



# 2023 VIRGINIA

HIGHWAY SAFETY ANNUAL REPORT

**Annual Report Fiscal Year 2023**  
Virginia Department of Motor Vehicles

Virginia Highway Safety Office  
2300 West Broad Street  
Richmond, Virginia 23220

## Table of Contents

<b>Commissioner’s Message</b> .....	<b>4</b>
<b>Mission Statement</b> .....	<b>5</b>
<b>Delegation of Authority</b> .....	<b>6</b>
<b>Overview of Virginia's Highway Safety Office</b> .....	<b>7</b>
<b>Demographics of Virginia</b> .....	<b>8</b>
<b>Highway Safety Executive Staff</b> .....	<b>9</b>
<b>Organizational Chart</b> .....	<b>10</b>
<b>Evidence-Based Traffic Safety Enforcement Program</b> .....	<b>11</b>
<b>Data Collection and Information for SHSP Development</b> .....	<b>13</b>
<b>Core Outcome Performance Measures</b> .....	<b>14</b>
<i>Fatalities</i> .....	<i>14</i>
<i>Serious Injuries</i> .....	<i>14</i>
<i>Fatalities/VMT</i> .....	<i>14</i>
<i>Rural Fatalities/VMT</i> .....	<i>14</i>
<i>Urban Fatalities/VMT</i> .....	<i>14</i>
<i>Occupant Protection Program</i> .....	<i>18</i>
<i>Impaired Driving Program</i> .....	<i>34</i>
<i>Speed Program</i> .....	<i>44</i>
<i>Motorcycle Safety Program</i> .....	<i>47</i>
<i>Drivers Age 20 or Younger Involved in Fatal Crashes</i> .....	<i>54</i>
<i>Pedestrian Safety Program</i> .....	<i>58</i>
<i>Bicycle Safety Program Area</i> .....	<i>62</i>
<b>Core Behavior Performance Measure</b> .....	<b>67</b>
<i>Seat Belt Use Rate – Observed Seat Belt Use Survey</i> .....	<i>67</i>
<b>Core Activity Performance Measures</b> .....	<b>71</b>
<b>Other Program Areas Funded</b> .....	<b>72</b>

*Traffic Records Program* .....72

*Drugged Driver Fatalities*.....76

*Distracted Driver Fatalities* .....78

*Planning and Administration (P&A)* .....80

*Driver Education Program (DE)*.....81

*Community Traffic Safety Program (CP)*.....82

*Police Traffic Services Program (PT)* .....85

*Roadway Safety Program (RS)*.....87

**Highway Safety Program Communications Plan**.....89

**Virginia Financial Summary**..... 98

**Highway Safety Grant Awards and Expenditures** .....99

**Non-Implementation Grants** .....115

**Appendix**.....116

*Virginia’s Seat Belt Use Survey* .....116

*Virginia’s Self-Reported Perceptions of and Actions Involving Targeted Safe-Driving*.....119

*Legislation*.....121

*Traffic Safety Partners* .....123

*Core Performance Measure Target Chart*.....125

## Commissioner's Message

As Commissioner of the Virginia Department of Motor Vehicles (DMV) since March 2023, I also serve as the Governor's Highway Safety Representative.

In 2022, we lost 1,005 lives in preventable crashes. While we're seeing a 12% decrease this year, each number represents a life, and we must stay vigilant.

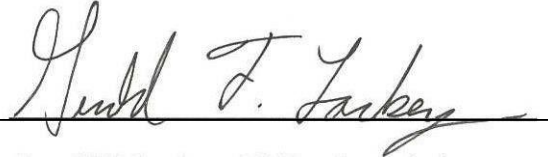
Entering 2024, we're revamping our highway safety strategy by:

1. Comparing progress to the previous year for quicker insights.
2. Focusing efforts on drunk driving, speeding, distracted driving, and pedestrian/motorcyclist safety.
3. Using real-time data for strategic interventions with local partners.

Join us on this journey. Whether it's committing to safer driving or applying for a grant, every role matters. Together, we can make a real impact on Virginia's roads.

### FY2023 Highlights:

- Received the AAMVA International Award for the "Safe Driving is Something We Can All Live With" video series, promoting seat belt use and preventing drunk driving, speeding, and distracted driving.
- Launched the gamer-themed speed prevention campaign, "You Speed, You Lose."
- Expanded the "Local Heroes" campaign in Greater Richmond, doubling impressions.
- Awarded \$7,113,473 in federal grants to law enforcement agencies and \$1,735,000 to Virginia State Police for selective enforcement.
- Increased drug recognition expert (DRE) instructors and certified 237 law enforcement officers in ARIDE.
- Trained 308 officers in crash investigation.
- Hosted a successful May Click It or Ticket campaign with 100+ participating law enforcement agencies issuing 40,000 citations.
- Engaged with the armed forces, reaching over 2,500 military personnel in safety standdowns.
- Shared resources with 300+ partners for effective communication on highway safety messages.



Gerald F. Lackey, Ph.D., Commissioner  
Virginia Department of Motor Vehicles  
Governor's Highway Safety Representative  
Commonwealth of Virginia

## Mission Statement

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.

## **Delegation of Authority**

The Code of Virginia, Section 46.2-222, gives written enabling authority for highway safety and the responsibility to carry out assigned state highway safety office functions to the Virginia Department of Motor Vehicles (DMV).

## Overview of the Highway Safety Office

The Department of Motor Vehicles' Highway Safety Office (DMV/VAHSO) is responsible for awarding and distributing federal highway safety funds, providing data analysis to identify traffic safety problems, using that data analysis to identify data-driven solutions, and implementing highway safety programs throughout the state. 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 focus on localities and roadways throughout the Commonwealth are critical to the achievement of the goals set at the federal and state levels. These goals focus on changing driver behavior regarding highway safety to reduce crashes, injuries, and fatalities on a statewide basis. Virginia's highway safety office staff systematically analyzes highway safety problems and corrective strategies. As decisions are made regarding this funding, assessments are made to ensure that prospective projects and activities are data-driven and will make a meaningful contribution to traffic safety by assisting the Commonwealth to achieve its safety goals. Additionally, Virginia continuously reviews its plan to incorporate more comprehensive Safe System Approach initiatives.

## Demographics of Virginia

Virginia is comprised of 38 cities and 95 counties. The capital is located in the city of Richmond. The Commonwealth's total population is approximately 8.7 million. There were approximately 6 million licensed drivers and 8.3 million registered vehicles. Virginia has 74,553.93 miles of roadway. Virginia's law enforcement community consists of seven state police field divisions with 49 area offices and 1,100 state troopers. It also encompasses 125 city and county sheriff's offices and 242 police departments, which includes private, institutional and collegiate departments.



## Highway Safety Executive Staff

Governor's Highway Safety Representative

Gerald F. Lackey, Ph.D.  
DMV Commissioner

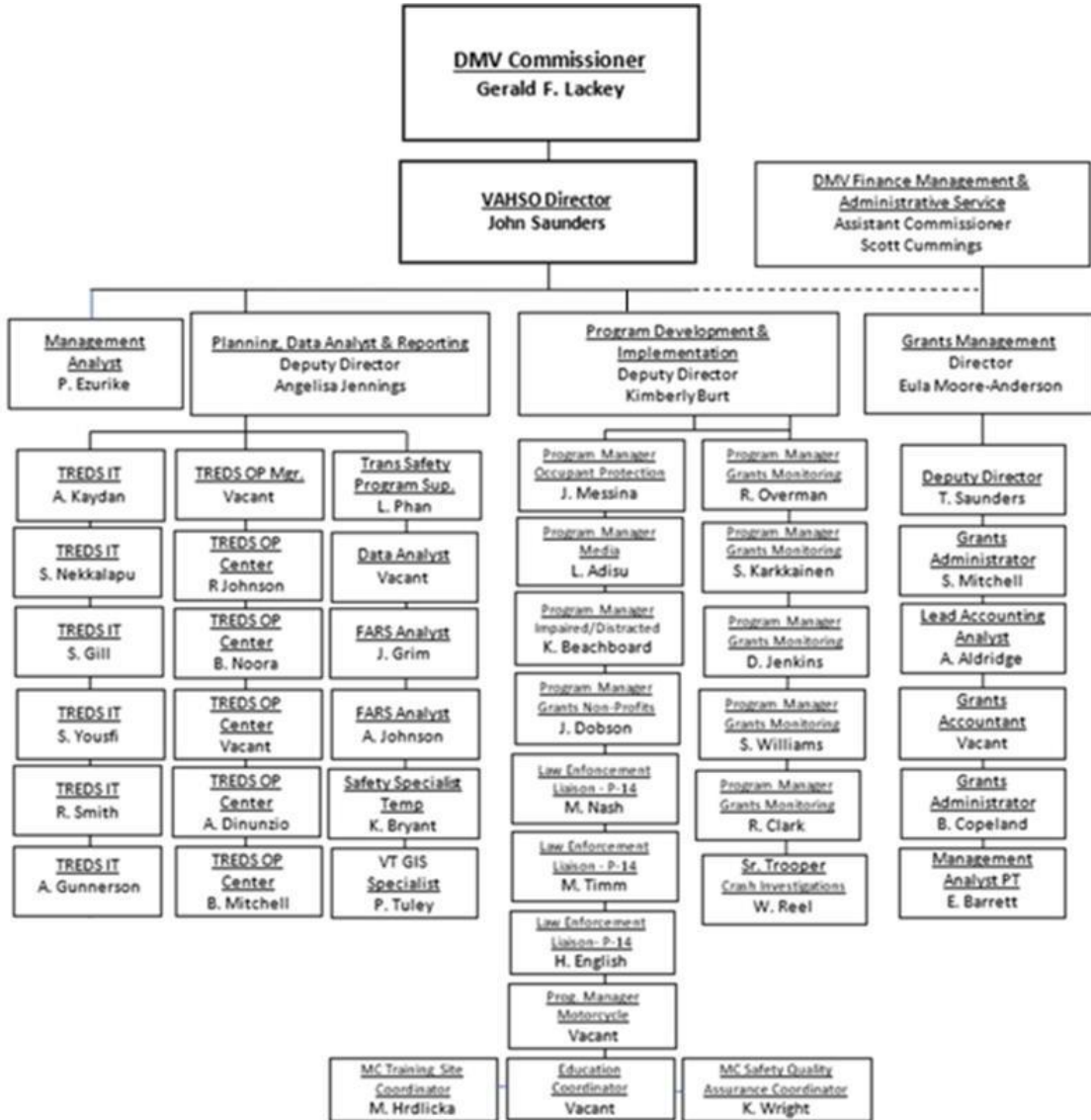
Governor's Highway Safety Office Director

John L. Saunders  
DMV Highway Safety Office

Location of Highway Safety Office

Virginia Department of Motor Vehicles  
2300 West Broad Street  
Richmond, Virginia 23220  
Phone (804) 367-6641

# Highway Safety Office Staff Organizational Chart



## 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 identify who is involved in crashes, as well as when, where and why crashes are occurring. Key results summarizing the identified problems 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 identified highway safety issue must be included in the funding application submitted to the DMV/VAHSO, along with the proven strategies that will be implemented to address each specific problem. Additionally, the VAHSO provides law enforcement with 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 the selective enforcement activities are to be conducted.

### 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:

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

Several state-supported enforcement blitzes are also part of the evidence-based strategies. 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 a more efficient use of the available resources, and thus, enhancing the success of enforcement efforts.

Further details about specific enforcement efforts can be found in each of the program areas.

### **Community Collaboration Efforts**

In FY2024 grant funded law enforcement agencies will implement community collaboration efforts to engage with their communities based on data to identify the who, what, where and why for collaboration. In their quarterly reports, law enforcement will provide updates of the community collaboration that have been conducted. This information will be used for the Annual Report.

### **Continuous Monitoring**

Continuous monitoring of enforcement program implementation is another important element of DMV/VAHSO's highway safety 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 the performance of the enforcement project. Enforcement grants are monitored throughout the year by the DMV/VAHSO's Field Program Managers. These 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 includes 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 included, 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 HSP. 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.

## Data Collection and Information for Strategic Highway Safety Plan (HSP) Development

The DMV/VAHSO partnered with the Virginia Department of Transportation (VDOT) to collaborate with a multitude of interested organizations in the development of Virginia's Strategic Highway Safety Plan 2022-2026 (SHSP). As a key partner on the SHSP Executive Committee, DMV/VAHSO oversees and monitors the inclusion of HSP safety program areas and statewide crash data used to measure performance targets. The two lead agencies, along with their safety partners, continue to meet on a quarterly basis to provide updates.

The DMV/VAHSO provided VDOT comprehensive data from its Fatality Analysis and Reporting System (FARS) and Traffic Records Electronic Data System (TREDS) which were used in the development of the 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 on three targets that must be identical in the HSP, HSIP and SHSP. A five-year rolling average was used to set these three targets for FY2023:

- Fatalities: 926
- Fatalities/Vehicle Miles Traveled (VMT): 1.134
- Serious Injuries: 7,212

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

## Core Outcome Performance Measures Fatalities, Rural/Urban Fatalities/VMT\* Serious Injuries

\*VMT – Vehicle Miles Traveled

**Measure C-1 Fatalities:** Reduce total fatalities to 926.4 by 2023.

**Outcome:** Virginia is on track to achieve its target as the 5-year rolling average actual result (896) is lower than the FY2023 target 926.4. One important note, even though Virginia will report a 5-year rolling average to NHTSA, beginning in 2024, we will also track annual data to better show our progress in the short-term.

**Measure C-2 Serious Injuries:** Reduce serious traffic injuries to 7,211.8 by 2023.

**Outcome:** Virginia is on track to achieve its target as the 5-year rolling average actual result (7,190) is lower than the FY2023 target of 7,211.8. One important note, even though Virginia will report a 5-year rolling average to NHTSA, beginning in 2024, we will also track annual data to better show our progress in the short-term.

**Measure:** Reduce fatalities per 100M VMT to 1.134 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (1.217) is higher than the FY2023 target of 1.134. One important note, even though Virginia will report a 5-year rolling average to NHTSA, beginning in 2024. Virginia will also track annual data to better show our progress in the short-term.

**Measure:** Reduce rural fatalities per 100M VMT 9% from 1.82 to 1.66 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (1.72) is higher than the FY2023 target of 1.66. One important note, beginning in 2024 Virginia will track annual data to better show our progress in the short-term.

**Measure:** Reduce urban fatalities per 100M VMT 11% from 0.76 to 0.67 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (0.87) is higher than the FY2023 target of 0.67. One important note, beginning in 2024 Virginia will track annual data to better show our progress in the short-term.

**Assessment of State's Progress:** Virginia did not achieve its target of 1.134 fatality/VMT, rural fatalities/VMT of 1.66 or urban fatalities/VMT of 0.67.

### Program Summary of Why Virginia Did Not Achieve the Target:

- Staffing shortages and competing priorities, such as increases in service calls and traffic stops, have impacted law enforcement agencies' capacity to implement traffic safety initiatives.
- The increase of electronics in vehicles, such as cellphones and navigation, creates more distractions for the driver.
- Speed and alcohol-related fatalities increased on both rural and urban roads.
- Based on crash/fatality data, drivers are continuing to speed on roadways.

### Preliminary Assessment of 2023 Progress:

First Eleven Months of 2023: To demonstrate continuous target performance evaluation, Virginia monitors and analyzes data up through the most recent period of the year. VMT is not available for 2023. Therefore, no data analysis was completed for fatalities per VMT and rural/urban fatalities per VMT at this time. However, these areas were addressed through the same initiatives implemented to focus on reducing overall fatalities. Results through November 30, 2023, demonstrate that fatalities decreased 12% from 937 to 823 and serious injuries increased 2% from 6,599 to 6,733.

### Strategies and Accomplishments:

1. Expand communications, education, and outreach efforts by collaborating with community-based organizations in underserved communities 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).

#### **STATUS: ACHIEVED**

- Youth of Virginia Speak Out About Traffic Safety (YOVASO), administered by the Virginia State Police (VSP), engages, educates, and empowers youth to influence a safe driving culture through leadership development and innovative outreach programs. YOVASO had participation from 45 rural underserved schools and 13 urban underserved schools with a reach of 5,800 students. Outreach activities were conducted in Chesapeake City (2), Pittsylvania (2) and Prince William (2) Counties which were the top jurisdictions for young driver involved fatalities.
- DRIVE SMART Virginia's Community and Workplace grant reached 6,000 underserved young drivers at school and community events. Outreach activities were conducted in Chesapeake City (reach – 300), Pittsylvania (reach – 400), and Prince William (reach – 240) Counties which were the top jurisdictions for young driver involved fatalities.

2. Implement a statewide DUI Checkpoint Strike Force/Drive Sober or Get Pulled Over (DSOGPO) campaign (to include saturation patrols and checkpoints) supported with a comprehensive (earned and paid) media component year-round with special emphasis between the months of July and January and to support the national mobilization during August 2023-September 2023. (CTW, Chapter 1, Section 5.2).

#### **STATUS: ACHIEVED**

- This is a statewide DUI prevention paid advertising campaign operated by the Washington Regional Alcohol Program (WRAP).
  - The national Drive Sober or Get Pulled Over campaign advertisement coincides with increased high visibility enforcement mobilization from Labor Day through New Year's Eve, following NHTSA's guidelines to decrease drunk driving.
  - In FY2023, WRAP's campaign accrued 52 million impressions with two media flights, one that ran through the winter holiday season 2022 and the second that ran from August to Labor Day 2023.
3. Conduct a motorcycle safety media campaign focused on data trends and areas of the Commonwealth where data reflects the greatest need based on the fatality data. (CTW, Chapter 5, Section(s) 4.1, 4.2)

**STATUS: ACHIEVED**

- The FY2023 motorcycle safety media campaign used creatives from FY2020 "Roll with the Proper Gear" with young sport bike riders and mature motorcyclists being the focus of the campaign. The geographical locations for the campaign included Roanoke, Portsmouth, and Richmond regions, encouraging motorcyclists to ride safely and to wear proper riding gear. The campaign had more than 4.5 million impressions, adding 1.3 million impressions from the previous year. Streaming video, digital, and outdoor media (GSTV) was utilized.
4. Continue to implement programs to address the young driver and occupant protection problem, engage youth in peer-to-peer educational programs designed to change knowledge and beliefs, modify attitudes, teach new skills and facilitate buy-in and support for Virginia's graduated driver's license and traffic laws. (CTW Chapter 6) (Education and Outreach)

**STATUS: ACHIEVED**

- Virginia Commonwealth University (VCU) Health's Project IMPACT strives to reduce and prevent unintentional injuries through a student-targeted injury and violence prevention program that provides education and awareness about the realities of trauma. A collaborative multidisciplinary team presents information about high-risk behaviors associated with trauma and describe their respective roles in trauma response. Students engage in trauma simulations and mock scenarios. Local fire and EMS demonstrate a vehicle extrication. Students participate in a panel discussion with a team of medical providers, law enforcement officers, and first responders. During FY2023, Project IMPACT held 17 events which reached 3,629 students.
- During FY2023, through Department of Education (DOE), 113,000 45-hour Parent Teen Guides were distributed to drivers under the age of 19 and parents to help parents and teens navigate the new responsibilities associated with driving. Five thousand guides were distributed by Prince William County Public Schools' Partners



for Safe Teen Driving (PFSTD), and 49,500 were printed and distributed by Virginia DMV.

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

**STATUS: ACHIEVED**

- The Northern Virginia's Street Smart fall and spring pedestrian and bicyclist safety campaigns were supported by law enforcement in Arlington County, Alexandria County, Fairfax County, Occoquan Town and Prince William County with pedestrian-bicycle selective enforcement grant-funded activities during FY2023. When combined these agencies utilized 440 overtime hours and issued a reported total of 801 summons to include 15 pedestrians, 53 bicycle, 128 speeding, 27 seat belt, and 44 hands-free violations.

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

**STATUS: ACHIEVED**

- DMV/VAHSO maintains comprehensive list of partners with which it shares important campaign updates and social media content. In FY2023, several new partners were added to the email distribution list including the Virginia Department of Conservation and Recreation (DCR) and Virginia Geriatric Education Center. For FY2023, new partners were added, including Ballad Health's Child Passenger Safety Seat program which distributed 208 car seats, Carilion Health's Child Passenger Safety Seat program which distributed 66 special needs car seats and Fairfax Alliance for Better Bicycling which hosted seven bicycle training courses that trained 88 students.

**Future Adjustments to Achieve HSP Target:**

- Continue to collaborate with our partners to allocate more resources and targeted messaging to top rural and urban jurisdictions.
- Expand education and outreach to change high risk driver behavior.
- Continue to reference data trends to address fatal crashes in urban areas to reduce speeding and/or impaired driving fatalities.
- More closely work with Virginia Department of Transportation (VDOT) and Virginia State Police (VSP) on a comprehensive safety program
- Continue to seek new partners such as the faith community, private sector training companies, and specific communities based on crash data and types in order to decrease crashes and fatalities on our roadways.
- Conduct a statistical process control analysis, identifying key problem areas and key causative factors to develop strategies and goals that will work to decrease crashes, fatalities, and injuries on our roadways. There will be ongoing monitoring of data to measure the impact and status of reaching our goals.
- Identify communities that have the highest number of crashes and fatalities to engage the community with Public Participation and Engagement opportunities to interact and discuss top causative factors for the crashes and fatalities.

# 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 increase the use of seat belts to reduce fatalities and injuries. The program uses enforcement and education initiatives to increase the public’s awareness of the lifesaving benefits of correct and consistent safety belt and child safety seat use.

Occupant Protection (OP) is a key focus area in the DMV/VAHSO HSP and Occupant Protection Plan (OPP). These plans include recommendations from the March 2023 OP Assessment. Additionally, innovative strategies and funding assist efforts to increase overall seat belt use – particularly at night, on rural roadways, and among pickup truck and work van drivers – and decrease unrestrained fatalities during the most critical time periods and locations.

Programs that address OP include statewide traffic enforcement, enforcement training, Click It or Ticket (CIOT) mobilizations, child passenger safety education and programs, public information campaigns and OP program evaluation.

### Specific examples approved for the FY2023 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 (VDH) Low Income Safety Seat Distribution
- Youth of Virginia Speak Out (YOVASO) Statewide Drive for Change, Buckle Up and Slow Down Campaign

Occupant Protection Expenditures	
402 Funds	405b Funds
\$3,404,103	\$694,033

### Unrestrained Fatalities Performance Measure:

**Measure (C-4):** Reduce unrestrained passenger vehicle occupant fatalities, all seating positions, 3% from 313 to 303 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (329) is higher than the FY2023 target of 303. Virginia will track annual data in 2024 to better show our planned progress.

**Assessment of State’s Progress:** Virginia did not achieve its target of 303 unrestrained fatalities.

### Program Summary of Why Virginia Did Not Achieve the Target:

- Virginia is still a secondary law enforcement state for seat belt use for 18 years and over.
- Virginia has implemented legislative changes in primary laws for probable cause for a traffic stop, making it more difficult to identify seat belt violations.
- Law enforcement staffing shortages along with competing priorities have impacted law enforcement agencies' ability to conduct traffic safety stops and safety initiatives.
- Seat belt use continues to be down based on annual seat belt use survey. The 2022 reported seat belt use rate was 75.6 which is down from the 2021 use rate of 81.7.
- Based on our seat belt focus group conducted in 2022, males aged 18-34 indicate that they are not buckling up because of the following reasons:
  - It takes too much time to put on a seat belt.
  - Seat belts are uncomfortable to wear.
  - They are driving a short distance and to a destination that they are familiar with.
  - They are confident in their driving skills and won't buckle up when they are behind the wheel.

### Preliminary Assessment of 2023 Progress (Unrestrained Fatalities):

First Eleven Months of 2023: To demonstrate continuous target performance evaluation, Virginia monitors and analyzes data through the most recent period of the year. Results through November 30, 2023, demonstrate that unrestrained fatalities decreased 14% from 349 to 302.

### Strategies and Accomplishments

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

#### **STATUS: ACHIEVED**

- Old Dominion University's (ODU) Research Foundation conducted an observational survey of safety belt use throughout the Commonwealth based upon methodology pre-approved by NHTSA. Virginia's 2023 seat belt use rate has not yet been finalized.
- All law enforcement agencies receiving federal highway safety grants were required to conduct pre- and post-mobilization observational surveys of safety belt use. They were required to do so for the May 2023 Click It or Ticket (CIOT) campaign. The Law Enforcement Liaisons (LEL) conducted independent seat belt surveys throughout the year in various locations in the Commonwealth.
- DMV/VAHSO conducted a virtual meeting of all selected locations to provide data and resources for the upcoming survey and contacted each agency requesting an increase in highway safety messaging through social media, message boards and marquees.

2. Implement a statewide, high-visibility seat belt enforcement campaign with a supporting media campaign to educate the public on the importance of using safety belts. This campaign will support the NHTSA national mobilization. The enforcement mobilization will have particular emphasis on data driven high risk locations for two weeks in May 2023 and two weeks in November 2022, (CTW Chapter 2-2.1 High Visibility Enforcement) (CTW Chapter 2-3.1 Communications and Outreach)

**STATUS: ACHIEVED**

- The CIOT enforcement mobilization had an emphasis on high-risk locations for two weeks in November 2022 and two weeks in May 2023.
  - The November 2022 CIOT enforcement mobilization included participation by 98 local law enforcement agencies and Virginia State Police (VSP) and resulted in 1,087 safety belt violations and 248 child restraint violations.
  - The May 2023 CIOT enforcement mobilization, included participation by 108 law enforcement agencies and VSP and resulted in 1,470 safety belt violations and 267 child restraint violations.
3. Expand DMV and non-profit OP public education and driver awareness through sustained messaging efforts outside of CIOT May and November campaigns utilizing social media, the workplace and other events. (Outreach)

**STATUS: ACHIEVED**

- DMV/VAHSO created and aired a new media spot titled “Ding. Ding. Ding. Ding. – Buckle Your Seat Belt” and “Safe Driving is Something We Can All Live With – Buckle Up”. Both media spots were used outside of our November 2022 CIOT and May 2023 CIOT campaigns to provide a sustained message on seat belt use. Safe Driving is Something We Can All Live With – Buckle Up”. Both media spots were used outside of our November 2022 CIOT and May 2023 CIOT campaigns to provide a sustained message on seat belt use.
- DRIVE SMART Virginia (DSV), Drive Safe Hampton Roads (DSHR), Youth of Virginia Speak Out (YOVASO), and Eastern Virginia Medical School (EVM) are a few examples of partner organizations that provide sustained messaging for OP.
  - Their utilization of websites, social media sites and written material are continually available to our focus audience.
  - They provide updated and meaningful educational information and tools online. This includes a Love Clicks/Occupant Protection online toolkit from DSV and Drive for Change Buckle Up, Slow Down campaign from YOVASO.
  - Reach:
    - 129 interactive events focused on seat belt usage, distracted driving, the physics of a crash, and speed reached a total of 21,750 students.
    - 14 community and 18 school events were conducted by YOVASO,

- providing educational materials.
    - 150 students/adult advisors trained as Traffic Safety Advocates During Summer Leadership Retreat (included multiple hands-on activities and presentations on occupant protection safety).
    - 1,793 students completed virtual safety lessons that included occupant protection safety.
  - YOVASO Campaigns:
    - The Fall 2022 Drive for Change, Buckle Up and Slow Down Campaign reached 30,000 students.
    - The Winter 2022 Jingle Your Way to a Safe Holiday Social Media Campaign reached 60, 876 through social media.
    - The Spring 2023 Arrive Alive: Slow Down, Buckle Up, No Distractions Campaign reached over 35,000 students.
  - DRIVE SMART Virginia (DSV)
    - DSV distributed 36,075 educational materials during FY2023. The toolkit webpage received 2,006 page views during the grant year.
    - DSV added 50 new partners, listed under the Virginia Partners for Safe Driving.
    - The DSV social media platform reach increased by 17%. DSV participated in 98 community and workplace events in FY2023, reaching over 300,000 people.
4. Cover 85% of Virginia’s population with law enforcement participating in the CIOT Campaign by June 2023. (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)  
**STATUS: ACHIEVED**
- Approximately 135 local law enforcement agencies and VSP participated in the CIOT mobilizations, covering over 98% of Virginia’s population with law enforcement efforts. The percent of coverage is based on population of locations and the total population of the Commonwealth.
5. Conduct pre-and-post mobilization observational surveys of safety belt use by July 2023 (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)  
**STATUS: ACHIEVED**
- All grant-funded law enforcement agencies conducted pre- and post- campaign observational surveys of safety belt use for the May 2023 CIOT campaign. The pre-and-post self-reported surveys for May 2023 indicated a seat belt use rate of 81.1% and 83.5%, respectively. The survey was optional for the November 2022 CIOT campaign. The pre- and post-self-reported surveys for November 2022 indicated a seat belt use rate of 81.5% and 83.8%, respectively.

