

# Highway Safety Plan Annual Report

**FISCAL YEAR 2005**



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Virginia Department of Motor Vehicles  
Transportation Safety Services

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## INTRODUCTION

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

Each year, in an effort to target and address the most critical areas of highway safety, a thorough analysis of traffic safety data and information is conducted. Using the results of this analysis, Virginia transportation officials identify and address highway safety emphasis areas and corrective strategies. In 2005, the 5 specific priority areas that were selected to produce the largest improvements in highway safety for Virginia were:

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

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

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

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

## STATEWIDE DEMOGRAPHICS

Virginia is comprised of 6 geographic districts: Bristol, Roanoke, Staunton, Fairfax, Richmond, and Portsmouth. Virginia's law enforcement community consists of 124 sheriff's offices and 250 police departments. It also includes 7 state police divisions within 48 areas of the state and over 1,000 state troopers.

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 spread out across the state. The capitol of Virginia is Richmond. The provisional total population of Virginia for 2004 is 7,458,900. Virginia has 7,037,698 registered vehicles. There are 135 cities and counties and 80 hospitals in the Commonwealth. It also borders two of the busiest metro areas for traffic, Washington D.C. and Maryland.

Another factor that adds to Virginia's medley of traffic issues is that it is a secondary seat belt law state (it is primary for children under age 16) that borders states'/districts with primary seat belt laws (Maryland, North Carolina and the District of Columbia.)

## VIRGINIA MAP



**COMMONWEALTH OF VIRGINIA**  
**Governor's Highway Safety Staff**

Mark R. Warner	Governor, Commonwealth of Virginia
Pierce Homer	Secretary of Transportation
D.B. Smit	Virginia's Governor's Highway Safety Representative and DMV Commissioner
David Mitchell	State Coordinator for Highway Safety and DMV Deputy Commissioner 2300 West Broad Street, Room 701 Richmond, VA 23220 Phone: (804) 367-0122 Fax: (804) 367-6631 Email: david.mitchell@dmv.virginia.gov
Department of Motor Vehicles	Location of Highway Safety Office 2300 West Broad Street Richmond, Virginia 23220

## PLANNING AND ADMINISTRATION

Virginia's office of highway safety (Transportation Safety Services-TSS) 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 have systematically analyzed highway safety problems and corrective strategies. As decisions are made on grant funding levels, an assessment is made to ensure that the prospective grants will make a meaningful contribution to traffic safety and assist the Commonwealth in achieving its safety goals. To this point, in FY2005, \$300,000 in Planning and Administration funds were awarded to the highway safety program, 336 regular grants (totaling \$45,089,502) were recommended and approved by the Transportation Safety Board and Virginia's Secretary of Transportation. In addition, the Community Transportation Safety Program staff approved 540 mini-grants (totaling \$762,936) statewide to support local highway safety activities.

### Driving Trends

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

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

\*\* Death rate per 100 million miles

	Baseline				Progress Report			
	1997	1998	1999	2000	2001	2002	2003	2004
Population	6,737,500	6,789,200	6,872,900	7,078,515	7,187,700	7,293,500	7,386,300	7,458,900
VMT (in millions)	74,142	76,262	79,463	80,452	86,969	75,263	76,830	78,877
Fatalities	981	934	877	930	935	913	942	922
Serious Inj.	29,402	28,850	28,437	27,666	27,050	26,166	25,519	23,342
Injuries	81,866	81,221	81,204	79,805	80,187	78,896	78,842	78,877
A/R Fatalities	302	336	364	355	358	375	361	343
A/R Injuries	9,124	8,555	8,359	8,251	8,211	8,465	7,819	
Fatalities & Serious Inj. Combined	82,847	82,155	82,081	80,736	81,122	27,079	26,461	24,264
Fatality Rate/100 Million VMT	1.32	1.22	1.10	1.16	1.08	1.21	1.23	1.17
Injury Rate/100 Million VMT	110.42	106.50	102.19	99.02	92.20	104.83	102.62	99.51
Fatality and Injury Rate/100 Million VMT	111.74	107.73	103.29	100.35	93.28	106.04	103.84	100.67
Fatality Rate/100,000 Population	14.56	13.76	12.76	13.14	13.01	12.52	12.75	12.36
Injury Rate/100,000 Population	1215.08	1,196.33	1,181.51	1,127.44	1,115.61	1,081.73	1067.41	1052.26
	Baseline				Progress Report			
	1997	1998	1999	2000	2001	2002	2003	2004
Fatality & Injury Rate/100,000 Population	1,229.64	1,210.08	1,194.27	1,140.58	1,128.62	1,094.25	1080.16	1064.62
A/R Fatality Rate/100 Million	0.41	0.44	0.46	0.44	0.41	0.50	0.47	0.43
A/R Fatality Rate/100,000 Population	4.48	4.95	5.30	5.02	4.98	5.14	4.89	4.60
Safety Belt Usage Rate	67.1	73.6	69.9	69.9	72.3	70.4	74.6	79.9
% of Driver and Vehicle Occupant Fatalities Unbelted*	61.2	62.8	62.7	59.5	62.6	62.7	59.2	58.4

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

Mileage estimated from 1995-2001 was calculated using gasoline consumption; starting in 2002 annual vehicle miles of travel will be based on vehicle count using a program developed by the Virginia Department of Transportation Traffic Monitoring System.

## **Transportation Safety Services Mission Statement**

“To reduce crashes, injuries, fatalities and associated cost by identifying transportation safety issues and developing and implementing effective integrated programs and activities.”

## **Highway Safety Office Responsibilities**

TSS provides expertise, manages the highway safety program, identifies jurisdictions where problems are most prevalent, and suggests programs to address the identified problems. Funding guidelines for the submission of highway safety proposals continue to be streamlined and targeted more toward safety problems from localities on a statewide basis where the demonstrated need is greatest. This analysis is based on data review, scoring factors and state/federal highway safety priorities. The crash severity score is a measure designed to assess the "severity" of a jurisdiction to be examined in a standard fashion by not merely relying on the number of crashes, fatalities, injuries or alcohol-related crashes as the indicator of the severity of a jurisdiction's crash problem. Using crash severity scores, the top cities, counties, and towns in each DMV district are identified as high emphasis communities.

## **Role of Virginia's Highway Safety Executive Staff**

D. B. Smit, Commissioner of the Department of Motor Vehicles (DMV), serves as the Governor's Representative for Highway Safety. David Mitchell, DMV's Deputy Commissioner, serves as State Coordinator and liaison in matters of highway safety. The Virginia Transportation Safety Board continues to advise the Governor, Secretary of Transportation and the Commissioner on all transportation safety matters.

## **Highway Safety Staff**

General Administration Manager III (Assistant Commissioner): Responsible for providing management and oversight to the highway safety program. This includes monitoring policy and legislation that impacts the Commonwealth's highway safety program.

General Administration Manager II (Director): Responsible for administering the day-to-day operations and programs of the Office of Highway Safety.

Administrative and Office Specialist III (Administrative Assistant): Responsible for administrative duties for the highway safety office.

Policy Planning Specialist I: Responsible for conducting special highway safety projects for the office.

General Administration Manager II (Grants Management): Responsibilities include management and distribution of federal funds to state, local and non-profits.

- Policy Planning Specialist II – Responsible for writing all federal highway safety grant proposals, including the Highway Safety Plan; strategic planning, project development and grants policy.
- Financial Services Specialist I – Responsible for preparing and mailing of grant packets (i.e. application, guidelines), and tracking funding through the automated grants management system.



