

VIRGINIA HIGHWAY SAFETY PLAN

**ANNUAL REPORT
FISCAL YEAR 2011**

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Introduction

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

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

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

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

Virginia transportation safety officials have systematically analyzed highway safety problems and corrective strategies. Based on the results of this analysis, it was determined that Virginia could make a positive impact on improving highway safety by placing a major emphasis on the following program areas for FY 2011:

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

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

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

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

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

Management Oversight is the ultimate responsibility of the Highway Safety Office to ensure specific and focused projects and activities as well as effective financial oversight and stewardship of federal grant funds.

Areas that were also eligible for consideration in state and local grants, but to a lesser extent were Planning and Administration, Pedestrian/Bicycle Safety, and Roadway Safety.

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

State Demographics

Virginia has a very diverse traffic mixture that includes urban, suburban and rural driving populations, an active tourism market, several military installations, diverse cultural communities that speak many languages, and many college campuses throughout the state. Additionally, Virginia is contiguous to Maryland and Washington D.C., two of the busiest metro areas for traffic.

Virginia is comprised of 39 cities and 95 counties. The capitol is located in the city of Richmond. The provisional total population of Virginia for 2010 is 8,001,024. Virginia has 7,565,848 registered vehicles. There are 74,156.53 roadway miles, of which 63,047.13 are secondary roads (85.0%), 9,990.33 are primary roads (13.5%), and 1,119.07 are interstate highways (1.5%).

The combined number of active licensed drivers in Virginia is 5,569,524. Virginia's law enforcement community consists of 125 city and county sheriff's offices and 242 police departments which include private, institutional, and collegiate departments. It also includes 7 state police divisions within 48 areas of the state with 2,008 state troopers.

Virginia is very fortunate to be able to provide 73 Acute Care hospitals, and 12 Trauma Centers. Of these 12 centers, 3 are Level 1, 4 are Level 2 and 5 are Level 3 centers. The process of designation for a trauma center is entirely voluntary on the part of the hospital. This designation is meant to identify those hospitals that will make a commitment to provide a higher level of care.

Mission Statement for the Virginia Highway Safety Office

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

This mission will be accomplished by:

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

Statutory Authority to Complete this Mission

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

Governor's Highway Safety Executive Staff

Governor	Robert McDonnell
Governor's Highway Safety Representative	Richard D. Holcomb DMV Commissioner
Governor's Highway Safety Coordinator	David Mitchell DMV Chief Deputy Commissioner
Director of the Virginia Highway Safety Office	John Saunders
Location of Highway Safety Office	Department of Motor Vehicles 2300 West Broad Street Richmond, Virginia 23220 Phone: (804) 367-6641

Planning and Administration

Virginia's Highway Safety Office (VAHSO) continues to implement a comprehensive, sustainable, highway safety program to effectively address the ever-growing problems of traffic crashes, injuries and fatalities. As travel and population continue to increase, highway safety initiatives which target localities and highways throughout the Commonwealth are vital to the achievement of the goals set at the federal and state levels. These goals target change in human behavior in regards to highway safety thereby reducing crashes, injuries, and fatalities on a statewide basis. Virginia's highway safety staff has systematically analyzed highway safety problems and corrective strategies. As decisions are made on grant funding levels, an assessment is made to ensure that the prospective grants will make a meaningful contribution to traffic safety and assist the Commonwealth in achieving its safety goals. During FY11, the Virginia Board of Transportation Safety and Virginia Secretary of Transportation approved the award of 315 grants totaling \$18,568,851. Of that amount, \$384,000 was allocated from Section 402 funds for Planning and Administration to support highway safety program activities.

2011 Virginians' Self-Reported Perceptions of and Actions Involving Targeted Safe-Driving Behaviors (Summary of Findings)

Virginia's Highway Safety Office (VAHSO) surveyed residents to assess various attitudes and perceptions in traffic safety. Specifically, respondents were asked about seat-belt use, impaired driving, and speeding topics. Perceptions of media, perceptions of enforcement activities, and self-reported behaviors in each of these topics were also measured. Virginia assessed a set of nine main questions: each of the three topics (seat-belt use, impaired driving, and speed) crossed by each of the three perceptions and reports (media, enforcement, and self-reported behavior). In addition, the VAHSO added two questions on distracted driving to explore its prevalence in Virginia. These questions, while not mandated, provided important data for targeting mobile phone talking and texting while driving (mobile phone use was the behavior representing distracted driving in this survey).

Overall, key statewide findings:

Seat-Belt Use:

1. The majority of respondents reported always wearing seat belts while driving (93.5%) or riding as passengers (93.1%).
2. Fewer than half (43.5%) recalled law enforcement activity targeting belt use in the time period prior to the survey.
3. Approximately half of the respondents (48.7%) believed the chances of getting a ticket for belt non-use was "likely" or "very likely."

Impaired Driving:

1. Less than half of the respondents (44.4%) told interviewers they did not drink.
2. For those who did not identify themselves as non-drinkers (and therefore were considered "drinkers" in this study), at least 80% had not driven within two hours after drinking alcohol; however, 19.3% (augment) and 17.8% (full) reported having done so two or more times in the past 60 days.
3. Most (>70%) believed the chances of arrest after drinking and driving were at least "likely."
4. Approximately half of the sample (50.9%) recalled police activities targeting impaired driving in the time period prior to the survey. Only 24.8% recalled seeing or hearing information about designated driving programs in the same period.

Speeding:

1. Approximately half of the respondents (49.3%) reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone); (41.9% reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).
2. Most respondents (63.9%) believed the chances of receiving a speeding ticket were “very likely” or “likely.”
3. Less than half (42.1% recalled law enforcement activity targeting speeding in the past 30 days.

Distracted Driving:

1. More than half of the respondents (64.0%) “seldom” or “never” talked on mobile phones while driving; only 1.4% reported not owning a mobile phone.
2. A significant majority (84%) said they “never” text while driving.

2011 Seat Belt Use in Virginia Survey (Summary of Findings)

Virginia’s seat belt use sampling plan was revised in 2008 under the direction of the Preusser Research Group (PRG) and Virginia’s Highway Safety Office. This new plan, the first in 15 years, followed NHTSA guidelines³. The plan used and ranked by population the 95 “counties” in Virginia (made up of actual county jurisdictions and contiguous independent cities). NHTSA guidelines required sampling from areas that together made up 85% of the population. Thirty-four of these counties did so, and were selected for design inclusion. PRG with state approval proceeded to divide Virginia into three regions so that all areas of the state were represented.

The three regions were the North (i.e., areas in the DC metropolitan area), the Southeast (i.e., areas from Richmond to Virginia Beach), and the Southwest (i.e., remainder of the state) ⁴. Once the sampling plan for site selections was implemented, 15 counties of the original 34 were randomly selected (with population-weighted probabilities) for further review: five in the North, four in the Southeast, and six in the Southwest. Within these 15 counties, 136 sites were sampled for observation. Thirteen of the 15 counties provided eight sites each for observation; 16 sites were sampled each from two counties with high proportions of state vehicle miles traveled (VMT). Within each of the 15 counties, sites were sampled from four road functional class strata: interstates/expressways, large (primary) arterials, small (secondary) arterials, and collectors. Road segments were randomly selected from all qualifying segments within the county with probabilities proportional to VMT.

Data collectors were experienced research assistants from Old Dominion University (ODU) who have worked in other field projects observing seat belt use. They were trained on the observation protocol created by PRG (and modified slightly by ODU). Proper shoulder belt use for drivers and front outboard passengers in passenger cars were recorded separately, as well as their gender. Type of vehicle was recorded. Drivers’ cell phone use and volume counts were also observed but these data were for a different focus than what is reported here. Observations were conducted during two weeks of June 2011 immediately following the statewide Click It or Ticket program. Belt use was observed for more than 22,000 drivers and outboard front seat passengers in more than 18,000 passenger vehicles.

Driver belt use was 82.0% and passenger belt use was 79.4%, with **a total statewide weighted belt use of 81.8%**. Further analysis found belt use was lowest on collector roads, lower among male occupants than female occupants, and lower among occupants of pickup trucks compared to all other vehicle types. Belt usage was higher in the North and Southeast than in the Southwest. It is important to note, however, that the use rate in Southwest increased significantly from 2010, whereas the other two regions’ rates remained nearly constant.

Note: Full reports for both surveys are included on the attached CD.

Responsibilities

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

Board of Transportation Safety

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

Highway Safety Office Staff

Virginia's Highway Safety Office is comprised of headquarters staff members including the TREDs Operation Center (TOC) and field personnel. TOC provides quality analysis of statewide, traffic crash information and ensures the accuracy of data in the state's database. Virginia is fortunate to have this unit as part of the Highway Safety Office as it provides real-time data and analysis for planning and legislative purposes.

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

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

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

Policy Planning Specialist I: Responsible for conducting special highway safety projects. Coordinates and monitors all activities surrounding the Board of Transportation Safety. Coordinate the Governor's transportation safety awards program. Coordinates the gathering of needed information from assigned areas within the highway safety office to finalize project budget request for upcoming year; keeps abreast of current legislation to determine the impact on highway safety in the Commonwealth of Virginia; and serves as conference coordinator for the Annual Judicial Conference.

Deputy Director of Programs: Responsibilities include managing program development and implementation, directing statewide, regional and local safety programs and staff. Comprehensive monitoring, tracking and evaluation of approved highway safety programs and projects.

Law Enforcement Liaisons: Reports to the Deputy Director of Programs. Assist in the implementation of highway safety programs and high visibility selective enforcement initiatives. Conduct highway safety training courses, educate state and local enforcement, federal, state and local highway safety professionals, judges and prosecutors about the need for effective and sustained enforcement of existing applicable federal, state and local laws and highway safety programs and initiatives.

Program Managers/Grant Monitors: Report to the Deputy Director for Programs: Program Managers are located both in headquarters and in the field. Responsibilities include monitoring and evaluation of approved

highway safety projects within the various countermeasure areas; dissemination of information; public awareness campaigns and media events, and presentation of safety education programs.

