



# VIRGINIA HIGHWAY SAFETY PLAN

**ANNUAL REPORT  
FISCAL YEAR 2012**

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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 2012:

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

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

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

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

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

**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 2011 is 8,096,604. Virginia has 7,636,407 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 5,662,416. 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 2,012 state troopers.

Virginia is very fortunate to be able to provide 73 Acute Care hospitals, and 14 Trauma Centers. Of these 14 centers, 5 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 FY12, the Virginia Board of Transportation Safety and Virginia Secretary of Transportation approved the award of 312 grants totaling \$17,508,122. Of that amount, \$382,875 was allocated from Section 402 funds for Planning and Administration to support highway safety program activities.

## 2012 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).

### Seat-Belt Use:

1. The majority of respondents reported always wearing seat belts while driving (93.3%) or riding as passengers (93.6%).
2. A little more than a third (38%) recalled law enforcement activity targeting belt use in the time period prior to the survey.
3. Approximately half of the respondents (46.4%) believed the chances of getting a ticket for belt use were "likely" or "very likely."

### Impaired Driving:

1. About half of the respondents (50.4%) 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), 20.4% *had* driven within two hours after drinking alcohol in the past 60 days.
3. Most (70%) believed the chances of arrest after drinking and driving were at least "likely."
4. Less than half of the sample (42%) recalled police activities targeting impaired driving in the time period prior to the survey. Even fewer 23.1% recalled seeing or hearing information about designated driving programs in the same period.

### Speeding:

1. Approximately half of the respondents (50.4%) reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone); (40.9%) reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).
2. Most respondents (61%) believed the chances of receiving a speeding ticket were "very likely" or "likely."
3. Less than a third (30.4%) recalled law enforcement activity targeting speeding in the past 30 days.

### Distracted Driving:

1. More than half of the respondents (60.7%) "seldom" or "never" talked on mobile phones while driving; only 1% reported not owning a mobile phone.
2. A significant majority (80.6%) said they "never" text while driving.

## 2012 Seat Belt Use in Virginia Survey (Summary of Findings)

The National Highway Traffic Safety Administration (NHTSA) issued new Uniform Criteria for State Observational Surveys of Seat Belt Use. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. This survey plan and its execution in 2012 represents Virginia's response to the requirement. NHTSA approved Virginia's protocol for this revised annual state survey to estimate passenger vehicle occupant restraint use on May 3, 2012. Virginia is fully compliant with the Uniform Criteria.

The research design conformed to the requirements of the Uniform Criteria and generated "the" annual estimate of occupant restraint use for adults and children using booster seats in the front seats of passenger vehicles. It is intended to update the sample of data collection sites every five years in order to have survey results that reflect geographic areas in which more than 85% of crash-related fatalities occur.

Vehicle Miles Traveled (VMT) in millions was used to weight the probability of counties being sampled. Specifically, a 5-year average VMT was used, obtained from the Virginia Department of Transportation database (2006 -2010), as the "measure of size" in a "probability proportion to size" (PPS) sampling procedure.

To ensure a representative range of VMTs across Virginia, counties were grouped into high, medium, and low VMT strata. The High VMT stratum was formed of counties with at least 1001 million miles traveled on average each year. The Low VMT stratum was formed of counties with less than 501 million miles average. The medium stratum was categorized between those two groups. This categorization, which was deemed reasonable, produced 21 "high", 15 "medium", and 21 "low" counties, a good balance of VMT clusters across the Commonwealth. Then, within each VMT strata, five counties were selected via PPS with average VMT as the weighting factor. This produced a group of 15 counties for consideration

Virginia employed the Census TIGER data for the selection of road segments. We excluded without exception any road segment that was not coded S1100 (primary), S1200 (secondary), or S1400 (local) from any county selected. Virginia also exercised the exclusion option allowed by the federal rule to remove S1400 local roads in counties that were not within Metropolitan Statistical Areas (MSAs).

Old Dominion University on behalf of Virginia recruited and hired seven Data Collectors. ODU recruited and hired two QC (quality control) Monitors in addition to the Project Director who acted as one of these. Data Collector and QC Monitor training was conducted at Old Dominion University in May 2012. It included lecture, classroom, and field exercises.

Overall, 13,632 vehicles were observed from 133 sites for which belt use for drivers and any front-seat, outboard passengers were known. These vehicles included a total of 16,678 occupants with belt use recorded. The "miss rate," or rate of "unknown" belt use (i.e., seeing an occupant but not knowing whether he or she was buckled up) was 4.42%, well below the maximum 10% allowed by the new federal code.

**The 2012 weighted seat belt use rate, calculated with the new methodology and sample, is 78.43%.** The unweighted use rate is 82.58%. The latter number does not account for the stratified random sampling used to choose the counties and road segments (VMT levels, segment lengths, selection probabilities) under NHTSA approved guidelines. Hence the reportable number is 78.43%.

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).

As part of Virginia's Government Reform the Board was dissolved effective July 1, 2012. However, the Board served and participated in the FY2013 grant process that was held in June 2012.

## Highway Safety Office Staff

Virginia's Highway Safety Office is comprised of headquarters staff members including the TRENDS 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 Representative:** The Commissioner of the Department of Motor Vehicles serves as the Governor's Highway Safety Representative.

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

**Governor's Highway Safety Office Director:** Provides direct oversight and is responsible for planning, organizing and administering the operations and programs of the Office of Highway Safety. Directs the administration of the Highway Safety Office to include Program Development and Implementation, in addition to Traffic Records, Planning, Research, and Evaluation.

**Policy and Planning Specialist II:** Provides support to the VAHSO/Director. Coordinates VAHSO administrative processes. Serves as the VAHSO legislative coordinator. Coordinates and develops Virginia's highway safety plan and annual report. Oversees the planning and implementation of the annual Judicial Transportation Safety Conference and Governor's Highway Safety Awards. Prepare and submit grant requests on behalf of the VAHSO.



**Deputy Director for Program Development and Implementation:** Development of problem identification and effective countermeasures. Responsibilities include comprehensive monitoring, tracking and evaluation of approved highway safety projects.

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

**Program Managers/Grant Monitors:** Responsibilities include monitoring and evaluation of approved highway safety projects within the various countermeasure areas; dissemination of information; public awareness campaigns and media events, and presentation of safety education programs.

**Highway Safety Traffic Records Supervisor:** Supervises staff responsible for managing statewide traffic crash data; providing analysis and data pertaining to traffic records and highway safety studies and countermeasure programs; developing performance measures for the HSP and the annual Highway Safety Evaluation Plan; and providing and updating traffic crash data on the agency web site.

