VIRGINIA
TRIENNIAL HIGHWAY SAFETY PLAN

Application for Federal 402 Grant Funding
Fiscal Years 2024-2026

Virginia Highway Safety Office

Virginia Department of Motor Vehicles

2300 West Broad Street

Richmond, Virginia 23220

Table of Contents

Introduction

The Triennial Highway Safety Plan (3HSP) describes the processes used to identify Virginia's traffic safety problems. It proposes projects and activities Virginia plans to implement to achieve its performance goals. The plan also includes performance measures and targets for each goal to track progress from a baseline toward meeting the goal by the specified target date. Additionally, the HSP describes the grant funded projects and activities that Virginia will implement to accomplish the goals identified.

Commonwealth of Virginia Highway Safety Office

Governor	The Honorable Glenn A. Youngkin
Governor's Highway Safety Representative	Gerald F. Lackey, Ph.D. DMV Commissioner
Governor's Highway Safety Coordinator	David A. Mitchell DMV Deputy Commissioner
Governor's Highway Safety Office Director	John L. Saunders DMV Highway Safety Office Director
Location of Highway Safety Office	Virginia Department of Motor Vehicles 2300 West Broad Street Richmond, Virginia 23220 Phone (804) 367-6641

Mission Statement
Virginia Highway Safety Office

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

This mission will be accomplished by:

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

Delegation of Authority and Organizational Staffing

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).

Virginia's Highway Safety Office (VAHSO) is comprised of 40 staff members including field personnel and the Traffic Records Electronic Data System (TREDS) Operations Center. The TREDS Center's main function is focused on conducting quality assurance of the state's electronic law enforcement crash reports and related DMV business processes.

Highway Safety Office Staff

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

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

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

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

Deputy Director of Planning, Data Analysis, and Reporting: Responsibilities include planning, management and oversight of all analytical staff (including FARS program); managing, implementing and directing the statewide traffic records data system-TREDS including TREDS IT staff and the TREDS Operations Center staff; responsible for planning, statewide, crash data management and analysis, strategic highway safety planning including the SHSP, 3HSP and Annual Report and serving as the Chair and Coordinator for the state's traffic records program and the traffic records committee. Also provides oversight to the on-site VA Tech Safety Analyst in partnership with VA Tech University.

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

Highway Safety Traffic Records Supervisor: Supervises staff responsible for managing statewide traffic crash data; supervises day-to-day duties of FARS analysts in

the collection and submission of fatality data. Provides analysis and data pertaining to traffic records and highway safety studies and countermeasure programs; develops performance measures for the Triennial Highway Safety Plan (3HSP) and the annual Highway Safety Evaluation Plan; and provides and updates traffic crash data on the agency website

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

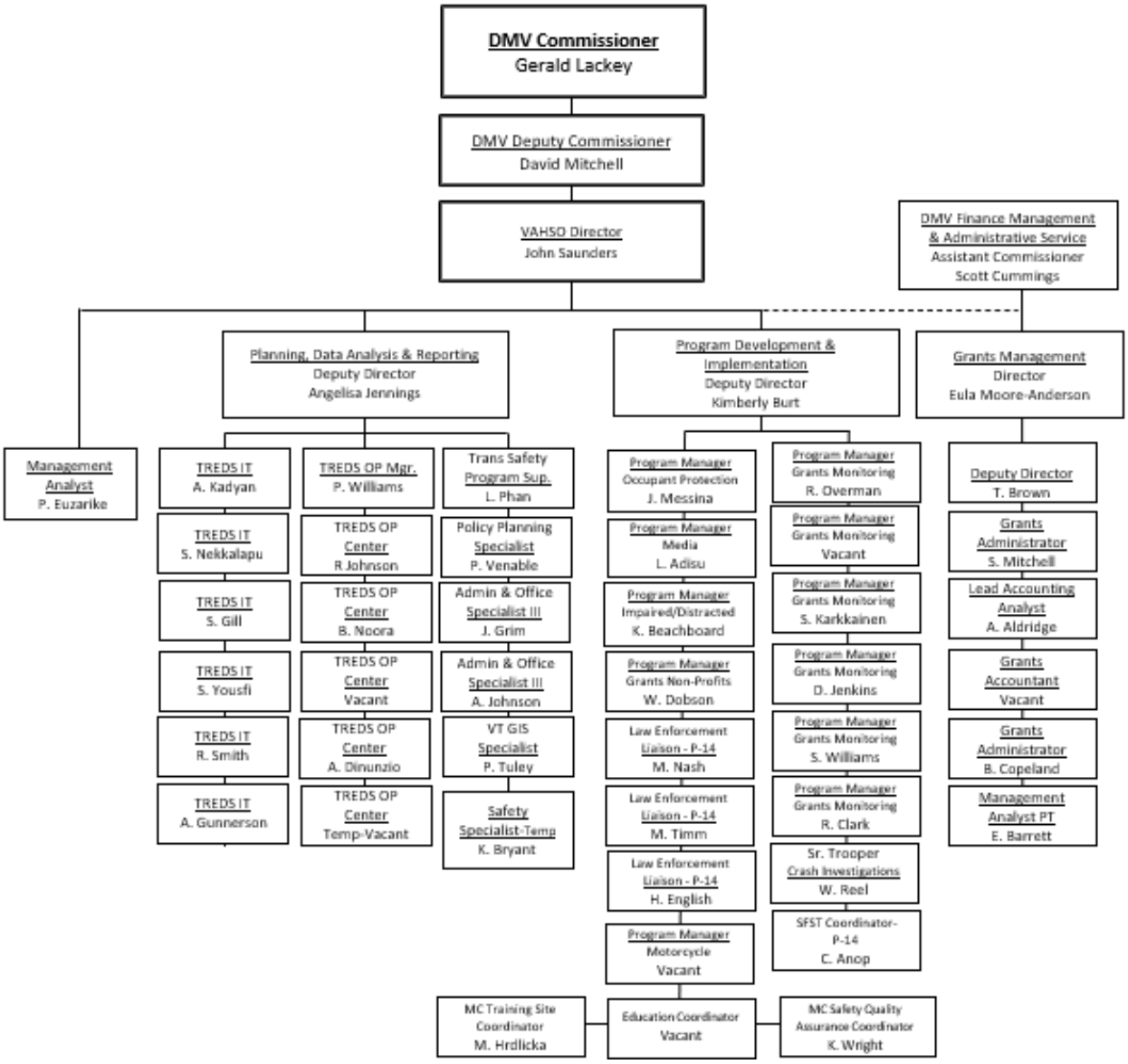
Deputy Director for Program Development and Implementation: Responsible for directing the development and implementation of safety programs. Provides process improvement, monitoring, tracking and evaluation of approved highway safety projects and manages Program Managers, Grant Monitors and Law Enforcement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

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

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

Management Analyst: Completes large-scale projects in support of the DMV/VAHSO Director to include highway safety legislation, coordination of Virginia's Triennial Highway Safety Plan, annual grant application and annual report. Oversees the planning and implementation of highway safety events, highway safety grants and special projects.

Department of Motor Vehicles
Highway Safety Office
June 2023



Executive Summary

Through sound leadership, proactive participation and engagement, and the commitment and hard work of dedicated staff, Virginia has been successful in forging partnerships that have allowed us to implement many successful statewide highway safety program initiatives and position Virginia to sustainably maintain the Safe System Approach. Under the current federal reauthorization, States' have more flexibility to apply for grants that can be used to build upon and improve their highway safety process. Virginia pledges to continue establishing new and innovative programs that will capitalize on our strengths in an effort to expand and enhance our overall highway safety program and advance a Safe System culture that recognizes that death and serious injury is unacceptable, humans make mistakes, humans are vulnerable, responsibility is shared, safety is proactive, and redundancy is crucial. This includes collaborating with partners to provide opportunities to engage in programs and activities that foster aspects of diversity to impact changing behaviors throughout the Commonwealth. We will, through a systematic and cooperative statewide effort, build upon successes and continue to strive to be the most effective and efficient highway safety program in the nation, ensuring that our messaging contains inclusive language, images, outreach, marketing and branding. It is imperative that we advance these outreach opportunities to achieve sustainable change through a Safe System culture and to meet the needs of our diverse Commonwealth. It is critical to meet our citizens where they are and integrate our messages of safety in ways that will significantly engage and impact them. Messages that are culturally relevant are a best practice when it comes to connecting with diverse communities.

The FFY2024-26 3HSP is submitted in accordance with NHTSA's current reauthorization.

The 3HSP identifies Virginia's key safety needs and guides our investment decisions to achieve significant reductions in injuries and deaths on all public roads. The plan is intended to:

- Provide a comprehensive Safe System framework that uses, as its foundation, specific data driven targets, performance measures, and countermeasure strategies in each emphasis area to reduce highway injuries and deaths on all public roads;
- Address safety challenges on all public roads so that safety programs can align and leverage the Commonwealth's resources across all stakeholder programs;
- Institutionalize the Safe System Approach which recognizes that everyone – including those who use, design, build, and operate the road system – shares in the responsibility for road safety.

The National Highway Safety Act of 1966 provides federal grants to states to support coordinated national highway safety programs soon to be expanded through the Bipartisan Infrastructure Law (BIL) to support the National Roadway Safety Strategy. The Virginia Highway Safety Office (VAHSO) is responsible for administering these federal highway safety funds and performing the following functions:

- Problem Identification/Analysis: Identification of actual and potential traffic safety issues through comprehensive data analysis and the development, reporting and tracking of established goals, performance measures and targets in the preparation of the Highway Safety Plan, the Annual Report and other strategic planning documents;
- Administration (including grants management): Includes management of the highway safety program, monitoring legislative initiatives, development of federal highway safety proposals;

public participation and engagement, distribution of federal funds to state, local and nonprofit agencies;
- Monitoring and Evaluation: Includes monitoring and evaluating approved highway safety projects, and developing effective program countermeasures;
- Public Information and Education: Includes development and coordination of numerous media events and public awareness activities focusing on specific priority areas. Priority areas can include underserved and vulnerable populations which oftentimes includes marginalized communities. Creating education that is consumable with a diverse delivery method will be critical.

Grant Solicitation, Application, Review and Approval Process

Virginia has a comprehensive grant solicitation, application, review, and approval process. The VAHSO provides grants for programs, which are designed to reduce the number of crashes, injuries, fatalities and related economic losses resulting from traffic crashes on Virginia's roadways. Local and state law enforcement agencies, state agencies, higher education and non-profits can apply for NHTSA's pass-through funding for projects related to various areas of highway safety. This process begins in January of each year and runs through July with the submission of the 3HSP to NHTSA. Virginia Highway Safety Office (VAHSO) provides information to the public through news releases and notification on www.DMVNow.com stating that the Virginia Highway Safety Office is accepting grant applications for highway safety. An email is sent out to all partners of the notice of grant application. This includes overrepresented communities such as our partners in rural areas of the state as well as, our low-income grant program agencies. In addition, we work with DMV's Diversity, Equity and Inclusion Program Manager to ensure distribution of the announcement to her contacts. The deadline for all grant applications is February 28. During the January/February timeframe, "Fatal Crash/Grant Funding Worksheets" by jurisdictions are prepared and distributed to program managers. Crash data with maps showing street-level problem ID are prepared and distributed to localities, state agencies, higher education and nonprofits. Mandatory Grant Application Workshops for applicants are held statewide. After the application deadline, program managers review the grant applications and make initial funding recommendations.

Additionally, each sub-recipient who applies for highway safety funding is evaluated to determine their level of risk. The risk assessment, which is a part of the overall grant application evaluation process, is based on a variety of factors. Past performance on grant projects is considered, to include timeliness, accuracy and completeness of monitoring reports and reimbursement vouchers, maintenance of records, adherence to the Statement of Work & Special Conditions of the grant agreement, and grant task performance. For selective enforcement grants, this will include citations and/or contacts per hour, types of violations written and relevance to the grant type or mobilization emphasis, and relevant use of purchased equipment. Current agency conditions are considered, including size of agency, number of traffic officers and vehicles, current levels of critical equipment and leadership support for highway safety efforts.

Quantitative information is included in an evaluation spreadsheet prepared by Program Managers who monitor the grant projects. These individuals meet as a group in intensive sessions to review all applications, share quantitative and qualitative information, discuss their recommendations based on the risk assessment and develop consensus recommendations for funding in the upcoming Highway

Safety Plan. Agencies deemed to be high risk for poor performance may be (1) identified for close monitoring with clear performance goals for the remainder of the current grant cycle, with their next grant award dependent upon that performance, (2) have their grant awards reduced and/or (3) have their applications denied.

A committee that consists of the program managers and management meet to review the proposed grant applications and funding recommendations. During this time, voluntary presentations are provided by non-profits, state agencies and higher education, to VAHSO staff. VAHSO then holds a DMV Executive Review of final funding recommendations. DMV Grants Management Office receives this information for review and enters the information into our internal system. Final financial information is provided to VAHSO management who then meets with the Commissioner (Governor's Representative for VA) as well as for inclusion in the 3HSP. Upon approval by the Commissioner, final project funding information is submitted to the Secretary of Transportation for review and approval. Upon approval, the final 3HSP is prepared, with any amendments, for submission to NHTSA.

Since the initiation of the National Highway Safety Act, 2020 is unprecedented in the complicating factors that have impacted highway safety and the identification and evaluation of changes in crashes and their causes. On March 12, 2020 the Governor of Virginia declared a state of emergency associated with the COVID-19 pandemic and two weeks later issued a statewide Stay at Home order to protect the safety of Virginians and mitigate the spread of the virus. This resulted in a substantial reduction in vehicle miles traveled (VMT), as well as in driver behavior. Highway safety impacts as a result of the pandemic continued through the remainder of 2020. Concurrently in May, cities in Virginia experienced instances of civil unrest following weeks of protests resulting in the reallocation of law enforcement resources, which also impacted countermeasure implementation and evaluation. Within the context of the unique factors influencing 2020 crashes and countermeasures, Virginia highway safety officials have systematically analyzed highway safety problems and corrective strategies.

Based on the results of this evidence-based analysis, it has been determined that Virginia can make a positive impact on highway safety by emphasizing the enforcement of its traffic safety laws and enhancing its safety programs in the following areas:

Occupant Protection is an issue that requires significant attention in Virginia and was exacerbated by the events of 2020. Correct safety belt use is a proven method to achieve a greater measure of safety in crashes, regardless of the other factors involved. We are dedicated to increasing the usage rate of safety belts in Virginia in an effort to reduce fatalities and injuries in the event of a crash.

Impaired Driving resulting from the use of alcohol is another persistent problem that contributes to fatal and serious injury crashes. Virginia will continue to monitor and enforce its DUI statutes and strengthen and enhance our existing programs in an effort to eliminate alcohol related crashes in the Commonwealth.

Speed has a profound impact on the safety of Virginia's roadways. The reduction in VMT in 2020 appears to have increased risky behavior associated with excessive speed. The adaptation of Safe System Approach will continue to raise the awareness of the dangers and implications of speeding.

Motorcycle Safety continues to be a key focus area in Virginia. Motorcycle endorsements, registrations and fatalities decreased in 2020. Enforcement, training, education and awareness contributed to these reductions and will remain integral components of this program.

Young Driver Safety emerged in 2020 as an important area for consideration during the pandemic. Although the longer-term impact is not yet known, the substantial increase in teen fatalities has highlighted the importance of focusing on this safety issue.

Pedestrian Safety has been a key focus area due to the increase in fatalities experienced over the past few years. DMV/HSO will continue to collaborate with stakeholders to address and provide educational messages, enforcement and written messaging containing engineering/infrastructure applications to reduce fatalities and injuries. We know that equity is a key indicator in which to view pedestrian safety because oftentimes pedestrian fatalities are higher in underserved neighborhoods. A strong collaboration with our stakeholders will be used to bridge our message to our communities.

Traffic Records is foundational in the development of an effective state highway safety program. The timeliness and accuracy of comprehensive data in connection with problem identification and analysis, is essential development of evidence-based targets, performance measures, strategies and projects that address our highway safety problems. Equity is key to understanding not only the effectiveness of the data we collect but also how it is being used to affect change.

Note: Areas also eligible for consideration in state and local grants, but to a lesser extent, include: roadway safety; driver education; teen drivers; drugged and distracted driving; community traffic safety; and police traffic services. As decisions are made on grant funding levels, an assessment is made regarding the prospective grant's ability to make a meaningful contribution to highway safety and assist the Commonwealth in achieving its safety goals.

Virginia's Political Structure

Virginia's current governor is Glenn Youngkin (R). The Commonwealth's bicameral legislature consists of the House of Delegates and Senate of Virginia. The present State Constitution, adopted in 1971, provides that the House of Delegates shall consist of 100 members and the Senate shall consist of 40 members. All members of the General Assembly are elected by registered voters within their respective House and Senate districts. The terms of office are two years for members of the House and four years for members of the Senate. (Members may not hold any other public office during their term of office.) The following table identifies how the legislature is currently comprised:

	Democrats	Republicans	Independents	Totals
Senators	21	19	0	40
Delegates	48	52	0	100

State Demographic Analysis

Virginia has a very diverse traffic mixture that includes urban, suburban and rural driving populations; an active tourism market; several military installations; diverse cultural communities that speak many languages; and many university and college campuses spread out across the state. It also borders two of the busiest metro areas for traffic, Maryland and Washington D.C.

There are 89 Acute Care hospitals, 6 Level 1 Trauma Centers, 7 Level 2 Trauma Centers and 6 Level 3 Trauma Centers.

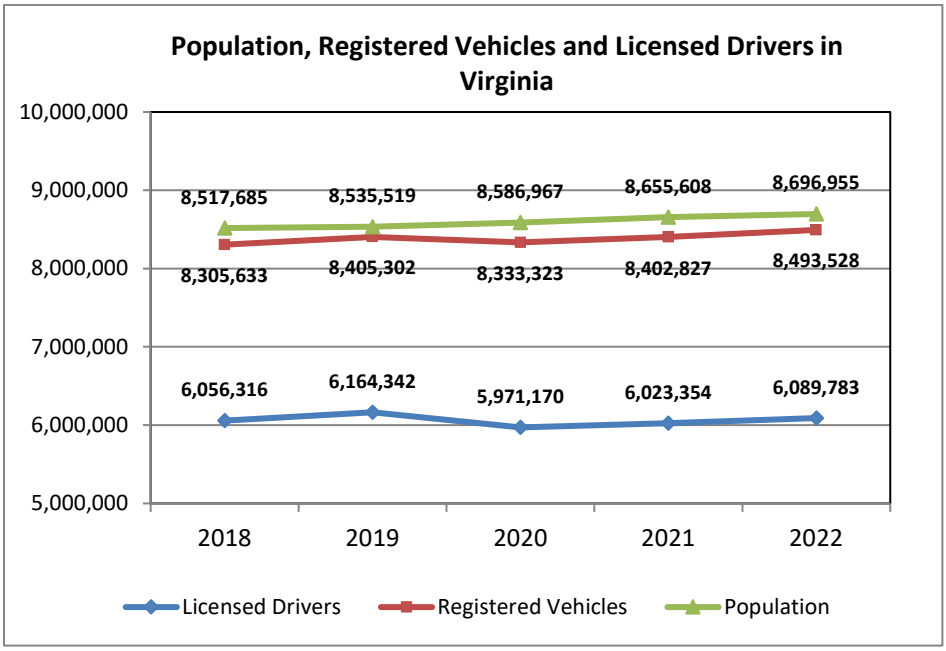
There are 38 cities and 95 counties in Virginia. The capital is Richmond. The provisional total population of Virginia is 8,696,955. Virginia has 8,493,528 registered vehicles and 6,089,783 licensed drivers. Of the Virginia licensed drivers, 28 percent were ages 15-33 and 21 percent were mature drivers (ages 65 and older). Virginia's 2022 population increased 0.5 percent (41,347), licensed drivers increased 1 percent (66,429) and registered vehicles increased 1 percent (90,701) and overall fatalities increased 4 percent.

Virginia's law enforcement community consists of seven state police field divisions with 49 area offices and 1,073 state troopers. It also includes 123 city and county sheriff's offices and 196 police departments, which includes private, institutional and collegiate departments.

There are 57,867 state-maintained roadway miles. Of those 48,305 are secondary roads (83 percent), 8,111 are primary roads (14 percent), 1,118 are interstate roads (2 percent) and 333 are frontage roads (0.6 percent). Virginia's vehicle miles traveled (VMT) increased 1 percent in 2022 compared to 2021.

There were 427,992 motorcycle endorsements, a 1 percent increase (3,459) and 190,971 motorcycle registrations, a 0.6 percent increase (1,096) compared to 2021. Motorcycle fatalities increased twenty-six percent; 111 motorcyclists killed in 2022 compared to 88 in 2018.

	2018	2019	2020	2021	2022
Population	8,517,685	8,535,519	8,586,967	8,655,608	8,696,955
Registered Vehicles	8,305,633	8,405,302	8,333,323	8,402,827	8,493,528
Licensed Drivers	6,056,316	6,164,342	5,971,170	6,023,354	6,089,783
Motorcycle Registrations	196,249	193,961	193,560	189,875	190,971
Motorcycle Endorsements	423,347	422,782	418,366	424,533	427,992



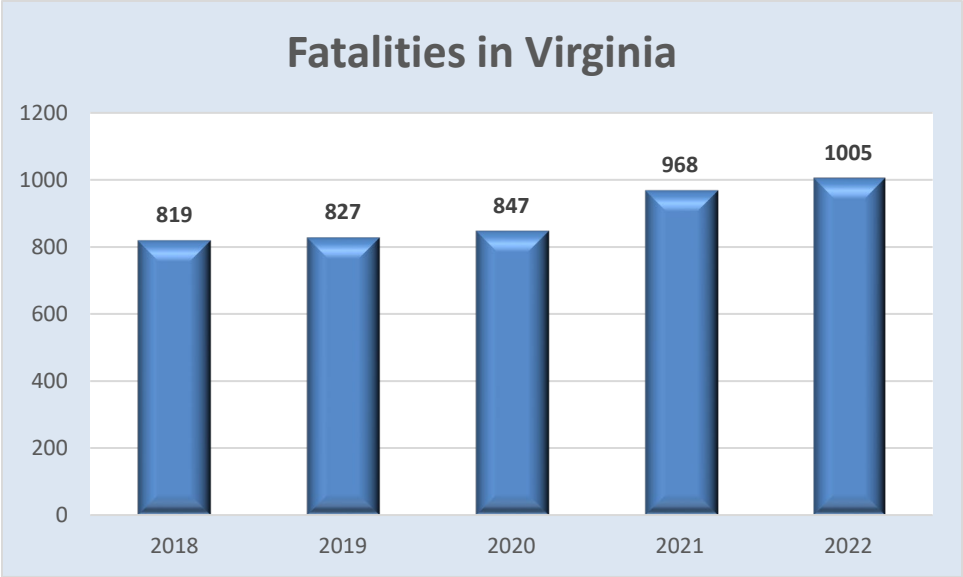
Virginia tested 12,959 people in 2022 with a blood alcohol content (BAC) of .08 or greater, a four percent increase from 12,473 in 2021. The average BAC of these individuals was 0.155. There were 14,247 persons convicted of DUI, a fifteen percent decrease from 15,988 in 2021. Of those convicted of DUI, sixty-seven percent were male and twenty-four percent were female.

On average in Virginia, one crash occurred every four minutes; one driver out of twenty-seven licensed drivers was involved in a crash; and there were approximately three lives lost and one hundred sixty-three persons injured per day.

Fifty-seven percent of fatal crashes involved a single vehicle, thirty-five percent involved two vehicles and eight percent involved three or more vehicles.

Year	Crashes	Fatalities	Injuries
2020	105,600	847	52,668
2021	118,498	968	58,786
2022	122,434	1,005	59,404

Source: TREDS (Traffic Records Electronic Data System)



Source: TREDS (Traffic Records Electronic Data System)

Holiday Fatalities

Holiday	Fatalities		% Change
	2021	2022	
St. Patrick's Day	1	1	0%
Memorial Day	15	16	7%
Juneteenth	5	13	160%
July 4th	12	10	-17%
Labor Day	10	12	20%
Thanksgiving Day	5	19	280%
Christmas Day	8	8	0%
New Year's Day	12	11	-8%

Legislative Update

Virginia Legislation Passed During the 2023 General Assembly Session

HB 1932/SB 982 (Runion/Marsden)

Yielding or reducing speed for stationary vehicles; vehicles displaying hazard lights, caution signs, or road flares. Requires drivers to make a lane change or reduce speed when passing stationary vehicles that have activated the vehicular hazard warning signal flashers, displayed caution signs, or been marked with properly lit flares or torches on certain highways when safe and reasonable to do so and makes a violation of this requirement a traffic infraction.

HB 2204/SB 1398 (Delaney/Surovell)

Department of Motor Vehicles; driving under the influence of alcohol, drugs, or a combination thereof; data collection and reporting. Requires the Department of Motor Vehicles to collect and disseminate, on an annual basis, statewide and locality-level data related to driving under the influence of alcohol, drugs, or a combination thereof. The bill requires the Department to submit an annual report on the data collected on or before October 1 to the General Assembly, the Governor, and the Virginia State Crime Commission and to make such data available to the public on the website of the Department. **The bill provides that the Department shall not be required to submit the first annual report prior to October 1, 2024, and that the first annual report shall include data from calendar year 2019 through calendar year 2023.** As introduced, this bill was a recommendation of the Virginia State Crime Commission.

HB 2304 (Bloxom)

Motorcycle rider safety training courses. Changes one of the three available types of motorcycle training courses from a sidecar and three-wheeled motorcycle course to a three-wheeled motorcycle course and changes the helmet requirement for motorcycle training courses from a three-quarter shell motorcycle helmet to any lawful motorcycle helmet. The bill removes the specific motorcycle training course requirements for (i) the student-to-instructor ratio, (ii) the students per range at any one time, and (iii) the features of motorcycles used in training and requires such aspects of the motorcycle training course to comply with the recommendations of the Motorcycle Safety Foundation, unless otherwise provided by the Department of Motor Vehicles.

SB 1069 (Saslaw)

Drivers stopping for pedestrians; certain signs; stops. Requires the driver of a vehicle on a highway approaching a pedestrian who is crossing such highway to stop when such pedestrian is within the driver's lane or within an adjacent lane and approaching the driver's lane. Currently, a driver is required to yield the right-of-way to such pedestrian by stopping and remaining stopped. The bill also provides that localities that are already authorized to install signs directing motor vehicles to yield the right-of-way to pedestrians crossing or attempting to cross a highway may also install signs directing motor vehicles to stop for such pedestrians.

VAHSO Highway Safety Planning Calendar 2024

Month	Activity
January	Provide information to the public through news releases and notification on www.DMVNow.com stating that the Virginia Highway Safety Office is accepting grant applications for highway safety "Fatal Crash/Grant Funding Worksheets" by jurisdictions prepared and distributed to PMs (January 31) Crash data with maps showing street-level problem ID for localities, state agencies and nonprofits (December 31) Grant Application Workshops for Sub-recipients held statewide
February	NP/SA/HE Grant Application ELearning training
February 28	DMV/VAHSO Application Deadline
February 1 – March 10	Program Manager/Grants Monitors receive and review proposed grant applications, make funding recommendations.
March 1	Analysis staff begin development of narrative and data for inclusion in 3HSP
March 14,15,16	LE PMs Review Committee meet to review proposed grant applications and funding recommendations
March 20-24	PMs for OP, AL, MC and TR - prepare and submit information for 405 incentive funds to Deputy Director of Programs
March 21 and 22	NP/SA/HE volunteer presentations to HSO staff
March 27 and 28	NP/SA/HE PMs Review Committee Meeting to review proposed grant applications and funding recommendations
March 31	Analysis/Performance Measures prepared for final Review
March 29 and 30	DMV Executive (Director and Deputy Commissioner) review of VAHSO Final Grant Recommendations
April 12	PMs to have all final LE grant information entered into system
April 12 April 10	Final NP/SA/HE recommendations entered into system Final 402 and 405 data and incentive grant information submitted to Planning and Data Analysis
April 19	GMO begins grant creation/codes in system

April 24	Paige begins/completes Oracle process
April 27	GMO prepares funding by separate program area
May 2	PM corrections due to GMO on April 22
May 5	GMO to make corrections (if any) submitted from PMs
May 8 – May 12	GMO completes and provides Planned Activities and Funding to HSO
Week of May 22	Review and Approval meeting with Commissioner
May 31	Final review of spreadsheet
June - mid	Submission of final project funding to Secretary of Transportation for review and approval
May 18 - June 5	3HSP 402/405 Application Work
June 7	Finalize 3 identical measures and HSP cleanup, check spreadsheets, NHTSA work
June 15	Prepare draft 3HSP for review by Commissioner
July 1	3HSP due to NHTSA
July 5	Annual Grant Application (AGA) - work on 405 Incentive Grant applications and Certifications and Assurances
July 21	AGA to Commissioner for signature
August 1	AGA due to NHTSA
July 7	VA Tech prepares maps for grant distribution workshops
September – November 30	Annual Report (AR) development by Staff (Data, Programs, Grants)
November 6	Final progress reports due to Program Staff
November 20	Final strategies and accomplishments due for inclusion in AR
November 20-December 8	AR is finalized by VAHSO and GMO
January 18	AR to Commissioner for review and approval
January 28	AR due to NHTSA

*Some calendar dates may change

Highway Safety Planning Process

Virginia's Highway Safety Office (VAHSO) implements a comprehensive highway safety planning process. Although not previously identified as a Safe System Approach, the process used by VAHSO has its foundation in a Safe System culture based on a goal of reducing fatalities and serious injuries through recognizing and emphasizing shared responsibility, proactively addressing safety risks and encouraging redundancy in its planning. VAHSO conducts extensive problem identification and analysis that establishes data driven performance measures and targets used to develop and implement the most effective and efficient Triennial Highway Safety Plan (3HSP.) These measures are then used to develop countermeasure strategies and projects for the distribution of federal funds.

The VAHSO's 3HSP is produced annually and is developed through discussions and meetings coordinated by the VAHSO. The initial planning by VAHSO staff allows for the review, feedback and analysis of prior year activities by federal, state and local partners following the established practice of recognizing and leveraging shared responsibility. The VAHSO then works with and incorporates information/feedback from meetings, surveys, email boxes, focus groups with inter-agency groups, state and local government agencies, institutions of higher learning, state and local law enforcement, community coalitions and the public. Additionally, crash data and other relevant highway safety information is gathered and analyzed to identify behavioral trends within communities with a focus on overrepresented and affected communities. VAHSO reviews and analyzes information from enforcement campaigns (Checkpoint Strike Force and Click It or Ticket), attitudinal/observational surveys conducted by various state universities and statewide committees, and other stakeholder committees.

Our proactive problem identification process is vital to the success of our overall highway safety program providing the foundation for the Commonwealth's Safe System Approach and consists of the following stages:

- Problem identification and analysis utilizing various data sources
- Planning to select and prioritize targets, goals, objectives and performance measures
- Participation, engagement and feedback from affected communities
- Collaboration from traffic safety partners
- Development of funding priorities
- Issuance of grant application announcement for grant funding of programs
- Grant writing and distribution workshops
- Incorporation of feedback into programs
- Review and approval of grant agreement
- Implementation of programs/deployment of resources
- Monitoring/Evaluation

Description of Data Sources and Processes Used in Highway Safety Problem Identification

VAHSO uses various sources of data such as our Fatality Analysis Reporting System (FARS), our Traffic Records Electronic Data System (TREDS) which is Virginia's central data repository for all highway safety information and data; and DMV's Citizen Services System (CSS).

"Top Ranked" Jurisdictions by fatal crash, citation, survey data, geographical data, and street-level location mapping data. Other relevant data sources use in our calculations include VMT, license, registration, training, motorcycle endorsement, emergency medical services, Countermeasures That Work (CTW), seat belt and attitudinal surveys and NHTSA's State Traffic Safety Information System (STSI.)

In addition, the results from the traffic safety surveys are used as part of the data analysis as we develop new programs and campaigns.

The Virginia Highway Safety Office (VAHSO) continues to seek new data sources, identify, analyze, recommend and implement solutions for highway safety problems on a statewide basis. One new data source is the "*Report on Analysis of Traffic Stop Data Collected Under Virginia's Community Policing Act - September 2022."* The 2022 Community Policing Reporting Database Annual Report produced by the Virginia Department of Criminal Justice Services (DCJS) entitled "Report on the Analysis of Traffic Stop Data Collected under Virginia's Community Policing Act". This report is required under § 9.1-192 and summarizes the findings and recommendations resulting from the analysis and interpretation of data from the Community Policing Database maintained by Virginia State Police as required by §§ 15.2-1609.10, 15.2-1722.1, and 52-30.2. The report examines the racial/ethnic makeup of drivers involved in 567,181 traffic stops in Virginia during the nine-month period between July 1, 2021, and March 31, 2022. While new and expanded information about traffic stops and use of force by Virginia's police officers was included in this year's report, the limited scope of data collection does not allow for the determination or measurement of specific reasons for disparities in traffic stop rates related to race / ethnicity.

The information presented in this report is preliminary and should be interpreted with caution. Although this analysis identified disparities in traffic stop rates related to race/ethnicity, it does not allow us to determine or measure specific reasons for these disparities. Most importantly for this study, this analysis does not allow us to determine the extent to which these disparities may or may not be due to bias-based profiling or to other factors that can vary depending on race or ethnicity. These other factors include differences in locations where police focus their patrol activities, differences in underlying regional populations, differences in driving patterns among individuals, and the lack of a scientifically established baseline for determining the number of drivers in each racial/ethnic group who are on the road and subject to being stopped while driving.

In total, 567,181 traffic stops made in Virginia were analyzed, representing all stops with full data reported by VSP and 304 other PDs and SOs for the nine-month period from July 1, 2021 through March 31, 2022. All references to "2021" refer to the previous analysis year.

- The vast majority (97.6% or 553,654) of the traffic stops were made for traffic or motor-vehicle equipment violations. Last year, 96.7% of stops were for traffic or equipment violations.
- Only 2.4% (13,390) of the traffic stops resulted in a search of the driver or the vehicle. This is lower than last year's rate of 3.8% for searches of driver, vehicle, or passenger.
- The most frequent outcome of a traffic stop was issuing a citation or summons (64.1% or 363,617 stops, compared to 63.3% in 2021). A warning was issued in another 31.9% (180,891) of stops, compared to 31.3% in 2021.
- Only 1.5% of the traffic stops (8,257 stops) resulted in a driver being arrested. This is down from last year's rate of 2.0% for drivers arrested.
- Physical force by either party was a rare occurrence in traffic stops. Officer force against the subject(s) of a traffic stop was recorded for 652 stops (0.1%), and subject force against an officer was recorded for 730 stops (0.1%).

- During the 2022 reporting period, Black drivers were stopped at higher rates than White drivers. Although only 19.5% of Virginia's driving-age population in the dataset was Black, 30.8% of drivers stopped were Black.
    - In 2021, 19.6% of Virginia's driving-age population in the dataset was Black, while 31% of drivers stopped were Black.
- Black drivers who were stopped were searched at higher rates than White drivers. 2.8% of stopped Black drivers had a search of their person or vehicle conducted, compared to 2.1% of White drivers.
    - In 2021, 5.2% of stopped Black drivers had a search of their person, a passenger, or vehicle conducted, compared to 3.1% of White drivers.
- Black drivers who were stopped were arrested at higher rates than White drivers. 1.9% of Black drivers stopped were arrested, compared to 1.2% of White drivers.
    - In 2021, 2.4% of Black drivers stopped were arrested, compared to 1.6% of White drivers.
- Hispanic drivers (of any race) were also stopped at higher rates than White drivers, although not to the same extent as Black drivers. Although Hispanics made up only 8.9% of Virginia's driving-age population in the dataset, they made up 9.5% of drivers stopped.
    - In 2021, Hispanics made up 8.7% of Virginia's driving-age population in the dataset and 9.5% *o*f drivers stopped.
- Hispanic drivers who were stopped were searched at higher rates than White drivers. 2.9% of stopped Hispanic drivers had a search of their person or vehicle conducted, compared to 2.1% of White drivers.
    - In 2021, 4.7% of stopped Hispanic drivers had a search of their person, a passenger, or vehicle conducted compared to 3.1% of White drivers.
- Hispanic drivers who were stopped were arrested at higher rates than either White drivers or Black drivers. 2.1% of stopped Hispanic drivers were arrested, compared to 1.2% of White drivers and 1.9% of Black drivers.
    - In 2021, 3.5% of stopped Hispanic drivers were arrested, compared to 1.6% of White drivers and 2.4% of Black drivers.
- Statewide, White, American Indian/Alaskan Native, and Asian/Pacific Islander drivers were stopped at rates near or below their representation in the driving-age population. This underrepresentation occurred not only for drivers stopped but also for all related measures including reasons for stops, searches of drivers and vehicles, and stop outcomes such as arrests or citations.
    - This general finding was the same in the 2021 report.

Conclusions and Recommendations

The overall finding of this analysis is that statewide, Black and Hispanic drivers in Virginia were disproportionately stopped by law enforcement when compared to other drivers between July 1, 2021, and March 31, 2022, based on the number of drivers stopped relative to their numbers in Virginia's driving-age population. This type of disparity was seen among traffic stops made by many individual law enforcement agencies for which disparity measures could be calculated. Stops of Black and Hispanic drivers were also more likely to result in a search or an arrest than stops of drivers from other racial groups. This finding is consistent with traffic stop research conducted in other states, and with the general findings of the *2021 Traffic Stop Report* produced by DCJS.

Although this analysis identified disparities in traffic stop rates related to race/ethnicity, it does not allow us to determine or measure specific reasons for these disparities. Most importantly for this study, this analysis does not allow us to determine the extent to which these disparities may be due to bias-based profiling or other factors that can vary depending on race or ethnicity.
Previous research has identified various factors other than bias-based profiling that could help to explain why members of a given racial/ethnic group may be stopped at a higher or lower rate than their presence in the driving-age population would suggest. These include:

Different driving rates or patterns by different racial groups (perhaps linked to differences in housing or employment locations, in use of public transportation, etc.).

- Socioeconomic impacts on vehicle maintenance which may lead to racial/ethnic trends in the rate of equipment violations.

- Different rates of policing in different areas (i.e., racial minorities may be more likely to drive in or through higher-crime areas, which are policed more than other areas).

- Different agency practices (i.e., some law enforcement agencies differ on how much discretion they give officers in deciding when to make a stop).

A major limitation of this study is that it used each racial/ethnic group's proportion of the resident driving-age population as a benchmark for measuring traffic stop disparities. This approach provides only a crude measure of each group's exposure to potential traffic stops; in other words, a racial/ethnic group's proportion of the driving-age population in a locality provides only a rough *estimate* of that group's proportion of the *actual* driving population in that locality.

Another new source of data Virginia will be analyzing is from the Department of Emergency Medical Services (EMS). In 2022 there were 30,862 EMS calls involving vehicle crashes. A breakdown of the calls is as follows:

69% (21,140) of the EMS calls involved a person or persons being transported from the scene.

20,991 of those incidents (99%) involved transport by EMS.

26,501 people were transported in 2022.

14% of the incidents (4,393) involved someone being treated and released at the scene.

14% of the incidents (4,219) involved someone refusing evaluation and/or care.

1% of the incidents (315) involved a person dead at the scene.

98% of the incidents (30,179), were flagged as having a possible injury.

21% of the incidents involved multiple patients.

Of those patients with a known race, 49% were white, 32% Black, 13% Latino, 5% Asian or Pacific Islander, and 1% were another race or combination of races.

Of those patients with a listed gender, 52% were female and 48% male.

27,278 of the incidents had an airbag status. 38% (10,399) did not have an airbag deploy. 11% (2,985) listed no airbag present.

13% of persons involved were not using any safety restraint.

51% of those transported were brought to the closest facility. 16% were transported to the facility of the patient's choice. 15% were transported to a regional specialty center. 7% were transported to a facility based on protocol. 6% were transported due to the combination of the to four reasons.

74% of the patients had been seated in the front seat – left side or on a motorcycle. 15% were in the front seat – right side. 7% were in the second seat left or right side or motorcycle passenger.

2,135 incidents listed an alcohol or drug use indicator. 74% involved a patient admitting drug or alcohol use or a positive level from law enforcement or hospital record.

- Of the 1590 with a positive drug or alcohol indicator, 74% involved alcohol, 19% involved drugs, and 7% involved both.

6% of the incidents occurred in January and another 6% in February. Other than 7% in March and 10% in October, all other months were at 8% or 9%.

Fairfax County Fire and Rescue responded to 13% of all incidents. The second highest was Virginia Beach EMS with 7%.

Richmond Ambulance Authority had 5%, Chesterfield County Fire and EMS had 4%.

Prince William County Fire and Rescue, Hampton Division of Fire and Rescue, Henrico County Division of Fire, and Roanoke Fire-EMS Department each responded to 3% of the incidents.

Spotsylvania County Fire & Rescue, Arlington County Fire Department, Hanover Fire & EMS, and

Prince William County Department of Fire and Rescue each responded to 2% of the incidents.

All of these agencies combined responded to 49% of all incidents.

Incidents by jurisdiction correspond to the rates by agency.

- Fairfax County had 13% of the incidents and Virginia Beach had 7%
- Richmond City had 6% and Chesterfield County 5%. Prince William County had 4%.
- Henrico, Hampton City, and Roanoke City had 3%.
- Spotsylvania, Arlington, Loudoun, Manassas City, Stafford, Fauquier, Augusta, Hanover,
- Albemarle, and Montgomery County each had 2%.

These jurisdictions accounted for 61% of incidents.

Inova Fairfax Hospital received 9% of the incidents in 2022. VCU Health Systems and Sentara Virginia Beach General Hospital received 6% each.

- Carilion Roanoke Memorial Hospital, HCA Chippenham Hospital, MWHC Mary Washington Hospital, and Riverside Regional Medical Center each received 4% of incidents.
- UVA Health system, HCA Reston Hospital Center, Centra Lynchburg General Hospital each received 3% of the incidents.
- Receiving 2% of incidents were Valley Health Winchester Medical Center, Virginia Hospital Center, Bon Secours Southside Medical Center, Inova Fair Oaks Hospital, HCA Henrico Doctors' Hospital, and Augusta Health.

The above facilities received 61% of all incidents.

VAHSO collaborates with various safety partners that represent multiple disciplines to ensure that the performance measures and safety initiatives identified are data-driven and include reasonable targets to address the crash, fatality and injury problems within the Commonwealth; provides the appropriate criteria for the designation of funding priorities, and provides evidenced-based countermeasure strategies and projects for the administration and evaluation of the overall Highway Safety Plan.

3HSP goals are reviewed and shared with grantees through the grant writing and distribution workshops, visits from Programs Managers and other staff, routine contact from staff via phone, written and personal contact, conferences, and training. This process allows VAHSO staff a mechanism for project follow up and to make adjustment as needed.

Description of Data Sources, Participants and Processes Used To Select Projects. Establish Performance Measures and Define Targets

Using data sources listed above, VAHSO analyzed 10 year-to-year transitions of data to perform linear trend analysis (annual data, 3- or 5- year rolling averages) using 4, 5 or 6 points of data. Attainable, evidence-based targets were then selected for all measures with justifications provided for each selection.

VAHSO coordinated with VDOT on the three measures and targets that must be identical in the 3HSP, HSIP and SHSP (fatalities, fatalities/VMT and serious injuries). Five-year rolling average were used to set targets.

VAHSO also analyzed traffic crash data comparing prior year 3HSP data with current year data. Crash data was programmatically broken down by jurisdiction (town, city, county and then street-level location.) This analysis, combined with other measures, was used to create a *Mapping and Data Profile* for every safety program area and every law enforcement agency in Virginia. This Profile provides a visual display, along with a listing, of Virginia streets/roadways/interstates with all fatal and serious injury crashes by the highest time periods, days, and months. VAHSO uses this unique analysis tool to support the development of targets, performance measures, safety programs and its funding decisions.

The VAHSO utilizes input and suggestions provided by a relevant and comprehensive list of disciplines, including soliciting feedback from affected communities. This collaboration includes targeted and specific locality data/problem identification.

The VAHSO also hosts highway safety stakeholder meetings that include key safety partners to discuss ideas and initiatives to improve highway safety. This information is then used in support of our statewide programs to address our highway safety issues including traffic safety enforcement and awareness campaigns. This collaboration among our stakeholders provides for an effective and efficient problem solution process.