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

Transportation Safety Program Supervisor: Reports to the Deputy Director of Traffic Records Management, supervises two Policy Planning Specialists and two Administrative and Office Specialist III (FARS Analysts). This section is responsible for managing statewide traffic crash data, providing analysis and data pertaining to traffic records and highway safety studies and countermeasure programs, compiling the annual Highway Safety Evaluation Plan; and providing and updating traffic crash data on the agency web site.

Operations Manager for TOC: Reports to the Deputy Director of Traffic Records Management: Supervises daily operations of TREDS quality analysis. Ensures efficient and timely delivery of statewide, highway safety information.

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

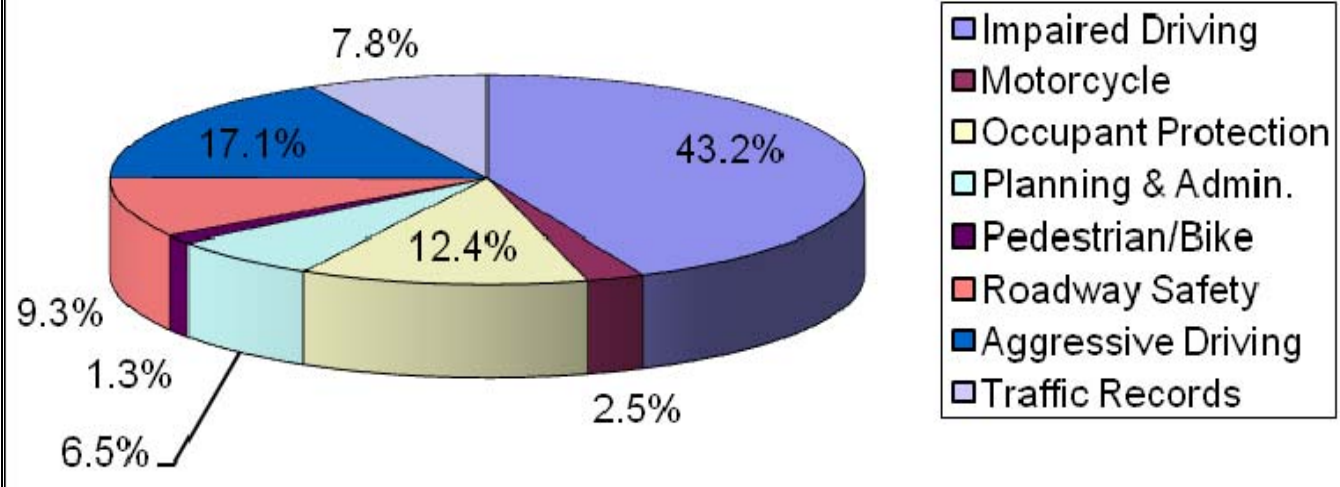
Note: Grants Management Program

In October, 2006, the Grants Management program and staff were realigned to report directly to the budget section of the Financial Management Services Administration. This transfer of responsibilities put into place internal controls allowing for a system of checks and balances between the awarding of grants and the distribution of grant funding. A direct, open line of communication is maintained between the Director and staff of the Highway Safety Office.

FINANCIAL SUMMARY EXPENDITURES*

Program Area	Program							Total Expenditures	% of Total
	402	405	408	410	154	2010	2011		
Impaired Driving	\$37,424	-	-	\$2,026,332	\$3,954,434	-	-	\$6,018,190	43.2%
Motorcycle	\$264,100	-	-	-	-	\$78,088	-	\$342,188	2.5%
Occupant Protection	\$623,176	\$824,753	-	-	-	-	\$273,475	\$1,721,404	12.4%
Planning & Admin.	\$332,750	-	-	-	\$572,308	-	-	\$905,058	6.5%
Pedestrian/Bike	\$182,324	-	-	-	-	-	-	\$182,324	1.3%
Roadway Safety	\$1,288,973	-	-	-	-	-	-	\$1,288,973	9.3%
Aggressive Driving	\$2,375,947	-	-	-	-	-	-	\$2,375,947	17.1%
Traffic Records	\$318,597	-	\$766,678	-	-	-	-	\$1,085,275	7.8%
TOTAL								\$13,919,358	100.00%

FFY 2011 Expenditures



*Pending final draw down of funding.

Section 154 Transfer Funds – Hazard Elimination

The hazard elimination program is managed by the Virginia Department of Transportation (VDOT).
 Total Expended in FFY 2011 - \$2,349,758.

Section 163.08 BAC Incentive Grant

Funding used to improve highway safety data in Traffic Records Electronic Data System (TREDS).
 Total expended in FFY 2011 - \$21,553

Driving Trends for 2010

In 2010 as compared to 2009 there were:

358 fewer total crashes – a 0.31% decrease
 16 fewer total fatalities – a 2.12% decrease, and
 1,558 fewer total injuries – 2.47% decrease

Trend Statistics

CY	Crashes	Fatalities	Injuries	Licensed Drivers	Registered Vehicles	Population	VMT*	Fatality Rate**	US Fatality Rate
2003	154,848	942	78,842	5,257,516	6,833,735	7,386,300	76,830	1.23	1.57
2004	154,907	922	78,487	5,313,167	7,037,698	7,458,900	78,877	1.17	1.52
2005	153,849	946	76,023	5,362,410	7,246,709	7,567,500	80,335	1.18	1.59
2006	151,692	961	73,348	5,394,888	7,386,061	7,640,249	81,094	1.19	1.42
2007	145,405	1,026	68,822	5,436,825	7,500,308	7,698,775	82,077	1.25	1.45
2008	135,282	821	69,130	5,475,069	7,503,924	7,769,089	82,278	1.00	1.34
2009	116,744	756	62,976	5,501,878	7,495,574	7,882,590	80,938	0.93	1.23
2010	116,386	740	61,418	5,569,524	7,565,848	8,001,024	82,414	0.90	1.09

* In millions, starting in 2003 VMT was based on vehicle count instead of gasoline consumption using Virginia Department of Transportation's Traffic Monitoring System

** Death rate per 100 million miles

Core Outcome Performance

Goal: C-1 Fatalities: To decrease traffic fatalities 3 percent from the 2009 calendar base year of 757 to 734.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Fatalities	947	962	1,027	824	757	734

Note: The Virginia TREDIS crash database recorded 756 fatalities for 2009 vs. 757 fatalities recorded in FARS. The state TREDIS crash database does not reflect the one fatality that occurred on federal parkways.

Performance

Virginia's fatalities were 740 for 2010. Virginia did not meet its goal of 734.

Goal: C-2 Serious Injuries: To decrease serious injuries in traffic crashes 3 percent from 2009 calendar base year of 13,120 to 12,726.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Serious Injuries	22,489	21,260	19,796	16,528	13,120	12,726

Performance

Virginia's serious injuries were 11,736 for 2010. Virginia surpassed its goal of 12,726.

Goal C-3a: To decrease fatalities per 100M VMT from the 2009 calendar base year of 1.00 to 0.97.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Fatalities (per 100M VMT)	1.18	1.19	1.25	1.00	1.00	0.97

Performance

Virginia's fatalities per 100 million VMT 0.90 for 2010. Virginia surpassed its goal of 0.97.

Goal C-3b: To decrease rural fatalities per 100M VMT from 2009 calendar base year of 1.25 to 1.21.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Rural Fatalities (per 100M VMT)	1.89	1.79	1.98	1.59	1.25	1.21

Performance

Virginia’s rural fatalities per 100 millions VMT were 1.27 for 2010. Virginia did not meet its goal of 1.21. Factors impacting this goal include the increase in motorcycle and run off the road fatalities.

Goal C-3c: To decrease urban fatalities per 100M VMT from the 2009 calendar base year of 0.57 to 0.55.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Urban Fatalities (per 100 VMT)	0.73	0.80	0.81	0.66	0.57	0.55

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

Performance

Virginia’s urban fatalities per 100 millions VMT 0.50 for 2010. Virginia surpassed its goal of 0.55.

A Look Back at Virginia's Accomplishments

Occupant Protection (Core outcome measure C-4)



Program Overview

Virginia's seat belt law is secondary. Our occupant protection program's primary purpose is to increase the public's awareness of the lifesaving benefits of correct and consistent safety belt and child safety seat use. With occupant protection funding programs such as Sections 402 and 405, Virginia has taken steps to maintain and increase seat belt use by implementing a 4-week, statewide, high visibility seat belt enforcement and media campaign (Click It or Ticket) in conjunction with the National Click It or Ticket campaign in May. In addition, the State executed a second Click It or Ticket "mini-mobilization" November 13-20, 2011. This was a statewide, high visibility enforcement and media campaign.

On July 1, 2007, Virginia enacted a law requiring children to be secured in a child restraint device through the age of seven. Based on research that clearly proved most 6- and 7-year-olds are too small to be properly secured with seat belts and shoulder harnesses, safety advocates worked closely with law makers to make this law possible. Reasonable exceptions due to a child's weight, physical fitness, or other medical reason are allowed, based on a signed letter from a licensed medical doctor. The law also requires that rear-facing child restraint devices for infants from birth to one year must be secured only in the back seat of most motor vehicles.

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

To increase the awareness of child passenger safety, Child Passenger Safety Technicians and advocates travel throughout the state to educate and assist parents and caregivers in child safety seats and correct safety seat installations.

Section 405 Occupant Protection Incentive Grant

Virginia was eligible for this grant program because it met the 4 criteria elements listed below. This funding was used to support public information and education campaigns such as Child Passenger Safety Awareness Week; to support increasing awareness and educating the public on child safety restraint laws; occupant protection trainings, school competitions, etc. Approximately \$508,000 was spent on media activity; \$189,617 was expended on various occupant protection education and training programs; \$172,436 was spent on occupant protection selective enforcement.

Low Income Program

The Low Income Safety Seat Distribution and Education Program is administered through the Virginia Highway Safety Office (VAHSO) and managed by the Virginia Department of Health (VDH). Income guidelines dictate eligibility for families to receive these seats.