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

**STATUS: ACHIEVED**

- Local and state police conducted more than 8,000 selective patrols and 170 checkpoints for approximately 8,300 OP selective enforcement activities.
- Collectively through local law enforcement and VSP, more than 3,900 seat belt citations were issued and more than 780 child passenger safety citations were issued.

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

**STATUS: ACHIEVED**

- Law enforcement agencies were strongly encouraged and/or required to combine seat belt enforcement with speed and DUI enforcement during grant-funded selective enforcement activities during nighttime hours throughout the grant year.
- For FY2023, there were 192 alcohol-related grants and, during that time, there were 1,988 summonses issued for seat belt law violations.

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

**STATUS: NOT ACHIEVED**

- The Traffic Occupant Protection Strategies (TOPS) safety-training workshop was not conducted in FY2023. There was one request received, however, the workshop was not held due to changes in the NHTSA train-the-trainer curriculum and the cancelation of the curriculum update training.

9. Conduct at least 40 outreach events and activities with Virginia's low-income population, areas of need to include underserved communities with information through Virginia's Child Passenger Safety and Education Campaign by September 2023. (CTW Chapter 2, 3.1, 3.2) (Outreach)

**STATUS: PARTIALLY ACHIEVED**

- Through Virginia Department of Health (VDH), Virginia conducted 23 of 40 projected outreach events and activities to promote the Low-Income Safety Seat Distribution and Education Program, including special promotional events. The grant subrecipient VDH reported the goal was not accomplished due to staffing challenges and limitations regarding in-person activities.

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

**STATUS: ACHIEVED**

- Conducted 23 CSPT certification classes, certifying 222 new technicians in the state.
- One refresher class was conducted with 39 participants.

11. Continue the number of safety seats inspected at 12,000; 7,000 safety seats will be inspected through safety seat check stations, and 2,100 safety seats will be inspected at 27 one-day check events (CTW Chapter 2, 7.2) (Outreach)

**STATUS: NOT ACHIEVED**

- A total of 4,146 safety seats were checked at 43 safety seat events, and education was provided by phone or video service for 24 safety seats.
- Language translation services were made available for two, one-day safety seat events and were used for checks of two seats and 103 safety seats.
- The decline in the number of safety seats inspected through Virginia Department of Health (VDH) safety seat check stations and check events was due to reduced community involvement and a shortage of Virginia certified Child Passenger Safety Technicians.

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

**STATUS: ACHIEVED**

- LISSDEP is managed by 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.
- Thirty-two virtual LISSDEP site technical assistance meetings were conducted and 10 LISSDEP In-Person CPS Technical Training sessions were conducted for 61 new LISSDEP staff educators representing 58 LISSDEP distribution sites.
- 128 distribution sites statewide served low-income families. A total of 4,011 safety seats have been distributed for indigent children.

13. Provide Child Passenger Safety (CPS) programs to train and outreach to workforce to include 20% of judicial organizations and 10 marginalized community organizations.

**STATUS: ACHIEVED**

- Community outreach through non-profit organizations included DSV's occupant protection public education and awareness campaign as well as their community and workplace outreach.
  - Staff participated in 98 community and workplace events during the grant year, reaching over 300,000 people.
  - During the events, staff shared all traffic safety messaging to include child passenger safety. Publications included "Love Clicks" and "If You Buckle Up."
- Outreach was provided to underserved communities through the Drive Safe Hampton Road's (DSHR) Get it Together High School Seat Belt Challenge in 26 area high schools which reached 33,869 students and the YOVASO "Drive for Change" campaign. Sixty schools/youth groups participated and over 30,000 students were reached through school/youth group programs.
- Through our Judicial Outreach Liaison, information on child passenger safety was provided in the Roundabout Traffic newsletter that the JOL sends out to the entire judicial system. Examples of information mentioned in the newsletter include upcoming events for National Seat Check Saturday and Child Passenger Safety Week.
- Through VDH, LISSDEP child passenger safety education was provided through 58 LISSDEP distribution sites.
  - There were 32 virtual LISSDEP site technical assistance meetings conducted and ten LISSDEP In-Person CPS Technical Training sessions conducted for 61 new LISSDEP staff educators.
  - 128 distribution sites statewide served low-income families.
  - 4,011 safety seats have been distributed for indigent children.

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

**STATUS: ACHIEVED**

- DMV/VAHSO continued the "Local Heroes" campaign to increase seat belt usage in the counties and cities. The campaign uses local scenery as the backdrop and highlights local first responders to include EMS.
- The video message was delivered through cable, radio, digital and social media for a reach of 25.3 million impressions. DMV issued a Local Heroes news release and posted the videos on the agency's owned social media outlets. In addition, WWBT/Channel 12 produced five, four-minute segments to air in their news program (News Before Noon).
- DMV/VAHSO continued outreach with teen driver awareness through the YOVASO "Drive for Change" campaign and DSHR's Get it Together High School



### Seat Belt Challenge.

- These are the results for the Fall 2022, Statewide Drive for Change, Buckle Up and Slow Down Campaign (October through December 16):
  - 60 schools/youth groups participated.
  - Over 30,000 students reached through school/youth group programs.
  - Over 300 educational programs completed by participating schools/youth groups.
  - 51,626 educational materials distributed.
  - 3.87% overall average increase in seat belt use from pre-campaign to post-campaign among participating schools.
- For FY2023, DSHR's Get it Together High School Seat Belt Challenge had 26 schools participate with an average of 10 events per school, reaching 33,829 students.

15. Continue to implement programs to address the young driver and occupant protection problem, engage youth in peer-to-peer educational programs designed to change knowledge and beliefs, modify attitudes, teach new skills and facilitate buy-in and support for Virginia's Graduated Driver License and traffic laws. (CTW Chapter 6) (Education and Outreach)

#### **STATUS: ACHIEVED**

- During FY2023, the VCU Health's Project IMPACT strove to reduce and prevent unintentional injuries through a student-targeted injury and violence prevention program that provides education and awareness about the realities of trauma.
  - A collaborative multidisciplinary team presented information about high-risk behaviors associated with trauma and describes their respective roles in trauma response. Students engaged in trauma simulations and mock scenarios. Local fire and EMS demonstrated a vehicle extrication. Students participated in a panel discussion with a team of medical providers, law enforcement officers, and first responders.
  - Throughout FY2023, Project IMPACT has successfully organized a total of 17 events, which reached 3,629 students.
  - Project IMPACT reached 5,546 people on Facebook, gaining a total of 547 likes. On Instagram, the post reached 490 users. Through X (formerly known as Twitter), there were 1,190 followers.
  - During FY2023, Project IMPACT successfully reached out to underserved communities through a combination of fieldwork, school visits, presentations, and partnerships with DMV organizations including YOVASO and DSV. Additionally, we worked with community partners and high schools across the state, specifically targeting regions with significant needs.
  - The Project IMPACT initiative involved conducting fieldwork to establish partnerships and provide programming information to middle school principals and school directors.

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

**STATUS: ACHIEVED**

- “The Safe Driving is Something We All Can Live With” series of videos were distributed to partners and media outlets. The seat belt video emphasized the importance of “Buckling Up” by utilizing a skydiving scenario.
- The Ding Ding March Campaign delivered 40 million impressions through gas station TV (GSTV), terrestrial and radio traffic sponsorships, YouTube placements, ESPN, Sabio, Hulu, streaming, location-based mobile video, Facebook and Instagram.
- The Valentine's “*Buckle Up for the One You Love*” Campaign delivered 1 million total impressions through social platforms.
- DRIVE SMART Virginia (DSV) results:
  - DSV had 199 orders for occupant protection materials and shipped 36,075 materials to 199 different locations across Virginia during the grant year.
  - The toolkit webpage received 2,006 page views during the grant year.
  - DSV added 50 new partners, listed under the Virginia Partners for Safe Driving.
  - DSV was featured in at least 16 news stories discussing traffic safety this grant year.
  - DSV participated in 98 community and workplace events in FY2023, reaching over 300,000 people. During these events, staff shared all traffic safety messaging.

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

**STATUS: ACHIEVED**

- The implementation and success of the Virginia Highway Safety Office's “Right Now Strategies” partner email continued throughout FY2023. The messaging highlights upcoming campaigns, data and available resources that can be used to educate our communities to change behavior. The partner emails are sent to all highway safety partners at least once a month.
- DMV/VAHSO continued to include new partners such as the Virginia Community College System, NAS Oceana and Emergency Management Services to our email distribution list. We also added the Regional Safety Director at Navy Region Mid-Atlantic in Norfolk.

18. Conduct Officer Belt Use Program to promote and provide resources to law enforcement agencies to promote safety belt use among its own officers to establish good safety habits and to serve as an example of safe driving habits in the community. (CTW Chapter 6) (Outreach)

**STATUS: ACHIEVED**

- “The Wear This...Not This” campaign continues to be available through Virginia Association of Chiefs of Police (VACP). The campaign reminds officers to always wear their seat belts and to set a positive example for other motorists. This resource is available through custom downloadable posters for any agency that requests the material.
19. To continue to recruit new and effective partners to include state agencies, non-profits, and higher education that will work to increase our seat belt use rate and decrease our unrestrained fatalities.
- STATUS: ACHIEVED**
- During FY2023 there were 14 state, non-profit, and higher education partners with projects focused on educating on seat belt use. This is compared to 11 in FY2022. This attributes to 3 new programs for FY2023.
  - Contacts have been established with the Virginia Department of Emergency Medical Services, several Naval bases and campuses of higher education to distribute highway safety messaging throughout the year.
20. Conduct one NHTSA Occupant Protection Assessment of our statewide program.
- STATUS: ACHIEVED**
- The highway safety office conducted a NHTSA Occupant Protection Assessment February 27 – March 3, 2023, in Richmond, Virginia.
21. Incorporate the Occupant Protection (OP) Technical Assistance Assessment recommendations now and in the future. The NHTSA OP Technical Assistance Team project will assist in the implementation of two assessment recommendations including outreach and education.
- Develop and implement a minority outreach program using relevant Virginia-based minority organizations.
  - Develop relationships with the Safety Officers of the military bases in Virginia.
- STATUS: PARTIALLY ACHIEVED**
- Minority Outreach – A minority outreach program was not fully developed and implemented during FY2023. However, positive strides were made to provide messaging to the minority communities. Our state and non-profit sub- recipients have been working to include diversity in their grant-funded educational materials, however, there is still work to be done to ensure we are messaging and reaching all communities. Our law enforcement agencies have played an important role over the last year in putting out more highway safety messages to reach their communities. The law enforcement agencies have been utilizing their social media platforms, websites, and business partners to help educate the community on buckling up as well as other highway safety priority areas. DMV/VAHSO has contacted the Virginia Community College System and delivered highway safety messaging to them for dissemination. Also, we have made contacts with some of the HBCUs, including Norfolk State University. Their athletic department displays messaging at sporting events and broadcasts highway safety messaging via the radio.

- **Military Bases** – This recommendation from the Technical Assistance Assessment was achieved. DMV/VAHSO has delivered presentations to Naval Air Station Oceana and Dam Neck Annex in Virginia Beach. The presentations are part of the base safety office’s safety standdowns. Presentations were conducted in the Fall of 2022 at the Military Safety Standdown at NAS Oceana, and again in May of 2023, reaching over 1,300 personnel.

## **High Visibility Enforcement and Media Campaigns**

DMV/VAHSO continues its partnership with 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.

### **November and 2023 May CIOT campaign**

- During the 2022 November campaign, 82 law enforcement agencies participated and reported pre- and post- seat belt survey rates to DMV/VAHSO. Officers worked 384,305 regular hours and 19,224 overtime hours. They issued 30,168 citations, warnings, and arrests, including 1,087 seat belt violations, 248 child restraint citations and 11,765 speeding citations. The FY2023 November CIOT 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 November Buckle Up campaign had 19.5 million impressions.
- During the 2023 May campaign, 107 law enforcement agencies participated and reported pre- and post-seat belt survey rates to the highway safety office. Officers worked 325,795 regular hours and 19,417 overtime hours. They issued 40,141 citations, warnings, and arrests, including 1,470 seat belt violations, 267 child restraint citations and 11,097 speeding citations. The 2023 May campaign had 47.8MM impressions.

## November 2022 and May 2023 – CIOT Citation Results

Citation Type	Citations Written November 2022	Citations Written May 2023
Total Adult DUI/DUID Arrests:	693	300
Total Safety Belts Citations:	1,087	1,470
Total Child Restraint Citations:	248	267
Total Juveniles Cited for Underage Drinking Violations:	19	8
Total Juveniles Arrested for Zero Tolerance (DUI):	0	1
Total Stolen Vehicles Recovered:	106	94
Total Felony Arrests:	908	844
Total Weapons Seized:	81	145
Total Fugitives Apprehended:	57	184
Total Suspended / Revoked Licenses:	843	908
Total Reckless Driving Citations:	4,055	3,613
Total Uninsured Motorists:	409	479
Total Speeding Citations:	11,765	11,097
Total Drug Arrests:	203	235
Total Open Container Citations:	55	38
Total No Operators License:	1,422	1,571
Total Other Arrests, Citations and Warnings:	8,217	18,887
<b>Total Arrests, Citations and Warnings:</b>	<b>30,168</b>	<b>40,141</b>
Total Regular Hours Worked:	384,305	325,795
Total Overtime Hours Worked:	19,224	19,417

### Local Heroes

The purpose of the advertising was to increase seat belt use in the following Virginia locations: Hanover County, Henrico County, Chesterfield County, Prince George County, and the cities of Richmond, Petersburg, Colonial Heights and Hopewell. In 2023, the Local Heroes video program also included the U.S Army installation, Fort Gregg-Adams. Airing throughout the month of August 2023, the videos depicted local first responders providing reasons to buckle up with local scenery as the backdrop.

The video messages were delivered through cable, radio, digital and social media and accrued 25.3 million impressions. DMV issued a Local Heroes news release and posted the videos on the agency's owned social media outlets. In addition, WWBT/Channel 12 produced five, four-minute segments to air in their news program (News Before Noon).

### 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. Some of the participating organizations that make up the committee include Children's Hospital at VCU, Children's

Hospital of the King's Daughters, Eastern Virginia Medical School, DSV, New Kent Sheriff's Office, VDH, and DSHR.

### **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**

In FY2023, the LISSDEP was managed by the 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.

- 32 virtual LISSDEP site technical assistance meetings were conducted and 10 LISSDEP in-person CPS Technical Training sessions were conducted for 61 new LISSDEP staff educators, representing 58 LISSDEP distribution sites.
- 128 distribution sites statewide served low-income families. 4,011 safety seats have been distributed for indigent children.

### **Child Passenger Safety Education**

Through VDH, 42 organizations have completed a Letter of Agreement to provide safety seat check services. These organizations represent 70 locations providing safety seat check services throughout the Commonwealth.

During this grant year:

- 4,146 safety seats were checked through Safety Seat Check Station operations.
- There are 18 sites registered in the electronic system with eight using an electronic checklist tool.
- 23 safety seat check events were held with 156 seats checked.
- During this grant year, one web-based education training was developed and hosted through the redesign of the VDH Child Passenger Safety resource page including a digital download tracker and new submission process for external resource requests.
- 29,795 pieces of educational materials were distributed to the public.
- Approximately 478 calls to "1-800" line for child passenger related questions have been documented.
- 23 CPS technician certification classes were conducted and resulted in 222 new certified CPS technicians in the state.
- One refresher class was conducted with 39 participants.

### **Child Safety Seat Emergency Identification Sticker**

- In FY2023, approximately 2,500 Child Safety Seat Emergency Identification stickers were distributed. 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 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**

In FY2023, approximately 5,000 Child Passenger Safety Law Cards were distributed through the DRIVE SMART store and the VAHSO.

The Child Passenger Safety Law Card is a guide 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 card also includes a checklist of important items to ensure that the child restraint is properly installed. 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 (CPST)**

CPST is administered by the DMV/VAHSO Occupant Protection Coordinator, who is responsible for conducting the Standardized National CPST certification training classes, NHTSA renewal training, technician refresher training classes and CPS Special Needs training classes.

- 23 CPST certification classes were conducted and resulted in 222 new certified child passenger safety technicians in the state.
- One refresher class was conducted with 39 participants.

## **Other Occupant Protection Educational & Outreach Projects**

### **Virginia Association of Chiefs of Police (VACP) Social Media Outreach**

The VACP maintains social media accounts for the Smart, Safe & Sober Partnership. The Smart, Safe & Sober accounts are used exclusively to share traffic safety campaign messaging as well as other news related to roadway safety and to amplify the posts of our traffic safety partners.

- For the Smart, Safe & Sober Facebook page, as of September 30, 2023, there are 585 followers.
- For the Smart, Safe & Sober X (formerly known as Twitter) account, as of September 30, 2023, there are 1,769 followers.

## Virginia Highway Safety Committee

The VACP has a long-standing state highway safety committee comprised of local police chiefs and sheriffs and the Superintendent of VSP. The Committee did not hold an in-person meeting in 2023; however, the Committee maintains ongoing discussions about traffic safety issues and legislation via an email list serve, and members are routinely called upon to represent Virginia law enforcement interests in traffic safety.

- The Co-Chairs of the Virginia Highway Safety Committee are Chief (Ret) Howard Hall (Roanoke County, Virginia) and Sheriff David R. Hines (Hanover County Sheriff's Office).
- The Committee helped assemble the law enforcement training track for the 2023 Distracted Driving Summit and members of the committee. Chief (Ret.) Howard Hall and Colonel Gary Settle participated as speakers at the Summit.
- Chief (Ret) Hall is creating a Traffic Safety Supervisors training that could be delivered in an in-person setting and as an e-learning course.
- Chief Adam Linn serves on the VAHSO Pedestrian Safety Workgroup.

## Drive Safe Hampton Roads (DSHR) – Occupant Protection

The mission of Drive Safe Hampton Roads is to increase seat belt use, improve roadway safety and reduce death and injury from vehicle crashes using initiatives that include educational programs, information sharing, and partnerships with public and private sector organizations.

- There was an increase in the seat belt use rate among high school students participating in the Get It Together program. At final seat belt check, the average seat belt use rate was 86.74%, up from 80%.
- 264 child safety seats were collected during the “Old, Used, Borrowed and Abused Child Safety Seat Roundup.”
- Two CPST trainings were conducted resulting in certification of 18 new technicians.
- There were 35,854 visits with 56,107 pageviews on the DSHR website.

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

CHKD offers a child passenger safety program for children with special healthcare needs. This special program provides evaluations and loaner car seats to children with a variety of medical conditions. Specially trained physical and occupational therapists evaluate each patient and determine the appropriate seating solution that will work for the child, the caregivers, and the family vehicle.

This program has greatly facilitated CHKD's ability to positively impact the safe transportation of children in the community. This year's accomplishments included:

- Completed training of staff in CHKD Advocacy class, NICU class, and the number of classes.
- Participated in one of two planned special needs training classes.
- Participated in one CPST training class.
- Completed 286 car seat evaluations.
- Distributed 207 standard car seats to identified families in need, either during an evaluation or through our distribution program.
- Conducted six seat checks at CHKD offices and offered appointments for families in their service area. Three of the six seat checks were in partnership with community



businesses. CHKD continued to do one-on-one education when delivering or loaning special needs equipment.

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

The Eastern Virginia Medical School’s Community Health and Research Division is designing and evaluating behavior-change programs to ensure the health and safety of kids and teens. These programs inform the development of initiatives that aim to promote community health and influence positive change. In response to the low booster-seat use, they studied the use of health risk messages in booster seat campaigns. The resulting “Boost ‘em in the Back Seat” video conveys the power of crash forces to motivate parents to use booster seats and back seats for older children.

- During FY2023, the “Boost ‘em in the Back Seat” campaign resulted in 2.63 million impressions.
- Facebook and Instagram delivered a 2.72% CTR which is more than double the result from previous years.
- The YouTube campaign posted a 7,000 increase in views and a 2% increase in the view rate.
- In FY2023, more users watched at least 50% of the video.
- The website was updated in FY2023 with new infographic and Spanish language materials.
- Carsafetynow.org had 8,141 users, 9,105 impressions, and 10,444 page views, and 4,774 downloads of educational materials.
- 250 people took the fit test and only 58 (23%) passed the test. This indicated the vast majority of those taking the fit test are guided to keep their children in a booster seat.
- X (formerly known as Twitter) had 53,814 impressions.
- The Carsafetynow.org videos had 95,596 views for a total of 999 hours with 60,514 impressions.

### **Future Adjustments to HSP to Achieve Target:**

- Based on data analysis, implement programs/strategies in areas of high unrestrained fatalities.
- Expand partnerships to increase messaging to the target audience and areas of the Commonwealth.
- Enhance, create, and increase educational messaging on seat belt use safety and work with key state partners to identify communities which need seat belt use education and peer to peer programs.
- Continue to review the Occupant Protection Technical Assistance Program and to implement recommendations that will provide more opportunities reach the identified communities.
- Analyze the 2023 Seat Belt usage Survey and identify areas of need to increase seat belt use.

## 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 alcohol-impaired driving.

Actual evidence-based data is essential in identifying behavioral, demographic and geospatial characteristics of impaired driving to identify where the occurrence of this action is most prevalent and to help allocate program resources and funding. As such, instead of using NHTSA’s alcohol-impaired driving data (which is an estimated number and not current), Virginia analyzes alcohol-related data which allows us to provide more detailed information to set strategies.

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.

Alcohol Impaired Driving Program Expenditures		
402 Funds	405d Funds	154 Funds
\$125,553	\$5,023,354	\$8,411,316

Alcohol Impaired Driving Fatalities Performance Measure:

**Measure:** Reduce alcohol impaired driving fatalities 4% from 249 to 239 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (274) is higher than the FY2023 target of 239. Virginia will track annual data in 2024 to better show our planned progress.

**Assessment of State’s Progress:** Virginia did not achieve its target of 239 alcohol impaired fatalities.

### Program Summary of Why Virginia Did Not Achieve the Target:

- Staffing shortages and competing priorities in law enforcement have impacted traffic safety initiatives.
- Legislation passed that reduced primary laws for probable cause for a traffic stop.
- Insufficient number of law enforcement officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE).
- The number of Standardized Field Sobriety Test (SFST) instructors decreased due to shifts in law enforcement priorities and loss of SFST Instructors, i.e., separations of service, transfers, and/or promotions.
- 44% of young men claim to frequently plan ahead for a safe ride home which is a 30% percent decrease from the 2020 survey.

### **Preliminary Assessment of 2023 Progress (Alcohol-Related Fatalities):**

- **First Eleven Months of 2023:** To demonstrate continuous target performance evaluation, Virginia monitors and analyzes data through the most recent period of the year. Results through November 30, 2023, demonstrate that alcohol-related fatalities decreased 15% from 260 to 220.

### **Strategies and Accomplishments**

1. Implement a statewide DUI Checkpoint Strike Force/Drive Sober or Get Pulled Over (DSOGPO) campaign (to include saturation patrols and checkpoints) supported with a comprehensive (earned and paid) media component year-round with special emphasis between the months of July and January and to support the national mobilization during August 2023-September 2023. (CTW, Chapter 1, Section 5.2).

#### **STATUS: ACHIEVED**

This is a statewide DUI prevention paid advertising campaign operated by the Washington Regional Alcohol Program (WRAP).

- The national DSOGPO campaign advertisement coincides with increased high visibility enforcement mobilization from Labor Day through New Year's Eve, following NHTSA's guidelines to decrease drunk driving.
- In FY2023, WRAP accrued over 52 million impressions with two media flights, one that ran through the winter holiday season 2022 and the second that ran from August to Labor Day 2023.

2. Conduct the statewide Checkpoint Strikeforce/DSOGPO DUI prevention paid advertising campaign, led by WRAP, from Labor Day through New Year's Eve. The primary focus will be men ages 21 to 34; with a particular emphasis on the younger portion of this age group since this population has the highest alcohol-related fatalities in Virginia. (CTW, Chapter 1, Section 5.2).

#### **STATUS: ACHIEVED**

- The FY2023 campaign was placed through various forms of paid advertisement media such as radio, social media, television and digital.
- DMV amplified the campaign message as well as other anti-impaired driving messages on owned media sites.
- A post-survey conducted by WRAP measures the effectiveness of the campaign. The feedback from the survey helps to reach the targeted audience with more proficiency.
- Virginia had 211 law enforcement agencies that conducted high visibility enforcement portion of the campaign.

During the DSOGPO national campaign conducted August 16, 2023, through September 4, 2023, Virginia had 211 agencies indicating their participation. The chart below provides an overview of the activities entered through TREDIS during the campaign for

these participating agencies:

Citation Type	Citations Written
Total Adult DUI/DUID Arrests:	395
Total Safety Belts Citations:	1,273
Total Child Restraint Citations:	347
Total Juveniles Cited for Underage Drinking Violations:	5
Total Juveniles Arrested for Zero Tolerance(DUI):	0
Total Stolen Vehicles Recovered:	114
Total Felony Arrests:	656
Total Weapons Seized:	93
Total Fugitives Apprehended:	0
Total Suspended/Revoked Licenses:	969
Total Reckless Driving Citations:	4,586
Total Uninsured Motorists:	587
Total Speeding Citations:	12,100
Total Drug Arrests:	337
Total Open Container Citations:	72
Total No Operators License:	2,016
Total Other Arrests, Citations and Warnings:	4,985
Total Arrests, Citations and Warnings:	28,535

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

**STATUS: ACHIEVED**

- In FY2023, DMV provided grant funding to 200 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 FY2023.

Area	DUI/DUID Arrests	Checkpoints + Saturation Patrols
Bristol	50	2,611
Fairfax	385	5,063
Portsmouth	138	2,029
Richmond	260	3,284
Roanoke	87	2,337
Staunton	92	1,664
Virginia State Police (Statewide)	99	3,246
Total	1111	20,234

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

**STATUS: ACHIEVED**

- For FY2023, Fairfax County Police Department was funded for a DUI Task Force. The task force's operation covers eight district stations across the county.
- In FY2023, the task force conducted 1,177 individual patrols and three checkpoints that resulted in 224 DUI/DUID arrests.

5. Increase the number of Standardized Field Sobriety Test (SFST) instructors in the Commonwealth by 15% from 234 to 269. (CTW, Chapter 1, Section(s) 2.3). Continue the SFST Program to ensure there are properly trained SFST instructors to implement the SFST curriculum and SFST refresher courses in each academy. Hold SFST Instructor Development Course (IDC) trainings and refresher courses, ensure all materials are up to date and disseminated, and continue to expand the SFST instructor database.

**STATUS: NOT ACHIEVED**

- Currently, there are 226 SFST instructors in Virginia.
- During FY2023, five SFST IDC and two SFST refresher training courses were conducted.
  - October's IDC refresher course in Richmond had 15 students/graduates.
  - November's IDC training was held in Chesapeake with 10 students/graduates.
  - December's IDC training in Fairfax had five students/graduates.
- This strategy was not achieved due limited interest from law enforcement to complete the SFST IDC training.
- Resources such as SFST notebooks, SFST instruction cards, Preliminary Breath Test Advisory Cards and Miranda Rights cards are reviewed by DMV/VASHO annually. Materials are distributed to law enforcement agencies upon request.