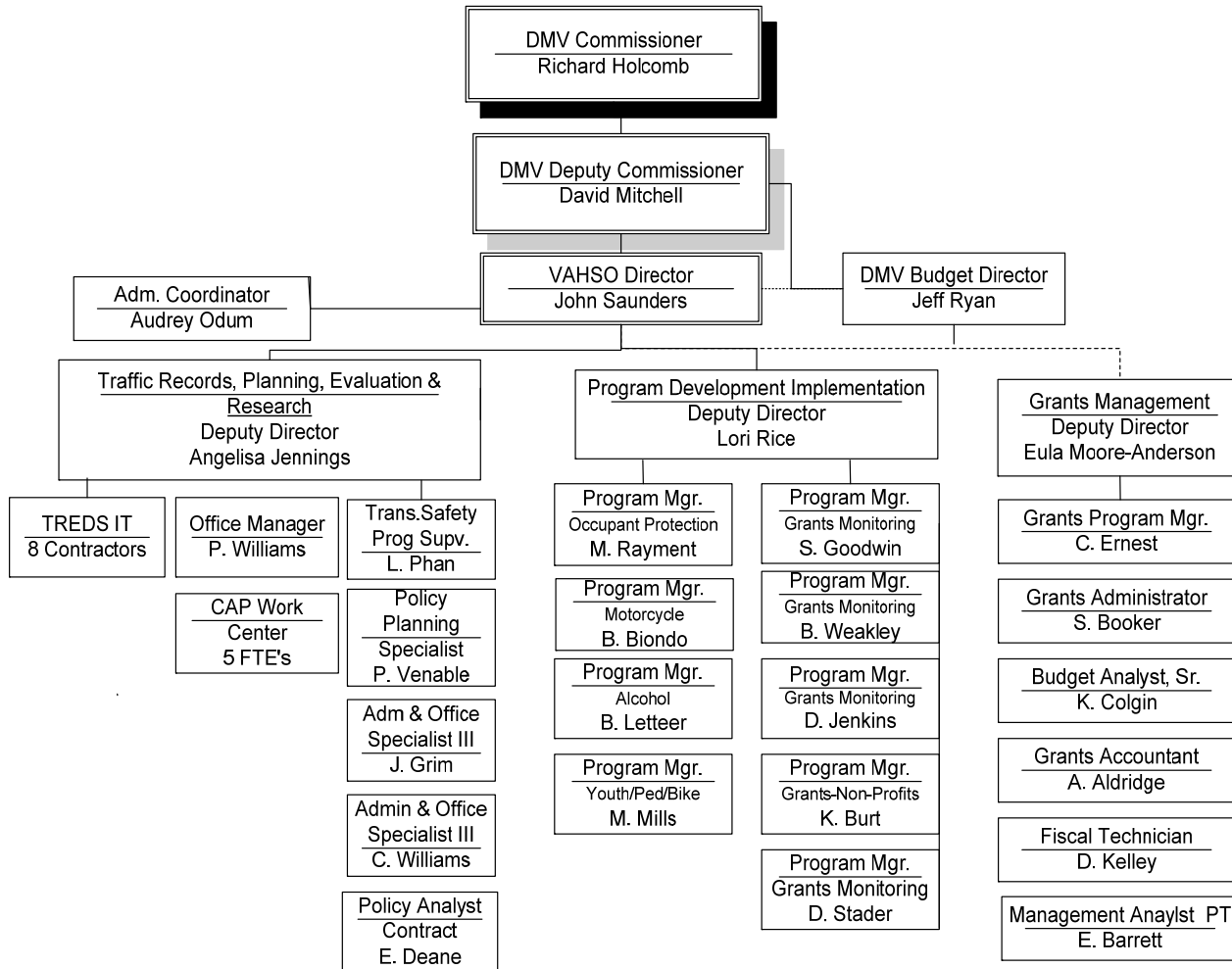
**Office Manager (TREDS Operations Center):** Supervises staff responsible for conducting Q and A of the state's electronic police crash reports as well as related DMV business processes.

**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.

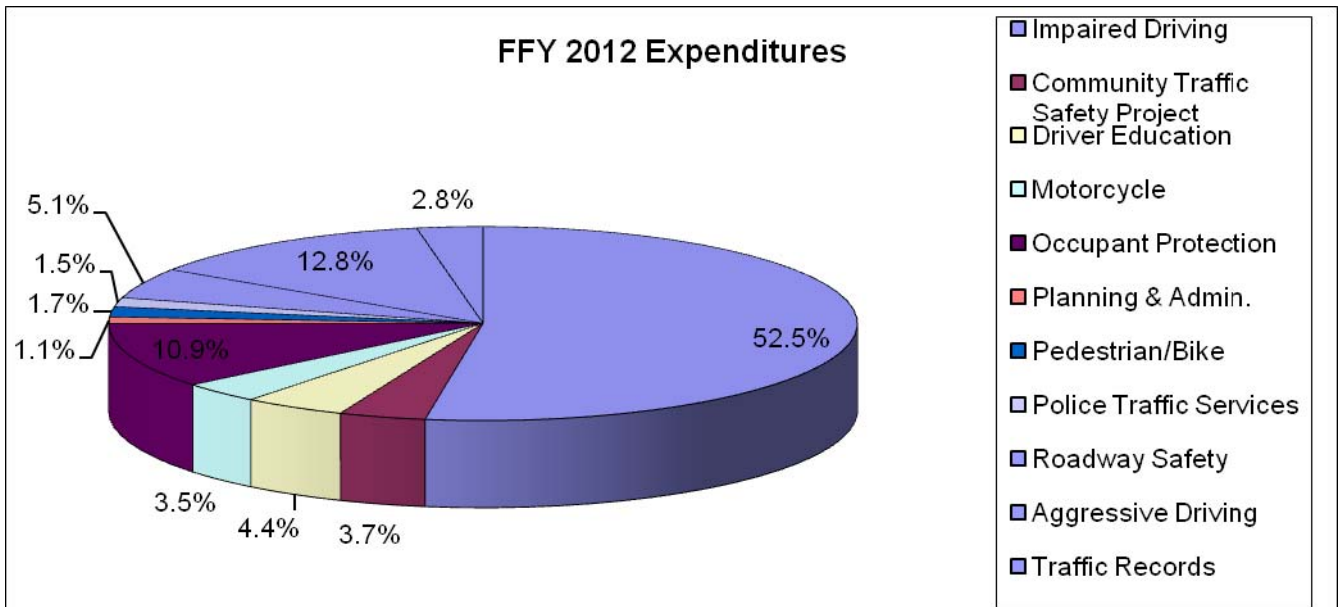
# Virginia Highway Safety Office Organizational Chart

Department of Motor Vehicles  
Virginia Highway Safety Office  
June 2012



**FINANCIAL SUMMARY - EXPENDITURES\***

Program Area	Program							Total Expenditures	% of Total
	402	405	408	410	154	2010	2011		
Impaired Driving	\$56,057	-	-	\$1,867,657	\$4,606,282	-	-	\$6,529,996	52.5%
Community Traffic Safety Project	\$464,351							\$464,351	3.7%
Driver Education	\$550,112							\$550,112	4.4%
Motorcycle	\$304,864	-	-	-	-	\$125,643	-	\$430,507	3.5%
Occupant Protection	\$26,082	\$1,077,738	-	-	-	-	\$249,780	\$1,353,600	10.9%
Planning & Admin.	\$133,942	-	-	-	\$0	-	-	\$133,942	1.1%
Pedestrian/Bike	\$211,131	-	-	-	-	-	-	\$211,131	1.7%
Police Traffic Services	\$188,539							\$188,539	1.5%
Roadway Safety	\$633,182	-	-	-	-	-	-	\$633,182	5.1%
Aggressive Driving	\$1,595,502	-	-	-	-	-	-	\$1,595,502	12.8%
Traffic Records	\$261,774	-	\$92,435	-	-	-	-	\$354,209	2.8%
<b>TOTAL</b>								<b>\$12,445,071</b>	<b>100.00%</b>



\*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 2012 - \$38,282,001

**Section 163/08 BAC Incentive Grant**

Funding is used to improve highway safety data in the Traffic Records Electronic Data System (TREDS).  
Total expended in FFY 2012 - \$164,157

## Driving Trends for 2011

In 2011 as compared to 2010 there were:

- 4,127 more total crashes – a 3.55% increase
- 24 more total fatalities – a 3.24% increase, and
- 1,964 more total injuries – 3.20% increase
- 92,892 more licensed drivers – 1.67%
- 70,559 more registered vehicles - .93%

### 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
2011	120,513	764	63,382	5,662,416	7,636,407	8,096,604	80,611	0.95	1.18

\* 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 1 percent from the 2010 calendar base year of 739 to 734.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Fatalities</b>	962	1,027	824	757	739	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 764 for 2011. Virginia did not meet its goal of 734.