Parents/caregivers are required to attend a one hour training session on basic installation and correct use of the seat. During the federal fiscal year, The Virginia Department of Health provided 15,048 child safety seats to lower income families. The seats issued are the Evenflo Titan five point convertible seat, and the Maestro belt positioning booster seat.

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

Education

In addition to the Low Income Safety Seat Distribution and Education Program, Virginia has established 121 Safety Seat Check Stations. These check stations are positioned throughout the state and are staffed with Safe Kids Certified Child Passenger Safety Technicians to assist parents and caregivers with proper installation of their child safety seat. In addition to these year-round check stations, staff coordinated over 37 community seat check events in Virginia and inspected a total of 538 seats at these events. To keep the check stations CPS Techs up to date and provide regular communication with them, there were 6 webinars conducted throughout the year. Participants were given new information and offered the opportunity to voice any concerns/issues.

In an effort to inform parents and caregivers of the benefits of using a booster seats for children, two 60-second radio spots were developed and were aired in the Southside and Southwest portion of Virginia (Bristol, Roanoke, Roanoke City, Lynchburg, Danville, Halifax, Grundy, Danville, Big Stone Gap, Altavista, Christiansburg, Wytheville, Galax, Tazewell, Norton, Abingdon, Farmville, South Hill, Pulaski, Martinsville, Blacksburg, Clarksville, Marion and Bluefield). The campaign broadcasted a total of 3,554 spots during peak travel times from September 1-30, 2011.

Through the First Ride Safe Ride Program, a health care provider-focused project that promotes the safe transportation of newborns starting with the first ride home, health care providers are provided with free and accurate resources for patient distribution, health care provider education through staff training, guidelines, web site and listserv. With this level of support, hospitals are

able to improve related hospital policies, offer consistent and accurate child passenger safety education to parents and inform parents of local resources for future use.

As part of National Child Passenger Safety Week, a targeted mailing of educational materials was sent to all 394 pediatricians in Virginia to promote child passenger safety to patients. Email promotions were sent to health care providers, hospitals, licensed and non-licensed child care centers and family day home, injury prevention advocates, law enforcement agencies, local health departments. The web site (www.safetysseatva.org) recorded 10,942 visits to the web site during the month of September, a 45% increase from the previous year. A total of 117,679 visits to the web site were recorded during the entire grant year. Approximately 62% of visits were seeking information on Virginia's Child Passenger Safety Law.

The state also provides an "800" phone number for citizens of Virginia to receive technical assistance on the use of safety seats, state child passenger safety laws, available resources, etc. Through the automated phone line, more than 6,000 calls were received during the grant year.

Child Passenger Safety Training

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

In addition to conducting a variety of crash investigation and reconstruction and traffic records training, TSTC is charged with conducting at least four Standardized National Child Passenger Safety Technician Certification training classes, two Technician Refresher training classes and one Child Passenger Safety Special Needs training class.

Training goals were exceeded in 2011 with a total of eight 32 Hour CPS Technician Certification classes completed that resulted in 95 new certified child passenger safety technicians-48 of which were State Police Troopers. In addition, Virginia completed two Child Passenger Safety Special Needs training classes. 30 students successfully achieved this level of training. Refresher Training goals were also exceeded with the completion of 3 classes resulting in the recertification of 23 CPS Technicians.

Virginia continues to work in the areas of the state that data shows a below average seat belt use rate. By increasing the presence of child passenger safety, it is anticipated that seat belt use will increase.

Virginia also has convened a Child Passenger Safety Task Force made up of key stakeholders in child passenger safety. Meetings are held quarterly and address issues such as National Child Passenger Safety Week, a variety of training issues and policies and procedures related to child passenger safety.

In FY 11, Virginia received Section 2011 federal funding in the amount of \$348,819 for child safety and child booster seats. Approximately \$360,900 was spent on child passenger safety and restraint programs and activities, including the distribution of child safety seats.

Click It or Ticket

Virginia continued its' partnership with NHTSA for this project which works to increase seat belt use among the most vulnerable 18-34 year old male population. As prescribed by NHTSA, high visibility enforcement supported by an aggressive paid and earned media campaign was conducted in May and November 2011.

Goal: (C-4) to decrease unrestrained passenger vehicle occupant fatalities in all seating positions 2 percent from the 2009 calendar base year of 322 to 316.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Unrestrained Passenger Vehicle Occupant Fatalities	449	451	461	374	322	316

Performance

The number of fatalities as a result of not using a safety belt restraint is 302. Virginia surpassed its goal of 316.

Overall Safety Restraint Data

Calendar Year	Safety Belt Use Rates (%)	Safety Belt Convictions	Child Safety Seat Convictions & Safety Belt Convictions (Minor)
2002	70.4	71,551	14,034
2003	74.6	64,755	13,236
2004	79.9	65,893	13,490
2005	80.4	67,195	13,960
2006	78.6	69,072	13,964
2007	79.9	70,306	15,050
2008	80.2	72,107	16,862
2009	82.3	72,226	17,231
2010	80.5	68,956	16,572
2011	81.8	*	*

*Data not available.

Strategies

1. To implement a statewide, high visibility seat belt enforcement campaign with particular emphasis on high activity locations with a supporting media campaign and enforcement mobilization for two weeks in May 2011 and one week in November 2011.
2. To cover 85% of Virginia's population with law enforcement participating in the Click It or Ticket (CIOT) Campaign by June 2011.
3. To conduct pre-and-post mobilization observational surveys of safety belt use by June 2011.
4. To cover at least 85% of Virginia's low-income population with information through Virginia's Child Passenger Safety and Education Campaign by September 2011.
5. To conduct at least 4, 32 Hour Child Passenger Safety Technician Certification Classes regionally to meet the NHTSA standard by September 2011.
6. To conduct a minimum of 8, 1 day law enforcement TOPS (Traffic Occupant Protection Strategies) safety training workshops by September 2011.

7. Continue to utilize Law Enforcement Liaisons to emphasize support of the Virginia Highway Safety Office priorities with law enforcement statewide.

Accomplishments

1. A statewide, high visibility seat belt enforcement campaign, with media coverage, was conducted for a two week period during May 2011 and a one week "mini mobilization" during November 2011. During the month of May 2011 a high visibility and media campaign was conducted over a 4-week period.
2. Through these campaigns, 85% of Virginia's population was reached.
3. Pre - and post - observational surveys indicated slightly increased results. The official belt usage rate increased slightly from 80.5% to 81.81%.
4. Based on census information of where low income families live in Virginia, Child Passenger Safety and Education materials were distributed to these areas, reaching 85% of this population. Additional programs and resources were brought into the lowest use areas of the state which may account for the overall increase in seat belt/child safety seat use.
5. During the federal fiscal year, The Virginia Department of Health provided 15,048 child safety seats to lower income families. The seats issued are the Titan five point convertible seat, and the Maestro belt positioning booster seat
6. This goal was missed by one class. There were a total of seven TOPS training sessions held in Virginia. Virginia's last LEL retired in June of 2011. Currently there are no LEL's in the state which has temporarily suspended this training.
7. Law Enforcement Liaisons throughout the state continue to work closely with the Virginia Highway Safety Office and the District Program Managers regarding all occupant protection issues including the CIOT mobilizations. In 2011, we were able to work more closely with the statistically low use rate areas. While this resulted in mixed results from the individual counties, the overall seat belt rate in the Southwest area of Virginia did increase.

Virginia's 2011 seat belt use rate was 81.81%, an increase from the 2010 rate of 80.5%. Using the statewide survey and additional surveys that are conducted every six weeks, there has been growth in the more than 30 targeted communities where education and enforcement efforts were prioritized. There was also increased participation in the mobilizations by local and state enforcement.

The media coverage generated statewide by the outstanding enforcement effort, coupled with the distribution of materials, helped create a comprehensive and intense public education campaign that blanketed the Commonwealth.

May's mobilization generated earned media totaling: 62 television news stories, 365 radio news stories, 85 press conferences and news releases, 120 school activities, and the distribution of 5,298 posters, magnets and window clings. 229 child safety seat checks also were conducted during the mobilization to help secure child passengers and better educate the adults who are responsible for their safe transportation. Additionally, there were 387 checkpoints, 16 proclamations, 955 public service announcements and 109 print news stories. For a total of 8,380 earned media impressions. In every case, except the number of checkpoints, these were all increased numbers of impressions. The number of participating agencies was 220 with 525,261 normal hours worked and 21,787.75 overtime hours worked.

May 2011 Click It or Ticket Mobilization Results

Citation Type	Citations Written
Seatbelt	6,418
Child Safety Seat	1,454
Speed	36,801
Reckless Driving	7,471
DUI/DUID	1,394
Underage Drinking	318
Stolen Vehicles Recovered	101
Felony Arrests	1,893
Weapons Seized	130
Fugitives Apprehended	486
Suspended/Revoked	3,288
Uninsured Motorists	491
No Operators License	4,552
Drug Arrests	1,291
Other	52,903
Open Container	317
Juveniles arrested for zero tolerance law	17
Total Citations Written	119,325

2010 Click It or Ticket November Mini-Mobilization Results

Citation Type	Citations Written
Safety Belt Citations	1,295
Child Restraint Citations	247
Speeding Citations	9,068
Reckless Driving Citations	2,015
Adult DUI/DUID Arrest	413
Felony Arrests	711
Juveniles cited for Underage Drinking Violations	73
Juveniles arrested for zero tolerance law	9
Weapons Seized	34
Fugitives Apprehended	380
Suspended/Revoked Licenses	951
Uninsured Motorists	138
No Operators License	1,143
Drug Arrests	246
Stolen Vehicles Recovered	40
Open Container	46
Other	13,791
Total Citations Written	30,762

In addition, November 2010's mini-mobilization generated earned media totaling: 52 television news stories, 36 radio news stories, 22 press conferences and news releases, 12 school activities, and the distribution of 341 posters, magnets and window clings. 23 child safety seat checks also were conducted during the mobilization to help secure child passengers and better educate the adults who are responsible for their safe transportation. Additionally, there were 82 checkpoints, 0 proclamations, 107 public service announcements and 19 print news stories. For a total of 8,380 earned media impressions.

