

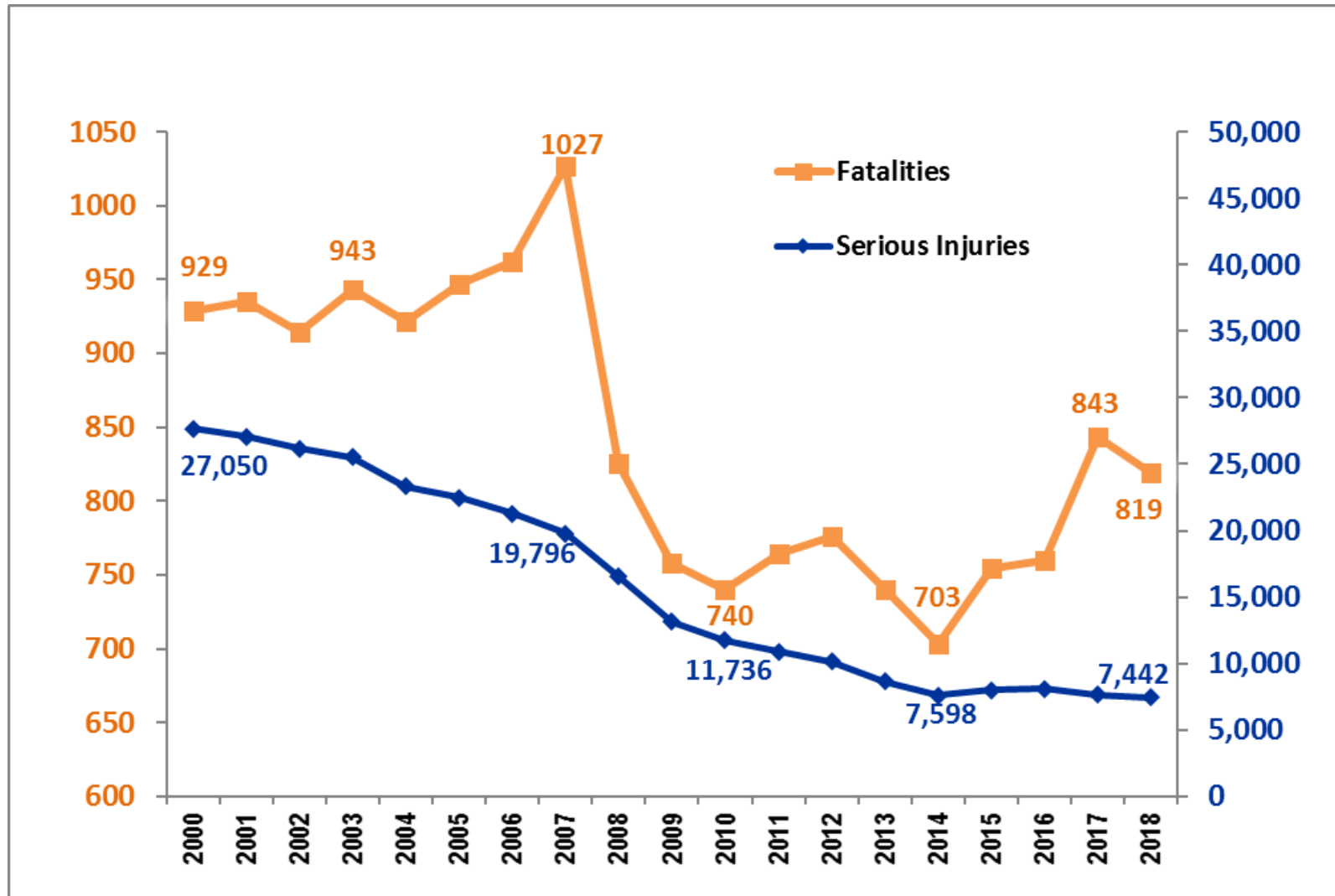
ARRIVE ALIVE VIRGINIA

Virginia Strategic Highway Safety Plan (SHSP) 2017-2021

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George Bishop, DMV Deputy Commissioner

June 18, 2019

Virginia Highway Safety Trends (2000-2018)