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

**STATUS: ACHIEVED**

- Virginia State Police – YOVASO Winter/Holiday Safety campaign was held during December to encourage safe driving practices and prevent alcohol impaired/drugged driving and focus on Virginia's Zero Tolerance law.
  - During the campaign, 60 schools participated in the program, reaching 17,490 students.
  - More than 51,000 educational materials were distributed.
  - Traffic safety activities, such as the 2023 Jingle Your Way to a Safe Holiday contest, kept the students engaged and promoted the traffic safety message.
  - There were 21 schools/youth groups that participated in this event.

- The contest received 39 submissions.
  - During the life span of the campaign, it generated 75,876 social media impressions.
- Youth of Virginia Speak Out (YOVASO) Arrive Alive Spring/Summer Campaign is a call to action during high-risk spring/summer period, with a focus on proms, graduations, and summer break timeframes to deliver tips to prevent risky behaviors such as impaired driving, Zero Tolerance law, speeding and distracted driving.
  - There were 81 schools and youth groups that participated in FY2023.
  - YOVASO's social media campaign had 4,241,624 impressions.
  - During this campaign, there were live interviews with local TV stations discussing safe driving/celebration tips for teens.
  - YOVASO partnered with WFXR, a local news station, to promote the campaign.
- YOVASO's Fall "Drive for Change" Campaign during the months of October/November.
  - This campaign had 2,391,389 impressions on social media.
  - Sixty schools and youth groups participated in the Fall Drive for Change Campaign, 20 more schools/groups participated compared to FY2022.
- Mini traffic safety campaigns were led by YOVASO which included the Halloween Safety campaign and "Mystery Box" challenge.
  - These middle school campaigns were developed to help youth establish safe behaviors and attitudes prior to the driving years.
  - The focus of these campaigns centered around Zero Tolerance, passenger safety and passenger rights, pedestrian, and bike safety.
  - 81 schools and youth groups that participated in the Halloween Safety campaign.
  - Nine high and middle schools participated in the "Mystery Box" challenge.
- The Virginia Association of Drive Education and Traffic Safety (VADETS) – Choose Your Vibe – Arrive Alive Campaign promotes healthy, alcohol-free lifestyles and the avoidance of consequences to health and wellness, academic, and career achievement that result from engaging in illegal underage drinking and impairing driving. This is a media campaign that is designed to reach parents and youth.
  - The youth social media campaign had 1,148,602 impressions for the FY2023 campaign year. The parent education campaign had a total of 2,966,360 impressions for the digital and radio campaign and exceeded expectations from previous grant year by 466,360. The parent and social media resources received a total of 9,969 views.
- Virginia Commonwealth University Health's Project IMPACT (Impacting Minors Perception and Attitudes Concerns Trauma) held 17 events during FY2023, reaching 3,629 students.

7. Conduct two Advanced DUI Training for Law Enforcement and Prosecutors that include 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)

**STATUS: ACHIEVED**

- During FY2023, the Commonwealth Attorney Service Council (CASC) conducted 10 training programs to include two Advanced DUI, one Drug Recognition Expert, one Impaired Fatal Crash and six Driving Under the Influence of Drugs training sessions for law enforcement and prosecutors.
- CASC disseminated information from the DMV/VAHSO to 800 prosecutors for sharing in their community.

8. Conduct a training conference for VASAP (Virginia Alcohol Safety Action Program) 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)

**STATUS: ACHIEVED**

- VASAP held their annual training conference from August 9-10, 2023. A variety of national speakers made presentations and intensive training sessions were conducted. 165 ASAP staff members attended the mandatory training conference.
- There were 160 participants with 55 attendees in the VASAP Policy Board Training sessions.
- Training sessions covered ASAP Policy Board Responsibilities, Governance and Bylaws, Parliamentary Procedures, Freedom of Information Act, Fiduciary Responsibilities and Customer Needs.

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).

**STATUS: NOT ACHIEVED**

- The annual Judicial Transportation Safety Conference was canceled due to vacant administrative positions within DMV/VAHSO which are now filled.

10. Conduct a minimum of 40 basic breath alcohol classes on breath alcohol test equipment. Conduct at least one refresher course for trainers to assist with breath alcohol instruction, which is essential in helping the Virginia Department of Forensic Science (DFS) provide real-world knowledge related to breath alcohol instrument operation. (CTW, Chapter 1, Section(s) 2.3)

**STATUS: ACHIEVED**

- The DFS Breath Alcohol Section conducted 45 basic breath alcohol classes with 779 officers trained. There were 25 instructors that attended the Instructor Recertification Course.

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

**STATUS: ACHIEVED**

The Supreme Court of Virginia completed its seventh year with the JOL Program. Retired Judge Wilkins served as the JOL for a period during FY2023 before retiring. Judge Cassidy came on board and served for the remainder of the fiscal year.

- There were seven staff members that attended the National Association of Drug Court Professionals (NADCP) Training in Houston, Texas in June 2023.
- The Virginia DUI Specialty Dockets Building Bridging to Connect Communities and Courts conference was held September 20, 2023, with 300 registered attendees including 56 judges.
- Monthly newsletters to the General District Court judges, part-time judges, and retired judges were sent with information on the latest traffic safety issues, initiatives and current events.

12. Conduct 2,600 Alcohol Compliance Checks, to be completed by the Virginia Department of Alcoholic Beverage Control (ABC) (CTW, Chapter 1, Section 6.3).

**STATUS: ACHIEVED**

- The Underage Buyer (UB) compliance checks is an ongoing program conducted by Virginia ABC to ensure alcohol retailers are complying with the state age requirement for alcohol. During FY2023, 2,671 Alcohol Compliance checks were conducted by Virginia ABC. There was an overall 86% compliance rate in checks.

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

**STATUS: ACHIEVED**

- During FY2023, DRIVE SMART Virginia's (DSV) Who's Your Driver (WYD) and What's Your Game plan (WYGP) programs reached over 3.3 million people through sporting partnerships. 500,000 people were exposed to "What's Your Game Plan" messaging this year through social media and websites.
- There were 39,865 impressions and an additional 5,003 followers, increasing 14.3% from the previous grant year. DSV's X (formerly known as Twitter) followers increased to 15,726, 18% more than the previous year.



- DSV reached 14,638 people providing resources to the community through materials distribution.
- Sports partners included Richmond Raceway, Langley Speedway, Virginia Motor Speedway, South Boston Speedway, Dominion Raceway, Norfolk State University football, Virginia Commonwealth University football, Virginia Tech football and Virginia Union.

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).

**STATUS: PARTIALLY ACHIEVED**

The DADSS attended 12 of the 15 projected events throughout Virginia during FY2023, showcasing the VP-1 demonstration vehicle and educating the public on the benefits to the technology. DADSS participated in YOVASO, Skills USA, Technosphere, Fort Belvoir Safety Day, AAMVA Region II Conference, VADETS Drive Smart Virginia Distracted Driving Summit and local community events. There were 41,019 attendees at the combined events including traffic safety advocates, teens, driver education instructors and fleet drivers.

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 increase the number of certified DREs from 53 to 73. This training will be an extremely valuable tool in combating the adverse impact of drug- and alcohol-impaired driving in our Virginia communities. (CTW, Chapter 1, Section 7.1).

**STATUS: NOT ACHIEVED**

- Currently, there are 64 law enforcement officers certified as DREs, including 8 DRE instructors in Virginia.
- Officers trained as DREs are frequently called on for their expert advice when properly identifying drug and alcohol impaired driving in Virginia.
- In partnership with Virginia State Police in FY2023, two DRE schools were held in January and another in May, certifying fifteen students, representing eleven separate agencies.
- Unfortunately, this strategy was not achieved due to some DRE-trained officers being decertified due to inactive status or transferring out.

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

**STATUS: ACHIEVED**

- There were 15 courses available for FY2023 that trained 220 law enforcement officers. The courses were held in Roanoke, Bristol and Williamsburg.

17. To continue with our Traffic Safety Resource Prosecutor (TSRP) through the Commonwealth's Attorneys' Services Counsel (CASC), ensuring the upgrading of criminal justice administration by providing and coordinating training, education, and services for Virginia's prosecutors. To train over 700 law enforcement officers and prosecutors at 10 different training programs, including two Advanced DUI for Prosecutors and Law Enforcement, six DUID for Prosecutors and Law Enforcement, one DRE for Prosecutors, and one Impaired Fatal Crash Training for Law Enforcement and Prosecutors.

**STATUS: PARTIALLY ACHIEVED**

- CASC disseminated information from DMV/VAHSO to 800 prosecutors for sharing in their community.
- CASC conducted 10 training programs that included two Advanced DUI trainings, one DRE training, one impaired fatal crash, and six DUID trainings for law enforcement and prosecutors.
- There were 124 prosecutors and 123 law enforcement officers participating in the ten trainings. The goal of 700 being trained was not achieved due to competing priorities within the agencies,

18. To continue to recruit new and effective partners that will work to decrease alcohol-related fatalities.

**STATUS: ACHIEVED**

- DMV/VAHSO continues to seek and welcome new highway safety partners that are studiously working towards decreasing alcohol-related fatalities including Virginia Emergency Medical Services, VDOT, Virginia Department of Forensic Science, City of Richmond Engineering, Conner Gweedo Memorial Foundation (GWEEDO), VSP, local law enforcement agencies, non-profit organizations committed to the mission and other traffic safety advocates.

**Future Adjustments to HSP to Achieve Target:**

- In 2024, DMV is conducting in-depth statistical analyses for five major program areas, including impaired driving. For each key data finding, DMV will work with high-crash localities to design strategic interventions to prevent crashes before they occur. Interventions may include outreach events, public relations and marketing campaigns, selective enforcement or other specific measures.
- Expand earned, owned, and paid media targeting holidays known for an increase of alcohol consumption during celebrations.
- Continue with the statewide high visibility campaign focusing on impaired driving with a media campaign in support of NHTSA's Drive Sober or Get Pulled Over campaign from August through Labor Day and the holiday season from December through the New Year.
- Continue with sharing resources and tools with our partners to share with the community about the importance of planning ahead and not driving drunk.
- Explore expanding the Sober Ride program.

- Encourage law enforcement agencies to assist in educating their communities by identifying key community partners that would help spread the message within their communities about the dangers of impaired driving. This would provide opportunities for meaningful public engagement.

# Speed Program (Core Outcome Measure C-6)

## Overview of Program, Projects and Activities Funded

Speed continues to be one of the top contributing factors of motor vehicle crashes and fatalities on Virginia roadways.

To address this issue, funding was used for overtime selective enforcement efforts. In addition, a speed prevention media campaign was created to educate and change the behaviors of drivers who speed. A focus group was used in the development and creation of the campaign to obtain feedback from the focus audience on what would change their behavior.

Speed Expenditures
402 Funds
\$1,878,252

## Speed-Related Fatalities Performance Measure:

**Measure (C-6):** Reduce speed-related fatalities by 5% from 254 to 242 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (301) is higher than the FY2023 target (242). Virginia will track annual data in 2024 to better show our planned progress.

**Assessment of State’s Progress:** Virginia did not achieve its target of 242 speed-related fatalities.

## Program Summary of Why Virginia Did Not Achieve the Target:

- Law enforcement staffing shortages along with competing priorities continued to have an impact on agencies’ ability to work the selective enforcement grant projects and the enforcement of speeding.
- There was no speed prevention education campaign in place until we launched our first media campaign in October 2023.
- Based on our speed focus group conducted in 2023, males aged 20-49 indicate that they are speeding because of the following reasons:
  - They believe that the posted speed limit is a suggestion and driving around 20% above the posted limit is regarded as “safe”.
  - They aren’t aware of their speeding.
  - They are keeping up with the speed of traffic and will only check their speed if they feel they are being monitored,
  - They aren’t aware of the consequences of speeding outside of getting a ticket.
  - They only account being ticketed to “bad luck” and not their skill as a driver.

## Preliminary Assessment of 2023 Progress:

First Eleven Months of 2023: To demonstrate continuous target performance evaluation, Virginia monitors and analyzes data through the most recent period of the year. Results through November 30, 2023, demonstrate that speed-related fatalities decreased by 4% from 341 to 327.

## Strategies and Accomplishments:

1. Conduct a minimum of 1,000 local high-visibility speed selective enforcement mobilizations/patrols (CTW), Chapter 3, Section(s) 2.2, 2.3 (Evidence-based enforcement)

### **STATUS: ACHIEVED**

- There were 148 speed or police traffic services selective enforcement grant projects funded for local law enforcement agencies across the Commonwealth that conducted high visibility speed selective enforcement mobilizations/patrols.
- Law enforcement officers conducted 7,794 selective enforcement speed saturation patrols which resulted in 25,425 speeding citations.
- During all FY2023 grant funded selective enforcement activities, 48,646 speed-related citations were written by Virginia law enforcement officers.

2. Conduct a minimum of 1,300 focused, speed operations lead by Virginia State Police (CTW), Chapter 3, Section(s) 2.2, 2.3 (Evidence-based enforcement)

### **STATUS: ACHIEVED**

- Virginia State Police (VSP) conducted 1,543 selective enforcement speed saturation patrols which resulted in 6,460 speeding citations.

3. Educate and change behavior of speeders and the overall driving population with proper messaging regarding the dangers of speed (CTW), Chapter 3, Section 4.1

### **STATUS: ACHIEVED**

- During FY2023, DMV developed and shared speed-related messages with our partners through our partner emails. The communication provided crash data and resources to educate our communities.
- DMV developed and shared speed messages for each NASCAR race in Virginia to spread the message of following the posted speed limits.
- In February 2023, DMV conducted a focus group of Virginia residents with the following attributes: ages 20-49, a valid driver's license, from/near targeted areas, able to relate/admit/discuss current or past speeding behavior, and demographically diverse drivers. From the focus group findings Virginia created its first speed prevention campaign, "If You Speed, You Lose".
- In May 2023, the DMV Highway Safety Office was invited to present at the Naval Air Station (NAS) Oceana and NAS Oceana – Dam Neck Annex Safety Office's "Safety Stand Down."
  - Topics on risky driving behaviors, crash fatalities, motorcycle safety, occupant protection, speeding, impaired driving, and safe driving behaviors were presented to over 1,300 Navy personnel over a five-day span.
  - It was such a success that the DMV Highway Safety Office was invited back to present at the October 2023 Safety Stand Down.

4. To continue to recruit new and effective partners that will work to decrease speed- related fatalities.

**STATUS: ACHIEVED**

- DMV continues to seek out new partners to work with in decreasing speed- related crashes and fatalities. In using data analytics to identify the top localities of speed-related crashes and fatalities, we can reach out to specific jurisdictions to identify potential new partners on a local as well as state level.
- In FY2024, the Norfolk State University Foundation has a grant that will focus on education and speed deterrence focused on younger drivers.
- Additionally, there are 158 (ten additional over FY2023) selective enforcement grants to deter speeding behaviors via enforcement and outreach endeavors.

**Future Adjustments to HSP to Achieve Target:**

- In 2024, DMV is conducting in-depth statistical analyses for five major program areas, including speed prevention. For each key data finding, DMV will work with high-crash localities to design strategic interventions to prevent crashes before they occur. Interventions may include outreach events, public relations and marketing campaigns, selective enforcement or other specific measures.
- Statewide media buy placement for our first speed prevention campaign, "If You Speed, You Lose".

# Motorcycle Safety Program Area

## Overview of Programs, Projects and Activities Funded

DMV/VAHSO continues to work towards its primary objectives to promote motorcycle safety and increase the number of properly licensed and trained riders.

The Virginia Rider Training Program (VRTP) offers motorcycle rider training courses that convey the knowledge and basic skills needed to pass the motorcycle operator license tests. Classes are designed for both beginning riders and experienced riders and are taught by Motorcycle Safety Foundation certified motorcycle safety instructors. Classes provide the opportunity to learn new techniques and practice skills in a controlled, safe environment. Classes are offered at 34 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. The VRTP continues to make strides in student training and awareness and maintaining a low incidence of impaired motorcyclists. Approximately 10,960 students were trained during the FY2023 grant year.

Motorcycle Safety Expenditures		
402 Funds	405d Flex Funds	405f Funds
\$187,256	\$1,890	\$101,465

## Motorcycle Fatalities Performance Measure:

**Measure C-7:** Reduce motorcyclist fatalities by 5% from 104 (2017-2021 rolling average) to 99 (2019 – 2023 rolling average) by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (106) is higher than the FY2023 target of 99. Virginia will track annual data in 2024 to better show our planned progress.

**Assessment of State’s Progress:** Virginia did not achieve its target of 99 motorcyclist fatalities.

## Program Summary of Why Virginia Did Not Achieve the target:

- Increased number of motorcyclists are riding motorcycles without the proper license endorsement.
- Motorcycle Safety training is optional in Virginia, with a low course attendance.

## Preliminary Assessment of 2023 Progress:

First Eleven Months of 2023: To demonstrate continuous target performance evaluation, Virginia monitors and analyzes data through the most recent period of the year. Results through November 30, 2023, demonstrate that motorcycle fatalities increased 9% from 109 to 119.

**Measure C-8:** Reduce unhelmeted motorcyclist fatalities by 25% from 7 to 5 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (6) is higher than the FY2023 target of 5.

**Assessment of State's Progress:** Virginia did not achieve its target of 5 unhelmeted motorcyclist fatalities.

**Program Summary of Why Virginia Did Not Achieve the target:**

- Motorcycle Safety training is optional in Virginia, with a low course attendance.
- Increased number of motorcyclists are riding motorcycles without the proper license endorsement.

**Preliminary Assessment of 2023 Progress:**

First Eleven Months of 2023: To demonstrate continuous target performance evaluation, Virginia monitors and analyzes data through the most recent period of the year. Results through November 30, 2023, demonstrate that unhelmeted motorcycle fatalities decreased 50% from 4 to 2.

**Strategies and Accomplishments**

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

**STATUS: ACHIEVED**

- The FY2023 motorcycle safety media campaign used creatives from FY2020 "Roll with the Proper Gear." Young sport bike riders and mature motorcyclists were the focus of the campaign. The geographical locations for the campaign included Roanoke, Portsmouth, and Richmond regions, encouraging motorcyclists to ride safely and to wear proper riding gear. The campaign had more than 4.5 million impressions, adding 1.3 million impressions from the previous year. Streaming video, digital, and outdoor (GSTV) media channels were utilized.

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

**STATUS: ACHIEVED**

- The [Drivers: Take a Second Look for Motorcyclists Campaign](#) encouraged other vehicle drivers to share the road with motorcycles, give motorcycles a second look and be aware of how a motorcycle's speed may be difficult to judge. The geographical locations of focus for the campaign included the Portsmouth and Richmond regions. Streaming video, digital and outdoor (GSTV) media channels were utilized.
- The campaign delivered more than 6.2 million impressions, adding 2 million from the previous grant year.

3. Increase the media messaging for motorcycle safety and motorist awareness of motorcycles in the top 10 jurisdictions with motorcycle crashes involving another vehicle. (CTW, Chapter 5, Section(s) 4.1, 4.2)

**STATUS: ACHIEVED**



- Conducted motorcycle safety media (two flights February/March 2023 and May 2023) and motorist awareness of motorcycles media (two flights March 2023 and June 2023) campaigns. The campaigns reached the regions of Roanoke, Portsmouth, and Richmond with a total of 10.7 million impressions.
4. Conduct 1,200 Basic Rider Training courses throughout the Commonwealth through partnerships with the licensed Motorcycle Training Sites. (CTW, Chapter 5, Section(s) 3.1, 3.2)

**STATUS: NEARLY ACHIEVED**

- During FY2023, 1,197 Basic Rider Training courses were conducted through Virginia licensed Motorcycle Training sites.

5. Conduct 140 3-Wheeled Vehicle training courses (CTW, Chapter 5, Section(s) 3.1, 3.2)  
**STATUS: NOT ACHIEVED**
  - There were 84 3-Wheeled Vehicle training courses conducted through Virginia licensed Motorcycle Training sites. The drop in training courses was due to the decrease in demand for 3-Wheeled Vehicle training.
6. Conduct Advanced Rider Training course (CTW, Chapter 5, Section(s) 3.1, 3.2)  
**STATUS: ACHIEVED**
  - During FY2023, three of the licensed Motorcycle Training sites conducted advance rider training for a total of nine classes statewide.
7. Conduct a minimum of two quality assurance monitoring checks of each licensed Motorcycle Training Site (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2).  
**STATUS: NOT ACHIEVED**
  - There were 29 quality assurance reports at 25 licensed Motorcycle Training sites for quality assurance monitoring checks. The strategy was not met because the DMV/VAHSO Quality Assurance Coordinator position was not filled until March 2023 and quality assurance visits did not begin until the third quarter.
8. Conduct four Instructor Professional Development Workshops (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2)  
**STATUS: NEARLY ACHIEVED**
  - There were three Professional Development Workshops (PDW) conducted for 145 coaches in FY2023.
9. Update DMV 226 Virginia Rider Policy and Procedures manual to reflect updates in the basic rider training courses, alignment with the MSF Rider Coach Guide and MSF Rider Education Recognition Program (RERP) agreements.  
**STATUS: ACHIEVED**
  - During FY2023, the Virginia Rider Policy and Procedures manual was updated.
10. Add MSF EP1 x 11 as a basic rider course offering in the state to incorporate advances in training variations of the basic rider course.  
**STATUS: ACHIEVED**
  - In FY2023, the MSF eP1x11 course was approved and implemented statewide.
11. Develop supporting efforts to incentivize the licensed schools to begin advance training efforts using the MSF Project 360 Skills Development Model.  
**STATUS: ACHIEVED**
  - The strategy was not accomplished in FY2023 due to VAHSO staff shortages. Plans target development by the end of the third quarter in FY2024.

12. Train at least 50 new Rider Coaches in Calendar year 2022 and 40 new Coaches in calendar year 2023. (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2)

**STATUS: PARTIALLY ACHIEVED**

- In calendar year 2022, 48 new Rider Coaches were trained and in calendar year 2023, we trained 44 new Rider Coaches.

13. Increase direct communications (at least 6 x per year) with the 89 registered motorcycle dealers, the 21 licensed training sites, and 200 Rider Coach trainers. Key messaging includes licensing, training and proper safety gear.

**STATUS: ACHIEVED**

- Throughout FY2023, 20 partner emails were sent out to our motorcycle partners to include the licensed training sites, Rider Coaches, and Quality Assurance Specialist. The partner emails provided motorcycle cycle safety campaign information, resources, data and other highway safety information.

14. Participate with the Motorcycle Safety Foundation in the development of a 3-Wheel Rider Coach certification program, thereby increasing the diversity of the rider coaching communities and women coaches. (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2)

**STATUS: NOT ACHIEVED**

- The strategy was not accomplished in FY2023 due to the resignation of the DMV/VAHSO Motorcycle Program Manager and competing priorities within the motorcycle program.

15. Conduct a round table with minority Rider Coaches currently working in the state to develop a minority recruiting program to attract more coaches into the training program. (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2)

**STATUS: NOT ACHIEVED**

- The strategy was not accomplished in FY2023 due to the resignation of the DMV/VAHSO Motorcycle Program Manager and competing priorities within the motorcycle program.

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

**STATUS: ACHIEVED**

- This strategy was accomplished in FY2023. Eighteen new Quality Assurance Specialists were trained and incorporated into the Quality Assurance Program.

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

**STATUS: ACHIEVED**

- By conducting an MSF Quality Assurance Certification Course during the second quarter, DMV/VAHSO has certified 18 new Quality Assurance Specialists.

18. Distribute 12,000 Rider Alert cards to all 21 licensed training sites (CTW, Chapter 5, Section(s) 3.1, 3.2)

**STATUS: ACHIEVED**

- Through the Richmond Ambulance Authority and the VAHSO, 12,000 Rider Alert Cards were distributed to all the licensed Motorcycle Training sites.

19. Increase the number of licensed motorcycle training sites in the top 10 jurisdictions with motorcycle crashes involving another vehicle. (CTW, Chapter 5, Section 3.1).

**STATUS: ACHIEVED**

- Three licensed motorcycle training sites were opened:
  - Moto Academy at the Richmond International Airport,
  - Hampton Roads Motorcycle Safety Training at Tidewater Community College in Virginia Beach, and
  - Virginia Peninsula Community College in Newport News.

20. Add 15 advanced rider training opportunities/classes in the top ten jurisdictions with motorcycle crashes involving another vehicle. Integrate the NoVA Cone Camp Program and Virginia State Police Ride 2 Save Lives Program into Advanced rider training (CTW, Chapter 5, Section 3.1)

**STATUS: NOT ACHIEVED**

- The strategy was not accomplished in FY2023 due to the resignation of the DMV/VAHSO Motorcycle Program Manager and competing priorities within the motorcycle program.

21. Assist local motorcycle community efforts in the Virginia Beach Area to establish a VA Beach area Cone Camp Program. (CTW, Chapter 5, Section 3.1)

**STATUS: NOT ACHIEVED**

- The strategy was not accomplished in FY2023 due to the resignation of the DMV/VAHSO Motorcycle Program Manager and competing priorities within the motorcycle program.

22. By March 2023, coordinate and establish the Virginia Motorcyclist Stakeholders committee to assist in defining, funding, developing, and promoting programs that reduce crashes, injuries, and fatalities across the Commonwealth. (CTW, Chapter 5, Section 3.1)

**STATUS: NOT ACHIEVED**

- The strategy was not accomplished in FY2023 due to the resignation of the DMV/VAHSO Motorcycle Program Manager and competing priorities within the motorcycle program. We plan to establish this committee by the end of the second quarter in FY2024.

23. Work with the Virginia Motorcyclist Stakeholders committee to develop a program that directly addresses the issue of unlicensed riders in the Commonwealth. (CTW, Chapter 5, Section 3.1)

**STATUS: NOT ACHIEVED**

- The strategy was not accomplished in FY2023 due to the resignation of the DMV/VAHSA Motorcycle Program Manager and competing priorities within the motorcycle program. We plan to establish this committee by the end of the second quarter in FY2024 to address the need of motorcyclists taking the motorcycle training.

24. Participate with the State Motorcycle Safety Association (SMSA) and collaborate with other states to develop strategies to reduce crash and fatality numbers. (CTW, Chapter 5, Section 3.1)

**STATUS: ACHIEVED**

- In FY2023, the motorcycle program staff attended the SMSA conference.

25. Hire a Highway Safety Program Recruiter to recruit new and effective partners to ensure our motorcycle safety program is reaching all communities as we work to decrease the number of motorcycle fatalities. This will facilitate bringing new community partners to the table.

**STATUS: NOT ACHIEVED**

- This position was not filled in FY2023.

**Future Adjustments to HSP to Achieve Target:**

- In 2024, DMV is conducting in-depth statistical analyses for five major program areas, including motorcycle safety. For each key data finding, DMV will work with high-crash localities to design strategic interventions to prevent crashes before they occur. Interventions may include outreach events, public relations and marketing campaigns, selective enforcement or other specific measures.
- Using data analysis to identify communities with the highest number of motorcycle-related crashes and fatalities. We will implement Public Participation and Engagement opportunities in these communities and use public feedback to develop measurable performance projects.
- Strengthening motorcycle safety messages through campaigns and social media platforms.
- Continue educating on the riding with the proper gear to include helmet use.
- Partner with law enforcement and with schools for additional training opportunities and education for our riders.
- Community Outreach programs for motorcycle education and awareness.
- Promote and advertise the Motorcycle Basic Rider Course training.
- Increase opportunities to increase the number of licensed training sites and to increase the number of Rider Coaches.

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

Funding to support these programs is included through the overall mission to promote transportation safety and reduce traffic fatalities and injuries. Strategies and funding will be incorporated in alcohol programs, selective enforcement, driver education programs, and public information and will focus on Saturdays and Sundays, mid-afternoon to midnight; speed and training young drivers on maintaining control of their vehicle. Media and other public information efforts typically target 18 – 35 year old drivers, including 18 – 20 year olds, in development and evaluation of messaging.