- Administrative and Office Specialist III: Responsible for tracking, monitoring and processing all grant reimbursement vouchers utilizing the automated grants management system.

General Administration Manager II (Program Development Implementation): Responsibilities include comprehensive monitoring, tracking and evaluation of approved highway safety projects.

- Policy Planning Specialists II (9 staff located both in headquarters and 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.

General Administration Manager II (Highway Safety Strategic Planning/Traffic Records Planning and Crash Data Management and Analysis): Responsibilities include managing, implementing and directing statewide traffic records planning (TREDS, CODES); strategic highway safety planning, analysis, crash data management and serves as coordinator for the state traffic records committee.

- Traffic Records Planning and Crash Data Management staffing: Education Coordinator I; 2 Policy Planning Specialist I; 1 Administrative and Office Specialist III (FARS Analyst). CAP Work Center: 1 Administrative and Program Specialist IV and 10 Administrative and Program Specialists III). Policy: 1 Senior Policy and Planning Specialist: This section is responsible for managing statewide traffic crash data; providing analysis and data pertaining to traffic records, highway safety statistical documents and countermeasure programs; compiling the annual Highway Safety Annual Report; and providing and updating traffic crash data on the agency web site.

# Summary of Priority Emphasis Areas

## OCCUPANT PROTECTION

### Overview

Virginia has taken several positive steps to maintain our goal of increased correct usage through statewide, high visibility enforcement and awareness campaigns such as Click It or Ticket. As a part of this campaign, pre and post safety belt usage surveys are conducted on a statewide basis. The results of these surveys assist in efforts to increase statewide belt usage. In addition, statewide selective enforcement efforts are conducted to enforce compliance with Virginia's occupant protection safety laws. Combined with ongoing public information and education, federal, state, local, private and non-profit support, strong efforts for legislation, and federal funding from sources such as 157 Innovative Seat Belt, Section 405 Occupant Protection and 157 Incentive, our programs will continue to strengthen and enhance occupant protection initiatives statewide.

### Occupant Protection Performance Goal:

Virginia's safety belt use rate is 80.4% up from 79.9% in 2004. Virginia did not meet its goal of an 82% seat belt use rate in 2005.

### Safety Belt/Child Safety Seat Statistics

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

\*Data not available.

### Accomplishments:

#### Annual Observational Seat Belt Survey

Virginia's Transportation Research Council conducted the Motorcycle Helmet and Safety Belt Survey Study in accordance with NHTSA guidelines. Virginia's statewide observational safety belt use survey produced a usage rate of 80.4%. This is the highest rate ever recorded in Virginia. Virginia is a secondary law state and this rate is the 10th highest rate of all states that have a secondary law. In addition, the results show that Virginia's 2005 motorcycle helmet use rate is 99.3 percent.

#### 2005 Click It or Ticket Mobilization (CIOT)

Virginia implemented the "Click It or Ticket" high visibility, public awareness and enforcement campaign to detect violators of Virginia's traffic laws with special emphasis on occupant protection. From May 9 – June 5, 2005, this initiative emphasized Zero Tolerance for those motorists who fail to restrain their child passengers or were found not to be wearing safety belts

in violation of the Commonwealth's secondary law. The campaign involved traffic safety checkpoints, saturation patrols, and directed enforcement activities aimed at detecting primary violations and then citing motorists for the secondary safety belt violation as well as the primary violation for children under 16 years of age. State and local law enforcement agencies will work in conjunction with their local media to inform the motoring public of the benefits of wearing safety belts and law enforcement's "zero tolerance" policy for those who violate Virginia's safety belt laws. Virginia placed particular emphasis on high-risk groups such as the 18-34 year old male drivers and the minority population.

#### **Virginia Department of Health (VDH) Child Passenger Safety Program**

The Virginia Department of Health continues to progress with its Child Passenger Safety program. VDH printed materials in both English and Spanish, and has embraced the Hispanic and Latino communities by making the same child protection devices available to them. VDH also reached out to the Community Traffic Safety Program and local Transportation Safety commissions to assist in their efforts to reach the migrant worker community. Other program activities include their Train the Trainer initiative that supports those who train others in presenting programs to law enforcement, health departments and other interested organizations. VDH spearheaded a program to discourage individuals from buying seats at yard sales and through newspaper articles by offering child safety seats to those who can not readily afford a quality seat for infants and toddlers.

#### **Virginia Commonwealth University Transportation Safety Training Center (TSTC)**

TSTC was funded to provide training and technical assistance to state and local public safety personnel and other individuals to increase the proper use of child safety seats and the proper use of all occupant protection devices throughout the Commonwealth. Assisted DMV in the area of curriculum and trainer development. Conducted a general instructor training program, child safety seat technician training courses and child safety seat refresher training courses.

**2005 SAVED BY THE BELT AWARDS**



## TRAFFIC RECORDS

### Overview

With the volume of requests for crash information from various sources, (federal, state, and local agencies, general public, legislators, citizen activist groups, etc.) all of the state's traffic records systems are in constant demand. There is an increased interest and need for more accurate and timely data and a better understanding of the information. This is evident in the numbers of requests for additional information in relation to the initial crash, the automobile, occupant protection devices, court disposition, trauma and discharge information, and economic cost related factors.

### Traffic Records Performance Goal:

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

### Accomplishments:

#### Traffic Records Assessment

Virginia conducted a Traffic Records Assessment of its statewide statistical databases to document Virginia's traffic records activities, to note the state's traffic records strengths and accomplishments, and to offer suggestions where improvements can be made. A few of the areas noted for improvements were the development of an automated traffic records database, development of a traffic records strategic plan and an expanded Traffic Records Coordinating Committee.

#### Traffic Records Electronic Data System Project (TREDS)

In May 2005, Virginia began the process to design, develop and implement the Traffic Records Electronic Data System project (TREDS). This new system will automate the processing of 154,000 crash reports that are currently entered into a database manually. TREDS will also allow for the accessibility to more timely and accurate data. In September 2005, a project manager was hired to develop business (user needs) requirements to assist in the design of this system. These requirements are expected to be finalized by April 2006.