**Goal** (C-2 Serious Injuries): To decrease serious injuries in traffic crashes 3 percent from the 2010 calendar base year of 11,736 to 11,384.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Serious Injuries</b>	21,260	19,796	16,528	13,120	11,736	11,384

### **Performance**

Virginia's serious injuries were 10,900 for 2011. Virginia surpassed its goal of 11,384.

**Goal** (C-3a): To decrease fatalities per 100M VMT from the 2010 calendar base year of 0.90 to 0.87.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Fatalities (per 100M VMT)</b>	1.19	1.25	1.00	0.93	0.90	0.87

### **Performance**

Virginia's fatalities per 100 million VMT 0.95 for 2011. Virginia did not meet its goal of 0.87.

**Goal** (C-3b): To decrease rural fatalities per 100M VMT from the 2010 calendar base year of 1.27 to 1.23.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Rural Fatalities (per 100M VMT)</b>	1.79	1.98	1.59	1.25	1.27	1.23

**Performance**

Virginia’s rural fatalities per 100 millions VMT were 1.37 for 2011. Virginia did not meet its goal of 1.23. Factors impacting this goal include the increase in run off the road fatalities.

**Goal**(C-3c): To decrease urban fatalities per 100M VMT from the 2010 calendar base year of 0.50 to 0.49.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Urban Fatalities (per 100 VMT)</b>	0.80	0.81	0.66	0.57	0.50	0.49

**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 million VMT 0.53 for 2011. Virginia did not meet its goal of 0.49. Factors impacting this goal were vehicles that ran off the road and struck object/other vehicle due to driver speeding or fail to maintain proper control and driver not having the right-of-way.

# 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 11-18, 2012. This was a statewide, high visibility enforcement and media campaign.

Additionally, as the result of a 2012 NHTSA Occupant Protection Technical Assistance Team working with the Highway Safety Office, an enforcement based pilot program was developed and begun with a goal toward lowering the incident of unrestrained night time fatalities. The City of Chesapeake Police Department agreed to work with the HSO (with Henrico County agreeing to be the control site). Data was utilized to determine where and when enforcement should be placed in the City. Law enforcement is deployed in those areas to aggressively enforce all traffic laws with particular attention being given to seat belt usage. Paid and earned media are also being used to support the law enforcement effort. This will be a multi-year project and began in May 2012 with two successive weekends of selective enforcement. It also continued in July/August 2012 and November 2012. Mobilizations in 2013 are also planned for March and May and will continue throughout 2013. There are not yet enough data points to determine any level of efficacy at this point, but it is hoped that Virginia and NHTSA will begin to see the effects

of this program in the coming year. It is further hoped that this will become a model program for other states to follow in the future.

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 the collection of seat belt survey data; 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 \$234,485 was used for seat belt survey data; \$527,385 was spent on media activity; \$195,676 was expended on various occupant protection education and training programs; \$120,191 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 approximately 14,525 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 49 distribution site training sessions were held and a total of 330 practitioners were trained for this program throughout the state. There are 152 distribution sites throughout Virginia serving low income families.



## **Education**

In addition to the Low Income Safety Seat Distribution and Education Program, Virginia has established 110 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 133 community seat check events in Virginia and inspected a total of 7,097 seats at these events. To keep the check stations CPS Techs up to date and provide regular communication with them, there were 4 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 properly installed child safety seats, a total of 16 ads in 7 different family/parenting magazines were placed. A 6-week distracted driving campaign aired from April 2 – May 13, 2012, coinciding with Distracted Driving Awareness Month. The 30-second television spot targeted drivers 18-49 years of age. The Northern Virginia coverage included 12 zones: Alexandria, Arlington, Culpeper, Fredericksburg, Loudoun, Prince William East and West, Shenandoah County, Spotsylvania-Stafford, Winchester, Fairfax, and DC DMA (district marking association). There were 3,153,329 gross impressions which included 432 paid 30-second spots and 432 bonus spots, for a total of 864 spots.

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. A total of 11 hospitals and 165 health care providers received this training and a total of 43,473 First Ride, Safe Ride patient and provider handbooks were distributed to health care providers.

A variety of support materials and educational resources are also available to citizens. 34,751 brochures, 10849 activity books, 232 DVD's, 27,174 low income program materials, and 43,473 First Ride, Safe Ride materials were distributed throughout the state. Virginia maintains a web site ([www.safetyseatva.org](http://www.safetyseatva.org)) and recorded 106,291 visits to the web site. There were also 26,077 downloads of web based material.

A total of 108 exhibits were conducted to promote child passenger safety and a total of 107 child passenger safety presentations were either given or supported by staff.

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. All calls were responded to within 48 hours of receipt.

## **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 2012 with a total of seven 32 Hour CPS Technician Certification classes completed that resulted in 102 new certified child passenger safety technicians-52 of which were State Police Troopers. In addition, Virginia completed one Child Passenger Safety Special Needs training class. 15 students successfully achieved this level of training. Refresher Training goals were met with the completion of 23 classes resulting in the recertification of 37 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 FY12, Virginia received Section 2011 federal funding in the amount of \$252,029 for child safety and child booster seats. Approximately \$249,780 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 conducted in November 2011 and May 2012. Another campaign is planned November 11-18, 2012.

**Goal:** (C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 2 percent from the 2010 calendar base year of 307 to 301.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Unrestrained Passenger Vehicle Occupant Fatalities</b>	451	461	374	322	307	301

### Performance

The number of fatalities as a result of not using a safety belt restraint is 300. Virginia surpassed its goal of 301.

## 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	63,420	15,687
2012	78.3*	**	**

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

\*\*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 2012 and one week in November 2012.
2. To cover 85% of Virginia's population with law enforcement participating in the Click It or Ticket (CIOT) Campaign by June 2012.
3. To conduct pre-and-post mobilization observational surveys of safety belt use by June 2012.
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 2012.
5. To conduct at least 4, 32 Hour Child Passenger Safety Technician Certification Classes regionally to meet the NHTSA standard by September 2012.
6. To continue working with Chesapeake PD and partners in an effort to create an evidence based program to reduce unrestrained night time fatalities.

### **Accomplishments**

1. A statewide, high visibility seat belt enforcement campaign, with media coverage, was conducted for a two week period during May 2012 and a one week "mini mobilization" during November 2011. During the month of May 2012 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 flat results. The official belt usage rate decreased to 81.81% to 78.43%\* (this number is reflective of new survey design)
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.