Traffic Safety Is A Public Health Issue

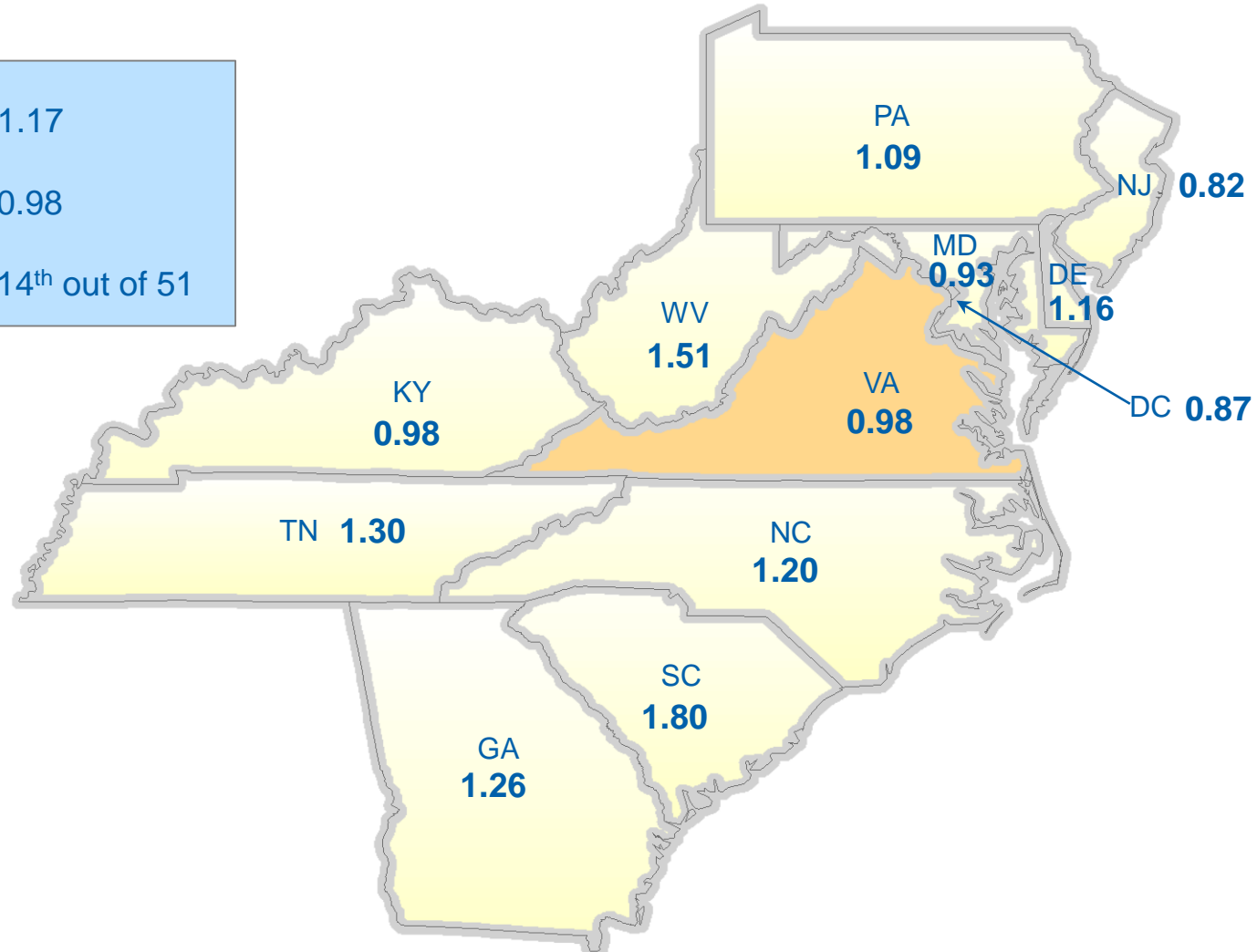
Between 2011 and 2015 in Virginia, traffic crashes were:

- the leading cause of death for ages 15-24
- The second leading cause of death for ages 25-29 behind drug overdoses
- Tied with heart disease and cancer for the second leading cause of death for ages 30-34. Drug overdoses is number one in this age group.