#### CODES

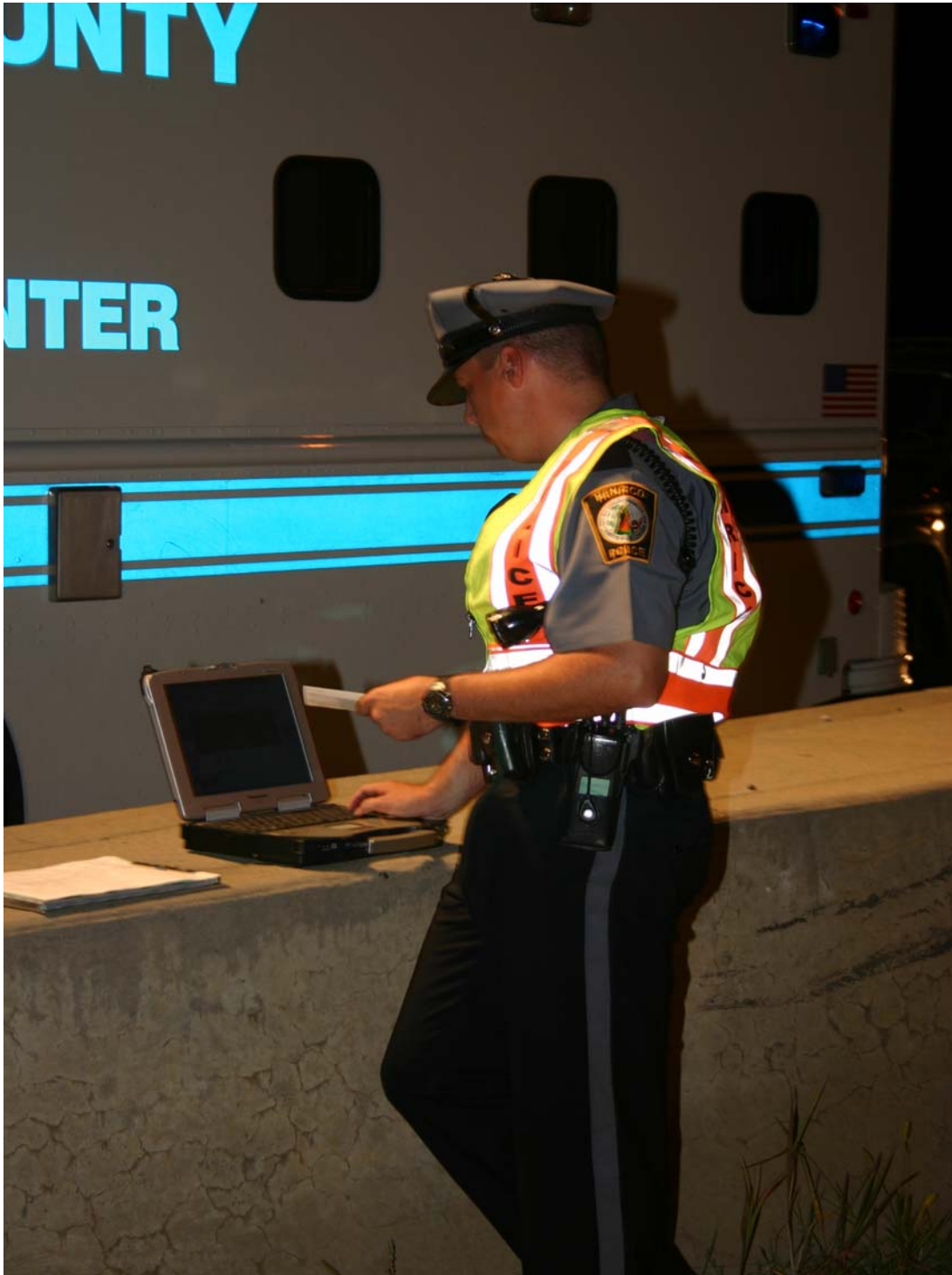
Virginia funded CODES, the Crash Outcome Data and Evaluation System, to link statewide traffic records with injury outcome and charge data. In 2005, the CODES project successfully linked data for 2001 and 2002. In FY06, CODES will continue with its linkage of 2003 and 2004 data.

#### DUI Database Project Feasibility study

The DUI Database Project Feasibility study is a result of one of the Governor's DUI Taskforce Recommendations. This study is to identify a method that can be used to integrate DUI data currently captured and maintained by 9 different agencies. The study will continue into the 05-06 fiscal year, with findings anticipated in 2006.

#### Centralized Accident Processing system (CAP)

DMV maintains an acceptable level of responsiveness while modifications are conducted to streamline automated and procedural processes to the Centralized Accident Processing system (CAP) and to identify appropriate systematic modifications for all systems that need to link in order to have an appropriate statewide safety system. Funds were provided for IT contractual services, traffic records training, and system modifications to identify, test, analyze and evaluate an appropriate cost effective methodology and process.



**Henrico County Sobriety Checkpoint**  
Traffic Records/Automation in Use

## IMPAIRED DRIVING

### Overview

Virginia continues to address and implement effective, statewide programs to reduce crashes, injuries and fatalities resulting from impaired driving. In 2004, the Commonwealth's death rate for alcohol/drug related fatalities was 0.43 deaths per 100 million miles of travel. In 2004, 37 percent of all traffic fatalities in the Commonwealth were alcohol-related and 17 percent of the total were within 15-20 years of age, below the legal age for consumption of alcoholic beverages.

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, Section 163 (.08) funds, and 154/164 transfer funds. Virginia plans to maintain and enhance 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. These efforts should enhance Virginia's goal of decreasing its overall fatality rate from 1.17 to 1.0 by 2008.

### Impaired Driving Performance Goal:

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

In alcohol-related crashes for 2003 vs. 2004, there was a 5 percent decrease in fatalities, a 1.18 percent increase in injuries, a 1.02 percent increase in crashes and 2.21 percent decrease in alcohol-related fatalities (ages 21-35). Overall, Virginia met its goal of decreasing alcohol-related fatalities, but did not meet its goals of decreasing crashes and injuries.

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

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

### Accomplishments:

#### DUI Checkpoint Strikeforce Campaign

This campaign is held July 4<sup>th</sup> and January 4<sup>th</sup> to prevent, deter and/or reduce incidence of drunk driving in Virginia via raising awareness of sobriety checkpoints (in concert with NHTSA's Mid-Atlantic [Region III] *Checkpoint Strikeforce* campaign and local law enforcement). The

objectives include: increase perceived risk of arrest for drunk driving in Virginia; to build community support for sobriety checkpoints; target high-risk drivers (21 – 35 years of age); incorporate state and local law enforcement partners into the Virginia campaign via broad-based, paid radio campaign; communicate a number of proactive, pro-public and transportation safety messages to the motoring public; help increase visibility and viability of sobriety checkpoints as a means to identify and apprehend drunk drivers in Virginia; and to educate Virginians about drunk driving laws regarding the same and how drunk driving impacts peoples' lives. Virginia officials conducted at least one sobriety checkpoint every single week between July 4<sup>th</sup> and January 4<sup>th</sup>; and conducted a statewide survey of 700 adult Virginians (including an over-sample of 300 males ages 21 to 35).

### **Virginia Commonwealth University**

Virginia Commonwealth University was funded to hire staff to assist with the implementation of the Task Force's recommendations to combat driving under the influence of alcohol and drugs. Specific tasks included tracking and monitoring recommended legislation, researching data needed to support legislation proposals and other recommendations required by Department of Motor Vehicle, the Secretary of Transportation and the Secretary of Public Safety. Final report will be completed in 2006.

### **Mothers Against Drunk Driving (MADD)**

MADD Virginia hired its first full-time Program Specialist to coordinate all outreach efforts on drunk driving and underage drinking. This position allows MADD to be hands on in communities across the state providing information, resources, trainings and links. MADD trained over 90 elementary school teachers in Protecting You/Protecting Me, the elementary school prevention curriculum that helps establish clear understanding of the impact of alcohol on the brain and reasons why it is important not to drink until you are 21. MADD participated in many weeks of school assembly outreach programs that target high school students and making good choices regarding alcohol. They distributed thousands of pieces of literature and spoke to thousands of people educating them about the dangers of driving after drinking alcohol. MADD provided 4 statewide training opportunities for over 30 individuals to be trained in subjects that will help MADD achieve its mission. MADD also assisted others by staffing and providing volunteers to attend trainings to learn about state of the art means of addressing drunk driving.

### **Department of Alcoholic Beverage Control (ABC)**

ABC was funded to conduct the 19<sup>th</sup> Annual College Conference. Entitled *Taking Stock: Where We've Been, Where We're Going*. The conference was held to provide a forum for educators, college law enforcement officials, youth, and social service providers to discuss the prevention and environmental strategies of handling underage drinking and drunk driving among college students. There were 188 attendees including keynote speakers and members from the Virginia College Alcohol Leadership Council who represented various colleges, government agencies, community organizations, and law enforcement.