The number of participating agencies was 106 with 134,579.50 normal hours worked and 5,802.50 overtime hours worked.

Impaired Driving (Core outcome measure C-5)



Program Overview

Virginia continues to address and implement effective, statewide programs to reduce crashes, injuries and fatalities resulting from impaired driving. Convictions for DUI/Drug offenses show underage drinking is still a problem that warrants action and use of program resources to reduce the use of alcohol and drugs by youth. Data is essential in assisting Virginia in identifying and plotting the geographical locations where impaired/drug driving is most prevalent and to help allocate program resources and funding. The data also assists in identifying repeat offender and youth-alcohol problems to facilitate focusing the use of funds for new initiatives.

In the past, funds from the Section 402 federal grant program have been used to make many progressive improvements in the prevention, enforcement and treatment programs for impaired drivers. Additional resources have also been available because Virginia qualified for Section 410 Alcohol incentive grant funds.

During FY2011, Virginia maintained and enhanced its level of programs with consistent enforcement, public information and education, licensing, intervention and prevention, to reduce alcohol and drug-related crashes, injuries and fatalities on its roadways from local and statewide perspectives. Major partners in Virginia continue to be Virginia State Police, local enforcement, AAA, ABC, WRAP and MADD.

Section 410 Impaired Driving Incentive Grant – Virginia qualified for funding under the Low Fatality Rate criteria. Virginia has an Alcohol-Related Fatality Rate of less than 0.5 per 100 million vehicle miles traveled (VMT). This funding was used to support overtime enforcement of DUI laws, to provide training for law enforcement, etc. Virginia expended approximately \$2,144,000 of its Section 410 funds on alcohol selective enforcement and alcohol-related education, programs and training.

Section 154 Transfer Funds –Because Virginia has not enacted/conformed to legislation that prohibits open containers of alcohol in the passenger compartment of a vehicle, 154 funding is a transfer program with no loss of funding or sanctions. This funding was transferred from highway construction funds to the Section 402 program. These funds can be spent for alcohol countermeasure programs and Hazard Elimination programs.

Virginia expended approximately \$4,042,000 of its Section 154 funds on alcohol-related activity, including selective enforcement, equipment and media campaigns.

DUI/DUID Convictions

Category	2004	2005	2006	2007	2008	2009	2010
Under Age 21	1,860	2,338	2,257	2,225	2,242	2,139	1,789
Adults	27,013	26,503	26,457	26,653	29,227	29,295	27,274
Unknown	161	99	70	63	0	0	0
Total	29,034	28,940	28,784	28,941	31,469	31,434	29,063

Goal: (C-5) to decrease alcohol impaired driving fatalities 3 percent from the 2009 calendar base year 227 to 220.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Alcohol Impaired Driving Fatalities (FARS)	279	298	303	294	227	220

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

Performance

Virginia’s alcohol-impaired driving fatalities were 211 for 2010. Virginia met its goal of 220.

Strategies

1. Continue to support a statewide DUI Checkpoint Strike Force campaign (to include saturation patrols and checkpoints) supported with a comprehensive (earned and paid) media component year round with special emphasis between the months of July and January.
2. To conduct a statewide judiciary conference focusing on DUI issues.

Accomplishments

1. Between the months of October 1, 2010 and September 30, 2011, the Virginia Highway Safety Office, in conjunction with law enforcement, conducted 4,813 statewide DUI Checkpoint Strike Force Campaigns that included saturation patrols and checkpoints. These campaigns were advertised by both earned and paid media.

2. The chart below provides an overview of Virginia's accomplishments during Checkpoint Strikeforce, Saturation Patrols, and Safety Belt and/or DWI Enforcement.

DUI Enforcement Activities

Activity	Results
Enforcement activities (saturation patrols and checkpoints)	4,813
Regular man hours	22,300
Overtime	23,118
DUI arrest	1,432
Safety belt citations	2,034
Child safety belt citations	491
Felony arrest	386
Stolen vehicles recovered	11
Fugitives apprehended	148
Suspended/Revoked licenses	1,760
Uninsured motorist	184
Speeding	9,834
Reckless driving	894
Drug arrest	257
Other violations	10,832
Total	78,494

3. Virginia's Drive Sober or Get Pulled Over initiatives reported 222 agencies submitting 2,664 DUI grant funded citations via project monitoring reports. The chart below represents those 18 agencies (42 DUI citations) that did report their data through TREDS. For FY13, grantees will be required to electronically submit these reports to TREDS.

DUI Enforcement Activities

Citation Type	Citations Written
Safety Belt Citations	132
Child Restraint Citations	34
Speeding Citations	710
Reckless Driving Citations	65
Adult DUI/DUID Arrest	42
Felony Arrests	15
Juveniles Cited for Underage Drinking Violations	8
Juveniles Arrested for Zero Tolerance Law	1
Weapons Seized	3
Fugitives Apprehended	6
Suspended/Revoked Licenses	152
Uninsured Motorists	14
No Operators License	432
Drug Arrests	16
Stolen Vehicles Recovered	1
Open Container	4
Other	965
Total Citations Written	2,616

Standardized Field Sobriety Test (SFST)

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

Classes held at – Richmond, Lynchburg, Salem, Chesterfield, Virginia State Police, VA Beach and Fairfax. Estimated number of students = 141 (classes were held by agencies other than the VAHSO, so exact number of students trained is unknown at this time)



WRAP's recent television interviews included participation in a dual market (Richmond and Hampton Road) media tour on December 20 & 21, 2011 engaging regional media on Virginia's *Checkpoint Strikeforce* campaign (for which WRAP serves as project director) and which includes the following, recent earned media hits:

RICHMOND MARKET

- ▶ ABC-TV (WRIC):
- ▶ CBS-TV (WTVR):
- ▶ NBC-TV (WWBT):

HAMPTON ROADS MARKET

- ▶ ABC-TV (WVEC):
- ▶ NBC-TV (WAVY):

Speed
(Core outcome measure C-6)



Program Overview

Speed continues to be the number one cause of crashes and motor vehicle fatalities in Virginia. According to NHTSA, more than 60 percent of drivers see unsafe driving by others, including speeding, as a major personal threat to themselves and their families. Virginia expended approximately \$2,428,430 of its NHTSA 402 funds on speed selective enforcement and equipment. **Note: Air, Land and Speed expenditures were funded with 154AL.**

Goal: (C-6) to decrease speed-related fatalities 2 percent from the 2009 calendar base year of 302 to 294.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Speed Related Fatalities (FARS)	313	297	341	246	302	294

Performance

Virginia’s speed-related fatalities for 2010 are 269. Virginia surpassed its goal of 294.

Strategies

1. To develop a major statewide enforcement and paid media campaign to target speed violators.

2. Support Virginia State Police and Operation Air, Land and Speed.
3. Identify potential jurisdictions for grant funded targeted enforcement.

Accomplishments

1. The Highway Safety Office worked with and supported the Virginia State Police (VSP) and Operation Air, Land and Speed enforcement campaigns. VSP conducted phases 21- 29 of the Air, Land and Speed operation during the 2010 grant period. The high visibility traffic enforcement initiatives were geared toward identification and apprehension of the motorists operating a vehicle above posted limit and/or in a reckless or aggressive manner. Operations were conducted on Interstates 64, 66, 77, 81, 85, 95, 264, 295, 464, and 664. These operations helped reduce and prevent fatal and personal injury crashes on targeted highways. Below are the results for each of the phases conducted during the 2010 grant year.

Air Land and Speed results received for FY2011

Phase 30: October 17 – October 18, 2010

Results

Interstate 81		Interstate 95		Total	
Speed	1,611	Speed	1,111	Speed	2,722
Reckless	145	Reckless	429	Reckless	574
DUI	9	DUI	6	DUI	15
Safety Belt	56	Safety Belt	72	Safety Belt	128
Drug/Felonies	10	Drug/Felonies	9	Drug/Felonies	19
TOTAL	2,375	TOTAL	2,388	TOTAL	4,763

Highway fatalities – 0

Phase 31: December 3 – December 4, 2010

Results

Interstate 64		Interstate 66		Total	
Speed	1,721	Speed	460	Speed	2,181
Reckless	241	Reckless	114	Reckless	355
DUI	1	DUI	1	DUI	2
Safety Belt	167	Safety Belt	43	Safety Belt	210
Drug/Felonies	6	Drug/Felonies	4	Drug/Felonies	10
TOTAL	3,452	TOTAL	1,070	TOTAL	4,522

Highway fatalities – 0

Phase 32: March 5 – March 6, 2011 (project reduced to one day due to inclement weather)

Results

Interstate 81		Interstate 95		Total	
Speed	911	Speed	807	Speed	1,718
Reckless	167	Reckless	261	Reckless	428
DUI	6	DUI	4	DUI	10
Safety Belt	54	Safety Belt	76	Safety Belt	130
Drug/Felonies	6	Drug/Felonies	6	Drug/Felonies	12
TOTAL	1,680	TOTAL	1,872	TOTAL	3,552

Highway fatalities – 0

Phase 33: April 20 – April 21, 2011

Results

Interstate 77		Interstate 85/295		Total	
Speed	311	Speed	549	Speed	860
Reckless	73	Reckless	226	Reckless	299
DUI	0	DUI	0	DUI	0
Safety Belt	81	Safety Belt	49	Safety Belt	130
Drug/Felonies	13	Drug/Felonies	5	Drug/Felonies	18
TOTAL	531	TOTAL	1,391	TOTAL	1,922

Highway fatalities – 0

Phase 34: May 22 – May 23, 2011

Results

Interstate 81		Interstate 95		Total	
Speed	1,725	Speed	1,365	Speed	3,090
Reckless	351	Reckless	588	Reckless	939
DUI	4	DUI	2	DUI	6
Safety Belt	132	Safety Belt	111	Safety Belt	243
Drug/Felonies	17	Drug/Felonies	12	Drug/Felonies	29
TOTAL	3,102	TOTAL	3,298	TOTAL	6,400