The following are examples of mapping and data profiles created for each locality, and interstate highway that is used in our planning, problem identification and target and performance measure setting and selection of countermeasure strategies and projects:

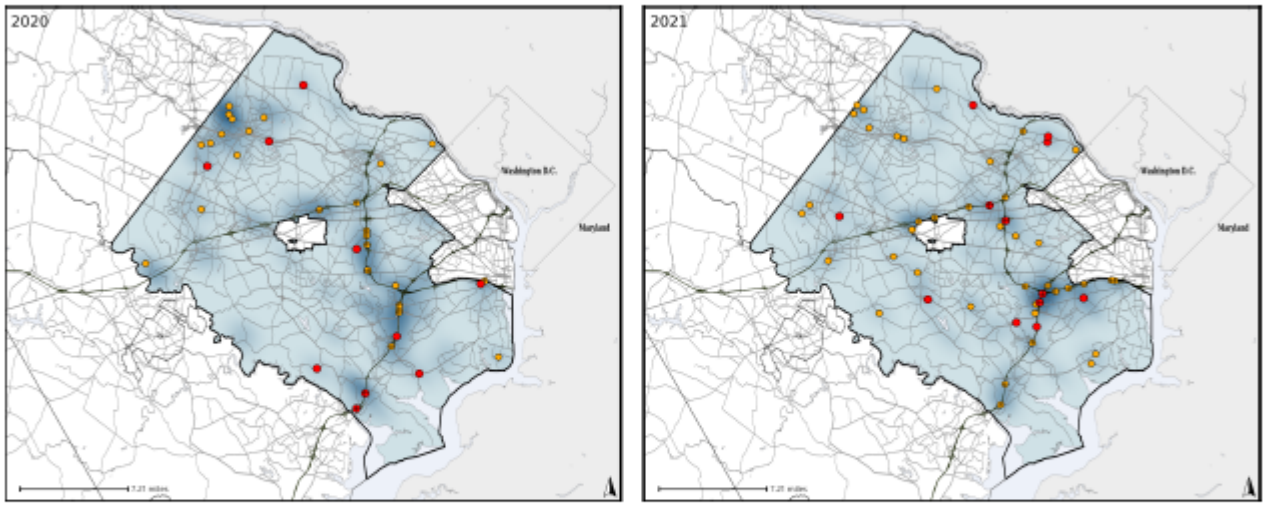
Department of Motor Vehicles Virginia Highway Safety Office

Fairfax Region

January, 2023

Fairfax County Unrestrained Crash Statistics

Available Crash Data - Calendar Year	2018	2019	2020	2021
Unrestrained-Related Crashes	117	101	113	123
Unrestrained-Related Fatal Crashes (fatalities)	7 (8)	4 (4)	10 (10)	12 (12)
Highest Time Period(s)	3:00am - 5:59am 3:00pm - 5:59pm (28%)	Midnight - 2:59am (50%)	3:00am - 5:59am 9:00pm - 11:59pm (40%)	Midnight - 2:59am (25%)
Highest Day(s)	Friday (29%)	Friday - Saturday (50%)	Monday - Saturday (40%)	Saturday (33%)
Highest Month(s)	August - July (58%)	August - February (50%)	August - July (40%)	October (25%)
Unrestrained-Related Serious Injury Crashes (injuries)	33 (35)	24 (26)	27 (29)	39 (43)
Highest Time Period(s)	9:00am - 11:59am (27%)	3:00pm - 5:59pm (29%)	9:00pm - 11:59pm (30%)	9:00pm - 11:59pm (18%)
Highest Day(s)	Wednesday (21%)	Wednesday (21%)	Monday - Sunday (38%)	Saturday (23%)
Highest Month(s)	December (18%)	May (17%)	November (19%)	January (21%)
Unrestrained-Related Injury Crashes (injuries)	110 (123)	97 (108)	103 (114)	111 (126)
Highest Time Period(s)	3:00pm - 5:59pm 9:00am - 11:59am (42%)	3:00pm - 5:59pm (23%)	9:00pm - 11:59pm (23%)	9:00pm - 11:59pm (18%)
Highest Day(s)	Tuesday (20%)	Wednesday (24%)	Friday (19%)	Saturday (19%)
Highest Month(s)	December (15%)	November (13%)	December (13%)	June - January (28%)



- Unrestrained-Related Fatal Interstate Crashes
- Unrestrained-Related Serious Injury Interstate Crashes
- Unrestrained-Related Fatal Non-interstate Crashes
- Unrestrained-Related Serious Injury Non-interstate Crashes

The blue gradient represents the density of all unrestrained-related crashes.

This report was generated by the Center for Geospatial Information Technology

Fairfax County Unrestrained Crash Statistics

2020 Fatal Crashes - Calendar Year

Street	Cross Street	Count
I-95		2
WALKER RD		1
WIEHLE AVE	VA-267 RAMP	1
HAMPTON RD		1
MCLEAREN RD		1
RICHMOND HWY	BACKLICK RD	1
LITTLE RIVER TPKE		1
NORTH KINGS HWY	TELEGRAPH RD	1
LOISDALE RD		1

Mainline crash locations not included in table: 0
Intersection crash locations not included in table: 0

2021 Fatal Crashes - Calendar Year

Street	Cross Street	Count
GEORGETOWN PIKE	LANGLEY LN	1
FAIRFAX COUNTY PKWY	FREDS OAK RD	1
GEORGETOWN PIKE		1
BACKLICK RD	BARTA RD	1
I-95 HOV		1
FRANCONIA RD	GUILFORD DR	1
I-495 RAMP		1
FRANCONIA SPRINGFIELD PKWY		1
I-66		1
DOLLEY MADISON BLVD		1

Mainline crash locations not included in table: 2
Intersection crash locations not included in table: 0

2020 Serious Injury Crashes - Calendar Year

Street	Cross Street	Count
I-495		4
I-95		4
I-66		2
FRYING PAN RD		1
FOX MILL RD	PINECREST RD	1
ELDEN ST	MONROE ST	1
FORT HUNT RD		1
FULMER DR	DE HAVEN DR	1
DULLES ACCESS RD		1
HERNDON PKWY		1

Mainline crash locations not included in table: 4
Intersection crash locations not included in table: 6

2021 Serious Injury Crashes - Calendar Year

Street	Cross Street	Count
I-95		6
I-66		2
I-495		2
VA-267		2
CLIFTON RD		1
BRADDOCK RD	2ND RD	1
GALLOWS RD	SURREY LN	1
GEORGE WASHINGTON MEMORIAL PKWY		1
FRYE RD	RICHMOND HWY	1
FOREST GROVE DR		1

Mainline crash locations not included in table: 9
Intersection crash locations not included in table: 12

Locations with equal crash counts are listed in random order in table and single crash locations may not be listed.

This report was generated by the Center for Geospatial Information Technology

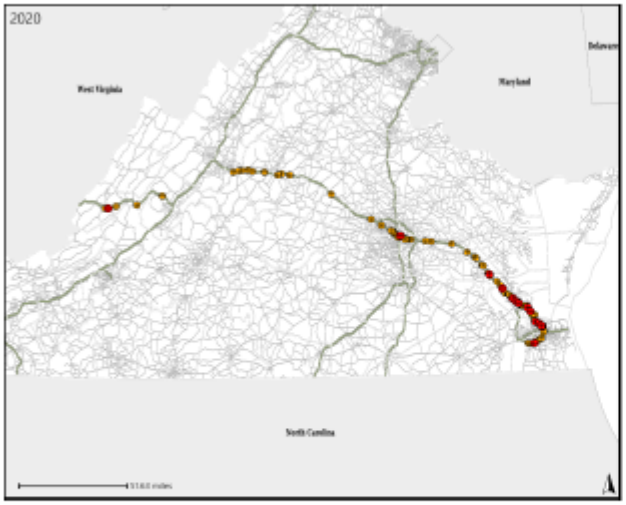
VIRGINIA TECH

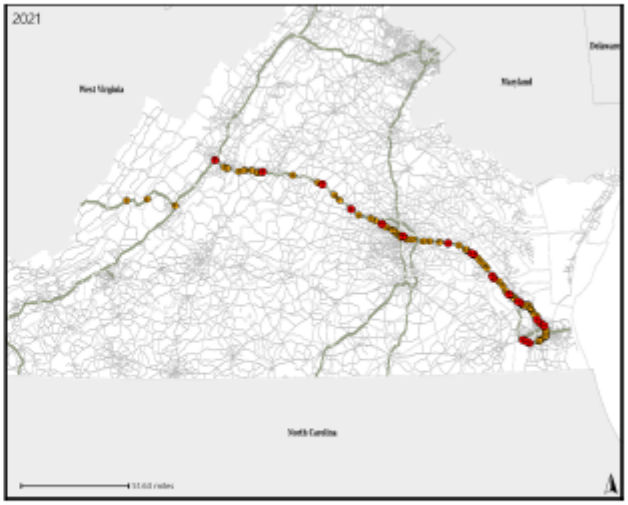
Department of Motor Vehicles | Virginia Highway Safety Office

Interstate | January, 2023

I-64 Speed Crash Statistics

Available Crash Data - Calendar Year	2018	2019	2020	2021
Speed Crashes	2221	2182	1975	2162
Speed Fatal Crashes	9	16	16	20
Highest Time Period(s)	9:00am - 11:59am (33%)	Midnight - 2:59am (25%)	3:00am - 5:59am Midnight - 2:59am (50%)	Midnight - 2:59am (20%)
Highest Day(s)	Friday (44%)	Sunday (31%)	Saturday - Sunday (62%)	Sunday (25%)
Highest Month(s)	November (22%)	April (25%)	February (25%)	July (25%)
Speed Serious Injury Crashes	117	95	109	113
Highest Time Period(s)	3:00pm - 5:59pm (21%)	3:00pm - 5:59pm (20%)	3:00pm - 5:59pm (17%)	Midnight - 2:59am (19%)
Highest Day(s)	Tuesday (20%)	Tuesday (19%)	Sunday - Thursday (34%)	Saturday (19%)
Highest Month(s)	July - September (24%)	May (14%)	October (17%)	March (13%)
Speed Injury Crashes	642	626	542	588
Highest Time Period(s)	3:00pm - 5:59pm (21%)	3:00pm - 5:59pm (22%)	3:00pm - 5:59pm (23%)	3:00pm - 5:59pm (18%)
Highest Day(s)	Tuesday (17%)	Friday (17%)	Thursday (18%)	Friday - Saturday (32%)
Highest Month(s)	December - May (20%)	April - July (20%)	August (13%)	March - October (20%)





- Speed Fatal Interstate Crashes
- Speed Serious Injury Interstate Crashes
- Speed Fatal Non-interstate Crashes
- Speed Serious Injury Non-interstate Crashes

This report was generated by the Center for Geospatial Information Technology

Interstate

January, 2023

I-64 Speed Crash Statistics

2020 Fatal Crashes - Calendar Year

Street	Cross Street	Count
I-64		13
I-64 RAMP		2
I-64 RAMP	MALLORY ST	1

Mainline crash locations not included in table: 0
Intersection crash locations not included in table: 0

2021 Fatal Crashes - Calendar Year

Street	Cross Street	Count
I-64		19
I-64 RAMP		1

Mainline crash locations not included in table: 0
Intersection crash locations not included in table: 0

2020 Serious Injury Crashes - Calendar Year

Street	Cross Street	Count
I-64		96
I-64 RAMP		11
I-64 RAMP	HARDY CASH DR	1
I-64 REST AREA		1

Mainline crash locations not included in table: 0
Intersection crash locations not included in table: 0

2021 Serious Injury Crashes - Calendar Year

Street	Cross Street	Count
I-64		93
I-64 RAMP		19
I-64 RAMP	ROCKFISH GAP TPKE	1

Mainline crash locations not included in table: 0
Intersection crash locations not included in table: 0

Locations with equal crash counts are listed in random order in table and single crash locations may not be listed.

This report was generated by the Center for Geospatial Information Technology
VIRGINIA TECH

Description of Data Sources and Processes Used to Develop and Select Evidence-based Countermeasures Strategies and Projects to Address Problems and Achieve Performance Targets

Local input and solutions are processed through the Highway Safety Program Manager, a transportation safety commission (when applicable), and the affected state agency.

VAHSO identifies and assesses crash severity and rank by the top jurisdictions, focusing on the highest number/percentage of fatal crashes (i.e. total, alcohol, speed) as well as unrestrained fatalities.

VAHSO identifies projects that creatively incorporates and support statewide goals and that have the ability to transfer to other jurisdictions.

VAHSO identifies projects from state, local and nonprofit organizations that have statewide significance and that address the federal program areas under the current authorization.

Individual project requests are reviewed and selected in three stages: (1) Review by VAHSO Headquarters and Program Personnel that have the knowledge and expertise in specific problem areas (2) Review by a committee of VAHSO management (3) VAHSO management advises the DMV Commissioner and the Secretary of Transportation.

I-64 Speed Crash Statistics

2020 Fatal Crashes - Calendar Year

Street	Cross Street	Count
I-64		13
I-64 RAMP		2
I-64 RAMP	MALLORY ST	1

Mainline crash locations not included in table: 0
Intersection crash locations not included in table: 0

2021 Fatal Crashes - Calendar Year

Street	Cross Street	Count
I-64		19
I-64 RAMP		1

Mainline crash locations not included in table: 0
Intersection crash locations not included in table: 0

2020 Serious Injury Crashes - Calendar Year

Street	Cross Street	Count
I-64		96
I-64 RAMP		11
I-64 RAMP	HARDY CASH DR	1
I-64 REST AREA		1

Mainline crash locations not included in table: 0
Intersection crash locations not included in table: 0

2021 Serious Injury Crashes - Calendar Year

Street	Cross Street	Count
I-64		93
I-64 RAMP		19
I-64 RAMP	ROCKFISH GAP TPKE	1

Mainline crash locations not included in table: 0
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Public Participation and Engagement (PPE) Planning

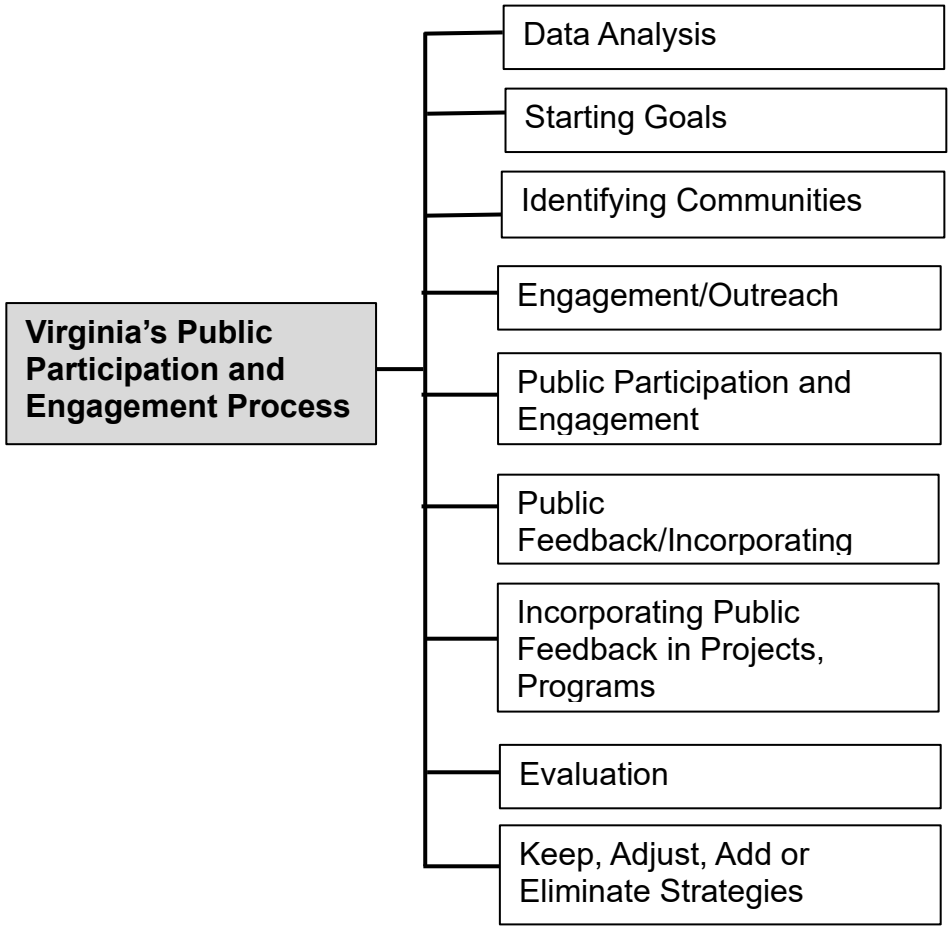
Introduction

As stated above, Virginia has an overall, comprehensive highway safety planning process. As an extension of this process, through robust analysis of various datasets, goal setting, and identification of affected or potentially affected communities, Virginia, in conjunction with its partners, employs consistent public participation and engagement (PPE) efforts that includes proactively seeking representation and feedback from different communities. Virginia's ultimate goal through the PPE process is to reduce crashes, injuries and fatalities statewide. To achieve this goal, we will implement specific public participation engagements in that will include detailed data analyses to identify and understand the problem(s) and which communities are most affected, underserved and overrepresented within our Commonwealth.

Various data sources will be employed in our analysis for this effort. Trends in the data will be evaluated and used to address our identified issues whether they are impaired driving, pedestrian/bicycle, occupant protection, down to the local/street level.

- Health Opportunity Index (HOI)
- Crash
- Vehicle
- Driver
- Roadway
- Survey data
- Demographic data

VAHSO along with its safety partners (i.e. law enforcement/non-profits) will continue to use methods such as surveys, focus groups, social media, meetings with community leaders and members of the community to obtain feedback on the issues affecting the community. The feedback obtained during participation and engagement activities within the identified affected communities is used to improve our understanding of risk factors contributing to key issues. This feedback will be used and incorporated into our decision-making to positively impact the projects, programs and related countermeasure strategies we develop, implement and fund over the next three-year period. Virginia's highway safety program will use feedback from participation and engagement opportunities to assist us in our implementation efforts. Members from the affected communities receive the results of the data analysis performed, the problem the data has identified in their community and highway safety goals for the effort. We document the purpose of the engagement, the information that was provided as well as the feedback received from attendees, a list of the attendees, whether the attendees' included members from the affected community. If attendees are not from the affected communities, we try to determine how to identify and engage these individuals in our ongoing future planning. Each PPE effort will involve an evaluation to determine whether the project has made an impact within the community. From this evaluation, decisions will be made as to whether the project has been effective and if adjustments are needed (i.e., funding, project or project strategy modifications) implemented where needed. If so, further planning and engagement will be conducted to ensure those adjustments are implemented.



Bicycle Fatalities - Portsmouth Region (City of Newport News/Police Department)

Data Analysis

From 2018-2022, Virginia experienced 72 bicycle fatalities statewide. The Portsmouth Region accounted for 30 or 42% of these fatalities during this time. So far in 2023, Virginia experienced an alarming increase of 80% in bicycle fatalities over the same time period in 2022 (from 5 to 9.) To address this issue, Virginia proceeded to conduct a detailed data analysis that was used to determine the "Who, What, When, Where" of the problem. Our initial analysis demonstrated that the Portsmouth Region of the state was overrepresented having 5 of the 9 bicycle fatalities.

Additionally, 4 of the cyclists ages 36, 40, 76 (2) contributed to the crash with the majority not having the right of way. Two of the five occurred in the City of Newport News and both of these fatalities were black males over 64 years of age riding on primary roads and were struck at an intersection in the beginning of February. Population data from the 2020 Census shows that 41% of the population of Newport News is black while 45% of the population is white. In 2023, it is noted that 100% of the bicycle fatalities were black males. The proportion of Newport News that the fatal bicyclists represent is the second largest demographic; while the largest demographic experienced no bicycle fatalities.

The following section describes the public participation and engagement details implemented to address bicycle crash fatalities in the initial affected community of the City of Newport News that will continue through FY2024-2026. The analysis also shows that other areas such as the City of Williamsburg and Hampton also have a problem pedestrian/bicycle fatalities with future PPE efforts being expanded to these areas as well.

Additionally, the Virginia Department of Health[1] has developed a Health Opportunity Index (HOI) to help communities understand the many factors impacting health. Figure 1 provides an overview of the HOI and its corresponding factors. These factors are provided at the Census Tract Level.

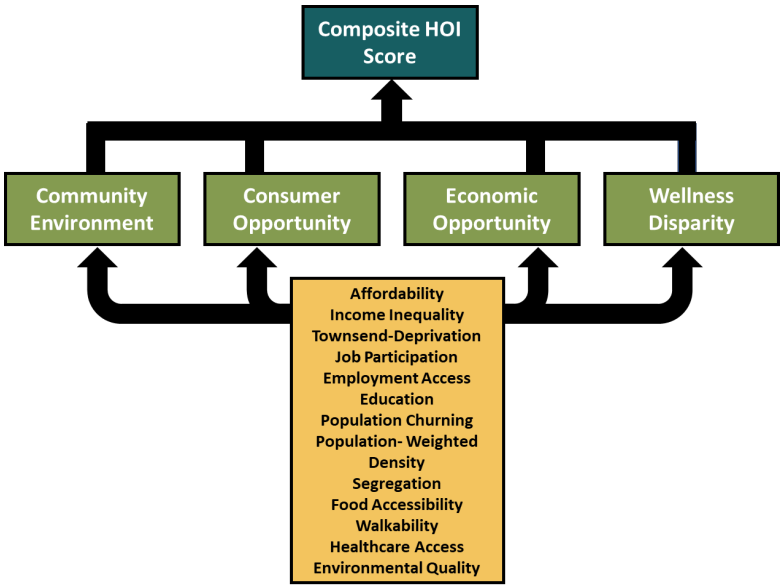


Figure 1. VDH's Health Opportunity Index (HOI)

Many of these factors can be used to help better understand crash risk factors, particularly for community level crashes such as pedestrian and bicycle crashes.

In response to NHTSA's increased emphasis on incorporating community level characteristics, Virginia is reviewing select factors with respect to bicycle crashes in the Hampton/Newport News/York region. All Tracts in this area are identified as URBAN so values in this summary are provided with respect to all urban tracts in Virginia. Initial factors include affordability, employment access, material deprivation, and walkability.

[1] https://apps.vdh.virginia.gov/omhhe/hoi/

Table 1 summarizes these characteristics and how they are interpreted.

Table 1. HOI Factors Considered in Bicycle Crashes

Characteristic	Description	Interpretation
Affordability	Housing cost, transportation cost, income	Closer to **zero**→greater disposable income
Employment Access	# jobs, distance to jobs, vehicle ownership or access to transit	Closer to **zero**→less access
Material Deprivation	# unemployed, lack of car ownership, lack of home ownership, room occupancy	Closer to **one**→more deprivation
Walkability	Built environment, land use diversity, distance to transit, residential and employment density	Closer to **zero**→less access

Overview of Crashes Involving Bicycles in Hampton/Newport News/York

2021 to June 19, 2023[2]

Figures 2 through 5 show bicycle crashes by severity for 2018 through June 19, 2023[2], overlaid on each of the factors, respectively. The characteristics are shown for top, upper, lower and bottom quartiles for all urban Census Tracts in Virginia (1695 tracts out of 1875 tracts). More detail is then provided for the five 2023 fatal bicycle crashes.

[2] Preliminary data

Figure 2 displays bicycle crashes with respect to *Affordability*. In this figure, the lighter the color, the greater disposable income is available to residents. Across urban tracts in Virginia, the highest index value is 0.828 and the lowest value is 0.021. The median value is 0.569. As indicated, the majority of crashes are in Census Tracts where residents have the greatest disposable income.

Figure 2. Bicycle Crashes with Respect to the Virginia Affordability Index

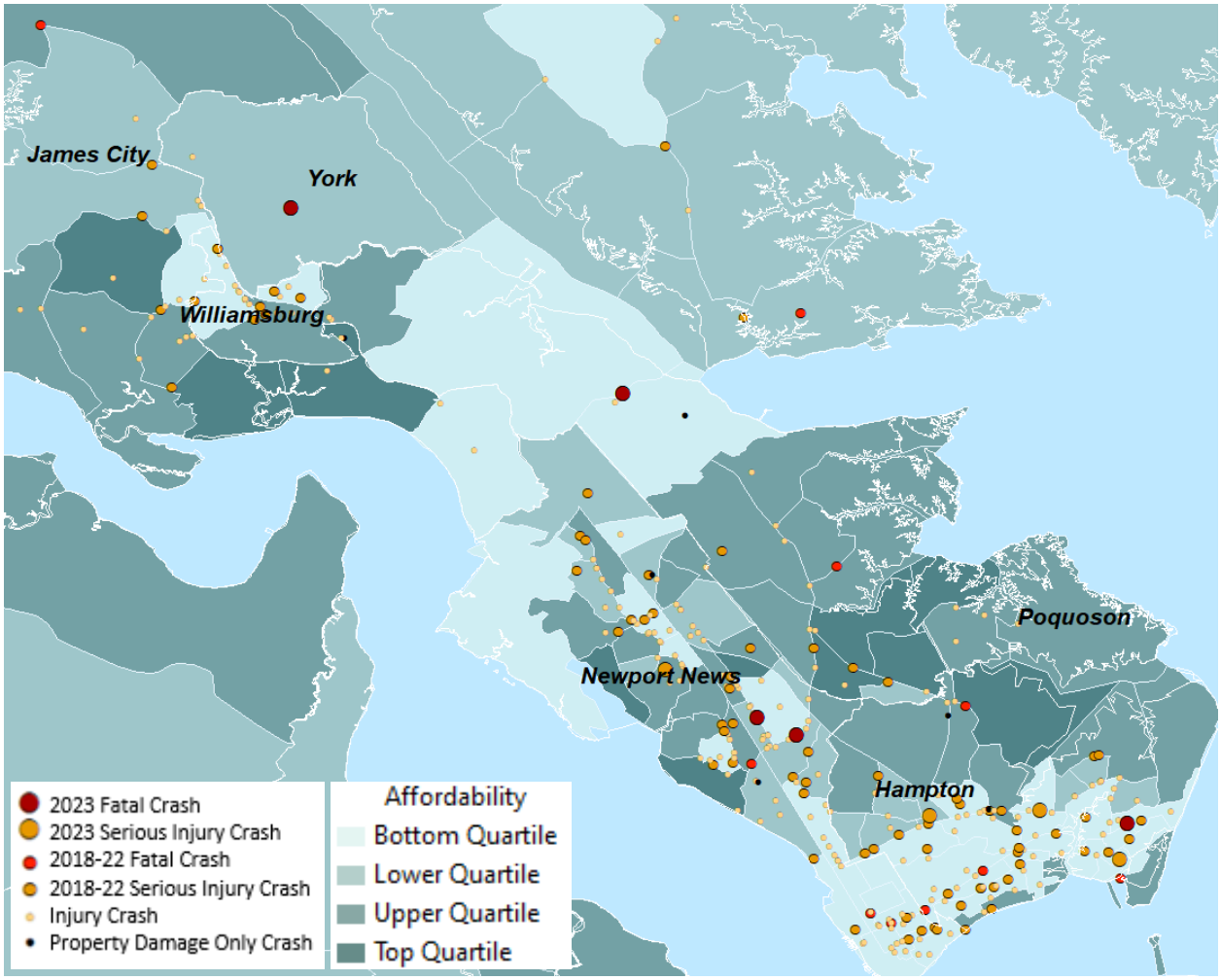


Figure 3 displays bicycle crashes with respect to *Employment Access.* In this figure, the lighter the color, the less access that the population has to employment in that Census Tract. Across urban tracts in Virginia, the highest index value is 0.696 and the lowest value is 0.003. The median value is 0.109. The distribution for this index is very narrow with 90% of tracts having an index between 0.05 and 0.15 which may reflect longer commutes and higher congestion in urban areas. As indicated, much more variability exists related to access to employment across Census Tracts where bicycle crashes occur.

Figure 3. Bicycle Crashes with Respect to the Virginia Employment Accessibility Index

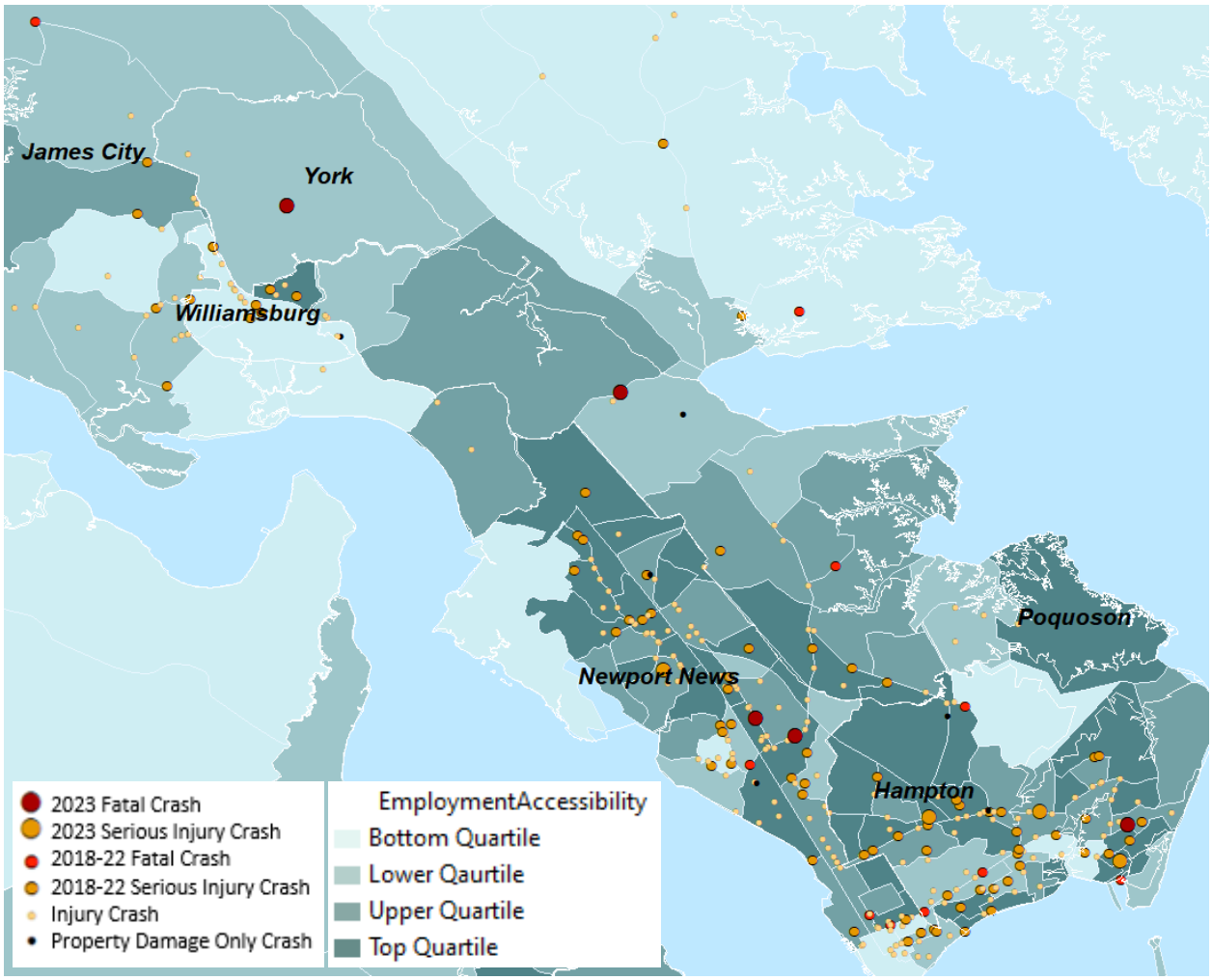


Figure 4 displays bicycle crashes with respect to *Material Deprivation.* In this figure, the darker the color, the more deprivation that the population in that Census Tract experiences. Across urban tracts in Virginia, the highest index value is 1.000 and the lowest value is 0.006. The median value is 0.467. As indicated, the majority of crashes occur in Tracts that experience less deprivation.

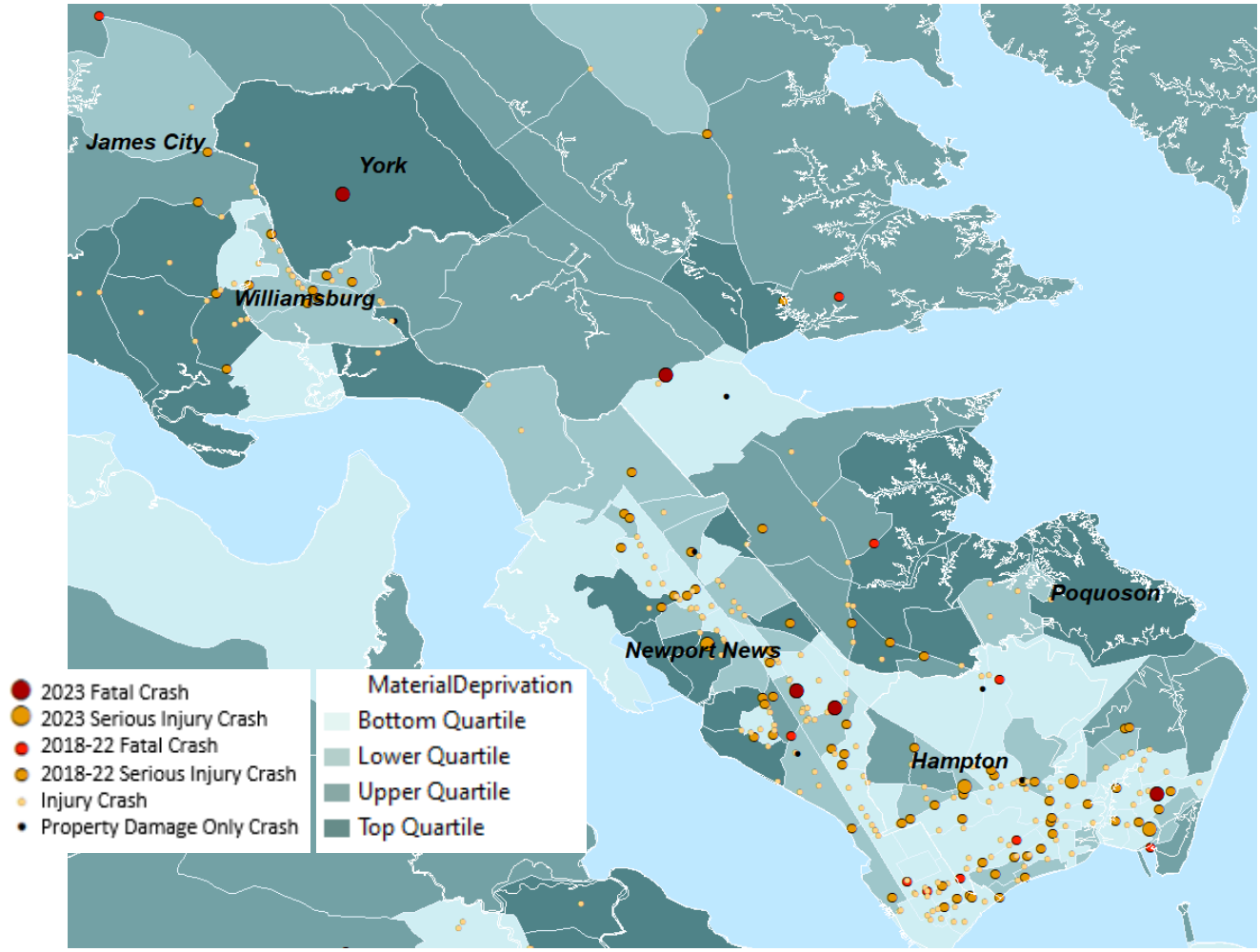


Figure 4. Bicycle Crashes with Respect to the Virginia Material (Townsend) Deprivation Index

Figure 5 displays bicycle crashes with respect to *Walkability*. In this figure, the lighter the color, the less walkable the Census Tract is. Across urban tracts in Virginia, the highest index value is 1.000 and the lowest value is 0.001. The median value is 0.176. As indicated, more variability exists related to walkability across Census Tracts where bicycle crashes occur although more are in the upper quartiles than the lower quartiles.

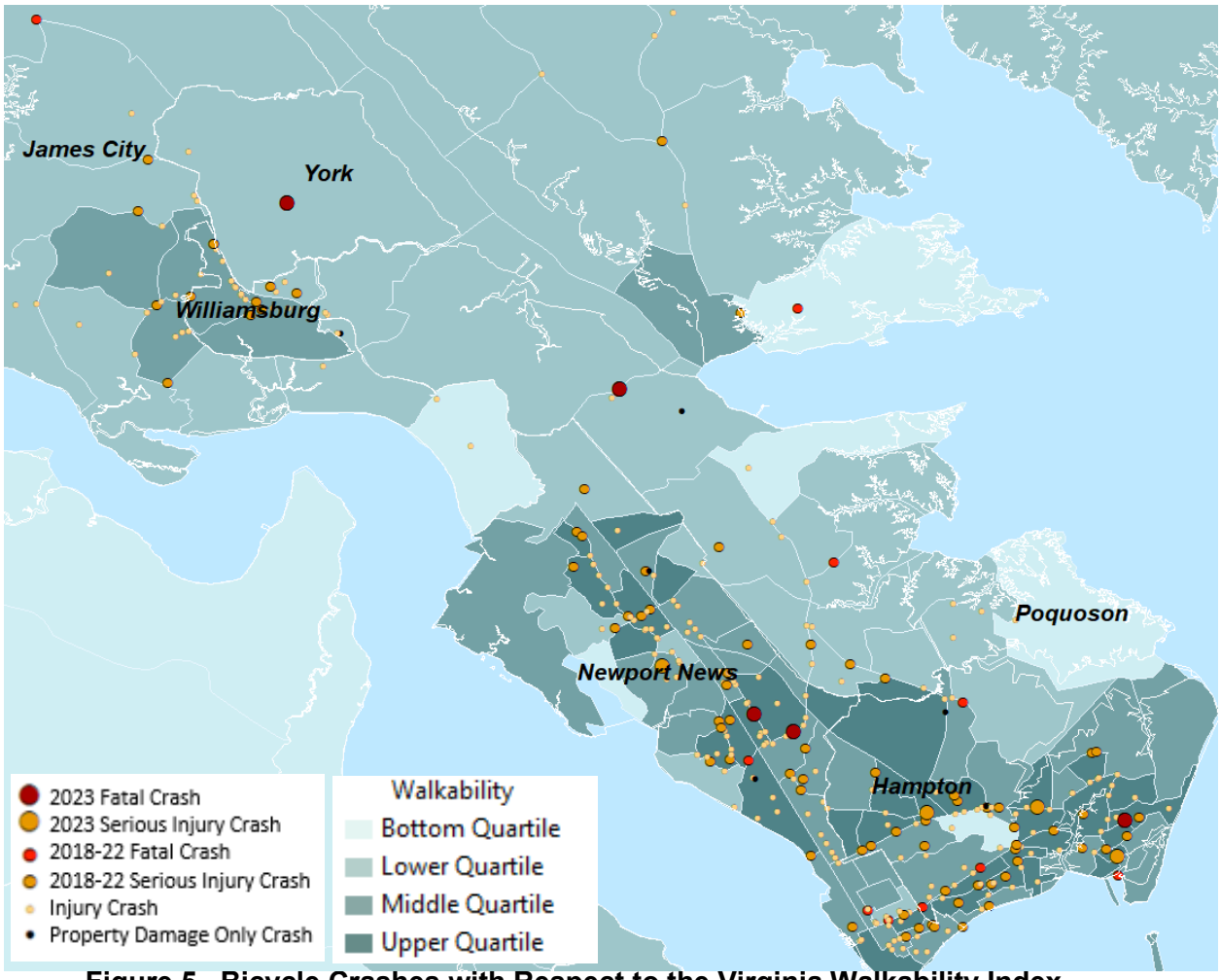


Figure 5. Bicycle Crashes with Respect to the Virginia Walkability Index

Details of Fatal Crashes Involving Bicycles in Hampton/Newport News/York

January 1 to June 19, 2023[3]

Five fatal crashes involving bicycles have occurred to-date in 2023 in the Hampton/Newport News/York region as of June 19[3]. Table 2 provides a summary of these crashes from oldest to most recent with key characteristics of interest. With the exception of involving drivers over 64, no clear characteristics stand out, which leads to consideration of each crash individually within the context of the community they occurred in. Table 3 provides the HOI factor values for the Tracts where the crashes occurred.

Table 2. Characteristics of Fatal Crashes Involving Bicycles in 2023[3]

Crash ID	Postal City	Date/Time	Road Type	Day	Loc on Road	Inter-section	Alcohol	Speed	Driver >64
230245112	HAMPTON	1/21/2023 14:02	Urban Street	Sat	On road	Yes	Yes	No	Yes
230315201	YORKTOWN	1/30/2023 11:41	Secondary	Mon	Shoulder	No	No	Yes	No
230365049	NEWPORT NEWS	2/3/2023 14:46	Primary	Fri	On road	Yes	No	No	Yes
230385258	NEWPORT NEWS	2/5/2023 2:03	Primary	Sun	On road	Yes	Yes	No	Yes
231115228	WILLIAMSBURG	4/20/2023 15:18	Secondary	Thur	On road	No	No	No	Yes

Table 3. HOI Factor Index Values for the Tract Where Each Fatal Bicycle Crash Occurred

Crash ID	Population Density	Affordability Index	Employment Access Index	Material Deprivation Index	Walkability Index
230245112	4,945	0.382	0.114	0.256	0.285
230315201	354	0.415	0.095	0.258	0.128
230365049	1,404	0.467	0.119	0.265	0.262
230385258	3,005	0.481	0.132	0.446	0.236
231115228	140	0.559	0.101	0.565	0.107

Crash ID-230245112: The bicycle in this crash, which occurred in Newport News, was traveling in the crosswalk at a signalized intersection without the right-of-way. The Census tract where this occurred has a high population density with the following HOI characteristic values:

- **Affordability Index: 0.382** → This is less than 1% of all urban tracts in Virginia indicating that the community has one of the largest disposable incomes in the Commonwealth.

[3] Preliminary data

- **Employment Access Index: 0.114** → This is above 60% of all urban tracts in Virginia indicating that the community has somewhat better access to employment than most of the Commonwealth. As a note, the fact that the 95th percentile is just over 0.15 indicates that Virginia does not, in general, have reasonable access to employment.
- **Material Deprivation Index: 0.256** → This is just under 14% of all urban tracts in Virginia indicating that the community experiences less deprivation than most of the Commonwealth.
- **Walkability Index: 0.285** → This is nearly 85% of all urban tracts in Virginia indicating that the community has better infrastructure for walking than most of the Commonwealth. As a note, the fact that the 95th percentile is just over 0.35 indicates that Virginia urban areas, in general, have a limited walkable environment.

Crash ID - 230315201: The bicycle in this crash, which occurred in Yorktown, was struck from behind on the shoulder of a secondary two-lane road. The Census tract where this occurred has a low population density with the following HOI characteristic values:

- **Affordability Index: 0.415** → This is less than 1% of all urban tracts in Virginia indicating that the community has one of the largest disposable incomes in the Commonwealth.
- **Employment Access Index: 0.095** → This is near 30% of all urban tracts in Virginia indicating that the community lower access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.258** → This is just under 14% of all urban tracts in Virginia indicating that the community experiences less deprivation than most of the Commonwealth.
- **Walkability Index: 0.128** → This is below 40% of all urban tracts in Virginia indicating that the community has below the walkable environment available to most of the Commonwealth.

Crash ID - 230365049: The bicycle in this crash, which occurred in Hampton, was traveling in the crosswalk at a signalized intersection without the right-of-way. The Census tract where this occurred has a relatively high population density with the following HOI characteristic values:

- **Affordability Index: 0.467** → This is less than 1% of all urban tracts in Virginia indicating that the community has greater disposable income than most of urban Virginia.
- **Employment Access Index: 0.119** → This is near 68% of all urban tracts in Virginia indicating that the community has somewhat better access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.265** → This is just under 14% of all urban tracts in Virginia indicating that the community experiences less deprivation than most of the Commonwealth.
- **Walkability Index: 0.262** → This is near 80% of all urban tracts in Virginia indicating that the community has better infrastructure for walking than most of the Commonwealth.

Crash ID - 230385258: The bicycle in this crash, which occurred in Newport News, was traveling in the crosswalk at a signalized intersection without the right-of-way. The Census tract where this occurred has a high population density with the following HOI characteristic values:

- **Affordability Index: 0.481** → This is less than 3% of all urban tracts in Virginia indicating that the community has greater disposable income than most of urban Virginia.
- **Employment Access Index: 0.132** → This is near 85% of all urban tracts in Virginia indicating that the community has better access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.446** → This is just under 45% of all urban tracts in Virginia indicating that the community experiences a level of deprivation greater than what is experienced by nearly half of the Commonwealth.
- **Walkability Index: 0.236** → This is near 85% of all urban tracts in Virginia indicating that the community has better infrastructure for walking than most of the Commonwealth.

Crash ID - 231115228: The bicycle in this crash, which occurred in Williamsburg, was traveling on the shoulder of a secondary road and pulled into the traveled way. The Census tract where this occurred has a very low population density with the following HOI characteristic values:

- **Affordability Index: 0.559** → This is over 25% of all urban tracts in Virginia indicating that the community has more disposable income than a quarter of urban Virginia tracts.
- **Employment Access Index: 0.101** → This is near 40% of all urban tracts in Virginia indicating that the community has lower access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.565** → This is just under 82% of all urban tracts in Virginia indicating that the community experiences a level of deprivation greater than what is experienced by most of the Commonwealth.
- **Walkability Index: 0.107** → This is below 25% of all urban tracts in Virginia indicating that the community has below the walkable environment available to most of the Commonwealth.

Identified Community

Overrepresented/underserved areas of the Portsmouth Region (particularly within the City of Newport News). Initial project started within housing complexes in Newport News, VA.

Goal of Project

Reduce the number of bicycle fatalities to 0.

Public Engagement and Participation

To begin this public engagement with the Newport News Redevelopment and Housing Authority (NNRHA) representative, the Virginia Highway Safety Office's State Coordinator for Pedestrian/Bicycle Safety met with Newport News Police Department (NNPD) to discuss the data, the corresponding issue and the project. The HSO State Coordinator provided needed Bicycle Safety materials to NNPD for their highway safety messaging that was shared among community members from 2 housing complexes. NNPD provided a viewer friendly PowerPoint presentation which was favorably received by the community members in attendance.

Public Feedback/Incorporating Feedback

The NNRHA holds monthly meetings with residents at eight apartment complexes to advise residents on and provide safety information on various safety measures and community events. Residents listen and provide feedback about the information presented. During FY2023, the housing authority held their first monthly meeting featuring bicycle safety. It was held at a senior living complex which was accessible to all and ADA compliant. The safety information provided was well received. The NNRHA safety representative advised some of the seniors do indeed use and ride bicycles as transportation. The community feedback received from this first meeting was that the community is "Grateful for the sharing of the bicycle safety information."

Ongoing Evaluation and Engagement:

The monthly meetings are ongoing and traffic safety information will continue to be shared with the community. Educating residents in the overrepresented/underserved communities is paramount. The public engagement or responses from those in attendance on the topics presented is encouraged. In FY2024, based on community feedback received from the 2023 community meetings, distribution

of information, and the crash data being evaluated, the Highway Safety Office, NNRHA, and Newport News Police Department will continue to meet and work together to address future messaging. Additionally, Virginia's Ped/Bike State Coordinator will present this PPE effort at the next VA Pedestrian Safety Taskforce quarterly meeting in July 2023 as an example of how community-level engagement and participation can work for others.

For FY2024, the Newport News PD plans to produce a video surrounding a fatal crash involving a motorist and cyclist in an effort to promote safety. They will also produce and distribute an informative message on a past crash involving a motorist and cyclist and has posted the message link https://youtu.be/C6uEBBf6zzo to their social media outlets to raise awareness to the vehicle operations and needs to follow traffic laws and share roads.