**DUI Sobriety Checkpoint**

## MOTORCYCLE SAFETY

### Overview

The Commonwealth of Virginia continues with its primary objective to promote motorcycle helmet usage and increase the number of properly licensed and trained riders. The Virginia Rider Training Program (VRTP), which oversees motorcycle safety in Virginia, has earned a solid reputation in the motorcycle safety community as an exceptional organization, maintaining the integrity of motorcycle safety training while training a large number of novice and experienced riders. It is not an easy balance, keeping the quality of instruction while accommodating the ever increasing number of students who want to learn how to safely ride a motorcycle. As the population becomes more "mature", the number of people interested in and riding motorcycles has increased. In 1989, the VRTP trained 400 students each year. In 2004, over 10,000 students were trained. The VRTP continues to make strides in student training and awareness and maintaining a low incidence of impaired motorcyclists.

### Motorcycle Safety Performance Goal:

To reduce the motorcycle death rate in Virginia.

In 2003 vs. 2004, there was a 13 percent increase in motorcycle registrations and a 3.45 percent increase in motorcycle endorsements. There was a 17 percent increase in motorcycle crashes and forty-three percent of the total motorcyclists killed were aged 21-40.

### Motorcycle Statistics

Calendar Year	Motorcycle Endorsements*	Motorcycle Fatalities	Motorcycle Fatality Rate **	Motorcycle Crashes	Motorcycle Crash Rate **
1998	194,112	41	21.1	1231	63.4
1999	197,513	38	19.2	1320	66.8
2000	201,832	45	22.3	1525	75.6
2001	246,065	44	17.9	1743	70.8
2002	255,775	54	21.1	1648	64.4
2003	263,649	56	21.2	1713	65.0
2004	272,754	56	20.5	2000	73.3

\*Virginia licensed drivers with motorcycle endorsements.

\*\*Fatality and crash rates per 10,000 motorcycle endorsements

### Accomplishments:

#### Motorcycle Safety Education and Awareness

The Virginia Rider Training Program, in conjunction with the Motorcycle Safety League of Virginia Incorporated (MSLVI), was funded to promote motorcycle safety and awareness. VRTP has experienced motorcycle safety instructors throughout the state to provide quality motorcycle rider education and training to both novice and experienced motorcyclists. In 2005, VRTP conducted 4 ridercoach instructor preparation courses certifying 29 new rider coaches; conducted 10 ridercoach instructor (2 day update) sessions updating 335 ridercoaches for the training season; conducted 23 DMV motorcycle license examiner trainings certifying 178 examiners; conducted 7

sidecar/trike training courses training 48 students; sent 6 Virginia Chief instructors for professional development and learning resource center training; acquired materials for 8 Motorcycle Awareness kits for high school driver education classes; sent 71 instructors for training site support around the state. In addition, staff painted/ repainted 29 motorcycle training ranges and DMV m/c testing ranges; and conducted 42 site/instructor monitoring visits.



**Sidecar/Trike Training Course**

## AGGRESSIVE DRIVING/SPEED

### Overview

Aggressive drivers are becoming more common and more dangerous on our congested roadways. Speeding is a crime in and of itself, but it's also a major component of aggressive driving. Speeding is one of the most common causes associated with crashes, according to the National Highway Traffic Safety Administration (NHTSA). Speed is a factor in 31 percent of all fatal crashes, killing about 1,000 people in the U.S. every month. In 2003, more than half of the traffic-related fatalities in the Washington, DC area involved excessive speed. Also, according to NHTSA about 43 percent of drivers were more concerned about tailgating, speeding, rage while driving, and reckless driving maneuvers than any other danger. Eight out of 10 motorists said aggressive drivers are a greater danger than terrorists.

### Speed Performance Goal:

To reduce speed-related crashes in Virginia.

In 2003 vs. 2004, there was a 20.7 percent decrease in speed-related crashes. Speed-related injuries decreased 20.1% and speed-related fatalities decreased 5.4%.

Calendar Year	Speed-Related Death Rate	Speed-Related Injury Rate
1999	0.43	26.76
2000	0.49	27.30
2001	0.44	26.60
2002	0.52	31.30
2003	0.51	32.02
2004	0.47	24.94

Note: Death/Injury rates per 100 million miles

### Accomplishments:

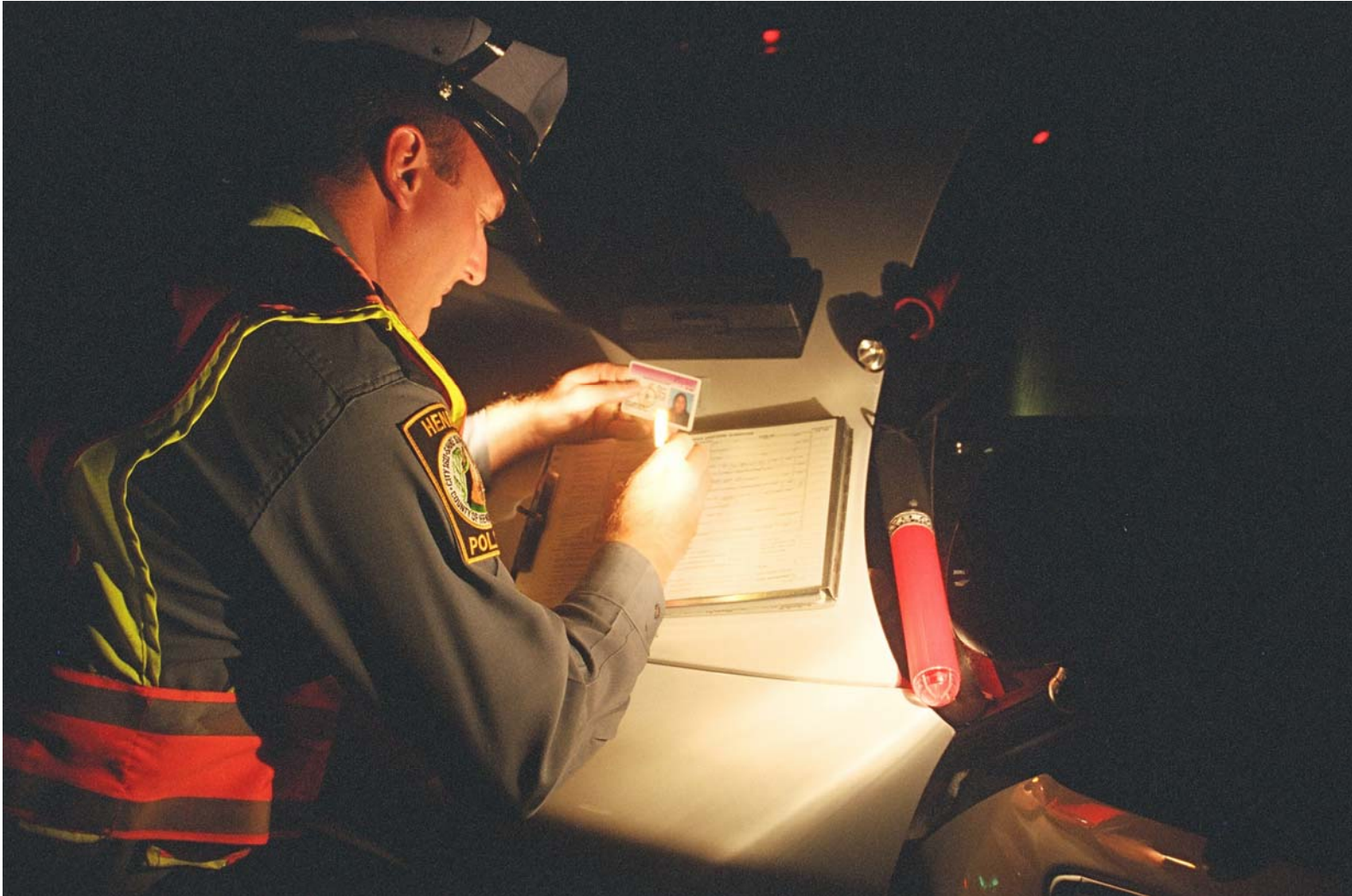
#### Selective Enforcement Efforts

Local and state law enforcement conducted successful selective enforcement projects across the state to enforce Virginia's traffic safety laws. Activities to increase correct occupant protection usage and to prevent impaired driving conducted under campaigns such as Click It or Ticket and Smooth Operator garnered over 453,00 citations and warnings.