Drivers Age 20 or Younger in Fatal Crashes Expenditures		
402 Funds	405d Funds	154 Funds
\$569,150	\$144,837	\$190,448

### Drivers Age 20 or Younger Involved in Fatal Crashes Performance Measure:

**Measure:** Reduce drivers ages 20 or younger involved in fatal crashes 2% from 85 to 83 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (95) is higher than the FY2023 target of 83. Virginia will track annual data in 2024 to better show our planned progress.

**Assessment of State’s Progress:** Virginia did not achieve its target of reducing drivers age 20 or younger involved in fatal crashes.

### Program Summary of Why Virginia Did Not Achieve the Target:

- When reviewing the fatality data for young driver involved fatalities, the previous 2 years are statistical anomalies. This has skewed the 5-year rolling average higher than normal.
- Several factors contribute to these anomalies:
  - Legislative changes to how law enforcement interacts with traffic stops.
  - Reduction in law enforcement manpower has reduced traffic stops as a priority task.
  - Speeding (keeping up with the flow of traffic) has increased across all age groups in Virginia.
  - Impaired (drunk, drugged, distracted, and drowsy) driving has increased in young drivers.

### Preliminary Assessment of 2023 Progress (Drivers Ages 20 or Younger involved in Fatal Crashes):

First Eleven Months of 2023: To demonstrate continuous target performance evaluation, Virginia monitors and analyzes data through the most recent period of the year. Results through November 30, 2023, demonstrate that drivers ages 20 or younger involved in fatal crashes decreased 4% from 102 to 98.

## Strategies, and Accomplishments

1. Distribute at a minimum 175,000 of the updated 45-hour Parent Teen Guides to drivers under the age of 19 and their parents and ensure the guide is available electronically. (CTW Chapter 6- 3.1)

**STATUS: NEARLY ACHIEVED**

- 113,000 guides were printed and distributed by DOE.
- 5,000 guides were distributed by Prince William County Public Schools' Partners for Safe Teen Driving (PFSTD).
- 49,500 were printed and distributed by Virginia DMV Driver Services Division.

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).

**STATUS: ACHIEVED**

- Virginia Association of Driver Education and Traffic Safety's (VADETS) parent media campaign on consequences of social hosting and enabling underage drinking and driving aired 1,768 commercials on 13 radio stations and amassed 2,966,360 digital impressions through Facebook and X (formerly known as Twitter).
- Partners for Safety Teen Driving updated their 90-minute parent/student presentation which is required by law to be completed by all driver education students and a parent or guardian in the following localities: Arlington, Fairfax, Loudoun, Prince William Counties and Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park Cities.

3. Conduct at least 10 educational campaigns/events/trainings to focus on topics such as seat belt use, impaired driving, zero tolerance laws, distracted driving, speeding 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)

**STATUS: ACHIEVED**

- VADETS' peer-to-peer youth social norming of alcohol-free lifestyle campaign; 1,148,602 impressions with 15,281 likes/reactions.
- DOE participated in/hosted five educational events/trainings that included both VADETS conferences and driver education teacher trainings.
- Youth of Virginia Speak Out (YOVASO) conducted 178 campaigns/events/trainings which included an interactive distracted driving simulator and Scan Ed Physics of a crash and virtual and in-person traffic safety education lessons.
- Virginia Commonwealth University Health's Project IMPACT (Impacting Minors Perception and Attitudes Concerns Trauma) held 17 events which reached 3,629 students.
- Drive Safe Hampton Roads (DSHR) conducted one young driver seat belt use campaign with a reach of 3,650.

4. Continuation of alcohol-impaired and drug-impaired driving educational messaging and activities through various partners' educational efforts via social media and activities. (CTW Chapter 1 Section 6.5, Chapter 2 Sections 6.1& 7.1, Chapter 4 Section 2.2, Chapter 6 Sections 3.1)

**STATUS: ACHIEVED**

- VADETS' Choose Your Vibe – Arrive Alive peer to peer youth social norming of alcohol-free lifestyle campaign had 1,148,602 impressions with 15,281 likes/reactions.
- YOVASO's social media messaging reached a total of 773,717 across Facebook, Instagram, and X (formerly known as Twitter).
- VCU Health's Project IMPACT social media messaging reached 7,226 young drivers across Facebook, Instagram, and X and reached 3,629 students at their school events.

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

**STATUS: ACHIEVED**

- VADETS "Choose Your Vibe – Arrive Alive" peer to peer youth social norming of alcohol-free lifestyle campaign had 1,148,602 impressions with 15,281 likes/reactions.
- YOVASO's social media campaigns had a total of 6,633,013 impressions. "Fall Drive for a Change" had 2,391,389 and "Summer Arrive Alive" had 4,241,624.

6. Expand communications, education, and outreach efforts by collaborating with community-based organizations in underserved communities 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).

**STATUS: ACHIEVED**

- YOVASO had participation from 45 rural underserved schools and 13 urban underserved schools with a reach of 5,800 students. Outreach activities were conducted in Chesapeake City (2), Pittsylvania (2) and Prince William (2) Counties which were the top jurisdictions for young driver-involved fatalities.
- DRIVE SMART Virginia's Community and Workplace grant reached 6,000 underserved young drivers at school and community events. Outreach activities were conducted in Chesapeake City (reach – 300), Pittsylvania (reach – 400), and Prince William (reach – 240), counties which were the top jurisdictions for young driver-involved fatalities.

7. Conduct education programs focusing on 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).

**STATUS: ACHIEVED**

- YOVASO held 19 middle school programs focused on reaching youth aged 8-14 years old with a reach of 1,900.



- DRIVE SMART Virginia's Community and Workplace grant reached 2,000 youth aged 8-14 years old at school and community events. Communities reached included Chesterfield, Onley, York, Springfield, Stafford, Shenandoah, and Richmond.

### **Future Adjustments to HSP to Achieve Target:**

In addition to the outcomes of the seven strategies for young drivers, VAHSO was able to provide grant funds to five new young driver focused partners for FY2024.

VAHSO has adjusted how the young driver projects will be implemented for FY2024. Young driver projects will focus on targeting the top young driver jurisdictions. Additionally, projects will have a component to conduct Public Participation and Engagement efforts to engage the public on efforts to change behavior that will decrease crashes, fatalities and injuries. The feedback received will be used to develop new programs/projects and will be monitored for effectiveness.

Two key young driver focus areas for FY2024 will be seat belt usage and speed prevention which each were associated with over 50% of the young driver fatalities in 2022. VAHSO will continue to reference data trends to address fatal crashes occurring between 9 p.m.-3 a.m.

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

### Overview of Programs, Projects and Activities Funded

The Virginia DMV Highway Safety Office collaborates with stakeholders to introduce pedestrian safety strategies and countermeasures. Implementation of countermeasures are encouraged by localities along with supporting educational messages for all who walk, jog and roll. NHTSA’s theme, “Everyone is a pedestrian,” declares that 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. A strong collaboration with our stakeholders is used to bridge our message to communities.

Pedestrian Safety Expenditures	
402 Funds	405h Funds
\$243,793	\$196,574

### Pedestrian Fatalities Performance Measure:

**Measure C-10:** Reduce pedestrian fatalities 4% from 125 to 120 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (172) is higher than the FY2023 target of 120. Virginia will track annual data in 2024 to better show our planned progress.

**Assessment of State’s Progress:** Virginia did not achieve its target of reducing pedestrian fatalities to 120.

### Program Summary of Why Virginia Did Not Achieve the Target:

Pedestrian fatalities increased in Virginia due to the contributing factors of traversing the roadways in dark ambient lighting conditions and pedestrians crossing at an intersection. Mid-block crossing by pedestrians is a concern, because enforcement for jaywalking violations has stopped due to legislation passed in 2021.

### Preliminary Assessment of 2023 Progress:

First Eleven Months of 2023: To demonstrate continuous target performance evaluation, Virginia monitors and analyzes data through the most recent period of the year. Results through November 30, 2023, demonstrate that pedestrian fatalities decreased 28% from 157 to 113.

The transportation system categorizes pedestrians as vulnerable roadway users. Safety becomes paramount because “Everyone is a Pedestrian” according to the National Highway Traffic Safety Administration (NHTSA).

DMV/VAHSO continues to fund pedestrian safety messages and enforcement efforts using crash analysis to develop and implement data-driven approaches addressing the pedestrian program area. As we continue to analyze data, we use a statistical control process to identify the who, what, where, and why to focus on a more comprehensive strategy to decrease pedestrian-related crashes and fatalities.

### Strategies and Accomplishments

1. Conduct a minimum of two selective enforcement activities (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4). (Evidence-based enforcement)

**STATUS: ACHIEVED**

- The Northern Virginia’s Street-Smart fall and spring pedestrian and bicyclist safety campaigns are supported and served by law enforcement in Arlington County, Alexandria County, Fairfax County, Occoquan Town and Prince William County with pedestrian-bicycle selective enforcement grant-funded activities during FY2023. These agencies collectively utilized 440 overtime hours and issued a reported total of 801 summons, to include 15 pedestrians, 53 bicycle, 128 speeding, 27 seat belt, and 44 hands-free violations.

2. Partner with sub-grantees to conduct safety campaigns throughout 2023. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

**STATUS: ACHIEVED**

- Outreach efforts include partnering with law enforcement agencies in Northern Virginia for the pedestrian and bicycle safety campaign in the fall and spring.
  - o Northern Virginia continues messaging through the Metropolitan Washington Council of Governments, “Street Smart” initiative. This initiative is committed to pedestrian and bicycle safety in the Northern Virginia region. Local cities, counties, state, police departments, nonprofit organizations, and transit authorities work together to make the region a safer place for people walking and biking.
  - o The fall and spring safety campaign launch includes enforcement and educational messaging to heighten pedestrian and bicycle safety to the Virginia participating law enforcement agencies of Arlington County Police, Alexandria City Police, Fairfax City Police, Fairfax County Police, Occoquan Town Police and Prince William County Police.
- The “Street Smart” campaign “Lives Shatter” on the Impact Testimonial Wall exhibit shares heartfelt photo and video testimonials. The display includes an educational wall in English and Spanish with safety tips and a large video screen showing short films and photos of affected families across the region. The display traveled around the region totaling 26 days of outreach at 16 locations.

**STATUS: ACHIEVED**

- o The testimonial wall spreads the “Lives Shatter” message and engaged a broad audience, generating 78,940 impressions and 17,457 engagements.

- o Exhibit visitors from all 16 locations responded to an iPad survey after seeing the display.
  - o 95% of respondents reported knowing more about local pedestrian safety issues.
  - o 96% of respondents said they will be more careful to stop for pedestrians if driving.
3. Support creation and distribution of web-based and printed materials to continue the education and understanding of sharing the roadway for all users, including pedestrians and bicyclists. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

**STATUS: ACHIEVED**

- In October 2022, DMV, NHTSA and DRIVE SMART Virginia (DSV) led efforts to promote Pedestrian Safety Awareness month. The initiative provided links to DSV 's website and [online store](#) to distribute brochures promoting pedestrian and bicycle safety practices. DSV distributed over 8,800 "share the road" and distracted driving materials to 65 different locations across Virginia.
- DSV focused on increasing the engagement with military and corporate partners, adding 50 new partners to grow from a total of 193 in FY2022 to 243 in FY2023.
- DMV continued the pedestrian safety campaign "If You Don't Know, Don't Go" with a media buy in June 2023. The statewide pedestrian safety media campaign concentrated ad placement in Hampton Roads, Arlington, Fairfax, Alexandria, Valley Metro, Bristol Transit systems and the Staunton Trolley System. We were also able to expand the use of this campaign with use of state funding to incorporate geo-targeting social media messaging. The June media buy and social media messaging reported over 110,169,300 total impressions delivered.
- Throughout FY2023, pedestrian safety messages were shared through our partner emails. Our partners were encouraged to share the messaging via social media outlets as well as other avenues to educate their communities. The following resources are examples provided to promote awareness and safety.

[NHTSA National Pedestrian Resource Guide](#)

[NHTSA Pedestrian Safety](#)

[Pedestrian Safety Tool Kit for Hispanics](#)

[DMV pedestrian safety](#)

[See and Be Seen \(DRIVE SMART Virginia\)](#)

[Street Smart Safety Campaign](#)

[If You Don't Know, Don't Go – YouTube](#)

4. Pedestrian Taskforce: Continue to assess and develop countermeasures to implement strategies and encourage coalitions to address fatalities and serious injuries of pedestrian crashes occurring throughout the Commonwealth of Virginia. Stakeholders/Pedestrian Safety Task Force members will continue to meet, as needed, to discuss data on known causation factors to create/promote messaging and educational responses for all individuals to raise awareness and reduce injuries and fatalities.

**STATUS: ACHIEVED**

- During FY2023 the Pedestrian Safety Taskforce continued to meet and present data to participating partners and jurisdictions to assist in enhancing and expanding the

pedestrian safety message on a more community-based level. Attendees heard featured guest speakers from the Federal Highway Administration (FHWA), a Geospatial Analyst from Virginia Tech, and a NHTSA-sponsored presentation.

5. To continue to recruit new and effective partners that will work to decrease pedestrian fatalities.

**STATUS: ACHIEVED**

- The FY2024 grant period has generated interest in the Highway Safety Grant Process from Northern Virginia Families for Safe Streets, a nonprofit organization in NOVA, to develop a project to promote safety for pedestrians and cyclists on Virginia's roadways. The organization has been added to the Virginia training and application systems and encouraged to participate in the process.

**Future Adjustments to HSP to Achieve Target**

- In 2024, DMV is conducting in-depth statistical analyses for five major program areas, including pedestrian safety. For each key data finding, DMV will work with high-crash localities to design strategic interventions to prevent crashes before they occur. Interventions may include outreach events, public relations and marketing campaigns, selective enforcement or other specific measures.
- Evaluate available training, specifically to law enforcement, that would provide training on state laws applicable to pedestrian safety as well as best practice enforcement strategies.
- Enhance and increase educational messaging on pedestrian safety. To work with key state partners to identify infrastructure enhancements that will be implemented that will allow for community educational messaging on the new enhancements. This will allow for collaboration between key state partners and to educate the community prior to the enhancements being completed.

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

### Overview of Programs, Projects and Activities Funded

Cyclists navigate the transportation system in the category described as vulnerable roadway users in communities. VAHSO collaborates with partners to provide and introduce strategies and countermeasures to improve safety. As we continue to analyze data, we will begin using a statistical control process to identify the who, what, where, and why to focus on a more comprehensive strategy to decrease bicycle-related crashes and fatalities.

Bicycle Safety Expenditures	
402 Funds	405h Funds
\$256,088	\$26,649

### Bicycle Fatalities Performance Measure:

**Measure C-11:** Reduce bicyclist fatalities 8% from 12 (2017-2021 rolling average) to 11 (2019 – 2023 rolling average) by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 5-year rolling average actual result (12) is higher than the FY2023 target (11.) Virginia will track annual data in 2024 to better show our planned progress, especially for small N-size categories like bicycle fatalities.

**Assessment of State’s Progress:** Virginia did not achieve its target of a reduction in bicycle fatalities to 11.

### Program Summary of Why Virginia Did Not Achieve the Target:

Top contributing factors in bicycle-related fatalities include lack of helmet use, bicyclists not having the right of way, failure to control the bicycle, riding after dark with no lights, and alcohol involved. The lack of helmet use continues to be a major contributing factor in our bicycle fatalities (81% of bicycle fatalities were unhelmeted).

### Preliminary Assessment of 2023 Progress:

First Eleven Months of 2023: To demonstrate continuous target performance evaluation, Virginia monitors and analyzes data through the most recent period of the year. Results through November 30, 2023, demonstrate that bicycle fatalities increased 50% from 10 to 15.

### Strategies and Accomplishments

Bicycles are gaining popularity as a preferred method of transportation. Bicyclists are considered vulnerable roadway users; therefore, strategies and accomplishments are often duplicated and coincide with grant projects for pedestrian safety as indicated in the grant recipient table. DMV/VAHSO will continue to collaborate with stakeholders to provide and introduce strategies and countermeasures to improve safety. Countermeasures will address all

age groups to provide guidance using educational messages, enforcement, and written brochures containing helpful hints to ride safely and avoid falling victim to injuries or fatalities.

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

**STATUS: ACHIEVED**

- The Northern Virginia's Street-Smart fall and spring pedestrian and bicycle safety campaigns were supported and served by law enforcement in Arlington County, Alexandria County, Fairfax County, Occoquan Town and Prince William County with pedestrian-bicycle selective enforcement grant-funded activities. When combined, these agencies utilized 440 overtime hours and issued a reported total of 801 summons to include 15 pedestrians, 53 bicycle, 128 speeding, 27 seat belt, and 44 hands-free violations.

2. Partner with sub-grantees to conduct safety campaigns throughout 2023. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

**STATUS: ACHIEVED**

- Outreach efforts include partnering with law enforcement agencies in Northern Virginia for the pedestrian and bicycle safety campaign in the fall and spring.
  - o Northern Virginia provided messaging through the Metropolitan Washington Council of Governments, "Street Smart" initiative. This initiative is committed to pedestrian and bicycle safety in the Northern Virginia region. Local cities, counties, state, police departments, nonprofit organizations, and transit authorities work together to make the region a safer place for people walking and biking.
  - o The fall and spring safety campaign launch included enforcement and educational messaging to heighten pedestrian and bicycle safety to the participating localities of Arlington County Police, Alexandria City Police, Fairfax City Police, Fairfax County Police, Occoquan Town Police and Prince William County Police.
- The Street Smart's campaign "Lives Shatter" on Impact Testimonial Wall exhibit shared heartfelt photo and video testimonials. The display included an educational wall in English and Spanish with safety tips and large video screen showing short films and photos of affected families across the region. The display traveled around the region totaling 26 days of outreach at 16 locations.
  - o The testimonial wall spread the "Lives Shatter" message and engaged a broad audience, generating 78,940 impressions and 17,457 engagements.
  - o Exhibit visitors from all 16 locations responded to an iPad survey after seeing the display.
  - o 95% of respondents reported knowing more about local pedestrian safety issues.
  - o 96% of respondents said they will be more careful to stop for pedestrians if driving.

3. Support creation and distribution of web-based messaging and printed materials to continue the education and understanding of sharing the roadway for all users, including pedestrians and bicyclists. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

**STATUS: ACHIEVED**

- DMV/VAHSO continues to conduct bicycle awareness efforts using crash analysis to develop and implement data-driven approaches in the bicycle program area. Virginia uses and analyzes the most recent state data for reporting purposes.
- DMV/VAHSO created and shared bicycling messages with our partners to include law enforcement, state non-profit and higher education throughout the Commonwealth. Bicycle safety messages were produced and shared in April and May 2023 announcing support for National Bicycle Safety Month.
- Moving forward toward zero, DMV/VAHSO continued to collaborate with federal, state and local agencies as well as nonprofit organizations to reduce the number of pedestrian and bicycle fatalities and injuries. The following example used data to identify an increase in bicycle fatalities in the cities of Newport News and Hampton, as well as the bordering York County. As a result, law enforcement and a representative from the Newport News Housing Authority were contacted and the “See and Be Seen” safety brochure and posters produced by DSV were distributed to share with members of their communities. This increases safety practices by both bicyclists and motorists. The agencies were aware of the crashes and welcomed the intervention and brochures to promote safety.

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

**STATUS: ACHIEVED**

- The City of Roanoke received a grant from the DMV/VAHSO to build upon the success of previous pedestrian safety campaigns with a campaign aimed to reduce speed and provide educational tips on improving bicycle safety in the city. Campaign activities included paid, donated, and earned media, as well as personalized community outreach and engagement activities. The campaign ran for six weeks from June 12-July 21, 2023, and achieved the goal of increasing awareness among both motorists and bicyclists regarding speed limits and the three-foot passing law, as well as laws guiding bicyclist riding on roadways. The importance of traffic safety was emphasized using yard signs and a quiz given electronically to educate both young and older riders on the importance of traffic safety.
- From June 12 to July 11, the campaign webpage received 2,893 views with an average view time of 1 minute and 14 seconds.
- Law enforcement will continue to address speeds of motorists while working within the defined laws to correct behavior by those who walk, jog, and roll.
- Educational awareness training courses, advertisements, and messaging from the Metropolitan Council of Governance (Street Smart Program) and the Fairfax Alliance for Better Bicycling continued to create and promote transportation messages addressing safe movement and actions of vehicles, pedestrians and cyclists. Heightened awareness of one’s surroundings may reduce the number of fatalities and serious injuries. Each form of transportation requires materials to promote action by all individuals, regardless of age, to maintain the health of the growing population.
- The Pedestrian Bicycle Coordinator served on committees to work on initiatives with the



Virginia Department of Transportation (VDOT).

5. To continue to recruit new and effective partners that will work to decrease bicycle fatalities.  
**STATUS: ACHIEVED**

- DMV/VAHSO added the National Organization for Youth Safety and the Newport News Redevelopment and Housing Authority during FY2023.
- The data identified an increase in bicycle fatalities in the cities of Newport News and Hampton, as well as the bordering York County. Law enforcement and a representative from the Newport News Redevelopment Housing Authority was contacted. The 'See and Be Seen' safety brochure and posters produced by DSV were distributed to the entities to share with members of their communities. This is to increase safety practices by both bicyclists and motorists. The agencies were aware of the crashes and welcomed the intervention and brochures to promote roadway safety.

Moving forward to FY2024, new partners are being sought for new projects to work toward decreasing the number of bicycle fatalities and increasing outreach to local businesses and interested cycling clubs to identify key partners, grassroots organizations, Fire/EMS, organizations, and others that can help engage the public to receive, share and implement highway safety messages.

In conclusion, outreach to interested parties to promote programming and safety are being sought to participate in the FY2025 grant year.

**Future Adjustments to HSP to Achieve Target:**

- FY2024-FY2026 Triennial Highway Safety Plan has identified the key areas most impacted by bicycle fatalities based on our data analysis. These key areas will be used as our strategy in achieving the target.

<b>Key Areas Most Impacted by Fatalities as Identified by the Data Analysis</b>
Weekend Days: Friday, Saturday, Sunday
Ages 31 to 65
Urban Bicyclist

- Identify key problem areas and causative factors to facilitate the development of targeted bicycle safety programming. Results will be tracked monthly to assess program effectiveness.
- Using data analysis to identify communities with the highest number of bicycle-related crashes and fatalities. We will implement Public Participation and Engagement opportunities in these communities and use public feedback to develop measurable performance projects.
- Continue law enforcement efforts through selective enforcement efforts. Identify the top jurisdictions for bicycle crashes and fatalities. Solicit funding opportunities for these jurisdictions for selective enforcement efforts. Evaluate available training, specifically to law enforcement, that would provide training on state laws applicable to bicycle safety as well as best practice enforcement strategies.
- Enhance, create, and increase educational messaging on bicycle safety. Work with key state partners to identify infrastructure enhancements that will be put into place, which

will allow for community educational messaging on the new enhancements. This will facilitate collaboration between key state partners and educate the community prior to the enhancements being completed. Research and identify key bicycle safety training that is available to provide to the citizens that will serve as an educational resource.

- Monitor current Public Participation Engagement efforts with Newport News and Williamsburg to measure the effectiveness of the feedback received from the public. The evaluation of these efforts will determine if the efforts should be replicated to other areas with high number of bicycle related crashes and fatalities.

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

## Overview of Programs, Projects and Activities Funded

Virginia’s seat belt use has remained fairly level (Virginia’s seat belt law is secondary), but below the national average. The most recent statewide OP survey (2022) provided a use rate of 75.6% compared to the national average of 90.4 %.

Key strategies and funding have been utilized in FY2023 to address this area of focus. We have continued with statewide enforcement, educational and media efforts.

Seat Belt Use Survey Expenditures
405b Funds
\$155,070

## Seat Belt Use Survey Performance Measure:

**Measure:** Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 3% age points from 81.7% in 2021 to 84.8% by 2023.

**Outcome:** Virginia is not on track to achieve its target as the actual result (75.6) is lower than the FY2023 target of 84.8.

## Preliminary Assessment of 2023 Progress (Seat Belt Use Rate):

Virginia’s seat belt use rate is 75.6 for 2022. The seat belt use rate for 2023 has not been finalized.

## Strategies and Accomplishments

1. Conduct an observational survey to determine use of seat belts for front seat occupants in 2023 and provide results to NHTSA by March 1, 2024.

**STATUS: ACHIEVED**

- Old Dominion University’s (ODU) Research Foundation conducted an observational survey of safety belt use throughout the Commonwealth based upon methodology pre-approved by NHTSA. Virginia’s 2023 seat belt use rate has not yet been finalized.
- All law enforcement agencies receiving federal highway safety grants were required to conduct pre- and post-mobilization observational surveys of safety belt use. They were required to do so for the May 2023 Click It or Ticket (CIOT) campaign. The Law Enforcement Liaisons (LEL) conducted independent seat belt surveys throughout the year in various location in the Commonwealth.
- DMV/VAHSO conducted a virtual meeting of all selected locations to provide data and

resources for the upcoming survey. DMV/VAHSO contacted each agency requesting an increase in highway safety messaging through social media, message boards and marquees.

- Virginia's annual seat belt observational survey's methodology has recently been updated to include 13 counties and 2 urban aggregates selected for the seat belt survey for 2022-2026. These locations were randomly selected from the counties that produced 85% of Virginia's roadway fatalities and sorted by Vehicle Miles Traveled (VMT). Seat belt surveys will be conducted in these new locations to indicate seat belt use rates. The 15 locations are:

**High VMT County Aggregates:**

1. Fairfax (includes Fairfax County, Fairfax city, Alexandria, Falls Church)
2. Southeast Aggregate (includes Chesapeake, Norfolk, Portsmouth, Suffolk, Virginia Beach)
3. York County Aggregate (includes York County, Hampton, Newport News, Poquoson, Williamsburg)
4. Loudoun
5. Frederick (includes Frederick County, Winchester)

**Middle VMT County Aggregates:**

1. Rockbridge (includes Rockbridge County, Buena Vista, Lexington)
2. Botetourt
3. Goochland
4. Louisa
5. Mecklenburg

**Low VMT County Aggregates:**

1. Dinwiddie
  2. Isle of Wight
  3. Southampton (includes Southampton County, Franklin)
  4. Tazewell
  5. Brunswick
2. Conduct an attitudinal, telephone survey that will include questions regarding seat belt use, impaired driving, and speeding.

**STATUS: ACHIEVED**

- The 2023 survey was deployed by online methods to licensed drivers in Virginia and, this year, for the first time, also included questions on distracted driving. In all, 1,309 licensed drivers aged 18 and older completed the survey. This sample was distributed across Virginia proportionally by regional population levels. Therefore, more of the sample came from northern and southeastern regions of Virginia than from the southwestern areas. In addition, within this sample includes a purposeful oversampling of 300 participants aged 18 – 34 as they are the main target group for many safe driving programs.

- Overall, key *statewide* 1F findings using the FULL sample included:
  - Seat belt use
    - The majority of respondents reported always wearing seat belts while driving (83.8%) or riding as passengers (85.4%).
    - Almost 1 in 3 (31.8%) recalled law enforcement activity targeting belt use in the period prior to the survey.
    - A large proportion of respondents (63.8%) believed the chances of getting a ticket for belt non-use was “likely” or “very likely.”
  - Impaired Driving
    - More than half the respondents (54.0%) reported they do not drink.
    - For those who did not identify themselves as non-drinkers (and therefore were considered “drinkers” in this study), 29.1% had driven within two hours after drinking alcohol in the past 60 days (defined as at least one drink within 2 hours).
    - Most respondents believed the chances of being arrested after drinking and driving were at least “likely” (more than 80%).
    - Almost half (49.3%) recalled police activities targeting impaired driving in the time period prior to the survey. Fewer (30.3%) 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); even more (60.5%) reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).
    - Most respondents (58.8%) believed the chances of receiving a speeding ticket were “very likely” or “likely.”
    - About four out of 10 (41.5%) recalled law enforcement activity targeting speeding in the past 30 days.
  - Distracted Driving
    - More than six in 10 respondents (65.9%) “seldom” or “never” talk on mobile phones while driving.
    - A significant majority (60.7%) said they “never” text while driving.