Plans are being made to contact partners to distribute safety brochures to reach members of each community where individuals have been involved in the fatal crashes. DMV HSO State Coordinator is planning a coordinated response with law enforcement partners to address victimization of these tragic events surrounding bicycle involved crashes. An emphasis to message all bicyclists to follow the same traffic laws as motorists operating vehicles is paramount. "Looking out for each other is key. Be visible and predictable as a cyclist, and respect bike lanes and pass with care as a motorist."

Williamsburg Police Department

Introduction

The Williamsburg Police Department has conducted selective enforcement activities in an effort to decrease the amount of pedestrian and bicycle collisions in the City of Williamsburg. The Williamsburg Police Department utilized multiple partners and programs to increase public participation and engagement with the motoring and pedestrian population, to include social media – Facebook, Instagram and Twitter – radio interviews where transportation safety information is provided, City information technology systems, through avenues such as the Williamsburg Weekly and the City Website and through personal interactions and events such as the recent Open House that the WPD conducted, where the DUI goggles and go-cart system were utilized in addition to safety information provided.

Data Analysis – see Virginia's Health Opportunity Index data (City of Williamsburg)

The Williamsburg Police Department had been experiencing a dramatic increase in pedestrian and bicycle collisions starting in CY2017 when there were 10 reported. After that year there was an increase to 18 in CY2018 before the collisions decreased to 12 in CY19 and 11 in CY20. The number of reported pedestrian / bicycle collisions was dramatically reduced in CY2021 to only 3. While this may have been partially attributed to the reduction in both pedestrian and vehicle traffic during the COVID pandemic, the additional increased efforts put in place by the Williamsburg Police Department and the City of Williamsburg are a major factor.

Identified Communities

Data analysis showed that the City of Williamsburg experienced an increase in pedestrian and bicycle crashes in the past few years.

Goal of Project

Reduce or eliminate pedestrian and bicycle crashes within the City of Williamsburg.

Public Participation and Engagement

The Williamsburg Police Department, working closely with the Virginia Highway Safety Office's State Coordinator for Pedestrian/Bicycle Safety, also instituted a public information campaign to educate the pedestrian and bicycle motoring community. From these discussions, it was decided to hold the campaign outdoors to ensure accessibility and that community members knew the effort was open to the public. Police Officers conducted focused and directed patrols of crosswalks and other areas that typically have increased pedestrian and bicycle traffic, stopping individuals and providing educational materials along with safety equipment such as blinking lights or reflective items. The Police Department also conducted lighting surveys to ensure that there was adequate lighting in areas where collisions had previously occurred. The City of Williamsburg also upgraded the crosswalks in the City, to include new signage and flashing lights to indicate persons were crossing the road.

Public Feedback

The feedback from the public on all of the efforts, to include the engagement campaign and the selective enforcement efforts have been very positive and informative. From a Police Department standpoint, feedback from the selective enforcement efforts has assisted in developing new trends and patterns that are being utilized in current efforts to reduce pedestrian and bicycle collisions and is carried over into other DMV highway safety grant assisted enforcement.

The Williamsburg Police Department receives feedback in reference to traffic safety and enforcement efforts through a variety of manners:

- In person
- At special events
- Via social media
- Indirectly through other media
- At the scene of an incident
- Through contact with residents and visitors to the City

The normal feedback provided is that vehicle traffic is traveling too fast for conditions – whether it is because of highway engineering, weather conditions, or area geographics – i.e. neighborhood with

small children, entertainment area with large crowds, narrow streets, heavy pedestrian traffic with persons unfamiliar with the area, etc.

Incorporating Public Feedback

When feedback is received, working with the HSO State Coordinator, a plan of action is developed to determine what the Williamsburg Police Department can do to increase safety in the area. The plan of action looks at the following:

- Road conditions
- Signage in area (speed limit, stop signs, etc)
- Traffic conditions – a traffic study may be done to determine the amount of vehicular traffic and the speeds of the vehicles in the area of concern
- Pedestrian traffic in the area of concern
- Other factors that affect the motoring and pedestrian traffic – lighting conditions, trees or shrubs blocking signs, limited visibility of oncoming traffic, etc.
- Current and past crash data
- Current and past enforcement data

An analysis is conducted of all data collected to determine if conditions can be improved to increase the highway safety of the motoring and pedestrian public. If it is determined to be an engineering issue or that improvements can be made by the street department that will increase safety, this information is then submitted to the Public Works Department for review, analysis and implementation. Changes made include changing existing road surfaces, conditions or changes to signage (such as adding more or changing a Yield sign to a Stop sign, or even reducing the existing speed on a road). An example of this can be observed in the upgrades to the street crossing areas in the downtown and college areas of the City. To reduce pedestrian and bicycle collisions, crosswalks were outfitted with flashing lights, new signage and brightly colored paint used to identified persons in crosswalks.

In most cases, from the feedback, enforcement of traffic laws is determined to be the first step in behavior modification to increase traffic safety. Enforcement may be initiated in several manners, such as:

- Locating temporary signs to the area to advise persons to be aware of speed limit in the area or to be observant of pedestrians crossing the road or increased pedestrian traffic.
- Selective Enforcement – Officers are notified to increase selective enforcement in identified areas and to direct their efforts on certain violations – i.e., Speeding, Failure to Obey Signs, Failure to Yield, etc.
- Issuing a “Directed Patrol” order – this is where the area is determined to be in need of additional enforcement and officers are “Directed” to “Patrol” the area on each sift. The time and results of the enforcement efforts are documented and analyzed at certain time periods to determine the effectiveness of these efforts.
- Conducting a Traffic Safety Checkpoint

Ongoing Evaluation and Adjustments

The Williamsburg Police Department applies for and obtains grants from the Department of Motor Vehicles to increase the safety of both the motoring and pedestrian public. These grants are utilized to work in conjunction with the City sponsored enforcement efforts to increase public safety and decrease traffic collisions and the resulting injuries or deaths. One example of the grant activity working in conjunction with the City sponsored enforcement efforts can be observed by the officers conducting directed pedestrian and bicycle safety campaigns where they engage the walking, running and biking public, speaking with them about the issue and provide them with information about traffic safety and provide them with a City purchased safety item – such as a blinking safety light, reflective items, etc. This is done in addition to the DMV Grant funded Selective Enforcement for Pedestrian and Bicycle Safety. At this time, while the motor vehicle and pedestrian traffic is back to the above COVID Pandemic level, pedestrian and bicycle collisions are lower than in previous years and enforcement efforts appear to be successful thus far.

One issue identified is conducting enforcement in areas that are not conducive to routine enforcement efforts or where such efforts are not as effective as other avenues of behavior modification – such as residential or business streets that are narrow, winding, etc. For FY2024, the Williamsburg Police Department has requested a portable radar sign that will notify drivers of the speed limit in an area that they may not be familiar with in addition to their current speed, thereby notifying the driver to decrease their speed. This is an excellent enforcement tool that can be moved from one location to another by one person without the needs for additional tools or equipment. There were several collisions in the City last year where radar or lidar would not have been effective, but the portable radar sign may have changed the behavior of the driver and avoided a serious collision.

To determine the effectiveness of enforcement efforts and establish whether enforcement efforts need to be extended or modified, a review of the monthly Selective Enforcement Bulletin is conducted. The Selective Enforcement Bulletin is prepared monthly and analyzes both collision and enforcement efforts of the officers of the Williamsburg Police Department. This Bulletin is distributed to all sworn officers of the department and is also utilized in choosing areas, times, and day of week for Selective Enforcement, Directed Patrols, and Traffic Safety Checkpoints. Examples of the information included in the Selective Enforcement Bulletin include:

- Day of Week of both collisions and traffic summons issuance,
- Hour of Day of both collisions and traffic summons issuance,
- Location of both collisions and traffic summons issuance,
- Increase and decrease of total numbers of both collisions and traffic summons issuance,
- Other information such as type of crashes, alcohol involvement, vehicles involved, etc.

One of the trends and patterns that has developed is that “Thursday” seems to be the new “Friday” and “Saturday” has become a more active day for traffic collisions. Since the COVID Pandemic, more business and educational facilities have instituted a four (4) day work or school week – Monday – Thursday, with a three (3) day weekend. A trend / pattern has developed where persons are attending events and visiting entertainment facilities more often on a Thursday, staying home on Friday, and venturing out again on Saturday. Many entertainment establishments are also having special events on Thursdays in addition to the regular event days. An analysis of current collision

patterns reveals an increase in crashes on Thursdays and Saturdays and a decrease on Fridays. While not a huge trend, it is a current trend.

As this is a new trend / pattern it is unknown at this time whether it will continue and if it will have any long term affects. Accordingly, while this trend / pattern is identifiable, enforcement efforts are being handled accordingly. In addition to the enforcement efforts, increased patrols on identified days are being scheduled in entertainment areas and also in locations where celebratory events occur and crowds gather. Traffic calming efforts have also been undertaken in areas where large crowds gather to ensure the safety of both the pedestrian and motoring traffic.

Evaluation continues to be conducted to determine the effectiveness of the above efforts prior to additional variations being implemented. Currently there have been no additional pedestrian or bicycle collisions reported.

The impact appears to be that the initiatives implemented thus far have been effective in reducing pedestrian and bicycle collisions. Since the COVID 19 Pandemic has officially been declared over, both pedestrian and vehicular traffic has increased in the City of Williamsburg. Additionally, special events and crowd gathering functions have not only returned to normal but have increased in numbers. The outdoor dining and gathering venues that were established during the Pandemic, with many of these extending to a close proximity to vehicular traffic, have become a permanent feature. The implementation of safety features to these outside events have thus far been effective in preventing any pedestrian, bicycle or vehicular collisions with any patrons. Implementation of traffic calming devices, such as barricades and use of signage, in addition to increased officer presence and patrol are reviewed after events and adjustments are made when needs are identified. This information is critical to the FY 2024 plans.

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 Virginia Highway Safety Office (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 as well as public participation and engagement in its statewide enforcement program through the following components:

Data-driven Problem Identification

The statewide problem identification process used in the development of the Triennial Highway Safety Plan (3HSP) has been described earlier which demonstrates that the data analyses are designed to identify who is underserved, overrepresented or affected in crashes and when, where and why crashes are occurring. Key results summarizing the problems identified are presented in the statewide and individual program area sections of the 3HSP.

All enforcement agencies receiving grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the highway safety issue identified must be included in the funding application submitted to the VAHSO, along with the proven strategies that will be implemented to address the problem. Additionally, law enforcement is provided interstate and locality-specific heat maps/data profiles which drill down to street-level problem identification.

Public Participation and Engagement (PPE)

VAHSO works closely with and strongly encourages law enforcement to proactively engage in public participation and engagement (PPE) activities. Examples above include PPE efforts by the City of Williamsburg PD and the City of Newport News PD. This is also evidenced by VAHSO amending its FY2024 law enforcement grant application to add Community Engagement as a grant fundable area/component of the process. Law enforcement is on the front lines of the highway safety issues within the communities they protect and serve. They assess current efforts and have a front row view of what is or is not working withing the community. Additionally, they have access to the data housed within our Traffic Records Electronic Database, various data reports and location mapping profiles created by VA Tech University and distributed by the VAHSO. Law enforcement, along with the VAHSO, utilizes this data for problem ID, to identify trends, patterns and affected communities and to establish countermeasure strategies and for enforcement and engagement planning. Based on this information, law enforcement is then able to deploy resources, engage the affected community, evaluate the outcomes, make modifications as needed and plan for future efforts.

Law enforcement agencies are required as part of their grant agreements to post highway safety messaging on their social media platforms and/or websites. As part of their agreement, they must indicate the number of messages they will post per quarter. As part of their quarterly progress reporting the law enforcement agencies report on the number of public information and outreach activities to include media coverage, radio spots aired, newspaper article, materials distributed and social media impact (number of posts, number of social media followers, number of likes/shares), and any additional information regarding public information and outreach activities. As part of the Program Mangers continued monitoring of data and follow up with agencies that have seen an increase in fatalities the agencies are provided additional suggestions on how to message to their communities by way of local businesses, community organizations, Fire/EMS, faith-based organizations, and other opportunities within the community. We are in discussion with Police Athletic Leagues to incorporate the highway safety message into their program.

Implementation of Evidence-Based Strategies

To ensure that enforcement resources are deployed effectively, law enforcement agencies are directed to implement evidence-based strategies and public participation and engagement using the data provided. The 3HSP 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 focused enforcement on specific violations, such as impaired driving, unrestrained fatalities and speeding, or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. High visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is also required. These include:

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

Several State supported enforcement blitzes are also included. Multi-jurisdictional enforcement efforts are also encouraged and supported by the VAHSO.

Strategies that use street level data to identify high crash locations have proven to be effective, providing for a more efficient use of the available resources; thereby, enhancing the success of enforcement efforts.

High Visibility Enforcement (CIOT/DSOGPO) Efforts

As part of the selective enforcement grant agreements law enforcement agencies are required to participate in the national Click It or Ticket and Drive Sober Get Pulled Over campaigns. With these campaign efforts LEL's hold CIOT briefings with law enforcement personnel, data is required to be electronically entered into TREDS. Additionally, for the Click It or Ticket campaign pre/post surveys are required as well.

Operation Crash Reduction

The 2022 Columbus Day Weekend Operation Crash Reduction campaign reduced the number of crashes by 51% from 1,338 (2021) to 657 (2022) in Virginia. However, the overall number of fatalities increased from 13 (2021) to 15 (2022). The campaign was supported by media publications and social media posts. Enforcement efforts resulted in 30 participating agencies to include Virginia State Police -3,625 total summonses, including 52 DUIs/DUIDs, 96 OP citations and 511 speed citations.

Continuous Monitoring

Continuous monitoring of the implementation of enforcement programs is another important element of VAHSO's enforcement program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow-up on programs funded by 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 tickets issued. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of the enforcement project. Enforcement grants are monitored throughout the year by the Field Program Managers for the VAHSO. Program managers and associated Law Enforcement Liaisons (LELs) maintain contact with enforcement agencies through meetings, conferences, grant monitoring sessions, emails, phone calls and press events.

Example of the VAHSO Program Crash Identification grant funding worksheet used to develop and select evidence-based countermeasure strategies and projects.

VAHSO Program Crash Identification

Speed Grant Funding Worksheet: Bristol Region

2021 - 2023

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

3-Year Summary of Grant Awards Related to Fatal Non-interstate Crashes by Jurisdiction

	2021 Grant Awards	2019 Fatal Crashes	2022 Grant Awards	2020 Fatal Crashes	2023 Grant Awards	2021 Fatal Crashes	2022* Fatal Crashes
Bland County	$0	0	$0	0	$7,550	0	0
Bristol City	$0	0	$50,200	0	$0	0	0
Buchanan County	$0	1	$6,300	0	$9,269	2	3
Carroll County	$6,000	1	$6,000	2	$0	3	3
Dickenson County	$11,220	1	$11,500	2	$12,000	0	1
Floyd County	$11,086	1	$8,850	2	$0	1	3
Galax City	$6,000	1	$7,200	0	$0	0	0
Giles County	$42,975	1	$49,369	1	$12,800	2	1
Grayson County	$8,475	2	$4,862	0	$7,484	1	2
Lee County	$0	1	$4,300	2	$3,500	1	1
Norton City	$0	0	$0	0	$0	0	0
Patrick County	$8,080	0	$9,380	2	$0	1	2
Pulaski County	$26,980	0	$29,366	2	$0	2	3
Russell County	$6,539	3	$14,222	5	$10,842	0	1
Scott County	$10,650	3	$16,028	0	$11,500	2	1
Smyth County	$40,700	3	$19,036	2	$12,800	4	0
Tazewell County	$16,890	1	$19,000	4	$22,485	4	4
Washington County	$33,900	0	$61,500	3	$41,061	2	4
Wise County	$3,000	2	$21,469	0	$9,800	0	2
Wythe County	$35,000	2	$35,000	2	$0	1	1

* preliminary data

Highway Safety Office Grant Funding Awards

Chesapeake City: **Police Traffic Services Awards**

2021 - 2023

The information in this report is confidential. It cannot be used, disclosed, reproduced or received by anyone other than Virginia Highway Safety Office (VAHSO) Staff. For the funding history for occupant protection and speed for FY2022, refer to the Funding Worksheets from last year.

	Application Year: 2021		Application Year: 2022		Application Year: 2023	
	2021 Grant Award	2019 Fatal Crash Count *	2022 Grant Award	2020 Fatal Crash Count *	2023 Grant Award	2021 Fatal Crash Count *
Chesapeake City		5		3	$16,124	10
Percent of Portsmouth Region		7.1% (70)		3.5% (85)	11.0%	9.9% (101)
Percent of Virginia		1.2% (424)		0.6% (474)	0.8%	2.0% (494)

The proportion of awarded police traffic services grant funding in Chesapeake City to total police traffic services grant funding in Virginia ( ) compared to the non-interstate fatal crashes in Chesapeake City to the total non-interstate fatal crashes in Virginia ( ).

* Interstate crashes are not included in this report.

● 2019 non-interstate fatal PTS-relatedcrash ● 2020 non-interstate fatal PTS-relatedcrash ● 2021 non-interstate fatal PTS-relatedcrash

	Fatal Crash Count *	Portsmouth Region Rank	Commonwealth Rank	Serious Injury Crash Count *	Portsmouth Region Rank	Commonwealth Rank
2021	10	3 / 23	4 / 133	35	6 / 23	16 / 133

This report was created by the Center for Geospatial Information Technology at Virginia Tech.

Report generated on February 14, 2023

Example of the VAHSO Program Crash Identification grant funding worksheet used to develop and select evidence-based countermeasure strategies and projects.

VAHSO Program Crash Identification

Speed Grant Funding Worksheet: Bristol Region

2021 - 2023

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3-Year Summary of Grant Awards Related to Fatal Non-interstate Crashes by Jurisdiction

	2021 Grant Awards	2019 Fatal Crashes	2022 Grant Awards	2020 Fatal Crashes	2023 Grant Awards	2021 Fatal Crashes	2022* Fatal Crashes
Bland County	$0	0	$0	0	$7,550	0	0
Bristol City	$0	0	$50,200	0	$0	0	0
Buchanan County	$0	1	$6,300	0	$9,269	2	3
Carroll County	$6,000	1	$6,000	2	$0	3	3
Dickenson County	$11,220	1	$11,500	2	$12,000	0	1
Floyd County	$11,086	1	$8,850	2	$0	1	3
Galax City	$6,000	1	$7,200	0	$0	0	0
Giles County	$42,975	1	$49,369	1	$12,800	2	1
Grayson County	$8,475	2	$4,862	0	$7,484	1	2
Lee County	$0	1	$4,300	2	$3,500	1	1
Norton City	$0	0	$0	0	$0	0	0
Patrick County	$8,080	0	$9,380	2	$0	1	2
Pulaski County	$26,980	0	$29,366	2	$0	2	3
Russell County	$6,539	3	$14,222	5	$10,842	0	1
Scott County	$10,650	3	$16,028	0	$11,500	2	1
Smyth County	$40,700	3	$19,036	2	$12,800	4	0
Tazewell County	$16,890	1	$19,000	4	$22,485	4	4
Washington County	$33,900	0	$61,500	3	$41,061	2	4
Wise County	$3,000	2	$21,469	0	$9,800	0	2
Wythe County	$35,000	2	$35,000	2	$0	1	1

* preliminary data

This report was created by the Center for Geospatial Information Technology at Virginia Tech.
Report generated on February 08, 2023

Highway Safety Office Grant Funding Awards

Chesapeake City: **Police Traffic Services Awards**

2021 - 2023

The information in this report is confidential. It cannot be used, disclosed, reproduced or received by anyone other than Virginia Highway Safety Office (VAHSO) Staff. For the funding history for occupant protection and speed for FY2022, refer to the Funding Worksheets from last year.

	Application Year: 2021		Application Year: 2022		Application Year: 2023	
	2021 Grant Award	2019 Fatal Crash Count *	2022 Grant Award	2020 Fatal Crash Count *	2023 Grant Award	2021 Fatal Crash Count *
Chesapeake City		5		3	$16,124	10
Percent of Portsmouth Region		7.1% (70)		3.5% (85)	11.0%	9.9% (101)
Percent of Virginia		1.2% (424)		0.6% (474)	0.8%	2.0% (494)

The proportion of awarded police traffic services grant funding in Chesapeake City to total police traffic services grant funding in Virginia ( ) compared to the non-interstate fatal crashes in Chesapeake City to the total non-interstate fatal crashes in Virginia ( ).

* Interstate crashes are not included in this report.

● 2019 non-interstate fatal PTS-relatedcrash ● 2020 non-interstate fatal PTS-relatedcrash ● 2021 non-interstate fatal PTS-relatedcrash

	Fatal Crash Count *	Portsmouth Region Rank	Commonwealth Rank	Serious Injury Crash Count *	Portsmouth Region Rank	Commonwealth Rank
2021	10	3 / 23	4 / 133	35	6 / 23	16 / 133

This report was created by the Center for Geospatial Information Technology at Virginia Tech.

Report generated on February 14, 2023

Efforts to Coordinate and Outcomes Derived from the Coordination of the 3HSP, HSIP with the State Strategic Highway Safety Plan (SHSP)

DMV and VDOT have agreed to the following identical FY2024-2026 3HSP measures and targets for the HSP, HSIP and SHSP: Fatalities – 1,005, Fatalities/VMT – 1.188 and Serious Injuries – 7,137.

The Virginia Highway Safety Office (VAHSO) partnered with Virginia Department of Transportation (VDOT) to collaborate with over fifty interested organizations in the development of the Virginia's Strategic Highway Safety Plan 2022-2026 (SHSP). As a key partner on the SHSP Executive Committee, VAHSO oversees the inclusion of 3HSP safety program areas, performance measures and targets within the SHSP. The Commonwealth's SHSP focuses on eight key behavioral emphasis areas: Alcohol-Impaired Driving, Occupant Protection, Young Drivers, Speed, Roadway Departures, Intersections, Bicyclist, and Pedestrian

Efforts to Coordinate and Outcomes Derived of Data Collection and Information Systems with the 3HSP and HSIP

The VAHSO collaborated with VDOT and provided comprehensive data from its FARS and TREDS systems that was used in the development of the Virginia Strategic Highway Safety Plan 2022-2026 (SHSP). Additionally, data from VDOT's Roadway Network System (RNS) was also incorporated with crash data and included in the SHSP

Virginia's Data Driven Methods for Safety Measures Target Setting Background

The Federal Highway Administration (FHWA) established the Safety Performance Management (Safety PM) to support the Highway Safety Improvement Program (HSIP). Regulation establishes safety performance measure annual reporting and target setting requirements for all public roads. The FHWA Safety PM Regulation (23 CRF 490) established five performance measures, as follows:

1. Number of fatalities (F).
2. Rate of fatalities per 100 million vehicle miles traveled (VMT).
3. Number of serious injuries (SI).
4. Rate of serious injuries per 100 million VMT.
5. Number of non-motorized fatalities and non-motorized serious injuries (N-M F+SI).

The first three measures historic annual values are reported to both NHTSA (Highway Safety Grants Program 23 CFR 1300) and FHWA and the latter two only to FHWA. Future year targets are submitted as five-year rolling average values for each measure.

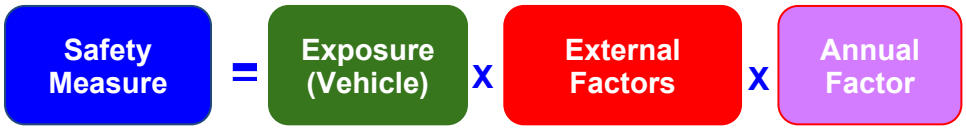
A specific methodology is not identified for use when establishing safety targets. States have flexibility to use a data-driven process, but targets for the next calendar year are established based on coordination and collaboration between the state DOT (HSIP), which reports to FHWA and Highway Safety Office (HSO), which reports to NHTSA in the annual Highway Safety Plan (3HSP). Determination of "significant progress" is made by FHWA two years after the target year. Information is provided on the FHWA safety website on the methods and findings of the assessments for each state.

Target Setting Approach (for 3 identical targets)

Seeing that recent increasing fatality and leveling serious injury trends were not matching longer-term trend lines during the 2019 target setting process, the Commonwealth Transportation Board (CTB), who had new target setting approval authority, requested a more data driven approach to target setting in Virginia. Using the concept developed for a national study (NCHRP 17-67) of statistically modeling the factors influencing the fatalities at the state level, VDOT developed a similar approach to define a baseline prediction of the annual values of the three count safety performance measures. VDOT then calculated the rate measures using predicted VMT for the target year.

Target year baseline statistical prediction models were developed at the VDOT District level by month of observed data (external factors) available back to the year 2009. Data that could be summarized at the District and monthly levels were used to increase the sample size and identify characteristics that differ across Virginia and by season. The model form[4], shown in Figure 1 below, identifies the effect of exposure in daily vehicle miles traveled (DVMT) multiplied by external factors that adjust the DVMT changes for each measure. An annual factor is used to calibrate the model to previous years data.

Figure 1. Target Year Baseline Prediction Model Form



A number of factors are re-tested each year in the prediction model calibration, including: socio-economic, population (age groups), weather, liquor licenses and consumption, VDOT spending on infrastructure expansion, maintenance, operations and DMV's behavioral (NHTSA) grant programs. For target setting each year, additional factor data are considered to refine the model. The Annual Factor is a calibration factor to account for all the unknown annual factor effects. The model target year predictions, using the forecast target year DVMT and factor data, is tested to see if the prediction "fit" to the safety measure outcomes was reasonable for the most recent year data available (i.e., 2022 for 2024 targets).

2024 Baseline Count Measure Predictions

For each of the three count measures (F, SI, N-M F+SI), similar factors were found to be statistically significant influencers, as shown in Figure 2. Factors with positive values indicate that increasing the factor increases the measure; factors with negative values indicate that increasing the factor results in a decrease in the measure. The same factor data found to improve the 2022 model target predictions compared to the previous 2021 model factors). However, testing of adding unemployment data overtime provided a better fitting model and was added to provide the best 2024 predictions.

Figure 2. External Factors for 2023 Baseline Predictions

External Factor	Effect on Fatal Crashes	Effect on Serious Injury crashes	Effect on Bike/Ped crashes
VMT growth	↑	↑	↑
Increasing local functional class % of VMT	↑	↑	↑
Increasing young population (15-24)	↑	↑	↑
Increasing aging population (75+)	↑	↑	
Gallons Liquor Sold		↑	
Liquor licenses			↑
Increased highway resurfacing spending (603)	↓		
Increased emergency/incident management spending	↓		
Increased total behavioral programs spending	↓	↓	↓
Increased roadway maintenance spending (604)	↓	↓	
Increased average snowfall per month			↓
Increased rural functional class % of VMT			↓
Increased % monthly unemployment	↑	↑	

↕ = Increases Effect
↕ = Decreases Effect
↑ = Additional Factor

Using the 2022 to 2024 forecasted factors from Figure 1, VMT estimates and predicted Annual Factor, the predicted 2023 and 2024 baseline safety measure were developed as shown in Figure 3. Since the past pandemic period trend of the Annual Factors (AF) was increasing Fatalities, a second scenario with level AF future values was run. The past four years (to before the pandemic) and the most reasonable leveling scenario baseline predictions were selected given some uncertainty in VMT growth and factor forecasting. As shown, the 2024 baseline F and SI values are slightly increasing over 2022 values; however, the rates are declining with about 1.3% per year increases in VMT predicted. The models are predicting a leveling of Fatalities, certainly compared to the increasing trend since 2014. Serious injuries are also predicted to level following the trend as Virginia has experienced since 2019.

For submittal of 2020-24 five-year average safety measure targets to NHTSA (projected to 2026) and FHWA, the following method was used. The most recent 2022 available Virginia safety measure data was included in the five-year average. For 2023 data, the predicted fatality and serious injury and VMT values from the 2023 baseline modeling were used for each count measure. The infrastructure project benefits from the 2023 target setting were then deducted to calculate the final 2023 measures. These values differ from the final 2023 annual targets given different baseline and VMT components used. The final 2024 annual safety measures were then incorporated into calculating the five-year averages for federal reporting.

As the methodology is refined and more data used for the predictions, the factor-based trends are showing more leveling of fatalities and serious injuries. This shows the continued need to focus resources on data driven countermeasures that work and re-target Virginia's Strategic Highway Safety Plan actions for the 2022-26 period.

Three NHTSA Common 2025 and 2026 Safety Measure Targets

Based on the model 2024 predictions showing a leveling of the count measures, the model was extended to 2026 to determine the range of expected values to support target setting for fatalities, serious injuries and (calculated) fatality rates. The model baseline F and SI values with F Rate calculated based on predicted growth in VMT from 2022. With slight modelled baseline growth in F and SI values, there is a predicted slight increase in the F rate until 2026. However, with the expected infrastructure project benefits accounted, the F increase is tempered to 5% between 2022 and 2026, resulting in F rates staying constant, and SI are expected to decline 1.5%.

Given the data driven model prediction's sensitivity to VMT forecasts (1.3% per year used from the pandemic years is historically high growth) and to Annual Factor forecasts, the results indicate a continued leveling of the F and SI in Virginia until 2026. Setting constant (level) F and SI annual targets for 2025 and 2026 are thus supported by the data. Below data table provides the constant annual targets and the associated five-year average targets for the years 2024 to 2026 for NHTSA reporting. With contant annual targets the five-year average values converge on the same value.

2024 to 2026 Annual Constant and Five-Year Average Safety Targets Values for NHTSA Reporting

Target Description	F People	F Rate	SI People
2024 Annual Targets	1005	1.187	7,137
2024 Five-year Average Targets	966.6	1.180	7,121.2
2025 Annual Targets	1005	1.173	7,137
2025 Five-year Average Targets	997.6	1.192	7,189.0
2026 Annual Targets	1005	1.159	7,137
2026 Five-year Average Targets	1005.0	1.188	7,137.0

Performance Plan Chart

			BASE YEARS (Historical Data)					
	PERFORMANCE PLAN CHART FY24-26 Highway Safety Plan		**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
C-1	Traffic Fatalities	FARS Annual (2022 VA TREDS)	839	820	831	850	968	1005
	Total fatalities to remain constant 1,005 by December 31, 2026	5-Year Rolling Avg.	759	775	801	820	862	896
C-2	Serious Injuries in Traffic Crashes	Virginia - TREDS Annual	7,624	7,439	7,182	6,798	7,379	7,137
	Serious injuries to remain constant 7,137 by December 31, 2026	5-Year Rolling Avg.	7,991	7,749	7,669	7,425	7,288	7191
C-3	Fatalities/100M VMT	FARS Annual (2022 VA TREDS)	0.98	0.96	0.97	1.12	1.13	1.22
	Fatalities/100 MVMT to remain constant 1.188 by December 31, 2026	5-Year Rolling Avg.	0.92	0.93	0.95	0.98	1.03	1.118
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS Annual (2022 VA TREDS)	306	293	301	340	334	375
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions to 317 from a current safety level of 375 by 15% by December 31, 2026	Annual						
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual (2022 VA TREDS)	245	245	237	283	281	274
	Reduce alcohol impaired driving fatalities to 239 from a current safety level of 274 by 13% by December 31, 2026	Annual						

C-6	Speeding-Related Fatalities Reduce speeding-related fatalities to 265 from current safety level of 285 by 7% by December 31, 2026	FARS Annual (2021 VA TREDS) Annual	219	241	228	257	337	285
C-7	Motorcyclist Fatalities Reduce motorcyclist fatalities to 99 from a current safety level of 115 by 14% by December 31, 2026	FARS Annual (2021 VA TREDS) Annual	117	100	102	101	111	115
C-8	Unhelmeted Motorcyclist Fatalities Reduce unhelmeted, motorcyclist fatalities to 0 from a current safety level of 4 by 100% by December 31, 2026	FARS Annual (2021 VA TREDS) Annual	1	5	11	7	9	4
C-9	Drivers Age 20 or Younger involved in Fatal Crashes Reduce drivers age 20 and younger involved in fatal crashes to 92 from a current safety level of 111 by 17% by December 31, 2026	FARS Annual (2021 VA TREDS) Annual	78	92	78	86	110	111
C-10	Pedestrian Fatalities Reduce pedestrian fatalities to 156 from a current safety level of 172 by 9% by December 31, 2026	FARS Annual (2021 VA TREDS) Annual.	111	118	123	111	123	172
C-11	Bicyclist Fatalities Reduce bicyclist fatalities to 5 from a current safety level of 11 by 55% by December 2026	FARS Annual (2020 VA TREDS) Annual	12	12	13	7	16	11
			2017	**2018**	**2019**	**2020**	**2021**	**2022**

B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 82.6 from a current safety level of 75.6 by 9% by December 31, 2026	Virginia Annual Seat Belt Survey Annual	85.3	84.1	85.4	85.4	81.7	75.6
			2017	**2018**	**2019**	**2020**	**2021**	**2022**
	Distracted Driver Fatalities Reduce distracted driver fatalities 35 percent from 32 in 2022 to 22 by 2026.	VA TREDS Annual Annual	124	61	53	58	34	32
			2017	**2018**	**2019**	**2020**	**2021**	**2022**
	Drugged Driver Fatalities Reduce drugged driver fatalities to 206 from a current level of 259 by 20% by December 31, 2026	FARS Annual	201	197	187	206	259	

Note:
B-1* - Due to COVID19, Virginia did not complete a Seat Belt Use Survey in 2020. 2019's survey rate was used for 2020.

TREDS (Traffic Records Electronic Data System).

The most recent drug data is 2021 from FARS.

Virginia Performance Report Chart

FY 2024 – FY26 Triennial Highway Safety Plan

	FFY 2023 HSP				
Performance Measure:	**Target Period**	**Target Year(s)**	**Target Value FY23 HSP**	**Data Source*/ FY22 Progress Results**	**On Track to Meet FY23 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)**
C-1) Total Traffic Fatalities	5 year	2019-2023	926.4	2018-2022 FARS 896	YES
C-2) Serious Injuries in Traffic Crashes	5 year	2019-2023	7211.8	2018-2022 TREDS 7,137	YES
C-3) Fatalities/VMT	5 year	2019-2023	1.134	2018-2022 FARS 1.217	NO

Note: For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY22 HSP.

C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2019-2023	303	2018-2022 FARS 329	NO
C-5) Alcohol-Impaired Driving Fatalities	5 year	2019-2023	239	2018-2022 FARS 274	NO
C-6) Speeding-Related Fatalities	5 year	2019-2023	242	2018-2022 FARS 301	NO
C-7) Motorcyclist Fatalities	5 year	2019-2023	99	2018-2022 FARS 172	NO
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	5	2018-2022 FARS 6	NO
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2019-2023	83	2018-2022 FARS 95	NO
C-10) Pedestrian Fatalities	Annual	2023	120	2022 FARS 172	NO
C-11) Bicyclist Fatalities	5 year	2019-2023	11	2018-2022 FARS 12	NO
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	84.8	2023 State Survey 75.6	NO
Drugged Driver Fatalities	3 year	2021-2023	188	2019-2021 FARS 217	NO

Distracted Driver Fatalities	Annual	2023	32	2022 FARS 32	YES
A1-Seat Belt Citations Issued	Annual	2022		5,590	
A2-Impaired Driving Arrest	Annual	2022		7,814	
A3-Speed Citations Issued	Annual	2022		43,350	

Performance Measures Tracking 2023 Targets

Based on the information in the above "Virginia Performance Report Chart-2023 Highway Safety Plan", the "not on track" to meet FY2023 targets were identified as follows: Fatalities/VMT, Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions, Alcohol-Impaired Driving Fatalities, Speeding-Related Fatalities, Motorcyclist Fatalities, Unhelmeted Motorcyclist Fatalities, Drivers Age 20 or Younger Involved in Fatal Crashes, Pedestrian Fatalities, Bicycle Fatalities, Observed Seat Belt User, and Drugged Driver Fatalities.

In an effort to continuously evaluate performance targets, Virginia also analyzes data up through the first 4 months of the current year (2023) to have a more recent picture of what the data is showing to date (see information below.) Virginia's 2024 3HSP also contains adjustments to performance measure targets, related strategies and project selection to address the goals we did not meet.

Virginia monitors and analyzes data and evaluates its targeted progress in an effort to monitor shifts in the data which allows us to not only make on-demand changes to our enforcement, media and outreach efforts, but to also predict estimated end of year results that are used to make programmatic changes where needed.

For all targets not on track we have continued with sending out communication emails to all partners for all campaigns and media flights, our reach includes Fire/EMS, Virginia Community College System, stakeholder groups, all grant sub-recipients, and other partners that can share our highway safety message. The communications inform our partners of the campaign/media flight, the dates, data, and resources. This particularly assists our law enforcement agencies in having resources to educate their communities. For FY2024 will continue with our partner email and look to add in Public Information Officers (PIOs) within the law enforcement agencies to our distribution list. This will ensure that the communications are being received by the correct point of contact so that the agency can deliver the highway safety message to their communities. In review of the fatality data, we will work with localities to identify key partners such as local businesses, grass root organizations, Fire/EMS, organizations, and others that can help engage the community and public to get our highway safety message. Through these efforts we will identify additional ways to obtain meaningful community and public engagement.

Below is Virginia's description of progress towards achieving 2022 targets.

Fatalities

VMT is not available for the first 4 month of 2023. Therefore, no data analysist is done at this time. However, fatality analysis data was done instead of fatality rate.

Fatalities have decreased 9% (-23).

Fatalities increased by 16 in January and 4 in April but decreased by 43 (-46%) in February.

Fatalities decreased 42% (-17) on Wednesdays, 26% (-11) on Saturdays, and 24% (-10) on Mondays. Fatalities increased by 7 on Tuesdays and Thursdays.

Fatalities decreased most between the hours of 6pm-9pm. They decreased by 15 (-27%) but the highest number of fatalities, 40, occurred during these hours. Fatalities also decreased between noon-3pm. They decreased by 9 (-24%) during these hours.

Fatalities on I-95 decreased 50% from 12 to 6. Changes on other interstates were small.

Jurisdictions with the largest increases in fatalities:

Jurisdictions with an increase of 5 fatalities: City of Hampton, Charlotte County, and Nelson County.

Jurisdictions with an increase of 3 fatalities: Chesterfield County, Dinwiddie County, King George County, Rockingham County, and Spotsylvania County.

Jurisdictions with the largest decreases in fatalities:

Fauquier County fatalities decreased by 7.

Jurisdictions with a decrease of 5 fatalities: Richmond City and Pulaski County.

Jurisdictions with a decrease of 4 fatalities: Hanover County and Henry County.

Jurisdictions with a decrease of 4 fatalities: City of Norfolk, Fairfax County, Goochland County, Mecklenburg County, Northampton County, Rockbridge County, and Wythe County.

Drinking driver fatalities remained the same at 13.

Speeding driver fatalities decreased by 4 (-6%).

Teen driver fatalities decreased by 30 (-77%).

Fatalities in crashes involving two vehicles increased by 5. Fatalities in single vehicle crashes decreased by 13, four vehicle crashes decreased by 6, five or more vehicles decreased by 5, and three vehicles decreased by 4.

Mature driver fatalities increased by 2.

Fatalities increased for drivers aged 26-30 (+9), 66-70 (+7), and 36-40 (+4). Fatalities decrease for drivers aged 70+ (-14), aged 61-65 (-13), aged 31-35 (-8), and drivers aged 21-25 (-7).

Fatalities decreased in both rural and urban areas. The decrease in rural areas, -15, was greater than the decrease in urban areas, -8.

Reasons for not being on track:

- Messaging- need to get the message out to underserved and underrepresented communities.
- Enforcement– lack of contact by law enforcement due to manpower and competing priorities that impacts reduction of crashes/serious injuries.
- Legislation – reduced primary laws for probable cause for a traffic stop.

Steps being taken to make progress:

- Earned, owned, and paid media advertising will be utilized throughout federal fiscal year 2024 to encourage safe, responsible driving and behavior by people who use our roads.
- Being proactive with the development of educational messaging designed to change knowledge and beliefs, modify attitudes, educate on safe driving is a shared responsibility and teach new skills to Virginia's areas of need, to include underserved and underrepresented communities.
- Implement a statewide, high visibility enforcement campaigns such as Click It or Ticket and Drive Sober or Get Pulled Over with a supporting media campaign to educate the public to encourage safe, responsible driving and behavior by all who use the roadways. This campaign will support the NHTSA national mobilization.

Unrestrained Fatalities

Unrestrained fatalities increased by 1 from 94 to 95 in 2023. Unrestrained fatalities accounted for 51% of all fatalities in 2022, this increased to 55% in 2023.

In 2022, the highest number of unrestrained fatalities occurred in February and March. In 2023, fatalities decreased in both months. Unrestrained fatalities in February decreased by 12 going from 33 to 21. They decreased by 9 going from 31 to 22 in March.

Unrestrained crashes in January increased by 17 going from 21 to 38. They increased in April from 9 to 14.

Unrestrained fatalities increased by 10 on Saturdays and Sundays. In 2022 they had the highest number of unrestrained fatalities at 38. Increases in unrestrained fatalities were greatest on Tuesdays (9 to 15), Mondays (12 to 16), and Fridays (9 to 13).

The highest number of unrestrained fatalities in 2022 and 2023 occurred between the hours of midnight and 3am. There were 18 in 2022 and 19 in 2023. Increased and decreases followed no pattern by time. They increased by 5 from 6pm to 9pm, they decreased by 5 from 6am to 9am. There was an increase from 5 to 9 during the early morning hours of 3am to 6am.

Unrestrained fatalities on interstates increased by 1 in 2023 going from 14 to 15. Changes on specific interstates were small from 2022 to 2023.

Most changes by jurisdiction were no greater than a 1 or 2 increase or decrease.

The only significant decrease in unrestrained fatalities occurred in the city of Richmond. Fatalities decreased by 6 from 7 to 1.

Unrestrained fatalities increased from 0 to 4 in Charlotte County and Henrico County.

Unrestrained fatalities increased by 3 in Hanover County (1 to 4), Nelson County (0 to 3), and Chesterfield County (1 to 4).

Unrestrained fatalities for drinking drivers remained the same at 9 in 2023.

Unrestrained fatalities for speeding drivers increased by 4 from 35 to 39. In 2023, they accounted for 41% of all unrestrained fatalities.

Unrestrained young driver fatalities decreased from 7 to 5.

There was a decrease of 7 unrestrained fatalities in single vehicle crashes and an increase of 7 for two-vehicle crashes. In both year single vehicle crashes had the most unrestrained fatalities.

Ages with the highest number of unrestrained fatalities in 2022 were 21 to 25, 31 to 35, and 46 to 50. All three age groups had a decrease in the number of UR fatalities in 2023. Fatalities for ages 21 to 25 decreased from 15 to 9, ages 31 to 35 decreased from 13 to 8, and ages 46 to 50 decreased from 10 to 4.

The largest increased occurred for ages 26 to 30 (8 to 18) and 36 to 40 (5 to 12).

Unrestrained fatalities were highest in rural area both years. In 2023 fatalities decreased by 4 from 58 to 54. Urban fatalities increased by 5 from 36 to 41.

Reasons for not being on track:

- Enforcement– lack of contact by law enforcement due to manpower and competing priorities.
- Legislation – reduced primary laws for probable cause for a traffic stop.
- Public perception of police - the social climate over the past few years has carried forward.

Steps being taken to make progress:

- Earned, owned, and paid occupant protection media buy using previously created creatives such as Ding. Ding. and Safe Driving is Something We Can All Live With, Buckle Up.

- Work with partners, expanding to new partners to supplement the efforts to increase child passenger education. The partners not only will educate on child passenger safety and will also educate the adult parents and caregivers on the importance of buckling up every trip, every time.

- Continuing with expanding our educational materials produced in the Spanish language and evaluate the need for additional languages.

- Work with new partners to expand our reach to underserved communities to help get the message out on the importance of buckling up.

- Work with our underserved communities to include our Historically Black Colleges and Universities (Norfolk State University) and military communities to educate the communities on buckling every trip every time.

- 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.

- Continue to use findings from previous focus group conducted with males 18-34 to be able to change their behavior to begin wearing their seat belt.

- 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.

- 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 and teach new skills.

- Develop educational messaging designed to encourage safe, responsible driving and behavior by all people who use our roads.

- Continue the distribution of our partner emails providing data and available educational resources for our media campaigns as well as other times throughout the year.

Alcohol Impaired Driving Fatalities

Alcohol related fatalities have decreased 55% in 2023. Fatalities decreased by 47 going from 86 to 39.

Alcohol related fatalities accounted for 34% of all fatalities in 2022. This decreased to 17% in 2023.

Alcohol related fatalities decreased significantly in 2023. They decreased by 33 going from 36 to 3.

Alcohol related fatalities also decreased in March. They decreased by 15 going from 23 to 8.

With the exception of and increase from 7 to 9 alcohol fatalities on Fridays, alcohol fatalities decreased every day of the week.

- The largest decreased were on Saturdays and Sundays. They decreased by 14 on Saturdays going from 29 to 15. The decreased by 1o on Sundays going from 17 to 7.

- Alcohol fatalities decreased by 8 on Tuesdays (8 to 0) and on Wednesdays (9 to 1)

- Alcohol fatalities also decreased on Thursdays (11 to 4) and on Mondays (5 to 3).

From 6pm to midnight alcohol fatalities decreased by 33. The largest decreases were from midnight to 3am (23 to 10) and from 6pm to 9pm (20 to 8).

Alcohol fatalities on interstates decreased 70% going from 10 to 3.

Most changes in the number of alcohol fatalities were small. The largest decrease was 4 in Mecklenburg County (4 to 0) and the City of Norfolk (5 to 1). Crashes decreased from 3 to 0 in the City of Portsmouth, Campbell County, Fauquier County, and Pittsylvania. Alcohol crashes also decreased by 3 in Fairfax County (4 to 1).

Alcohol fatalities that also involved speed decreased by 72% in 2023. Fatalities decreased from 32 to 9.

Single and two-vehicle crashes had the highest number of alcohol fatalities. They had the largest decreases in 2023.

- Single vehicle crash alcohol fatalities decreased by 33 going from 62 to 29.
- Two-vehicle crash alcohol fatalities decreased 14 going from 21 to 7.