Highway fatalities – 0

Phase 35: July 16 – July 17, 2011

Results

Interstate 81		Interstate 95		Interstate 64		Total	
Speed	1,332	Speed	1,354	Speed	904	Speed	3,590
Reckless	288	Reckless	374	Reckless	235	Reckless	897
DUI	7	DUI	8	DUI	3	DUI	18
Safety Belt	76	Safety Belt	95	Safety Belt	80	Safety Belt	251
Drug/Felonies	5	Drug/Felonies	2	Drug/Felonies	10	Drug/Felonies	17
TOTAL	2,396	TOTAL	2,610	TOTAL	1,794	TOTAL	6,800

Highway fatalities – 1

Phase 36: August 19 – August 20, 2011

Results

Interstate 81		Interstate 95		Interstate 64		Total	
Speed	1,338	Speed	744	Speed	366	Speed	2,448
Reckless	262	Reckless	336	Reckless	119	Reckless	717
DUI	5	DUI	5	DUI	2	DUI	12
Safety Belt	67	Safety Belt	75	Safety Belt	39	Safety Belt	181
Drug/Felonies	5	Drug/Felonies	18	Drug/Felonies	1	Drug/Felonies	24
TOTAL	2,421	TOTAL	1,662	TOTAL	863	TOTAL	4,946

Highway fatalities – 0

Air, Land and Speed

State Police personnel worked 16,008 man-hours during the 7 enforcement phases conducted during the grant period. This initiative was not designed or intended to involve “other law enforcement agencies” during scheduled enforcement Phases. However, the State Police provided assistance on 230 occasions to other agencies. There was no “other” funding source utilized to reimburse personnel assigned to and working the enforcement phases of operation Air, Land and Speed.

<u>Fatalities</u>	<u>CY2010</u>	<u>CY2011</u>
Interstate Highway System	96	114
Air, Land and Speed	0	1

Motorcycle Safety
(Core outcome measure C-7 and C-8)



Program Overview

The Commonwealth of Virginia continues its primary objective to promote motorcycle helmet usage and increase the number of properly licensed and trained riders. The Virginia Rider Training Program (VRTP) is the official motorcyclist safety program in Virginia. This program has earned a solid reputation in the motorcycle safety community as an exceptional organization, maintaining the integrity of motorcycle safety training while training a large number of novice and experienced riders. Virginia has successfully managed to maintain its quality of

instruction while accommodating the ever increasing number of students who want to learn how to safely ride a motorcycle. As illustrated in the accompanying chart, over the years there has been a steady increase in motorcycle classifications. The VRTP continues to make strides in student training and awareness and maintaining a low incidence of impaired motorcyclists.

This year the motorcycle program instituted a Advanced Riding Course, Total Control Advanced Riding Clinics, this new course challenges the rider to become proficient in cornering, braking and swerving which are noticeably absent in motorcycle single vehicle crashes.

In FY 11, Virginia received \$143,870 in Section 2010 funds for motorcycle safety; approximately \$78,100 was expended on motorcyclist awareness. Another \$264,100 of NHTSA 402 funds was spent on motorcycle safety education and motorist awareness. No motorcycle enforcement was conducted.

Number of Virginia Licensed Drivers with a Motorcycle Classification

Calendar Year	Motorcycle Classifications
2000	201,832
2001	246,065
2002	255,775
2003	263,649
2004	272,754
2005	284,300
2006	297,756
2007	312,588
2008	331,238
2009	345,753
2010	357,873

Goal: (C-7): To decrease motorcyclist fatalities 3 percent from the 2009 calendar base year of 71 to 69.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Motorcyclist Fatalities (FARS)	69	69	129	86	71	69

Performance

Virginia’s motorcycle fatalities for 2010 are 78. Virginia did not meet its goal of 69.

Goal: (C-8): To decrease unhelmeted motorcyclist fatalities 30 percent from the 2009 calendar base year of 4 to 3.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Unhelmeted Motorcyclist Fatalities (FARS)	9	2	12	6	4	3

Performance

Virginia unhelmeted motorcyclist fatalities for 2010 was 1. Virginia surpassed its goal of 3.

Motorcycle Crashes

Year	2003	2004	2005	2006	2007	2008	2009	2010
Crashes	1,713	2,000	2,289	2,499	2,601	2,638	2,115	2,207

Motorcycle Injuries

Year	2003	2004	2005	2006	2007	2008	2009	2010
Injuries	1,507	1,802	2,006	2,206	2,284	2,404	2,239	1,981

Strategies

1. Promote 411 “Information You Can Live With”
2. Conduct on-site monitoring and evaluation of training facilities.
3. Maintain 6 sidecar trike training courses by June 2012.
4. Conduct crash investigation courses for law enforcement.
5. Collect and analyze motorcycle crash data.
6. Conduct 2 Total Control Advanced Riding Clinics.

Accomplishments

1. 411 “Information You Can Live With” was successfully through the use of a media campaign. PSA’s ran randomly during the grant year.
2. On-site monitoring and evaluations of 200 training facilities/instructors was conducted.
3. Twenty sidecar/trike training courses were conducted.
4. Conducted 2 motorcycle crash investigation courses with VCU Crash team for law enforcement.
5. Motorcycle crash data is being integrated with motorcycle training data and is being reviewed and analyzed.

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

Program Overview

This initiative will be included within alcohol programs, selective enforcement, driver education programs, and public information. Funding to support these programs is included through the overall mission to promote transportation safety and reduce traffic fatalities and injuries. Virginia spent approximately \$182,682 of Section 154AL funds; \$63,365 of Section 405 funds; and approximately \$321,884 of NHTSA 402 funds on programs for drivers age 20 or younger.

1. **Goal: (C-9)** to decrease drivers age 20 or younger involved in fatal crashes 4 percent from the 2009 calendar base year of 111 to 107.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Drivers age 20 or younger involved in Fatal Crashes (FARS)	155	171	167	144	111	107

Performance

In 2010 drivers age 20 or younger involved in fatal crashes are 101. Virginia met its goal of 107.

Strategies

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

Accomplishments

1. 15 new schools joined YOVASO – Youth of Virginia Speak Out About Traffic Safety (YOVASO)
2. YOVASO sponsored 4 statewide safe driving campaigns which generated over 1,498 educational and awareness activities and impacted over 1.1 million youth with educational and awareness messages about safe driving.
3. YOVASO sponsored the annual Summer Leadership Retreat with a record attendance of 190 in attendance with 52 schools represented. Students learned about causative factors in teen crashes and how to lead educational and awareness activities in their schools and communities.
4. YOVASO sponsored the first annual Middle School Retreat.
5. Two schools won national and state awards for their safe driving campaigns, including a Governor’s Award and the National Act Out Loud Award sponsored by the Allstate Foundation and NOYS.

6. The Department of Education piloted the Buckle Up Challenge program in 2011. Emphasis was targeted on the districts with the lowest seat belt usage. These were identified through the Click it or Ticket data. Each of these school divisions agreed to conduct the Buckle Up Challenge. Schools submitting reports for the Buckle Up Challenge:

School	Beginning Safety Belt Usage %	Ending Safety Belt Usage %
Broadway High School	72	74
Lafayette High School	86	95
Albemarle High School	92	93
Stuarts Draft High School	97	97
Bruton High School	93	98
Bassett High School	85	95

In addition to the schools listed above that submitted an “official report”, the following schools/districts also participated in the Buckle Up Challenge but did not send the DOE the survey results (percentages).

Holston High School
 Fauquier High School
 Montgomery County Schools
 Pittsylvania County Schools

Henrico County Detention Center
 Washington County Schools
 Henry County Schools

7. Conducted “Make It Click”, a “teen” based program done in conjunction with the Eastern Virginia Medical Schools’ Center for Pediatrics. This program works on increasing seat belt use and back seat use among the very vulnerable 8-12 year old individual.

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

Program Overview

BikeWalk Virginia worked to reduce bicycle and pedestrian injuries through improving roadway behaviors. The Share the Road message is shared across the state with the following campaigns: Share the Road Virginia on Facebook, a statewide Awareness Week campaign with 264 partners, and Bus advertisements in 3 communities (two high risk areas and one community with advanced bike/pedestrian programming). Messages reached thousands of Virginian’s through electronic media and print through these campaigns.

BikeWalk Virginia has provided education to Virginians through 4 free webinars during the FY2011 grant year. Topics were varied for appeal to a broad audience. Also, teachers across the state participated in 5 Bike Smart Virginia trainings. BWVA developed and distributed 4 educational videos (English and Spanish). Two videos contained tips and laws on cycling (English and Spanish) and two videos contained information on walking laws and tips. A new educational website was launched. The site will be a resource to communities and individuals that want to work toward safer roads/places to bike and walk. Virginia spent approximately \$110,000 of its NHTSA 402 funds on pedestrian and bicycle safety.

Goal: (C-10): To reduce pedestrian fatalities 3 percent from the 2009 calendar year base of 73 to 71 by December 31, 2011.

	Baseline Data					Goal
	2005	2006	2007	2008	2009	
Pedestrian Fatalities (FARS)	88	82	88	76	73	71

Performance

Virginia’s pedestrian fatalities for 2010 are 73. Virginia did not meet its goal of 71.

Strategies

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

Accomplishments

1. Held 5 Bike Smart Basic trainings throughout the Commonwealth
2. Hosted 4 bicycle and pedestrian educational webinars.
3. Developed and distributed 4 educational videos (English and Spanish). Two videos contained tips and laws on cycling (English and Spanish) and two videos contained information on walking laws and tips.
4. A new educational website was launched. The site will be a resource to communities and individuals that want to work toward safer roads/places to bike and walk.
5. Spread the Share the Road message across the state with the following campaigns: Share the Road Virginia on Face book, a statewide Awareness Week campaign with 264 partners, and Bus advertisements in 3 communities consisting of Richmond, Petersburg and Harrisonburg. Bike Walk web link - <http://bikewalkvirginia.org>

Traffic Records

Program Overview

Virginia continues to review and enhance its nationally recognized Traffic Records Electronic Data System (TREDS). Under the guidance of Virginia's Traffic Records Coordinating Committee (TRCC), TREDS is now interfacing with several state systems such as driver, vehicle, roadway location, motorcycle safety training, toxicology, commercial motor carrier, etc. Because of these and other functionality enhancements, TREDS was found to be one of the top highway safety information systems in the nations. With continued federal funding. In FY11, TREDS work included: crash data accessing through DMVNOW website; interactive crash mapping for TREDS users; interactive crash mapping for public users through DMVNOW website; motorcycle training web service integration; yearly, automated close-out function; crash locating enhancement (TREDS/VT); new fields added to FR300 crash report; crash PDF download enhancement; law enforcement department RMS reverse integration; law enforcement crash submission operational reports; DUI and Click It or Ticket campaign data entry; DUI and Click It or Ticket campaign reporting; system and department-wide message managing; EMS integration (production and testing completed).