Death Rate Comparisons (2017)

(Deaths per 100M vehicle miles traveled)

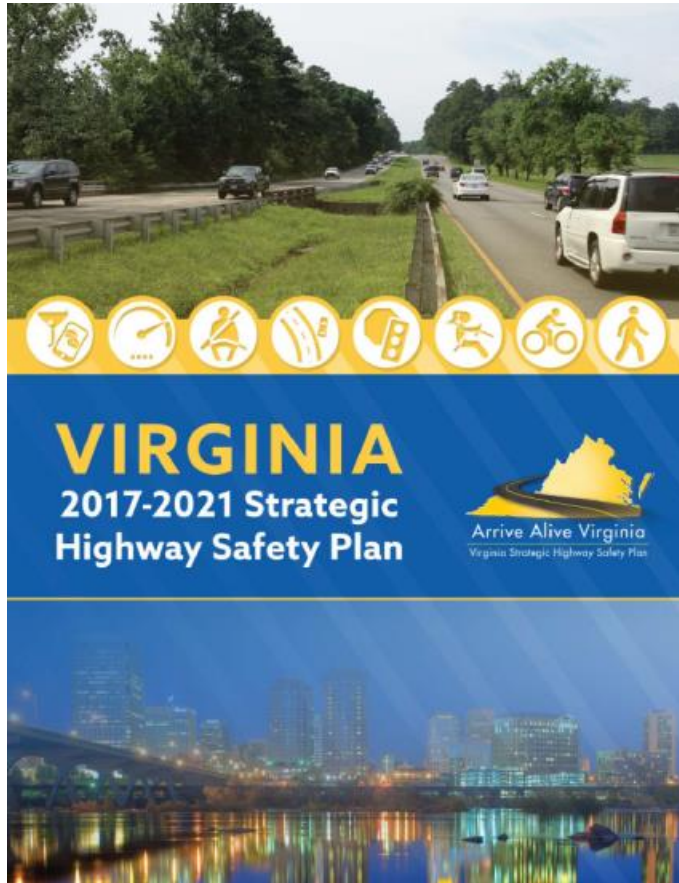
U.S. Death Rate 2017: 1.17
Virginia Death Rate 2017: 0.98
Virginia's rank: 14th out of 51



Source: <https://www.iihs.org/topics/fatality-statistics/detail/state-by-state>

ARRIVE ALIVE VIRGINIA

Virginia Strategic Highway Safety Plan (SHSP)



Vision

Toward Zero Deaths

Mission


Save Lives and Reduce Injuries
through 4E's of:



http://www.virginiadot.org/info/resources/SHSP/VA_2017_SHSP_Final_complete.pdf

2017-2021 SHSP Partner Agencies

State Partners

the Governor's
EXECUTIVE LEADERSHIP TEAM
 *on* 
HIGHWAY SAFETY



Federal Partners



U.S. Department
of Transportation
**Federal Highway
Administration**



U.S. Department
of Transportation
**Federal Motor Carrier
Safety Administration**



SHSP Planning - Level 5-year Objectives



<u>Annual Safety Targets</u>	
<u>Deaths</u>	<u>Serious Injuries</u>
2019 – 840	2019 – 7,689
2020* – 950	2020* – 7,473