Decreases in alcohol fatalities were spread out across all ages, but the largest decrease was 14 for ages 21 to 25. Fatalities decreased from 17 to 3. Fatalities also decreased by for ages 31 to 35 going from 12 to 3.

Reasons for not being on track:

- Enforcement– lack of contact by law enforcement due to manpower and competing priorities.
- Public perception of police - the social climate over the past few years has carried forward.

Steps being taken to make progress:

- Earned, owned, and paid impaired driving media buy during Super Bowl, St. Patrick's Day, Cinco de Mayo, 4th of July and additional holidays which have been identified as high drinking holidays.

- Implement a statewide, high visibility impaired driving campaign with a supporting media campaign to educate the public on the importance of not driving impaired and the consequences. The campaign is in support of NHTSA's Drive Sober or Get Pulled Over Campaign August through Labor Day and Holiday season December through the New Year. This campaign will support the NHTSA national mobilization.

- Continuing with the education with our partners on the importance of planning ahead and not driving drunk.

- Expanding our partnership with underserved and underrepresented communities to include Virginia's Historically Black Colleges and universities, military communities, and our Spanish speaking communities.

- Continuing to work with Virginia State Police in expanding the number of DREs across the Commonwealth as well as our SFST Instructors.

- Focus on our law enforcement agencies to educate their communities by identifying local businesses, grass root organizations, FIRE/EMS, local organizations and other key community partners that can help get out the message on the importance of not driving impaired. To include opportunities for meaningful community and public engagement.

- Continue with our partner emails to our localities, subrecipients, stakeholders, Virginia Community College System and others. The email provides campaign information and resources to be shared with the Commonwealth and identified demographics.

- Host the Judicial Conference that will provide information to judges on DUI related issues and other traffic safety issues.

Speed-Related Fatalities

Speed related fatalities decreased by 7, -6.%.

In 2023, 49% of total fatalities have involved speed as opposed to 47% in 2022.

Speed fatalities have increased in all months except February. The decrease in February, -23 fatalities, is greater than the increases in the other months.

Speed related fatalities decreased most on Saturdays, -13. Other than an increase of 5 on Thursdays, changes were minimal.

Speed fatalities decreased by 11 between the hours of 3pm and 9pm. But speed fatalities increased by 7 during the early morning hours of 3am-6am.

The most significant change on interstates was a decrease of 4 speed fatalities on I-95, a decrease of 5 if you include I-95 ramps. Other interstates had an increase of 1 or 2 speed fatalities.

In 2023, the largest decrease in speed fatalities occurred in Fauquier County. Speed fatalities decreased from 7 to 0.

Other jurisdictions with larger decreases in speed fatalities are the City of Richmond (-5), Henry County (-4), Pulaski County (-4), City of Danville (-3), and Wythe County (-3).

Chesterfield County had the highest number of speed related fatalities with 7, an increase of 3. The largest increases of 4 occurred in Augusta and Charlotte Counties. Nelson County increased from 0 to 3.

Urban areas had the largest decrease in speed fatalities. Speed fatalities decreased by 6 in urban areas and 1 in rural areas.
Single vehicle crashes had the most speed related fatalities each of the years. They increased by 8 in 2023 going from 54 to 62.

Two vehicle crashes had the next highest number of speed related fatalities in each year. They decreased by 6 in 2023 going from 50 to 44.

Five and four vehicle crashes each had a decrease of 4 speed related fatalities.

Speed fatalities by drinking drivers remained the same at 7.

Teen speed fatalities increased by 2 going from 6 to 8.

Mature driver speed fatalities increased by 2 going from 29 to 31.

In 2022, the highest number of speed fatalities by age was 16 for those aged 21 to 25 and for those aged 61 to 65. Speed fatalities remained the same for those ages 21 to 25 but decreased by 10 for drivers aged 61 to 65.

In 2022, the next highest number of speed fatalities was for drivers aged 31 to 35 with 13. In 2023, speed fatalities decreased by 7 for drivers these ages.

The largest increase in speed fatalities, 10, is for drivers ages 26 to 30 going from 9 to 19.

Speed fatalities for drivers over the age of 50 decreased by 23 in 2023.

Speed fatalities for drivers under 50 increased by 6.

Reasons for not being on track:

- Enforcement– lack of contact by law enforcement due to manpower and competing priorities.
- Legislation – reduced primary laws for probable cause for a traffic stop.
- Public perception of police - the social climate over the past few years has carried forward.

Steps being taken to get on track:

- Development of a speed media campaign based on the finding from the speed focus group conducted in FY2022 with males age 18-34 from across the Commonwealth. Through the focus group we will hear what will would change the behavior on the roadways to slow down.

- To continue with our partner emails to our partners to include subrecipients, stakeholders, Fire/EMS and others to provide information on campaigns and media flights to include data and resources to get out to our communities across the Commonwealth.

- Enforcement efforts across the Commonwealth through our continued selective enforcement grants.

- To have law enforcement continue with getting out highway safety messaging out to their communities through social media, community partners, meaningful community and public engagement.

- To promote safer speeds through education and outreach campaigns.

Motorcyclist Fatalities

MC fatalities decreased by 2 in 2023. They accounted for 7% of fatalities in both 2022 and 2023.

By month, MC fatalities were highest in February in 2022 at 9. In 2023 they decreased by 4 to 5.

In 2022, there were 0 MC fatalities in January. This increased to 4 in 2023.

MC fatalities also decreased in April going from 5 to 2.

In 2022, the highest number of MC fatalities were on Mondays, Wednesdays, and Saturdays. Each had 5 fatalities. MC fatalities decreased on each of these days in 2023. Fatalities on Mondays and Saturdays decreased by 4 and they decreased by 2 on Wednesdays.

MC fatalities increased by 4 on Thursdays going from 1 to 5. They increased by 3 on Sundays, going from 0 to 3.

MC fatalities in 2022 were highest, 11, between the hours of 3pm and 9pm. In 2023, fatalities in these hours decreased by 5.

MC fatalities did increase by 2 from 3am to 6am.

By jurisdiction, the changes from 2022 to 2023 were minimal. The largest change was a decrease from 2 to 0 in Pulaski County.

MC fatalities that involve speed decreased by from 12 to 8. In 2022, they accounted for 5% of all fatalities, this decreased to 3.5% in 2023.

While MC fatalities decreased from 3 to 0 for crashes involving 3 vehicles, they increased from 5 to 8 for single vehicle crashes.

MC fatalities at the very youngest ages, 17-20, increased by 3. From ages 21-50 they decreased by 7. Over 50 they increased by 2.

In 2022, there were 9 MC fatalities each in urban and rural areas. In 2023 they increased by 1 in rural areas and decreased by 3 in urban areas.

Reasons for not being on track:

- Training– motorcyclists not aware of the Virginia Rider Training Program.
- Weather conditions-nicer weather throughout the year allowed for the motorcyclist to get out on the roadways sooner.
- Public perception of police - the social climate over the past few years has carried forward.

Steps we are taking to get on track:

- Increase messaging to the Commonwealth on the Virginia Rider Training Program and available training.

- Direct mail to registered motorcycle owners on the available training through the Virginia Rider Training Program.

- Earned, owned, and paid motorcycle safety and motorist awareness of motorcycle media buy to encourage safe, responsible motorcycle riding and behavior by motorcyclist and to educate on the shared responsibility by the motorist and motorcyclist.

- Proactively seeking new partners that will provide motorcycle safety education on slowing down, not riding impaired (drunk, drugged, drowsy or distracted).

- Analyze data to see where the motorcycle crashes/fatalities are occurring to determine the need of need of additional motorcycle licensed training sites.

- Continue with the Rider Alert program to motorcycle riders, Rider Coaches, and licensed training sites.

- Provide resources to the Rider Coaches and licensed training sites to provide educational information to the students on highway safety.

- Implement an email communication to Virginia registered motorcycle dealers in the state to provide information regarding the Virginia Rider Training Program, Rider Alert Cards and other highway safety messaging related to motorcycle safety.

Unhelmeted Motorcyclist Fatalities

Virginia's unhelmeted motorcyclist fatalities were 0 for the first 4 months of 2022 and 2023.

Why we are not on track:

- Younger, inexperienced motorcycle riders
- Lack of training and proper riding gear from the motorcycle riders

Steps we're taking to get on track:

- Continued motorcycle rider training through our Virginia Rider Training Program
- Expand motorcycle safety and helmet use outreach
- Expand the earned, owned and paid motorcycle safety media buy to encourage safe, responsible motorcycle riding and behavior by motorcyclist to include proper riding gear along with helmet use

Drivers Age 20 or Younger Involved in Fatal Crashes

Young driver fatalities increased by 2 going from 11 to 13. In 2022, they accounted for 4% of all fatalities and in 2023 this increased to 6%.

Young driver fatalities increased by 2 in January and by 1 in February.

Young driver fatalities increased by 5 on Tuesdays. There were 0 on Tuesdays in 2022 and 5 in 2023.

Young driver fatalities decreased by 2 on Mondays and Saturdays.

In 2022 the highest number of young driver fatalities occurred between the hours of 9am and noon. In 2023 crashes decreased from 5 to 2 during these hours.

In 2023 the highest number of young driver fatalities, 4, occurred between the hours of 6am to 9am and also between the hours of 3pm and 6pm. Fatalities from 6am to 9am increased by 3, from 1 to 4. From 3pm to 6pm fatalities increased by 2, from 2 to 4.

By jurisdiction, changes in young driver fatalities were small. The largest change was 0 to 2 in Chesterfield County. No other jurisdiction had more than 1 young driver fatality in either year.

Speeding young driver fatalities almost doubled from 2022 to 2023 increasing from 5 to 9. In 2023 69% of ten fatalities involved speed. In 2022, 45% of young fatalities involved speed.

Unrestrained young fatalities decreased from 7 to 5.

Single vehicle young driver fatalities increased from 5 to 8. 62% of young driver fatalities involved a single vehicle. Two vehicle crashes decreased from 6 to 5. The number of vehicles involved in young driver fatality crashes was only single or two-vehicle.

Young driver fatalities involving speed and drinking remained at 4 in 2022 and 2023.

Fatalities for young drivers aged 20 doubled from 2 to 4 in 2023. Drivers aged 17 also had 4 fatalities in 2023, an increase of 1 over 2022. Fatalities for ages 18 and 19 each decreased by 1 in 2023. There were still 3 fatalities for those aged 19 in 2023. In 2023 ages 16 and 18 had the fewest fatalities at 1.

Young driver fatalities were highest in urban areas in both 2022 and 2023. They decreased from 4 to 3 in rural areas. Urban area fatalities increased from 7 to 10. Urban fatalities accounted for 77% of young driver fatalities.

Reasons we are not on track:

- DMV and most of our partners are not using platforms that resonate with our younger drivers as much as we should (we're using Facebook and Twitter, whose users skew older, rather than TikTok or YouTube, which have a younger user base).
- Our messaging is not necessarily appealing to our younger male focus audience (they may ignore PSA's that seem "preachy" or "corny") – based on info from focus groups.

Steps we are taking to get on track:

- Continuing to work with partners such as YOVSO, VADETS-Choose Your Vide Arrive Alive, will continue to provide highway safety messaging and campaigns with feedback and input from teens. Will continue to develop educational materials that will resonate and relate to young drivers.
- Expanding our reach to young drives with new programs and projects that will reach our underserved and underrepresented communities.
- Our media contractor will continue to use media platforms that will also resonate with the younger driver.
- Utilize meaningful community and public engagement feedback received from the speed focus group that provided the young male perspectives on what would work to change their driving behaviors and what doesn't, and what tactics and specific types of media resonate with them.

Pedestrian Fatalities

Pedestrian fatalities decreased 23% from 2022 to 2023. Fatalities decreased by 11 going from 47 to 36.

In 2022 pedestrian fatalities accounted for 19% of total fatalities, in 2023 that decreased to 16%.

The highest number of pedestrian fatalities of 19 occurred in February in 2022. The largest decrease in pedestrian fatalities in 2023 was 9 fewer in February.

Pedestrian fatalities decreased by 5 in March and by 2 in January. In 2022 the fewest number of pedestrian fatalities was 2 in April. In 2023 the only increase was in April when they increased from 2 to 7.

The highest number of pedestrian fatalities was 11 on Wednesdays in 2022. The largest decrease in 2023 was on Wednesdays. Pedestrian fatalities decreased by 8 from 11 to 3. There was also a large decrease on Mondays going from 6 to 1.

Fridays had the highest number of pedestrian fatalities in 2023, 11. This was an increase of 3 over 2022. Tuesdays had the fewest number of fatalities in 2022 and increased from 2 to 5 in 2023.

Most changes in pedestrian fatalities by jurisdiction were and increase or decrease of 1.

- The biggest change was a decrease from 7 to 0 fatalities in the City of Norfolk.
- The largest increase was from 2 to 3 in the City of Virginia Beach.
- Jurisdictions with decreases of 3 pedestrian fatalities in 2023 include Chesterfield County, Fairfax County, and Stafford County.

Pedestrian fatalities involving drinking drivers increased from 10 to 13 in 2023. 36% of pedestrian fatalities involved a drinking driver in 2023.

The majority of pedestrian fatalities involve a single vehicle. Fatalities decreased by 13 from 42 to 29 in 2023.

Pedestrian fatalities involving mature drivers decreased by 8 from 13 to 5. In 2022, 28% of pedestrian fatalities involved a mature driver, in 2023 this decreased to 14%.

Pedestrian fatalities are higher in urban areas. Urban pedestrian fatalities decreased by 13 from 38 to 25 in 2023 while rural pedestrian fatalities increased by 2 from 9 to 11.

In 2022, rural pedestrian fatalities were 20% of all pedestrian fatalities. This increased to 31% in 2023.

Changes in pedestrian fatalities by age had the most change in older age groups. Fatalities decreased from 12 to 2 for ages 61 to 65. Fatalities decreased from 9 to 3 for ages over 70. These two age groups had the highest number of pedestrian fatalities in 2022.

Reasons why we are not on track:

- Reduced law enforcement efforts due to manpower and competing priorities.
- Legislation (46.2-923: How and where pedestrians to cross highways) - No law-enforcement officer shall stop a pedestrian for a violation of crossing highway. No evidence discovered or obtained as the result of a stop in violation of this subsection, including evidence discovered or obtained with the person's consent, shall be admissible in any trial, hearing, or other proceeding.

Steps we are taking to get on track:

- Earned, owned, and paid pedestrian safety media buy focus on pedestrian safety and for motorist to look out for pedestrians and to share the road with pedestrians,

- Through educational messages through partners such as Metropolitan Washington Council of Government and Drive Smart Virginia to continue educating on shared responsibility of the motoring public and pedestrians.
- Development of messaging and placement of messaging that will reach the underserved and underrepresented communities.
- Seek meaningful community participation and engagement through our partnerships so we can obtain feedback that will be meaningful in the development of new ways to educate and message on pedestrian safety.
- Work with key stakeholders to implement roadway improvements that recognize and address human mistakes and vulnerabilities.

Bicycle Fatalities

Bicycle fatalities increased 200% from 2022 (2) to 2023 (6).

The highest number of bicycle fatalities of 6 occurred in February (3) in 2023.

Bicycle fatalities occurred in January (2), February (3) and April (1)

Most of bicycle fatalities occurred between Midnight and 3:00pm (83%).

All 6 of bicycle fatalities occurred in Hampton City (1), Newport News City (2), Dinwiddie County, Rockingham County and York County in 2023.

6 of bicycle fatalities involve a two vehicle crash.

Bicycle fatalities are higher in urban areas (67%).

All 6 bicycle fatalities were older than 25 years.

Reasons for not being on track:

- Enforcement– lack of contact by law enforcement due to manpower and competing priorities.
- Lack of helmet use.
- Public perception of police - the social climate over the past few years has carried forward.

Steps we are taking to get on track:

- Through educational messages through partners such as Drive Smart Virginia and Fairfax Alliance for Better Bicycling to continue educating on bicycle safety along with pedestrian safety.
- Development of messaging and placement of messaging that will reach the underserved and underrepresented communities.
- Seek meaningful community and public engagement through our partnerships that we can obtain feedback that will be meaningful in the development of new ways to educate and message on bicycle safety.
- Work with key stakeholders to implement roadway improvements that recognize and address human mistakes and vulnerabilities.

Drugged Driver Fatalities (Data is 2020 vs 2019 - most recent available in FARS)

Drugged driver fatalities increased from 56 to 67 in the first four months of 2020 to 2021. The increase of 11 fatalities was a 20% increase from 2020.

Drugged driver fatalities increased most on Saturdays tripling from 4 to 12. Next highest was on Wednesdays with an increase of 5. The only other increase was on Sundays when fatalities went from 9 to 11.

Drugged driver fatalities increased by 77% on weekends (Saturdays and Sundays) increasing from 13 to 23. Fatalities on weekends accounted for 23% of total fatalities in 2020 and 34% in 2021.

Drugged driver fatalities increased 131% going from 13 to 30 between the hours of noon and 6pm. 23% of all drugged driver fatalities occurred between these hours in 2020, this increased to 45% in 2021.

Drugged driver fatalities increased most in rural areas increasing by 8 from 34 to 42. Rural drugged driver fatalities accounted for 62% of total fatalities in 2020 and 63% in 2021.

Although males account for most drugged driver fatalities in 2020 and 2021, female drugged driver fatalities more than doubles going from 11 to 23. Female drugged fatalities accounted for 20% of all drugged fatalities in 2020, this increased to 34% in 2021.

Drugged driver fatalities increased by 5 for ages 18 to 20. They also increased by 5 for ages 41 to 45 and by 4 for ages 36 to 40. The highest number of fatalities by age increased by 1 from 10 to 11 for ages 26 to 30. In 2021, 16% of all drugged fatalities were aged 26 to 30.

Almost half of drugged driver fatalities, 43% were not using a safety restraint of any kind.

More than half of drug drivers killed were speeding. 54% (36) of drugged drivers killed were speeding.

Only 88% (59) of drugged drivers killed were cited as making improper action.

13 drugged drivers killed were cited as exceeded speed limit action in 2021, 44% increase as compared to 2020 (9).

Reasons for not being on track:

- Enforcement– lack of contact by law enforcement due to manpower and competing priorities.
- Training- Advanced Roadside Impaired Driving Enforcement, or ARIDE, Standardized Field Sobriety Test courses, and Drug Recognition Expert (DRE)
- Legislation – legalization of marijuana
- Public perception – that marijuana doesn't impair their driving behavior as alcohol does.

Steps we are taking to get on track:

- Continued partnership with Virginia State Police in conducting DRE schools to increase the number of DRE Officers.
- Conducting of the ARIDE training to increase the number of officers trained statewide.

- Continued partnership with Department of Forensic Science and the Virginia Medical Examiner Office that provide the toxicology report.
- Continued training through the Commonwealth Attorney's Services Council for law enforcement and Prosecutors specifically for Driving under the influence of Drugs and/or Alcohol.

Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)

Virginia's seat belt use rate was 75.6 % for 2022. Virginia continues to monitor the data and implement messaging to increase seat belt use across the Commonwealth.

Reasons for not being on track:

- Enforcement– lack of contact by law enforcement due to manpower and competing priorities.
- Legislation – reduced primary laws for probable cause for a traffic stop.
- Public perception of police - the social climate over the past few years has carried forward.

Steps being taken to make progress:

- Earned, owned, and paid occupant protection media buy using previously created creatives such as Ding. Ding. and Safe Driving is Something We Can All Live With, Buckle Up.

- Continuing with expanding our educational materials produced in the Spanish language and evaluate the need for additional languages.

- Work with new partners to expand our reach to underserved communities to help get the message out on the importance of buckling up.

- Work with our underserved communities to include our Historically Black Colleges and Universities (Norfolk State University) and military communities to educate the communities on buckling every trip every time.

- 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.

- Continue to use findings from previous focus group conducted with males 18-34 to be able to change their behavior to begin wearing their seat belt.

- 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.

- 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, and teach new skills.

- Develop educational messaging designed to encourage safe, responsible driving and behavior by all people who use our roads.

- Continue the distribution of our partner emails providing data and available educational resources for our media campaigns as well as other times throughout the year.

Virginia's Performance Plan

VAHSO's Performance Plan includes data driven Core Outcome performance measures and defined targets for each program area. VAHSO also includes one Core Behavior measure as well as the three Grant Funded Activity measures in its Plan. Evidence-based countermeasure strategies and projects contain performance targets and a justification for the selection of that target. Additionally, approved projects that will have a positive impact on Virginia's traffic safety program have been developed and awarded funding.

CORE OUTCOME PERFORMANCE MEASURES

Fatalities

Crash fatalities increased 4% from 2021 to 2022 increasing to 1,005 from 968. Thirty-seven additional lives were lost in 2022.

Fatalities increased 86% in February, increasing by 43 (50 to 93). Fatalities also increased 35% in June, increasing by 23 (66 to 89). Other increases occurred in September (17) and January (13). These months accounted for 35% of fatalities in 2022, as opposed to 26% in 2021.

Fatalities decreased most in April and July. Fatalities decreased by 21 in each month. Decreases and increases in the remaining months were not as large.

Fatalities Increased by 25 on Saturdays, 22 on Wednesdays, and 21 on Tuesdays. The largest decrease was on Fridays, -25. Forty-six percent of fatalities occurred on Fridays, Saturdays and Sundays in 2022 (47% in 2021).

Fatalities decreased by 43 from noon–6pm (321 to 278) , but then increased by 37 from 6pm-9pm (155 to 192).

Interstates I-64, I-81, and I-95 each had a much high number of fatalities than other Virginia Interstates. Although fatalities didn't change much in each of the three (including ramps) from 2021, in 2022 I-64 had 37 fatalities (-1), I-81 had 35 (+2), and I-95 had 41 (-5). The I-95 fatalities do not include the HOV lane fatalities (4 in 2021 and 1 in 2022).

Fifty-four percent of fatalities occurred in a single vehicle crash in 2022. Fatalities in single vehicle crashes increased by 34 in 2022 (513 to 547). Thirty-seven percent of fatalities occurred in two vehicle crash in 2022. Fatalities increased by 6 in 2022 (362 to 368).

Teen fatalities decreased by 3 (42 to 39). Mature driver fatalities stayed the same but are much higher than teen fatalities (145).

While drinking driver fatalities increased slightly, speeding driver fatalities decreased slightly. In 2022, drinking driver fatalities accounted for 8% of all fatalities and increased to 80 from 76 in 2021. In 2022, speeding driver fatalities accounted for 26% of all fatalities and decreased from 272 to 260.

Fatalities for those aged over 50 increased by 56 in 2022. (393 to 449). For those under 50, fatalities decreased by 20. Although they decreased by 20, fatalities for those aged 36 to 40 increased by 18. Almost all other ages and age groups under 50 decreased. For ages over 50, all age groups increased. Ages 51 to 55 increased the most by 19. The highest number of fatalities occurred for the ages over 70 in both years, significantly higher than the next highest age group.

In 2022, fatalities in urban areas increased by 76 and decreased by 39 in rural areas. While urban crashes accounted for 43% of fatalities in 2021, they increased to 49% of fatalities.

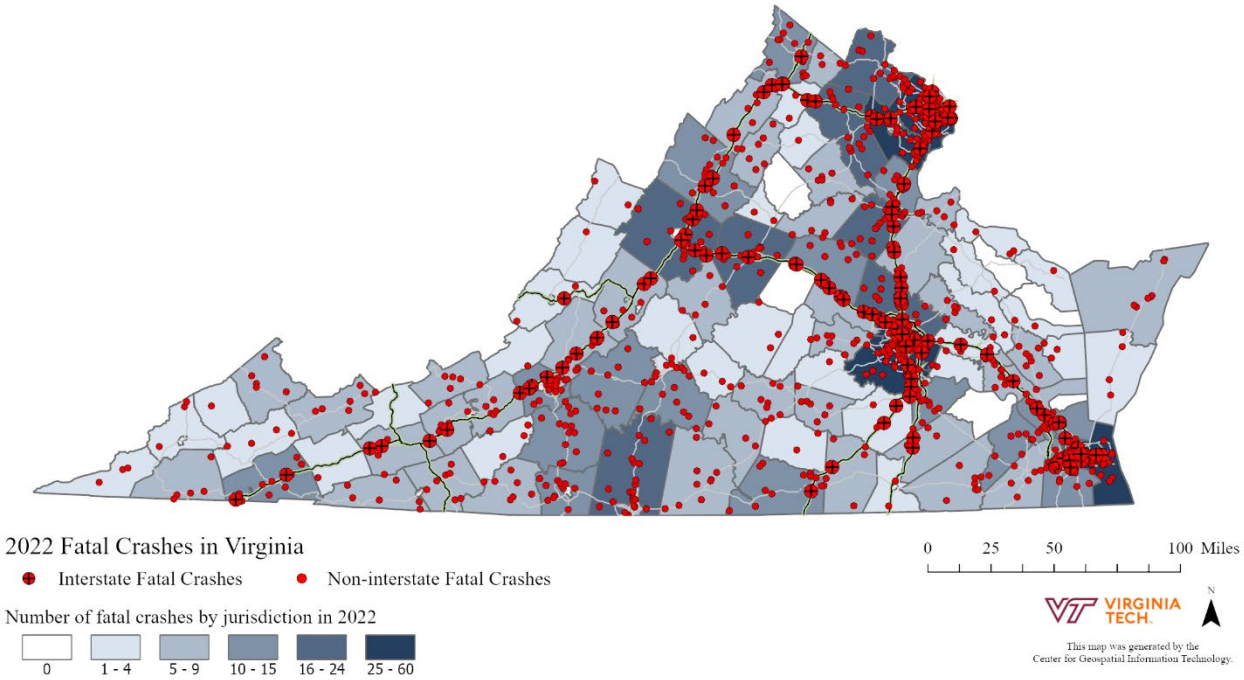
Fairfax County had the highest number of fatalities in 2021 and 2022. Fatalities increased from 50 to 66 in 2022. In 2022, Chesterfield County and Richmond City had the second highest number of fatalities at 34. Fatalities in Richmond increased by 17 in 2022.

Average lane clearance time for fatal crashes involving unrestrained occupants: 0 hours 54 minutes, a 2 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

Average scene clearance time for fatal crashes involving unrestrained occupants: 1 hours, 23 minutes, a 2 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022

1,030 crashes (8% increase) were reported with secondary information in 2022 as compared to 950 crashes in 2021.

There were 6,089,783 licensed drivers, a 1 percent increase (66,429) and 8,493,528 registered vehicles, a 1 percent increase (90,701) compared to 2021.



Measure C-1: Target for 5-year rolling average total fatalities as 1,005 by 2026.

Benchmarks:

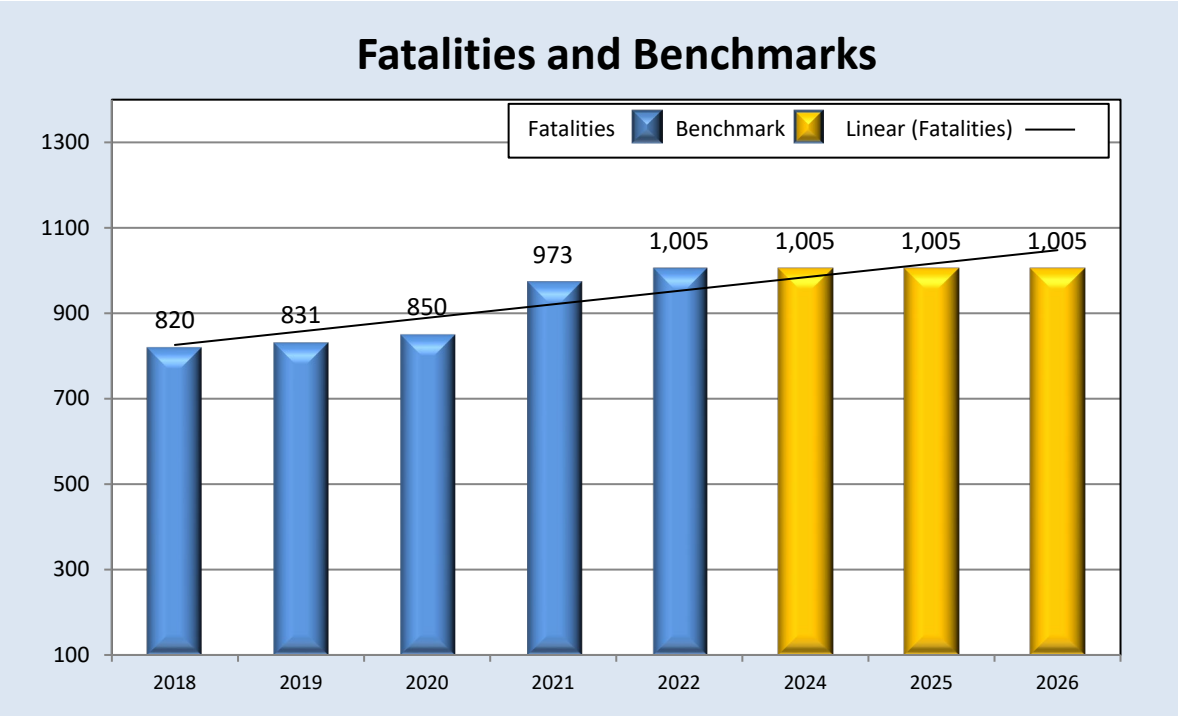
- 2024 – 2026 benchmark: maintain/setting constant (level) fatalities at 1,005

  Note: see explanation on page 55

	Baseline Data					Targets
	2014-2018	2015-2019	2016-2020	2017-2021	2018-2022	2024-2026
Fatalities	775	801	820	863	896	1,005

Note: New method to calculate the 2024 target. FARS data - 2018-2021

* 2022 is TREDS data



Justification: See “Coordinated Outcomes” pgs. 53-55

Serious Injuries

In 2022 serious injuries decreased by 260 over 2021. This equates to a 3.5% decrease.

The biggest changes by month were the decreases in serious injuries that occurred in September and October. Serious injuries decreased 15% in both months. There were 103 fewer serious injuries in September and 106 few in October in 2022 vs 2021.

In 2022, serious injuries decreased every day of the week except Mondays and Wednesdays. Serious injuries on Mondays increased by 63 (7%) and increased by 20 (2%) on Wednesdays. Serious injuries decreased most on Tuesdays. Serious injuries decreased 14% (-142).

Serious injuries decreased 16% (-220) between the hours of noon and 6pm. However, serious injuries increased 11% (+72) between the hours of 6am to 9am.

Interstates I-64, I-81, and I-95 had the highest number of serious injuries in 2021 and 2022. Serious injuries increased on I-95 (+11) and I-81 (+4). They decreased on I-64 (-40).

From 2021 to 2022, serious injuries from rural crashes decreased 12% (-409) while those in urban areas increased 4% (+150). Serious injuries in 2022 accounted for 41% of all serious injuries. This was a decrease from 45% in 2021. Serious injuries in 2022 accounted for 59% of all serious injuries. This was an increase from 55% in 2021.

There was much variation in the number of serious injuries by jurisdiction. Newport News had a significant decrease going from 245 in 2021 to 154 in 2022 (-37%). The next largest decrease of 44 was in Roanoke County (121 to 77). The largest increase was in Stafford County where serious injuries increased by 32 (79 to 111).

Drinking drivers with serious injuries decreased from 2021 to 2022. Serious injuries decreased from 660 to 560 (-15%).

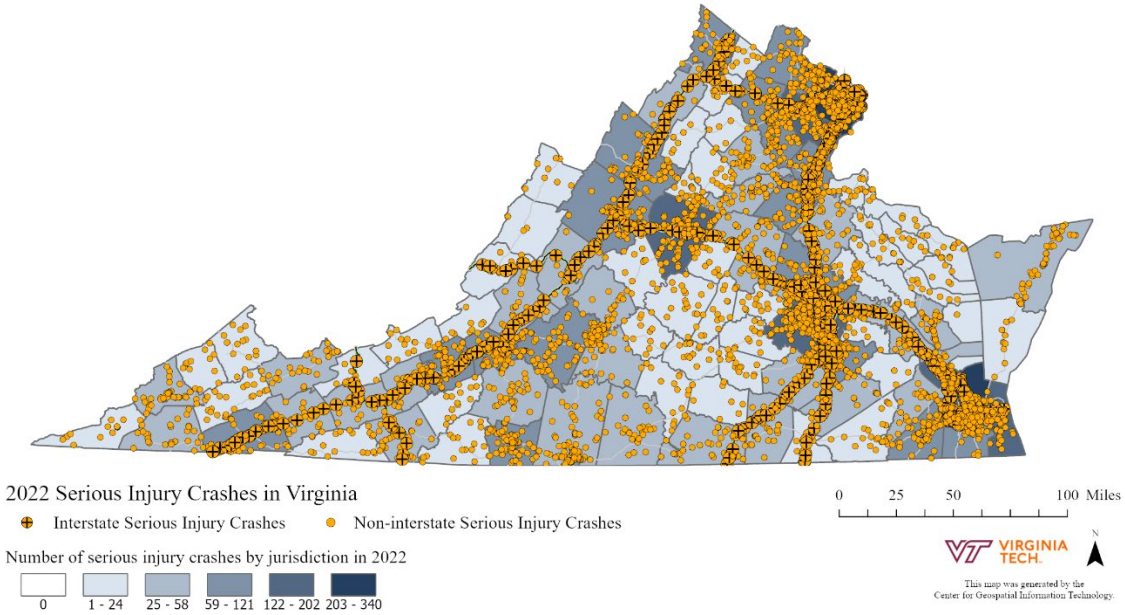
Speeding drivers with serious injuries decreased slightly in 2022. Serious injuries decreased 1479 to 1445 (-2%).

Serious injuries in mature drivers decreased by 5% in 2022. Serious injuries decreased by 37 going from 676 to 639.

Average lane clearance time for serious injury: 1 hours 28 minutes, a 6 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

Average scene clearance time for serious injury crashes: 1 hours, 52 minutes, a 8 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022

86 serious injury crashes (2% decrease) were reported with secondary information in 2022 as compared to 88 crashes in 2021.



Measure C-2: Maintain 5-year rolling average total serious injuries as 7,137 by 2026.

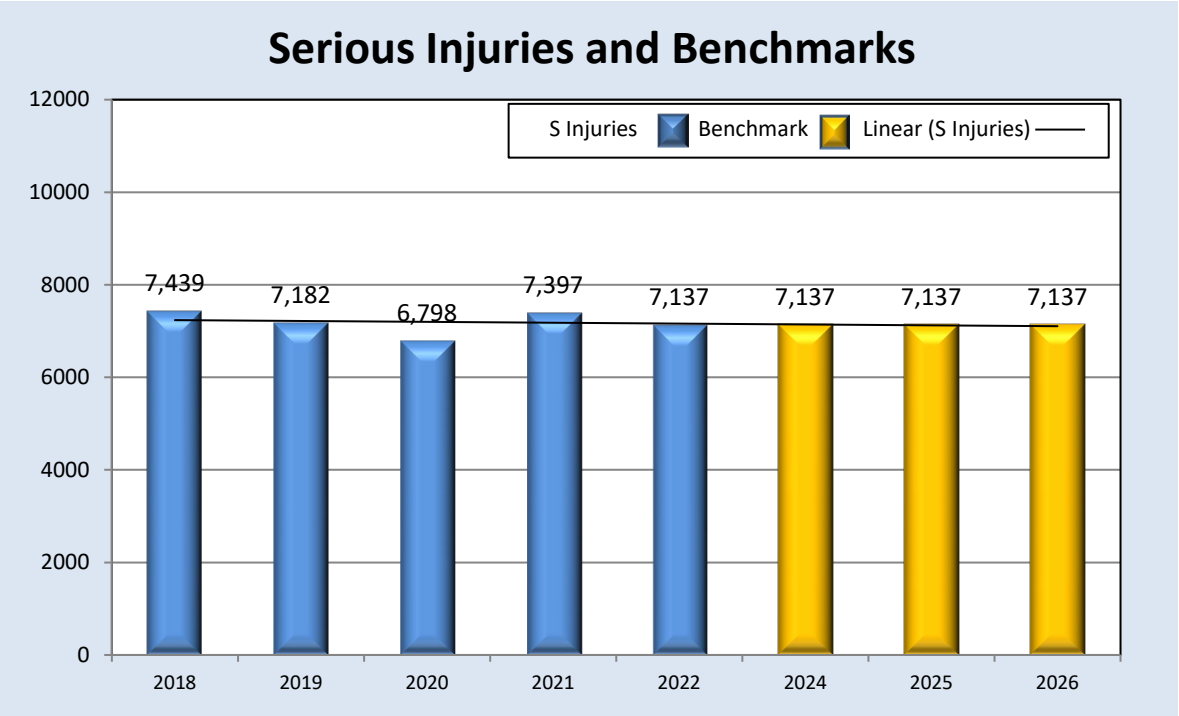
Benchmarks:

- 2024-2026 benchmark: maintain/setting constant (level) serious injuries at 7,137.

  Note: see explanation on page 55

	Baseline Data					Targets
	2014-2018	2015-2019	2016-2020	2017-2021	2018-2022	2024-2026
Fatalities	7,749	7,669	7,425	7,288	7,191	7,137

Note: New method to determine the 2024 target. Serious injury data is from TREDS.



Justification: See “Coordinated Outcomes” pgs. 53-55.

Fatalities/VMT

The fatality rate per 100M VMT increased from 1.18 in 2022 to 1.22 in 2023, a 3% increase.

The fatality rates increased and decreased significantly for a number of jurisdictions. Rates are based on the number of VMT in millions specific to the jurisdiction.

Jurisdictions with large increases in the fatality rate per 100M VMT	2021	2022
City of Harrisonburg	0.96	1.91
City of Richmond	0.95	1.9
City of Williamsburg	0	2.27
Clarke County	0.71	2.14
Floyd County	0.68	2.27
Goochland County	0.43	1.01
Grayson County	1.62	3.88
Halifax County	1.62	3.88
King William County	2.04	4.76
Loudoun County	0.37	0.73
Nottoway County	1.62	4.86
Page County	2.08	5.56
Patrick County	0.61	3.64
Pulaski County	0.84	1.69
Wise County	0.38	1.5

Jurisdictions with large decreases in the fatality rate per 100M VMT	2021	2022
Charlottesville decreased City	1.55	0.52
Hopewell City	7.23	0.12
Lynchburg City	1.44	0.36
Waynesboro City	2.63	1.32
Amherst County	1.89	0.95
Brunswick County	3.42	1.58
Buckingham County	3.31	1.66
Cumberland County	5.26	1.05
Dinwiddie County	2.01	0.8
Fluvanna County	2.14	0
Greensville County	3.43	0.57
King and Queen County	5.22	1.74
Lancaster County	5.21	0
Nelson County	3.51	1.75
New Kent County	2.09	0.7
Richmond County	3.41	0
Russell County	3.32	1.24
Smyth County	2.44	0.27

Measure C-3a: Maintain 5-year rolling average fatalities per 100M VMT as 1.188 by 2026.

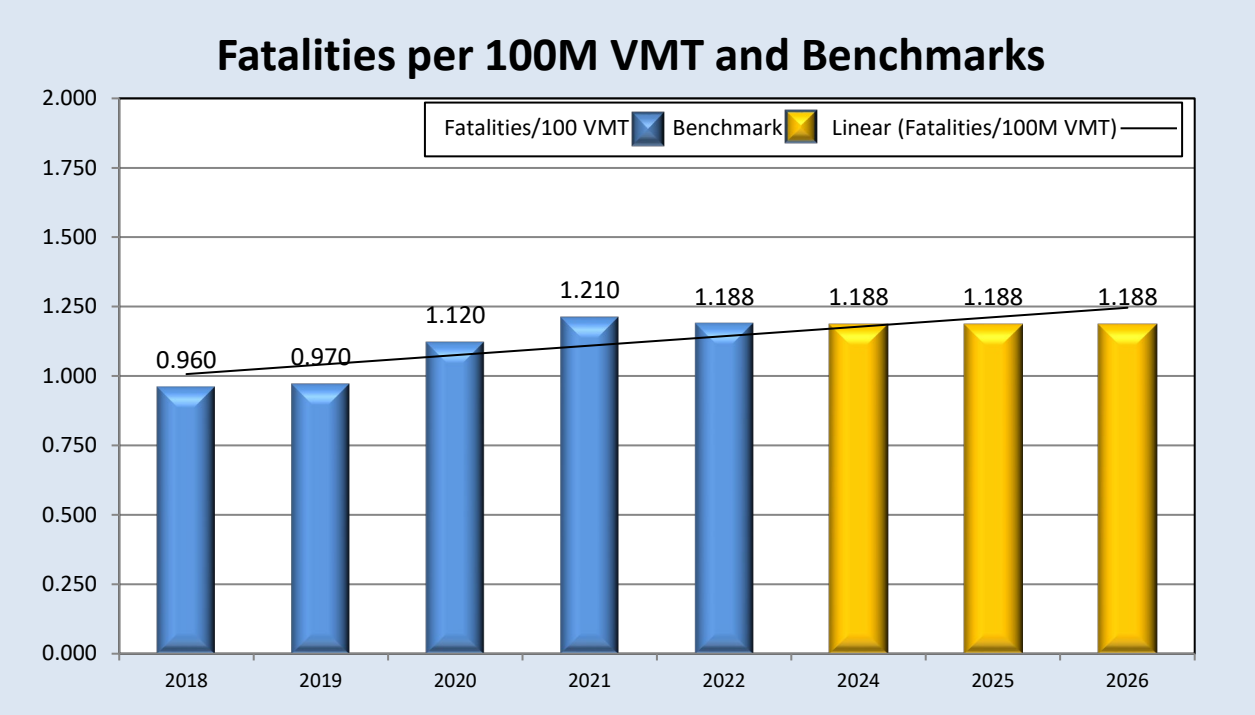
Benchmarks:

- 2024-2026 benchmark: maintain/setting constant (level) fatalities per 100M VMT at 1.188

Note: see explanation on page 55

	Baseline Data					Targets
	2014-2018	2015-2019	2016-2020	2017-2021	2018-2022	2024-2026
Fatalities Per 100M VMT	0.924	0.944	0.986	1.048	1.089	1.188

Note: New method to determine the 2024 target. FARS data - 2018-2021. 2022 is TREDS data.



Justification: See “Coordinated Outcomes” pages. 53-55.

Rural Fatalities/VMT

The fatality rate per VMT is higher in rural areas than in urban areas. In 2022 the rate on rural roads was 1.69 and on urban roads .96.

- The rate on urban roads increased in 2022 from .81 in 2021. This was an 18% increase.
- The rate on rural roads decreased in 2022 from 1.82 in 2021. This was a decrease of 7%.

Urban Interstates with the highest rates in 2022 were I-95 (.16) and I-64 (.12). These were both increases from 2021. I-295 had the biggest decrease in 2022, going from .07 to 0.

- The rate for fatalities on I-95 increased 29% from .13.
- The rate on I-64 increased by 33% from .09.

Rural Interstates with the highest rates in 2022 were I-81 (.23) and I-64 (.15). These were both decreases from 2021.

- The rate for fatalities on I-81 decreased 12% from .26.
- The rate for I-64 decreased 36% from .23.
- There was also a significant decrease in the fertility rate on I-95. The rate decreased 50% from .19 to .10.

There were 63 jurisdictions with a rural fatality rate higher than 1. Twenty-nine had a fatality rate higher than 2. Ten had a fatality rate higher than 3. Six jurisdictions had a fatality rate higher than 4. Three had a fatality rate higher than 5.

There were 23 jurisdictions with an urban fatality rate higher than 1. Four had a fatality rate higher than 2. The highest was 6.9. Jurisdictions with the highest urban fatality rates were Franklin City (6.9), Portsmouth City (2.46), Williamsburg City (2.27), and Danville City (2.16).
The largest changes occurred in Franklin City (0 to 6.9), Hopewell City (7.23 to 1.2) and Manassas Park City (4.76 to 0).

Jurisdictions with the highest rural fatality rates were Highland County (8), Grayson County (6.5), Matthews County (5.8), Page County (4.86), Charlotte County (4.41), and King William County (4.08).

The largest changes occurred in Lancaster County (5.21 to 0), Cumberland County (5.26 to 1.05), King and Queen County (5.22 to 1.74), Greensville County (3.43 to 0.29), Richmond County (3.41 to 0), Patrick County (.61 to 3.64), Halifax (1.62 to 3.56), and Page County (2.08 to 4.86).

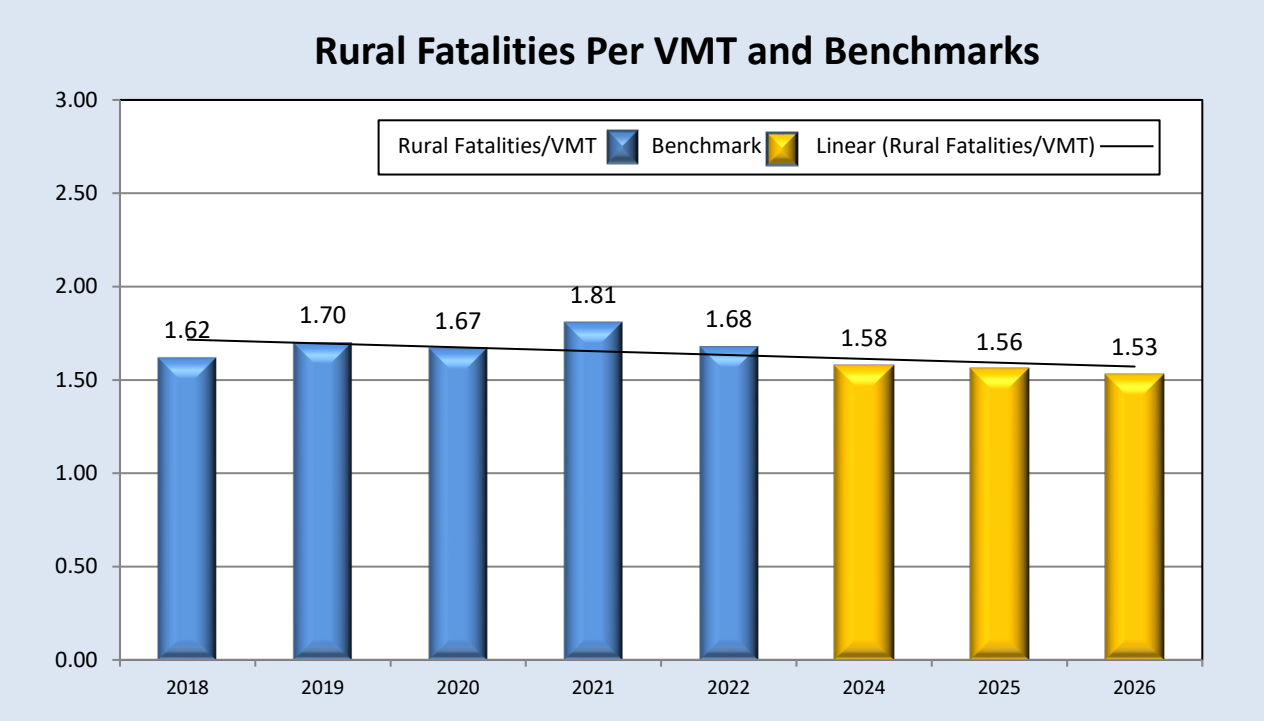
Measure C-3b: Reduce rural fatalities per 100M VMT to 1.53 from a current safety level of 1.68 by 9 percent by December 31, 2026.