5. During the federal fiscal year, The Virginia Department of Health provided approximately 14,525 child safety seats to lower income families through 152 sites throughout the state. The seats issued are the Titan five point convertible seat and the Maestro belt positioning booster seat.
6. An enforcement based pilot program was developed and begun with a goal toward lowering the incident of unrestrained night time fatalities. The City of Chesapeake Police Department agreed to work with the HSO (with Henrico County agreeing to be the control site).

Virginia's 2012 seat belt use rate was 78.43% a decrease from the 2011 rate of 81.8%. Using the statewide survey and additional surveys that are conducted every six to eight weeks, the lower use areas will continue to be worked with to increase seat belt use. Some of these targeted communities where education and enforcement efforts were prioritized are beginning show reliable increases in seat belt use. 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: 58 television news stories, 62 radio news stories, 75 press conferences and news releases, 58 school activities, and the distribution of 4,097 posters, magnets and window clings. 121 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 260 checkpoints, 13 proclamations, 1,735 public service announcements, 78 print news stories as well as 292 other forms of earned media, for a total of 6,849 earned media impressions. The number of participating agencies was 225 with 616,811 normal hours worked and 218,763 overtime hours worked.

## May 2012 Click It or Ticket Mobilization Results

Citation Type	Citations Written
Seatbelt	5,612
Child Safety Seat	1,464
Speed	28,936
Reckless Driving	7,005
DUI/DUID	1,310
Underage Drinking	168
Stolen Vehicles Recovered	101
Felony Arrests	1,219
Weapons Seized	106
Fugitives Apprehended	154
Suspended/Revoked	2,765
Uninsured Motorists	314
No Operators License	4,428
Drug Arrests	1,145
Other	36,143
Open Container	124
Juveniles arrested for zero tolerance law	19
<b>Total Citations Written</b>	<b>91,013</b>

## 2011 Click It or Ticket November Mini-Mobilization Results

Citation Type	Citations Written
Safety Belt Citations	1,872
Child Restraint Citations	599
Speeding Citations	11,681
Reckless Driving Citations	2,263
Adult DUI/DUID Arrest	1,360
Felony Arrests	2,971
Juveniles cited for Underage Drinking Violations	131
Juveniles arrested for zero tolerance law	6
Weapons Seized	19
Fugitives Apprehended	125
Suspended/Revoked Licenses	1,874
Uninsured Motorists	171
No Operators License	847
Drug Arrests	681
Stolen Vehicles Recovered	45
Open Container	41
Other	15,347
<b>Total Citations Written</b>	<b>40,033</b>

In addition, November 2011's mini-mobilization generated earned media totaling: 12 television news stories, 13 radio news stories, 24 press conferences and news releases, 22 school activities, and the distribution of 1,006 posters, magnets and window clings. 54 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 93 checkpoints, 101 public service announcements, 24 print news stories and 45 other earned media opportunities for a total of 1,394 earned media impressions.

The number of participating agencies was 108 working 110,660 normal hours worked and 5,499 overtime hours worked. Virginia State Police also participated and worked over 10,000 hours.

## 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 FY2012, 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

\$1,867,657 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 \$4,606,282 of its Section 154 funds on alcohol-related activity, including selective enforcement, equipment and media campaigns, and an e-citation and DUI tracking data project.

### DUI/DUID Convictions

Category	2005	2006	2007	2008	2009	2010	2011
Under Age 21	2,338	2,257	2,225	2,242	2,139	1,789	1,382
Adults	26,503	26,457	26,653	29,227	29,295	27,274	26,742
Unknown	99	70	63	0	0	0	38
Total	28,940	28,784	28,941	31,469	31,434	29,063	28,162

**Goal:** (C-5) To decrease alcohol impaired driving fatalities 1 percent from the 2010 calendar base year of 274 to 271.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Alcohol Impaired Driving Fatalities (FARS)</b>	298	303	294	227	274	271

**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 237 for 2011. Virginia met its goal of 271.

### 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.
3. The VAHSO will continue to support the Virginia Department of Criminal Justice Services in conducting the NHTSA/IACP Standardized Field Sobriety Testing basic and Instructor trainings.
4. The VAHSO will continue to provide the ARIDE training and will during 2012/2013 evaluate the reinstatement of the DRE program in carefully selected law enforcement agencies with Virginia.



## Accomplishments

1. Between the months of October 1, 2011 and September 30, 2012, the Virginia Highway Safety Office, supported local and state law enforcement agencies in conducting 5,176 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**

<b>Activity</b>	<b>Results</b>
Enforcement activities (saturation patrols and checkpoints)	5,176
Regular man hours	290,752
Overtime	131,574
DUI arrest	1,910
Safety belt citations	6,733
Child safety belt citations	2,029
Felony arrest	560
Stolen vehicles recovered	39
Fugitives apprehended	197
Suspended/Revoked licenses	7,726
Uninsured motorist	455
Speeding	25,748
Reckless driving	12,569
Drug arrest	257
Other violations	30,843
<b>Total Arrest/Summons</b>	<b>89,066</b>

3. The chart below provides an overview of 68 agencies and the Virginia State Police reporting on their activities during Drive Sober or Get Pulled Over National Crackdown. Overall, 222 reporting agencies submitted 76,094 grant funded citations. For FY13, grantees will be required to electronically report to TRENDS.

<b>Citation Type</b>	<b>Citations Written</b>
Safety Belt Citations	2,761
Child Restraint Citations	848
Speeding Citations	23,656
Reckless Driving Citations	8,233
Adult DUI/DUID Arrest	559
Felony Arrests	962
Juveniles Cited for Underage Drinking Violations	N/A
Juveniles Arrested for Zero Tolerance Law	N/A
Weapons Seized	16
Fugitives Apprehended	23
Suspended/Revoked Licenses	6,069
Uninsured Motorists	53
No Operators License	300
Drug Arrests	319

Stolen Vehicles Recovered	1
Open Container	28
Other	30,752
<b>Total Citations Written</b>	<b>74,580</b>

### **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.

Responsibility for developing training standards, record keeping and training scheduling has been transferred to the Virginia Department of Criminal Justice Services during FFY2012. The VAHSO has supported them with preparation of their grant application, printing of training manuals, distribution of training materials and other assistance as requested.

### **Advanced Roadside Impaired Driving Enforcement (ARIDE)**

Many law enforcement officers are trained in Standardized Field Sobriety Testing (SFST) and use the skills gained in the course as part of their overall enforcement of driving while impaired (DWI) laws. The ARIDE course expands these skills and knowledge by training law enforcement officers to observe, identify and articulate the signs of impairment related to drugs, alcohol, or combination of both, in order to reduce the number of impaired driving incidents as well as crashes which result in serious injuries and fatalities.

Three classes were held during FFY 2012 totaling 41 students.

- Lynchburg 2-14/15, 2012 (11 students)
- Va Beach 11-13/14, 2012 (7 students)
- Va Beach 5-24/25, 2011 (23 students)



2012 Checkpoint Strikeforce Campaign... "On Track to End Drunk Driving," read the headline of the Richmond Times-Dispatch's video coverage of the September 6, 2012 launch of Virginia's 2012 Checkpoint Strikeforce Campaign featuring Virginia Lieutenant Governor Bill Bolling. WRAP directed the 2012 regional traffic safety campaign surveying over 1,000 area residents relative to DUI enforcement, producing new radio and television spots and conducting an over \$1 million regional paid media campaign.