#### **Future Adjustment to Achieve HSP Target:**

- Based on data analysis, implement programs/strategies in areas of high unrestrained fatalities.
- Expand partnerships to increase messaging to the target audience and areas of the Commonwealth.
- Enhance, create, and increase educational messaging on seat belt use safety. To work with key state partners to identify communities in which need seat belt use education and peer to peer programs.
- Continue to review the Occupant Protection Technical Assistance Program and to implement recommendations that will provide more opportunities reach the identified communities,

- Analyze the 2023 Seat Belt Usage Survey and identify areas of need to increase seat belt use.
- Use a deep data drill down to identify key areas of need. Based on data identify key localities and communities to provide Public Participation and Engagement to received feedback from the community as to what can be done to change behavior. Based on the feedback received, VAHSO will review suggested ideas for feasibility of implementation and monitor the effectiveness.

## Core Activity Performance Measures Virginia Grant Funded Citation Efforts (Core Activity Measures A-1, A-2 and A-3)

<b>Region</b>	<b>OP (A1)</b>	<b>DUI (A2)</b>	<b>Speed (A3)</b>
Staunton	255	92	4,405
Fairfax	406	385	9,555
Hampton Roads	515	138	6,258
Richmond	1,295	260	7,746
Bristol	445	50	4,233
Roanoke	681	87	5,828

	<b>Region Totals</b>	<b>State Police</b>	<b>Region and State Police</b>
OP (A1)	3,597	1,566	5,163
DUI (A2)	1,012	102	1,114
Speed (A3)	38,025	10,621	48,646

# Traffic Records Program

## Overview of Projects and Activities

Virginia has one of the strongest traffic records programs in the nation. Our Traffic Records Electronic Data System (TREDS), a highway safety information system, has garnered both state and national recognition. With this technology, Virginia will continue to enhance and monitor the quality and quantity of data in TREDS by implementing the most efficient and effective integration and linkage projects and enhancing its analysis and reporting capabilities, as demonstrated by projects being planned for implementation.

Innovative strategies will 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.

Traffic Records Expenditures	
402 Funds	405c Funds
\$558,918	\$576,793

## Traffic Records Performance Measure:

**Measure:** Enhance the collection and analysis of statewide traffic crash data.

**Strategy #1:** Continue to enhance the collection, accuracy, timeliness, uniformity, integration, completeness and accessibility of the traffic records data in TREDS by December 31, 2023.

**STATUS: ACHIEVED**

In addition to overseeing the maintenance and operations of several database processes, our technology, operations and analysis staff focused mainly on the following major projects:

- Continued development of the TREDS 2.0 system infrastructure and security upgrade. The beta test version is scheduled to be launched in 2024 with a phased rollout and collection of feedback for further improvements before official release.
- Electronic collection and analysis of 120,000 crash reports submitted by law enforcement.
- Revision and update of the Click It or Ticket (CIOT) Campaign form.
- Replacement of the VASAP vendor service with API.
- Improvement and restructuring of the uninsured motorist statewide process.

**Strategy #2 –** Increase street-level crash location data from 0 to 125,000.

**STATUS: ACHIEVED**

Crash location data was added electronically to 121,045 (as of 12/19/23) crash records (latitude/longitude, standardized street name, functional class, route signing, national highway system, route type, etc.) in TREDS.



**Strategy #3** – Increase the number of law enforcement agencies from 71 law enforcement agencies to 80 agencies submitting electronic citation data to the Supreme Court’s CAIS system.

**STATUS: ACHIEVED**

There were 34,016 electronic submissions of citation records to the CAIS system from Bland County Sheriff’s Office, Broadway Police Department, Chesterfield County Police Department, Elizabeth River Crossing Toll Violations, Isle of Wight County Sheriff’s Office, King George County Sheriff’s Office, Virginia Beach Police Department, Virginia State Police HQ, Virginia State Police – Division 2 and Windsor Police Department.

**Strategy #4** – Increase from 0 cases to 300 cases the number of ignition interlock installation cases with the auto-populate vehicle information from the DMV Citizen Services System (CSS) to the TREDIS/VASAP ignition interlock system.

**STATUS: ACHIEVED**

Vehicle information from CSS to the TREDIS/VASAP ignition interlock system was auto-populated into 4,150 ignition installation cases.

**Strategy #5** – Add a new “source” field into the TREDIS/VASAP system to capture information when vehicle data is imported from CSS. Information from this field will be used to access and generate needed reports.

**STATUS: ACHIEVED**

The “source” field was added to the new TREDIS 2.0. This field will be active once TREDIS 2.0 has been fully deployed in 2024.

**Strategy #6** – Add five new fields (Crash Id, Vehicle ID, Driver ID, Passenger ID and Pedestrian ID) to the “Crash Data warehouse” to make crash unique ID information accessible to users for data linkage and reporting purposes.

**Strategy #7** – Add one business rule to improve the accuracy of collecting information for the crash field “All Passengers Age” Count. With the business rule in place, the invalid passenger counts by age will be identified and corrected.

**Strategy #8** – Decrease from 260 to 0 the number of “Towed” field errors. Changes to the coding and mapping in TREDIS will improve the accuracy of reporting the Fatality Analysis and Reporting System electronic data transfer (FARS/EDT) field “Towed.”

**STATUS: DELAYED**

**Strategies- #6-8:** TREDIS was built in 2009. Much of the software upon which legacy TREDIS was built is no longer supported by the Virginia Information Technology Agency (our centralized state government information technology agency) and does not run on modern operating systems. As such, we are not able to make any changes to legacy TREDIS that would require a code change in the application itself (for example, we cannot add new business rules). DMV technology staff TREDIS IT is creating a new system that is compatible with current and future platforms, which can be more easily maintained and enhanced. Once the infrastructure upgrade is complete, we will revisit adding and implementing the new business rules to meet Strategies #6 and #7. In addition, upon the launch of TREDIS 2.0, Virginia will work with NHTSA

FARS/EDT staff to make changes regarding the “Towed” field (Strategy #8.)

**Strategy #9** – Secure one data repository system that will gather, manage, and store race/ethnicity data sets for analysis, distribution and reporting based on officer observation or information provided to the officer by the driver.

**STATUS: ACHIEVED**

The data repository system has not moved to production; however, it has been implemented within the testing environment of the repository.

**Strategy #10** Decrease the number of rejected files from 197 to 147 with the newly created repository as well as improve the compliance in submitting data within established deadlines.

**STATUS: DELAYED**

The data repository system has not moved to production; however, it has been implemented within the testing environment of the repository.

### Highway Safety Analytical and Technology Projects

The TREDIS 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 is over 10 years old and is outdated and incompatible with the latest hardware on our servers. The technology team will rewrite services to make sure we can still receive the crash data from Report Beam and other vendors. The team continued to provide technology support to analysis and operations staff as well as provide training to law enforcement as needed.

Work on the crash report research and development project continued with the goal of improving data collection and increasing our compliance with the latest Model Minimum Uniform Crash Criteria (MMUCC) standards. Other projects included: development work on the Report Beam desktop client replacement prototype; a survey of law enforcement was conducted to obtain input to be used in the development of TREDIS 2.0; and VASAP system upgrade to replace the 10-year-old system with new, more compatible software/hardware and adding remote monitoring.

### Analytics and Reporting – Virginia Tech

Virginia Tech continued its long-term partnership with DMV/VAHSO and conducted real-time, trend and predictive analysis on all behavioral highway safety programs in Virginia. Work included completion of the 2022 crash data evaluation, performance measure development for the 2023-2026 Highway Safety Plan, and preparation of crash maps for the Route 360 Blitz. Virginia Tech also prepared a presentation to demonstrate the incorporation of Public Participation and Engagement (PPE) efforts into grants and their corresponding grant applications, conducted an analysis and prepared a pedestrian fatality presentation for VAHSO’s pedestrian working group, and continued development of a web-based portal for accessing published documents and information on Virginia crashes. Ongoing support was also provided for geospatial analytics, quarterly reporting and provision of supplemental staff assistance following retirement of a VAHSO staff member.

## **Geocoding and Tool Development Projects – Virginia Tech**

Virginia Tech is a vital partner to DMV/VAHSO in providing all analysis for behavioral programs either on demand or for more long-term projects. Virginia Tech prepared a Fairfax County alcohol non-interstate map, monthly fatal crash report cards, and pedestrian maps. They continued work and testing of an updated DMV coding tool in preparation for replacing the old tool, attended project meetings, and performed ongoing monitoring, support, and improvement of the coding tool. Additionally, their work included upgrade and development of a report management tool, training of new coders, management and approval of coder activities, and project and personnel oversight and management.

## **Speed Tool Project – Virginia Tech, Virginia State Police (VSP) and DMV**

The speed tool is still under development with active engagement with VSP staff to assist in the design of the automated, operational enforcement interface for use by VSP from shift supervisors to command staff. VSP will use the tool daily to make support decisions about resource allocation based on near real-time speeds in combination with crashes (i.e., trooper dispatch, calls for service). VSP staff continues to work with Virginia Tech to refine the features in the tool. Currently in testing, plans are to expand the use of the tool to additional VSP staff across the state and to continue to add new functionality over time.

# Drugged Driver Fatalities

Drugged Driver Expenditures	
	405d Funds
	\$568,216

## Drugged Driver Fatalities Performance Measure:

**Measure:** Reduce drugged driver fatalities 4% from 197 to 188 by 2023.

**Outcome:** Virginia is not on track to achieve its target as the 3-year rolling average actual result (217) is higher than the FY2023 target of 188. Virginia will track annual data in 2024 to better show our planned progress.

**Assessment of State’s Progress:** Virginia did not achieve its target of 188 drugged driver fatalities.

## Program Summary of Why Virginia Did Not Achieve the Target:

- Staffing shortages and competing priorities in law enforcement have impacted traffic safety initiatives.
- Virginia has had difficulty retaining Drug Recognition Expert (DRE) officers and there are an insufficient number of instructors.
- Legalization of marijuana has impacted driver behavior, increasing the number drug impaired drivers on the road.
- The public does not adequately understand how marijuana impairs driving behaviors.

**Preliminary Assessment of 2023 Progress:** Note: Currently, data is not available from FARS for 2022. Data for 2020 vs 2021 is used to perform the following analysis: drugged driver fatalities increased 25.7% from 259 vs. 206.

## Strategies and Accomplishments

1. Conduct Advanced Roadside Impaired Driving Enforcement (ARIDE) training through Virginia – 8 courses per year.

**STATUS: ACHIEVED**

- There were 15 courses available through the grant year in Roanoke, Bristol and Williamsburg. 220 officers were trained.

2. Continue to develop the Drug Recognition Expert (DRE) Program, including ensuring we have a minimum of 65 certified DREs.

**STATUS: NEARLY ACHIEVED**

- Currently, there are 64 people certified, including 8 DRE instructors in Virginia.

- In FY2023, 2 DRE schools were held in January and another in May, certifying 15 students representing 11 separate agencies.

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

**STATUS: ACHIEVED**

- Seven staff members attended the National Association of Drug Court Professionals (NADCP) Training in Houston, Texas in June 2023, attending DWI track sessions.
- Virginia DUI Specialty Dockets Building Bridging to Connect Communities and Courts conference was held September 20, 2023, with 300 registered attendees, including 56 judges.

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

**STATUS: ACHIEVED**

The Commonwealth Attorney Service Council (CASC) conducted 10 training programs, 2 Advanced DUI trainings, 1 DRE training, 1 impaired fatal crash and 6 DUID training for law enforcement and prosecutors. CASC disseminated information from DMV/VAHSO to 800 prosecutors for sharing in their community.

5. To continue to recruit new and effective partners that will work to decrease drugged driver fatalities.

**STATUS: ACHIEVED**

DMV/VAHSO welcomed new highway safety partners that are studiously working toward decreasing drug-related fatalities including VDOT, VSP, VASAP, Virginia Emergency Medical Services, Virginia Department of Forensic Science (DFS), and local law enforcement agencies.

**Future Adjustment to Achieve HSP Target:**

- Continue partnership with Virginia State Police (VSP) in conducting DRE schools to increase and retain the number of DRE officers.
- Increase ARIDE training statewide to enable more officers to be trained.
- Continue partnership with Department of Forensic Science (DFS) and the Virginia Medical Examiner Office that provides agencies with the toxicology report.

## Distracted Driver Fatalities

Virginia does not receive federal highway safety funding for distracted driving; however, we do support distracted driving efforts by providing funding to law enforcement to attend the Distracted Driving Summit as well as funding educational brochures for the “Phone Down, It’s the Law” distracted driving campaign.

### Distracted Driver Fatalities Performance Measure:

**Measure:** Reduce distracted driver fatalities 6% from 34 in 2021 to 32 by 2023.

**Outcome:** Virginia’s distracted driver fatalities was 32 for FY2022 and FY2023 target is 32. Virginia is on track to meet its target.

### Strategies and Accomplishments

1. Continue to support education and training through scholarships for law enforcement and teachers to attend the Distracted Driving Summit. (CTW Chapter 4 – Section(s) 2.2, 3.2).  
**STATUS: ACHIEVED**
  - The 10<sup>th</sup> Annual Distracted Driving Summit was held on September 13-14, 2023, in Blacksburg, Virginia.
    - There were 260 in-person attendees and 15 virtual attendees with 27 exhibits on site.
    - 43 law enforcement professionals and 25 driver’s education teachers received Summit registration and travel reimbursements through this grant.
2. Include distracted driving prevention messaging in youth peer-to-peer educational programs. (CTW Chapter 4 – Section(s) 2.2, 3.2).  
**STATUS: ACHIEVED**
  - Virginia State Police Association – Youth of Virginia Speak Out (YOVASO) for Traffic Safety supported peer-to-peer prevention and education programs in 110 member schools to include high schools, middle schools, home school groups and youth groups. These programs included occupant protection, distracted driving and alcohol and drug impaired driving issues. Through social media messaging, YOVASO has accumulated over 6,633,013 impressions.
  - YOVASO offered interactive distracted driving programs such as the Distracted Driving Simulator and Scanned: Physics of a Crash in Virginia. There were 129 interactive safety events and 21,750 students reached.

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

**STATUS: ACHIEVED**

- DRIVE SMART Virginia (DSV) continued to provide materials featuring the Hands-Free Phone law to communities that request the materials through for distribution.
  - 37,670 materials were distributed to 205 locations within Virginia about distracted driving and “share the road.”
  - DSV has a [toolkit online for download](#) with an emphasis on distracted driving. The webpage received 2,006 page views during FY2023.
  - DMV continues to provide [online resources](#) about the law with a video series “Safe Driving is Something We Can All Live With.”
  - VDOT displayed anti-distracted driving messages on highway variable message signs.
4. Hire a Highway Safety Program Recruiter to recruit new and effective partners that will ensure our distracted driver message is reaching all communities as we work to decrease fatalities.

**STATUS: NOT ACHIEVED**

- This position was not filled in FY2023.

## 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 offices to include utilities, technology and office supplies.

Planning and Administration Expenditures
402 Funds
\$229,326

### Planning and Administration Performance Measure:

**Measure:** Provide planning and administrative support for the DMV/VAHSO headquarters office, field staff and grants management.

### Strategies and Accomplishments

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

**STATUS: ACHIEVED**

- Virginia continues to maintain adequate staffing levels for day-to-day management. The management analyst position was hired to provide DMV/VAHSO administrative support.
- Funding was used to support administrative functions such as ordering of supplies, survey monkey, utilities and computer services.



## Driver Education Program (DE)

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

Innovated strategies focus on education and outreach efforts to increase awareness on issues involving transportation safety.

Driver Education Expenditures	
402 Funds	405d Flex Funds
\$1,290,083	\$162,925

### Driver Education Performance Measure:

**Measure:** Increase awareness of and positively impact the behavior of users of Virginia’s roadways by December 31, 2023.

### Strategies and Accomplishments

1. Conduct a minimum of five 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)

**STATUS: ACHIEVED**

- DRIVE SMART Virginia (DVS) community and workplace grant conducted 98 events that reached 300,000 people in Virginia. A few examples of events are Mid-Atlantic Chesapeake Regional Safety Council Conference and Expo, Virginia Occupational Safety and Health Conference, and Associated Builders and Contractors Safety Conference.
- Virginia Department of Aging and Rehabilitative Services’(DARS) Grand Driver program held 68 events with a reach of 7,400.
- DMV/VAHSO provided translation reviews for four Spanish educational materials. 6,900 Spanish educational materials were distributed.
- Virginia Trucking Association Foundation participated in three events (YOVASO and Virginia Trucking Safety Conferences and the Virginia Truck Driving Championship) and sent out monthly safety messages to 650 commercial motor vehicle (CMV) contacts.

2. To continue to recruit new and effective partners that will work to decrease fatalities with our young/teen drivers.

**STATUS: ACHIEVED**

- DMV/VAHSO added four new partners during FY2023 that focus on teen drivers: Gweedo Memorial Foundation, Christopher King Foundation, National Organization for Youth Safety, and Norfolk State University Foundation. These new partners are funded for FY2024 projects.
- A new partner with funding in FY2023, Virginia Tech Transportation Institute, reached over 18,000 students through their Sharing the Road with Trucks presentations.

## Community Traffic Safety Program (CP)

Community Traffic Safety Expenditures	
402 Funds	405d Flex Funds
\$357,350	\$92,555

### Community Traffic Safety Performance Measure:

**Measure:** Develop, lead, attend and evaluate education and awareness events by December 31, 2023.

### Strategies and Accomplishments

1. Enhance the DMV website with real-time interactive crash reporting and crash location data.  
**STATUS: ACHIEVED**
  - The DMV webpage was updated with new interactive reports, map modules by jurisdiction and department for localities with 2022 crash data.
  - Updated the Legislative Summary profiles with complete 2022 crash data
  - Posted the 2022 Virginia Traffic Crash Facts.
  
2. Partner with a minimum of 10 highway safety stakeholders on DMV/VAHSO safety initiatives.  
**STATUS: ACHIEVED**
  - During FY2023, DMV/VAHSO collaborated with over 10 highway safety stakeholders including VDOT, VSP, Virginia Tech, Old Dominion University, Virginia Department of Forensic Science, Virginia Association of Chiefs of Police, City of Richmond, Virginia Department of Education, Virginia Trucking Association Foundation, DRIVE SMART of Virginia, Department of Health, Office of Medical Examiner, Department of General Services, Office of Fleet Management Services, and local law enforcement.
  
3. VAHSO staff attend and participate in a minimum of five local, state, and national trainings.  
**STATUS: ACHIEVED**
  - Staff attended the Lifesavers Conference, International Traffic Records Forum, NHTSA Region 3 meetings, Governors Highway Safety Association (GHSA) Annual Meeting, GHSA/Insurance Institute for Highway Safety (IIHS) Speed Forum, DRIVE SMART Virginia’s Distracted Driving Summit, NHTSA’s Strategic Communications Forum, and Virginia Chiefs of Police (VACP) Law Enforcement Symposium.
  
4. Engage with a maximum number of potential highway safety partners and provide at least two law enforcement grant application and distribution workshops in each geographic area, and workshops for State/Non-profit/Higher Education highway safety grant-funded areas.  
**STATUS: ACHIEVED**

- DMV continued its partnership with law enforcement agencies, state agencies, non-profit organizations, and institutes of higher learning on traffic safety program initiatives across the Commonwealth. Examples include our continued partner emails on upcoming campaigns and available resources to include links to our partners programs. A partner email message referencing the Move Over Law with VDOT, DRIVE SMART Virginia, AAA Mid-Atlantic, AAA Tidewater, and VSP.
  - Additionally, partner emails focused on seat belt use, speed prevention, motorcycle safety, impaired driving prevention, pedestrian and bicycle safety,
  - Several highway safety partners provided highway safety information to communities during the National Night Out. A few of the law enforcement agencies that provide highway safety information included the Towns of Timberville and West Point, City of Winchester, and King and Queen County.
  - The law enforcement sub-recipient selective enforcement grant application workshops and grant distribution workshops were conducted per region. The State/Non-Profit/Higher Education grant application training was provided through eLearning and grant distribution workshops were offered in person.
5. To host viable presentations and training opportunities in-person or virtually.
- STATUS: ACHIEVED**
- DMV/VAHSO will host Virginia Highway Safety Summit biennially, with next event scheduled for May 2024. DMV/VAHSO continued to provide presentations such as NAS Oceana and Dam Neck Annex Spring Safety Standdowns, reaching approximately 1,200 military and civilian personnel over a three-day period. This initiative was precipitated by the NHTSA Occupant Protection Technical Assistance program's recommendations. DMV Motorcycle Safety hosted a Quality Assurance Certification Course by the Motorcycle Safety Foundation in Richmond.
6. Ensure our highway safety message reaches the underserved communities of the Commonwealth.
- STATUS: ACHIEVED**
- During FY2023, there were several educational materials from our partners that we had translated into the Spanish language to ensure our message would be delivered to the Spanish-speaking community. Chesterfield Substance Abuse Free Environment (SAFE) attended 30 community events, reaching 3,149 Latino and African American members and distributing 7,236 English and Spanish resources.
  - DMV/VAHSO participated in different outreach events to engage with various communities and discuss traffic safety issues. One of these events was West Point's National Night Out, where community members and local law enforcement come together to strengthen their relationships. The attendance of community members provided an opportunity for VAHSO to offer education on traffic safety to those who may not have access to such information.
  - Safety Standdown presentations were held at Virginia military bases to connect with military communities to address the significant impact of traffic safety on their members and teach the necessary safety precautions to take to avoid crashes, injuries, and fatalities.

7. Increase the number of new partnerships that will provide education and outreach to underserved communities.

**STATUS: ACHIEVED**

- Continued to use the nonprofit organizations listing provided by NHTSA to identify additional partners.
- Several new partners were added to the email distribution list for campaigns including the Virginia Department of Conservation and Recreation (DCR) and Virginia Geriatric Education Center.

8. Hire a Highway Safety Program Recruiter to recruit new and effective partners that will ensure our highway safety message is reaching all communities.

**STATUS: NOT ACHIEVED**

- This position was not filled in FY2023.

# Police Traffic Services Program (PT)

## Overview of Programs, Projects, and Activities Funded

Police Traffic Services Expenditures	
	402 Funds
	\$1,929,099

### Police Traffic Services Performance Measure:

**Measure:** Conduct a minimum of 10 trainings and contacts with law enforcement by December 31, 2023.

### Strategies and Accomplishments

1. Retain a minimum of three VAHSO Law Enforcement Liaisons (LEL) to work with law enforcement on highway safety initiatives.

**STATUS: ACHIEVED**

- Three part-time LELs continue to work across the Commonwealth. The LELs work regionally and assist across areas to motivate law enforcement agencies to increase participation in highway safety campaigns. In addition, the LELs evaluate the fatality data for the jurisdictions contacting law enforcement agencies to review fatality data, encourage participation in campaigns, and to provide available resources. Throughout the year, LELs actively conduct independent seat belt surveys to maintain an eye on seat belt use in jurisdictions.
- LELs assisted with the FY2023 Grant Application and Distribution Workshops. Eight grant application workshops and eight grant distribution workshops were conducted.
- LELs assist the assigned law enforcement Program Managers with conducting the on-site file reviews as well as the grant-funded equipment inventory checks.
- LELs continue to encourage the law enforcement agencies to use their social media platforms and other platforms to educate their communities on highway safety efforts. Consistently educating the public on highway safety provides additional resources to change behaviors to decrease crashes, fatalities and injuries on Virginia roads.

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

**STATUS: ACHIEVED**

- The LELs continually review data on fatalities by jurisdiction and contact agencies, specifically those that are not grant funded, to discuss the fatality data, and provide resources and information on upcoming campaigns.
- DMV/VAHSO staff held 13 crash investigation courses, with 314 law enforcement officers attending from across the Commonwealth. One LEL assisted with several crash investigation courses.
- One LEL assisted with instructing the NHTSA Child Passenger Safety Seat Technician Certification Course curriculum that was attended by EMS, social services, law enforcement, and medical personnel.

3. To provide information to law enforcement officers on changes to Virginia’s traffic safety laws and effective enforcement efforts.

**STATUS: ACHIEVED**

- The LELs assisted with the law enforcement Grant Application Workshops, Grant Distribution Workshops, and new Project Director training as needed. The LELs are also available to provide additional training to our law enforcement agencies. In addition to the grant-funded law enforcement agencies, the LELs provide information to the non-funded agencies to include funding opportunities, data, upcoming campaigns, and educational resources.

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

**STATUS: ACHIEVED**

- Our LELs continually remind our law enforcement agencies of upcoming training and opportunities.
- Virginia Association of Chiefs of Police (VACP) conducted two training events related to highway safety.
  - 2023 Virginia Law Enforcement Symposium – Training was provided on how to reengage in traffic safety enforcement with communities, considering the impact of secondary laws, reduction in force, and resources. DMV/VAHSO Director and staff attended.
  - 2023 VACP Annual Conference was held in September 2023-training covered topics and key legal issues related to traffic enforcement.
- The Wear This...Not This campaign continues to be available through VACP. The campaign reminds officers to always wear their seat belts and to set a positive example for other motorists. This resource is available through custom downloadable posters for any agency that request the material.

5. To provide the “Police Traffic Services” grant funding opportunity to law enforcement agencies to broaden officers’ on the streets approach to enforcing all highway safety violations utilizing selective enforcement grant time. The assigned projects offer greater flexibility to officers in addressing observed traffic violations to ultimately promote safety under this grant award.

**STATUS: ACHIEVED**

- There were 79 law enforcement agencies with funding for the “Police Traffic Services” selective enforcement.

# Roadway Safety Program (RS)

## Overview of Programs, Projects and Activities Funded

Roadway Safety Expenditures	
	402 Funds
	\$209,664

### Roadway Safety Performance Measure:

**Measure:** To conduct a minimum of five statewide or regional trainings on crash findings and techniques to improve awareness of roadway safety by December 31, 2023.

The Crash Investigation Program is the vital component to gain source data from a crash. The program is committed to improving the identification of underlying factors that impact crash causation and severity, thereby building an entire foundation through prevention, training, enforcement, and highway safety programs. A successful Crash Investigation Program is crucial to the success of the other highway safety programs.

### Strategies and Accomplishments

Highlight of achievement: Provided crash investigation training to 314 law enforcement agencies.

1. Conduct three, two-week (80 hours) courses on the Fundamentals of Crash Investigation and Reconstruction for law enforcement officers.  
**STATUS: ACHIEVED**
  - Three courses were conducted with 69 law enforcement officers attending, representing 38 agencies.
2. Contract for two, two-week (80 hour) courses on “Advanced Crash Investigation” for law enforcement officers.  
**STATUS: ACHIEVED**
  - Two Advanced Crash Investigation and Reconstruction courses were conducted with 34 law enforcement officers in attendance representing 20 agencies.
3. Conduct three Crash Data Retrieval (CDR) technician courses for law enforcement officers.  
**STATUS: ACHIEVED**
  - Exceeded the goal with conducting six Crash Data Retrieval (CDR) technician courses with 138 law enforcement officers in attendance representing 18 agencies.
4. Contract for three Specialty Crash Investigation and Reconstruction courses for law enforcement officers based on need. Some courses will add to the officer’s ability to reconstruct DUI-related crashes.

**STATUS: ACHIEVED**

Exceeded the goal by conducting four Specialty Crash Investigation and Reconstruction courses:

- Traffic Crash Reconstruction course with 16 law enforcement officers in attendance representing 10 agencies.
- Investigation of Motorcycle Crashes – Level 1 course with 13 law enforcement officers in attendance representing eight agencies.
- Pedestrian/Bicycle Crash Investigation – Level 1 course with 22 law enforcement officers in attendance representing 17 agencies.
- Event Data Recorder Use in Traffic Crash Reconstruction course with 22 law enforcement officers in attendance representing eight agencies.