2024 benchmark: 1.58
2025 benchmark: 1.56

	Baseline Data					Targets
	2018	2019	2020	2021	2022	2024-2026
Rural Fatalities (per 100M VMT)	1.62	1.70	1.67	1.81	1.68	1.53

Note: 2022 calendar base year data was used to calculate the 2024 target. 2022 data is preliminary due to rate calculation using the estimated 2022 VMT data.

Source: 2022 fatality data is TREDS



Justification: Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the annual data trend line that projected a 6 percent reduction in the actual rural fatality rate for FY24, 1 percent for FY25 and 2 percent for FY26, as a more achievable target than the 3-year or 5-year rolling average projections.

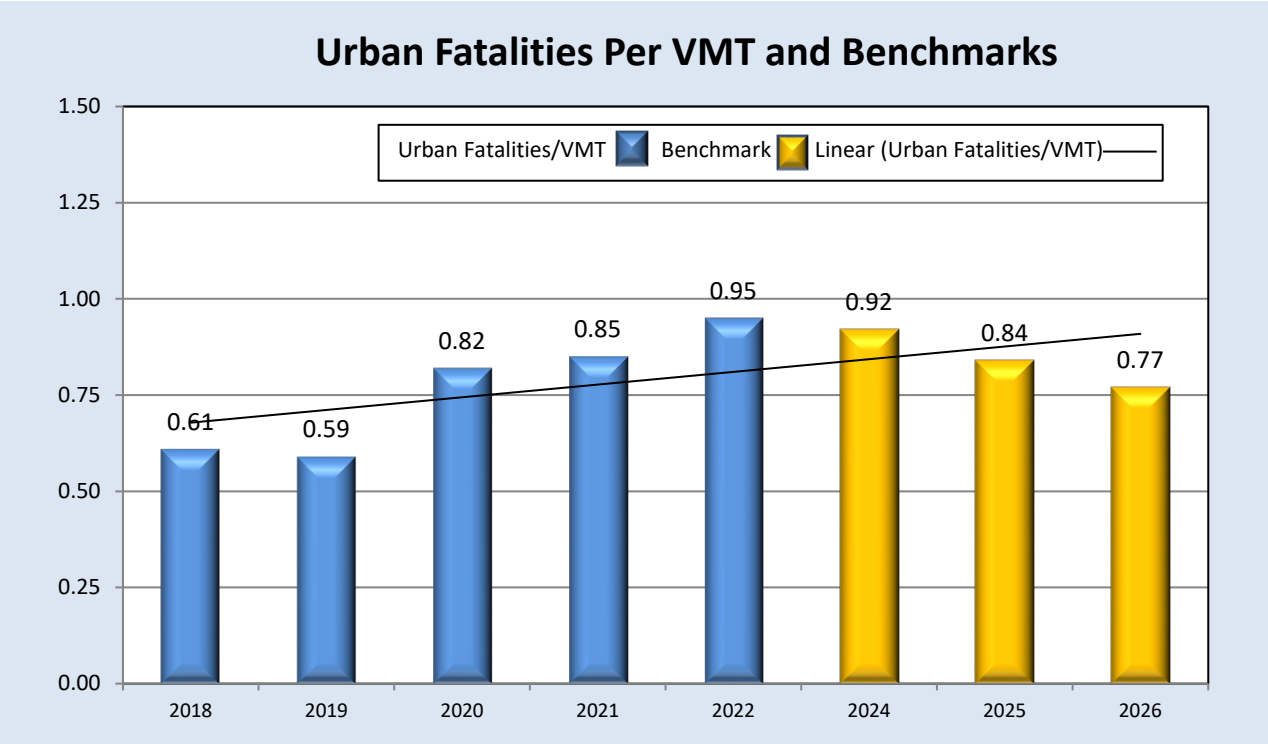
Urban Fatalities/VMT

Measure C-3c: Reduce urban fatalities per 100M VMT to 0.77 from a current safety level of 0.95 by 9 percent by December 31, 2026.

2024 benchmark: 0.92
2025 benchmark: 0.84

	Baseline Data					Targets 2024-2026
	2018	2019	2020	2021	2022	
Urban Fatalities (per 100M VMT)	0.61	0.59	0.82	0.85	0.95	0.77

Note: 2022 calendar year base data was used to calculate the 2024 target. 2022 data is preliminary due to rate calculation using the estimated VMT.

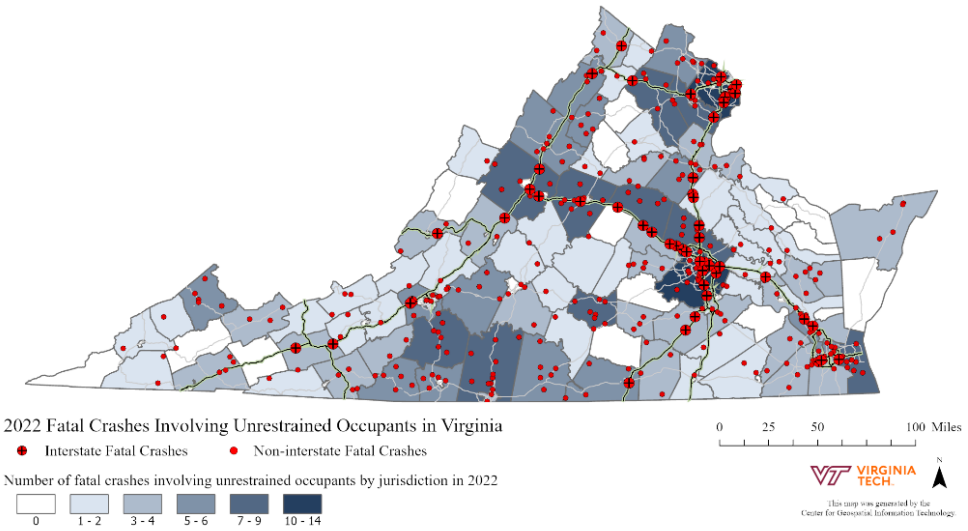


Justification: Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the annual data trend line that projected a 11 percent reduction in the actual unrestrained passenger vehicle occupant fatalities for FY24 and 2 percent each for fiscal year FY25-FY26, as a more achievable target than the 3-year or 5-year rolling average projections.

Occupant Protection Program Area

Analysis of our data shows 55 percent of occupants killed in Virginia crashes during 2022 were not wearing safety restraints. Three-hundred seventy-five unrestrained passenger vehicle occupants were killed on Virginia roadways, 41 more than in 2021. Fifty-seven percent of the fatalities were between the ages of 21-50. 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 percent of the fatalities occurred on Saturday/Sunday and 31 percent occurred between 9pm and 3am. Failing to maintain control of the vehicle accounted for 50 percent of the driver's actions. 52 percent of the vehicles ran off the road. The top jurisdictions where the fatalities occurred were Fairfax County (17), Richmond City (14), and Chesterfield County/Henrico County (11 each). 62 percent of unrestrained fatalities occurred in a single vehicle crash (232 and 30 percent involved two vehicles (112). 60 (225) percent of unrestrained fatalities occurred on rural roadways. 85 (317) percent of unrestrained fatalities occurred on non-interstate roadways. 91% of occupants killed were totally ejected from the vehicle.

2022 Fatal Crashes Involving Unrestrained Occupants In Virginia



Top jurisdictions with unrestrained fatalities – there were no hot spots regarding fatalities at the street level. Most of the fatalities occurred on Fairfax County, Richmond City, Chesterfield County and Henrico County.

- Fairfax County - most of the fatalities occurred on the local road – 10 out of 17 (Arnon Road/Fairfax County Pkwy/Fox Mill Road/Lee Hwy/Lawyeers Road/Leesburg Pike – one each
- Richmond City – 3 on I-64 and I-95, Bells Road -2, and Broad Street/Brook Road/Hospital Street/Richmond Highway/River Road – one each
- Chesterfield County – Beulah Road/Chesterwood Drive/Chippenham Parkway/Jefferson Davis Highway/Midlothian Turnpike – one each
- Henrico County – 6 out of 11 fatalities occurred on interstate roadways (I-295 and I-64)

19,290 safety belt convictions, a 15.9% decrease over 2021.

65.4% of safety belt convictions were male, 32.8% were female and 0.1% were non-binary.

Top 5 jurisdictions with safety belt convictions

1. Henrico County
2. Chesterfield County
3. Roanoke County
4. Augusta County
5. Fairfax County

Average lane clearance time for fatal crashes involving unrestrained occupants: 3 hours 12 minutes, a 19 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

Average scene clearance time for fatal crashes involving unrestrained occupants: 3 hours, 54 minutes, a 17 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

118 crashes involving unrestrained drivers were reported with secondary information (fatal crashes – 5, injury crashes - 94 and property damage – 19) between 2021-2022.

72% of licensed drivers were aged 15-60. However, unrestrained fatalities, aged 15-60, accounted for 82% of total unrestrained fatalities.

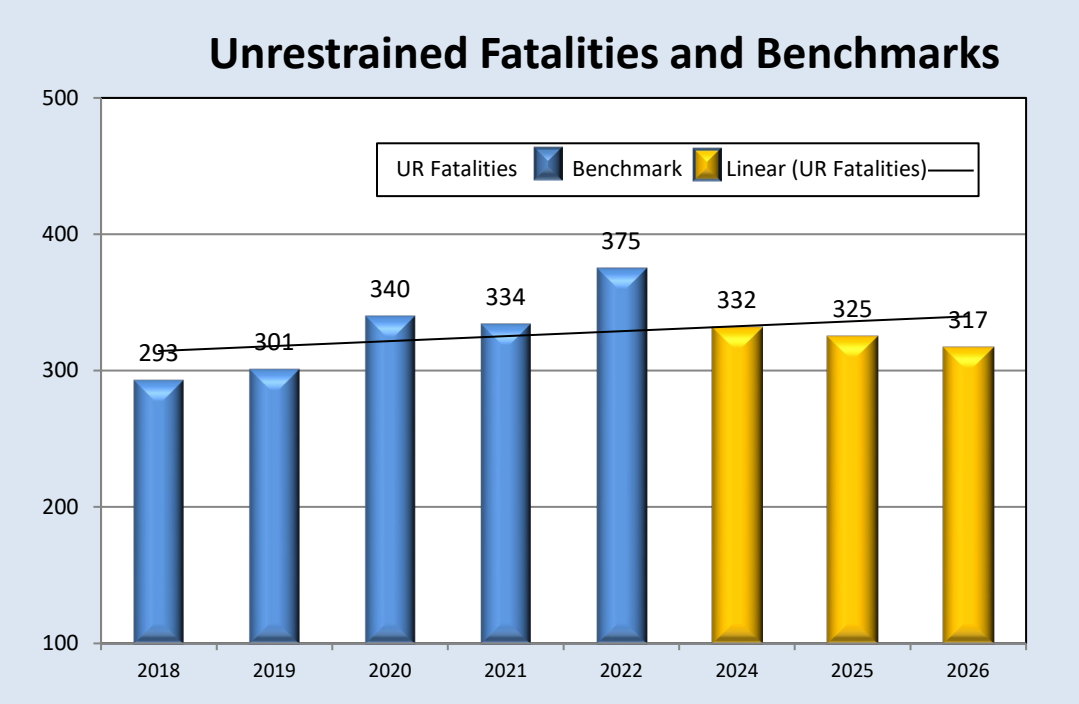
Measure C-4:

Reduce unrestrained passenger vehicle occupant fatalities, all seat positions to 317 from a current safety level of 375 by 15% by December 31, 2026

2024 benchmark: 332
2025 benchmark: 325

	Baseline Data					**Targets**
	2018	2019	2020	2021	2022	2024-2026
Unrestrained Passenger Vehicle Occupant Fatalities	293	301	340	334	375	317

Note: 2022 calendar year base TREDS data was used to calculate the 2024-2026 targets.



Justification: Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the annual data trend line that projected an 11 percent reduction in the actual unrestrained passenger vehicle occupant fatalities for FY24 and 2 percent each for fiscal year FY25-FY26, as a more achievable target than the 3-year or 5-year rolling average projections.

In addition, while setting targets, Virginia put into consideration that it has experienced an increase in the 5-year rolling average for unrestrained fatalities for the last 4 years.

Year	Unrestrained Passenger Vehicle Occupant Fatalities	% Change
2018	293	
2019	301	3%
2020	340	13%
2021	334	-2%
2022	375	12%

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to Low seat belt usage. We will also conduct detailed data analyses to understand which unrestrained passengers are most affected.

VAHSO will engage Virginians in low seat belt use localities in the key areas identified with High unrestrained fatalities.

By further understanding these risk factors we will develop appropriate Occupant Protection safety countermeasure strategies and implement projects that will help us reduce this trend. We will leverage our Occupant Protection safety program to expand our engagement with affected communities and adjust our Occupant Protection safety countermeasures based on their feedback.

Key Area	Data Identified Community
Rural Road Fatalities	Underserved & Overrepresented
Non-Interstate Road Fatalities	Overrepresented
Fairfax County	Underserved & Overrepresented
Richmond City	Underserved & Overrepresented
Chesterfield County	Underserved & Overrepresented
Henrico County	Underserved & Overrepresented

Countermeasures Strategies

VAHSO has analyzed TREDS and FARS data to develop a multi-faceted approach for increasing seat belt usage and reducing unrestrained fatalities. The table below reflects the four program areas and countermeasures that address them.

Occupant Protection Program Areas	Countermeasures
Education & Outreach	Countermeasures That Work 2.3.2
Selective Enforcement – Occupant Protection	Countermeasures That Work 2.2.1 & 2.3.1
Child Passenger Safety Program	Countermeasures That Work 2.6.2 & 2.7.2
NTHSA Recommended Survey & Mandated Assessment	NTHSA Uniform Guidelines 20 Part VII

<u>Education & Outreach</u>
Fifty-seven percent of the fatalities were between the ages of 21-50.

VAHSO will support Occupant Protection projects that provide education and outreach to Virginians to increase seat belt usage and reduce unrestrained fatalities. The countermeasure that has been proven to address unrestrained fatalities is “Chapter 2: Seat Belts and Child Restrains; Section 3: Communications and Outreach; Number 2: Strategies for Low-Belt-Use Groups”. This countermeasure is rated 4 stars.

The following are Occupant Protection projects focused on addressing unrestrained fatalities. Virginia State Police’s Youth of Virginia Speak Out (YOVASO) Occupant Protection focused grant which uses peer to peer education model to reach young drivers. Eastern Virginia Medical School’s project is

focused on educating Virginians on importance of seat belt use and distracted driving best practices. Drive Smart Virginia's outreach and messaging on the dangers of unrestrained driving.

The Education & Outreach performance target for reducing unrestrained fatalities by 20 from 375 to 355 in 2024. Strategies for Low-Belt-Use Groups countermeasure has been proved to help reduce the number of unrestrained fatalities in adult drivers. By focusing on the projects on key demographics and localities these Education & Outreach projects will reduce unrestrained fatalities.

Selective Enforcement – Occupant Protection
60 (225) percent of unrestrained fatalities occurred on rural roadways.

VAHSO will support Selective Enforcement activities that focus on Occupant Protection to increase seat belt usage and reduce unrestrained fatalities. The countermeasure that has been proven to address unrestrained fatalities is "Chapter 2: Seat Belts and Child Restraints; Section 2: Seat Belt Law Enforcement, Number 1: Short-Term, High-Visibility Seat Belt Law Enforcement". This countermeasure is rated 5 stars. An additional countermeasure that has been proven to address unrestrained fatalities is "Chapter 2: Seat Belts and Child Restraints; Section 3: Communications and Outreach, Number 1: Supporting Enforcement". This countermeasure is rated 5 stars.

The following projects are focused on Occupant Protection Selective Enforcement. VAHSO has two media grants that support the High Visibility Enforcement (HVE). The enforcement mobilization will have particular emphasis on rural communities as well as high risk locations for two weeks in November 2023 and two weeks in May 2024. VAHSO funds a combined 16 selective enforcement grants for cities, towns, counties, and State Police. The towns funded are South Boston, Onancock, Exmore, and Chatham. The cities funded are Virginia Beach, Norfolk, Lexington, and Buena Vista. The counties funded are Lee, New Kent, Prince William, Prince George, Dickenson, Tazewell, Buchanan.

The Selective Enforcement performance target for reducing unrestrained fatalities by 20 from 375 to 355 in 2024. Short term, High Visibility Seat Belt Law Enforcement and Communications and Outreach Supporting Enforcement countermeasures has been proved to help reduce the number of speed related fatalities in adult drivers. By focusing on the projects on key demographics and locations, Virginia will reduce the number unrestrained fatalities.

Child Passenger Safety Program
In 2022, Virginia had 1 unrestrained child fatality (under 10 years old).

While the data indicates a small portion of the unrestrained fatalities involved young children. Virginia understands the impact of child fatalities on families and communities. VAHSO continues to fund these projects to strive towards zero unrestrained child fatalities. The countermeasure that has been proven to address unrestrained child fatalities is "Chapter 2: Seat Belts and Child Restraints; Section 6: Communications and Outreach, Number 2: Strategies for Child Restraint and Booster Seat Use". This countermeasure is rated 3 stars. An additional countermeasure that has been proven to address unrestrained fatalities is "Chapter 2: Seat Belts and Child Restraints; Section 7: Other Strategies, Number 2: Inspection Stations". This countermeasure is rated 3 stars.

The following projects are focused on Child Passenger Safety Seats distribution and outreach on proper use. Virginia Department of Health (VDH) and Virginia DMV both have programs that both assist with the certification of CPS technicians. VDH also oversees the Low-Income Seat distribution program. Ballad Health is a resource for Southwest Virginia that inspects child passenger seat installations and distributes seats to families in need. Childrens Hospital of King's Daughters and

Carilion Health both specialize in the review and distribution of child passenger seats for children with special needs.

Child Passenger Seat performance target for reducing unrestrained child fatalities by 1 from 1 to 0 in 2024. Child passenger seat countermeasures has been proven to help reduce the number unrestrained fatalities in children. By focusing on the projects on the key demographics and locations, Virginia will reduce the number unrestrained child fatalities.

NTHSA Recommended Survey & Mandated Assessment
85 (317) percent of unrestrained fatalities occurred on non-interstate roadways.

NTHSA has identified Virginia as a low seat belt use state. One of the major factors in the seat belt use is Virginia does not have a primary seat belt law. NTHSA has recommend seat belt use surveys and a mandatory triennial statewide Occupant Protection assessment. The countermeasure of best fit is "NTHSA Uniform Guidelines Number 20: Occupant Protection, Part VII Data and Program Evaluation."

The following projects are focused on surveys, assessments, data analysis and reporting. Virginia DMV funds the NTHSA mandated Occupant Protection Assessment to help identify strengths and weaknesses of the program. Old Dominion University Research Foundation has two funded grants. The first is the behavioral seat belt survey. The second is the statewide seat belt use survey. Both ODU grants contain a data analysis component which helps determine problem areas for the Occupant Protection program.

The survey and assessment performance target for reducing unrestrained fatalities by 3 from 375 to 372 in 2024. By focusing on the Occupant Protection program on the results of these surveys and assessment, Virginia will reduce the number of unrestrained fatalities.

NTHSA's Uniform Guidelines influence on Countermeasure Strategy
The countermeasure strategy performance targets for the Occupant Protection program were directly informed by the uniform guidelines. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(ii)) encourages the proper use of occupant protection devices which would address unrestrained fatalities.

Occupant Protection: Budget Summary

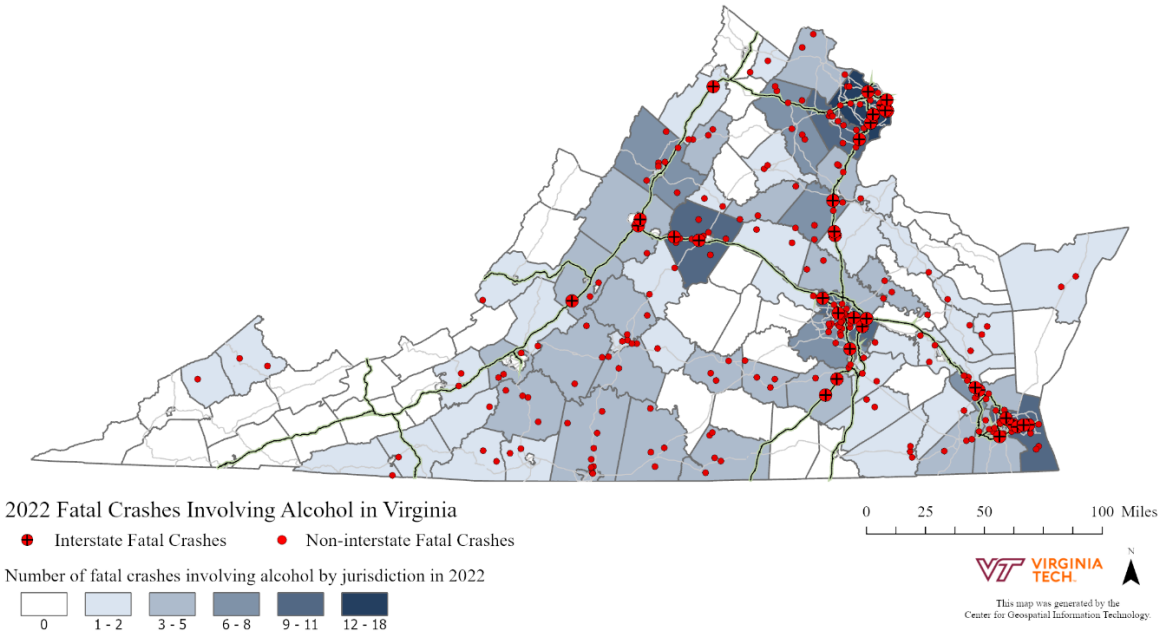
Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	4,058,559.00	4,261,487.00	4,474,561.00	12,794,607.00
405b	452,049.00	474,651.00	498,384.00	1,425,084.00
405d Low	237,697.00	249,582.00	262,061.00	749,340.00
Total All Funds	**4,748,305.00**	**4,985,720.00**	**5,235,006.00**	**14,969,031.00**

Alcohol Impaired Driving Program Area

In Virginia, alcohol related fatalities increased 11% in 2022 (274 vs. 247). Twenty-seven percent of total fatalities were alcohol related in 2022. The average age of the drinking driver killed was 39. Eighty-five percent of the fatalities occurred on non-interstate roadways with 52 percent occurring between 6 pm and midnight. Fifty percent of alcohol related fatalities occurred on Saturday/Sunday. Alcohol related fatalities increased 37% on Saturdays and Sundays in 2022 (137 vs. 100). Seventy-three percent (200) occurred between the hours of 6pm and 3am. Most drinking drivers involved in alcohol-related fatal crashes were aged 21-35 (47%). Fifty-nine percent of alcohol related fatalities were aged 21 to 45. Ages 26 to 30 had the highest number of fatalities, 41 (15%). Fifty-six percent of drinking driver fatalities were also speed-related, and sixty-six percent were unrestrained. Single vehicle crashes accounted for 66 percent of drinking driver fatalities, 29 percent were two vehicle crashes and 4 percent involved three or more vehicles. Fifty-four percent of the drinking drivers ran off the road during the crash. Thirty-seven percent of alcohol related fatalities occurred in February/May/June. No significant difference between alcohol-related fatalities occurred in rural (46%) or in urban (54%) areas.

The top localities for alcohol-related fatalities were Fairfax County (22), Henrico County (12), Prince William County (11), Norfolk City (10), Richmond City (10), and Albemarle County (10). These jurisdictions account for 27% of alcohol related fatalities.

2022 Fatal Crashes Involving Alcohol in Virginia



Note: Above 2022 alcohol-related data is from TREDS

14, 243 DUI convictions, a 10.9% decrease as compared to 2021 (15,988).

Male drivers accounted for 67% of total DUI convictions, 24% were female and 0.1% were non-binary.

Of those 14,243 DUI conviction, 84% were convicted of driving while intoxicated for the first time (1st), 14% for the second time and 3% for the third time/subsequent (more).

More than half (54%) DUI convictions were in 15 jurisdictions (15 out of 134) – Virginia Beach City (1,192), Chesterfield County (931), Fairfax County (897), Prince William County (694), Henrico County (620), Chesapeake City (587), Newport News City (470), Stafford County (435), Arlington County (312), Rockingham County (306), Spotsylvania County (306), Loudoun County (272), Frederick County (260), Culpeper County (240) and Norfolk City (235).

80.1% of DUI convictions were ages 21-50 drivers (ages 21-30 – 33.1%, ages 31-40 – 29.5% and ages 41-50 – 17.5%. Most DUI convictions were among adult driver age group as compared to young or mature drivers.

Virginia alcohol-impaired driving fatalities (BAC=.08+) rate per 100 million VMT was 0.31 for 2018-2020, its classification as the Low-Range state.

Average lane clearance time for alcohol-related fatal crashes: 3 hours 23 minutes, a 57 minute decrease from 2021, significant difference in clearance time between 2021 and 2022.

Average scene clearance time for alcohol-related fatal crashes: 3 hours, 58 minutes, a 47 minute decrease from 2021, significant difference in clearance time between 2021 and 2022.

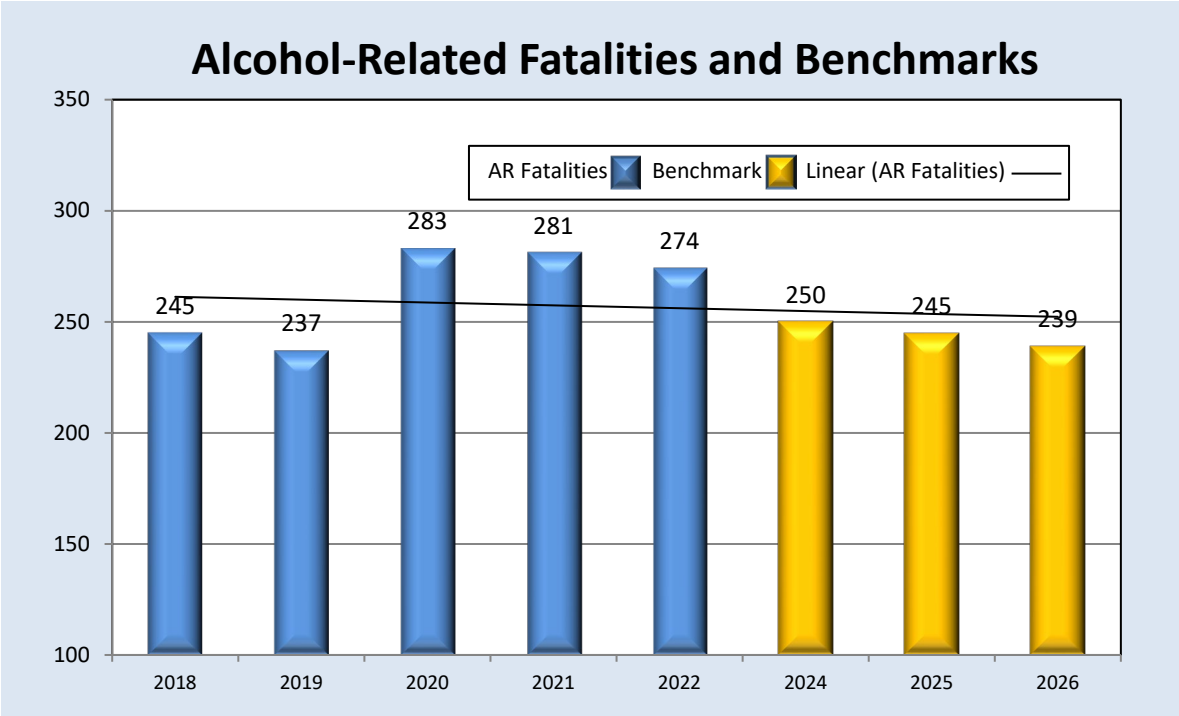
163 alcohol-related crashes with secondary information (fatal crashes – 6, injury crashes - 86 and property damage – 71) between 2021-2022.

Measure C-5: Reduce alcohol impaired driving fatalities to 239 from a current safety level of 274 by 13 percent by December 31, 2026

2024 benchmark: 250
2025 benchmark: 245

	Baseline Data					**Targets**
	2018	2019	2020	2021	2022	2024-2026
Alcohol Impaired Fatalities (FARS)	245	237	283	281	274	239

Note: 2022 calendar year base TREDS data was used to calculate the 2024-2026 targets.



Justification:

Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the annual data trend line that projected a 9 percent reduction in the actual alcohol impaired driving fatalities for FY24, 2 percent for fiscal year FY25 and 2 percent for FY26, as more achievable targets than the 3-year or 5-year rolling average projections.

In addition, while setting targets, Virginia put into consideration that it has experienced an increase 12 percent in 2022 (274) as compared to 245 in 2018.

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

Highway Safety Planning Process and Problem Identification

VASHO referenced United States Code of Federal Regulations (23 CFR Chapter 3 Part 1300.11) as a starting point for developing the Fiscal Year 2024-2026 triennial Highway Safety Plan. The planning process for Alcohol Impaired Driving program was to analyze FARS and Virginia's TREDS data to identify problem areas. Virginia had 274 alcohol impaired fatalities during 2022.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to alcohol impaired fatalities. We will also conduct detailed data analyses to understand which alcohol impaired drivers are most affected.

VAHSO will engage Virginians in low seat belt use localities in the key areas identified with high alcohol impaired fatalities.

By further understanding these risk factors we will develop appropriate alcohol impaired safety countermeasure strategies and implement projects that will help us reduce this trend. We will leverage our alcohol impaired safety program to expand our engagement with affected communities and adjust our alcohol impaired safety countermeasures based on their feedback.

Key Area	Data Identified Community
Urban Localities	Underserved & Overrepresented
Male	Underserved & Overrepresented
Ages 21-45 years old	Overrepresented
Hours 6PM to 3AM	Overrepresented
Fairfax County	Underserved & Overrepresented

Appropriate and Evidence-based Justification: Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the annual data trend line that projected a 9 percent reduction in the actual alcohol impaired driving fatalities for FY24, 2 percent for fiscal year FY25 and 2 percent for FY26, as a more achievable target than the 3-year or 5-year rolling average projections.

In addition, while setting targets, Virginia put into consideration that it has experienced an increase 12 percent in 2022 (274) as compared to 245 in 2018.

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

Countermeasures Strategies

VAHSO has analyzed TREDS and FARS data to develop a multi-faceted approach for reducing alcohol impaired fatalities. The table below reflects the four program areas and countermeasures that address them.

Alcohol Impaired Program Areas	Countermeasures
Prevention, Intervention, Communications, and Outreach	Countermeasures That Work 1.5.2 & 4
DWI Offender Treatment, Monitoring, and Control	Countermeasures That Work 1.4.2
Prosecution and Adjudication	Countermeasures That Work 1.3.1
Enforcement	Countermeasures That Work 1.2.1, 3, & 5

Mass Media & Alternative Transportation

Fifty-four percent of the drinking drivers ran off the road during the crash. No significant difference between alcohol-related fatalities occurred in rural (46%) or in urban (54%) areas.
VAHSO will support alcohol impaired mass media and alternative transportation projects that provide education, outreach, and a safe alternative to driving impaired to Virginians to reduce alcohol impaired fatalities. The countermeasure that has been proven to address alcohol fatalities is “Chapter 1: Alcohol- and Drug-Impaired Driving; Section 5: Prevention, Intervention, Communications, and Outreach; Number 2: Mass Media Campaigns”. This countermeasure is rated 3 stars. An additional countermeasure that has been proven to address alcohol impaired fatalities is “Chapter 1: Alcohol- and Drug-Impaired Driving; Section 5: Prevention, Intervention, Communications, and Outreach; Number 4: Alternative Transportation”. This countermeasure is rated 3 stars.

The following are alcohol impaired projects are focused on addressing alcohol impaired fatalities. Virginia State Police's Youth of Virginia Speak Out (YOVASO) alcohol focused grant which uses peer to peer education model to reach young drivers. VAHSO's Alcohol paid media project is focused on educating Virginians on importance not driving impaired. Drive Smart Virginia's outreach and messaging on the dangers of impaired driving. Additional media focused alcohol projects are Mothers Against Drunk Driving (MADD), Student against Destructive Decisions (SADD), Virginia Association of Drivers Education and Traffic Safety (VADETS), and Chesterfield Substance Abuse Free Environment (SAFE). Virginia also funds two projects that provide safe alternative transportation options, Washington Regional Alcohol Program (WRAP) and Drive Safe Hampton Roads.

The Mass Media & Alternative Transportation performance target for reducing unrestrained fatalities by 6 from 274 to 268 in 2024. Mass Media Campaigns and Alternative Transportation countermeasures have been proven to help reduce the number of alcohol impaired fatalities. By focusing on the projects on key demographics and localities these projects will reduce alcohol impaired fatalities.

Alcohol Ignition Interlocks
Single vehicle crashes accounted for 66 percent of drinking driver fatalities. Fifty-nine percent of alcohol related fatalities were aged 21 to 45.

VAHSO will support alcohol impaired alcohol ignition interlock projects that provide a proven deterrence method for reducing alcohol impaired fatalities. The countermeasure that has been proven to address unrestrained child fatalities is Chapter 1: Alcohol- and Drug-Impaired Driving; Section 4: Deterrence: DWI Offender Treatment, Monitoring, and Control; Number 2: Alcohol Ignition Interlocks". This countermeasure is rated 5 stars.

The following projects are focused on alcohol impaired alcohol ignition interlock devices. Commission on Virginia Alcohol Safety Action Program (VASAP) maintains and trains Virginia's 24 regional Alcohol Safety Action Programs. Automotive Coalition for Traffic Safety project continues the education and awareness campaigns for their Driver Alcohol Detection System for Safety (DADSS).

Alcohol Ignition Interlocks performance target for reducing alcohol impaired fatalities by 6 from 274 to 268 in 2024. Alcohol Ignition Interlocks countermeasure has been proven to help reduce the number alcohol impaired fatalities. By focusing on the projects on the key demographics and locations, Virginia will reduce the number alcohol impaired fatalities.

ASAP Training Conference - Virginia continues to support Alcohol Ignition Interlocks program through Commission on Virginia Alcohol Safety Action Program (VASAP). The countermeasure that has been proven to address impaired driving fatalities is "Chapter 1: Alcohol and Drug Impaired Driving; Section 4: Deterrence: DWI Offender Treatment, Monitoring, and Control; Number 2 Alcohol Ignition Interlocks". This countermeasure is rated 5 stars. VAHSO funds the continued training of the local Alcohol Safety Awareness Programs (ASAP) on how to administer the interlock devices and required testing a certification. By focusing on alcohol ignition interlock education for administrators, Virginia will reduce the number impaired fatalities. Provide training to the Virginia Judicial System through our Judicial Transportation Safety Conference tht will provide information to the judges on DUI-related issues. CTW 1.3.1

DWI Courts
14,243 DUI convictions, a 10.9% decrease as compared to 2021 (15,988).

VAHSO will support DWI Courts activities that focus on reducing alcohol impaired fatalities. The countermeasure that has been proven to address unrestrained fatalities is “Chapter 1: Alcohol- and Drug-Impaired Driving; Section 3: Deterrence: Prosecution and Adjudication; Number 1: DWI Courts”. This countermeasure is rated 4 stars.

The following projects are focused on DWI Courts in Virginia. Supreme Court of Virginia has two grants related to Alcohol Impaired Driving. First, is funding for a Judicial Outreach Liaison which provides traffic safety data and guidance to Virginia’s Courts. Second, is specialty docket training for Virginians. Commonwealth Attorney’s Services Council project delivers specialized training for Law Enforcement Officers and Prosecutors. VCU Health’s GR-ACY project always for an alternative dispositional program for Virginians located in the Richmond Region which incurred impaired driving charges.

The DWI Court performance target for reducing alcohol impaired fatalities by 6 from 274 to 268 in 2024. DWI Courts countermeasure has been proved to help reduce the number of alcohol impaired fatalities. By focusing on the projects on key demographics and locations, Virginia will reduce the number alcohol impaired fatalities.

Judicial Outreach Liaison (JOL) - as defined by NHTSA as being a critical member of the Highway Safety Community. Per the Countermeasures that Work (10th Edition); “These are current or former judges experienced in adjudicating DWI cases. Many JOLs have presided over DWI or drug courts. They share information and provide education to judges and other court personnel about DWI cases.” The countermeasure that information comes from is “Chapter 1: Alcohol- and Drug-Impaired Driving; Section 3: Deterrence: Prosecution and Adjudication; Number 1: DWI Courts”. This countermeasure is rated 4 stars.

Enforcement – Alcohol

Eighty-five percent of the fatalities occurred on non-interstate roadways with 52 percent occurring between 6 pm and midnight.

VAHSO will support Selective Enforcement activities that focus on Alcohol Impaired fatalities to reduce alcohol impaired fatalities. The countermeasures that have been proven to address alcohol impaired fatalities is Chapter 1: Alcohol- and Drug-Impaired Driving; Section 3: Deterrence: Enforcement; Numbers 1: Publicized Sobriety Checkpoints, 3: Breath Test Devices, and 5: Integrated Enforcement”. These countermeasures are rated 5 stars, 4 stars, and 3 stars, respectfully.

The following projects are focused on alcohol impaired enforcement. VAHSO funds an Alcohol Impaired Driving Program Coordinator which also assists Virginia’s Standard Field Sobriety Test (SFST) Coordinator. WRAP heads the Drive Sober or Get Pulled Over campaign for Virginia. VAHSO also funds a crash investigation project that emphasizes alcohol related crashes. Virginia Department of Forensic Science (DFS) toxicology grant funded project focuses on Breath Alcohol Training for Law Enforcement officers. VAHSO funds a combined 88 selective enforcement grants for cities, towns, counties, State Police, Virginia Alcohol Beverage Control, Chesapeake Bay Bridge Tunnel District, and Metro Washington Airports Authority.

The Selective Enforcement performance target for reducing unrestrained fatalities by 6 from 274 to 268 in 2024. Publicized Sobriety Checkpoints, Breath Test Devices, and Integrated Enforcement countermeasures have been proven to help reduce the number of Alcohol impaired fatalities. By focusing on the projects on key demographics and locations, Virginia will reduce the number alcohol impaired fatalities.

NTHSA's Uniform Guidelines influence on Countermeasure Strategy
The countermeasure strategy performance targets for the alcohol impaired driving program were directly informed by the uniform guidelines. Uniform guidelines Number 8: Impaired Driving encourages the highway safety program should include an impaired driving component that addresses highway safety activities related to impaired driving.

Alcohol Program Area: Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
154	3,327,708.00	3,494,093.00	3,668,798.00	10,490,599.00
402	103,665.00	108,848.00	114,291.00	326,804.00
405d Low	6,799,830.00	7,139,821.00	7,496,813.00	21,436,464.00
Total All Funds	**10,231,203.00**	**10,742,763.00**	**11,279,901.00**	**32,253,867.00**

Speed-Related Program Area

There was a 1 percent decrease in speed-related fatalities from 2021 to 2022 (445 vs.441). 44% of total fatalities were speed related in 2022 vs. 46% in 2021.

Eighty-two percent of the speed-related fatalities occurred on non-interstate roadways. Eighteen percent occurred on interstate roadways.

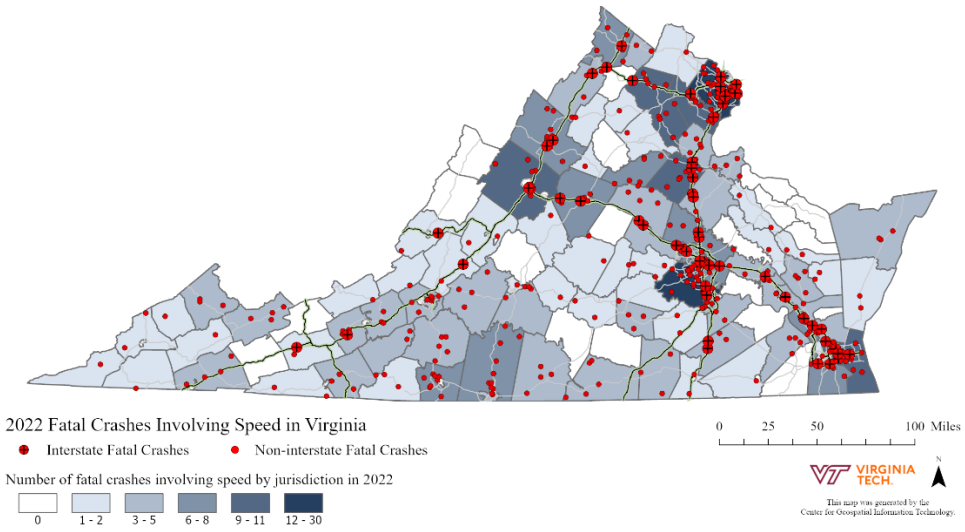
Forty percent of the speed-related fatalities occurred in February/May/August/September. Speed-related fatalities doubled in February (42 vs. 21). Speed-related fatalities decreased by 21 in July (34 vs. 55). Speed-related fatalities increased by 17 (54 vs. 37) and decreased by 18 (34 vs. 52) in October.

Thirty-three percent occurred on Saturday/Sunday and 49 percent occurred between the hours of 3pm and midnight. The largest decrease (-17) in speed-related fatalities occurred between the hours of noon and 3pm (48 vs. 65). They decreased by 16 between the hours of 3am and 6am (20 vs. 36). The largest increase, 15, occurred between the hours of 9am and noon (50 vs. 35).

Nineteen percent of speed-related driver fatalities were also alcohol-related (49 of 260).

Additionally, 31 percent of the driver fatalities in speed-related fatal crashes were between the ages of 21 and 35.

Fairfax County (34/8%), Chesterfield County (22/5%), Fauquier County (15/3.4%), and Spotsylvania County (14/3.2%) were the top 4 jurisdictions for speed-related fatalities. Except for Fairfax County, the top jurisdictions for speed-related fatalities changed in 2022.



In 2022, 50% of speed-related fatalities occurred in rural areas and 50% in urban areas. In 2021 there were more speed-related fatalities in rural areas (56%).

181,212 speeding convictions. a 75.5% of the total convictions were ages 15-45.

55.8% of speeding convictions were male, 40.8% were female and 0.1% were non-binary.

Top jurisdictions with speeding convictions

1. Fairfax County (9,419)
2. Virginia Beach City (9,191)
3. Prince William County (8,817
4. Loudoun County (7,213)
5. Henrico County (7,041)

Average lane clearance time for speed-related fatal crashes: 3 hours 18 minutes, a 17 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

Average scene clearance time for speed-related fatal crashes: 4 hours, 4 minutes, a 4 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

535 speed-related crashes were reported with secondary information (fatal crashes – 6, injury crashes - 137 and property damage – 137) between 2021 and 2022.

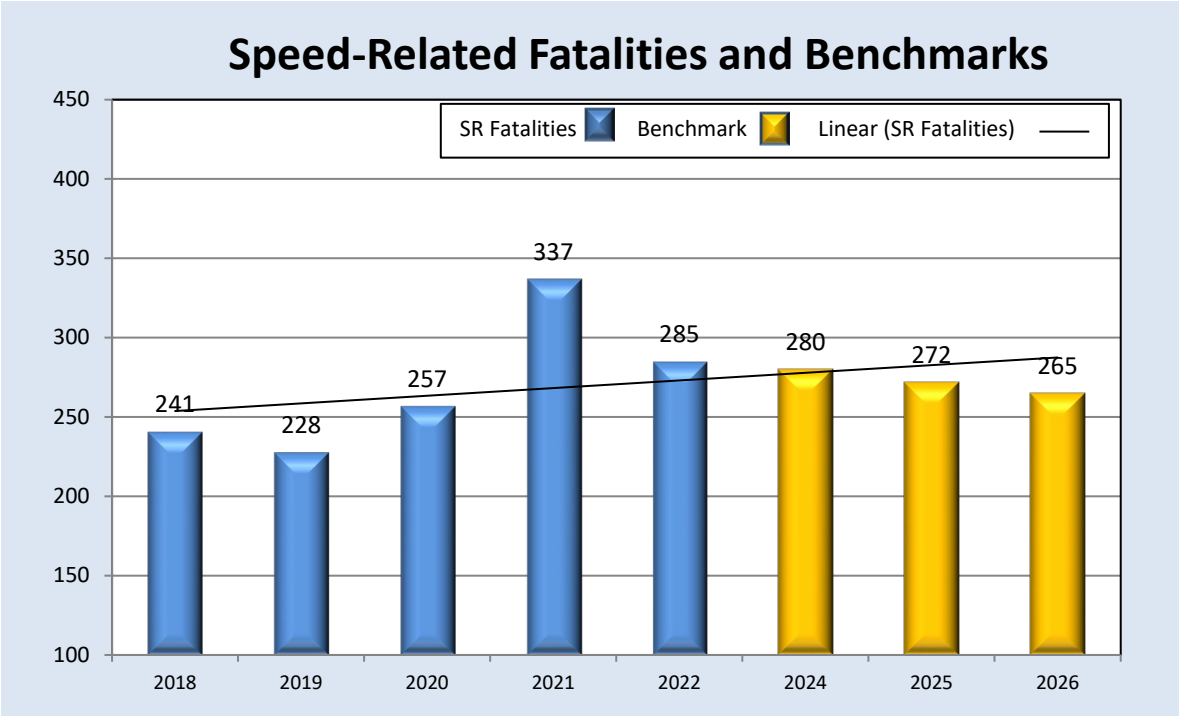
Measure C-6: Reduce speeding-related fatalities to 265 from current safety level of 285 by 7percent by December 31, 2026

Benchmarks:

2024 benchmark: 280
2025 benchmark: 272

	Baseline Data					**Targets**
	2018	2019	2020	2021	2022	2024-2026
Speed Related Fatalities (FARS)	241	228	257	337	285	265

Note: 2022 calendar year base data was used to calculate the 2024 target. 2022 is FARS data (preliminary).