In FY 11, Virginia expended approximately \$394,434 of its NHTSA 402 funds and about \$1,358,516 of its Section 408 funds on TREDS and other traffic records activities. In 2010, DMV received FHWA approval to use remaining 163/.08 funds (\$167,929.90) to enhance our statewide crash data warehouse TREDS (Traffic Records Electronic Database). With FHWA approval, DMV is currently using the funding to enhance TREDS – enhancements to all types of data and data integrations (not just alcohol), realizing that any improvement to our TREDS system will improve our alcohol data. 163/.08 funds expended in FFY 2011 – \$21,553.

Goal: To improve the collection, accuracy, timeliness, uniformity, integration, completeness and accessibility of traffic records data in TREDS.

Performance

Virginia conducted a traffic records assessment in March of 2011. TREDS was found to be one of the top highway safety information systems in the nation. TREDS expanded its system integrations to include major components such as Click It or Ticket and DUI Checkpoint Strike Force reporting databases.

Strategies

To continue to enhance TREDS with additional integrations and functionality.

Accomplishments

1. Increased distribution and usage of TREDS electronic data collection/management/reporting from 250 to 8000+.

2. Increased the collection of crash location latitude/longitude 18,993 to over 49,000 coordinates collected and stored in TREDIS.
3. Due to the agency-to-agency MOU process taking longer than expected, Virginia's EMS incident reporting integration is ongoing with full integration expected in 2012.

Roadway Safety Program Area

Program Overview

Roadway safety is included in Virginia's public information awareness and education campaigns, work of our regional crash teams as well as our driver initiatives through various enforcement trainings. Virginia spent approximately \$919,606 of its NHTSA 402 funds on roadway safety activities.

Goal: To increase awareness of roadway safety for all users of Virginia's roadways by achieving 300 Gross Rating Points (GRP) in television and 250 GRP in radio for all media buys. Additionally, requiring a 1:1 ratio of spots for each station purchased for the paid media schedules for all media buys such as Click It or Ticket and Checkpoint Strike force/Over the Limit, Under Arrest programs by December 31, 2011.

Performance

1. The VAHSO conducted media buys to support HSO initiatives that complied with NHTSA media buying guidelines.
2. Law enforcement was provided media tool boxes and were very successful in obtaining additional "earned media" to support the paid media buys
3. Media buys initiated by the VAHSO did achieve a 1:1 ratio of spots for each station. Many stations over achieved this requirement-particularly radio and cable TV.

Strategies

1. Analyze data and work with program managers to formulate plan of media that will best communicate desired outcomes.

Accomplishments

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

Note: See additional accomplishments in Paid Media Plan section.

Community Transportation Safety Programs

Virginia's Community Transportation Safety Program's Managers' (CTSP) primary role is to establish community based programs and activities that govern, coordinate, and develop traffic safety efforts within the designated regions statewide. They assist in defining highway safety problems unique to individual communities, counties, and districts. These programs utilize existing local networks for safety activities, address all traffic safety related problems rather than a single issue, seek long term solutions, and assist localities in developing highway safety plans that will address the problems of that specific area of the state. In FY 11, Virginia, spent approximately \$523,590 of its NHTSA 402 funds; \$95,827 of its 154AL funds; and \$86,805 of its Section 410 funds on these community transportation safety activities.

Accomplishments

2011 Governor's Transportation Safety Awards Program

On June 8, 2011, 16 individuals/organizations/programs were awarded the Governor's Transportation Safety Award. The awards were sponsored by the Virginia Board of Transportation Safety which is comprised of citizens appointed by the Governor of Virginia. This awards program recognizes individuals and/or organizations that have made extraordinary contributions to transportation safety in Virginia. The awards recognize exemplary accomplishments in the public, private and nonprofit sectors by individuals, state and local governments, federal agencies, the military, and businesses and organizations that promote transportation safety.

2011 Judicial Transportation Safety Conference

The Judicial Transportation Safety Conference was held August 9 – 11, 2011 in Virginia Beach, VA. Approximately 130 General District and Juvenile and Domestic Relations judges attended. The conference provided a forum for judges from across the state to receive valuable information on legislation, current issues and successful programs that impact traffic safety in Virginia. Topics presented included legislation, revisiting the Virginia Alcohol Safety Action Program, commercial drivers licensing data monitoring and evaluation, and recent crash investigations. Through instructional interactive exhibits, judges were able to test their ability to while being distracted.

Commonwealth's Attorneys' Services Council

During the FY2011 grant year CASC increased the number of attendees for the ADVANCED DUI PROGRAM. At the Blacksburg program we were able to train 68 prosecutors and law enforcement officers. While just a few years ago we trained 80 per year, this year saw 117 attend the Advanced DUI Training Program. This program provided critically needed training in an area of Highway Safety where annually significant changes in the statutes and case law can have a major impact. This training also addressed the worst type of DUI cases- those involving the serious injury or death of innocent citizens.

The DUID TRAINING PROGRAM was presented at four locations across the state. For the first time the program visited Charlottesville, Martinsburg and Portsmouth. The DUID program is a one-day program designed to address the growing and extremely complicated sub-set of DUI offenses that involve drug impairment, entailing illegal drugs as well as the very challenging type of cases involving prescription drugs. While these offenses are more complex than many types of felony offenses faced by highly experienced investigators, the young officers out on patrol

must deal with these offenses almost nightly. We created a program to help these officers recognize/identify a DUID offense and then collect the necessary evidence. At the same time, since it is only a one-day training event, the program is one that the under-staffed law enforcement community can easily free-up their officers to attend. In addition to the training binder, each attendee was also provided with a laminated handout containing investigative/prosecutorial pointers and reminders for use in the field as well as in court. This year 213 prosecutors and law enforcement officers from all regions of the state attended the DUID Training program. While the very positive results from the “follow-up survey” testify to the benefits of this training, perhaps the greatest honor received is the fact that the Virginia State Police were so impressed with the training that they requested that we present it next year at their facility.

Also, over 600 prosecutors attended 2 blocks of training on DUI issues at the Commonwealth’s Attorneys’ Spring Institute held at Williamsburg.

Grand Driver

The Virginia Grand Driver Initiative has been educating seniors, caregivers and communities about the effects of the natural aging process on driving abilities. For the October 2010 to September 2011 grant cycle, \$98,346 was used to promote Virginia Grand Driver in addressing senior transportation issues in the Commonwealth. The granddriver.net website had nearly 6000 unique visitors, with over 16, 600 page views. The Virginia Grand Driver Coordinator participated in or presented 22 events reaching over 3,500 seniors, caregivers, medical professionals, and stakeholders. Virginia Grand Driver trained 9 Car Fit technicians and held public clinics throughout the state. Nine drive-up clinics and two private appointments gave one-on-one education to 122 seniors on how to use modern automotive equipment to be positioned safely in their own vehicles. Additionally, Grand Driver provided Expanded Older Driver Grants to five driving rehabilitation centers across the state. These grants enabled the centers to offer seniors low-cost or free comprehensive driver assessments.

Virginia Commonwealth University - Transportation Safety Training Center (TSTC)

In the grant year 2010-2011, members of the Transportation Safety Training Center at Virginia Commonwealth University were highly productive, providing over 18,412 hours of formal training to law enforcement and other state and local agencies. Courses offered included:

Fundamentals of Crash Investigation
Advanced Crash Investigation
Motorcycle Crash Investigation
Human Factors in Crash Investigation—an Introduction
Crash Investigation Refresher & Update
Using the Traffic Records Electronic Data System & Report Beam
National Child Passenger Safety Certification Training Program
Child Safety Seat Inspection Refresher

In addition to training, members of the TSTC sponsored a conference on Traffic Records and made presentations on current highway safety research findings at five conferences attended by members of various local, state and federal agencies and participated in a highway safety planning conference. To maintain current knowledge of emerging trends in their respective field specializations, TSTC staff attended over 240 hours of advanced training and three professional conferences. This information was then used to update training curricula.

Virginia Department of Alcoholic Beverage Control

The Virginia Department of Alcoholic Beverage Control (VA VABC) has maintained its commitment to the reduction and prevention of underage and high risk drinking and impaired driving among college students. This has been accomplished through a combined quality of education programming in a conference-format. Along with providing information in regards to highway safety and alcohol-related issues, VA ABC also promoted the development of professionalism and leadership in its youth participants. VA ABC presented information dynamically, incorporating traditional lecture, participatory demonstrations, inspirational speakers, and interactive alcohol-free entertainment.

The 25th Annual College Conference was held on the campus of George Mason University at the Mason Inn in Fairfax, Virginia February 25-27, 2011. This was an exciting two day conference that helped student representatives focus on new ways to communicate life-saving ideas to their peers on Virginia's colleges and universities. The conference lined up local and nationally recognized motivational speakers and presented workshops targeted at teambuilding and leadership. Safety exhibitors also helped to spread the targeted message of safety to all participants. Overall the conference was a huge success and effectively spread the Virginia Highway Safety office's impaired driving messages.