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

**STATUS: ACHIEVED**

- The Virginia State Trooper provided technical assistance to law enforcement officers and Commonwealth Attorneys across the state.
  - Corresponded with over 644 personnel contacts for 1,047 phone calls, 497 in-person meetings, and 1,474 emails for assistance.
  - Assisted law enforcement agencies on 161 occasions with crash investigations by imaging Event Data Recorders and/or providing analysis of the data.
  - Performed 16 VSP Crash Investigation Callouts.
  - Served as expert for testimony on 19 occasions.
  - As a certified EDR Technician I & II Instructor, instructed six EDR technician courses with 138 law enforcement officers in attendance representing 18 agencies.
  - Investigated high-interest crashes for causation and submitted pertinent findings/recommendations.



# Highway Safety Program Communications Plan

## FY2023 Communications Plan

Earned, owned, and paid media advertising was utilized throughout FY2023 to promote safe driving habits and to change behavior that would decrease crashes, fatalities, and injuries on Virginia roadways. A comprehensive media-buying and public relations firm purchased paid advertising and engaged in public relations with a series of highly visible enforcement campaigns since effectiveness is improved when advertising coincides with law enforcement campaigns. Paid advertising methods included various types of television, radio, online and digital, and other NHTSA-approved channels. Paid advertising took a data-driven approach, focusing on the audience who needs the message the most, and through the channels they use the most.

To measure effectiveness, the campaigns include an evaluation element focusing on campaign slogan recall. The public relations firm and DMV will solicit earned media by issuing news releases and pitching highway safety stories to local media outlets. Virginia DMV's owned media channels, including the agency's website and social media sites, will publicize safe driving messages to coincide with national and local safety campaigns, and whenever data shows more education on a particular topic is needed.

## FY2023 Media Campaigns

### Click It or Ticket (CIOT) – November and May Mobilization

The November 2022 and May 2023 CIOT media campaigns served as a reminder to the public that seat belts save lives, and law enforcement will implement mobilizations to ensure that all vehicle occupants are buckled up. The November 2022 and May 2023 campaigns were in support of the National CIOT mobilization. The November campaign encourages safe driving behaviors during one of the busiest travel holidays of the year, Thanksgiving, while the campaign in May encourages safe driving behaviors during Memorial Day weekend.

### Campaign Parameters

- Audience: Adults ages 18 – 49
- Timing:
  - Flight 1: November 16 – 29, 2022
  - Flight 2: May 15 – June 4, 2023
- Geography: Virginia Statewide
- Media Investment (402):
  - November Flight: \$252,415
  - May Flight: \$877,838

### November CIOT Key Media Takeaways:

- Campaign delivered a total of 19.5 million impressions.
- Ads were placed on Meta and Snapchat. These channels produced link clicks, clicks, and swipe-ups illustrating that users were engaging with the content.

- Across Meta and Snapchat, there were 14,000 clicks or swipe-ups (pending platform, action to learn more). Meta had a reach of 471,000.
- Pre-roll video achieved a 0.17% click-through rate (CTR) and a 68% video completion rate (VCR) (65-70% was the benchmark range).
- YouTube skippable videos achieved a 62% view rate, above the 45% benchmark, and the non-skip bumper got an almost 94% VCR, above the 80% benchmark.

#### **May CIOT Key Media Takeaways:**

- Campaign delivered a total of 47.8 million impressions.
- This campaign had two flights, one in April running the “Ding Ding” creative, and the second running CIOT-specific creative, “Headlines.”
  - “Ding Ding” had an average CTR of 0.11% between display and pre-roll vs. a 0.08% CTR for “Headlines” creatives for the same placements.
  - Pre-roll performed well over the benchmark for both creative, but “Ding Ding” had a 0.47% average vs. 0.35% for “Headlines”
- Traditional media overall continues to over-deliver on anticipated impressions.

#### **Seat Belt Social Norming Campaign:**

In addition to the November and May CIOT campaigns, several seat belt social norming campaigns were created to sustain the seat belt message outside of the CIOT mobilizations.

#### **Campaign Parameters**

- Audience: Males 20 – 49 years old
- Timing:
  - Flight 1: February 6 – 14, 2023
  - Flight 2: March 1 – 31, 2023
- Geography: Virginia statewide
- Media Investment (402): \$759,475

#### **Ding Ding March Campaign – Key Takeaways:**

- Campaign delivered 40 million impressions.
- Gas Station TV (GSTV) exceeded the 2.2 million anticipated number of total impressions by 5% (2,323,497). The ads ran on 3,566 screens at 463 gas stations statewide.
- Local terrestrial and radio traffic sponsorships delivered a total of 6,073,615 paid impressions. Top stations were purchased based on listenership for desired geography and ability to reach audiences effectively.
- YouTube placements were mixed with skippable and non-skip videos. Skippable video ads had a video completion rate (VCR) of 57%, while non-skip bumper ads had a VCR of 91%. The total number of delivered impressions/views on YouTube was 4,333,951.
- ESPN is a great platform to reach sports fans who make up our target audience. Video placements on ESPN achieved an average of 91.5% VCR. The total delivered impressions was 3,013,588.
- Sabio was used to reach our audience who interact with connected devices. A mixture of connected TV and streaming service placements generated a 98% VCR.
- We were able to reach audiences via exclusive Hulu content on connected devices, which generated a 99% VCR and a total of 1,244,199 impressions.
- Streaming audio was used to reach audiences via digital audio and podcast content.

- iHeartRadio delivered a total of 4,411,151 impressions, while Pandora delivered 3,542,240. 731,494 of those reached were unique users.
- GroundTruth is a location-based mobile video and display tool used to reach specific users in specific locations. The mobile rich media video unit delivered 6,945,199 impressions.
- Facebook and Instagram over-delivered with this campaign by almost six times. Across both platforms, 1.5 million unique accounts were reached, delivering a total of 6,799,909 impressions.
- Media Investment (402) - \$732,297 with 44.2 million total impressions delivered.

### Valentine's "Buckle Up for the One You Love" Campaign – Key Takeaways:

#### Key Takeaways

- The Valentine's social media campaign had Meta ads active in market, generating a 0.13% CTR. Meta was live during both OP campaigns and delivered over projections due to optimizations and cost efficiencies.
- For the OP campaign in August – September, radio and GSTV were included and consistently delivered above negotiated added value.
  - Pre-roll impressions achieved a 0.18%+ CTR while standard display with Soundwave Digital garnered a 0.09% CTR, both above benchmarks.
  - In YouTube, the longer skippable placements had higher engagement with the younger end of our larger audience in terms of view rate and CTR.
- YouTube was also a strong impression driver, delivering significant added value in the flights it was live.
  - Media Investment (402) - \$14,891 media investment with 1 million total impressions delivered.

#### Local Heroes

The "Local Heroes" campaign was implemented to increase seat belt use rate among all drivers in selected counties. The 30-second and 60-second videos were created to feature local first responders in recognizable locations across the Commonwealth. The campaign aired in August 2023 for the localities of Chesterfield, Hanover, Henrico, Richmond, and Tri-Cities (Prince George, Hopewell, Colonial Heights, and Petersburg).

#### Campaign Parameters

- Audience: Drivers aged 18+
- Timing: August 1 – 31, 2023
- Geography: Chesterfield, Hanover, Henrico, Richmond, Tri-Cities (Prince George, Hopewell, Colonial Heights, and Petersburg)
- Media Investment (402): \$343,072

#### Key Takeaways:

- Campaign delivered 15 million impressions.
- Cable, radio, digital, and social all over-delivered in impressions across the course of the campaign.
- WWBT/Channel 12 produced five, four-minute segments to air in their news program (News Before Noon) for 5 consecutive days in addition to the paid media spots that were run on their station.
- The display, pre-roll, and Meta ads ran as an extension in September.

- In the August portion of the campaign, the Tri-Cities spots had the highest link CTR at 1.07-1.12% and Richmond had the lowest link CTR at 0.48%. Overall, engagement rose closer to the weekend.

### **Drive Sober or Get Pulled Over (DSOGPO)**

“Drive Sober or Get Pulled Over,” operated by the Washington Regional Alcohol Project (WRAP), is a paid advertising campaign coinciding with the increased enforcement surrounding NHTSA’s National “Drive Sober or Get Pulled Over” mobilization from Labor Day through New Year’s Eve. This advertising campaign follows NHTSA’s guidelines and supports high visibility enforcement to decrease drunk driving.

#### **Campaign Parameters**

- Audience: Males between 21 – 34 years old (with an emphasis on the younger portion of this age group)
- Timing: August 21 – September 5, 2023
- Geography: Virginia statewide
- Media Investment (405d): \$199,757.59
- Creative Asset: Act Like It – Drive Sober or Get Pulled Over: Toolkit

#### **Key Takeaways**

- Campaign delivered a total of 26.2 million impressions.
- Broadcast coverage resulted in 13 unique television stories airing 129 times. The coverage had an estimated local reach of 1,450,194 people.
- Print and broadcast (TV, radio) coverage reached an estimated number of 14 million people.
- Facebook generated the highest CTR of 3,963 with Snapchat following behind at 2,168.
- Pandora and Spotify drove more than 1.9 million impressions, outperforming total impressions from the August 2022 flight by over 500,000.
- Hulu had the strongest video completion rate (VCR) at 99.3%.
- StackAdapt was used to target males who were either gamers or had an interest in gaming, which put focus on the younger demographic of the age group, through native display placements. StackAdapt drove 2,725 clicks, yielding a .34% CTR, exceeding the estimated .27% benchmark for native display.

### **Highway Safety Office DUI Prevention**

In conjunction with the Drive Sober or Get Pulled Over campaign, the same anti-drunk driving messaging, “Act Like It” was aired during holidays when drinking is prevalent.

#### **Campaign Parameters**

- Audience: Males 21 – 34 years old
- Timing:
  - Flight 1 – Super Bowl: February 6 – 13, 2023
  - Flight 2 – St. Patrick’s Day: March 13 – 19, 2023
  - Flight 3 – Cinco de Mayo: May 1 – 6, 2023
- Flight 4 – July 4<sup>th</sup>: June 26 – July 4, 2023
- Geography: Virginia statewide
- Media Investment (405d): \$733,332

## Key Takeaways

- Campaign delivered 45.6 million impressions.
- GSTV exceeded the 8.8 million anticipated number of total impressions by 15% (10,117,551). The ads ran on 6,460 screens at 854 gas stations statewide.
- Local terrestrial and radio traffic sponsorships delivered a total of 4,072,756 paid impressions. Top stations were purchased based on listenership for desired geography and ability to reach audiences effectively.
- YouTube placements included skippable videos. Over 1.8 million skippable views and 2.6 million bumper ad impressions were delivered in the original four flights. Flight 4 achieved the highest view rate of 55% in skippable views and the highest VCR of 96% in bumper ads. The total number of delivered impressions/views on YouTube was 4,838,057.
- YouTube Audio had a VCR of 86% and a CTR of .16%. A total of 1,337,883 impressions were delivered, which was double the estimated amount (630,000).
- Twitch is a streaming platform, mainly used by our target audience, used to broadcast video game play-throughs. With Twitch, the total delivered impressions was 1,858,266. The ads had a VCR of 98% across all four flights.
- ESPN is a great platform to reach sports fans who make up our target audience. Video placements on ESPN achieved 92.23% VCR during the entire campaign. The total delivered impressions was 1,793,548.
- We were able to reach audiences via Hulu on connected devices, which generated an average of 98.15% VCR and a total of 2,181,427 impressions.
- Pandora was used to reach audiences via digital audio and podcast content. The audio spot delivered a total of 5,108,292 impressions. The added-value companion banners had 355,803 impressions and 2,814 clicks.
- Programmatic Mechanics is a location-based display tool used to reach specific users in specific locations. A total of 8,685,958 was delivered throughout the four flights. Flight 4 served the most impressions out of all the flights.
- Facebook and Instagram delivered 5,625,269 total impressions. Across both platforms, the link CTR was .07% with 3,901 link clicks.

## Motorcycle Safety

The FY2023 media campaign used the “Roll with the Proper Gear” creatives to focus on young sport bike riders and mature motorcyclists. The campaign encourages motorcyclists to ride safely and always wear the proper riding gear.

## Campaign Parameters

- Audience: Males between 20 – 34 years old
- Timing:
  - Flight 1: February 19 – March 4, 2023
  - Flight 2: May 12 – 19, 2023 (social only)
- Geography: Virginia statewide
- Media Investment (402): \$78,580

## Key Takeaways:

- Campaign delivered 5.8 million impressions.
- Digital tactics over-delivered based on impressions across the board.
- Flight 1: Facebook and Instagram reached over 203,000 users which allowed a significant amount of added value impressions to be delivered. This flight delivered 1,210,402 impressions.

- Flight 2: Facebook and Instagram had a reach of 229,000 impressions and achieved significant added value in impressions, which brought the total impressions for this flight to 1,056,571.
- Radio sponsorships were placed throughout the state bringing in 199,125 impressions, which was 28% higher than anticipated.
- YouTube placements were mixed with skippable and non-skip videos. Skippable video ads had a video completion rate (VCR) of 47%, while non-skip Bumper ads had a VCR of 94%. The total number of delivered impressions/views on YouTube was 1,547,004.
- ESPN was a great platform to reach sports fans who make up our target audience. Video placements on ESPN achieved an average of 93% VCR. The total delivered impressions was 239,006.
- GSTV exceeded expectations, delivering 122,000 more impressions than estimated. GSTV delivered 1,621,524 impressions. The message ran on 4,763 screens at 639 gas stations statewide.

### **Motorcycle Awareness**

The FY2023 campaign, “Drivers: Take a Second Look for Motorcyclists,” encouraged other vehicle drivers to share the road with motorcyclists, give motorcyclists a second look, and be aware of how a motorcycle’s speed may be difficult to judge. It serves as a reminder to motor vehicle drivers to always pay attention to motorcyclists when sharing the road with them.

### **Campaign Parameters**

- Audience: All drivers between 25 – 44 years old
- Timing:
  - Flight 1: March 9 – 24, 2023
  - Flight 2: May 23 – June 10, 2023 (social only)
- Geography: Virginia Statewide
- Media Investment (405f): \$69,163

### **Key Takeaways:**

- Campaign delivered more than 11 million impressions.
- First Flight: Facebook and Instagram (Meta) were able to achieve higher efficiencies than anticipated and were able to deliver a significant amount of added value impressions. The Meta ads had a reach of 1,268,222.
- Second Flight: Facebook and Instagram exceeded the anticipated number of impressions by 512,000, delivering 951,681 impressions.
- SoundWave was used to reach an active online audience. It delivered 6.7 million impressions with almost 751,000 impressions credited to pre-roll videos.
- GSTV exceeded the 882,000 anticipated number of total impressions by 8% (950,549). The message ran on 3,210 screens at 425 gas stations statewide.

### **Pedestrian Safety Media Campaign**

The FY2023 pedestrian safety campaign is helping to decrease the number of crashes, injuries, and fatalities involving pedestrians across the Commonwealth. The animated PSA, ‘If You Don’t Know, Don’t Go’ was utilized on various media platforms and transit signages.

## Campaign Parameters

- Audience: Pedestrians 20 – 24, Men 50+
- Timing: June 1 – 30, 2023 (plus digital extension in September)
- Geography: Virginia Statewide
- Media Investment (405h): \$138,563

## Key Takeaways:

- Campaign delivered a total of 110 million impressions.
- Hampton Roads Transit Signage:
  - 20 bus queen displays and 200 interior cards were placed on transit buses with a paid schedule that ran from June 7 – July 7. An additional 44 days were given as an added value, bringing the total number of delivered impressions in the Hampton Roads region to 6,200,000.
  - King Kong bus ads were placed on two Hampton Roads buses. These transit wraps delivered a total of 2,433,333 impressions.
- Arlington Transit Signage:
  - 40 bus king displays were placed on transit buses with a paid schedule, running from June 12 – July 9. The total number of delivered impressions was 15,740,000.
- Fairfax County Transit Signage:
  - 34 paid bus queen displays were placed on transit buses with a paid schedule that ran from June 1 – 30. 15 buses were run as added value starting on June 1. Total number of delivered impressions was 32,303,250.
- Alexandria County Transit Signage:
  - 23 paid bus queen displays were placed on transit buses with a paid schedule that ran from June 1 – 30. Ten buses were run as added value starting on June 1. A total of 23,243,478 impressions were delivered.
- Valley Metro Transit Signage:
  - 10 paid bus queen displays were placed on transit buses running June 1 – 30. Added value included 10 additional queen posters and 85 interior cards. The number of delivered impressions was 6,182,712.
  - A King Kong bus wrap was purchased on the Valley Metro transit route, posted for the paid schedule from June 1 – 30. Delivering a total of 956,000 impressions.
- Staunton Trolley Signage:
  - One Trolley Side was purchased a ran from June 1 – 30 with an added value of an additional two months. The total delivered impressions was 4,500.
- Bristol Transit Signage:
  - Four signs were placed on shuttle buses with a paid schedule that ran from June 1 – 30. The total number of delivered impressions was 17,500.
- Encompass Media Group helped with getting signage at Richmond convenience stores. A total of 52 posters were hung throughout the city, delivering 15,288,000 total impressions.
- Social media ads consisted of pre-roll and programmatic display banners. The total CTR for the campaign was .032%. A total of 8,111,485 impressions were delivered.

## Safety Videos

The award-winning video series, “Safe Driving is Something We Can All Live With,” focused efforts in seat belt use and the prevention of speeding, drunk driving, and distracted driving. This safety video series raised awareness of the dangers correlated to each of the specified

topics to help ultimately change public behavior, resulting in lower crash and fatality numbers.

“Safe Driving is Something We Can All Live With” video series:

- [Don't Be Distracted](#)
- [Buckle Up](#)
- [Don't Go Too Fast](#)
- [Don't Drink and Drive](#)

### Campaign Parameters

- Audience: Males ages 20 – 49
- Timing: July 1 – 31, 2023
- Geography: Virginia Statewide
- Media Investment (402): \$194,669

### Key Takeaways

- Campaign delivered a total of 13.5 3million impressions.
- All tactics delivered higher than anticipated added value impressions.
- The “Don't Drink and Drive” video had the highest view rate for the skippable creative with a 64% view rate. Exceeding the 45 – 50% benchmarks.
- In streaming video (Sabio), Thursdays during the July flight had the highest VCR on average. The overall average VCR for the campaign was 97.83%.

### DMV Highway Safety Outreach Events

In addition to our extensive media plan and accomplishments during FY2023, the DMV/VAHSO staff attended various outreach events to exhibit and provide information and resources on highway safety issues. DMV/VAHSO reached hundreds of attendees through numerous community outreach events such as:

- DRIVE SMART Virginia's Distracted Driving Summit
- NAS Oceana and Dam Neck Safety Standdown
- West Point's National Night Out

### DMV Highway Safety Right Now Communication

In FY2023, we continued the distribution of the “Right Now” communications providing data and available educational resources. The messaging highlights upcoming campaigns, data and available resources that can be used to educate our communities to change behavior. The partner emails are sent to all highway safety partners at least once a month.

### Grantee Occupant Protection Projects

During FY2023, several DMV sub-recipients received funding for paid media to promote occupant protection messaging.

- The Eastern Virginia Medical School's “Boost ‘Em in the Back Seat” campaign.
  - Digital media was utilized for this campaign delivering a total of 2.6 million impressions through all multimedia platforms.
- Youth of Virginia Speak Out About Traffic Safety (YOVASO).
  - YOVASO had general messaging year-round and campaigns during the fall (Drive for Change) and summer (Arrive Alive) to reach teen drivers on traffic safety. All of YOVASO's campaigns and social media messaging received a total of 6.8 million impressions.
- Drive Smart of Virginia's “Love Clicks” Campaign
  - Several paid social media campaigns for the “Love Clicks” message were



- conducted throughout FY2023.
- Facebook had a total of 43,986 impressions, while X (formerly known as Twitter) had a total of 1.3 million impressions.

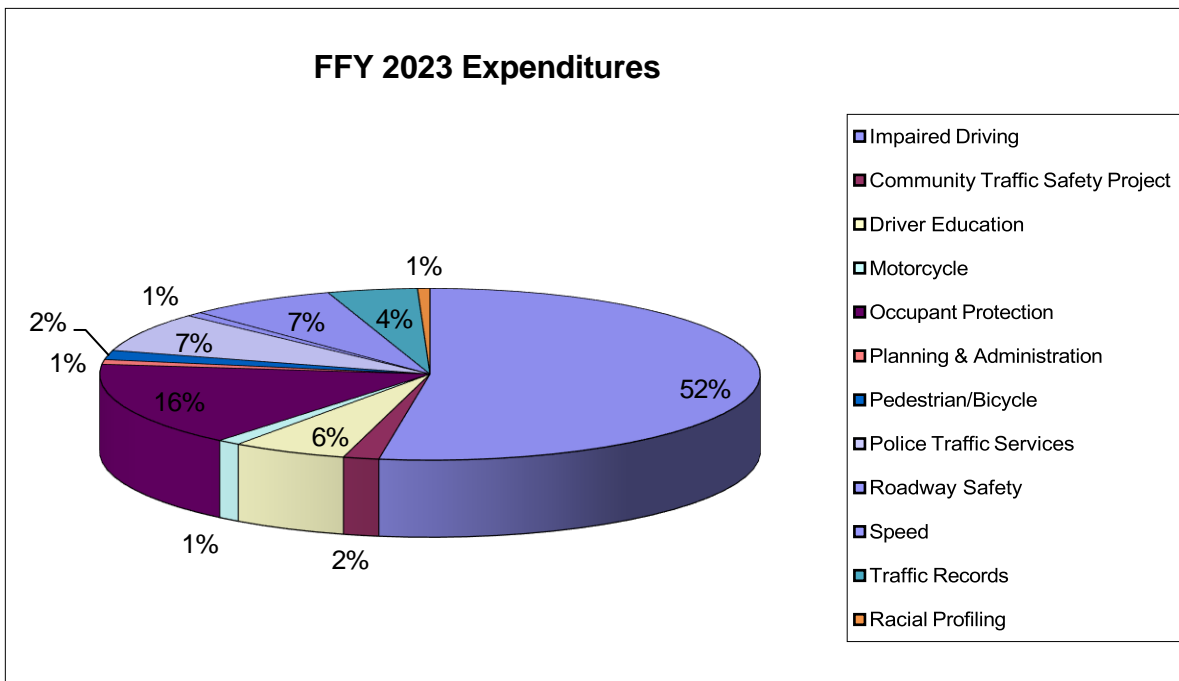
### **Grantee DUI Prevention Projects**

During FY2023, several non-profit organizations used paid media to publicize anti-drunk driving messaging.

- Chesterfield Substance Abuse Free Environment's (SAFE) DUI and Drug Impaired Prevention Social Media Campaign
  - The SAFE social media account received a total of 2.3 million impressions on alcohol and drug-impaired driving posts.
- Mothers Against Drunk Driving's (MADD) Virginia Chapter
  - The summer online paid media buy focused on general awareness of drunk driving and Virginia's New DUI Law ([dontblowitva.com](https://www.dontblowitva.com)). The online paid media buy received a total of 7.4 million impressions and an average CTR of 1.05%.
- Washington Regional Alcohol Program (WRAP)
  - WRAP's *Drive Sober or Get Pulled Over* campaign paid media reached 10.8 million total impressions.

## Virginia's Financial Summary – Expenditures FFY2023

NHTSA Funded Program Area	402	405	154	1906	Total Expenditures	% of Total
Impaired Driving	125,553	5,023,354	8,411,316	-	13,560,223	52%
Community Traffic Safety Project	357,350	92,555	-	-	449,905	2%
Driver Education	1,290,083	162,925	-	-	1,453,008	6%
Motorcycle	187,256	103,354	-	-	290,610	1%
Occupant Protection	3,404,103	694,033	-	-	4,098,136	16%
Planning & Administration	229,203	-	-	-	229,203	1%
Pedestrian/Bicycle	256,088	196,574	-	-	452,662	2%
Police Traffic Services	1,929,099	-	-	-	1,929,099	7%
Roadway Safety	209,664	-	-	-	209,664	1%
Speed	1,878,252	-	-	-	1,878,252	7%
Traffic Records	558,918	576,793	-	-	1,135,711	4%
Racial Profiling	-	-	-	156,600	156,600	1%
<b>TOTAL</b>					<b>25,843,073</b>	<b>100%</b>



## FFY 2023 Virginia Highway Safety Grant Awards and Expenditures

Grant Program	Project	Grant ID	Subrecipient	Project Title	Approved Award	Total Paid
<b>154 Transfer</b>						
154AL-2023	53082	23082	Henrico County	SE – Alcohol	224,600.00	224,600.00
154AL-2023	53084	23084	Prince William County	SE – Alcohol	99,800.00	98,037.62
154AL-2023	53279	23279	Fairfax County	DUI TF SE	1,067,078.00	983,726.19
154AL-2023	53095	23095	Automotive Coalition for Traffic Safety, Inc	VA DADSS Pilot Deployment Program	5,061,626.00	4,933,033.64
<b>154AL Total</b>					<b>6,453,104.00</b>	<b>6,239,397.45</b>
<b>BIL 154</b>						
EDU_AL-2023	53248	23248	Drive Safe Hampton Roads	Survive the Drive	70,560.00	53,487.96
EDU_AL-2023	53067	23067	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program – AL	292,814.00	269,372.00
EDU_AL-2023	53046	23046	Drive Smart of Virginia	Impaired Driving Education & Outreach	500,458.00	460,597.25
EDU_AL-2023	53280	23280	Virginia Dept of Motor Vehicles	Alcohol Impaired Driving Program, Program Coordinator, SFST Coordinator	189,128.00	32,812.70
EDU_AL-2023	53267	23267	Supreme Court of Va	Judicial Outreach Liaison	63,600.00	53,202.98
<b>EDU_AL-2023 Total</b>					<b>1,116,560.00</b>	<b>822,231.67</b>
ENF_AL-2023	53127	23127	Page County	SE – Alcohol	6,700.00	1,143.87
ENF_AL-2023	53171	23171	Fauquier County	SE – Alcohol	27,325.00	6,356.17
ENF_AL-2023	53278	23278	Culpeper County	SE – Alcohol	25,142.00	23,560.69
ENF_AL-2023	53272	23272	Shenandoah County	SE – Alcohol	15,125.00	12,734.03
ENF_AL-2023	53165	23165	Frederick County	SE – Alcohol	18,875.00	6,938.62
ENF_AL-2023	53069	23069	Rockbridge County	SE – Alcohol	9,200.00	9,200.00
ENF_AL-2023	53367	23367	Buena Vista City	SE – Alcohol	4,300.00	3,885.92
ENF_AL-2023	53118	23118	Augusta County	SE – Alcohol	45,800.00	17,263.95