Justification: Virginia conducted trend analyses using annual data, 3-year and 5-year rolling averages. Virginia selected the annual linear trend line that projected a 2% percent reduction in speed-related fatalities as a more achievable target than the 3-year rolling average or 5-year rolling average projections for 2024, 3% for 2025 and 3% for 2026. In addition, while setting targets, Virginia put into consideration that it has experienced an increase, on average, 7% for speed-related fatalities for the last 5 years (2018-2022).

VASHO referenced United States Code of Federal Regulations (23 CFR Chapter 3 Part 1300.11) as a starting point for developing the Fiscal Year 2024-2026 triennial Highway Safety Plan. The planning process for Speed Related Driving program was to analyze FARS and Virginia's TREDS data to identify problem areas. Virginia had 441 speed related fatalities during 2022.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to speed related fatalities. We will also conduct detailed data analyses to understand which drivers are most affected.

VAHSO will engage Virginians in the key areas identified with high speed related fatalities.

By further understanding these risk factors we will develop appropriate speed related safety countermeasure strategies and implement projects that will help us reduce this trend. We will leverage our speed related safety program to expand our engagement with affected communities and adjust our speed related safety countermeasures based on their feedback.

Key Area	Data Identified Community
Non-Interstate Roads	Overrepresented
Ages 21-35 years old	Overrepresented
Fairfax County	Underserved & Overrepresented

Countermeasures Strategy

VAHSO has analyzed TREDS and FARS data to develop a multi-faceted approach for reducing alcohol impaired fatalities. The table below reflects the four program areas and countermeasures that address them.

Speed Related Program Areas	Countermeasures
Communications & Outreach	Countermeasures That Work 3.4.1
Enforcement	Uniform Guidelines #19 Section 5

Communications & Outreach
Eighty-two percent of the speed-related fatalities occurred on non-interstate roadways.

VAHSO will support speed related mass media projects that provide education and outreach to Virginians to reduce speed related fatalities. The countermeasure that has been proven to address speed related fatalities is “Chapter 3: Speeding and Speed Management; Section 4: Communications and Outreach; Number 1: Communications and Outreach”. This countermeasure is rated 3 stars.

The following are projects are focused on addressing speed related fatalities. VAHSO’s speed paid media project is focused on educating Virginians on importance slowing down. City of Roanoke’s Safety Campaign will focus on the dangers of speeding.

The Communications & Outreach performance target for reducing speed related fatalities by 3 from 285 to 282 in 2024. Communications & Outreach countermeasure has been proven to help reduce the number of speed related fatalities. By focusing on the projects on key demographics and localities these projects will reduce speed related fatalities.

Enforcement – Speed
50% of speed-related fatalities occurred in rural areas and 50% in urban areas.

VAHSO will support Selective Enforcement activities that focus on speed to reduce speed related fatalities. The countermeasure of best fit is “NTHSA’s Uniform Guidelines Number 19: Speed Management, Section 5: Enforcement Countermeasures.”

The following projects are focused on Speed Selective Enforcement. VAHSO funds a combined 66 selective enforcement grants for cities, towns, counties, State Police, and Chesapeake Bay Bridge Tunnel. Thirty-three towns are funded. Fifteen cities are funded. Sixteen counties are funded.

The Selective Enforcement performance target for reducing speed related fatalities by 2 from 285 to 283 in 2024. By focusing on the projects on key demographics and locations, Virginia will reduce the number speed related fatalities.

NTHSA's Uniform Guidelines influence on Countermeasure Strategy

The countermeasure strategy performance targets for the speed related driving program were directly informed by the uniform guidelines. Uniform guidelines Number 19: Speed Management encourages the highway safety program should include a speed management component that addresses highway safety activities related to speeding.

Speed Management Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	1,014,501.00	1,065,226.00	1,118,487.00	3,198,214.00
Total All Funds	**1,014,501.00**	**1,065,226.00**	**1,118,487.00**	**3,198,214.00**

Motorcycle Safety Program Area

There were 111 motorcyclists killed in fatal crashes in Virginia, 9 more than in 2021.

Most multi-vehicle motorcycle fatal crashes result from two-vehicle crashes at fifty-four percent.

One hundred percent of the persons killed in two-vehicle crashes involving a motorcycle and a passenger vehicle were motorcyclists.

The average age of the motorcycle driver fatality was 42.

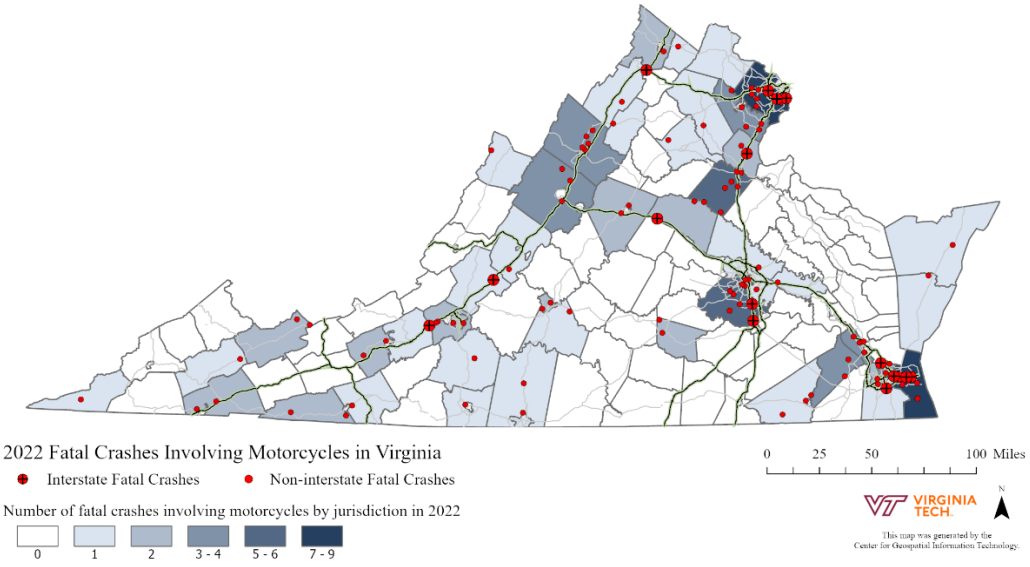
Single vehicle crashes accounted for 35 percent of motorcycle fatal crashes.

Top driver actions contributing to motorcycle fatalities were running off the road/hitting fixed objects and or speeding.

The months with the highest number of motorcycle fatalities were June (18), May (16), September (13), and October (13). Seventy-three percent of crashes (81) occurred during the period from May through October.

Sixty-three percent of the fatalities (70) occurred between the hours of noon and 9pm. 6pm to 9pm was the highest with 31 (28%).

The top jurisdictions for motorcycle fatalities were Virginia Beach City (9), Fairfax County (7), and Spotsylvania County (6). These three jurisdictions accounted for 20% of all motorcycle fatalities.



Forty-two percent of motorcycle fatalities occurred on Saturday/Sunday (47).

There were 2,053 motorcycle crashes in Virginia. Most multi-vehicle motorcycle crashes resulted from two-vehicle crashes at forty-seven percent. Single vehicle crashes accounted for 48 percent of motorcycle crashes. Top driver actions were failure to maintain control of the motorcycle, running off the road/hitting fixed objects, speed and following too closely. The months with the highest number of motorcycle crashes were June (288), July/August (247 each) and September (239). Sixty-three percent of the crashes occurred between the hours of noon and 9pm. The top 5 jurisdictions for motorcycle crashes were Fairfax County (134), Virginia Beach City (123), Prince William County (83), Chesapeake City (73) and Norfolk City (69). Twenty-six percent (544) of the crashes were speed-related, six percent (121) were alcohol-related, and three percent (55) involved both speed and alcohol. Sixty-four percent (1,309) occurred on an urban roadway and thirty-six (744) percent on a rural roadway. Eighty-seven percent occurred on a non-interstate roadway. Ninety-six percent of the crashes occurred with no adverse weather conditions.

148 motorcyclists were convicted of motorcycle helmet/equipment violations.

87.2% of motorcycle convictions were male, 7.4% were female.

Top jurisdictions with motorcycle convictions

1. Prince William County
2. Norfolk City
3. Virginia Beach City
4. Chesterfield County
5. Fairfax County

Average lane clearance time for motorcycle fatal crashes involving unrestrained occupants: 2 hours 47 minutes, a 3 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

Average scene clearance time for motorcycle fatal crashes: 3 hours, 20 minutes, an 8 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

26 motorcycle crashes were reported with secondary information (fatal crash – 1, injury crashes - 18 and property damage – 7) between 2021-2022.

Measure C-7: Reduce motorcyclist fatalities to 99 from a current safety level of 115 by 14 percent by December 31, 2026

2024 benchmark: 105
2025 benchmark: 102

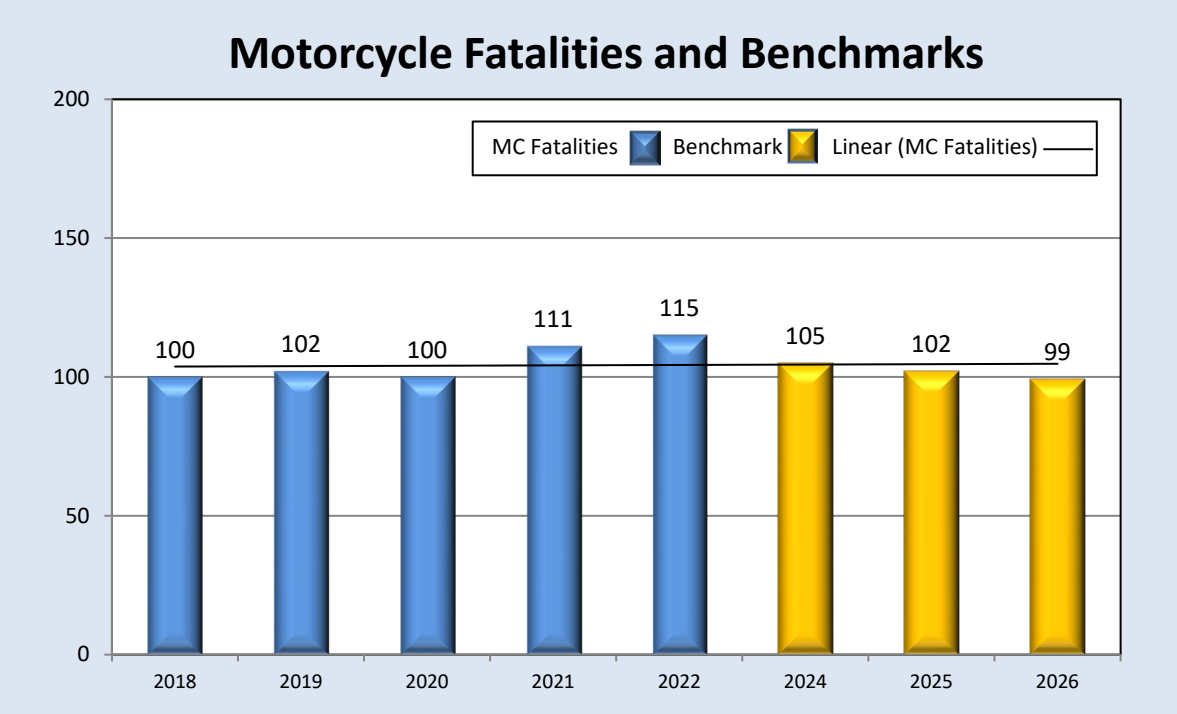
	Baseline Data					**Targets**
	2018	2019	2020	2021	2022	2024-2026
Motorcyclist Fatalities (FARS)	100	102	100	111	115	99

Note: 2022 calendar year base data was used to calculate the 2024 target. 2022 is TREDS data.

On average, nearly 11,400 students attended the motorcycle training courses during calendar years 2018-2022. Nearly 10,400 or 92 percent of the total students passed the course. Five percent (2,575) of the total trained motorcyclists were involved in a crash after passing the course. The trained motorcyclist were contributed to the crash 59 percent of the time with the top driver's actions of fail to maintain control of motorcycle, following too close and speed.

Motorcycle Safety Course Taken	Motorcyclist Fatalities				
	2018	2019	2020	2021	2022
No	69	65	65	79	87
Yes	19	24	22	23	22
Unknown	12	13	14	0	0
Total	100	102	101	102	111
% of Motorcyclists Killed Who Did Not Take a MC Course	78%	73%	75%	77%	78%

Note: Percentage is calculated based on the motorcycle safety course taken information (No/Yes)



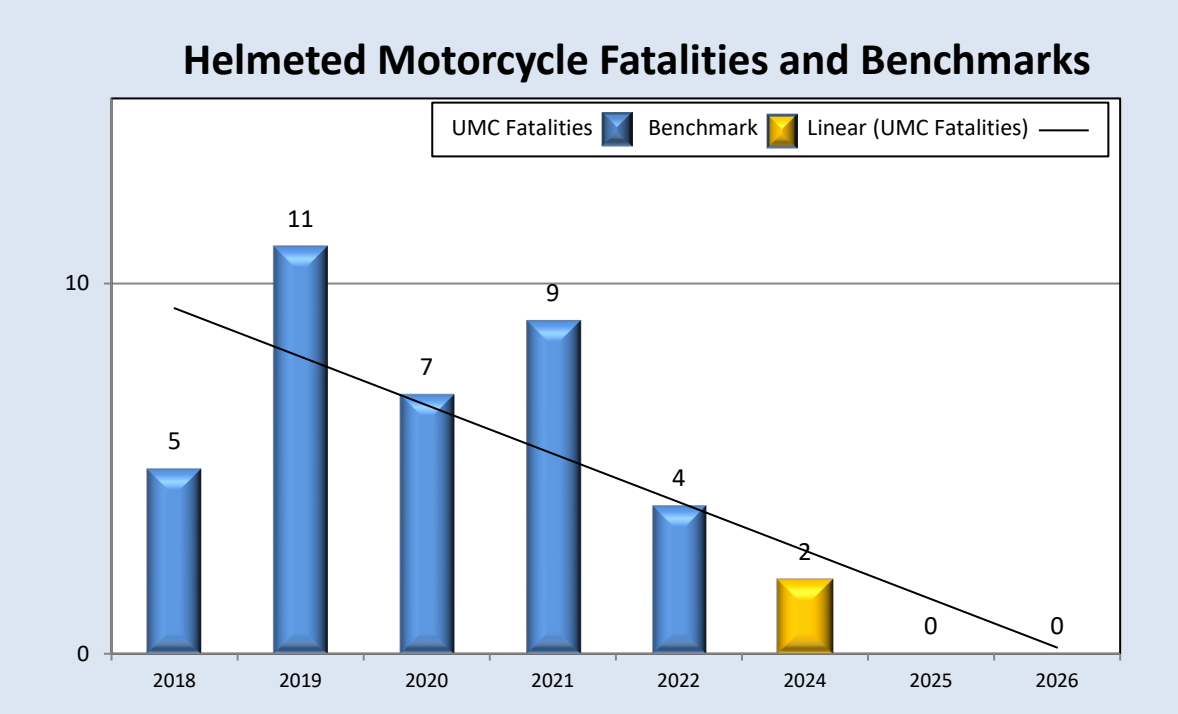
Justification: Virginia conducted trend analyses based on annual data, 3-year and 5-year rolling averages. Virginia selected the annual trend line and chose a 9 percent reduction in motorcycle fatalities for 2024, 3% for 2025 and 3% for 2026. Virginia chose this as a more achievable target than the 3-year rolling average or 5-year rolling average projections. In addition, while setting targets, Virginia put into consideration that it has experienced an increase 15 percent in 2022 vs. 2018.

Measure C-7: Reduce unhelmeted, motorcyclist fatalities to 0 from a current safety level of 4 by 100 percent by December 31, 2026

2024 benchmark: 2
2025 benchmark: 0

	Baseline Data					Targets
	2018	2019	2020	2021	2022	2024-2026
Unhelmeted Motorcyclist Fatalities (FARS)	5	11	7	9	4	0

Note: 2022 calendar base year data was used to calculate the 2024 target. 2022 is TREDS data.



Justification: Virginia conducted trend analyses based on annual data, 3-year and 5-year rolling averages. Virginia selected the annual with a 100 percent reduction from the linear projection for 2024 and maintain at 0 for 2025 and 2026. Virginia chose this as a more achievable target than the 3-year or 5-year rolling average projections.

Highway Safety Planning Process and Problem Identification

VASHO referenced United States Code of Federal Regulations (23 CFR Chapter 3 Part 1300.11) as a starting point for developing the Fiscal Year 2024-2026 triennial Highway Safety Plan. The planning process for motorcycle safety program was to analyze FARS and Virginia's TREDS data to identify problem areas. Virginia had 111 motorcycle rider fatalities during 2022.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to motorcycle fatalities. We will also conduct detailed data analyses to understand which motorcyclists are most affected.

VAHSO will engage Virginia's motorcyclists in the key areas identified with high fatalities.

By further understanding these risk factors we will develop appropriate motorcycle safety countermeasure strategies and implement projects that will help us reduce this trend. We will leverage our motorcycle safety program to expand our engagement with affected communities and adjust our motorcycle safety countermeasures based on their feedback.

Key Area	Data Identified Community
Urban Localities	Underserved & Overrepresented
Untrained Motorcyclist	Underserved & Overrepresented
Speed Related Crashes	Overrepresented
Weekend Days (Saturday & Sunday)	Overrepresented

Countermeasure Strategies

VAHSO has analyzed TREDS and FARS data to develop a multi-faceted approach for reducing motorcycle rider fatalities. The table below reflects the four program areas and countermeasures that address them.

Motorcycle Program Areas	Countermeasures
Motorcycle Rider Training	Uniform Guidelines #3 Section VI
Motorcycle Safety Outreach	Uniform Guidelines #3 Sections I, IX, & X
Universal Helmet Use	Countermeasures That Work 5.1.1

<u>Motorcycle Rider Training</u>
Single vehicle crashes accounted for 35 percent of motorcycle rider fatal crashes. Top driver actions contributing to motorcycle rider fatalities were running off the road/hitting fixed objects and or speeding.

VAHSO will support projects that focus on motorcycle rider training to reduce motorcycle rider fatalities. The countermeasure of best fit is "NTHSA's Uniform Guidelines Number 3: Motorcycle Safety, Section IV: Motorcycle Rider Education and Training". This section includes "Each State should establish a State Motorcycle Rider Education program that has: State Guidelines for conduct and quality control of the program."

The following project is focused on addressing motorcycle rider education to reduce motorcycle rider fatalities. VAHSO's Motorcycle Education Quality Assurance program which ensure the quality of all motorcycle courses offer throughout Virginia.

The motorcycle rider education training performance target for reducing motorcycle rider fatalities by 5 from 115 to 110 in 2024. By focusing on the projects on key demographics and locations, Virginia will reduce the number motorcycle rider fatalities.

Motorcycle Safety Outreach & Universal Helmet Use
544 of the motorcycle crashes were speed related. Sixty-four percent (1,309) of motorcycle crashes occurred on urban roadways.

VAHSO will support motorcycle safety outreach projects that focus on reducing motorcycle rider fatalities. The countermeasure that has been proven to address unhelmeted rider fatalities is Chapter 5: Motorcycle Safety; Section 1: Motorcycle Helmets; Number 1: Universal Motorcycle Helmet Use Laws". This countermeasure is rated 5 stars. An additional countermeasure of best fit is "NTHSA's Uniform Guidelines Number 3: Motorcycle Safety, Sections I: Program Management, IX: Motorcycle Rider Conspicuity and Motorist Awareness Programs, & X: Communication Program".

The following projects are focused on motorcycle safety outreach. VAHSO has two programs that focus on motorcycle safety outreach. First, Motorists Awareness of Motorcycle Safety media campaign. Second, Motorcycle Rider Safety media campaign, which includes the importance of wearing a helmet. Richmond Ambulance Authority's Rider Alert program is a program that helps provide critical personal information to Virginia's Emergency Medical Services providers of motorcycle riders involved in a crash.

The motorcycle safety outreach performance targets for reducing motorcycle rider fatalities by 5 from 115 to 110 in 2024 and reducing unhelmeted motorcycle riders by 2 from 4 to 2 in 2024. Universal helmet law countermeasure has been proven to help reduce the number of unhelmeted motorcycle rider fatalities. By focusing on the projects on the key demographics and locations, Virginia will reduce the number of motorcycle rider fatalities.

NTHSA's Uniform Guidelines influence on Countermeasure Strategy
The countermeasure strategy performance targets for the alcohol impaired driving program were directly informed by the uniform guidelines. Uniform guidelines Number 3: Motorcycle Safety encourages the highway safety program to include a motorcycle safety component that addresses highway safety activities related to motorcycle safety.

Motorcycle Safety Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	318,330.00	334,247.00	350,959.00	1,003,535.00
405d Low	10,673.00	11,206.00	11,767.00	33,647.00
405f	200,000.00	210,000.00	220,500.00	630,500.00
Total All Funds	**529,003.00**	**555,453.00**	**583,226.00**	**1,667,682.00**

Drivers Age 20 or Younger Involved in Fatal Crashes

Although total crashes involving young drivers increased by 40 (2.8% increase of 1429 to 1469), fatal crashes decreased by 1 going from 112 to 111.

45 young drivers involved in fatal crashes were not wearing safety belts, 41 percent of total young drivers. There were 9 percent increase as compared to 2021 (32%).

Fatal crashes decreased by 12 in the months of April and May. March and November crashes increased by 4 from 2021 to 2022. All other months had a small increase or decrease.

There was a significant decrease in fatal crashes on Saturdays and Sundays. Crashes decreased by 13 going from 45 to 32. The largest increase was 12 (6 to 18) on Wednesdays. The next highest increase was 5 on Wednesdays (16 to 21).

Fatal crashes between the hours of 6am and noon increased by 14 (13 to 27). Crashes from noon to 3pm had the largest decrease going from 17 to 7. Crashes also increased from 9pm to midnight by 5 (17 to 22). Crashes decreased for all other time periods.

For 2021 and 2022, Fairfax County had the highest number of crashes with 11. Henrico County had 1 less fatal crash (10).

Fatal crashes involving drinking young drivers remained the same at 11, however this accounts for 10% of the fatal crashes. Speeding young drivers only increased by 2 (49 to 51). In 2022 46% of fatal crashes involved a speeding young driver.

Fatal crashes involving young drivers aged 19 decreased by 11, but drivers aged 18 increased by 6 and those aged 20 increased by 5.

I-64 had the most fatal crashes (4) in each year.

From 2019 to 2022 the decrease in rural fatal crashes (-14) was offset by the increase of 13 in urban areas.

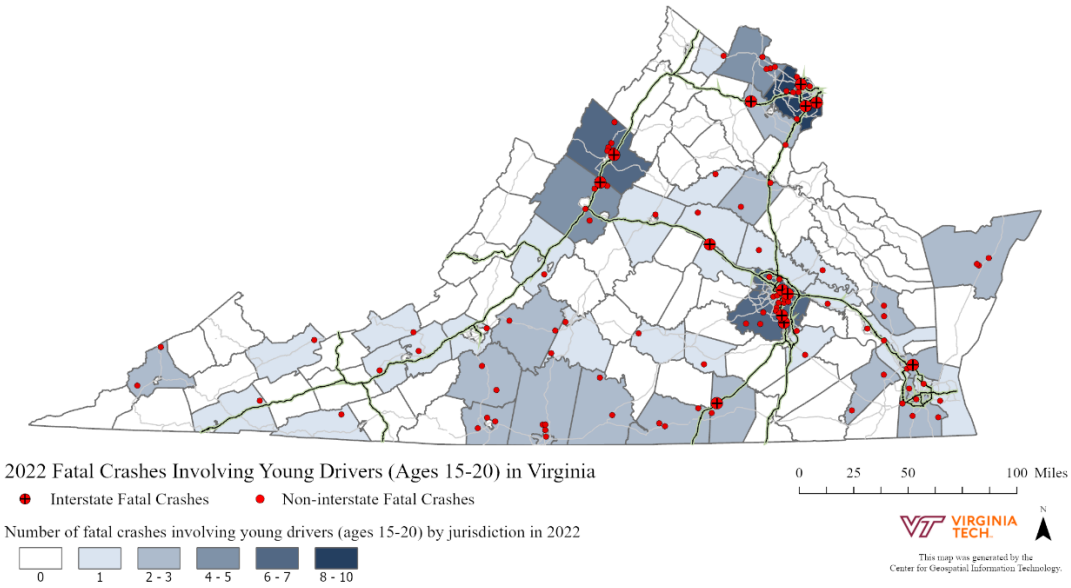
Virginia will also continue to address its young driver fatalities (15 to 20 years old).

Young driver fatalities decreased by 2 from 2021 to 2022. They decreased from 54 to 52. In 2021, young driver fatalities were 5.6% of total fatalities, in 2022 they were 5.2%.

There were no young driver fatalities in January or June in 2021. In 2022 there was at least 1 young driver fatality in each month, including 1 in January and 7 in June. 37% of young driver fatalities in 2022 occurred in April (6 crashes), June (7), and September (6).

Crashes with young driver fatalities occur most between 9pm and 3am. During these times, young driver fatalities increased from 18 (33%) in 2021 to 22 (42%) in 2022.

Young driver fatalities increased or decreased by 3 or fewer from 2021 to 2022. Young driver fatalities increased from 0 to 3 in the City of Richmond, Fairfax County, and Loudoun County. These communities are underserved and overrepresented. They decreased from 3 to 0 in Stafford County, Prince William County, and Powhatan County. Nineteen jurisdictions had at least one young driver fatality in each year.



Speeding and drinking young driver fatalities decreased from 2021 to 2022. Drinking fatalities decreased from 6 to 4 (11% to 8% of young driver fatalities). Speeding fatalities decreased from 31 to 27 (57% to 52%).

Single vehicle crashes decreased from 34 to 30, while multiple vehicle crashes increased from 19 to 21.

In 2022, young driver fatalities aged 16 and 17 increased by 5, while aged 18 stayed the same, and ages 19 and 20 increased by 7. 50% of young driver fatalities were aged 19 or 20. Young driver fatalities aged 19 or 20 are overrepresented.

There was a significant increase in young driver fatalities in urban areas in 2022. They were 46% of young driver fatalities in 2022, as opposed to 30% in 2021. VAHSO identifies urban young drivers as an underserved and overrepresented community.

Young driver fatalities were more likely to be partially or totally ejected. Although the % of young driver fatalities that were partially or totally ejected decreased from 37% to 33%, it is still higher than for all fatalities at 24%.

1,851 young drivers, aged 15-20, were convicted of safety belt violations, accounting for 9.6% of total safety belt convictions. 69.3% of safety belt convictions were male, and 27.4% were female.

Young drivers accounted for 3% of total DUI convictions.

Top jurisdictions with safety belt convictions among young drivers

1. Henrico County
2. Chesterfield County
3. Virginia Beach City
3. Augusta County
5. Prince William County

Average lane clearance time for fatal crashes involving young drivers: 3 hours 7 minutes, a 6 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

Average scene clearance time for fatal crashes involving young drivers: 3 hours, 44 minutes, a 3 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

407 crashes involving young drivers were reported with secondary information (fatal crashes – 2, injury crashes – 208 and property damage – 197) between 2021-2022.

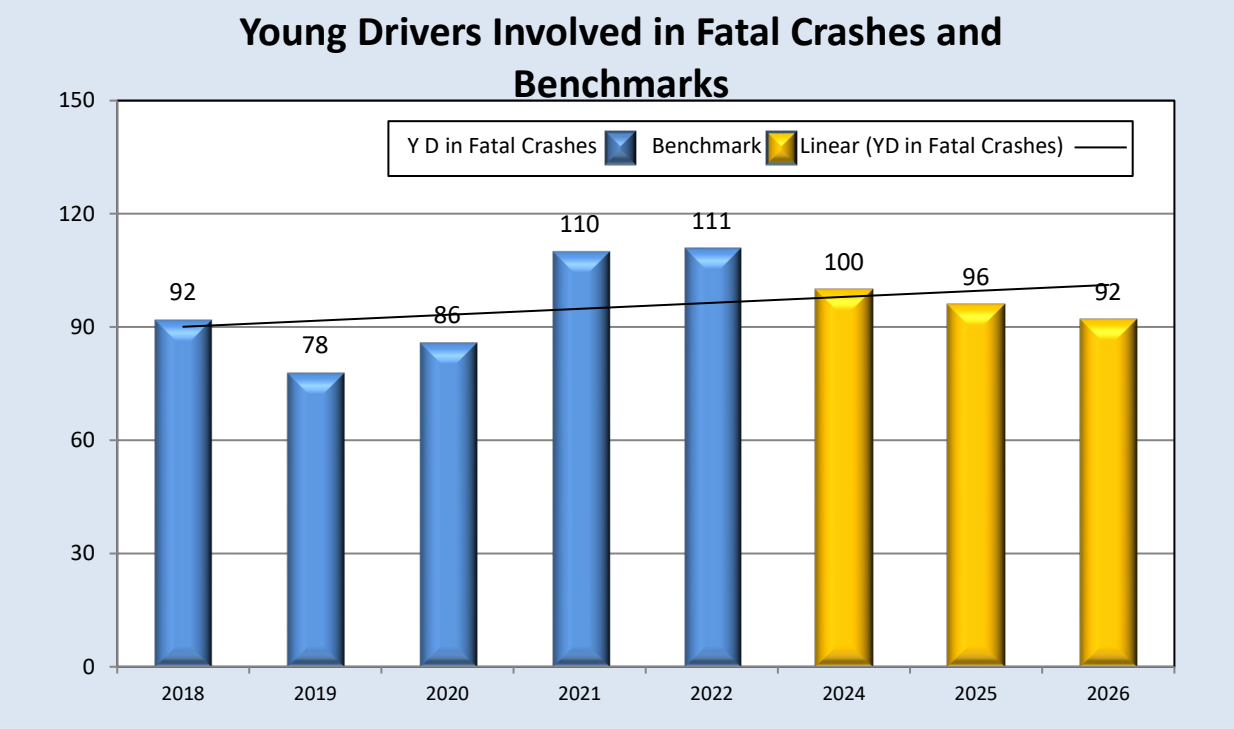
Measure C-9: Reduce drivers age 20 and younger involved in fatal crashes to 92 from a current safety level of 111 by 17 percent by December 31, 2026

2024 benchmark: 100
2025 benchmark: 96

	Baseline Data					**Targets**
	2018	2019	2020	2021	2022	2024-2026
Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	92	78	86	110	111	92

Note: 2022 calendar year base data in TREDS was used to calculate the 2024 target.

Virginia will also continue to address its teen driver fatalities (15 to 19 years old). In 2022, 39 drivers, 18 passengers and 6 pedestrians ages 15-19 died on Virginia roads; 6 percent, 12 percent, and 4 percent respectively of all drivers, passengers and pedestrians killed. Of the 37 drivers killed in vehicles equipped with safety restraints, 57 percent (21) were not wearing a safety restraint. Overall, teen driver fatalities (ages 15-19) decreased 7 percent in 2022 as compared to 2021 (39 vs. 42). Speed was a factor in 64 percent (25) of the fatal crashes. Two fatalities resulted from the teen drivers drinking. Failure to maintain control of the vehicle (running off the road) and speed were the top driver actions accounting for 56 percent of the fatalities. Loudoun County was the top jurisdiction for teen driver fatalities with 3 fatalities.



Justification: Virginia conducted trend analyses based on annual data, 3-year and 5-year rolling averages. Virginia selected the annual a 10 percent reduction from the linear projection. Virginia chose this as a more achievable target than the 3-year or 5-year rolling average projections for FY24, 4 percent for FY25 and 4 percent for FY26. While setting targets, Virginia put into consideration that it has experienced on average an increase 13 percent between 2019 and 2022.

VAHSO will address the drivers age 20 or younger fatal crashes based on data trends. A key area of concern that will be address is non-use of seat belts by the young drivers. Another key area of focus is fatal crashes involving young drivers is that of drinking young drivers. Projects with WRAP, SADD, YOVASO, and VCU Health's Project Impact, will directly work to continue and expand our messaging, education, and community/public engagement. Through our 13 (provide the number of FY2024 projects) of young driver focus projects messaging, education along with community/public education will focus on key periods (day, time, month) where the data has reflected an increase in fatalities. Based on data there are several localities indicated that have seen an increase between 2021 to 2022. Through our projects such as WRAP, Partners for Safe Teen Driving, Arlington Soccer Association, and VCU Health's Project Impact we will expand our focus to these localities. In addition, we will use the "teach Up" method to get out our highway safety message as young as elementary age to plant the seed of safe driving early. Also to expand our messaging into the middle school as this age is preparing to get ready to drive. These efforts will be implemented by our partner, YOVASO. Through new partners such as NOYS, Gweedo Memorial Foundation, Christopher King Foundation, and Arlington Soccer Association we will be able to expand our messaging to young drivers 20 and under.

VAHSO will continue to develop relationships between partners to share ideas and resources to better address the key areas for young drivers. Additionally, VAHSO will seek to become more involved

public engagement outreach to help with key area identification and provide resources to Virginia's underserved communities.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to teen unrestrained driving and speed related fatalities. We will also conduct detailed data analyses to understand which young drivers in the identified age range are most affected.

VAHSO will engage young drivers aged 20 and younger, as well as their caregivers, in the key areas identified with higher crash rates.

By further understanding these risk factors we will develop appropriate young driver safety countermeasure strategies and implement projects that will help us reduce this trend. We will leverage our young driver safety program to expand our engagement with affected communities and adjust our teen safety countermeasures based on their feedback.

Key Area	Data Identified Community
Urban Young Driver	Underserved & Overrepresented
City of Richmond	Underserved & Overrepresented
Loudoun County	Underserved & Overrepresented
Fairfax County	Underserved & Overrepresented
Fatal Crashes 19 or 20 year olds	Overrepresented

Countermeasures Strategies

VAHSO has analyzed TREDS and FARS data to identify several problem areas for young drivers. The table below reflect the three problem areas and planned countermeasures to address them.

Young Driver Identified Problem Areas	Countermeasures
Unrestrained Fatalities	Countermeasures That Work 2.3.2
Speed Related Fatalities	Countermeasures That Work 3.4.1
Fatal Crashes occurring between 9pm-3am	Countermeasures That Work 6.1.3
Impaired Driving Fatalities (Teach up)	Countermeasures That Work 1.5.2

Unrestrained Fatalities

45 young drivers involved in fatal crashes were not wearing safety belts, 41 percent of total young drivers. There were 9 percent increase as compared to 2021 (32%).

Young driver fatalities were more likely to be partially or totally ejected. Although the % of young driver fatalities that were partially or totally ejected decreased from 37% to 33%, it is still higher than for all fatalities at 24%.

Unrestrained fatalities are identified as a problem for young drivers. The countermeasure that has been proven to address unrestrained fatalities is "Chapter 2: Seat Belts and Child Restrains; Section 3: Communications and Outreach; Number 2: Strategies for Low-Belt-Use Groups". This countermeasure is rated 4 stars.

The following Young Driver projects are focused on addressing unrestrained fatalities. Virginia State Police's Youth of Virginia Speak Out (YOVASO) Occupant Protection focused grant which uses peer to peer education model to reach young drivers. Students Against Destructive Decisions (SADD) is focused on connecting with colleges and universities throughout Virginia to educate young drivers on seat belt use and impaired driving. Christopher King Foundation's outreach and messaging on the dangers of unrestrained young drivers. Arlington Soccer Association's community and public engagement in both English and Spanish on buckling up and slowing down.

The performance target for reducing unrestrained fatalities by 4 from 45 to 41 in 2024. This same reduction will also apply the total young driver fatalities. Strategies for Low-Belt-Use Groups countermeasure has been proved to help reduce the number of unrestrained fatalities in adult drivers. By focusing on the projects on the young driver age group, Virginia will reduce the number young driver unrestrained fatalities.

Speed Related Fatalities

Speeding and drinking young driver fatalities decreased from 2021 to 2022. Speeding fatalities decreased from 31 to 27 (57% to 52%).

Speeding young drivers only increased by 2 (49 to 51). In 2022 46% of fatal crashes involved a speeding young driver.

Speed related fatalities are also identified as a problem for young drivers. The countermeasure that has been proven to address speed related fatalities is "Chapter 3: Speeding and Speed Management; Section 4: Communications and Outreach; Number 1 Communications and Outreach Supporting Enforcement". This countermeasure is rated 3 stars.

The following are Young Driver projects are focused on addressing Speed related fatalities. National Organization for Youth Safety community and public engagement focused on both speed management and pedestrians. Gweedo Memorial Foundation focuses on Safe driving habits for young drivers including speeding and impaired driving. VCU Health's Project Impact address speeding, Impaired driving, and buckling up at high school demonstrations around Virginia.
The performance target for reducing speed related fatalities by 4 from 27 to 23 in 2024. This same reduction will also apply the total young driver fatalities. Communications and Outreach Supporting Enforcement countermeasure has been proved to help reduce the number of speed related fatalities in adult drivers. By focusing on the projects on the young driver age group, Virginia will reduce the number young driver speed related fatalities.

Nighttime driving hours (9pm-3am)

Fatal crashes between the hours of 6am and noon increased by 14 (13 to 27). Crashes from noon to 3pm had the largest decrease going from 17 to 7. Crashes also increased from 9pm to midnight by 5 (17 to 22). Crashes decreased for all other time periods.

Crashes with young driver fatalities occur most between 9pm and 3am. During these times, young driver fatalities increased from 18 (33%) in 2021 to 22 (42%) in 2022.

Young Driver fatal crashes occurring during the hours between 9pm and 3am are identified as a problem. The countermeasure that has been proven to address speed related fatalities is "Chapter 6: Young Drivers; Section 1: Graduated Driver Licensing; Number 3 GDL Intermediate License Nighttime Restrictions". This countermeasure is rated 5 stars. Virginia's Graduated Driver's License laws follow:

Full Privilege Minimum Age	18 years
Learner Stage: Minimum Age (Years/Months)	15 / 6
Learner Stage: Minimum Duration (Months)	9
Learner Stage: Supervised Driving Hours (Night Hours in Parenthesis)	45 (15)
Intermediate Stage: Minimum Age (Years/Months)	16 / 3
Intermediate Stage: Nighttime Driving Restriction	Midnight - 4 a.m. (secondary enforcement)
Intermediate Stage: Passenger Restrictions (Except Family, Unless Noted)	First 12 months: no more than 1 under 21 (secondary enforcement) Thereafter: no more than 3 under 21 under certain conditions (secondary enforcement)

The following are Young Driver projects are focused on addressing Speed related fatalities. Prince William County's Partners for Safe Teen Driving project focuses on community and public engagement by educating Virginians on the GDL requirements and restrictions. Virginia's Department of Education grant develops the best practices for Driver's Education mandated by the Code of Virginia § 22.1-205. VA DMV's 45-hour Parent/Teen guide was developed in conjunction with Virginia's Department of Education as a document for teens and parents to learn about Virginia GDL requirements and restrictions.

The performance target for reducing young driver nighttime driving fatalities by 2 from 22 to 20 in 2024. This same reduction will also apply the total young driver fatalities. GDL Intermediate License Nighttime Restrictions countermeasure has been proved to help reduce the number of young driver nighttime driving fatalities. By focusing on the projects on educating the young driver age group on the restrictions and dangers of nighttime driving, Virginia will reduce the number young driver nighttime driving related fatalities.

Impaired Driving Fatalities

Drinking fatalities decreased from 6 to 4 (11% to 8% of young driver fatalities).
Fatal crashes involving drinking young drivers remained the same at 11, however this accounts for 10% of the fatal crashes.

While the data indicates a small portion of the young driver fatalities involved impaired driving (alcohol and/or drugs). Virginia sees an opportunity to teach up young driver that will age into the young adult drivers aged 21-35 category. Impairment related fatalities for young adult driver aged 21-35 are considered the major of total impaired fatalities in Virginia. The countermeasure that has been proven to address impaired driving fatalities is "Chapter 1: Alcohol and Drug Impaired Driving; Section 5: Prevention, Intervention, Communications and Outreach; Number 2 Mass Media Campaigns". This countermeasure is rated 3 stars.

The following Young Driver projects are focused on teaching up for impaired fatalities. Virginia Association of Driver Education and Traffic Safety (VADETS) project focuses on community and public engagement by educating young drivers on risk of driving impaired. Virginia State Police's Youth of Virginia Speak Out (YOVASO) alcohol focused grant which uses peer to peer education

model to reach young drivers. Washington Regional Alcohol Program (WRAP) educates Northern Virginia young drivers on risky behaviors and consequences of impaired driving. WRAP also offers a Sober Ride campaign which allows impaired Northern Virginians the opportunity to take a rider share for free.

The performance target for reducing young driver impaired driving fatalities by 1 from 4 to 3 in 2024. This same reduction will also apply the total young driver fatalities. Mass Media Campaign countermeasure has been proved to help reduce the number of impaired driving fatalities in adult drivers. By focusing on the projects on the young driver age group, Virginia will reduce the number young driver alcohol fatalities.

NTHSA's Uniform Guidelines influence on Countermeasure Strategy
The countermeasure strategy performance targets for young drivers were directly informed by the uniform guidelines. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(ii)) encourages the proper use of occupant protection devices which addresses the Young Driver unrestrained fatalities. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(i)) discusses vehicles driven in excess of the posted speed limits which addresses the Young Driver speed related fatalities. Uniform guidelines (23 U.S.C. 402(a)(2)(B)(i)) improved driver performance by driver's education which addresses the Young Driver nighttime driving related fatalities. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(iii)) reducing deaths of impaired drivers which addresses the Young Driver impaired driving fatalities.

Drivers Age 20 or Younger Involved in Fatal Crashes Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
154	313,086.00	328,740.00	345,177.00	987,004.00
402	1,071,263.00	1,124,826.00	1,181,067.00	3,377,157.00
405d Low	269,852.00	283,345.00	297,512.00	850,708.00
Total All Funds	**1,654,201.00**	**1,736,911.00**	**1,823,757.00**	**5,214,869.00**

Pedestrian Safety Program Area

In 2022, 172 pedestrians were killed in fatal crashes a 38 percent increase from the previous year (125).

Crossing the roadway not at an intersection was the top pedestrian action for pedestrian fatalities (27%). Walking in the roadway was almost as dangerous (26%). Of those walking in roadway fatalities, walking with traffic was more dangerous than walking against traffic (33 vs. 12).

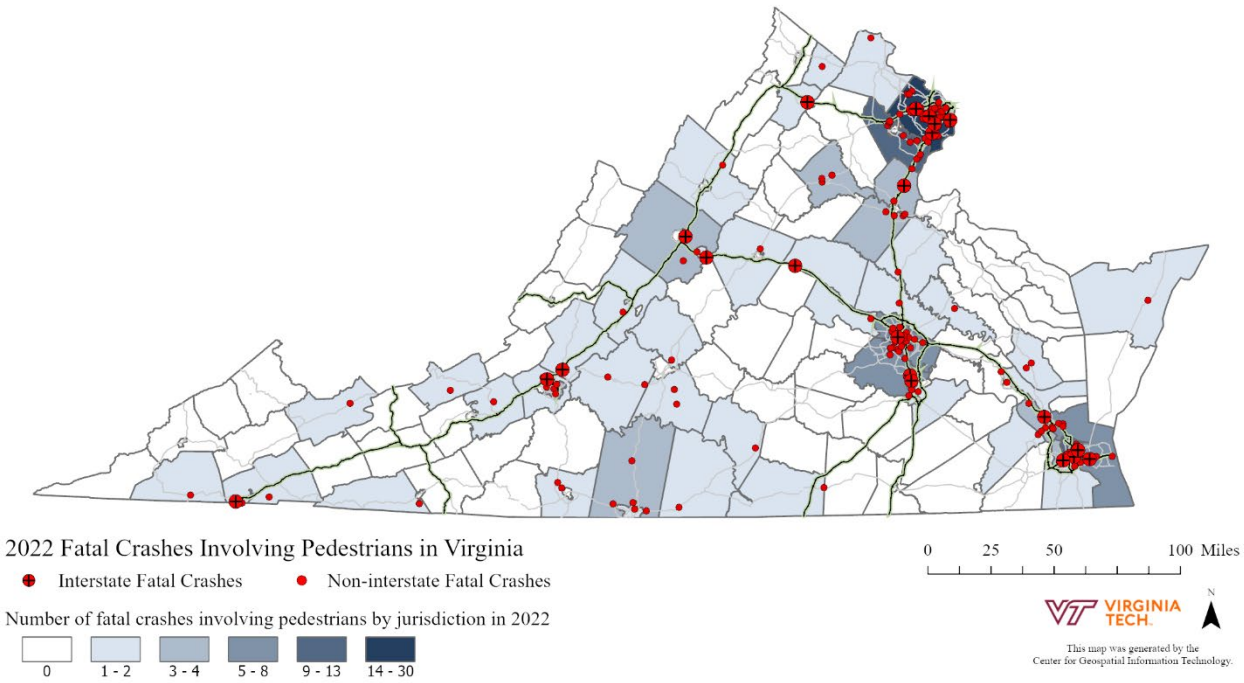
58 percent of pedestrians were killed between the hours of 3pm and midnight (216), 42 percent occurred on a roadway during darkness with the road not lighted (72).

Eighty-three percent of pedestrians were killed on an urban/city roadway (142) followed by seventeen percent on rural routes (29).

Ninety-seven percent or 166 of pedestrians killed were not wearing reflective clothing.

Twenty percent or 34 of the pedestrians killed were drinking.

The top jurisdictions for pedestrian fatalities were Fairfax County (32), Norfolk City (13), Prince William County/Richmond (11 each), and Henrico County (8).