Accomplishments

A total of 228 persons attended the conference (156 students; 38 adult sponsors; 30 staff members and 4 speakers). This year's conference featured high-energy motivational entertainment, resource fairs; social events and showcased the Hero Institute (HI). Nationally recognized speakers to included Shaun Derik, Jeff Yalden, Dr. Ralph Hingson and Javier Sanchez. Students from 20 Virginia colleges and universities (including Bridgewater, Ferrum, George Mason, James Madison, Hampden-Sydney, Longwood, Radford, St. Paul's, Shenandoah, University of Mary Washington, University of Richmond, University of Virginia, Virginia Commonwealth University, Virginia State, Virginia Military Institute, Virginia Union, Virginia Tech, and Washington and Lee) worked together during the Hero Institute (HI) to plan prevention programs for their campuses.

Virginia Department of Forensic Science (DFS)

The Department of Forensic Science (DFS) FY11 highway safety dollars were used for the purpose of training law enforcement officers in the proper operation of the breath alcohol test instruments approved for use throughout the Commonwealth on Driving under the Influence (DUI) suspects. The funding provided was used to reimburse officers for their lodging and per diem when traveling to receive breath alcohol training. Without funding from DFS, localities would have to cover their own costs for this training, a cost that most localities are unable to absorb. Many local agencies, therefore, would not be able to send new students for training, which would ultimately decrease the number of active operators who are licensed to conduct analyses on DUI suspects.

With the funding provided in FY11, DFS was able to add 798 new breath test operators to the field, train 10 current operators to assist with classroom instruction, and retrain 23 instructors. The successful completion of these goals should help to further Virginia's traffic safety goals of reducing traffic crash loss arising in whole or in part from persons driving under the influence of alcohol.

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

Virginians can find expanded motor vehicle crash information at www.vacodes.org. The website has local and statewide reports on crashes from 2001-2007. The crash outcome data (including hospitalization charges and length of stay) increases the content and availability of transportation safety information that is publicly available in a variety of formats. Web activity continues to increase as the crash outcome data continues to be used by consumers, educators, policymakers, judicial, enforcement, stakeholder and other users.

- Successful Page Views has increased 243% from FY2010
- Number of Visits has increased 189% from FY2010
- Unique Visitors has increased 128% from FY2010

An analysis was conducted to help identify factors associated with increased motorcycle statistics to assist in the formulation of Virginia Highway Safety Office action plans for reduction. The analysis will help identify the high risk takers of motorcyclists with recent convictions of any motor vehicle violation. The analysis also looks at riders who took motorcycle training classes and who were involved in a crash, to better understand the reasons for their crash. This data can be used to enhance training classes to focus on problem areas.

Youth of Virginia Speak Out About Traffic Safety (YOVASO)

During FY11, YOVASO continued to fulfill its mission of fostering prevention strategies that help save the lives of teenage drivers. The program continued expansion into high schools in all regions of the state, and continued to develop and expand the middle school program. New traffic safety educational campaigns were developed for member schools and new training programs were offered for middle school students and adult sponsors to the YOVASO Program. Highlights included:

- Gained 15 new schools, increasing member schools from 77 to 92.
- Sponsored 4 statewide safe driving campaigns which generated over 1,498 educational and awareness activities and impacted over 1.1 million youth with educational and awareness messages about safe driving. Over 120,300 educational materials were distributed to youth.
- Trained 66 schools (71% of member schools) through the YOVASO 101 class. A total of 982 students received the YOVASO 101 Training to be teen safe driving advocates.
- Sponsored the annual Summer Leadership Retreat with a record attendance of 190, including 152 students and 38 adult sponsors. 52 schools were represented - 44% were member schools.
- Sponsored the first annual Middle School Retreat with 72% of member middle schools in attendance. 56 students and adults attended.
- Received over \$37,000 in cash and in-kind donations to help support youth traffic safety efforts.
- Recruited over 150 Volunteers from 115 businesses, organizations, schools and law enforcement agencies to help spread the word about youth traffic safety and volunteer at YOVASO events. Estimated value of the volunteer hours was \$200,000.
- Total Matching contributions (donations + volunteer hours) totaled \$237,438.55
- Two schools won national and state awards for their safe driving campaigns, including a Governor's Award and the National Act Out Loud Award sponsored by the Allstate Foundation and NOYS.

- Several YOVASO Youth Leaders and Regional Trainers participated in National Youth Traffic Safety Events, including the kickoff for National Youth Traffic Safety Month in Washington, D.C. and the National Transportation Safety Board Open House & Education Day.

Department of Education Teen Safe Driver

The Teen Safe Driver Grant continues to support the efforts to promote traffic safety in Virginia. The emphasis is on educating and improving the safety of teen-age drivers. Department of Education works closely with the public and non-public school in Virginia to distribute current information and materials for their driver education programs. This information is also sent to the DMV so that it may be distributed to the Driver Training Schools.

The Department of Education works closely with many other state and non-profit organizations to promote traffic safety. Examples include working with Drive Smart Virginia to develop a PowerPoint curriculum on Sharing the Road with Large Trucks. The curriculum has been completed and was presented to the teachers at the annual VADETS conference.

The 2011, 45-hour Parent Teen Driving guide was revised and distributed to all schools. This is a valuable tool for both classroom instruction and to help the parents with guided practice. DOE has provided much training during the current grant year. These include presentations at the annual VADETS (driver education professional organization) conference, VAHPERD conference and trainings to implement the District 8 legislation. DOE also works with VADETS to help find current speakers for this staff-development conference.

Materials were purchased and distributed to the driver education programs throughout Virginia. These materials were selected by a committee to supplement the Virginia Curriculum for Driver Education.

Much has been done to revitalize the Buckle Up Challenge. The Virginia Department of Education has taken the lead in this project. The Buckle Up Challenge packet was updated and distributed to every public and non-public school in Virginia offering driver education. The response from these schools has been great. DOE worked with the areas with the lowest seat belt usage. Each of those areas responded to the program and many implemented the program during the Click It or Ticket campaign for their area.

Virginia Trucking Association Foundation Truck Foundation - Truck Safety Programs

During the 2011 grant year, the Virginia Trucking Association held 5 Safety Breaks throughout Virginia at several different Safety Rest Areas along the interstates. They reached approximately 2,435 of the general motoring public providing them with safety brochures including information on sharing the road, seat belts, aggressive driving, distractive driving, and the move over law. They also set up a display on the community cart for the month of January at the Colonial Mall in Staunton, Virginia with all of the above mentioned safety literature. One of these events was held during the National Click It or Ticket It Campaign. These events are held by a representative from VTA, a representative from the Federal Motor Carrier Safety Administration, a State Trooper and volunteers from member trucking companies.

Several of the Virginia Trucking Association member trucking companies did No Zone presentations to local area schools including Danville, Bedford, Rustburg, Suffolk, Lawrenceville, and Chesterfield reaching more than 2,815 students and teachers.

Military/Civilian Workshop

On November 2-3 2011, Virginia conducted the 43rd Annual Military/Civilian Transportation Safety Workshop at Joint Base Langley/Eustis (formerly Fort Eustis, Virginia). This day and a half Workshop provides sessions on cutting edge technologies, presenting and utilizing data, programs that work and breakout sessions that are targeted toward Law Enforcement, Research and Engineering and General Safety Programs as well as a legislative session where participants have the opportunity to share their thoughts on a variety of transportation safety legislative issues. This Workshop provides a positive forum for shared ideas and concerns and serves to strengthen relations between state agencies, military personnel and civilians to have a greater impact on transportation safety in Virginia. In 2011 over 130 participants learned about national transportation safety priorities, a new interactive program for young military personnel, pedestrian safety, some new teen based driver programs, better motorcycle enforcement and the Statewide Strategic Highway Safety Plan in development.

Regional Crash Investigation Teams

The Regional Crash Investigation Teams (RCIT) provided 12 advanced training classes for participating agency members including: Advanced Collision Reconstruction, Crush Analysis, Heavy Truck Reconstruction, CDR Technician, and some repeat classes for new members. 3 members were certified through CDR Analyst Training to teach CDR Technician classes and certify all members for using the CDR toolkit. Members provided 6 CDR Technician classes and 4 Total Station/Data Collector classes. There were 2 all-team/VSP (Virginia State Police) joint trainings held. The spring training had 78 participants, some from outside agencies throughout the state. Part of the training included CDR download demos, equipment and procedure demos, and actual crashes using vehicles donated by BeeLine towing service. There were also bicycle and motorcycle crashes using a 165 lb. dummy. There are currently 8 active teams, all working cooperatively with the areas VSP. 12 students from out of region also participated in several of the regional trainings. RCITs completed 142 reconstructions and evaluations, 12 crash reports, and 6 special training bulletins.

The RCIT website was activated in September 2010 at www.blueridgecrashteam.org and is constantly being updated. The site has both public information and protected access for team members with sensitive reports and information. A section was added on "How to start a regional crash team" to assist in expansion efforts. The RCIT is also on Face Book at "Blue Ridge Regional Crash Teams" where when friended or "liked" will provide a regular safety message to the recipients Face Book page.

For second year, RCIT performed motorcycle crash demos at Statewide Annual Gold Wing Rally with numerous safety messages for motorcycle safety.

RCITs continue to provide public and school based training presentations utilizing a crashed vehicle for crash forensics and airbag deployment devices to demonstrate dangers of airbags and encouraging seatbelt usage.

The RCIT has produced, printed and distributed 6,000 pamphlets on select traffic safety issues including seatbelts, motorcycle, teen drivers, elderly drivers, and crash factors for Southwest Virginia.

RCIT has developed a data base collection procedure for documenting Team activities which are directed to influence the causative factors of crashes in the teams own service areas. This will also serve as a valuable evaluation tool.

RCIT – Roanoke received a \$500 donation from Wal-Mart and RCIT – Pulaski received a \$6,000 grant from State Farm Insurance to obtain equipment not funded by federal grants. RCITs continue to partner with the private sector wherever possible. The Roanoke Valley Insurance Association has partnered with RCIT on several training projects this year.

Paid Media Plan

Click It or Ticket

Funding Allocated:

\$350,000.00 paid media for radio, television, cable and web-based applications statewide for the May Mobilization, with particular attention to the target areas of low belt use as well as the Latino community. This will be two weeks at a minimum of 250 GRP's per market and will include a 1:1 ratio. Additionally, a \$100,000.00 budget was allocated for media to support another Click It or Ticket "mini-mobilization" in November.