ENF_AL-2023	53282	23282	Fluvanna County	SE – Alcohol	20,950.00	20,206.64
ENF_AL-2023	53078	23078	Winchester City	SE – Alcohol	20,966.00	20,334.71
ENF_AL-2023	53281	23281	Culpeper Town	SE – Alcohol	9,550.00	8,902.59
ENF_AL-2023	53060	23060	Warren County	SE – Alcohol	11,554.00	9,432.14
ENF_AL-2023	53044	23044	Front Royal Town	SE – Alcohol	13,408.00	13,023.09
ENF_AL-2023	53140	23140	Nelson County	SE – Alcohol	11,350.00	7,375.84
ENF_AL-2023	53239	23239	Williamsburg City	SE – Alcohol	15,800.00	2,180.53
ENF_AL-2023	53361	23361	James City County	SE – Alcohol	19,585.00	16,678.68
ENF_AL-2023	53030	23030	Portsmouth City	SE – Alcohol	31,607.00	9,918.04
ENF_AL-2023	53122	23122	Norfolk City	SE – Alcohol	39,939.00	12,092.86
ENF_AL-2023	53129	23129	Chesapeake Bay Bridge Tunnel	SE – Alcohol	8,225.00	3,469.27
ENF_AL-2023	53299	23299	Virginia Beach City	SE – Alcohol	47,200.00	38,700.66
ENF_AL-2023	53079	23079	York County	SE – Alcohol	22,800.00	4,844.83
ENF_AL-2023	53331	23331	Suffolk City	SE – Alcohol	-	-
ENF_AL-2023	53287	23287	Smithfield Town	SE – Alcohol	10,355.00	1,292.02
ENF_AL-2023	53018	23018	Chesapeake City	SE – Alcohol	17,724.00	16,274.69
ENF_AL-2023	53396	23396	Isle of Wight County	SE – Alcohol	13,850.00	3,815.02
ENF_AL-2023	53194	23194	Newport News City	SE – Alcohol	54,100.00	46,590.07
ENF_AL-2023	53388	23388	Lunenburg County	SE – Alcohol	8,800.00	4,487.37
ENF_AL-2023	53002	23002	Colonial Heights City	SE – Alcohol	11,860.00	11,860.00
ENF_AL-2023	53320	23320	Farmville Town	SE – Alcohol	22,500.00	17,598.64
ENF_AL-2023	53099	23099	Hanover County	SE – Alcohol	105,640.00	80,947.98
ENF_AL-2023	53227	23227	Chesterfield County	SE – Alcohol	111,170.00	89,155.72
ENF_AL-2023	53160	23160	Richmond City	SE – Alcohol	69,800.00	62,463.32
ENF_AL-2023	53012	23012	South Boston Town	SE – Alcohol	14,692.00	9,250.60
ENF_AL-2023	53220	23220	Goochland County	SE – Alcohol	11,210.00	11,210.00
ENF_AL-2023	53147	23147	Chase City Town	SE – Alcohol	6,561.00	4,092.53
ENF_AL-2023	53372	23372	Buckingham County	SE – Alcohol	35,747.00	11,489.72
ENF_AL-2023	53316	23316	Tazewell County	SE – Alcohol	16,200.00	13,013.48

ENF_AL-2023	53058	23058	Scott County	SE – Alcohol	13,600.00	13,578.35
ENF_AL-2023	53063	23063	Grayson County	SE – Alcohol	9,085.00	8,139.84
ENF_AL-2023	53113	23113	Wise County	SE – Alcohol	61,600.00	60,975.97
ENF_AL-2023	53386	23386	Giles County	SE – Alcohol	9,050.00	7,797.54
ENF_AL-2023	53180	23180	Patrick County	SE – Alcohol	11,000.00	11,000.00
ENF_AL-2023	53251	23251	Narrows Town	SE – Alcohol	15,600.00	14,879.15
ENF_AL-2023	53108	23108	Norton City	SE – Alcohol	10,900.00	1,885.10
ENF_AL-2023	53074	23074	Dickenson County	SE – Alcohol	18,200.00	17,571.95
ENF_AL-2023	53158	23158	Wythe County	SE – Alcohol	21,894.00	-
ENF_AL-2023	53298	23298	Washington County	SE – Alcohol	35,600.00	22,264.57
ENF_AL-2023	53253	23253	Richlands Town	SE – Alcohol	15,100.00	13,500.00
ENF_AL-2023	53262	23262	Pulaski County	SE – Alcohol	28,216.00	25,626.02
ENF_AL-2023	53263	23263	Fairfax County	SE – Alcohol	28,000.00	8,942.53
ENF_AL-2023	53276	23276	Loudoun County	SE – Alcohol	30,400.00	27,747.79
ENF_AL-2023	53050	23050	Arlington County	SE – Alcohol	17,950.00	17,929.50
ENF_AL-2023	53033	23033	Westmoreland County	SE – Alcohol	41,724.00	22,113.71
ENF_AL-2023	53302	23302	King and Queen County	SE – Alcohol	20,325.00	5,856.76
ENF_AL-2023	53003	23003	Herndon Town	SE – Alcohol	16,475.00	1,144.73
ENF_AL-2023	53348	23348	Alexandria City	SE – Alcohol	21,800.00	10,281.43
ENF_AL-2023	53177	23177	Stafford County	SE – Alcohol	18,300.00	8,448.53
ENF_AL-2023	53283	23283	Harrisonburg City	SE – Alcohol	13,600.00	6,915.25
ENF_AL-2023	53110	23110	Fredericksburg City	SE – Alcohol	10,400.00	10,271.51
ENF_AL-2023	53204	23204	Spotsylvania County	SE – Alcohol	85,600.00	85,600.00
ENF_AL-2023	53053	23053	New Kent County	SE – Alcohol	38,400.00	18,182.32
ENF_AL-2023	53115	23115	Manassas Park City	SE – Alcohol	15,650.00	14,793.97
ENF_AL-2023	53020	23020	Vienna Town	SE – Alcohol	24,400.00	24,338.16
ENF_AL-2023	53104	23104	Richmond County	SE – Alcohol	14,800.00	14,800.00
ENF_AL-2023	53139	23139	Blacksburg Town	SE – Alcohol	16,640.00	375.60

ENF_AL-2023	53339	23339	Henry County	SE – Alcohol	20,350.00	8,810.78
ENF_AL-2023	53192	23192	Salem City	SE – Alcohol	10,320.00	10,320.00
ENF_AL-2023	53120	23120	Lynchburg City	SE – Alcohol	33,440.00	9,642.00
ENF_AL-2023	53232	23232	Campbell County	SE – Alcohol	28,250.00	11,136.30
ENF_AL-2023	53119	23119	Alleghany County	SE – Alcohol	8,830.00	2,883.74
ENF_AL-2023	53211	23211	Franklin County	SE – Alcohol	24,400.00	24,342.05
ENF_AL-2023	53303	23303	Roanoke County	SE – Alcohol	72,100.00	72,100.00
ENF_AL-2023	53257	23257	Roanoke City	SE – Alcohol	31,643.00	30,927.07
ENF_AL-2023	53354	23354	Christiansburg Town	SE – Alcohol	5,882.00	5,882.00
ENF_AL-2023	53378	23378	Amherst County	SE – Alcohol	22,810.00	19,657.50
<b>ENF_AL-2023 Total</b>					<b>1,857,944.00</b>	<b>1,349,687.23</b>
<b>154 Transfer Total</b>					<b>9,427,608.00</b>	<b>8,411,316.35</b>
<b>1906-PrhbRacPrf</b>						
F1906CMD-2023	53181	23181	Virginia Dept of State Police	Community Policing Act Stop Data Collection Repository	156,600.00	156,600.00
<b>F1906CMD-2023 Total</b>					<b>156,600.00</b>	<b>156,600.00</b>
<b>1906-PrhbRacPrf-2023 Total</b>					<b>156,600.00</b>	<b>156,600.00</b>
<b>BIL 402</b>						
BAL-2023	53366	23366	Virginia Dept of Motor Vehicles	Crash Investigation & Reconstruction Program – AL	44,450.00	29,603.25
<b>BAL-2023 Total</b>					<b>44,450.00</b>	<b>29,603.25</b>
BCP-2023	53135	23135	Virginia Dept of Motor Vehicles	Highway Safety Program Recruiter	98,000.00	-
BCP-2023	53417	23417	Virginia Dept of Motor Vehicles	TZDVA.org Video Project	230,000.00	226,058.07
BCP-2023	53337	23337	Commission on VASAP	Commission on VASAP Training Conference	116,700.00	96,468.80
BCP-2023	53294	23294	Supreme Court of Va	Judicial Outreach Liaison-402	16,650.00	13,300.72
BCP-2023	53224	23224	Virginia Dept of Motor Vehicles	DMV/VAHSO Travel and Training	70,000.00	21,536.79
<b>BCP-2023 Total</b>					<b>531,350.00</b>	<b>357,349.63</b>

BDE-2023	53077	23077	Prince William County	DMV Highway Safety Grant	64,215.00	39,986.35
BDE-2023	53423	23423	Virginia Dept of Motor Vehicles	Highway Safety Translation Services	5,000.00	332.50
BDE-2023	53352	23352	Dept for Aging and Rehabilitative Services	Virginia GrandDriver: Maintaining Independence for the Open Road	655,293.00	524,897.77
BDE-2023	53387	23387	Virginia Dept of Education	Driver Education	262,500.00	262,500.00
BDE-2023	53019	23019	VADETS	Choose Your Vibe – Arrive Alive!	270,666.00	208,755.56
BDE-2023	53043	23043	Drive Smart of Virginia	Community & Workplace Traffic Safety Education & Outreach	263,534.00	253,610.68
<b>BDE-2023 Total</b>					<b>1,521,208.00</b>	<b>1,290,082.86</b>
BOP-2023	53256	23256	Buena Vista City	SE – Occupant Protection	3,500.00	3,371.91
BOP-2023	53117	23117	Norfolk City	SE – Occupant Protection	9,000.00	3,870.38
BOP-2023	53054	23054	Exmore Town	SE – Occupant Protection	1,800.00	1,800.00
BOP-2023	53057	23057	Virginia Beach City	SE – Occupant Protection	29,400.00	29,400.00
BOP-2023	53249	23249	Drive Safe Hampton Roads	Occupant Protection	57,729.00	46,132.81
BOP-2023	53048	23048	Onancock Town	SE – Occupant Protection	8,360.00	6,591.10
BOP-2023	53321	23321	ODU Research Foundation	Occupant Protection in Virginia: Pressing Evaluation Results	138,286.00	98,576.93
BOP-2023	53128	23128	Prince George County	SE – Occupant Protection	6,560.00	6,520.42
BOP-2023	53017	23017	South Boston Town	SE – Occupant Protection	7,721.00	5,064.91
BOP-2023	53169	23169	Dickenson County	SE – Occupant Protection	3,000.00	2,913.46
BOP-2023	53323	23323	Buchanan County	SE – Occupant Protection	10,500.00	10,224.64
BOP-2023	53315	23315	Tazewell County	SE – Occupant Protection	13,750.00	10,467.37
BOP-2023	53056	23056	New Kent County	SE – Occupant Protection	9,000.00	5,161.25
BOP-2023	53081	23081	Prince William County	SE – Occupant Protection	38,500.00	38,500.00
BOP-2023	53217	23217	Chatham Town	SE – Occupant Protection	6,000.00	5,999.29
BOP-2023	53422	23422	Virginia Dept of Motor Vehicles	2023 Occupant Protection Assessment	34,544.00	34,533.14
BOP-2023	53347	23347	Virginia Dept of Health	Virginia Department of Health Child Passenger Safety Program	301,610.00	291,227.60
BOP-2023	53328	23328	Carilion Health Systems	The Child Passenger Safety Program at Carilion Children’s Hospital	25,200.00	24,535.12

BOP-2023	53010	23010	Virginia Dept of Motor Vehicles	Local Heroes Campaign	516,000.00	515,999.62
BOP-2023	53403	23403	Virginia Dept of Motor Vehicles	Occupant Protection Paid Media	1,976,000.00	1,976,000.00
BOP-2023	53065	23065	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program – OP	311,667.00	287,213.37
<b>BOP-2023 Total</b>					<b>3,508,127.00</b>	<b>3,404,103.32</b>
BPT-2023	53385	23385	Culpeper County	SE – Police Traffic Services	22,744.00	20,808.72
BPT-2023	53132	23132	Page County	SE – Police Traffic Services	8,750.00	5,439.79
BPT-2023	53071	23071	Rockbridge County	SE – Police Traffic Services	11,200.00	11,200.00
BPT-2023	53202	23202	Rockingham County	SE – Police Traffic Services	29,430.00	28,160.36
BPT-2023	53143	23143	Nelson County	SE – Police Traffic Services	10,122.00	8,893.62
BPT-2023	53236	23236	Waynesboro City	SE – Police Traffic Services	11,900.00	4,486.12
BPT-2023	53174	23174	Fauquier County	SE – Police Traffic Services	30,870.00	11,451.12
BPT-2023	53149	23149	Dayton Town	SE – Police Traffic Services	10,800.00	10,800.00
BPT-2023	53268	23268	Augusta County	SE – Police Traffic Services	21,000.00	13,620.64
BPT-2023	53166	23166	Frederick County	SE – Police Traffic Services	22,890.00	12,872.68
BPT-2023	53090	23090	Portsmouth City	SE – Police Traffic Services	25,285.00	18,584.50
BPT-2023	53296	23296	Accomack County	SE – Police Traffic Services	25,364.00	25,364.00
BPT-2023	53325	23325	Suffolk City	SE – Police Traffic Services	15,870.00	13,476.98
BPT-2023	53311	23311	Chincoteague Town	SE – Police Traffic Services	12,800.00	7,309.07
BPT-2023	53034	23034	Chesapeake City	SE – Police Traffic Services	16,124.00	13,387.84
BPT-2023	53419	23419	Boykins Town	SE – Police Traffic Services	6,000.00	5,200.00
BPT-2023	53358	23358	Old Dominion University Police	SE – Police Traffic Services	24,800.00	3,621.76
BPT-2023	53304	23304	Gloucester County	SE – Police Traffic Services	12,480.00	12,264.03
BPT-2023	53080	23080	York County	SE – Police Traffic Services	32,900.00	28,231.29
BPT-2023	53164	23164	Richmond City	SE – Police Traffic Services	90,000.00	89,822.87
BPT-2023	53230	23230	Chesterfield County	SE – Police Traffic Services	177,540.00	141,043.06
BPT-2023	53376	23376	Buckingham County	SE – Police Traffic Services	33,237.00	16,946.48
BPT-2023	53138	23138	Blackstone Town	SE – Police Traffic Services	10,868.00	8,757.45



BPT-2023	53332	23332	Powhatan County	SE – Police Traffic Services	43,732.00	29,683.77
BPT-2023	53007	23007	Halifax Town	SE – Police Traffic Services	28,800.00	11,666.78
BPT-2023	53221	23221	Goochland County	SE – Police Traffic Services	22,864.00	17,123.64
BPT-2023	53168	23168	South Hill Town	SE – Police Traffic Services	17,425.00	17,425.00
BPT-2023	53389	23389	Lunenburg County	SE – Police Traffic Services	16,000.00	7,480.75
BPT-2023	53172	23172	Nottoway County	SE – Police Traffic Services	16,456.00	16,442.08
BPT-2023	53087	23087	Henrico County	SE – Police Traffic Services	111,650.00	111,650.00
BPT-2023	53101	23101	Hanover County	SE – Police Traffic Services	35,871.00	35,871.00
BPT-2023	53035	23035	Prince Edward County	SE – Police Traffic Services	18,738.00	4,386.78
BPT-2023	53154	23154	Chase City Town	SE – Police Traffic Services	11,784.00	8,202.58
BPT-2023	53161	23161	Wythe County	SE – Police Traffic Services	59,000.00	-
BPT-2023	53400	23400	Bristol City	SE – Police Traffic Services	52,700.00	48,204.07
BPT-2023	53214	23214	Dublin Town	SE – Police Traffic Services	15,744.00	14,296.28
BPT-2023	53271	23271	Pulaski County	SE – Police Traffic Services	32,260.00	31,170.87
BPT-2023	53340	23340	Washington County	SE – Police Traffic Services	27,200.00	27,032.37
BPT-2023	53275	23275	Galax City	SE – Police Traffic Services	17,120.00	10,023.49
BPT-2023	53137	23137	Smyth County	SE – Police Traffic Services	5,400.00	5,273.94
BPT-2023	53390	23390	Giles County	SE – Police Traffic Services	8,250.00	7,058.64
BPT-2023	53049	23049	Pearisburg Town	SE – Police Traffic Services	40,352.00	40,352.00
BPT-2023	53061	23061	Scott County	SE – Police Traffic Services	9,426.00	9,426.00
BPT-2023	53026	23026	Hillsville Town	SE – Police Traffic Services	18,800.00	18,767.91
BPT-2023	53186	23186	Patrick County	SE – Police Traffic Services	18,760.00	18,491.93
BPT-2023	53014	23014	Tazewell Town	SE – Police Traffic Services	10,500.00	9,811.32
BPT-2023	53250	23250	Narrows Town	SE – Police Traffic Services	14,000.00	14,000.00
BPT-2023	53293	23293	Saint Paul Town	SE – Police Traffic Services	11,885.00	11,578.45
BPT-2023	53246	23246	Manassas Park City	SE – Police Traffic Services	24,447.00	15,809.59
BPT-2023	53290	23290	Fairfax County	SE – Police Traffic Services	56,700.00	9,602.80
BPT-2023	53088	23088	West Point Town	SE – Police Traffic Services	11,255.00	10,228.09

BPT-2023	53008	23008	Herndon Town	SE – Police Traffic Services	23,994.00	13,173.41
BPT-2023	53201	23201	Arlington County	SE – Police Traffic Services	25,724.00	25,051.80
BPT-2023	53025	23025	Westmoreland County	SE – Police Traffic Services	22,300.00	20,623.42
BPT-2023	53206	23206	Spotsylvania County	SE – Police Traffic Services	73,000.00	73,000.00
BPT-2023	53350	23350	Alexandria City	SE – Police Traffic Services	24,976.00	14,140.45
BPT-2023	53313	23313	King and Queen County	SE – Police Traffic Services	27,749.00	17,910.90
BPT-2023	53408	23408	King George County	SE – Police Traffic Services	9,680.00	6,280.60
BPT-2023	53013	23013	Caroline County	SE – Police Traffic Services	23,051.00	9,863.84
BPT-2023	53185	23185	Stafford County	SE – Police Traffic Services	27,500.00	19,706.12
BPT-2023	53336	23336	Metropolitan Washington Airports Authority	SE – Police Traffic Services	29,200.00	29,200.00
BPT-2023	53285	23285	Loudoun County	SE – Police Traffic Services	36,750.00	33,992.19
BPT-2023	53106	23106	Richmond County	SE – Police Traffic Services	19,244.00	19,244.00
BPT-2023	53170	23170	Tappahannock Town	SE – Police Traffic Services	10,422.00	10,422.00
BPT-2023	53037	23037	Bedford Town	SE – Police Traffic Services	11,000.00	6,894.68
BPT-2023	53100	23100	Botetourt County	SE – Police Traffic Services	21,984.00	21,970.86
BPT-2023	53357	23357	Christiansburg Town	SE – Police Traffic Services	6,426.00	6,426.00
BPT-2023	53259	23259	Floyd County	SE – Police Traffic Services	15,794.00	10,082.84
BPT-2023	53179	23179	Bedford County	SE – Police Traffic Services	18,900.00	8,724.86
BPT-2023	53121	23121	Alleghany County	SE – Police Traffic Services	7,230.00	7,230.00
BPT-2023	53318	23318	Pittsylvania County	SE – Police Traffic Services	28,600.00	758.40
BPT-2023	53228	23228	Altavista Town	SE – Police Traffic Services	5,250.00	3,180.33
BPT-2023	53145	23145	Lynchburg City	SE – Police Traffic Services	30,750.00	25,013.43
BPT-2023	53238	23238	Campbell County	SE – Police Traffic Services	36,720.00	21,678.31
BPT-2023	53266	23266	Roanoke City	SE – Police Traffic Services	34,937.00	33,942.30
BPT-2023	53212	23212	Franklin County	SE – Police Traffic Services	32,790.00	32,790.00
BPT-2023	53330	23330	Roanoke County	SE – Police Traffic Services	53,985.00	53,811.00
BPT-2023	53380	23380	Amherst County	SE – Police Traffic Services	30,550.00	29,887.84
BPT-2023	53345	23345	Henry County	SE – Police Traffic Services	19,550.00	13,714.16

BPT-2023	53189	23189	Montgomery County	SE – Police Traffic Services	24,705.00	24,705.00
BPT-2023	53231	23231	Virginia Dept of Motor Vehicles	FY 2023 Law Enforcement Liaison’s Grant	169,425.00	116,907.48
BPT-2023	53342	23342	VA ASSOC CHIEFS OF POLICE AND FOUNDATION, INC	Virginia Law Enforcement Training and Resources	225,369.00	140,430.78
<b>BPT-2023 Total</b>					<b>2,547,648.00</b>	<b>1,929,099.46</b>
BRS-2023	53070	23070	Virginia Beach City	Regional Training in Traffic Engineering	20,000.00	20,000.00
BRS-2023	53363	23363	Virginia Dept of Motor Vehicles	Crash Investigation & Reconstruction Program – 402	232,800.00	160,060.83
<b>BRS-2023 Total</b>					<b>252,800.00</b>	<b>180,060.83</b>
BSC-2023	53384	23384	Stephens City Town	SE – Speed	6,940.00	2,703.46
BSC-2023	53188	23188	Warren County	SE – Speed	10,364.00	9,684.63
BSC-2023	53136	23136	Berryville Town	SE – Speed	4,500.00	4,449.53
BSC-2023	53005	23005	Staunton City	SE – Speed	13,200.00	13,176.88
BSC-2023	53094	23094	Woodstock Town	SE – Speed	7,975.00	7,175.00
BSC-2023	53197	23197	Strasburg Town	SE – Speed	5,425.00	5,423.72
BSC-2023	53381	23381	Broadway Town	SE – Speed	4,600.00	3,800.00
BSC-2023	53196	23196	Timberville Town	SE – Speed	4,300.00	3,686.88
BSC-2023	53047	23047	Front Royal Town	SE – Speed	10,086.00	9,807.67
BSC-2023	53255	23255	Rappahannock County	SE – Speed	13,888.00	11,053.77
BSC-2023	53286	23286	Culpeper Town	SE – Speed	7,823.00	7,823.00
BSC-2023	53291	23291	Middletown Town	SE – Speed	6,400.00	5,595.27
BSC-2023	53123	23123	Norfolk City	SE – Speed	47,824.00	31,375.46
BSC-2023	53233	23233	Hampton City	SE – Speed	37,725.00	16,603.23
BSC-2023	53405	23405	Isle of Wight County	SE – Speed	14,250.00	10,564.68
BSC-2023	53243	23243	Chesapeake Bay Bridge Tunnel	SE – Speed	4,590.00	3,083.98
BSC-2023	53329	23329	Smithfield Town	SE – Speed	11,236.00	6,474.85
BSC-2023	53364	23364	James City County	SE – Speed	25,466.00	23,513.85
BSC-2023	53052	23052	Exmore Town	SE – Speed	14,864.00	14,864.00

BSC-2023	53112	23112	Surry County	SE – Speed	12,848.00	4,416.90
BSC-2023	53310	23310	Mathews County	SE – Speed	7,400.00	5,207.26
BSC-2023	53284	23284	Williamsburg City	SE – Speed	10,000.00	7,557.15
BSC-2023	53297	23297	Virginia Beach City	SE – Speed	90,580.00	90,580.00
BSC-2023	53371	23371	Onley Town	SE – Speed	8,000.00	7,782.19
BSC-2023	53193	23193	Poquoson City	SE – Speed	6,325.00	5,246.28
BSC-2023	53237	23237	Hopewell City	SE – Speed	6,107.00	3,172.18
BSC-2023	53406	23406	Louisa County	SE – Speed	6,402.00	5,186.97
BSC-2023	53355	23355	Farmville Town	SE – Speed	24,328.00	23,379.94
BSC-2023	53335	23335	Amelia County	SE – Speed	15,800.00	14,998.96
BSC-2023	53125	23125	Virginia Dept of State Police	SE – Speed	945,000.00	866,880.05
BSC-2023	53368	23368	Clarksville Town	SE – Speed	6,400.00	6,400.00
BSC-2023	53114	23114	Prince George County	SE – Speed	11,200.00	11,187.24
BSC-2023	53064	23064	Grayson County	SE – Speed	7,484.00	7,484.00
BSC-2023	53235	23235	Pembroke Town	SE – Speed	12,800.00	305.47
BSC-2023	53383	23383	Big Stone Gap Town	SE – Speed	9,800.00	9,800.00
BSC-2023	53401	23401	Weber City Town	SE – Speed	6,200.00	3,353.94
BSC-2023	53042	23042	Marion Town	SE – Speed	12,800.00	12,767.77
BSC-2023	53111	23111	Clintwood Town	SE – Speed	12,000.00	11,986.05
BSC-2023	53215	23215	Abingdon Town	SE – Speed	7,300.00	7,300.00
BSC-2023	53051	23051	Bluefield Town	SE – Speed	7,550.00	6,261.09
BSC-2023	53369	23369	Gate City Town	SE – Speed	5,300.00	3,506.69
BSC-2023	53195	23195	Lebanon Town	SE – Speed	10,842.00	9,268.44
BSC-2023	53402	23402	Grundy Town	SE – Speed	9,269.00	4,088.57
BSC-2023	53317	23317	Tazewell County	SE – Speed	20,000.00	17,069.19
BSC-2023	53398	23398	Pennington Gap Town	SE – Speed	3,500.00	1,935.97
BSC-2023	53309	23309	Chilhowie Town	SE – Speed	24,036.00	23,879.23
BSC-2023	53365	23365	Saltville Town	SE – Speed	9,725.00	6,794.39

BSC-2023	53109	23109	Fredericksburg City	SE – Speed	22,200.00	22,166.49
BSC-2023	53244	23244	Arlington County	SE – Speed	6,200.00	3,746.84
BSC-2023	53295	23295	Falls Church City	SE – Speed	9,200.00	1,886.59
BSC-2023	53096	23096	Manassas City	SE – Speed	12,300.00	12,300.00
BSC-2023	53085	23085	Prince William County	SE – Speed	44,000.00	44,000.00
BSC-2023	53062	23062	New Kent County	SE – Speed	18,000.00	17,989.88
BSC-2023	53397	23397	Fairfax City	SE – Speed	7,500.00	3,247.05
BSC-2023	53022	23022	Vienna Town	SE – Speed	17,700.00	17,632.26
BSC-2023	53261	23261	Dumfries Town	SE – Speed	22,300.00	13,267.75
BSC-2023	53091	23091	Occoquan Town	SE – Speed	5,600.00	4,676.77
BSC-2023	53144	23144	Falls Church City	SE – Speed	7,800.00	5,601.32
BSC-2023	53391	23391	Harrisonburg City	SE – Speed	9,395.00	6,708.26
BSC-2023	53031	23031	Martinsville City	SE – Speed	8,222.00	7,628.77
BSC-2023	53240	23240	Vinton Town	SE – Speed	22,844.00	20,184.92
BSC-2023	53066	23066	Craig County	SE – Speed	6,800.00	2,757.03
BSC-2023	53374	23374	Roanoke City	City of Roanoke Speeding and Bicycle Safety Campaign	200,000.00	199,966.82
BSC-2023	53273	23273	Blacksburg Town	SE – Speed	12,960.00	10,086.30
BSC-2023	53210	23210	Salem City	SE – Speed	15,750.00	15,750.00
BSC-2023	53416	23416	Virginia Dept of Motor Vehicles	Speed Paid Media	100,000.00	99,999.32
<b>BSC-2023</b>	<b>Total</b>				<b>2,109,223.00</b>	<b>1,878,252.15</b>
<b>FAST Act 402</b>						
FAL-2023	53300	23300	Gloucester County	SE – Alcohol	20,144.00	19,564.97
FAL-2023	53083	23083	Petersburg City	SE – Alcohol	82,720.00	65,637.68
FAL-2023	53032	23032	Prince Edward County	SE – Alcohol	6,410.00	1,536.76
FAL-2023	53324	23324	Powhatan County	SE – Alcohol	34,400.00	13,120.11
FAL-2023	53107	23107	Prince George County	SE – Alcohol	9,980.00	7,368.76
FAL-2023	53245	23245	Dublin Town	SE – Alcohol	7,600.00	6,623.82
FAL-2023	53092	23092	Occoquan Town	SE – Alcohol	5,600.00	4,660.60