Pedestrian fatalities more than doubled in Fairfax County increasing from 14 to 32 (+129%).

103 (60%) were over age 50, 55 (32%) were between the ages of 20 to 50.

In 2022 vs. 2021, pedestrian fatalities increased by 12 in February, 10 in August, and 9 in June.

244 drivers were convicted of "fail yield right of way to pedestrians. Of those 244 convictions, 56% were male and the other 43% were female.

Top jurisdictions with "fail yield right of way to pedestrian" convictions.

1. Arlington County
2. Richmond City
3. Fairfax County
4. Prince William County
5. Alexandria City

In addition, 26 pedestrians were convicted of "pedestrian impeding traffic". Of those 26 convictions, 54% were male and the other 31% were female.

Top jurisdictions with "pedestrian impeding traffic" convictions.

1. Prince William County
2. Henrico County
3. Richmond City
4. Accomack County
5. Arlington City

Average lane clearance time for pedestrian fatal crashes: 3 hour 21 minutes, a 63 minute decrease from 2021, significant difference in clearance time between 2021 and 2022.

Average scene clearance time for pedestrian fatal crashes: 3 hours, 45 minutes, a 64 minute decrease from 2021, significant difference in clearance time between 2021 and 2022.

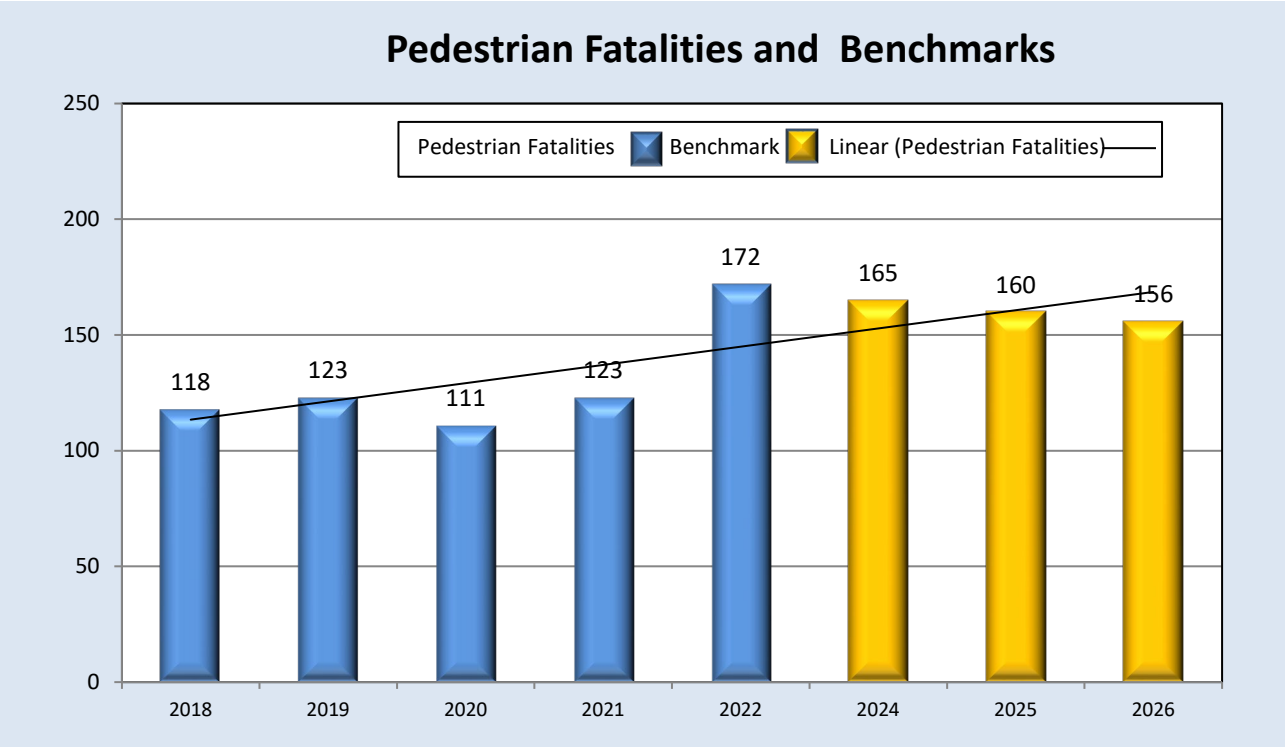
22 pedestrian crashes were reported with secondary information (fatal crashes – 5, injury crashes – 917 and property damage – 0) between 2021-2022.

Measure C-10: Reduce pedestrian fatalities to 156 from a current safety level of 172 by 9 percent by December 31, 2026.

2024 benchmark: 165
2025 benchmark: 160

	Baseline Data					**Targets**
	2018	2019	2020	2021	2022	2024-2026
Pedestrian Fatalities (FARS)	118	123	111	123	172	156

Note: 2022 calendar base year data in FARS (preliminary) was used to calculate the 2024 target.



Justification: Virginia conducted trend analyses using annual numbers, 3-year and 5-year rolling averages. Virginia selected the annual projection (4 percent reduction) in 2024, 3 percent in 2025 and 2026 as a more achievable target than the 3-year rolling average and 5-year rolling average projections. In addition, while setting targets, Virginia put into consideration that it has experienced an increase between 2017 and 2022.

Year	Pedestrian Fatalities	Percent Change
2017	111	
2018	118	6%
2019	123	4%
2020	111	-10%
2021	123	11%
2022	172	40%

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to pedestrian fatalities and serious injuries. We will also conduct detailed data analyses to understand which pedestrian and motorists in the identified age range are most affected.

VAHSO has reported on adults age 50 and up who are falling victim to such tragic crashes. The HSO will continue engaging pedestrians, motorists as well as caregivers, in the key areas identified with higher crash rates.

By further understanding these risk factors we will develop appropriate safety countermeasure strategies and implement projects that will assist to reduce the trend in pedestrian fatalities. We will

develop messaging to expand our engagement with affected communities and adjust our countermeasures based on feedback.

Innovative strategies and funding to address this area should focus on alcohol, enforcement, education and awareness specifically during nighttime hours. Virginia's Pedestrian Safety Task Force will continue to meet to address the issue facing this area.

Key Area	Data Identified Community
Hours 3PM-Midnight	Overrepresented
Urban Fatalities	Underserved & Overrepresented
Fairfax County	Underserved & Overrepresented
Age 50 and older	Overrepresented

Countermeasures Strategies

Pedestrians who mobilize in the transportation system as individuals or groups are in the category described as vulnerable roadway users. VAHSO will continue to collaborate with stakeholders to provide and introduce strategies and countermeasures to improve on safety. Countermeasures will address individuals and groups to provide safety guidance using educational messages, enforcement and the distribution of brochures containing engineering/infrastructure definitions to follow in an effort to reduce fatalities and injuries. VAHSO used NTHSA's uniform guidelines to develop the pedestrian program since the pedestrian Countermeasures that Work are limited in effective programs. The table below reflects the pedestrian program areas and countermeasure that address them.

Pedestrian Program Areas	Countermeasures
Communication & Outreach	NTHSA Uniform Guidelines 14 Part VI & VII
Selective Enforcement – Bike/Ped	NTHSA Uniform Guidelines 14 Part IV

Communication & Outreach

50 Sixty percent (103) of the fatalities were over age 50. Pedestrian fatalities more than doubled in Fairfax County increasing from 14 to 32 (+129%). The top jurisdiction for pedestrian fatalities was Fairfax County (32).

VAHSO will support Pedestrian projects that provide education and outreach to Virginians to reduce pedestrian fatalities. The countermeasure of best fit is "NTHSA Uniform Guidelines Number 14: Pedestrian and Bicycle Safety, Part VI: Communication Program & Part VII: Outreach Program."

The following Pedestrian projects are focused on addressing pedestrian fatalities. Virginia Department of Motor Vehicle's Pedestrian paid media grant which us used to deliver pedestrian education campaigns to Virginians. Metro Washington Council of Governments education and outreach grant focuses on educating the Northern Virginia community on safe streets and sharing the road with pedestrians and bicycles.

The Communication & Outreach performance target for reducing pedestrian fatalities by 4 from 172 to 168 in 2024. By focusing on the projects on key demographics and localities these Communication & Outreach projects will reduce pedestrian fatalities.

Selective Enforcement – Bicycle/Pedestrian
Eighty-three percent of pedestrians were killed on an urban/city roadway (142). 58 percent of pedestrians were killed between the hours of 3pm and midnight (216).

VAHSO will support Selective Enforcement activities that focus on Bicycle and Pedestrians to Pedestrian and Bicycle fatalities. The countermeasure of best fit is "NTHSA Uniform Guidelines Number 14: Pedestrian and Bicycle Safety, Part IV: Law Enforcement."

The following projects are focused on Bicycle and Pedestrian Selective Enforcement. VAHSO funds a combined 11 selective enforcement grants for cities, towns, and counties. The town funded is Occoquan. The cities funded are Salem, Roanoke, Williamsburg, Alexandria, Harrisonburg, and Richmond. The counties funded are Chesterfield, Fairfax, Prince William, and Arlington.

The Selective Enforcement performance target for reducing pedestrian fatalities by 3 from 172 to 169 in 2024. By focusing on these selective enforcement projects on key demographics and locations, Virginia will reduce the number pedestrian fatalities.

Additional Pedestrian strategies

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 in an effort to create/promote messaging and educational responses for all individuals to raise awareness and reduce injuries and fatalities. Additionally, VAHSO will continue to recruit new and effective partners that will work to decrease pedestrian fatalities.

NTHSA's Uniform Guidelines influence on Countermeasure Strategy
The countermeasure strategy performance targets for Nonmotorized safety grants/projects were directly informed by the uniform guidelines. Uniform guidelines (23 U.S.C. 405(h) for awarding grants to States for the purpose of decreasing pedestrian and bicyclist fatalities and injuries that result from crashes involving a motor vehicle. Uniform guidelines (23 U.S.C. 405(h)(d) Use of grant funds are only for (1) Training of law enforcement officials on State laws applicable to pedestrian and bicycle safety; (2) Enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to pedestrian and bicycle safety; or (3) Public education and awareness programs designed to inform motorists, pedestrians, and bicyclists of State traffic laws applicable to pedestrian and bicycle safety.

Pedestrian Safety Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	255,050.00	267,803.00	281,193.00	804,045.00
405h	234,136.00	245,843.00	258,135.00	738,114.00
Total All Funds	**489,186.00**	**513,645.00**	**539,328.00**	**1,542,159.00**

Bicycle Safety Program Area

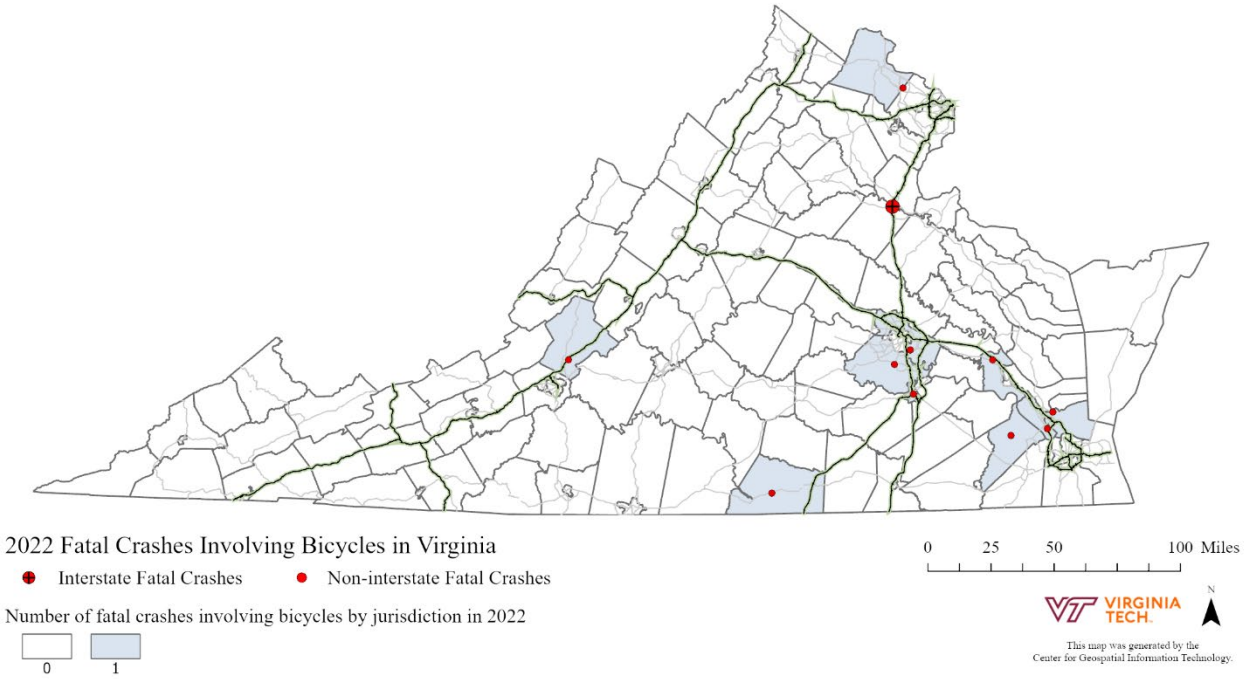
Bicycle fatalities decreased by 5 from 2021 to 2022, going from 16 to 11. In 2022 they accounted for only 1% of total fatalities.

The warmer months of May through September accounted for 64% of bicycle fatalities in 2022. There were zero crashes in July, however, a decrease of 3 from 2021.

Almost half of bicycle fatalities (5 of 11) occurred on a Friday, Saturday, or Sunday.

As one might expect, most bicycle fatalities occurred during daylight hours. 7 of 11 occurred between noon and 9pm. Fatalities between 9am and noon decreased from 3 to 0.

No jurisdiction had more than 1 bicycle fatality in 2022. Fatalities in Fairfax County decreased from 3 to 0.



In 2022 there were no bicycle fatalities between the ages of 10-30 and over 65, a decrease of 7 over 2021. All fatalities were between the ages of 31 to 65.

Although urban bicycle fatalities decreased by 18, they still accounted for almost 75% of bicycle fatalities (8 of 11).

24 bicyclists were convicted of “improper light on bicycle or moped”. Of those 24 convictions, 70.8% were male and the other 4.2% were female.

Top jurisdictions with “improper light on bicycle or moped” convictions.

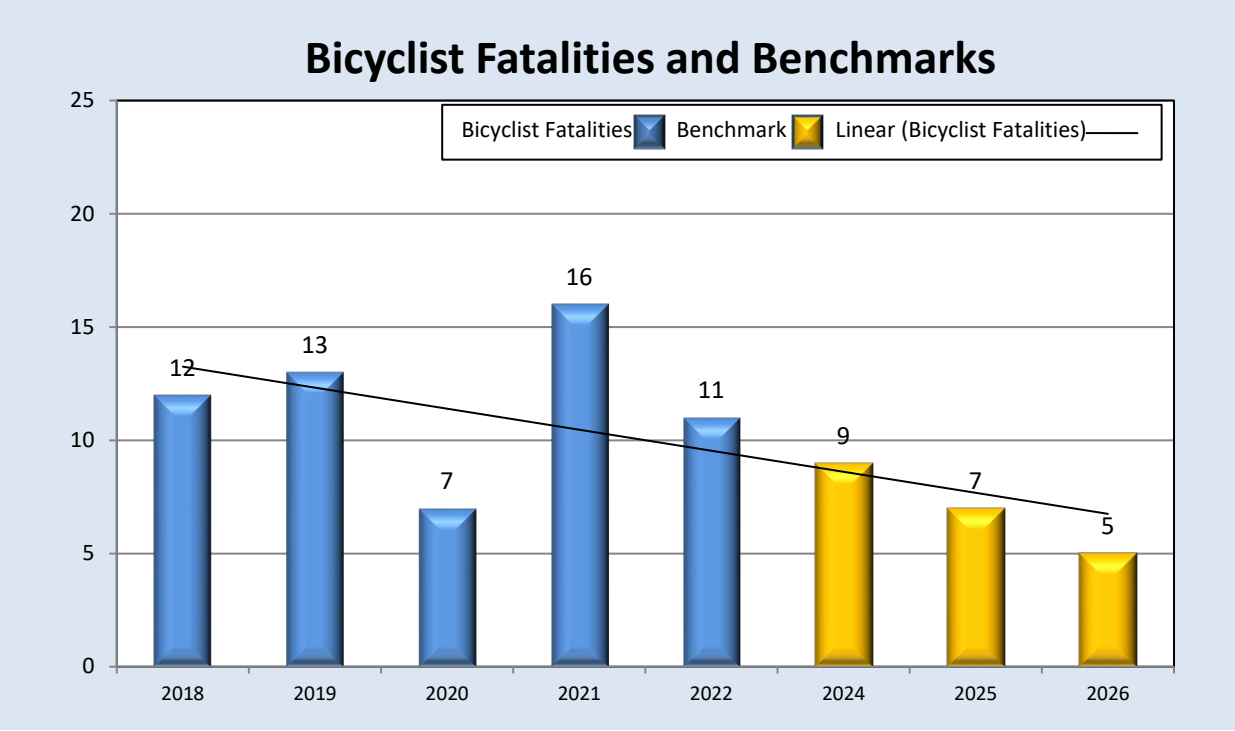
1. Henrico County
2. Hampton City
3. Fauquier County
4. Newport News City
5. Suffolk City

Measure C-11: Reduce bicyclist fatalities to 5 from a current safety level of 11 by 55% by December 2026

2024 benchmark: 9
2025 benchmark: 7

	Baseline Data					Targets
	2018	2019	2020	2021	2022	2024-2026
Bicyclist Fatalities (FARS)	12	13	7	16	11	5

Note: 2022 calendar base year data was used to calculate the 2024 target. 2022 is FARS data (preliminary).



Justification: Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Virginia selected the annual linear trend line projecting an 18 percent reduction in 2024, 22 percent in 2025 and 29 percent in 2026 in bicyclist fatalities as a more achievable target than the 3-year or 5-year rolling average projections.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to bicycle fatalities and serious injuries. We will also conduct detailed data analyses to understand which pedestrian and motorists in the identified age range are most affected.

VAHSO has reported on adults between 31 – 65 years of age who are falling victim to such tragic crashes. The HSO will continue engaging bicyclists, motorists as well as caregivers, in the key areas identified with higher crash rates.

By further understanding these risk factors we will develop appropriate safety countermeasure strategies and implement projects that will assist to reduce the trend in bicycle fatalities. We will develop messaging to expand our engagement with affected communities and adjust our countermeasures based on feedback.

Key Area	Data Identified Community
Weekend Days: Friday, Saturday, Sunday	Overrepresented
Ages 31 to 65	Overrepresented
Urban Bicyclist	Underserved & Overrepresented

Countermeasure Strategies

Cyclists navigating the transportation system are described as vulnerable roadway users in communities. DMV's Highway Safety Office will continue to collaborate with stakeholders to provide and introduce strategies and countermeasures to improve on safety. Countermeasures will address all age groups to provide guidance using educational messages, enforcement and written brochures containing engineering applications to reduce injuries and fatalities. Innovative strategies and funding to address this area should focus on enforcement, education and awareness specifically during late afternoon. Note that Bicycle and Pedestrian Safety funding are combined projects using the same funding and project focus.

Bicycle Program Areas	Countermeasures
Communication & Outreach	NTHSA Uniform Guidelines 14 Part VI & VII
Selective Enforcement – Bike/Ped	NTHSA Uniform Guidelines 14 Part IV

Communication & Outreach

Although urban bicycle fatalities decreased by 18, they still accounted for almost 75% of bicycle fatalities (8 of 11).

VAHSO will support bicycle projects that provide education and outreach to Virginians to reduce pedestrian fatalities. The countermeasure of best fit is "NTHSA Uniform Guidelines Number 14: Pedestrian and Bicycle Safety, Part VI: Communication Program & Part VII: Outreach Program."

The following are bicycle projects are focused on addressing bicycle fatalities. Metro Washington Council of Governments education and outreach grant focuses on educating the Northern Virginia community on safe streets and sharing the road with pedestrians and bicycles. Fairfax Alliance for

Better Biking conducts bicycle safety courses to education Northern Virginians on bicycling best practices.

The Communication & Outreach performance target for reducing bicycle fatalities by 1 from 11 to 10 in 2024. By focusing on the projects on key demographics and localities these Communication & Outreach projects will reduce bicycle fatalities.

Selective Enforcement – Bicycle/Pedestrian
All fatalities were between the ages of 31 to 65. Almost half of bicycle fatalities (5 of 11) occurred on a Friday, Saturday, or Sunday.

VAHSO will support Selective Enforcement activities that focus on Bicycle and Pedestrians to Pedestrian and Bicycle fatalities. The countermeasure of best fit is "NTHSA Uniform Guidelines Number 14: Pedestrian and Bicycle Safety, Part IV: Law Enforcement."

The following projects are focused on Bicycle and Pedestrian Selective Enforcement. VAHSO funds a combined 11 selective enforcement grants for cities, towns, and counties. The town funded is Occoquan. The cities funded are Salem, Roanoke, Williamsburg, Alexandria, Harrisonburg, and Richmond. The counties funded are Chesterfield, Fairfax, Prince William, and Arlington.

The Selective Enforcement performance target for reducing bicycle fatalities by 1 from 11 to 10 in 2024. By focusing on these selective enforcement projects on key demographics and locations, Virginia will reduce the number bicycle fatalities.

NTHSA's Uniform Guidelines influence on Countermeasure Strategy

The countermeasure strategy performance targets for Nonmotorized safety grants/projects were directly informed by the uniform guidelines. Uniform guidelines (23 U.S.C. 405(h) for awarding grants to States for the purpose of decreasing pedestrian and bicyclist fatalities and injuries that result from crashes involving a motor vehicle. Uniform guidelines (23 U.S.C. 405(h)(d) Use of grant funds are only for (1) Training of law enforcement officials on State laws applicable to pedestrian and bicycle safety; (2) Enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to pedestrian and bicycle safety; or (3) Public education and awareness programs designed to inform motorists, pedestrians, and bicyclists of State traffic laws applicable to pedestrian and bicycle safety.

Bicycle Safety Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	269,770.00	283,259.00	297,421.00	850,450.00
405h	54,136.00	56,843.00	59,685.00	170,664.00
Total All Funds	**323,906.00**	**340,102.00**	**357,106.00**	**1,021,114.00**

OTHER PROGRAM AREA PERFORMANCE MEASURES

Traffic Records Program Area

Virginia has one of the strongest Traffic Records Program in the nation. Its Traffic Records Electronic Data System (TREDS), a state-of-the art highway safety information system, has garnered both state and national recognition. Virginia's latest Traffic Records Assessment was completed in April 2021 and its overall traffic records program rated very well. Virginia, through guidance from its Traffic Records Coordinating Committee (TRCC), and coordination of projects listed in both the Virginia Traffic Records Strategic Plan and the 3HSP, 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 should focus on continued enhancement of electronic data with emphasis on accuracy, timeliness, uniformity, integration, completeness and accessibility of traffic records data in TREDS and other major traffic records databases (driver, citation, roadway, injury surveillance and courts.) This will also involve database and data elements linkages of the various traffic records systems.

Measure: Continue to enhance the collection, accuracy, timeliness, uniformity, integration, completeness and accessibility of the traffic records data in TREDS by December 31, 2024.

Strategies

1. Increase street level crash location data from 0 to 125,000.

2. Increase the number of law enforcement agencies from 71 law enforcement (LE) agencies to 80 submitting electronic citation data to the Supreme Court's CAIS system.

3. Eliminate the issue of law enforcement submitting crash reports without the "Commercial Motor Vehicle" section when a crash is qualified as FMCSA Commercial Motor Vehicle reportable.

    - Reduce number of crash reports submitted by law enforcement without the "Commercial Motor Vehicle" section completed due to the issue of law enforcement not considering vehicles with the weight (GVWR or GCWR)>10,000 lbs. as FMCSA commercial vehicles from 124 to 62 (-50%) by December 31, 2024.

    - Reduce number of crash reports submitted by law enforcement without the "Commercial Motor Vehicle" section completed due to not considering some non-commercial motor vehicles as the FMCSA Quantified Commercial Motor Vehicles from 37 to 18 (-51%) by December 31, 2024.

    - Reduce number of crash reports submitted by law enforcement without the "Commercial Motor Vehicle" section completed due to the issue of law enforcement not selecting "towed" and "disabled" at the same time when both apply from 56 to 28 (-51%) by December 31, 2024.

4. Increase from 0 driver crash record to 1,000 driver crash records with auto-populated driver information from the Citizen Services System/Driver System into the driver fields in the Police Crash Report (TREDS/Front-End 2.0).

5. Increase from 0 vehicle crash record to 1,000 vehicle crash records with auto-populated vehicle information from the Citizen Services System/Vehicle System into the Vehicle fields in the Police Crash Report (TREDS/Front-End 2.0).

6. Add at least 2 quality control reports in TREDS to monitor the process of processing SafetyNet (CMV) crash records for timeliness or completeness.

7. Add at least 3 quality control reports in TREDS to monitor the process of processing crash records for accuracy or completeness.

8. Decrease from 1,000 to 0 the number of uninsured records manually reviewing to verify uninsured information recorded in the Police Crash Reports with information available in CSS/Vehicle system (improvement/linkage project between the crash system and CSS/Vehicle system).

9. Add “Source” field into the TREDS/VASAP system to capture information when vehicle data is imported from the Citizen Services System. Information from this field will be used to access and generate needed reports.

10. Racial Profiling 1906 – maintain one data repository system that will gather, manage, and store race/ethnicity data sets for analysis, distribution and reporting based on officer’s observation or information provided to the officer by the driver.

11. Racial Profiling 1906 - The repository will decrease the number of rejected files from 197 to 147 as well as improve the compliance in submitting data within established deadlines.

Traffic Records/Data Program Area: Budget Summary

FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
1,813,132.00	1,903,789.00	1,998,978.00	5,715,899.00

Drugged Driver Fatalities

In Virginia, drugged driver fatalities increased 25.7% in 2021 as compared to 2020 (259 vs. 206).

Drugged driver fatalities were lowest in the first two months of the year, 10 in January and 9 in February.

The highest number of drugged driver fatalities, 30, occurred in May. They accounted for 12% of drugged driver fatalities. Fatalities in the other months ranged from 16 to 29.

Drugged driver fatalities were mostly evenly distributed throughout the days of the week. The lowest number being on Sundays (28/11%). The highest on Wednesdays and Saturdays (45/17% each).

Twenty percent (52) of drugged driver fatalities occurred between the hours of noon-3pm. There were 48 fatalities from 3pm to 6pm. Combined, fatalities from noon-6pm accounted for 39% of fatalities.

The fewest number of drugged driver fatalities (16/6%) occurred between 3am and 6am.

Most drugged driver fatalities, 150 (58%), occurred in rural areas.

Seventy four percent of drugged driver fatalities were male.

Almost half of drugged driver fatalities, 47% were not using a safety restraint of any kind.

Ninety three percent of drugged diver fatalities were either White or Black. 62% (161) were White and 31% (79) were Black.

Less than half of drugged drivers killed were speeding. 43% (112) of drugged drivers killed were speeding.

Only 46% (118) of drugged driver also had a listed drinking status. Of these, 24% (28) of drugged drivers were also drinking.

Only 14% (36) of drugged drivers killed were cited as making no improper action.

46% (119) of drugged drivers killed failed to maintain proper control. The next highest improper action was speed, 12% (31).

63% (162) of drugged driver fatalities were under the age of 50.

55% (142) were between the ages of 21-45.

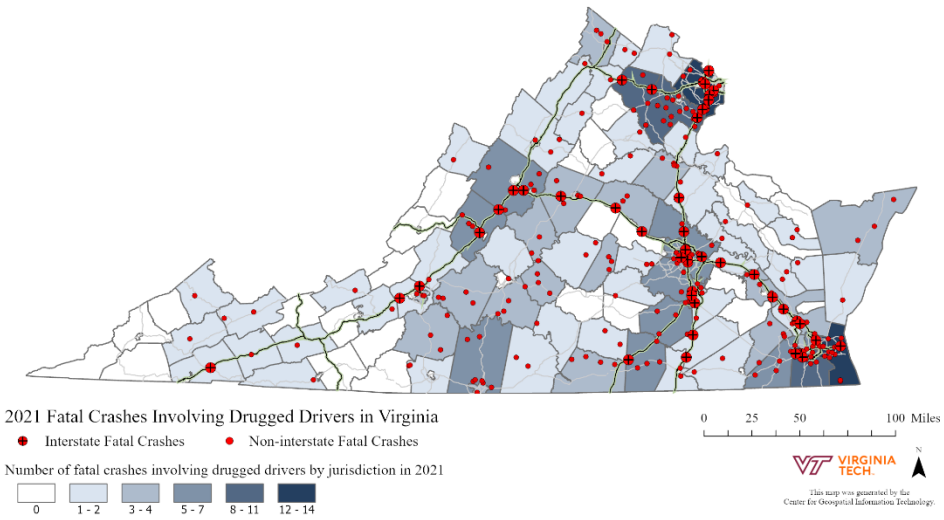
The highest number of drugged fatalities (34) were aged 31 to 34. The second highest number (31) weren't only younger drivers aged 26 to 30, but also those over the age of 70.

There were 867 drivers were convicted of "driving under influence drugs" (DUID). 90.7% were first-time convictions.

Male drivers convicted of driving under influence of drugs were over-represented, 64.5% as compared to 30.1% female convictions.

Top jurisdictions with driving under influence of drugs convictions

1. Chesterfield County
2. Virginia Beach City
3. Henrico County
4. Chesapeake City
5. Frederick County



80.6% of 867 convictions were ages 21 to 50.

Average lane clearance time for fatal crashes involving drugged drivers: 3 hours 22 minutes in 2021.

Average scene clearance time for fatal crashes involving unrestrained occupants: 3 hours, 53 minutes in 2021.

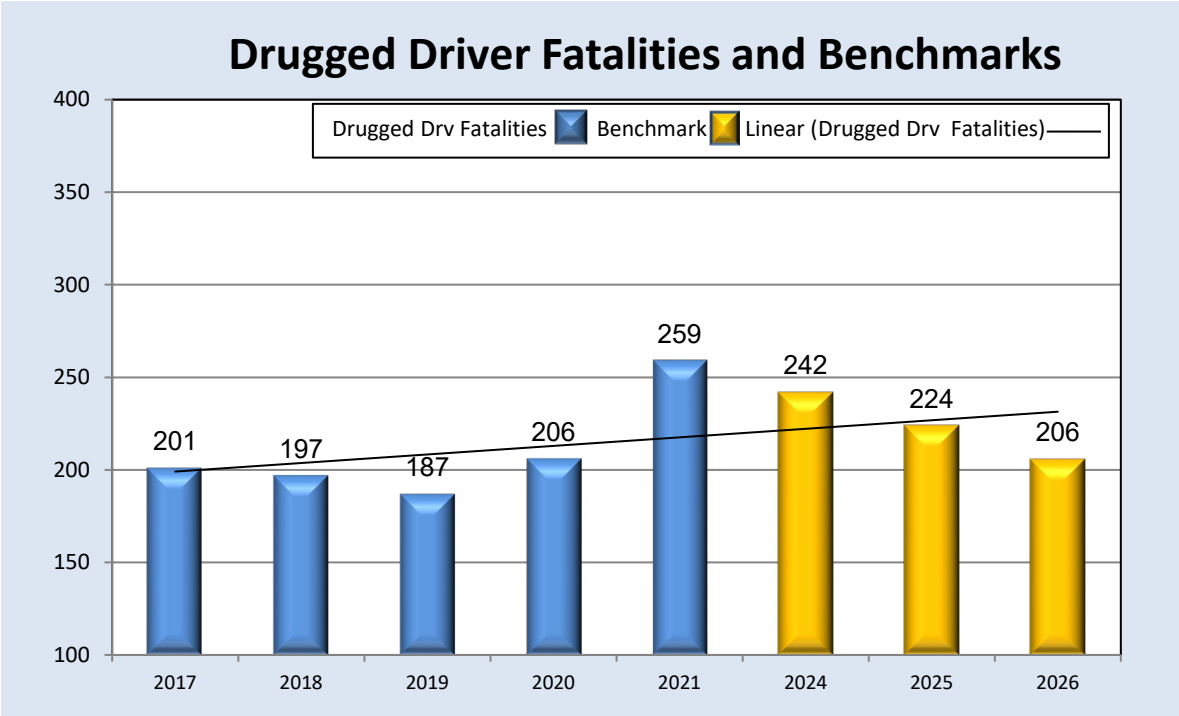
2 fatal crashes involving drugged drivers were reported with secondary information

Measure: Reduce drugged driver fatalities to 206 from a current safety level of 259 by 20 percent by December 31, 2026.

2024 benchmark: 242
2025 benchmark: 224

	Baseline Data					Targets
	2017	2018	2019	2020	2021	2024-2026
Drugged Driver Fatalities (FARS)	201	197	187	206	259	206

Note: 2021 calendar base year data in FARS was used to calculate the 2024 target.



Justification: Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Virginia selected the annual linear trend line projecting a 7 percent reduction in drugged driver fatalities in 2024, 7 percent in 2025 and 8 percent in 2026 as a more achievable target than the 3-year or 5-year rolling average projections. In addition, while setting targets, Virginia put into consideration that it has experienced an increase in the drugged driver fatalities for the last 5 years.

Highway Safety Planning Process and Problem Identification

VASHO referenced United States Code of Federal Regulations (23 CFR Chapter 3 Part 1300.11) as a starting point for developing the Fiscal Year 2024-2026 triennial Highway Safety Plan. The planning process for Drugged Driving program was to analyze FARS and Virginia's TREDS data to identify problem areas. Virginia had 259 drug impaired fatalities during 2022.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to drug impaired fatalities. We will also conduct detailed data analyses to understand which drug impaired drivers are most affected.

VAHSO will engage Virginians in the key areas identified with high drug impaired fatalities.

By further understanding these risk factors we will develop appropriate drug impaired safety countermeasure strategies and implement projects that will help us reduce this trend. We will leverage our drug impaired safety program to expand our engagement with affected communities and adjust our drug impaired safety countermeasures based on their feedback.

Key Area	Data Identified Community
Rural Localities	Underserved & Overrepresented
Male	Overrepresented
Under the Age of 50	Overrepresented
White	Overrepresented

Countermeasures Strategy

VAHSO has analyzed TREDS and FARS data to develop a strategy for reducing drugged driving fatalities. The table below reflects the focus areas and planned countermeasures to address it. Virginia will continue to provide highway safety information, maintain, and build new partnerships and attend trainings locally, statewide and nationally.

Focus Areas	Countermeasures
Enforcement (Training)	Countermeasures That Work 1.7.1
Prevention	Countermeasures That Work 1.5.2
Criminal Justice System Training	Uniform Guidelines #8 Section 3 (D&E)

<u>Enforcement (Training)</u>
43% (112) of drugged drivers killed were speeding.

Only 46% (118) of drugged driver also had a listed drinking status. Of these, 24% (28) of drugged drivers were also drinking.

VAHSO will support law enforcement training projects that focus on reducing drug impaired fatalities. The countermeasure that information comes from is “Chapter 1: Alcohol- and Drug-Impaired Driving; Section 7: Drug-Impaired Driving; Number 1: Enforcement of Drug-Impaired Driving”. This countermeasure is rated 3 stars.

The following projects are focused on law enforcement training. Commonwealth Attorney’s Services Council project delivers specialized training for Law Enforcement Officers and Prosecutors. VAHSO funds the Impaired Driving Coordinator, which manages all program aspects of impaired driving for Virginia. VAHSO also funds the Drug Recognition Expert (DRE) program which offers resources to Virginia law enforcement community to better detect drug impaired driving.

The law enforcement training performance target for reducing drug impaired fatalities by 11 from 259 to 248 in 2024. Enforcement of Drug-Impaired Driving countermeasure has been proved to help reduce the number of drug impaired fatalities. By focusing on the projects on key demographics and locations, Virginia will reduce the number drug impaired fatalities.

Communications & Outreach
Chesterfield County was the top jurisdiction with driving under influence of drugs convictions.

VAHSO will support communication & outreach activities that focus on reducing drug impaired fatalities. The countermeasure that has been proven to address impaired driving fatalities is “Chapter 1: Alcohol and Drug Impaired Driving; Section 5: Prevention, Intervention, Communications and Outreach; Number 2: Mass Media Campaigns”. This countermeasure is rated 3 stars.

The following project is focused on addressing drug impaired fatalities. Substance Abuse Free Environment’s project focuses on communication and outreach efforts in Chesterfield County.

The communication & outreach performance target for reducing drug impaired fatalities by 3 from 259 to 256 in 2024. Mass Media Campaign countermeasure has been proved to help reduce the number of impaired driving fatalities. By focusing on the projects on the latest data and problem identification, Virginia will reduce the number fatalities.

Criminal Justice System Training
There were 867 drivers were convicted of “driving under influence drugs” (DUID). 90.7% were first-time convictions.

Male drivers convicted of driving under influence of drugs were over-represented, 64.5% as compared to 30.1% female convictions.

VAHSO will support criminal justice system training activities that focus on reducing drug impaired fatalities. The countermeasure of best fit is “NTHSA’s Uniform Guidelines Number 8: Impaired Driving, Section 3: Criminal Justice System, Part D: Prosecution & E: Adjudication”.

The following project is focused on addressing drug impaired fatalities. Supreme Court of Virginia’s specialty docket training for Virginia’s prosecutors and judges.

The criminal justice system training performance target for reducing drug impaired fatalities by 3 from 259 to 256 in 2024. By helping educate Virginia’s Courts on the latest data and problem identification, Virginia will reduce the number drug impaired fatalities.

NTHSA’s Uniform Guidelines influence on Countermeasure Strategy
The countermeasure strategy performance targets for the alcohol impaired driving program were directly informed by the uniform guidelines. Uniform guidelines Number 8: Impaired Driving encourages the highway safety program should include an impaired driving component that addresses highway safety activities related to impaired driving.

Drugged Driver Safety Budget Summary

FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
1,195,820.00	1,255,611.00	1,318,392.00	3,769,823.00

Distracted Driver Fatalities

Distracted drivers decreased slightly from 2021 to 2022 (34 to 32). In 2022, they accounted for 3% of total fatalities.

Although reasonably spread throughout the year, a quarter of distracted driver fatalities occurred in October in 2022.

Twenty-five percent of distracted driving fatalities occurred between the hours of midnight and 3am in 2022. There were twice as many distracted driving fatalities during these hours over 2021 (4 to 8). Together with the 6 distracted driver fatalities between 6am and 9am and the 5 between 3pm and 6pm, they accounted for 59% of distracted driver fatalities.

Twenty-five percent of distracted driver fatalities (8) occurred on a major interstate. Distracted driver fatalities decreased from 4 to 2 on I-64 but increased from 0 to 2 on I-81.

Distracted Driver Fatalities on interstates

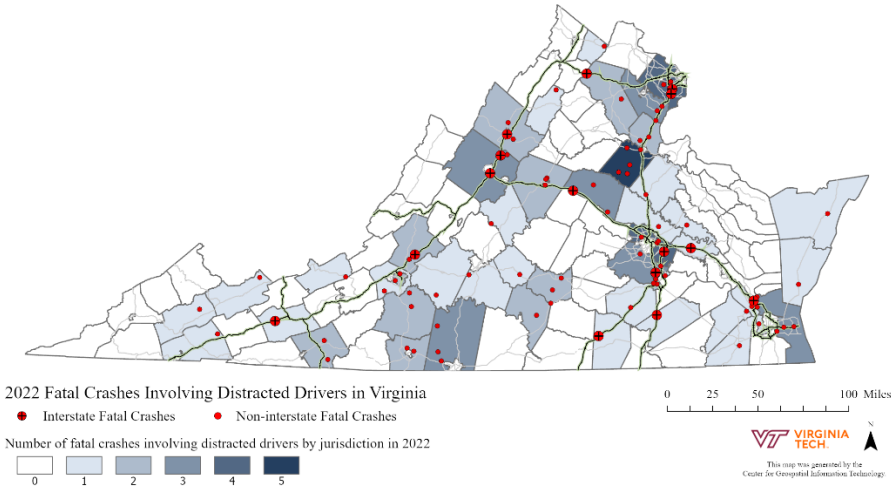
Interstate	2021	2022
I-64	4	2
I-81		2
I-85	1	1
I-95	1	2
I-64	3	2
I-81	1	1
I-85	1	1

Drinking distracted drivers increased by 1 from 4 to 5. Speeding decreased by 4 from 16 to 12.

58% (30 of 52) involved a single vehicle.

50% were under the age of 50 and 50% were over the age of 50%.

Three quarters of distracted driver fatalities occurred in rural areas.



11,104 drivers were convicted “use of handheld personal communication devices while driving”.

53.9% of convictions were male, 43.9% were female and 0.1% were non-binary.

Top 5 age groups were over-presenting the convictions (68% of total convictions).

Age Group	Convictions
21 to 25	1,538
26 to 30	1,669
31 to 35	1,728
36 to 40	1,426
41 to 45	1,156

Top jurisdictions with “use of handheld personal communication devices while driving” convictions.

1. Fairfax County
2. Roanoke County
3. Prince William County
4. Chesterfield County
5. Virginia Beach City

Average lane clearance time for fatal crashes involving distracted drivers: 3 hours 16 minutes, a 29 minute decrease from 2021. No significant difference in clearance time between 2021 and 2022.

Average scene clearance time for fatal crashes involving distracted drivers: 3 hours, 41 minutes, a 40 minute decrease from 2021, significant difference in clearance time between 2021 and 2022.

427 crashes involving distracted drivers were reported with secondary information (fatal crashes – 5, injury crashes - 222 and property damage – 200) between 2021-2022.

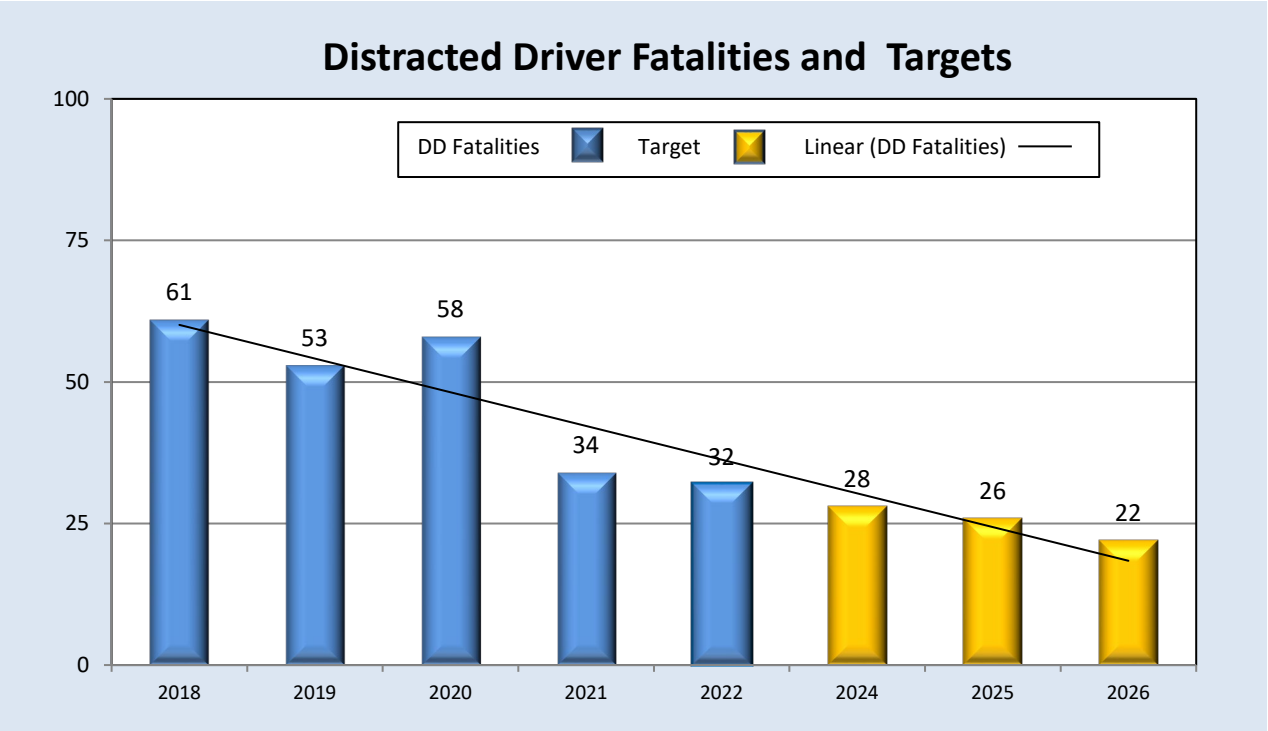
Measure: Reduce distracted driver fatalities to 22 from a current safety level of 32 by 35 percent by December 31, 2026.

2024 benchmark: 28
2025 benchmark: 26

	Baseline Data					Targets
	2018	2019	2020	2021	2022	2024-2026
Distracted Driver Fatalities	61	53	58	34	32	22

Note: 2022 calendar base year data in TREDS was used to calculate the 2024 target.

Note: Distracted driver strategies will be addressed, and funded, under the impaired driving area.



Justification: Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Virginia selected the annual linear trend line projecting a 13 percent reduction in distracted driver fatalities in 2024, 7 percent in 2025 and 15 percent in 2026 as a more achievable target than the 3-year rolling average or 5-year rolling average projections.

Highway Safety Planning Process and Problem Identification

VASHO referenced United States Code of Federal Regulations (23 CFR Chapter 3 Part 1300.11) as a starting point for developing the Fiscal Year 2024-2026 triennial Highway Safety Plan. The planning process for Distracted Driving program was to analyze FARS and Virginia's TREDS data to identify problem areas. Virginia had 32 distracted driving fatalities during 2022. NTHSA has stated that distracted driving is statistically under reported problem and has charged the Highway Safety Offices to develop strategies to combat growing problem.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to distracted driving fatalities. We will also conduct detailed data analyses to understand which distracted drivers are most affected.

VAHSO will engage Virginians in the key areas identified with high distracted driving fatalities.