**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 \$1,595,502 of its NHTSA 402 funds on speed selective enforcement and equipment.

**Goal:** (C-6) To decrease speed-related fatalities 2 percent from the 2010 calendar base year of 239 to 234.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Speed Related Fatalities (FARS)</b>	297	341	246	302	239	234

**Performance**

Virginia’s speed-related fatalities for 2011 are 255. Virginia did not meet its goal of 234.

## **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.
2. VSP conducted phases 37-39 of the Air, Land and Speed operation during the 2012 grant period.
3. 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, 81, 85, and 95. 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 2012 grant year.

## **Operation Air, Land, and Speed Results**

### **FY2012**

**Phase 37:** June 23, 2012 (Time period reduced due to funding)

### **Results**

<b><i>Interstate 81</i></b>		<b><i>Interstate 95</i></b>		<b><i>Total</i></b>	
Speed	692	Speed	487	Speed	1,179
Reckless	105	Reckless	207	Reckless	312
DUI	2	DUI	2	DUI	4
Safety Belt	30	Safety Belt	61	Safety Belt	91
Drug/Felonies	4	Drug/Felonies	8	Drug/Felonies	12
<b>TOTAL</b>	<b>1,073</b>	<b>TOTAL</b>	<b>1,339</b>	<b>TOTAL</b>	<b>2,412</b>

Highway fatalities – 0

**Phase 38:** August 18, 2012 (Time period reduced due to funding)

**Results**

<b><i>Interstate 81</i></b>		<b><i>Interstate 95</i></b>		<b><i>Interstate 64</i></b>		<b><i>Total</i></b>	
Speed	580	Speed	349	Speed	375	Speed	1,304
Reckless	79	Reckless	84	Reckless	77	Reckless	240
DUI	1	DUI	0	DUI	1	DUI	2
Safety Belt	18	Safety Belt	50	Safety Belt	29	Safety Belt	97
Drug/Felonies	6	Drug/Felonies	1	Drug/Felonies	1	Drug/Felonies	8
TOTAL	912	TOTAL	942	TOTAL	725	TOTAL	2,579

Highway fatalities – 0

**Phase 39:** September 22, 2012 (Time period reduced due to funding)

**Results**

<b><i>Interstate 81</i></b>		<b><i>Interstate 95</i></b>		<b><i>Interstate 64</i></b>	
Speed	594	Speed	393	Speed	301
Reckless	84	Reckless	181	Reckless	80
DUI	3	DUI	0	DUI	0
Safety Belt	25	Safety Belt	53	Safety Belt	22
Drug/Felonies	1	Drug/Felonies	7	Drug/Felonies	1
TOTAL	1,007	TOTAL	994	TOTAL	636

<b><i>Interstate 66</i></b>		<b><i>Interstate 85</i></b>		<b><i>Total</i></b>	
Speed	135	Speed	37	Speed	1,460
Reckless	46	Reckless	64	Reckless	455
DUI	0	DUI	0	DUI	3
Safety Belt	2	Safety Belt	1	Safety Belt	103
Drug/Felonies	2	Drug/Felonies	0	Drug/Felonies	11
TOTAL	270	TOTAL	126	TOTAL	3,033

Highway fatalities – 0

State Police personnel worked 3,281 man-hours during the 3 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 41 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.

<b><u>Fatalities</u></b>	<b><u>CY2010</u></b>	<b><u>CY2011</u></b>
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 objectives to promote motorcycle safety 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. Approximately 15,500 students are trained yearly.

In FY12, Virginia received \$146,287 in Section 2010 funds for motorcycle safety; approximately \$125,642 was expended on motorcyclist awareness. Another \$304,864 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
2011	372,072

**Goal: (C-7):** To decrease motorcyclist fatalities 3 percent from the 2010 calendar base year of 78 to 76.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Motorcyclist Fatalities (FARS)</b>	69	129	86	71	78	76

**Performance**

Virginia’s motorcycle fatalities for 2011 are 90. Virginia did not meet its goal of 76.

Note: Factors impacting this goal include more warm and dry seasons allowing for motorcyclist to ride longer during the year along with speeding, run off the road and being on the wrong side of the road due to driving too fast for condition of the roads, such as a curve, up/down hill, etc.

**Goal: (C-8):** To decrease unhelmeted motorcyclist fatalities 100 percent from the 2010 calendar base year of 1 to 0.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Unhelmeted Motorcyclist Fatalities (FARS)</b>	2	12	6	4	1	0

**Performance**

Virginia unhelmeted motorcyclist fatalities for 2011 was 1. Virginia did not meet its goal of 0.

**Motorcycle Crashes**

Year	2004	2005	2006	2007	2008	2009	2010	2011
<b>Crashes</b>	2,000	2,289	2,499	2,601	2,638	2,115	2,207	2,288

**Motorcycle Injuries**

Year	2004	2005	2006	2007	2008	2009	2010	2011
<b>Injuries</b>	1,802	2,006	2,206	2,284	2,404	2,239	1,981	2,036

**Strategies**

1. Promote 411 “Information You Can Live With”
2. Conduct on-site monitoring and evaluation of training facilities.
3. Maintain 20 sidecar trike training courses by June 2013.
4. Conduct crash investigation courses for law enforcement.
5. Collect and analyze motorcycle crash data.
6. Conduct 5 Total Control Advanced Riding Clinics.



## **Accomplishments**

1. PSA's ran randomly during the grant year on the 411 "Information You Can Live With" campaign.
2. On-site monitoring and evaluations of 196 training facilities/instructors was conducted.
3. Twenty-five sidecar/trike training courses were conducted.
4. Conducted 3 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 through TREDIS.
6. Conducted 5 Total Control Advanced Rider Clinics
7. Conducted a total of 54 professional Development Workshops

## 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.

**Goal: (C-9)** To decrease drivers age 20 or younger involved in fatal crashes 4 percent from the 2010 calendar base year of 107 to 103.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Drivers age 20 or younger involved in Fatal Crashes (FARS)</b>	171	167	144	111	107	103

### Performance

In 2011, drivers age 20 or younger involved in fatal crashes are 90. Virginia met its goal of 103.

### Strategies

1. To increase the number of education and awareness programs for the younger driver that focuses on developing safe and responsible driving practices.
2. To conduct teen-related safety campaigns to increase education and awareness as well as to create positive behavioral changes among young drivers.
3. To provide educational materials to the younger driver

### Accomplishments

1. Sixteen new schools joined YOVASO – Youth of Virginia Speak Out About Traffic Safety (YOVASO). Twelve of the new schools (75%) were in the designated expansion area (Tidewater, Greater Richmond, and Northern Virginia).
2. YOVASO sponsored 4 statewide safe driving campaigns that reached over 300,000 youth to provide educational and awareness activities. An estimated 100,000 youth were reached at the high school level per campaign.
3. Over 126,000 educational materials were distributed during the 4 YOVASO statewide campaigns.