* On agenda for adoption tomorrow

2017-2021 SHSP Emphasis Areas

Emphasis Areas

Roadway Departure

Intersections

Impaired Driving

Occupant Protection

Speed

Young Drivers

Pedestrians

Bicyclists

Special Safety Areas

EMS

Connected / Autonomous
Vehicles

Data

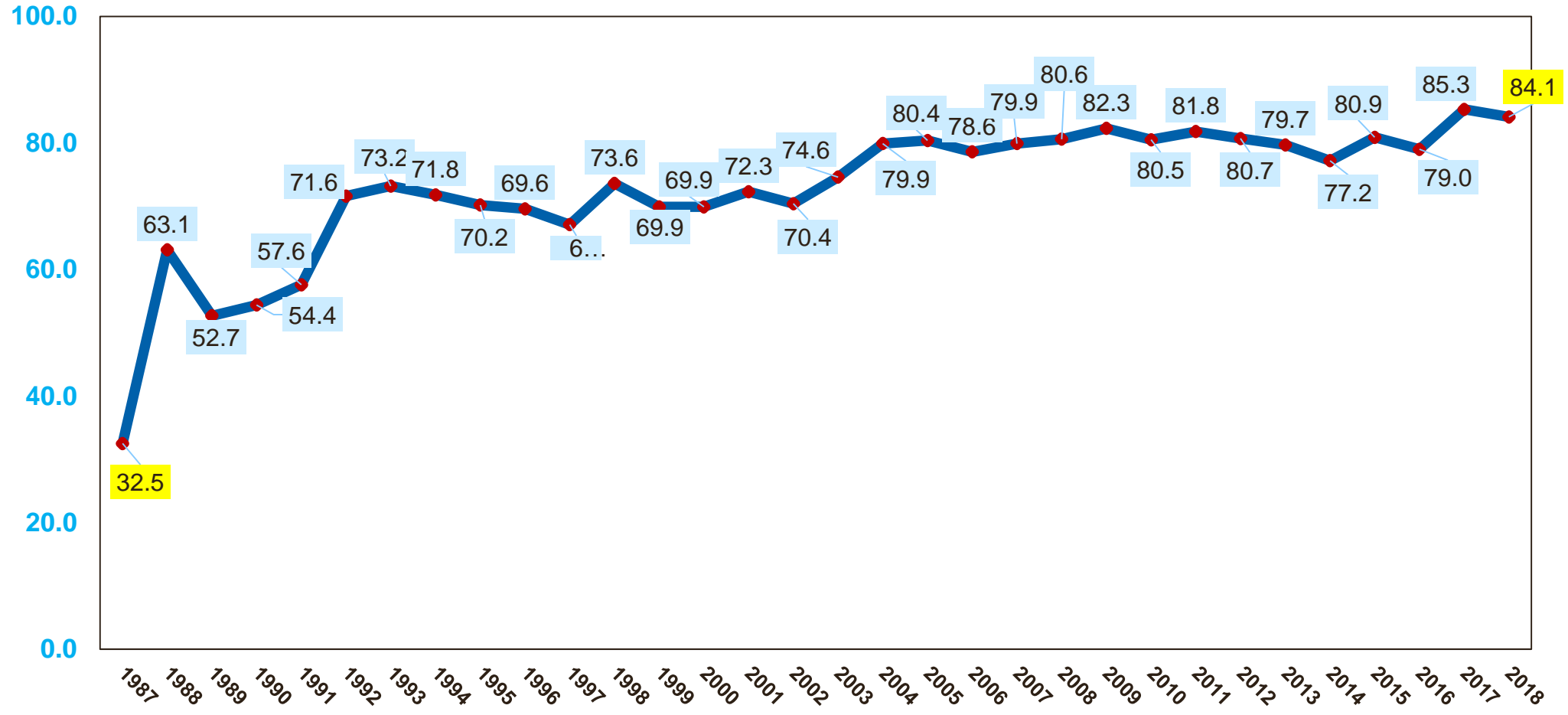


At a Future CTB Meeting

Will discuss:

- **infrastructure SHSP areas:**
 - **Roadway Departure**
 - **Intersections**
 - **Pedestrians**
 - **Bicyclists**
- **how HSIP funds are currently distributed and projects are selected**

Seat Belt Usage 1987-2018



Vehicle Miles Travelled (VMT)