Method of Assessment:

Schedules will be provided of paid media to assess that all "time ran" as contracted and all "value added" time and promotion ran in accordance with the insertion orders.

Evaluation:

Contracted media buyer will evaluate media buy based on reach, frequency and GRP's and hits/click thrus.

Accomplishments

All goals were met with \$343,869.84 spent on paid media for radio, television, and cable through the media buying process. The VAHSO actually realized over \$365,677.00 worth of paid airtime-not including the bonus 1:1 expectation. The GRP's and 1:1 ratio was over achieved with an additional approximately \$380,555.00 in bonus spots. The May 2011 Mobilization resulted in a total of 23,168 radio, television and cable spots aired. Additionally, there were 77 gas stations with gas pump topper and cooler signs as well as 16 movie theater screens and on line advertising placed in the high risk, non-use areas. 101 movie theater screens were also combined with online in the Northern Virginia area resulting in 728,767 online impressions and 1, 014 click through to the DMV Click It or Ticket website. Public service announcements were also used during two baseball seasons in the Danville and Martinsville areas where seat belt use is traditionally low.

Checkpoint Strike force

Funding Allocated:

\$1,000,000.00 media for radio, television, cable and internet/web based applications that will be spread over approximately ten different flights statewide, including the Latino community, further it will include a public relations firm as well as a production company which will oversee all creative and earned media aspects of this campaign.

Method of Assessment:

Schedules will be provided of paid media to assess that all “time ran” as contracted and that all “value added” time and promotion ran in accordance with the insertion orders.

Evaluation:

There will be an opinion survey conducted as well as all contractors will be required to evaluate paid media based on reach, frequency, GRP’s, and hits/clicks. Public relations contractor will provide number of “earned media” opportunities that they were able to achieve.

Accomplishments

Funding was appropriately allocated. Over 25,000 radio and television spots ran throughout the Commonwealth directed to the target audience. In addition, social network sites were utilized to generate the message through multiple views.

Audience – Through a combination of traditional strategies and fresh new concepts the campaign reached a documented audience of 8,589,516 residents in Maryland, Virginia and the District of Columbia (as measured by known media impressions).

Print & Online – At least 61 print and online articles about the campaign were published.

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

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

Major Gains in Awareness of Media Messages...

Pre- and post-campaign surveys conducted demonstrated that the outreach campaign was highly successful in reaching and impressing upon both the target audience of 21 to 35 year old males and the public at large. The combination of the paid media component and the earned media campaign produced enormous gains in awareness of media highlighting stepped-up law enforcement efforts. According to the survey, name recognition of —*Checkpoint Strike force* also increased by 11 percent among the target audience. This survey will be updated in 2012.

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

Street Smart:

Funding Allocation:

Paid media allocated to television, cable and radio for this pedestrian safety program in the Northern Virginia area. \$100,000.00 was budgeted to be divided over two media cycles. One media campaign for fall 2010 and the other campaign during the spring of 2011.

Method of Assessment:

Schedules will be provided of paid media to assess that all time ran as contracted and all “value added” time and promotion ran in accordance with the insertion orders.

Evaluation:

Contracted media buyer will evaluate media buy based on reach, frequency and GRP's.

Accomplishments

\$100,000 was allotted for a fall and spring pedestrian bike safety media campaign. The campaign ran simultaneously with local law enforcement agencies selective enforcement campaigns.

HERO Campaign for Designated Drivers

Funding Allocation:

\$125,000.00 for paid media was allocated to promote this statewide designated driver program designed to support Checkpoint Strike force.

The Highway Safety Office plans to allocate this over several "high focus" time frames such as the holidays, Labor Day, 4th of July etc. We will require the 1:1 spot ratio for all flights schedule.

Method of Assessment:

Schedules will be provided of paid media to assess that all time ran as contracted and that all "no charge" spots ran in accordance with insertion orders.

Evaluation:

Contracted media buyer will evaluate media buy based on reach, frequency and GRP's. There will also be an attempt to capture clicks from the web banners.

Accomplishments

After looking at costs as well as efficacy of media for the HERO Campaign, it was determined that HERO may not be as successful a program as intended. As a result, paid media allocation was limited to 25,000.00 as part of a contract with the Colonial Athletic Association making HERO the "official designated driver program for the CAA." This included media exposure as well as on-site exposure for the CAA men's and women's basketball tournaments held in Virginia in April 2011. Over a million people were exposed to the HERO message during these tournaments. This was done through a variety of methods including electronic media, the CAA website, in arena bannering, programs, in arena PA announcements, electronic scoreboard exposure, messaging in the student area, and on court event and a table with HERO pledges at the entrance and exit of the arena.

It is anticipated that Virginia will consider another form of a designated driver campaign in the coming year.

Other

An additional \$30,000 was allocated for media in conjunction with widespread road construction in the Commonwealth in the form of sponsored traffic reports. While not focusing on work zone safety, these announcements urged motorists to obey speed limits, pay attention and be alert to these many adjusted road way patterns.

Radio was the media vehicle as this message was targeted to the motorists as they were in vehicle.

Accomplishments

All media ran as planned and scheduled. A total of 795 traffic reports aired during this campaign which was scheduled to run for one week during the months of July, August and September.

Core Behavior Performance

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

Goal: (C-11): To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 0.5 percent from the 2010 calendar base year of 80.5 to 81.0.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
Observed Seat Belt Use Rate Survey	78.6	79.9	80.6	82.3	80.5	81.0

Performance

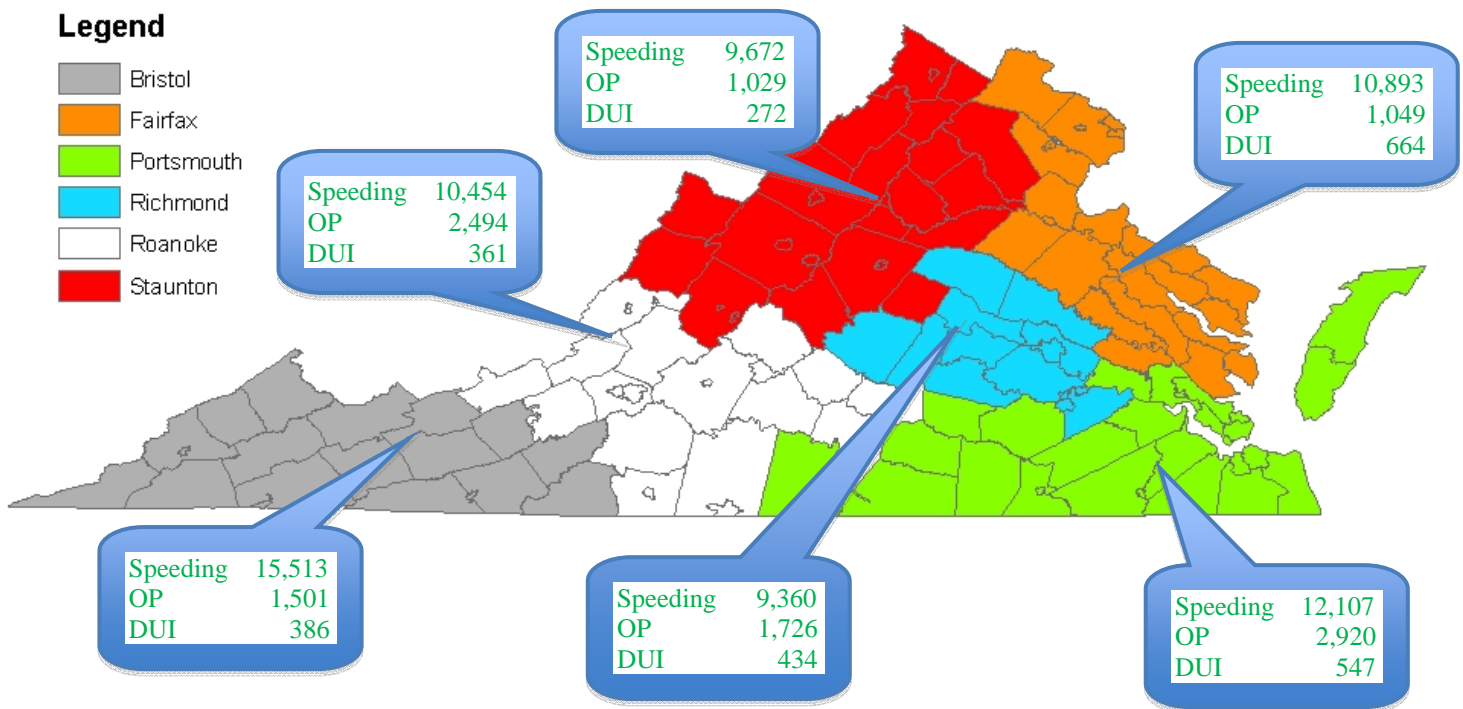
1. Virginia's safety belt usage rate was 81.8% for 2011. Virginia met its goal of 81.0%.

Core Activities Performance

Virginia Grant Funded Citation Efforts

(Core activity measures C-12, C-13 and C-14)

Virginia Highway Safety Office Regions



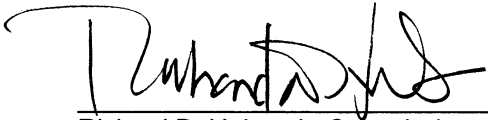
Region Totals

Speeding	67,999
OP	10,719
DUI	2,664

APPROVAL

The Virginia Department of Motor Vehicles is pleased to present the **2011 Highway Safety Annual Report**. This Report provides an extensive overview of Virginia's Highway Safety Programs, its responsibilities, varied activities, interactions and cooperation with local and state law enforcement, other state agencies, non-profit organizations, and the media to improve the safety for those sharing Virginia's roadways.

I hope you will find that this publication will serve as a useful tool that successfully markets Virginia's many accomplishments during FY 2011.



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

12-20-11

Date