4. AAA-Mid Atlantic Foundation and AAA- Mid-Atlantic hosted the “I Drive, Safe. Sober. Focused.” teen driver event reaching over 600 younger drivers with in the Henrico County driver education program. Interactive, educational activities were provided to educate the teen drivers on the dangers of making poor decisions when getting behind the wheel. The event also motivated the teens to drive and ride responsibly. Through this event over 9000 educational materials were distributed to the teen drivers.
5. Virginia State Police conducted a “Buckle Up Safety” youth training and Educational outreach event with two schools in the Southwest area of Virginia. Education presentations were presented at two high schools during their varsity basketball game and reached over 500 people.
6. The Department of Education conducted the Buckle Up Challenge with emphasis 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:

<b>School</b>	<b>Beginning Safety Belt Usage %</b>	<b>Ending Safety Belt Usage %</b>
Albemarle High School	92.7	93.2
Bassett High School	89	90
Bassett High School	85	95
Broadway High School	72	74
Bruton High School	93	98
George Wythe High School	78	83
Lafayette High School	86	94
Open High School	92	96
Prince George High School	89	94
Stuarts Draft High School	97	97
Loudon County High School	94	97

In addition to the Buckle Up challenge, the Department of Education was responsible for revising of the 45-hour Parent Teen guide that is distributed to the teen driver and their parent. During FY 2012, the Department of Education distributed 11,000 45-hour Parent Teen Guides.

7. Conducted “Beyond Distraction, A Safe Driving Program for Teens” in conjunction with the Eastern Virginia Medical Schools’ Center for Pediatrics. Activities included securing partners, approvals, collecting background data, developing materials, and planning a distracted driver intervention program designed for teenage drivers.

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

**Program Overview**

This initiative is to reduce bicycle and pedestrian injuries through improving roadway behaviors. Through this program bicyclist and pedestrians were educated on safe practices. Drivers were also being educated on sharing the road with the bicyclist and pedestrians.

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 2010 calendar year base of 76 to 74.

	Baseline Data					Goal
	2006	2007	2008	2009	2010	
<b>Pedestrian Fatalities (FARS)</b>	82	88	76	73	76	74

**Performance**

Virginia’s pedestrian fatalities for 2011 are 75. Virginia did not meet its goal of 74. Factors impacting goal were not crossing at an intersection, walking or standing in the roadway and entering the path of a vehicle. Data shows that pedestrians did not wear reflective clothing at night and on roadways with no lighting.

**Strategies**

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

**Accomplishments**

1. Virginia Bicycling Federation conducted 1 bicycle driver education class on the campus of Virginia Commonwealth University. This class had 11 students in attendance. The class covered topics such as Roads-Traffic-Where to Ride?, What’s legal and What’s not, Being see-More than just lights, and Skills to get out of a jam.
2. Bicycle and Pedestrian Awareness week was held to promote awareness and disseminate educational information on bicycle and pedestrian safety. This was a partnership between Bike Walk Virginia and Drive Smart.
3. Bike Walk Virginia bus advertisement ran in 5 markets (Richmond, Loudon, Harrisonburg, Petersburg, and Roanoke) to promote share the road in communities in Virginia.
4. Bike Walk Virginia hosted 4 free bicycle and pedestrian educational webinars.

## 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 FY12, Virginia expended approximately \$261,774 of its NHTSA 402 funds and \$92,434 of its Section 408 funds on TREDS and other traffic records activities. In 2010, DMV received Federal Highway Administration's (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 2011-12 – \$164,157. In addition \$904,614 of funding from the Federal Motor Carrier Safety Administration (FMCSA) was expended on TREDS improvements.

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

### Strategies

To continue to enhance TREDS with additional integrations and functionality.

### Accomplishments

1. Integrated with Center of Geospatial Information Technology at Virginia Tech to automate the real-time crash geospatial locating process.
2. Published the crash locations onto the Virginia Map to the public
3. Initiated system planning and design requirements to interface to and track convicted DUI offender's ignition interlock data.
4. Modified the Crash FR300 form to collect specific 'Texting' driver distraction and certified BAC values on drivers and pedestrians.
5. VA TRCC working team held planning meetings on eSummons pilot project. Team selected pilot vendor, three pilot sites and is working to finalize software to be used in pilot project
6. Integrated with Virginia EMS VPHIB (system) to collect traffic related EMS records data electronically. So far in 2012, TREDS has received 212 records.

## Roadway Safety Program Area

### **Program Overview**

Roadway safety is included in Virginia's public information awareness and education campaigns, the 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 approximately 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, 2012.

### **Performance**

1. The VAHSO conducted media buys to support 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 12, 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**

#### **2012 Governor's Transportation Safety Awards Program**

On June 6, 2012, 17 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.

#### **2012 Judicial Transportation Safety Conference**

The Judicial Transportation Safety Conference was held August 14 – 16, 2012 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. Through instructional interactive exhibits, judges were able to learn about programs that highlighted success with a transportation safety program.

#### **Virginia Trucking Association Foundation, Truck Safety Programs**

During FY2012, the Virginia Trucking Association (VTA) held 5 Safety Breaks throughout Virginia at several different Safety Rest Areas along the interstates. One of the five was held in conjunction with the May Click It or Ticket mobilization. Through the safety breaks approximately 2,100 of the general motoring public was reached. They were provided safety brochures including information on sharing the road, seat belts, aggressive driving, distractive driving, and the move over law. There was a community cart display set up at the Colonial Mall in Staunton, Virginia with all of the above mentioned safety literature. The safety breaks allowed for an opportunity to network with representatives from the Federal Motor Carrier Safety Administration, Virginia State Police and volunteers from member trucking companies.

Several of VTA's member trucking companies held NoZone presentations to local area schools including Pulaski, Christiansburg, Galax, Bland, Rural Retreat, Wytheville, Fort Chiswell and Chesterfield reaching more than 2,057 students and teachers.

### **Virginia Alcohol Safety Action Program**

The FY2012 grant funds were especially beneficial to VASAP with the enactment of the new Ignition Interlock Law. VASAP provided training to staff on topics with an emphasis on the impaired driver, managing high-risk impaired drivers, ignition interlock, and exploring the legal liability and confidentiality responsibility of the ASAP staff. The training was provided to 140 people whose positions have direct supervision of offenders charged with DUI and their affect on highway safety. Participants included VASAP Commission Members, ASAP Directors and ASAP Case Managers.

### **AAA Mid-Atlantic and Mid-Atlantic Foundation, “I DRIVE—Safe. Sober. Focused.”**

During the FY2012 grant cycle, AAA Mid-Atlantic and the Mid-Atlantic Foundation hosted a teen driver safety event with more than 600 Henrico County Public School driver education students and faculty at Richmond International Raceway for their “I DRIVE—Safe. Sober. Focused.” teen driver safety event. Throughout the two-day event, 81 volunteers from 18 traffic safety organizations and police departments led soon-to-be drivers through a series of interactive activities designed to educate them on the dangers of making poor decisions when getting behind the wheel and motivate them to drive and ride responsibly.

The students had the opportunity to take part in various activities such as the “River City Road Challenge”, a distracted driving golf cart course; a “Mock Trial”, over which Henrico Juvenile & Domestic Relations Court Judge, Rondelle Herman, presided. The Henrico County Commonwealth’s Attorney provided prosecutors and at which a student “defendant” was accused of texting and driving, drinking and driving, and too many passengers by a Henrico County Police officer. Additionally, Virginia State Police asked students to maneuver a course in a golf cart wearing Fatal Vision goggles giving them the perception of being legally drunk.