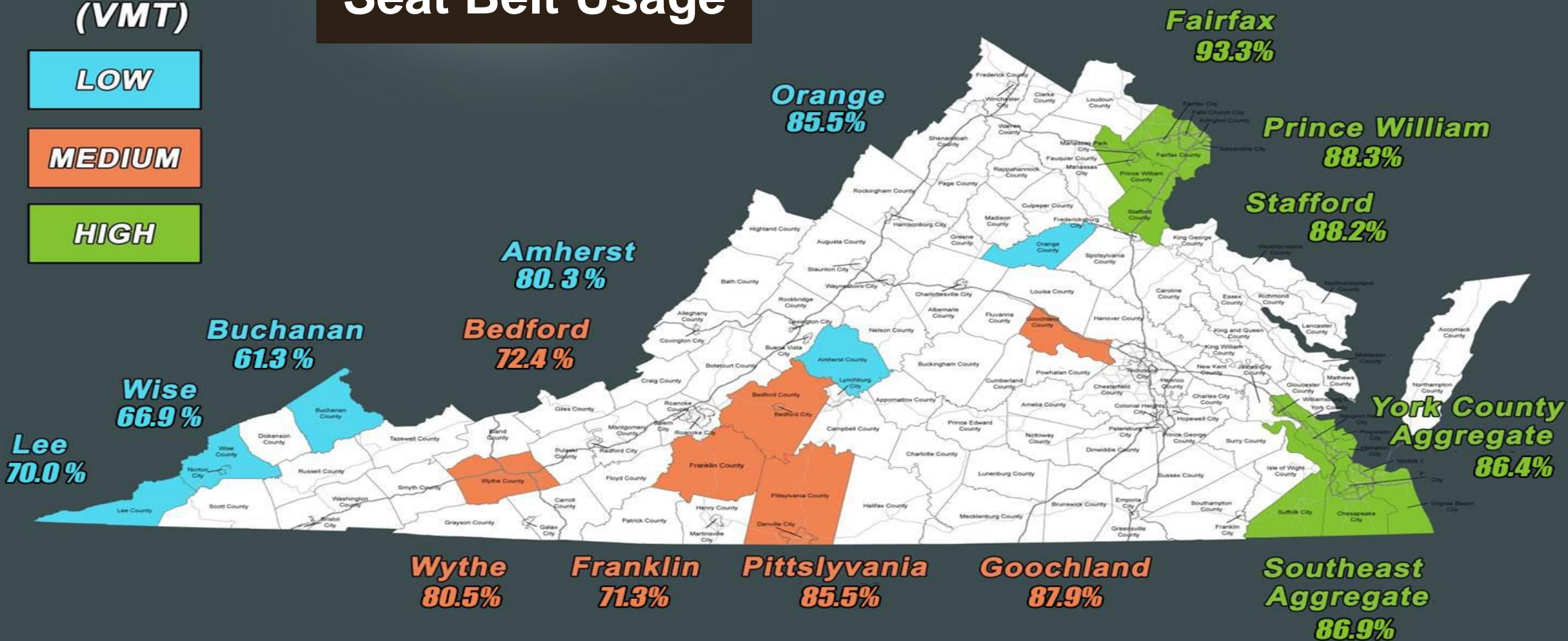
Seat Belt Usage

2018

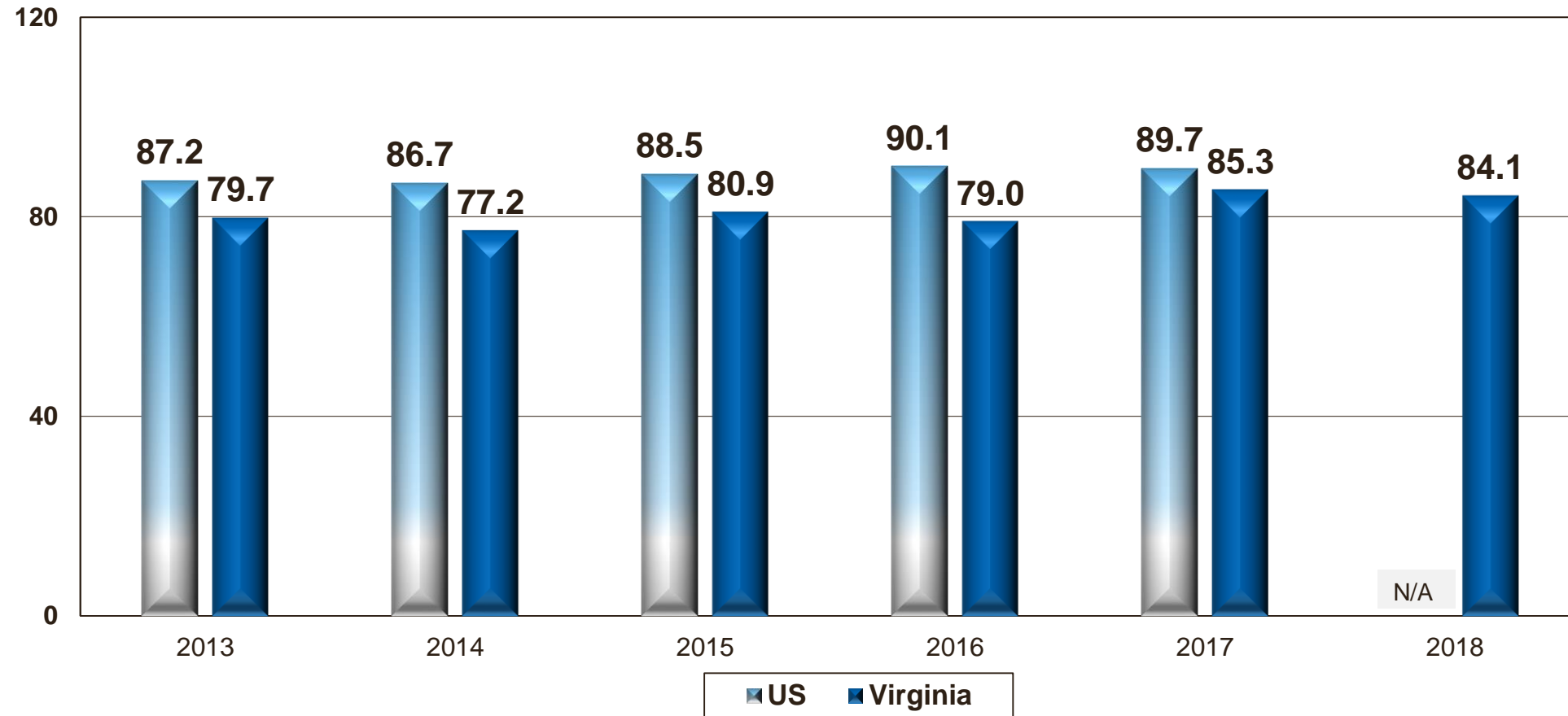