#### Smooth Operator Program

The Smooth Operator Project is a unique public safety initiative addressing the issues of aggressive driving. The 2005 press conference kickoff was held on June 21. In addition to the kickoff, Smooth Operator activities included 4, week long enforcement waves that involved the states of Virginia and Maryland and Washington, D.C., along with federal agencies and a partnership with private interest groups. The Smooth Operator Project addresses driving actions that demonstrate a conscious and willful disregard for safety. Some of the offenses are: (1) Running red lights and stop signs (2) Following to close (3) Changing lanes unsafely (4) Failing to yield right of way (5) Improper passing (6) Speeding and (7) DUI/DUID. To combat these actions, a five pronged approach of enforcement, public information/education, technology, driver

improvement and evaluation is used. There were 21 participating agencies involved in Smooth Operator. The total number of citations given for all 4 waves during the 2005 Smooth Operator campaign was 74,900. All drivers, including truck and bus drivers, in DC, Maryland and Virginia, were the targeted audience. The ultimate goal is simple – saving lives by reducing death and injury from aggressive driving crashes on our highways.



**Henrico County Police Department**

# **Summary of Secondary Emphasis Areas**

## **COMMUNITY TRANSPORTATION SAFETY PROGRAMS**

### **Overview**

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

### **Community Transportation Safety Countermeasure:**

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

### **Accomplishments:**

#### **Governor's Transportation Safety Awards Program**

On May 19, 2005, 17 individuals/organizations/programs were awarded the Governor's Transportation Safety Award for their outstanding achievements in and contributions to transportation safety in Virginia. The awards are given in various categories for special individual and/or group accomplishments, major projects and outstanding programs. The awards are sponsored by the Virginia Transportation Safety Board that is comprised of citizens appointed by the Governor.

#### **Judicial Transportation Safety Conference**

The Judicial Transportation Safety Conference was held to provide district and juvenile court judges an opportunity to receive and share new and innovative strategies and concepts in highway safety. The conference also educated judges on the latest issues regarding impaired driving, occupant protection and juvenile licensing procedures. Approximately 123 judges attended.

#### **Governor's Highway Safety Association Conference**

In 2005, Virginia hosted the Annual Governor's Highway Safety Association Conference in Norfolk, Virginia. Over 450 highway safety advocates from state, federal, local, and non-profit organizations from around the country who attended the conference were informed of the latest in new technology, highway safety programs and legislation.

#### **Military/Civilian Workshop**

In November 2005, Virginia conducted the Military/Civilian Workshop in Fort Eustis, Virginia. This workshop provides a positive forum for shared ideas and concerns and serves to strengthen relations between state agencies, military personnel and civilians to have a greater impact on transportation safety in Virginia.

#### **Mature Driver Task Force**

The Mature Driver Task Force was created to examine the changes in the mature driver group. As the Baby Boomers age, these drivers are being more active longer and are continuing to drive

longer. This group examined the problems and offered recommendations to the Administrative and Legislative branches of Virginia government. The task force was broken down into three groups and each group examined topics related to their group. The three groups were Education and Outreach, Recognition and Intervention, and Transportation and Infrastructure. Each group filed a report based on their recommendations.

### **Youth of Virginia Speak Out (YOVASO)**

YOVASO has three main goals: to Educate teens about traffic dangers and how to stay safe, to Encourage them to take ownership of the problem and do something about it, and to Empower them with the tools and resources they need to make a difference in their lives and the lives of their peers. Summer and winter retreats were held that provided networking opportunities with students from other schools around the state. Future plans include expanding YOVASO into targeted areas of the Tidewater, Shenandoah Valley, and Northern Virginia regions of the state; and partnering with Erie Insurance, sponsors of the safety program Lookin' Out, which will provide schools the opportunity to apply for up to \$2,000 from the Lookin' Out program for traffic safety awareness, upon completion of the YOVASO program.

### **Virginia Commonwealth University Transportation Safety Training Center (TSTC)**

TSTC was funded to provide training and technical assistance to state and local public safety personnel and other individuals. Technical assistance was provided to assist the Commonwealth's public safety/service agencies and organizations, concerned with transportation safety. It included training, curriculum development and technical services regarding transportation safety needs. The TSTC also hosted the Virginia Traffic Records forum which highlighted the Micro Traffic Record System and data analysis, TREDIS, Police Crash Reports (FR300P), and innovative traffic records systems being used by localities in Virginia. There were 119 attendees.

### **Department of Education**

The Department of Education's school bus safety program continues to work closely with partners to address the incidence of recent school bus crashes where two students were fatally injured. Areas which will continue to be a major focus include a thorough review of the crash causation, including the driver; different approaches to the licensing aspect (locating and correcting any deficiencies in the process from skills testing by third parties to DMV examiners, criminal history, education, any mental or physical deficiencies that were never detected or reported prior to the driver being licensed.)

## EMERGENCY MEDICAL SERVICES

### Overview

Virginia's Office of Emergency Medical Services is an organizational unit within the Department of Health that is responsible for licensing all EMS agencies, certifying all pre-hospital EMS personnel, designating trauma centers, and providing technical assistance and support to local governments, hospitals, other agencies, and regional EMS councils. With the increased awareness of emergency services activities by localities, appropriate training programs are required on an on-going basis.

### Accomplishments:

#### **Emergency Medical Services (EMS)**

The Office of EMS provided continuing education courses in the treatment of persons injured in motor vehicle crashes, terrorist attacks, disasters and other emergency medical incidents. The training was offered to the 35,000 EMS personnel in November at the Virginia EMS Symposium, the largest such training event in the country. There were 1,800 personnel trained in over 250 classes offered on a diverse range of training topics that addressed current state and national emergency medical services requirements and issues.

#### **VCU Emergency Medical Services**

VCU-VA EMSC/Saving Kids' Lives program's goal is to improve the data analysis methodology used to describe and evaluate emergency medical care for children; improve EMS/EMSC systems development on a regional level; expand the availability of pediatric injury prevention, first aid and CPR programs. VA EMSC worked with 11 regions on the system development activities that include pediatric training. Children represent a unique subset of highway crash injuries and fatalities, with special training and equipment the confidence of EMS professionals are improved, reducing the death and serious injury rate as well as time of traffic tie-up on the highways. Increased skills and competencies gained through these educational initiatives will provide a better response reducing morbidity and mortality of those involved in traffic crashes.