### **Youth of Virginia Speak Out About Traffic Safety (YOVASO)**

In FY2012, YOVASO continued to work to fulfill its mission of establishing and supporting peer-to-peer prevention and education programs in high and middle schools throughout the Commonwealth that address unsafe driving behaviors and the prevention of motor vehicle crashes, injuries, and fatalities among teen drivers. YOVASO experienced a 16% growth in member schools gaining 16 new member schools. To date, YOVASO has successfully established 107 active peer-to-peer teen safe driving programs in schools throughout the state. Approximately 75% of YOVASO’s growth was in Northern Virginia, Tidewater, and Greater Richmond where many of the Commonwealth’s top communities for teen fatalities are located. YOVASO has continued to expand its peer-to-peer concept to middle schools to instill passenger safety principles and safe driving behaviors in young students before they begin driving. Over 700 students from 73 schools received leadership training through YOVASO to prepare them to lead successful peer-to-peer safe driving programs in schools and communities, and to organize safe driving initiatives that target the key driving concerns for their individual schools. The teen leaders sponsored over 1,800 educational and awareness programs for teen drivers throughout the 2011-2012 school year.

YOVASO sponsored four competitive safe driving campaigns that focused on top concerns for teen drivers, such as seat belt safety, impaired driving, distracted driving, and driving during warm weather months. YOVASO also sponsored four campaigns that focused on dangerous driving times for teens, including Halloween, Christmas/New Years, Prom, and Graduation. Approximately 70 percent of member schools participated in the campaigns with each campaign reaching over 300,000 teens with educational and awareness messages. Participating schools sponsored over 1,800 educational and awareness safe driving activities in their schools and communities during the campaigns and distributed over 126,000 educational materials. The “Save Your Tail-Gate, Buckle Up Campaign held in the fall of 2012 increased seat belt use at participating schools by an average of 6 percent. YOVASO also expanded efforts to promote



the prevention of distracted driving by sponsoring a statewide “End Distracted Driving in Every State (EDDIES) Summit for 10 selected high schools from high teen fatality localities. YOVASO youth leaders and college trainers also participated in several national level programs to end distracted driving, including the National Distracted Driving Summit, the NBC Youth Panel on Distracted Driving, and the NOYS Global Youth Traffic Safety Month Media Event and Kickoff.

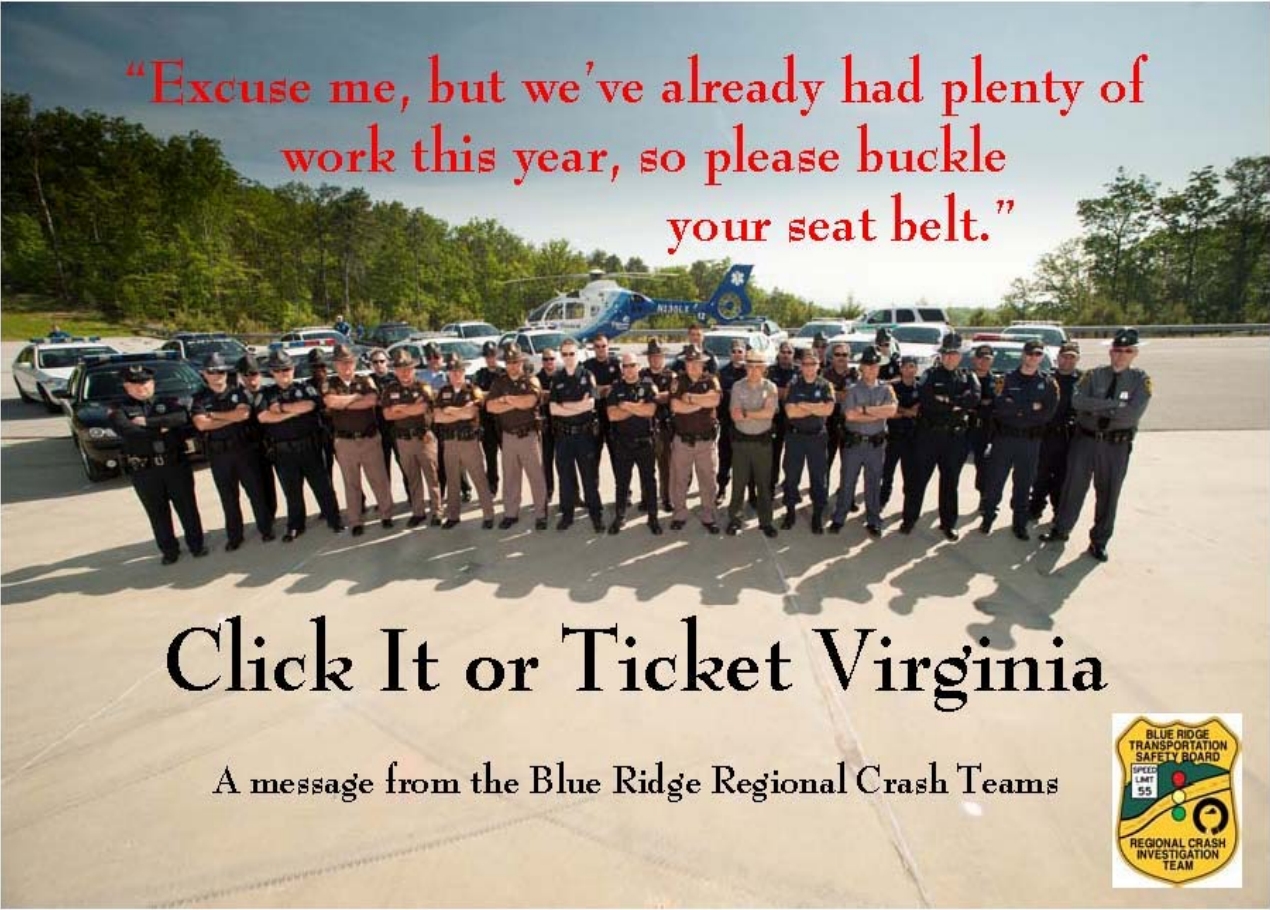
### **Virginia State Police**

During the FY2012 grant the VSP hosted two teen driving/buckle up safety events in Southwest Virginia. The events were held during area high school basketball game. At each of the events VSP brought in golf-cart-turned-DUI Simulator and brought students from the audience to try to steer the vehicle through a course wearing DUI goggles and then while texting on a cell phone. At each of the events a local trooper narrated the event and provided key statistics and messages related to the importance of always buckling up, avoiding distractions, and to never drink and drive. Through both events approximately 450 people were in attendance.

### **Virginia Commonwealth University – Get Real-Alcohol Choices and Consequences for Youth (GR-ACY)**

The GR-ACY program objective is to reduce alcohol/drug related injuries from motor vehicle crashes involving impaired individuals. GR-ACY is a multifaceted educational program designed to show juveniles the damage drugs, alcohol and poor decisions can cause themselves and others. As participants of GR-ACY observe emergency department admissions, visit the bedsides of intensive care patients and observe rehabilitation and support group sessions, they reflect and journal these experiences. Seeing the victims of poor choices in the hospital emphasizes the far-reaching impacts of drugs and alcohol, makes it real.

During FY2012 the GR-ACY project has offered 8 programs to 43 participants from Chesterfield County and the City of Richmond. Of the 43 participants 36 successfully completed the program. Each participant completes an evaluation prior to the start of the program and following the program. The results from the program show an improvement in the attitudes of those attending but a decrease was shown in their recidivism rates. In Chesterfield County where GR-ACY receives the most referrals there was a decrease in the number of alcohol related crashes injuries over 2010-2011, from 223 injuries to 197 injuries.