LOW

MEDIUM

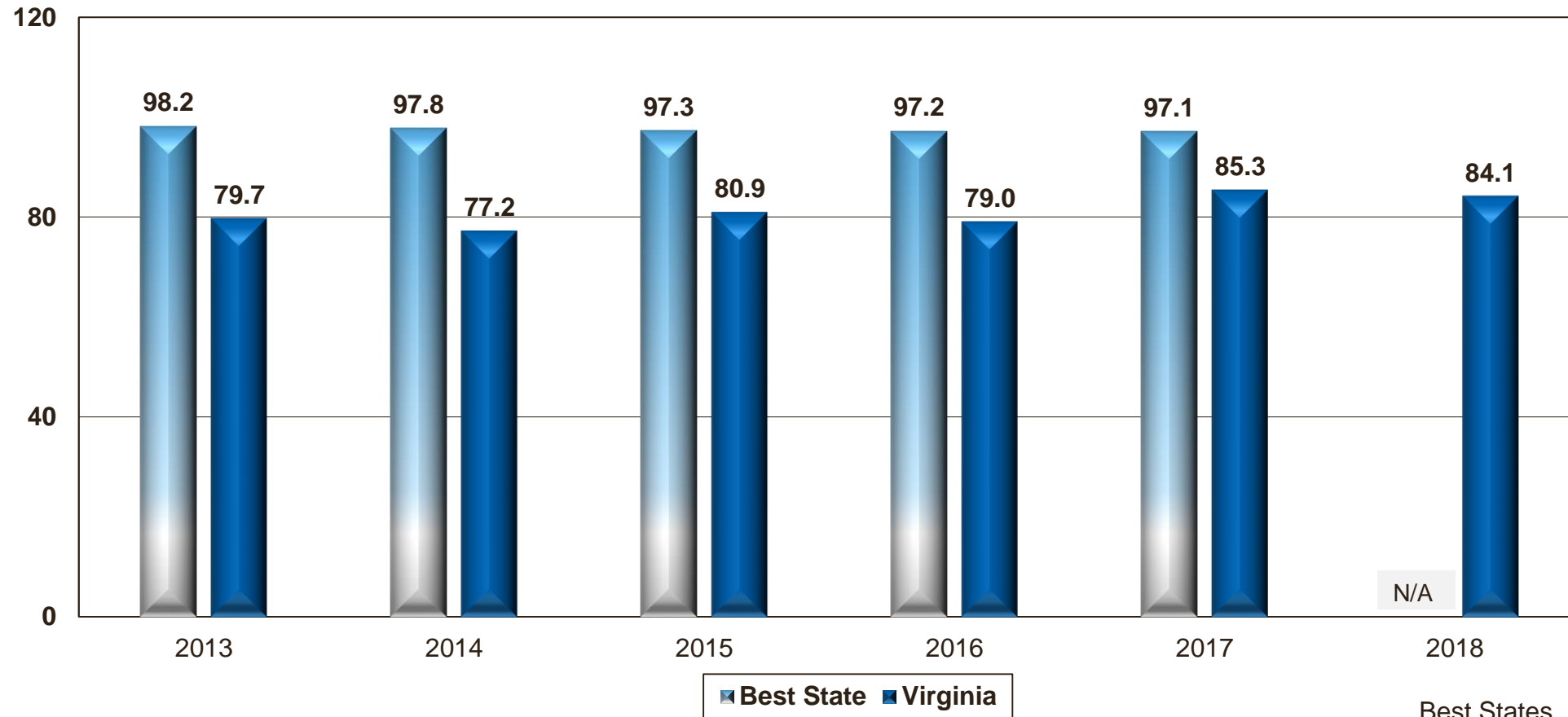
HIGH



Seat Belt Usage US vs. Virginia

