382-21382	Virginia Dept of Alcohol & Beverage Control	Selective Enforcement - Alcohol	Suspended due to COVID-19
FM6OT- 2021-51386-21386	Virginia Dept of Motor Vehicles	Judicial Transportation Safety Conference	Due to the COVID-19 pandemic, this annual conference did not take place
FDL*MC-2021-51093-21093	Richmond Ambulance Authority	Rider Alert	No activity due to change in Project Director
FAL-2021-51096-21096	Weber City Town	Selective Enforcement - Alcohol	No activity due to staffing shortages and COVID-19
FCP-2021-51243-21243	Commission on VASAP	Commission on VASAP Professional Staff Development	No activity due to COVID-19
FCP-2021-51290-21290	Virginia Dept of Motor Vehicles	Evaluation of Program Project	No activity due to staffing
FHLE-2021-51111-21111	Haymarket Town	Selective Enforcement - Pedestrian/Bicycle	Suspended grant activities
FOP-2021-51385-21385	Buena Vista City	Selective Enforcement - Occupant Protection	Declined grant
FOP-2021-51391-21391	Covington City	Selective Enforcement - Occupant Protection	Declined grant due to staffing
FSC-2021-51124-21124	Haymarket Town	Selective Enforcement - Speed	Suspended grant activities
FSC-2021-51393-21393	Louisa County	Selective Enforcement - Speed	No activity due to COVID-19 and internal staffing
FSC-2021-51403-21403	Virginia Commonwealth University	Selective Enforcement - Speed	Did not work selective enforcement due to staffing issues
FSC-2021-51205-21205	Waynesboro City	Selective Enforcement - Speed	No activity due to COVID-19