## PEDESTRIAN/BICYCLE SAFETY

### Overview

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

### Pedestrian/Bicyclist Safety Countermeasures:

Bicycle crashes increased by 3.6 percent as compared to 2003. In motor vehicle/pedestrian crashes for 2003 vs. 2004, there was a 2 percent decrease in crashes, a 0.7 percent increase in injuries and no change in fatalities.

### Accomplishments:

#### **BikeWalk Virginia**

BikeWalk Virginia is the statewide non-profit that works with the bicycle/pedestrian issues in Virginia. In FY04-05, BikeWalk Virginia planned and executed a statewide bike/ped conference in early May. This conference was extremely successful with 392 participants who learned about a variety of safety issues as they pertain to bike/ped. Sessions included everything from design standards to highlighting successful safety programs in Virginia and the surrounding areas. In addition to the annual conference, BikeWalk Virginia has also been charged with designing and implementing a School Pedestrian Safety and Bike Smart Education program. Working with other agencies such as the VA Department of Health and the VA Department of Education as well as members of the community, a curriculum has been established and is currently being introduced in schools. There was a "train the trainer" session held at the annual conference that enables educators throughout the state to begin implementing the curriculum.

#### **Virginia SAFE KIDS**

Virginia Commonwealth University Health System/Virginia SAFE KIDS was funded to educate children and caregivers to prevent children from being killed or injured in transportation related crashes. The state coordinator established 3 new Safe Kids Chapters. An enhanced web page was established that provides quick access to chapter locations by clicking on a VA map that lists the local chapters and the coordinators contact information. Four, free child passenger safety classes were held at the VCU Medical Center. Another partnership was developed with the Virginia Center for Health Outreach at JMU, enabling VA Safe Kids to partner with community health workers through a statewide team approach. The state coordinator attended the Bike Walk Virginia conference to increase partnerships for the safety of children as related to traffic initiatives. The latest project is the Safe Routes to School Program that encourages safe transportation for children to school. The number of schools participating in the program increased by three.

## **POLICE TRAFFIC SERVICES**

### **Overview**

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

### **Police Traffic Services Countermeasure:**

In 2003 vs. 2004, there was no change in the crash rate, a 3.0 percent decrease in the injury rate, a 4.9 percent decrease in the fatality rate and a 20.7 percent decrease in speed-related crashes.

### **Accomplishments:**

#### **Enforcement Efforts**

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

#### **Norfolk State University: Case Study**

Norfolk State University was funded to conduct a case study on the influence of community impact and educational outreach on the safety of young drivers in Norfolk, VA. The primary research focus: patterns of arrest for specific offenses; current violations in select neighborhoods; attitudes and behavior on the nature and context of violations; development of educational programs and a public education campaign to decrease violations. A final recommendations and report will be completed in 2006.

#### **School-Community Highway Safety Project**

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

## ROADWAY SAFETY

### Overview

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

### Roadway Safety Countermeasure:

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

### Accomplishments:

#### **Virginia Operation Lifesaver**

Virginia Operation Lifesaver (VAOL), a non-profit organization charged with the responsibility of providing information and education to the general public about the dangers associated with rail grade crossings, bridges, tunnels and trestles. VAOL conducted awareness to constantly remind the public that railroad tracks are private property and that trespassing is a crime. There are 83 certified presenters who routinely give approximately 600 presentations to groups, organizations, schools, and law enforcement (Grade Crossing Crash Investigation Course.) VAOL works in partnership with the Virginia Dept. of Education and funds the printing and distribution of booklets to driver education students in more than 400 high schools across Virginia. Also, VAOL is working with Liberty University and Randolph-Macon Woman's College in an on-campus information campaign to inform university students and staff on the dangers of rail grade crossings .

#### **Work Zone Safety**

The Department of Transportation was funded to conduct a Work Zone Safety project. This project educated the motoring public, especially young drivers, about the importance of driving safely in highway work zones through public awareness efforts. VDOT's "Put safety in everything you do" program focused on safety improvements to the Hazard Elimination project. It included constructing sidewalks and bicycle lanes; improving, modifying or constructing turn radius, turn lane, intersection, pedestrian crossing medians, signals, sidewalks and sidewalk extensions, add center left lanes, install pedestrian bridges, widen pavement/shoulders and improve alignment.

#### **Training and Continuing education**

The Department of Transportation was funded to provide training and continuing education to those responsible for traffic engineering practices and traffic records within the department. Personnel attended various training courses and conferences including the Traffic Record Forum, Traffic Engineering Technician Course, etc.

### Summary of FY05 Grant Funding Expended

	402	405	2003B	410	411	157IN	157INC	154	164	163	Total	% of Total
P & A	\$217,100									\$186,427	\$217,100	1.8%
AL	\$146,065			\$264,120				\$6,030,965	\$458,487	\$757,237	\$7,656,874	63.2%
CP	\$557,259										\$557,259	4.6%
EMS	\$34,009										\$34,009	0.3%
MC	\$130,357										\$130,357	1.1%
OP	\$76,320	\$348,754	\$129,181			\$547,262	\$231,711			\$14,107	\$1,333,228	11.0%
Ped/Bike	\$198,208										\$198,208	1.6%
PT	\$625,663										\$625,663	5.2%
RS	\$320,426									\$643,502	\$320,426	2.6%
SC	\$609,451										\$609,451	5.0%
TR	\$349,956				\$85,861						\$435,817	3.6%
TOTAL											\$12,118,392	

## **Summary of Paid Media**

### **Click It Or Ticket 2005 May/June Mobilization**

The 2005 Click It or Ticket Campaign (CIOT) began with law enforcement agencies conducting a pre-use survey the week of May 9, 2005. This mobilization occurred in May and included a large paid media campaign, earned media and an aggressive law enforcement mobilization. Virginia participated with many partners throughout the state, from non-profit agencies to military to other state agencies were asked to go to a location within their jurisdiction and conduct a visual survey of use for 100 drivers. Electronic media followed on May 16, 2005 with a very saturated schedule on radio and television that continued until the end of the mobilization on June 5, 2005. The media ran throughout the state. Post-use surveys with the same parameters as the pre-use surveys then followed, and well as a compilation of summonses written by the law enforcement agencies. There was also a pre and post attitudinal phone survey conducted in April and late June 2005. This survey was conducted by Virginia Commonwealth University, and the results are still being calculated. There were 328 earned media stories conducted. These were obtained largely by the law enforcement community, and included everything from television news stories, school assemblies, Military briefs, variable message signs, radio news stories, radio and television public service announcements, proclamations, posters, vehicle/truck magnets, and web sites. The paid media portion was a mix of radio and television in all the media markets in Virginia. The media plan was prepared and executed by the Tombras Agency (the NHTSA appointed advertising agency). The media budget spent was \$493,284.20 and ran from May 16-June 5, 2005. Results of what actually ran and how many "no charge" spots were run as part of the media negotiation are pending. The entire budget for 2005 for Click It or Ticket allocated was \$920,000.00. Other expenditures included training programs, both survey instruments, radio and television creative/production and overtime for law enforcement. Three hundred and ten (310) law enforcement agencies participated. This included police departments, sheriff's offices, and military police. The statewide use rate in 2005 increased to 80.4%.