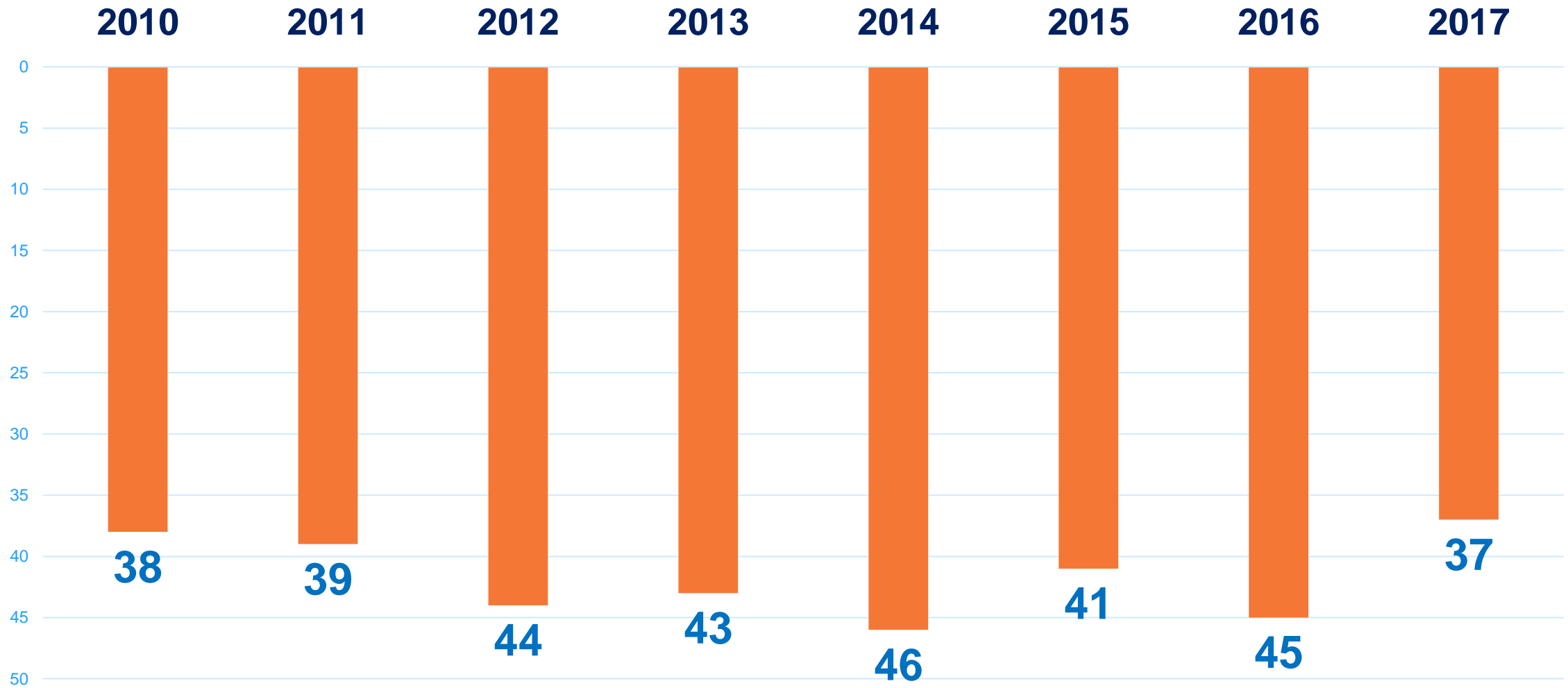


Seat Belt Usage Best State vs. Virginia