**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. Three 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](http://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 a 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.

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's continue to partner with private sector wherever possible. The Roanoke Valley Claims Association and P.A. Short Distributing have partnered with RCITs on several projects and several vendors have helped to sponsor training events.

## **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 2012 Mobilization, with particular attention to the target areas of low belt use as well as the Latino community. This was two weeks at a minimum of 250 GRP's per market and included a 1:1 ratio. Additionally, a \$150,000 budget was allocated for media to support another Click It or Ticket "mini-mobilization" in November 2011.

#### Method of Assessment:

Schedules will be provided of paid media to assess that all "time ran" as contracted and all required bonus 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, etc.

### **Accomplishments**

All goals were met with \$314,453.67 spent on paid media for radio, television, and cable through the media buying process for the May 2012 Click It or Ticket Mobilization. The VAHSO actually realized over \$397,890.96 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 2012 Mobilization resulted in a total of 16,256 radio, television and cable spots aired. It is worth noting that some of the typical delivery numbers were compromised because of the 2012 Presidential Election and the amount of political advertising that was running throughout the state as Virginia was declared a "battleground" state.

Additionally, 200 movie theater screens and on line advertising were placed in Hampton Roads and Northern Virginia in attempt to get more exposure where advertising costs are high.

This combination resulted in a total of 2,625,367 impressions and 7,379 click thrus to the DMV Click It or Ticket website.

The November 2011 media buy spent \$154,835 on paid media for radio, television and cable TV. The campaign consisted of 10,347 spots (including the bonus spots) that aired in areas where there is documented lower seat belt use.

The VAHSO also invested \$18,800 to promote seat belt use for the Colonial Athletic Association. 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 2012. Over a million people were exposed to a seat belt message during these tournaments. This was done through a variety of methods including electronic media, the CAA website, in arena banner, programs, in arena PA announcements, electronic scoreboard exposure, messaging in the student area, and on court event (musical seat belt chairs) and a display/exhibit with seat belt as well as other safe driving information at the entrance and exit of the arena.

### **Checkpoint Strike force**

#### Funding Allocated:

\$893,000 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 14,804 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 4,052,924 residents in Maryland, Virginia and the District of Columbia (as measured by known media impressions).

**Print & Online** – At least 70 print and online articles about the campaign were published.

**TV** – At least 90 television news broadcasts were viewed in markets across the region.

**Radio** – At least 16 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 a survey update conducted in January 2012, name recognition of —*Checkpoint Strikeforce* remains high, especially among the target audience, and perception of risk of arrest increased incrementally over the course of the campaign.

**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.

\*2012 Checkpoint Strikeforce data will not be available until after January 2013. These figures represent 2011 Accomplishments as reported in early 2012.

### **Street Smart:**

#### Funding Allocation:

Paid media allocated to television, cable and radio for this pedestrian safety program in the Northern Virginia area. \$116,616 was budgeted to be divided over two media cycles. One media campaign for fall 2011 and the other campaign during the spring of 2012.

#### 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**

\$116,616 was allotted for a fall and spring pedestrian bike safety media campaign. The campaign ran simultaneously with local law enforcement agencies selective enforcement campaigns.

### **Other**

An additional \$60,000 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 0.8 percent from the 2011 calendar base year of 81.8 to 82.5.

	Baseline Data					Goal
	2007	2008	2009	2010	2011	
<b>Observed Seat Belt Use Rate Survey</b>	79.9	80.2	82.3	80.5	81.8	82.5

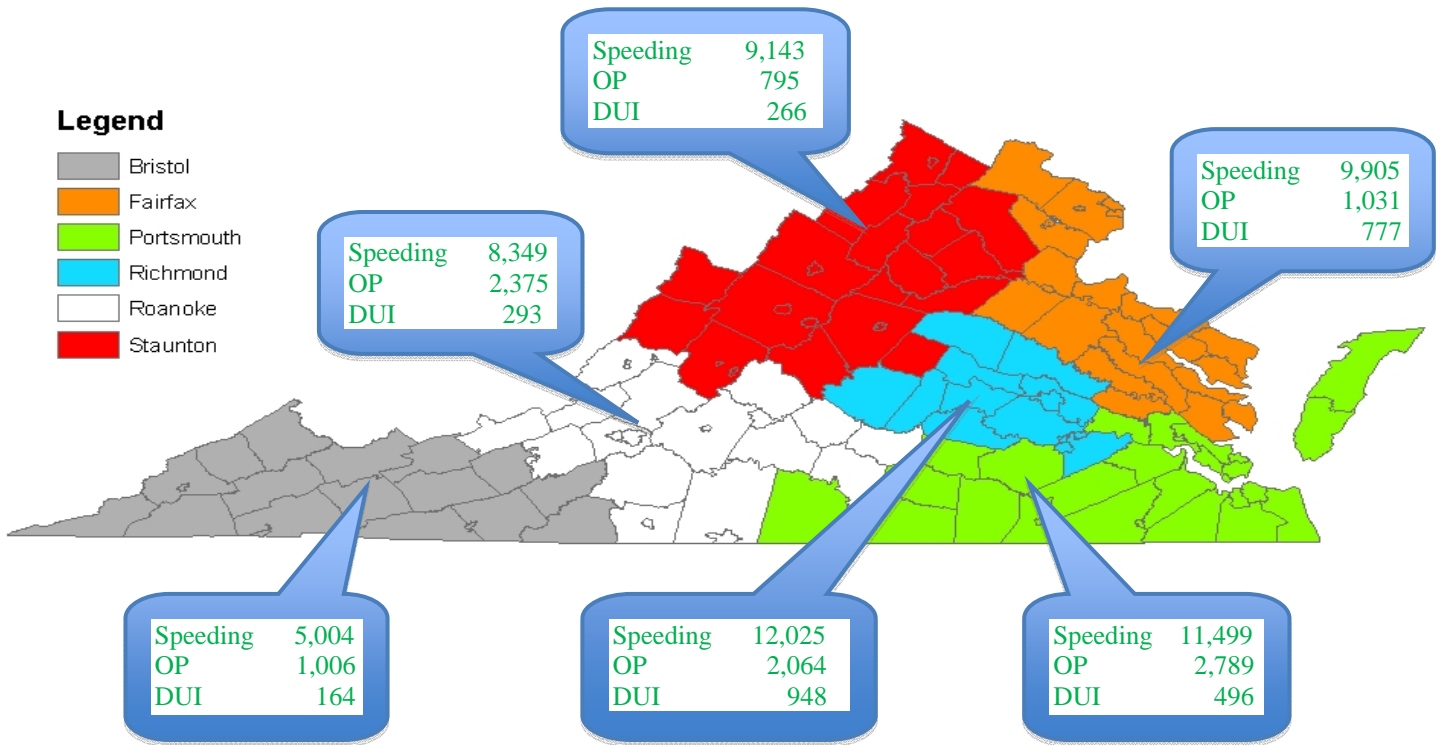
### Performance

1. Virginia's safety belt usage rate is 78.3 for 2012. Virginia did not meet its goal of 82.5.

# 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	55,925
OP	10,060
DUI	2,994

## APPROVAL

The Virginia Department of Motor Vehicles is pleased to present the **2012 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 2012.



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

12-12-12

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Date