During the mobilization (May 16-June 5) 62,348 summonses were written. Of these:

- ❑ 5,975 safety belt citations
- ❑ 1,004 child safety citations
- ❑ 1,132 DUI arrests
- ❑ 27,590 speeding citations
- ❑ 1,362 criminal offenses

Source of Funding: 157 Innovative  
Amount: \$920,000

## Smooth Operator

The **2005 Smooth Operator** social marketing campaign's sought to increase public awareness of aggressive driving behaviors and the destructive consequences around automobiles, trucks and buses, and support an intensive region-wide education and enforcement effort. In 2005, Smooth Operator worked with over 80 enforcement agencies from the three area jurisdictions. They conducted five one-week enforcement waves from May through September. The waves targeted all aggressive driving behaviors such as speeding, red light and stop sign running, unsafe lane changes and following other vehicles too closely. As a result of the law enforcement efforts during the five waves, nearly 390,500 citations and warnings were issued, 46% more than the number of citations and warnings issued last year (267,000). Since the beginning of the Smooth Operator's law enforcement efforts in 1997, nearly 1.5 million citations and warnings have been issued. The drivers receiving the citations and warnings have gotten the Smooth Operator message – the hard way. The overall theme for the Smooth Operator's 2005 public awareness and education campaign was, "SPEEDING, Tailgating, Unsafe Lane Changes, Running Lights & Stop Signs – COSTS & KILLS!" The 2005 campaign was aimed primarily at adult drivers 18 – 34. Special emphasis was given to male drivers during the times when aggressive driving behaviors occur – from 10 am to 8 pm.

### Radio Commercials

Radio commercial spots were used as the primary medium to reach drivers when they were in their vehicles. Two 60-second spots were produced and rotated during the schedule. One targeted males 18-34 and the other targeted all drivers of trucks and buses. A mix of several radio stations was used over the course of the campaign in order to reach as many people as possible. The campaign also purchased media time during Redskins and Ravens football game broadcasts in September.

In addition to the paid advertising schedule, radio stations aired the Smooth Operator message in fee-free public service announcements. Over the campaign, these PSAs reinforced the message to the public and offered added value to the media buy.

Over 3,395 radio spots were heard in 25 radio stations reaching nearly 640,000 people in the Washington, DC, Baltimore, Salisbury and Hagerstown markets. Several radio stations also conducted interviews about Smooth Operator.

There were 120 bus backs that were seen by area drivers each month over a two-month period during the campaign. The bus message was "Truck and bus drivers are looking out for you – please look out for them, too." In the Washington, DC market, It is estimated that 24,276,000 people saw the bus backs, 83% of the target audience. **Added Value:** A total of \$360,444.38 was spent on paid media advertising. In addition to the paid advertising, a total of \$144,685.00 was provided by radio stations and bus companies by airing the spots and displaying the bus backs in additional time slots for free

### Collateral Materials

1,000 brochures, 100,000 tip cards and 3,000 posters were produced in 2005. Washington and Baltimore area radio stations requested the materials, and they distributed them at various station events, malls, county fairs, athletic events and concerts. Posters were distributed to participating agencies and were seen at offices and public facilities.

A direct mail package was created in 2005 and was sent to 20,000 truck and bus fleet owners. It was designed to increase awareness of aggressive driving. It was intended to educate truck and

bus drivers about the situations that precipitate aggressive driving behavior and encourage appropriate responses. The package included an introduction to the program, a brochure and poster, and a CD-ROM for the fleet owner to customize materials such as paycheck stuffers for their own specific messaging needs.

## **PUBLIC RELATIONS ACTIVITIES**

The 2005 Smooth Operator program held a news conference in Washington, DC on June 21, 2005, emphasizing that aggressive driving behaviors – speeding, tailgating, unsafe lane changes, running red lights and stop signs costs and kills. The news conference resulted in more than 65 documented stories in newspapers, radio, TV and internet postings.

On July 21, 2005 a Smooth Operator event was held in Sykesville, MD. The members of the media were invited to the Maryland Public Safety Training Center to witness aggressive driving behaviors and experience what it feels like to be in a car traveling at high speeds, weaving between lanes and running red lights. This facility trains officers to look out for the aggressive driving behaviors that make roads dangerous. The event resulted in at least 27 TV news stories. It is estimated that the Smooth Operator message conservatively reached 6,000,000 people, the equivalent of 3/4 of the entire population of the District of Columbia, Maryland and Northern Virginia. The value of the media coverage gained by the television, radio, print and internet stories on the 2005 Smooth Operator campaign was estimated at \$283,315.00.

## **RESEARCH AND EVALUATION**

Riter Research, Inc. of Easton, Maryland conducted research studies of licensed drivers in the area before the beginning of the first public awareness campaign and after it ended in early September. Changes in awareness and attitudes as well as driving behavior were measured with telephone surveys of licensed drivers between the ages of 18 and 54 who live in the Washington, DC, Baltimore and Salisbury areas.

The following findings are for male drivers aged 18-34, the campaign's primary target audience.

- The awareness of men 18-34 recalling or seeing "any" public service messages which addressed driving behavior increased significantly over the course of the campaign – from 30% in May to 55% in September.
- Those recalling the message volunteered that it was about "aggressive driving," and awareness of the message increased during the campaign from a 27% to 44%.
- Awareness of the Smooth Operator message increased from 60% to 72% in the DC Metro and Maryland.
- Awareness of police efforts to crack down on aggressive drivers increased from 30% before the campaign began to 67% after the campaign ended.
- Awareness of the campaign message and aggressive driving behaviors among all adult drivers increased from 51% to 58%.

Source of Funding: 163 (.08) Incentive  
Amount: \$150,000

## 2004 DUI Checkpoint Strikeforce Campaign

The 2004 Checkpoint Strikeforce campaign ushered double-digit percentage increases in the campaign's target audience's.

- Ads heard across the Commonwealth via a \$602,892 radio buy featuring 17,718 (8,815 paid spots and 8,903 "added value" spots) professionally-produced *Checkpoint Strikeforce* radio ads specifically broadcast on 59 radio stations listened to by our key audience.
- In addition, 924 (plus an extra 642 "added value") *Checkpoint Strikeforce* ads ran in Spanish on Fredericksburg's *WYSK-FM*, Hampton Roads' *WRJR-AM*, Richmond's *WVNZ-AM* and Woodbridge's *WPWC-AM*.
- 2004 added value totaled \$ 791,084 worth of exposure for Virginia's *Checkpoint Strikeforce* campaign – \$ 163,557 more than in 2003.

## 2005 DUI Checkpoint Strikeforce Campaign

The 2005 DUI Checkpoint Strike Force event yielded 848,541 media impressions including 13 television placements in the Richmond market, alone. The late summer event effectively launched the broadcast of more than 15,000 Checkpoint Strikeforce radio ads on 62 Virginia radio stations. The ads, broadcast in both English and Spanish, run through the end of 2005 as a means of attempting to prevent drunk driving. Since the Checkpoint Strikeforce campaign's 2002 inception, alcohol-related traffic fatalities on Virginia's roadways have decreased by more than nine-percent (9.32%).

- Ads are highly-focused and research-based as well as follow the findings of this year's scientific, statewide, random-sample poll including that:
  - seven-out-of-ten Virginians viewed drunk drivers as a "serious danger" faced by drivers in the state;
  - nearly nine-in-ten (87%) of Virginians support the use of sobriety checkpoints in the Commonwealth;
  - however less than half (48%) of Virginians say that it is likely that someone would be stopped for driving after drinking.
  - Further polling questions reveal that the percentage of Virginians who think that such stops are likely climbs amongst those more aware of law enforcement efforts including the deployment of sobriety checkpoints. (In other words, increased awareness of the use of sobriety checkpoints may help deter drunk driving by increasing one's perception of arrest.)
  - Campaign launch atop Virginia Commonwealth University's Medical Center's helipad on August 25, 2005.