FAL-2023	53178	23178	Bedford County	SE – Alcohol	25,331.00	7,040.68
<b>FAL-2023 Total</b>					<b>192,185.00</b>	<b>125,553.38</b>
FPA-2023	53223	23223	Virginia Dept of Motor Vehicles	Planning and Administration – 402	276,103.00	229,202.53
<b>FPA-2023 Total</b>					<b>276,103.00</b>	<b>229,202.53</b>
FTR-2023	53218	23218	Virginia Dept of Motor Vehicles	VA Tech Crash Location Project	357,904.00	323,111.10
FTR-2023	53208	23208	Virginia Dept of Motor Vehicles	VA Tech Analytics and Reporting	273,357.00	218,057.11
FTR-2023	53226	23226	Virginia Dept of Motor Vehicles	State-to-State Verification System (S2S)	90,000.00	17,749.40
<b>FTR-2023 Total</b>					<b>721,261.00</b>	<b>558,917.61</b>
<b>SBIL 402</b>						
SMC-2023	53415	23415	Virginia Dept of Motor Vehicles	Motorcycle Education Quality Assurance Program	188,200.00	7,283.27
SMC-2023	53413	23413	Virginia Dept of Motor Vehicles	Motorcycle Safety Paid Media	120,000.00	119,972.60
<b>SMC-2023 Total</b>					<b>308,200.00</b>	<b>187,255.87</b>
SPS-2023	53341	23341	Metro Washington Council of Gov	Street Smart Pedestrian and Bicycle Safety Program	220,000.00	220,000.00
SPS-2023	53151	23151	Richmond City	SE – Pedestrian/Bicycle	8,450.00	3,180.20
SPS-2023	53200	23200	Arlington County	SE – Pedestrian/Bicycle	10,030.00	9,612.63
SPS-2023	53011	23011	Prince William County	SE – Pedestrian/Bicycle	11,000.00	11,000.00
SPS-2023	53076	23076	Fairfax Alliance for Better Bicycling	Fairfax Biking Safely	40,646.00	12,295.33
<b>SPS-2023 Total</b>					<b>290,126.00</b>	<b>256,088.16</b>
<b>402 Total</b>					<b>12,302,681.00</b>	<b>9,103,635.50</b>
<b>BIL 405b</b>						
BM2HVE-2023	53124	23124	Virginia Dept of State Police	SE – Occupant Protection	190,000.00	151,856.49
BM2HVE-2023	53346	23346	Lee County	SE – Occupant Protection	3,000.00	2,993.18
<b>BM2HVE-2023 Total</b>					<b>193,000.00</b>	<b>154,849.67</b>
<b>FA 405b</b>						

FM2OP-2023	53326	23326	ODU Research Foundation	Virginia Seat Belt and CORE Surveys 2023	248,143.00	155,070.08
<b>FM2OP-2023 Total</b>					<b>248,143.00</b>	<b>155,070.08</b>
FM2PE-2023	53102	23102	Eastern VA Medical School	Car Safety Now: Advancing Child Occupant Protection for Children and Teens	137,921.00	133,241.80
FM2PE-2023	53045	23045	Drive Smart of Virginia	Occupant Protection Education & Outreach	207,664.00	179,905.60
<b>FM2PE-2023 Total</b>					<b>345,585.00</b>	<b>313,147.40</b>
<b>SBIL 405b</b>						
SM2CSS-2023	53073	23073	Children’s Hospital/King’s Daughters	The Child Passenger Safety Program at CHKD	26,130.00	25,964.42
<b>SM2CSS-2023 Total</b>					<b>26,130.00</b>	<b>25,964.42</b>
SM2TR-2023	53009	23009	Virginia Dept of Motor Vehicles	Occupant Protection for Children Training Program	43,360.00	16,309.02
<b>SM2TR-2023 Total</b>					<b>43,360.00</b>	<b>16,309.02</b>
<b>405b Total</b>					<b>856,218.00</b>	<b>665,340.59</b>
<b>FAST Act 405c</b>						
FM3DA-2023	53225	23225	Virginia Dept of Motor Vehicles	TREDS Projects	1,195,500.00	444,972.40
FM3DA-2023	53219	23219	Virginia Dept of Motor Vehicles	VA Tech/VSP/DMV Dashboard	142,223.00	131,821.02
<b>FM3DA-2023 Total</b>					<b>1,337,723.00</b>	<b>576,793.42</b>
<b>405c Total</b>					<b>1,337,723.00</b>	<b>576,793.42</b>
<b>BIL 405d</b>						
BM6OT-2023	53338	23338	Virginia Dept of Alcohol & Beverage Control Authority	SE – Alcohol	107,484.00	107,484.00
BM6OT-2023	53377	23377	University of Richmond	SE – Alcohol	7,200.00	5,442.00
BM6OT-2023	53004	23004	Tazewell Town	SE – Alcohol	7,900.00	5,768.47
BM6OT-2023	53407	23407	King George County	SE – Alcohol	7,760.00	5,295.19
BM6OT-2023	53162	23162	Botetourt County	SE – Alcohol	18,470.00	7,669.07
BM6OT-2023	53305	23305	Radford City	SE – Alcohol	7,640.00	7,640.00

BM6OT-2023	53359	23359	Montgomery County	SE – Alcohol	9,875.00	9,875.00
BM6OT-2023	53024	23024	Supreme Court of Va	Virginia Specialty Dockets Training to Reduce Impaired Driving	169,600.00	119,326.28
BM6OT-2023	53222	23222	Virginia Dept of Motor Vehicles	Office of Chief Medical Examiner Data Collection and Submission	482,023.00	208,709.04
BM6OT-2023	53353	23353	Virginia Department of Forensic Science (DFS)	DFS TRENDS Data Project	428,160.00	285,246.44
BM6OT-2023	53040	23040	Virginia Department of Forensic Science (DFS)	Department of Forensic Science (DFS) Breath Alcohol Training Program	267,513.00	206,139.98
BM6OT-2023	53183	23183	WRAP	FY 2023 Virginia CheckPoint Strikeforce Campaign	1,129,280.00	1,122,952.02
BM6OT-2023	53334	23334	Virginia Dept of Motor Vehicles	Judicial Transportation Safety Conference	90,000.00	-
BM6OT-2023	53156	23156	Commonwealth Attorney's Services Council	TSRP, Adv. DUI, DUID, DRE, Fatal Crash	268,655.00	225,787.17
<b>BM6OT-2023 Total</b>					<b>3,001,560.00</b>	<b>2,324,725.14</b>
<b>FAST 405d</b>						
FDL*CP-2023	53027	23027	Virginia Commonwealth University	GRACY	95,111.00	92,555.17
<b>FDL*CP-2023 Total</b>					<b>95,111.00</b>	<b>92,555.17</b>
FDL*DE-2023	53404	23404	Virginia Dept of Motor Vehicles	45 Hour Parent/Teen Guide	47,812.00	47,811.79
FDL*DE-2023	53163	23163	Virginia Commonwealth University	Project IMPACT	102,673.00	97,024.79
FDL*DE-2023	53307	23307	Virginia Trucking Assoc. Foundation	Truck Safety Program Coordinator	21,036.00	18,088.33
<b>FDL*DE-2023 Total</b>					<b>171,521.00</b>	<b>162,924.91</b>
FDL*MC-2023	53322	23322	Richmond Ambulance Authority	Rider Alert	17,993.00	1,889.52
<b>FDL*MC-2023 Total</b>					<b>17,993.00</b>	<b>1,889.52</b>
FDL*OP-2023	53028	23028	BALLAD HEALTH	Child Passenger Safety Program	28,692.00	28,692.00
<b>FDL*OP-2023 Total</b>					<b>28,692.00</b>	<b>28,692.00</b>
FM6OT-2023	53314	23314	Mathews County	SE – Alcohol	8,200.00	4,599.43
FM6OT-2023	53055	23055	Virginia Dept of State Police	SE – Alcohol	600,000.00	437,641.23



FM6OT-2023	53157	23157	Smyth County	SE – Alcohol	7,600.00	7,311.01
FM6OT-2023	53421	23421	Wise Town	SE Alcohol	16,600.00	14,441.82
FM6OT-2023	53148	23148	Buchanan County	SE – Alcohol	15,600.00	15,568.56
FM6OT-2023	53370	23370	Lee County	SE – Alcohol	12,800.00	12,553.67
FM6OT-2023	53393	23393	Fairfax City	SE – Alcohol	8,300.00	1,938.60
FM6OT-2023	53029	23029	Martinsville City	SE – Alcohol	7,800.00	3,594.27
FM6OT-2023	53036	23036	Bedford Town	SE – Alcohol	8,000.00	5,298.09
FM6OT-2023	53394	23394	SADD Inc	Continuing Mobility Safety in Young Adults: Virginia SADD	156,244.00	85,919.49
FM6OT-2023	53021	23021	MADD	Awareness and Education to End Drunk Driving	786,023.00	781,950.92
FM6OT-2023	53411	23411	Virginia Dept of Motor Vehicles	Alcohol Paid Media	750,000.00	747,861.18
FM6OT-2023	53360	23360	Substance Abuse Free Environment, Inc.	It's All Impaired Driving Phase IV	387,477.00	324,819.61
FM6OT-2023	53146	23146	WRAP	FY 2023 Public Information & Education and Youth Outreach Programs	144,870.00	129,021.75
<b>FM6OT-2023 Total</b>					<b>2,909,514.00</b>	<b>2,573,854.97</b>
<b>SBIL 405d</b>						
SM6OT-2023	53274	23274	Virginia Dept of Motor Vehicles	Impaired Driving Program Coordination: Drugged, Drowsy and Distracted	30,874.00	5,010.18
SM6OT-2023	53277	23277	Virginia Dept of Motor Vehicles	Drug Recognition Expert Program, Advanced Roadside Impaired Driving Enforcement	155,400.00	12,848.18
SM6OT-2023	53167	23167	Commission on VASAP	VASAP Enginuity & Inspire Hosting & Maintenance	109,100.00	106,915.15
<b>SM6OT-2023 Total</b>					<b>295,374.00</b>	<b>124,773.51</b>
<b>405d Total</b>					<b>6,519,765.00</b>	<b>5,237,304.34</b>
<b>FAST 405f</b>						
FM9MT-2023	53412	23412	Virginia Dept of Motor Vehicles	Motorists' Awareness of Motorcycles Paid Media	101,465.00	101,464.56
<b>FM9MT-2023 Total</b>					<b>101,465.00</b>	<b>101,464.56</b>
<b>BIL 405h</b>						
BFHPE-2023	53424	23424	Virginia Dept of Motor Vehicles	Pedestrian Safety Media	128,427.34	128,351.89

<b>BFHPE-2023 Total</b>					<b>128,427.34</b>	<b>128,351.89</b>
<b>FAST 405h</b>						
FHPE-2023	53414	23414	Virginia Dept of Motor Vehicles	Pedestrian Safety Media	41,572.66	41,572.66
<b>FHPE-2023 Total</b>					<b>41,572.66</b>	<b>41,572.66</b>
<b>SBIL 405h</b>						
SFHLE-2023	53289	23289	Williamsburg City	SE – Pedestrian/Bicycle	5,000.00	1,787.69
SFHLE-2023	53234	23234	Chesterfield County	SE – Pedestrian/Bicycle	5,400.00	5,333.08
SFHLE-2023	53392	23392	Harrisonburg City	SE – Pedestrian/Bicycle	4,000.00	1,933.55
SFHLE-2023	53349	23349	Alexandria City	SE – Pedestrian/Bicycle	7,168.00	7,168.00
SFHLE-2023	53312	23312	Fairfax County	SE – Pedestrian/Bicycle	6,000.00	1,856.66
SFHLE-2023	53093	23093	Occoquan Town	SE – Pedestrian/Bicycle	4,450.00	1,742.46
SFHLE-2023	53269	23269	Roanoke City	SE – Pedestrian/Bicycle	4,168.00	4,168.00
SFHLE-2023	53209	23209	Salem City	SE – Pedestrian/Bicycle	2,660.00	2,660.00
<b>SFHLE-2023 Total</b>					<b>38,846.00</b>	<b>26,649.44</b>
<b>405h Total</b>					<b>208,846.00</b>	<b>196,573.99</b>
<b>Total All</b>					<b>30,910,906.00</b>	<b>25,843,073.18</b>

## FFY 2023 Virginia Non-Implementation Grants

Project Number	Subrecipient	Project Title	Reason
BCP-2023-53135-23135	Virginia Dept of Motor Vehicles	DMV-Highway Safety Program Recruiter	Executive Leadership determined the position would not be filled
BM6OT-2023-53334-23334	Virginia Dept of Motor Vehicles	Judicial Transportation Safety Conference	Executive Leadership determined conference would not be held
BOP-2023-53191-23191	Lexington PD	SE – Occupant Protection	Staffing
BPT-2023-53134-23134	Clarke County	SE – Police Traffic Services	Staffing
BPT-2023-53161-23161	Wythe County	SE – Police Traffic Services	Self-suspension
BPT-2023-53241-23241	Lancaster County	SE – Police Traffic Services	Did not participate in grant distribution workshop
BPT-2023-53395-23395	Charlotte County	SE – Police Traffic Services	Staffing
BPT-2023-53409-23409	VCU PD	SE – Police Traffic Services	Staffing
BSC 2023 53199 23199	Pocahontas Town	SE – Speed	Staffing
BSC-2023-53097-23097	Greene County	SE – Speed	Staffing
BSC-202353235-23235	Pembroke PD	SE – Speed	Staffing
ENF_AL_2023-53133-23133	Clarke County	SE – Alcohol	Staffing
ENF_AL-2023-53158-23158	Wythe County	SE – Alcohol	Self-suspension
ENF_AL-2023-53331-23331	Suffolk Police Department	SE – Alcohol	Staffing
FAL-2023-53205-23205	New Market PD	SE – Alcohol	Staffing
FM6OT 2023 53203 23230	Pocahontas Town	SE – Alcohol	Staffing
FM6OT-2023-53190-23190	Lexington PD	SE – Alcohol	Staffing
FM6OT-2023-53410-23410	VCU PD	SE – Alcohol	Staffing
Not Issued	King William County		Staffing

## Appendix

### Seat Belt Use Rate – Observed Seat Belt Use Survey

This survey is federally mandated by code and conducted by a grant with Old Dominion University. Fifteen locations were statistically selected for inclusion in the survey from counties that represented 85% of the passenger vehicle crash-related fatalities throughout the Commonwealth. Locations were also selected based on Vehicle Miles Traveled (VMT). The survey not only provides the state seat belt use rate but breaks down use rates in each location. The report is a resource that identifies areas of need and helps the highway safety office develop strategies to ensure motorists buckle up, thus hoping to reduce unrestrained fatalities and help raise the seat belt use rate.

The 2022 belt use rate was 75.6%. This rate dropped significantly for the 114<sup>second</sup> consecutive year since the highest rate recorded in 2019, prior to COVID-19, and remains below the national average of 91.6%.

The age group 21 to 50 accounted for 57% of the unrestrained fatalities. Months with the most increase over 2021 – June (100%), February (65%), September (33%), November (28%) and July (23%) are the months with the most increases as compared to 2021. 39% of the fatalities occurred on Saturday/Sunday and 31% occurred between 9pm and 3am.

The 2022 Seat Belt Use in Virginia final report submitted by Old Dominion University states:

When comparing drivers and passengers by gender as well as by VMT grouping (see Figure 1), it was clear that women, regardless of seating position, used their seat belts at higher levels than men. Further, belt use rates for both occupant positions increased as the VMT levels increased.

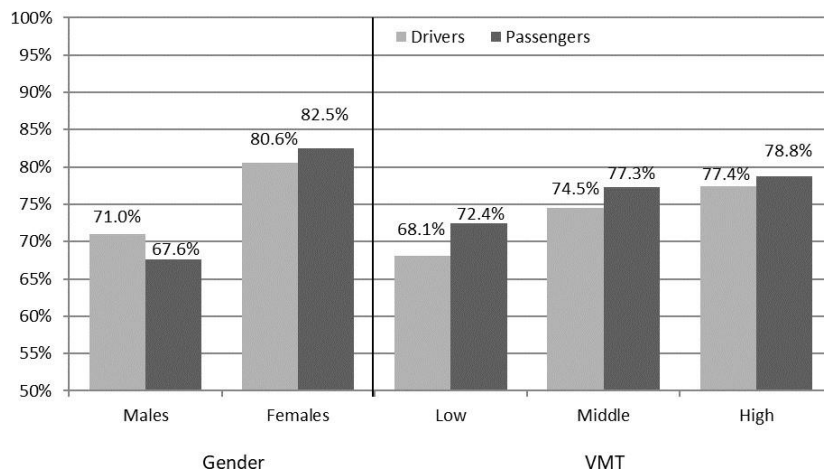


Figure 1. Belt use rate comparison between drivers and passengers by gender and by VMT

When comparing male vs. female differences by the three road types in this project (interstate/primary, arterial/secondary, local), it was found that women had higher use than men across all road types (see Figure 2).

Figure 2. Belt use by gender at the three sampled road types (local to be interpreted cautiously due to lower sample sizes).

Finally, differences among vehicle types were inspected. Figure 3 shows findings for vehicle type across VMT groupings. Pickup and van occupants (with vans being more of the commercial vehicles compared to minivans mostly used by family occupants) used belts less often than other vehicle occupants.

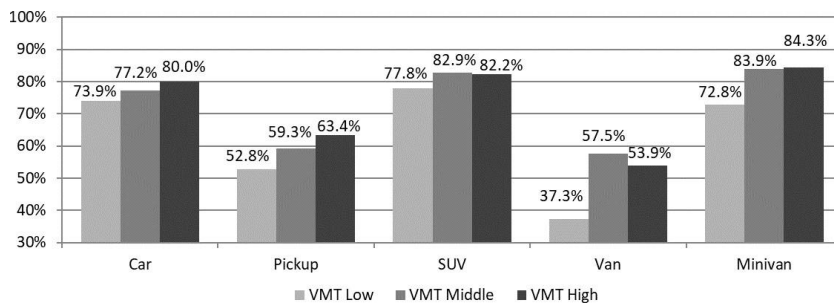


Figure 3. Belt use by vehicle type across VMT groups.

Similarly, vehicle types had use rate differences when considering the two major road types of interstate/expressways and secondary/arterials (see Figure 4). Local roads were not considered here because the sample sizes among vehicle types can be too low compared to sizes observed on the other two road types to render appropriate estimates. Interstate/primary roads had higher use across vehicle types; pickup and van occupants had lower use rates overall.

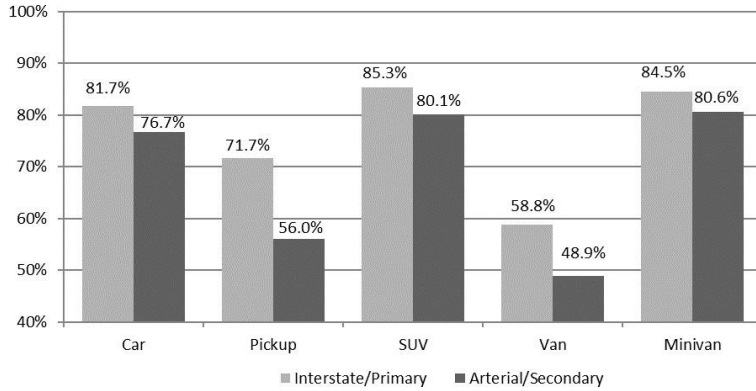


Figure 4. Belt use by vehicle type for two observed road types (note: local roads not included because of low sample sizes limiting reliable comparisons).

In response to the survey report, DMV/VAHSA has:

- Contacted the selected counties.
- Conducted a virtual meeting presenting the findings to partners and selected counties.
- Facilitated the distribution of social media resources and strategies including community engagement and participation.

Innovative strategies and funding to address this area will focus on statewide enforcement, educational and media efforts during key times of the day and on high-risk populations, as well as underserved and underrepresented populations. Also, it will be important to ensure attitudinal survey results are considered in media and enforcement planning.

# Virginia's Self-Reported Perceptions of and Actions Involving Targeted Safe-Driving Behaviors (Summary of Findings for 2023)

This report is a NHTSA-required annual survey that all states must complete. This report assesses various attitudes and perceptions of (Virginia) residents as they pertain to traffic safety. This report summarizes the work completed in 2023, the 14<sup>th</sup> year Virginia carried out the survey. Virginia began its survey in 2010, one year before it was mandated to do so. The findings are used to assist in developing program area strategies.

Each state is mandated to assess nine main questions: each of the three topics (seat belt use, impaired driving, and speeding) crossed by each of the three perceptions and reports (media, enforcement, and self-reported behavior). Virginia's Highway Safety Office (VHSO) wished to add two questions on distracted driving to explore its prevalence in Virginia. These questions, while not mandated, provided important data for targeting mobile phone talking and texting while driving (mobile phone use was the behavior representing distracted driving in this survey).

The 2023 survey was deployed by online methods to licensed drivers in Virginia. (This is a change from prior years' surveys.) In all, 1,309 licensed drivers aged 18 and older completed the survey. This sample was distributed across Virginia proportionally by regional population levels; therefore, more of the sample came from northern and southeastern regions of Virginia than from the southwestern areas. In addition, this sample included a purposeful oversampling of 300 participants aged 18-34 as they are the main target group for many safe driving programs.

Overall key statewide findings included:

## Seat belt use

- Many respondents reported always wearing seat belts while driving (83.8%) or riding as passengers (85.4%).
- Almost 1 in 3 (31.8%) recalled law enforcement activity targeting belt use in the period prior to the survey.
- A 63.8% of respondents believed the chances of getting a ticket for belt non-use was "likely" or "very likely."

## Impaired Driving

- More than half the respondents (54.0%) reported they do not drink.
- For those who did not identify themselves as non-drinkers (and therefore were considered "drinkers" in this study), 29.1% had driven within two hours after drinking alcohol in the past 60 days (defined as at least one drink within 2 hours).
- Most respondents believed the chances of being arrested after drinking and driving were at least "likely" (more than 80%).
- Almost half (49.3%) recalled police activities targeting impaired driving in the period prior to the survey. Fewer respondents (30.3%) 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) and 60.5% reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).
- Most respondents (58.8%) believed the chances of receiving a speeding ticket were “very likely” or “likely.”
- About four out of 10 respondents (41.5%) recalled law enforcement activity targeting speeding in the past 30 days.

## Distracted Driving

- More than six in 10 respondents (65.9%) “seldom” or “never” talk on mobile phones while driving.
- Many respondents (60.7%) said they “never” text while driving.



## Legislative Update

During the 2023 Virginia General Assembly, several pieces of legislation were passed to address highway safety. The following laws were enacted and became effective July 1, 2023, unless otherwise noted:

**HB 67** Projecting vehicle loads; flagging.

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

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

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

**HB 920** Careless driving; vulnerable road users.

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

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

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

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

Board of Education; driver education programs; parent/student driver education. Requires the Board of Education to include an additional minimum 90-minute parent/student driver education component as part of the classroom portion of its driver education program for all public-school divisions and provides that participation in such component shall be required in Planning District

8 (Northern Virginia) and shall be encouraged but shall not be required outside of Planning District 8. Under current law, participation in such parent/student driver education component is required in Planning District 8 and optional outside of Planning District 8. The bill also requires such parent/student driver education component to emphasize the dangers of distracted driving.

**SB 247** Careless driving; vulnerable road users.

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

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

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

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

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

**SB 777** Front and rear bumper; height limits.

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

**SB 327** Arrest and summons quotas; prohibition

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

## Traffic Safety Partners

### Enforcement

College and University Police Departments  
Local Law Enforcement Agencies  
Port Authority Police  
Virginia Department of State Police  
Virginia Department of Motor Vehicles Law Enforcement

### Non-Profits

Automotive Coalition of Traffic Safety, Inc.  
Ballad Health  
Carilion Health  
Children's Hospital/King's Daughter  
Christopher King Foundation  
Drive Safe Hampton Roads  
DRIVE SMART Virginia  
Fairfax Alliance for Better Bicycling  
Gweedo Memorial Foundation  
Metropolitan Washington Council of Government  
Mid-Atlantic Foundation for Safety (AAA)  
Mothers Against Drunk Driving (MADD)  
National Organizations for Youth Safety  
Richmond Ambulance Authority  
Saving Prince William's Little Ones  
Students Against Destructive Decisions (SADD)  
Substance Abuse Free Environment, Inc.  
Virginia Association of Chiefs of Police Foundation  
Virginia Association of Driver Education and Traffic Safety  
Virginia Trucking Association Foundation  
Washington Regional Alcohol Program (WRAP)

### State Agencies

Commission on Alcohol Safety Action Program (VASAP)  
Commonwealth's Attorneys' Services Council  
Department of Alcoholic Beverage Control  
Department of Emergency Medical Services  
Eastern Virginia Medical School  
Norfolk State Athletics  
Office of the Chief Medical Examiner  
Old Dominion University  
Virginia Tech  
City of Roanoke  
Supreme Court of Virginia  
Virginia Commonwealth University  
Virginia Department for Aging and Rehabilitative Services  
Virginia Department of Education

Virginia Department of Forensic Science  
Virginia Department of Health  
Virginia Department of State Police  
Virginia Department of Transportation

## NHTSA Performance Report Chart FY2023 Annual Report

Performance Measure	FY 2023					FY 2022			
	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source*/FY23 Progress Results	On Track to Meet FY23 Target Y/N ** (in-progress)	Target Value FY22 HSP	Target Year(s)	Data Source/FY22 Final Result	Met FY22 Target Y/N
<b>CheC-1) Total Traffic Fatalities</b>	5-year	2019-2023	926.4	2018 – 2022 FARS 896	Y	841.8	2018-2022	2018 – 2022 FARS 896	N
<b>C-2) Serious Injuries in Traffic Crashes</b>	5-year	2019-2023	7,211.80	2018 – 2022 STATE/TREDS 7,190	Y	7,072.20	2018-2022	2018 – 2022 STATE/TREDS 7190	N
<b>C-3) Fatalities/VMT</b>	5-year	2019-2023	1.134	2018 – 2022 STATE/TREDS 1.217	N	1.004	2018-2022	2018 – 2022 STATE/TREDS 1.217	N
<b>C-3b) Rural Fatalities (per 100M VMT)</b>	5-year	2018-2022	1.66	2018 – 2022 FARS/TREDS (2022) 1.72	N	1.74	2018-2022	2018 – 2022 FARS/TREDS (2022) 1.72	Y
<b>C-3c) Urban Fatalities (per 100M VMT)</b>	5-year	2018-2022	0.67	2018 – 2022 FARS/TREDS (2022) 0.87	N	0.62	2018-2022	2018 – 2022 FARS/TREDS (2022) 0.87	N
<b>C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions</b>	5-year	2019-2023	303	2018 – 2022 FARS 329	N	306	2018-2022	2018 – 2022 FARS 329	N
<b>C-5) Alcohol-Impaired Driving Fatalities</b>	5-year	2019-2023	239	2018 – 2022 FARS 274	N	240	2018-2022	2018 – 2022 FARS 274	N
<b>C-6) Speeding-Related Fatalities</b>	5-year	2019-2023	242	2018 – 2022 FARS 301	N	224	2018-2022	2018 – 2022	N
<b>C-7) Motorcyclist Fatalities (FARS)</b>	5-year	2019-2023	99	2018 – 2022 FARS 106	N	93	2018-2022	2018 – 2022 FARS 106	N
<b>C-8) Unhelmeted Motorcyclist Fatalities</b>	5-year	2019-2023	5	2018 – 2022 FARS 6	N	4	2018-2022	2018 – 2022 FARS 6	N
<b>C-9) Drivers Age 20 or Younger Involved in Fatal Crashes</b>	5-year	2019-2023	83	2018 – 2022 FARS 95	N	83	2018-2022	2018 – 2022 FARS 95	N
<b>) Pedestrian Fatalities</b>	5-year	2019-2023	120	2018 – 2022 FARS 172	N	115	2018-2022	2018 – 2022 FARS 172	N
<b>C-11) Bicyclist Fatalities</b>	5-year	2019-2023	11	2018 – 2022 FARS 12	N	10	2018-2022	2018 – 2022 FARS 12	N
<b>B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)</b>	Annual	2023	84.8	2023 State Survey 75.6	N	85.4	2022	2023 State Survey 75.6	N



# 2023 VIRGINIA

HIGHWAY SAFETY ANNUAL REPORT

**Annual Report Fiscal Year 2023**  
Virginia Department of Motor Vehicles

Virginia Highway Safety Office  
2300 West Broad Street  
Richmond, Virginia 23220