By further understanding these risk factors we will develop appropriate distracted driving safety countermeasure strategies and implement projects that will help us reduce this trend. We will leverage our distracted driving safety program to expand our engagement with affected communities and adjust our distracted driving safety countermeasures based on their feedback.

Key Area	Data Identified Community
Rural Localities	Underserved & Overrepresented
Male	Overrepresented

Countermeasures Strategy

VAHSO has analyzed TREDS and FARS data to develop a strategy for reducing distracted driving fatalities. The table below reflects the focus areas and planned countermeasures to address it. Virginia will continue to provide highway safety information, maintain, and build new partnerships and attend trainings locally, statewide and nationally.

Focus Areas	Countermeasures
Communication and Outreach	Countermeasures That Work 4.2.1*

*VAHSO notes this countermeasure is considered 1 star effectiveness. And additionally notes that the Countermeasures That Work also states limited research has been conducted on the effectiveness of these programs.

Communications & Outreach
11,104 drivers were convicted “use of handheld personal communication devices while driving”.

VAHSO will support communication & outreach activities that focus on reducing distracted driving fatalities. While countermeasures that work reflect distracted driving communication and outreach projects as ineffective, it also supports similar communication and outreach projects in on the topics of impaired driving (CTW 1.5.2), occupant protection (CTW 2.3.2), and speeding (CTW 3.4.1).

The following projects are focused on addressing distracted driving fatalities. Drive Smart Virginia’s outreach and messaging on the dangers of distracted driving. VAHSO’s Impaired Driving coordinators oversees distracted driving program area elements.

The communication & outreach performance target for reducing drug impaired fatalities by 7 from 32 to 25 in 2024. Communications & outreach countermeasures has been proven effective in reducing the number of impaired driving, unrestrained, and speed-related fatalities. VAHSO will utilize these frameworks to develop communications & outreach to combat distracted driving. By focusing on the projects on the latest data and problem identification, Virginia will reduce the number distracted driving fatalities.

NTHSA’s Uniform Guidelines influence on Countermeasure Strategy
The countermeasure strategy performance targets for the alcohol impaired driving program were directly informed by the uniform guidelines. Uniform guidelines Number 8: Impaired Driving encourages the highway safety program should include an impaired driving component that addresses highway safety activities related to impaired driving.

Driver Education

Highway Safety Planning Process and Problem Identification

VASHO referenced United States Code of Federal Regulations (23 CFR Chapter 3 Part 1300.11) as a starting point for developing the Fiscal Year 2024-2026 triennial Highway Safety Plan. The planning process for Drivers Education was to analyze FARS and Virginia's TREDS data to identify problem areas.

Mature driver fatalities remained the same, 145, from 2021 to 2022.

Mature driver fatalities accounted for 21% of all fatalities in 2021 and 2022.

In 2021, October had the highest number of mature driver fatalities, 23. October had the largest decrease, -10, in 2022. December had the largest increase, 11, going from 9 to 20 mature driver fatalities.

There were no significant changes by day of the week and mature driver fatalities are evenly distributed.

In 2022, mature driver crashes decreased by 25 (237 to 212), between the hours of noon -6pm. Crashes during these hours accounted for 35% of all mature driver crashes in 2021, 31% in 2022.

Mature driver crashes Increased most between the hours of 6am-9am, going from 63 to 82.

Interstates 64, 81, and 95 all had mature driver fatalities in both years. 59% of mature driver fatalities on interstates in 2021 & 2020 occurred on these three interstates. There were 12 fatalities on these 3 interstates in 2021 and 8 in 2022.

Fairfax County had the most mature driver fatalities in 2021 and 2022. There were 8 in 2021 (6% of fatalities) and 5 (3%) in 2022.

- Virginia Beach and Augusta County each had 4 mature driver fatalities in 2021 and 4 in 2022.
- Albemarle County and Nelson County each had 7 mature driver fatalities in 2021 and 2022. Each had 5 in 2021 and 2 in 2022.
- Washington, Prince William, and Rockingham Counties also had 7 mature driver fatalities, 3 in 2021 and 4 in 2022.
- A number of counties had 2 mature driver fatalities in 2021 and 0 in 2022: Botetourt, Brunswick, Buchanan, Culpepper, Cumberland, Lancaster, and Smyth.
- Chesterfield and Frederick Counties each had 5 mature driver fatalities in 2021 and had a decrease to 1 in 2022.
- Counties with a decrease of 3 mature driver fatalities from 2021 to 2022 are Albemarle (5 to 2) and Russell (4 to 1).
- Counties with an increase of 3 mature driver fatalities from 2021 to 2022 are Spotsylvania (1 to 4), King George (0 to 3), and Richmond City (0 to 3).

Mature driver fatalities increased by 31% in urban areas from 2021 to 2022. They increased by 13, from 42 to 55. 29% of fatalities occurred in urban areas in 2021, this increased to 38% in 2022.

Mature driver fatalities in rural areas decreased by 13% going from 103 to 90. 71% of fatalities occurred in rural areas in 2021, this decreased to 62% in 2022.

- Mature drivers killed in single vehicle crashes decreased 9%, there were 65 in 2021 and 59 in 2022. 45% of mature driver fatalities involved a single vehicle in 2021, this decreased to 41% in 2022.

- Mature drivers killed in two vehicle crashes increased by 7%, there were 68 in 2021 and 73 in 2022. 47% of mature driver fatalities involved two vehicles in 2021, 50% in 2022.

- Mature Drivers killed that were speeding or drinking both increased from 2021 to 2022:
  - Drinking mature driver fatalities increased 300% from 2 to 8. In 2022, 6% of mature drivers killed had been drinking.
  - Speeding mature driver fatalities increase 30% from 23 to 30. In 2022, 21% of mature drivers killed had been speeding, 16% in 2021.

- Most mature drivers killed are over 70. 69% (100) were over 70 in 2021 and 86% (98) in 2022.
  - Mature driver fatalities in those aged 66 to 70 increased by 11 from 27 to 38. In 2022, 26% of mature driver fatalities were 66 to 70, this was 19% in 2021.
  - Mature drivers 61 to 65 decreased by 50% going from 18 to 9. 6% of mature driver fatalities in 2020 were aged 61 to 65, this was 12% in 2021.

In 2022, fatal large truck crashes decreased on every VAHSO Region except Portsmouth and Staunton.

VAHSO Region	2021	% of Total	2022	% of Total	Change	% Change
Bristol	6	12%	4	7%	-2	-33%
Fairfax	13	25%	9	15%	-4	-31%
Portsmouth	5	10%	9	15%	4	80%
Richmond	13	25%	12	20%	-1	-8%
Roanoke	9	17%	7	12%	-2	-22%
Staunton	6	12%	19	32%	13	217%

In 2022 there were 68 people killed in crashes involving large trucks, compared with 57 in 2021 (19 percent increase).

In 2022 alcohol-related large truck fatalities accounted for 10 percent of total large truck fatalities, 14 percent in 2021.

In 2022 speed-related large truck fatalities accounted for 41 percent of total large truck fatalities, 37 percent in 2021.

In 2022 68 people were killed in large-truck crashes. Of those 68 killed, 48 were occupants of other vehicles (71 percent), 6 were pedestrians or cyclists (9 percent), and 14 were occupants of large trucks (21 percent).

In 2022 74 percent of fatalities in large truck crashes occurred on weekdays as compared to 90 percent in 2021.

In 2022 50 fatalities in large truck crashes occurred on weekdays, 51 in 2021 (2 percent decrease).

In 2022 there were 23 unrestrained fatalities in large truck crashes, 16 in 2021. Three large truck occupants killed were unbelted in 2022 and 2021.

In 2022, 54 percent of large truck drivers involved in crashes had actions which contributed to those crashes, 52 percent in 2021.

In 2022, 53 percent of other drivers involved in crashes had actions which contributed to those crashes, 54 percent in 2021.

In 2022, 30 percent of large truck drivers involved in crashes had actions which contributed to those crashes, 33 percent in 2021.

In 2022, 73 percent of other drivers involved in crashes had actions which contributed to those crashes, 67 percent in 2021.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of risk factors contributing to Mature Driver and CMV involved fatalities. We will also conduct detailed data analyses to understand which target demographics are most affected for each.

VAHSO will engage Mature Drivers, as well as their caregivers, and Commercial Motor Vehicle operators in the key areas identified with higher crash rates.

By further understanding these risk factors we will develop appropriate countermeasure strategies and implement projects that will help us reduce these trends. We will leverage our programs to expand our engagement with affected communities and adjust our countermeasures based on their feedback.

Appropriate and Evidence-based Justification: based on the most recent annual data VAHSO will Conduct a minimum of 5 education and awareness activities in the high fatality jurisdictions. Activities will target the mature drivers, commercial motor vehicles operators, and general driving population to reduce crashes, injuries, and fatalities.

Countermeasures Strategy

Driver Education	Countermeasures
Mature Drivers	Countermeasures That Work 7.2.1
Commercial Motor Vehicles	Countermeasures That Work 3.4.1
Community Outreach	Countermeasures That Work 6.1.3

Mature Drivers

Mature Driver fatalities is a problem in Virginia. The countermeasure that has been proven to address Mature Driver fatalities is “Chapter 7: Older Drivers; Section 2: Licensing; Number 1: License Screening and Testing”. This countermeasure is rated 4 stars.

Virginia’s Department of Aging and Rehabilitative Services’ Grand Driver project is a one stop resource for all things relating to Mature Drivers. Grand Driver conduct Carfit Events which is an education and outreach event that helps mature drivers better understand and fit their car.

Additionally, Grand Driver conducts low-cost driving assessments that gauge if a driver is capable of being a safe driver.

License Screening and Testing countermeasure has been proved to help reduce the number of fatalities in mature drivers.

Commercial Motor Vehicles (CMV)
Commercial Motor Vehicle involved fatalities are also identified as a problem. The countermeasure of best fit is “23 United States Code § 402 Highway Safety Programs Uniform Guidelines (23 U.S.C. 402(a)(2)(A)(viii)) to increase driver awareness of commercial motor vehicles to prevent crashes and reduce injuries and fatalities.”

Commercial Vehicles and Community Outreach
Commercial Motor Vehicle projects are focused on addressing CMV involved fatalities. Virginia Trucking Association Foundation focuses on CMV outreach to motorists travelling on the interstates of Virginia. Drive Smart Virginia Community and Workplace project travels to companies to host workplace highway safety trainings. CTW 8.4.1 and FMCSA Our Roads Campaign.

By focusing on the projects on the commercial motor vehicles operators, Virginia will reduce the number CMV involved fatalities.

Community Outreach (Translations)
Virginia continues to support the translation of education and outreach resource materials in different languages. This will help spread equity to all Virginians, ensuring the have access to Highway safety messaging and resources. The countermeasure of best fit is “NTHSA Uniform Guidelines Number 4: Driver’s Education, Part V: Communication Program.” These section lists that the communication plan should consider providing culturally competent materials.

VAHSO will identify high fatality locations throughout the state and determine through public engagement if there is a demand for language specific materials and resources to better address the highway safety problem at the community level.

NTHSA’s Uniform Guidelines influence on Countermeasure Strategy
The countermeasure strategy were directly informed by the uniform guidelines. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(viii)) discusses driver awareness of Commercial Motor Vehicles. Uniform guidelines (No. 4 Part V) lists that communication plans consider providing culturally competent materials. Uniform guidelines (No. 13) addresses all part of an older driver safety program.

Driver Education Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	4,379,421.00	4,598,392.00	4,828,312.00	13,806,125.00
405d Low	508,234.00	533,646.00	560,328.00	1,602,208.00
Total All Funds	**4,887,655.00**	**5,132,038.00**	**5,388,640.00**	**15,408,333.00**

Community Traffic Safety Project (CP)

Virginia will continue to provide highway safety information, maintain, and build new partnerships and attend trainings locally, statewide and nationally.

Innovative strategies and funding will focus on public participation and education, training, and outreach.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of the need for the trainings and positions that are included in the Community Traffic Safety Projects section. We will also conduct detailed data analyses to understand which of the named projects are appropriately addressing the needs of our partners such as the JOL (Judicial Outreach Liaison) and the VAHSO Highway Safety Summit.

VAHSO will engage with the funded projects to ensure we are providing a high level of service to the constituents funded in the below listed projects; all of which is designed to reduce serious injury and fatality crashes.

By further understanding the needs of our constituent project holders we will develop appropriate trainings and provide the support necessary to fulfill our countermeasure strategies and implement projects that will help us reduce the serious injury and fatality crash rates. We will leverage our Community Traffic Safety Program to expand our engagement with affected constituents and adjust our Traffic Safety Projects countermeasures based on their feedback.

Countermeasures Strategies

VAHSO has analyzed TREDS and FARS data to identify several problem areas for the Community Traffic Safety Program to assist with. The table below reflects four of the focus areas and planned countermeasures to address them.

Focus Areas	Countermeasures
DMV Highway Safety Videos	Countermeasures That Work 1.5.2
Sr. Communications Manager	Countermeasures That Work 2.3, 1.5
Highway Safety Summit	Countermeasures That Work 2.3, 1.5 and NHTSA Uniform Guidelines 14 Part VI and VII
Highway Safety Travel/Training	Countermeasures That Work 2.3, 1.5

Virginia will continue to provide highway safety information, maintain, and build new partnerships and attend trainings locally, statewide and nationally.

Travel and Training for VAHSO to further educate its staff on program oversight and new data and strategies for addressing Highway Safety problem areas. Virginia hosts a Highway Safety Summit which help to educate highway safety cohort on the current problem areas.

By focusing on the projects on the latest data and problem identification, Virginia will reduce the number fatalities.

DMV Safety Videos

DMV has created an award-winning series of Highway Safety Videos titled “Safe Driving is Something We Can All Live With.” This series offers a fresh perspective on common highway safety messaging that address speeding, wearing your seat belt, impaired and distracted driving.

Development of a new media campaign that will focus on general highway safety messaging that will encourage safe, responsible driving behavior by people who use our roadways. CTW 1.5.2

The countermeasure that has been proven to address impaired driving fatalities is “Chapter 1: Alcohol and Drug Impaired Driving; Section 5: Prevention, Intervention, Communications and Outreach; Number 2 Mass Media Campaigns”. This countermeasure is rated 3 stars.

Mass Media Campaign countermeasure has been proved to help reduce the number of impaired driving fatalities. By focusing on the projects on the latest data and problem identification, Virginia will reduce the number fatalities.

NTHSA’s Uniform Guidelines influence on Countermeasure Strategy

The countermeasure strategy was directly informed by the uniform guidelines. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(iii)) reducing deaths of impaired drivers which addresses impaired driving fatalities. Additionally, the Code of Federal Regulations (CFR) has provided guidance for Planning & Administration costs related to Highway Safety Programs, CFR 23 part 1200, Appendix F.

Community Programs Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	423,500.00	444,675.00	466,909.00	1,335,084.00
Total All Funds	**423,500.00**	**444,675.00**	**466,909.00**	**1,335,084.00**

Traffic Enforcement Services

Highway Safety Planning Process and Problem Identification

VASHO referenced United States Code of Federal Regulations (23 CFR Chapter 3 Part 1300.11) as a starting point for developing the Fiscal Year 2024-2026 triennial Highway Safety Plan. Traffic Enforcement Services will help assist Virginia's Law Enforcement Community by education and outreach on how to best address the problem areas of impaired driving, occupant protection and speed.

Supporting Data

375 unrestrained passenger vehicle occupants were killed on Virginia roadways in 2022. Top jurisdictions where unrestrained fatalities occurred were Fairfax County (17), Richmond City (14), and Chesterfield County/Henrico County (11 each).

274 alcohol-related fatalities occurred in Virginia in 2022. Top localities for alcohol-related fatalities were Fairfax County (22), Henrico County (12), Prince William County (11), Norfolk City (10), Richmond City (10), and Albemarle County (10).

441 speed related fatalities occurred in Virginia in 2022. Fairfax County (34/8%), Chesterfield County (22/5%), Fauquier County (15/3.4%), and Spotsylvania County (14/3.2%) were the top 4 jurisdictions for speed-related fatalities.

Public Participation and Engagement

Through consistent engagement, we will improve our understanding of law enforcement's role in reducing fatalities on Virginia roads. We will also conduct detailed data analyses to understand how law enforcement interacts with road users and their communities.

Virginia will conduct training, education, community engagement and outreach efforts to raise awareness on issues involving law enforcement and highway safety. In addition, we will work directly with law enforcement for selective enforcement initiatives. We will develop messaging to expand our engagement with affected communities and adjust our countermeasures based on feedback.

Performance Targets and Justification (Measure C-10):
Conduct a minimum of ten educational and informal contacts with law enforcement by September 30, 2024. During any contact the VAHSO LEL's have with law enforcement, the DAR (Daily Activity Report) numbers and the impact it has on all involved is discussed. LEL's also discuss how education and enforcement can reduce the numbers.

Appropriate and Evidence-based Justification: based on the most recent annual data VAHSO's LELs will conduct training, education, and outreach efforts in the high fatality jurisdictions. This outreach efforts will provide law enforcement training for effective enforcement efforts such as effective use of social media and other resources to educate the community on highway safety issues. Additionally, the outreach will provide training for law enforcement officers on changes to Virginia's traffic safety laws and effective enforcement efforts.

Countermeasures Strategy

Traffic Enforcement Services	Countermeasures
Integrated Enforcement	Countermeasures That Work 1.2.5
Sustained Enforcement	Countermeasures That Work 2.2.3

Selective Enforcement – Traffic Enforcement Services

VAHSO will support Traffic Services Selective Enforcement activities that focus on enforcement, education, and outreach to address the problem areas of impaired, unrestrained, and speed related fatalities. The countermeasure that has been proven to address impaired related fatalities is "Chapter 1: Alcohol- and Drug-Impaired Driving; Section 2: Deterrence: Enforcement, Number 5: Integrated Enforcement". This countermeasure is rated 3 stars. An additional countermeasure that has been proven to address unrestrained fatalities is "Chapter 2: Seat Belts and Child Restraints; Section 2: Seat Belt Law Enforcement, Number 3: Sustained Enforcement". This countermeasure is rated 3 stars.

The following projects are focused on Traffic Enforcement Services - Selective Enforcement. VAHSO funds a combined 81 selective enforcement grants for cities, towns, and counties. Additional funding for 2 university Police department and Metro Washington Airport Authority. VAHSO funds Virginia Association of Chiefs of Police to provide training, education and outreach materials to Virginia law enforcement agencies. Finally, Virginia Department of Motor Vehicles funds a grant for Law Enforcement Liaisons. This grant retains a minimum of 3 VAHSO LEL's to work with law enforcement on highway safety initiatives. As well, LEL would provide law enforcement training for effective enforcement efforts such as effective use of social media and other resources to educate and engage the community on highway safety issues.

VAHSO provides the "Traffic Enforcement Services" grant funding opportunity to law enforcement agencies in an effort 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. By focusing on these Traffic Enforcement Services selective enforcement projects on key demographics and locations, Virginia will reduce the number impaired, unrestrained, and speed related fatalities.

NTHSA's Uniform Guidelines influence on Countermeasure Strategy
The countermeasure strategy performance targets for police traffic services were directly informed by the uniform guidelines. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(iii)) reducing deaths of impaired drivers which addresses impaired driving fatalities. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(ii)) encourages the proper use of occupant protection devices which addresses unrestrained fatalities. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(i)) discusses vehicles driven in excess of the posted speed limits which addresses speed related fatalities.

Traffic Enforcement Services Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	5,104,216.00	5,359,427.00	5,627,398.00	16,091,041.00
Total All Funds	**5,104,216.00**	**5,359,427.00**	**5,627,398.00**	**16,091,041.00**

Roadway Safety Program Area

Virginia will conduct training, education, and outreach efforts to raise awareness and increase the knowledge of safety partners in the identification of targeted safety issues. This will enable partnerships that can work together to reduce crashes, injuries and fatalities.

Measure: Participate in training, education, and outreach efforts to improve awareness of roadway safety by December 31, 2026.

For FY2024-FY2026, Virginia will work to continue with educational training in the area of crash investigation, judicial training, training for law enforcement and key highway safety stakeholders within the traffic safety community and educational message through media.

Countermeasures Strategy

VAHSO has analyzed TREDS and FARS data to identify several problem areas for the Roadway Safety Program to assist with. The table below reflects four of the focus areas and planned countermeasures to address them.

Focus Areas	Countermeasures
Crash Investigations	Countermeasures That Work 1.2.5
Virginia Beach Engineering	Countermeasures That Work 1.2.5

1 Conduct three, two-week (80 hours) courses on “Fundamentals of Crash Investigation and Reconstruction” for law enforcement officers; Contract for two, two-week (80 hours) courses on “Advanced Crash Investigation” for law enforcement officers; Conduct three “Crash Data Retrieval (CDR) Technician Classes” for law enforcement officers; Contract for three specialty Crash Investigation and Reconstruction classes for law enforcement officers based on need. Some classes will add to officers’ ability to reconstruct DUI related crashes. Provide technical assistance to law enforcement and prosecutors in the area of crash reconstruction. CTW 1.2.5

NTHSA’s Uniform Guidelines influence on Countermeasure Strategy

The countermeasure strategy was directly informed by the uniform guidelines. Uniform guidelines (23 U.S.C. 402(a)(2)(A)(iii)) reducing deaths of impaired drivers which addresses impaired driving fatalities. Additionally, the Code of Federal Regulations (CFR) has provided guidance for Planning & Administration costs related to Highway Safety Programs, CFR 23 part 1200, Appendix F.

Roadway Safety Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	443,500.00	465,675.00	488,959.00	1,398,134.00
Total All Funds	**443,500.00**	**465,675.00**	**488,959.00**	**1,398,134.00**

Planning and Administration (P&A)

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

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

Strategies

1. Hire and retain adequate staffing, minimum of 4 staff, to provide planning and administrative support.
2. Provide funding for administrative costs such as supplies, utilities, technology costs. survey tool, etc.

Planning and Administration Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	282,375.00	296,494.00	311,318.00	890,187.00
Total All Funds	**282,375.00**	**296,494.00**	**311,318.00**	**890,187.00**

CORE BEHAVIOR PERFORMANCE MEASURE

Seat Belt Use Rate – Observed Seat Belt Use Survey

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

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

Comparing drivers and passengers by gender as well as by VMT grouping. Figure 4 provides the data. 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.

Male vs. female differences again by the three road types in this project. It was found that women had higher use than men across all road types.

Finally, differences among vehicle types were inspected. Recall that cars, pickup trucks, SUVs, vans, and mini-vans were observed. Figure 6 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.
Similarly, vehicle types had use rate differences when considering the two major road types of interstate/expressways and secondary/arterials (Figure 7). 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 rate comparison between drivers and passengers by gender and by VMT

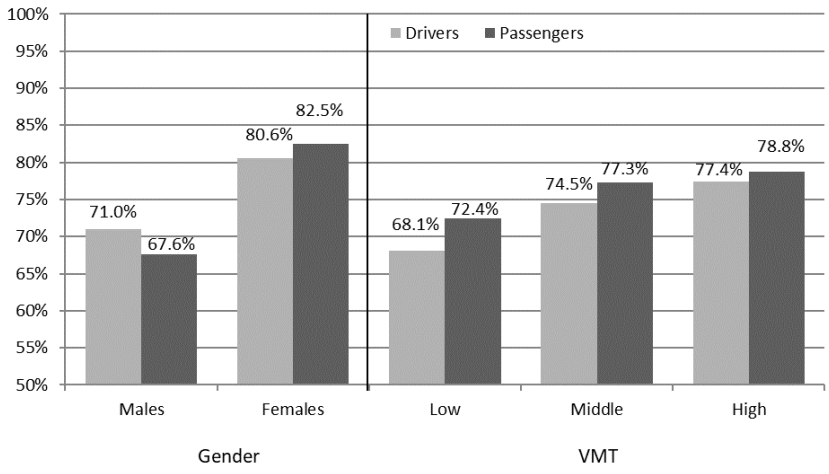


Figure 5. Belt use by gender at the three sampled road types (local to be interpreted cautiously due to lower sample sizes).

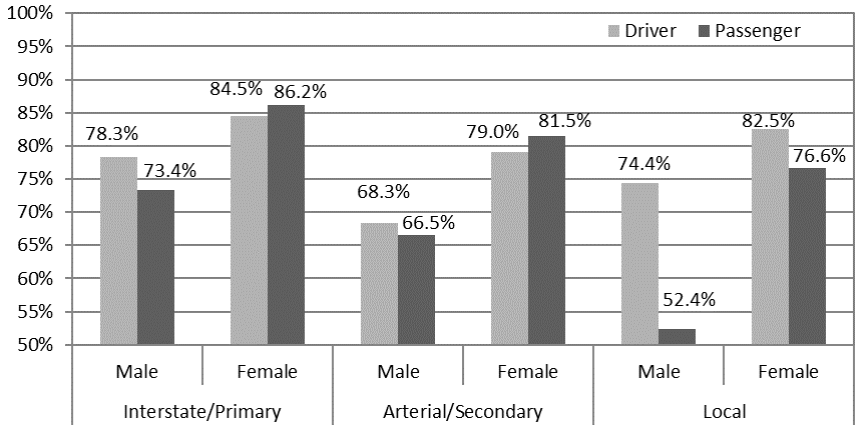


Figure 6. Belt use by vehicle type across VMT groups.

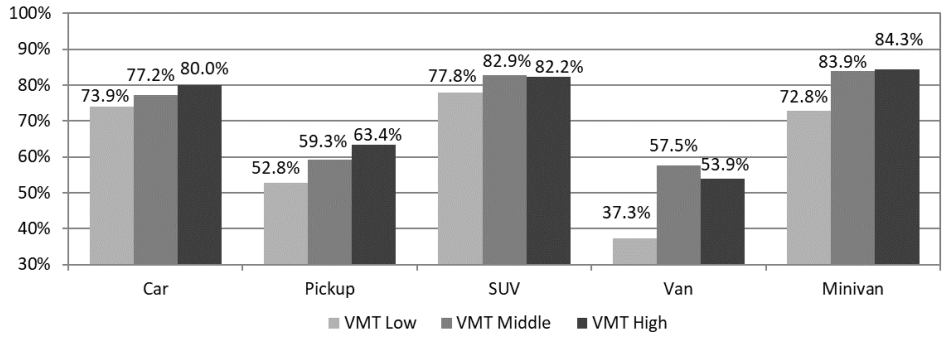
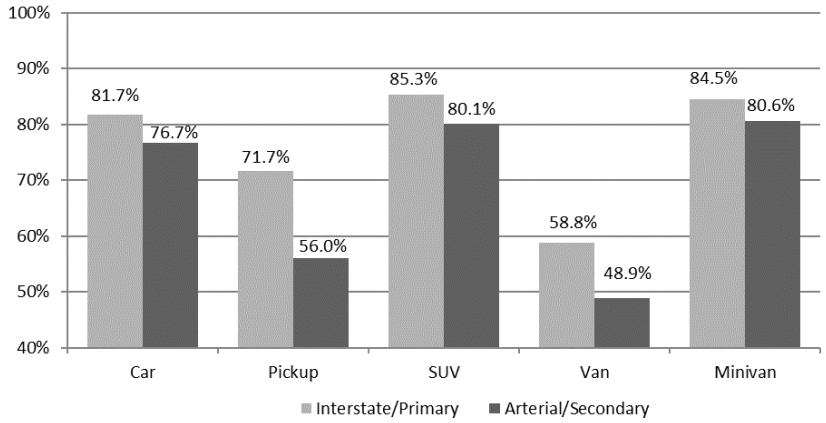


Figure 7. Belt use by vehicle type for two observed road types (note: local roads not included because of low sample sizes limiting reliable comparisons).



In response to the survey report, Virginia Highway Safety Office 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 should focus on statewide enforcement, educational and media efforts during key times of the day that will focus on high-risk populations, as well as underserved and underrepresented populations. Also, ensuring that attitudinal survey results are considered in media and enforcement planning.

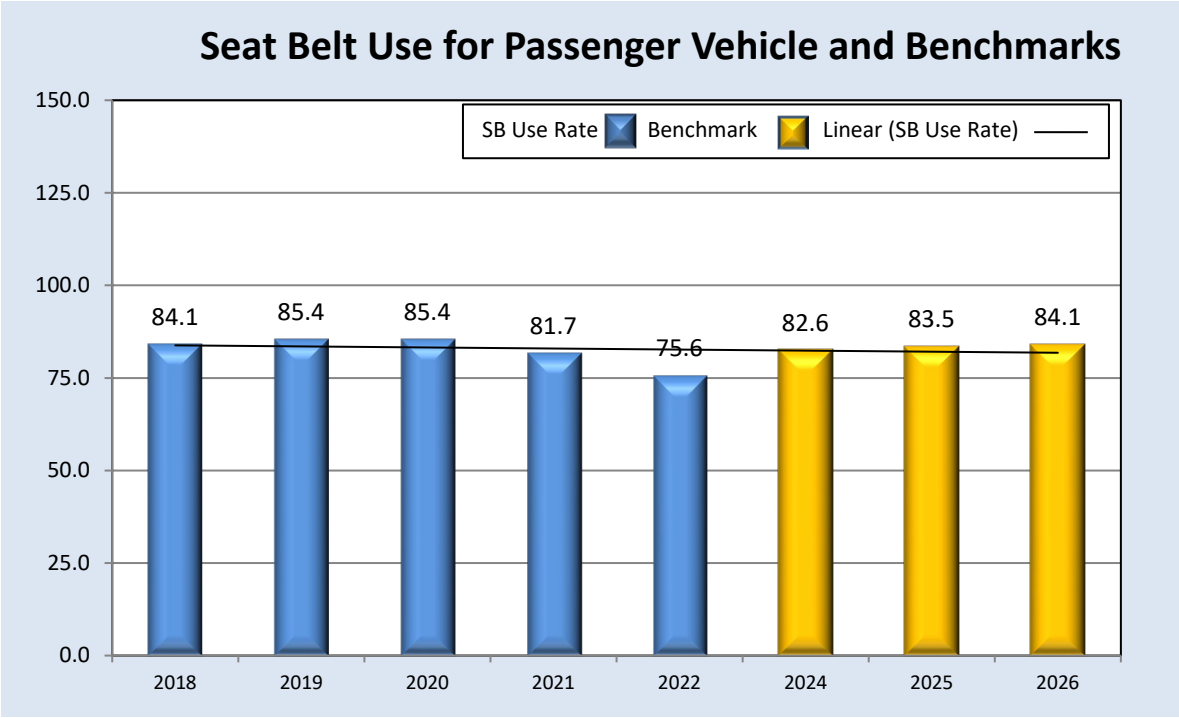
Measure B-1: Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 84.1 percent from a current seat belt use rate of 75.6 by 11 percentage points by December 31, 2026.

2024 benchmark: 82.6
2025 benchmark: 83.5

	Baseline Data					Targets
	2018	2019	2020	2021	2022	2026
Observed Seat Belt Use Rate Survey	84.1	85.4	85.4	81.7	75.6	84.1

Note: Due to COVID19, Virginia did not complete a Seat Belt Use Survey in 2020. 2019's survey rate was used for 2020. In addition, 2022 Virginia data is used for 2024 target.

2022 calendar year base TREDS data was used to calculate the 2024-2026 targets.



Justification: Virginia conducted trend analyses using actual, 3-year and 5-year rolling averages. Virginia selected the annual linear trend line projecting a 11 percent increase in seat belt use rate as a more achievable target than the 3-year rolling average or 5-year rolling average projections.

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

For FY2024-FY2026 we will conduct an observational survey to determine use of seat belts for front seat occupants and provide results to NHTSA by March 1 of each year. In addition, we will conduct an attitudinal, telephone survey that will include questions regarding seat belt use, impaired driving, and speeding.

Prior to the observational survey we will conduct the May Click It or Ticket high visibility mobilization statewide with high visibility enforcement and media campaign. We will engage the community and public by conducting pre-Click It or Ticket and survey site meetings to engage the community on the best opportunities to get their communities to buckle up.

Observational Seat Belt Use Survey Budget Summary

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
405b	206,916.00	217,262.00	228,125.00	652,303.00
Total All Funds	**206,916.00**	**217,262.00**	**228,125.00**	**652,303.00**

Media Plan for FY 2024-2026

Earned, owned, and paid media advertising will be utilized throughout the federal fiscal years 2024-2026 in an effort to promote safe driving habits to Virginians. A comprehensive media buy and public relations firm will purchase paid advertising and engage in public relations efforts in conjunction with a series of highly visible enforcement campaigns since effectiveness is improved when advertising coincides with law enforcement campaigns. Paid advertising methods will include various types of television, radio, online and digital, and other NHTSA-approved channels. An evaluation of best platforms to use to reach the data identified audience will be done to ensure that platforms used are ones that will reach our audiences. Paid advertising will continue to take 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 will include an evaluation element that focuses on campaign recall as well as documentation of the public's participation and engagement with highway safety messaging via our partners. The public relations firm and the DMV Communications Office 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. In addition, to the paid media plan partner emails are sent to partners to include subrecipients, stakeholders, and Emergency Medical Services. The email is distributed for all media campaigns to provide campaign dates, data and available resources.

Click It or Ticket-May Mobilization

The May 2024, 2025, and 2026 Click It or Ticket media campaign will encourage as well as remind the public that seat belts save lives, and law enforcement will implement mobilizations to ensure that all vehicle occupants are buckled up. It will support the national Click It or Ticket mobilization that conveys safe driving behaviors before the highly traveled summer season. The statewide earned, owned, and paid media campaign will focus on the audience of men ages 18 to 34, the highest unbuckled population in Virginia. The campaign will utilize developed, Virginia-specific campaign materials and/or NHTSA developed materials that will air through paid mediums from a variety of different platforms during the national CIOT campaign that runs from mid-May through early June. To support the campaign, DMV's Communications Office will post videos and other Click It or Ticket messaging on owned media sites throughout the campaign. A Click It or Ticket news conference will be held with in a local community with local organizations, Fire/EMS, victim advocate, law enforcement and other partners. A news release will also be issued to statewide media outlets.

PROJECTED PAID MEDIA & SUPPORT FUNDING (Combined funding for May and November mobilization and the seat belt social norming campaign): $2,000,000.00

Click It or Ticket-November Mobilization

The November 2024, 2025 and 2026 Click It or Ticket mobilization and media campaign will encourage as well as remind the public that seat belts save lives, and law enforcement will implement mobilizations to ensure that all vehicle occupants are buckled up. The campaign encourages safe driving behaviors during one of the busiest travel holidays of the year – Thanksgiving. The statewide earned, owned, and paid media campaign will focus on the audience of men ages 18 to 34, the highest unbuckled population in Virginia. Our created Ding. Ding seat belt creatives and/or NHTSA campaign materials will be used through paid mediums from a variety of different platforms. To

support the campaign, DMV's Communications Office will post the safety messages on owned media sites throughout the campaign.

PROJECTED PAID MEDIA & SUPPORT FUNDING (Combined funding for May and November Mobilization and the Seat Belt Social Norming Campaign): $2,000,000.00

Seat Belt Social Norming Media Campaign

The seat belt social norming media campaign aims to sustain seat belt messaging outside of the May and November Click It or Ticket mobilizations. The focus audience will be identified by using data to include seat belt use rates and unrestrained fatality data. Our Ding. Ding. seat belt focus creatives will be utilized along with our Buckle Up for the One You Love Valentines Day focus seat belt message creatives. Both developed creatives were developed from the findings of our seat belt focus group conducted in FY2022. The campaign will be that of social norming to encourage safe and responsible driving and behavior that will bring about a change in behavior. The media campaign will run during designated time frames throughout FY2024-FY2026 outside of May and November. The campaign will also focus on messaging to military, underserved and underrepresented communities, including Spanish-speaking audiences.

PROJECTED PAID MEDIA & SUPPORT FUNDING (Combined funding for May and November Mobilization and the Seat Belt Social Norming Campaign): $2,000,000.00

Local Heroes

The Local Heroes campaign aims to increase the seat belt rate among men ages 18 to 35 and any additional focus demographics based on data analysis in selected counties. 30-second videos will be created featuring identified local first responders in recognizable locations. The campaign will encourage motorists to always wear a seat belt and motivate law enforcement to educate their communities to buckle up every trip every time. The campaign will air later in the grant year after the May Click It or Ticket mobilization on a variety of media platforms. The contracted public relations firm and the DMV Communications Office will issue a Local Heroes news release, engage in other public relations efforts, and post the videos on the agency's owned social media outlets. The selected localities will be provided the creatives so that they can share through their media platforms as well to get the seat belt message out to their communities. An evaluation survey of men in the target audience residing in the specific counties will also be conducted.
PROJECTED PAID MEDIA & SUPPORT FUNDING: $1,075,000.00

Grantee Occupant Protection Projects

Through various sub-recipients we will continue encourage safe, responsible driving and behavior to promote occupant protection through paid media placements. Through partners such as The Eastern Virginia Medical School's Boost 'Em in the Back Seat campaign will be promoted through various platforms such as online, over-the-top streaming, and outdoor advertising. Youth of Virginia Speak Out About Traffic Safety (YOVASO) includes a buckle-up message for teens in its Arrive Alive campaign that will be publicized during the deadliest days of summer. DRIVE SMART Virginia promotes several occupant protection campaigns through paid digital and on-site advertising, including Love Clicks and Buckle Up, Live On.

Drive Sober or Get Pulled Over

This statewide DUI prevention paid advertising campaign, operated by the Washington Regional Alcohol Project, will coincide with the increased enforcement surrounding the national Drive Sober or Get Pulled Over mobilization from Labor Day through New Year's Eve. The advertising campaign will follow NHTSA's guidelines and support high visibility enforcement to decrease drunk driving. The primary focus audience 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. Data analysis will be conducted to determine if any additional focus areas need to be addressed. To reach the focus audience, paid advertising in the form of all types of television, online, digital, and social media will be utilized. An evaluation survey will be part of the campaign to measure effectiveness and better identify audiences that are not getting the message. To support the campaign, DMV's Communications Office will post the messaging created for the paid advertising campaign, and other anti-impaired driving messages, on owned media sites throughout the campaign. The purpose will be to remind the target audience and the rest of the public to plan ahead and designate a non-drinking driver before going out.

PROJECTED PAID MEDIA & SUPPORT FUNDING (Combined funding for Driver Sober or Get Pulled Over and Highway Safety Office DUI Prevention): $1,129,280.00

Highway Safety Office DUI Prevention

In conjunction with the Drive Sober or Get Pulled Over campaign, the same anti-drunk driving messaging will be publicized during holidays when drinking is prevalent. Drive Sober campaign provides a proactive message to prevent alcohol related fatalities. The campaign will air through paid media channels on broadcast and cable television across Virginia for five days before and on St. Patrick's Day, Cinco De Mayo, the Super Bowl, and the Fourth of July. The objective of these campaigns is to reach the focus audience of males ages 21 to 34 or any additional focus areas based on data analysis with the same "call to action" message before beginning the holiday party – to designate a non-drinking driver. To support the campaign, DMV's Communications Office will post the same anti-drunk driving messaging, and other anti-impaired driving messages, on owned media sites throughout the three campaigns.

PROJECTED PAID MEDIA & SUPPORT FUNDING (Combined funding for Driver Sober or Get Pulled Over and Highway Safety Office DUI Prevention): $800,000.00

Grantee DUI Prevention Projects

Several non-profit organizations in Virginia receive federal transportation safety paid media grant funds to publicize anti-drunk driving messaging. Virginia Association of Driver Education and Traffic Safety Choose Your Vibe campaign, and Chesterfield Substance Abuse Free Environment's DUI and Drug-Impaired prevention campaign in Chesterfield County will focus on underserved and underrepresented communities. MADD's Virginia chapter will also promote messaging to end impaired driving through airtime through a paid media buy utilizing various platforms to reach the focused audience. The campaign will focus on time periods and areas where high numbers of drunk driving crashes, injuries, and fatalities occur.

Motorcycle Safety

Earned, owned, and paid media will be used to encourage motorcyclists to ride safely and to wear proper riding gear while also focusing on the dangers of speeding and the importance of training. The focus audience for this messaging is males ages 25-34. Will look to new creatives that can be utilized for FY2024-FY2026 in conjunction to our current creatives. The ad spots will air in areas with high incidences of motorcycle crashes, based on data. Paid advertising channels will include a variety of media platforms. The campaign will include an evaluation survey to measure effectiveness and campaign slogan recall. To support the paid media campaign, the DMV Communications Office will issue a motorcycle safety news release and post motorcycle safety messaging on DMV's owned media channels.

PROJECTED PAID MEDIA & SUPPORT FUNDING: $200,000.00.

Motorists' Awareness of Motorcycles

As we move into FY2024-FY2026 we will look to new creatives that can provide a proactive message on sharing the road between motorist and motorcycles. Media placement will be utilized for a robust earned and owned media campaign that will encourage other vehicle drivers to share the road with motorcycles and afford them a space cushion, give motorcycles a second look, and be aware of how a motorcycle's speed may be difficult to judge. The creative materials will appear on a variety of media platforms through a paid media campaign in the month of February and May, prior to the start of and during the motorcycle riding season, in areas with high incidences of motorcycle crashes involving another vehicle. This will allow for the message to get to the motorist prior to seeing more motorcycles on the roadway. The focus audience is all vehicle drivers.

PROJECTED MEDIA & SUPPORT FUNDING: $200,000.00

Pedestrian Safety Media Campaign

The purpose of the pedestrian safety media campaign is to decrease pedestrian fatalities across the Commonwealth. This is a statewide campaign with emphasized messaging in the areas where data reflects most pedestrian fatalities. For FY2024 our plan is to continue with the animated PSA titled, "If You Don't Know, Don't Go". As we move forward for FY2025-2026 we will analyze to see if new creatives should be developed. During FY2024, this media campaign will air on various media platforms that will reach underserve and underrepresented communities.

PROJECTED PAID MEDIA & SUPPORT FUNDING: $180,000.00

Speed Paid Media

The new speed pilot paid media campaign will run statewide throughout Virginia with a special focus on the regions with the highest rates of speed-related fatalities. The focus audience is all drivers between the ages 20-34. The creatives developed in FY2023 from the speed focus group findings will be used for FY2024 and with the desire to use for FY2025-2026. The message is that of a proactive message to encourage safe, responsible driving and behavior, for drivers to drive the posted speed limited. Evaluation of the effectiveness of the campaign will be measured through pre- and post-survey results and crash data.

PROJECTED PAID MEDIA & SUPPORT FUNDING: $800,000.00

Safe Driving is Something We Can All Live With Safety Videos

To work towards decreasing the number of crashes, injuries, and fatalities on Virginia roadways, the Highway Safety Office is issuing overall safety videos addressing highway safety problems (such as impaired driving, speed, distracted driving, and occupant protection) to focused audiences. Using creative materials made in FY2022 will enable us to further amplify our message and expand our reach. We will continue to use our previous and effective strategic plan to promote the videos through a comprehensive media campaign to reach more Virginians.

PROJECT PAID MEDIA & SUPPORT FUNDING: $250,000.00

General Highway Safety Media Campaign

For FY2024 to help in decreasing Virginia's roadway fatalities, we are looking to develop/create and broadcast a new general Highway Safety Media campaign to start off the new year by reminding our Commonwealth to buckle up, slow down, not drive impaired (drunk, drugged, drive distracted, or drowsy) and to look out for vulnerable road users. The focus audience, geographic locations, and days/times will be determined based on data analysis. As creatives are developed, we will look to use the findings from the previous seat belt and speed focus groups. This campaign will be shared across various media platforms to reach multiple audiences.

PROJECT PAID MEDIA & SUPPORT FUNDING: $2,000,000.00

Meaningful Public Participation and Engagement

VAHSO's goal is to decrease the number of fatalities on Virginia roadways. To achieve that, we plan to consistently engage with the public, through our partners, to learn the effectiveness of our highway safety messaging and use the feedback to improve our efforts when needed.

Through partners such as the following we will be able to receive meaningful community and public engagement on ways we can amplify our highway safety message and encourage safe responsible driving and behavior by people who use our roads to create conditions that will reach our communities.

Ballad Health:

- Car seat checkpoint opportunities and monthly car seat 101 classes for families across Southwest Virginia.

Virginia Association of Driver Education and Traffic Safety (VADETS):

- Through teen messaging using various media platforms to reach the teen audience follower engagement during optimal tome for the audience feedback is received for the focused audience regarding messaging for underage drinking and other highway safety topics.

Virginia Department of Health (VDH):

- Through VDHS Safety Seat Check Stations (SSCS), Low-income Safety Seat Distribution and Education programs (LISSDEP), and general Child Passenger Safety (CPS) presentations

meaningful community and public engagement is received through the identified audience that provides ways to encourage seat belt use by the adults and use of child safety seats for the children in their care. Feedback is received by way of monthly reports and periodic surveys.

Additional meaningful community and public engagement is obtained through our DMV Office by our focus groups for seat belts and speed. Additionally, our partners Chesterfield Substance Abuse Free Environment (SAFE), Eastern Virginia Medical School (EVMS) – Car Safety Now, Youth of Virginia Speak Out About Traffic Safety (YOVASO), Washington Regional Alcohol Program (WRAP), Virginia Community University- Project Impacting Minors Perceptions & Attitudes Concerning Trauma (IMPACT) / Get Real About Choices & Consequences for You (GR-ACY) and Prince William County Public Schools - Health, Physical, and Driver Education.

For FY2024 we have several new partners/projects such as Arlington Soccer Association, Christopher King Foundation, Gweedo Memorial Foundation, National Organizations For Youth Safety, and Norfolk State Athletics that will also include meaningful community and public engagement.

Cumulative Budget for FY 2024-2026 Grant Awards

Funding Section	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
154	2,818,867.00	2,959,810.00	3,107,801.00	8,886,478.00
1906	43,785.00	45,974.00	48,273.00	138,032.00
402	16,980,677.00	17,829,711.00	18,721,196.00	53,531,584.00
405b	452,049.00	474,651.00	498,384.00	1,425,084.00
405c	1,067,657.00	1,121,040.00	1,177,092.00	3,365,789.00
405d	8,264,119.00	8,677,325.00	9,111,191.00	26,052,635.00
405f	200,000.00	210,000.00	220,500.00	630,500.00
405h	335,975.00	352,774.00	370,412.00	1,059,161.00
Total All Funds	**30,163,129.00**	**31,671,285.00**	**33,254,850.00**	**95,089,264.00**