Source of Funding: 154 Alcohol (Transfer)  
Amount: \$763,250



## Street Smart Campaign

**The 2005 Street Smart**, a public education, awareness and behavioral change campaign in the Washington, DC, Maryland and Northern Virginia area, kicked off June 1, and ran from June 6 to July 3, 2005, for a four-week period. Law enforcement officials from the District of Columbia as well as Fairfax, Montgomery and Prince Georges' counties all participated in the Street Smart enforcement effort. The outreach campaign was targeted specifically to male drivers, 18-34, in the District of Columbia, Maryland and Virginia because they are the primary offenders in pedestrian safety issues. Special emphasis was also given to high density Hispanic areas as well as areas with a particularly high number of incidents. Pedestrians, cyclists, employers, driver education providers, judicial agencies, law enforcement and tourists were secondary audiences. The campaign utilizes news and advertising media, public awareness efforts, and, in some jurisdictions, increased law enforcement activity, to meet the challenges of pedestrian and cyclist safety. Over 3,400 posters were distributed to governments buildings, schools, libraries, parking garages and grocery stores, as well as at various public events throughout DC, Maryland & Virginia.

### 1) Radio Advertising

Two new radio advertising spots were produced in both English and Spanish versions to create passenger vehicle /pedestrian awareness of walking around trucks and buses. Spots were run in and around the Washington, DC metro area on stations that targeted drivers and pedestrians. Radio spots ran primarily Monday through Friday, 4 pm to 12 Midnight – with most spots concentrated from 4 pm to 8 pm. Spots ran on Tuesday, Thursday and Friday since data from DC, Maryland and Virginia showed these days had highest number of pedestrian/bicyclists accidents.

The total net reach of the radio spots that ran was 387,710, for a reach of 69%, and a frequency of 6.9. \*\* In addition to the paid advertising schedule of pre-produced spots, stations gave public service announcements, and sponsorships of news/weather/traffic reports

### Media/Materials Cost Added Value

Radio (713 spots) \$109,200 \$90,075  
Print (12 insertions) \$17,296 –  
Outdoor Media: \$93,254 \$11,500  
Bus Sides (50)  
Busbacks (164)  
Interior Cards (500)  
Collateral Materials: \$27,169 –  
Posters (3,400)  
Handouts (60,000)  
Blowups (5)  
Public Relations \$10,000 \$80,310  
on-air and taped interviews, and website exposure.

*\*Total impressions are the total number of times a message was heard or seen in a given schedule.*

*\*\*Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.*

## 2) Outdoor Media

Drivers and pedestrians were targeted with a variety of outdoor media messages. Bus sides, bus cards, and bus backs were revised and updated from previous campaigns.

In the Washington, DC area:

Fifty bus sides were placed on buses along corridors where there was a high incidence of pedestrian and bicycle injuries and fatalities. These gained total impressions of 5,087,000. Five hundred interior cards were displayed in Metro buses for a total impression of 984,000. These were placed at no cost to the campaign beyond manufacturing – an \$11,500 value. One hundred sixty four taillight displays, or bus backs, were created and placed on area buses. They were targeted to reach pedestrians running to catch buses as well as drivers in traffic. These resulted in total impressions of 14,844,000. Together, all outdoor media produced 20,915,000 impressions for the Street Smart campaign.

## 3) Newspaper Advertising

Newspaper ads ran in *The Washington Post Express*, as well as *Washington Hispanic*, targeted at the Hispanic market. Two ads were created; one aimed at general pedestrian awareness and one for specific pedestrian awareness of walking around trucks and buses. Sixteen ads ran in *The Washington Post Express* for total impressions of 2,800,000. Eight ads ran in *Washington Hispanic* for total impressions of 273,696. In all, 24 ads ran (480 total column inches) for total impressions of 3,073,696.

## 4) Literature

The 2005 campaign utilized handout brochures that were created in previous year's campaign as well as a tip card that was created specifically for this year's campaign. These handouts discuss safe ways for pedestrians to cross the street (by using the crosswalks and using pedestrian traffic signals) as well as giving tips to pedestrians, bicyclists and drivers for sharing the road. To meet bilingual needs, they are printed in English and Spanish. In 2005, they were distributed to participating organizations and in government buildings, schools, libraries, parking garages, and grocery stores, as well as at various public events.

## 5) Public Relations Events

The Street Smart Task Force kicked off the 2005 campaign with a news conference in Silver Spring, Maryland on June 1. The event resulted in a tremendous amount of coverage in various media, print, radio and web. Earned media attention coverage of the Street Smart campaign totaled \$80,310.

## 6) Added Value Media

In a public awareness campaign such as Street Smart, media outlets recognize the public service value of promoting the message. The 2005 campaign benefited from this added value media and helped extend the coverage of the audience and message – and the campaign's annual budget. Every one of the 10 radio stations Street Smart ran spots on gave free spots and/or free mentions or announcer read spots for the campaign – resulting in **\$63,800 in free radio spot coverage**. Viacom Outdoor, who manages transit advertising in many areas in the region, gave the campaign **\$11,500 in free interior card displays**, along with the paid placements. Clear Channel Outdoor, the company that manages bus shelters in the area, provided some bonus distribution as availability permitted. As of September of 2005, including free spots, distribution of information and Internet advertising, the total added value for the entire campaign added up to \$181,855.

## **7) Evaluation**

Evaluation through pre- and post-campaign surveys determined public awareness and attitudes toward pedestrian and bicycle safety. Research measured the change in awareness and attitudes as well as driving behavior that resulted from the campaign. Total added value: As of September of 2005, including free spots, distribution of information and Internet advertising, the added value for the entire campaign totaled 181,855.

There were 300 interviews conducted prior to the Street Smart Campaign and 300 conducted at the end of the campaign. Motorists selected at random from DC, Maryland, and Virginia that comprise the DC metropolitan area.

### **Major Conclusions:**

The public is very aware of laws pertaining to yielding to pedestrians in crosswalks; however, in spite of this knowledge, they readily report it is not likely that drivers will get a ticket for the infraction or law violation.

There is an increase in awareness of the Street Smart Campaign and police efforts to crack down on motorists who do not yield to pedestrians in crosswalks. But this did not translate into any short-term reported changes in behavior or beliefs or consequences if they violate the law.

Four long-term positive changes were reported.

1. The frequency of observing pedestrians who jaywalk or walk into the roadway without concern for motor vehicles has improved.
2. In 2002, 40% of motorists frequently observed pedestrians either jaywalking or walking into the roadway without concern for motor vehicles vs. 35% in 2005.
3. Observing drivers who do not yield to pedestrians in crosswalks has improved. In 2002, 76% of motorists reported they "frequently / occasionally" observed drivers who did not yield to pedestrians in crosswalks vs. 60% in 2005.
4. Drivers in 2005 were less likely to have had to swerve to avoid a pedestrian who was jaywalking or walking on the highway without concern for vehicle traffic in 2005 than in 2004 – 32% to 17%.

Source of Funding: 402 Pedestrian/Bicycle Safety  
Amount: \$75,000

## APPROVAL

The Virginia Department of Motor Vehicles is pleased to present the **2005 Highway Safety Annual Report**. The Annual Report provides a review of the progress Virginia made with its highway safety program.

I hope you will find that this publication will serve as a useful tool that successfully markets Virginia's accomplishments for 2005.

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David Mitchell  
Coordinator for Highway Safety  
Commonwealth of Virginia

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Date

## Enforcement and Awareness Campaign Pictorials