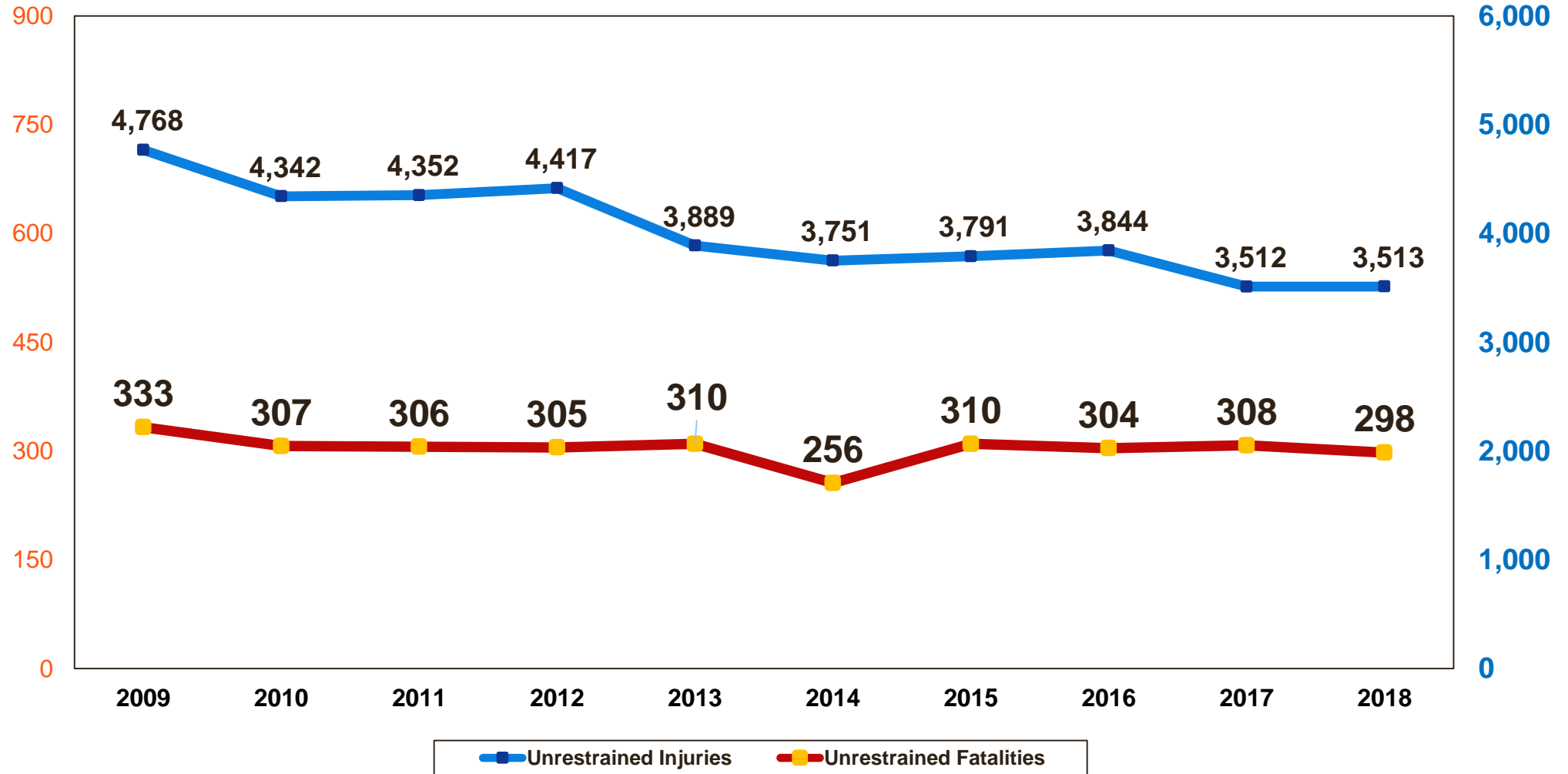


Best States
Oregon - 2013 and 2014
Georgia - 2015, 2016, 2017

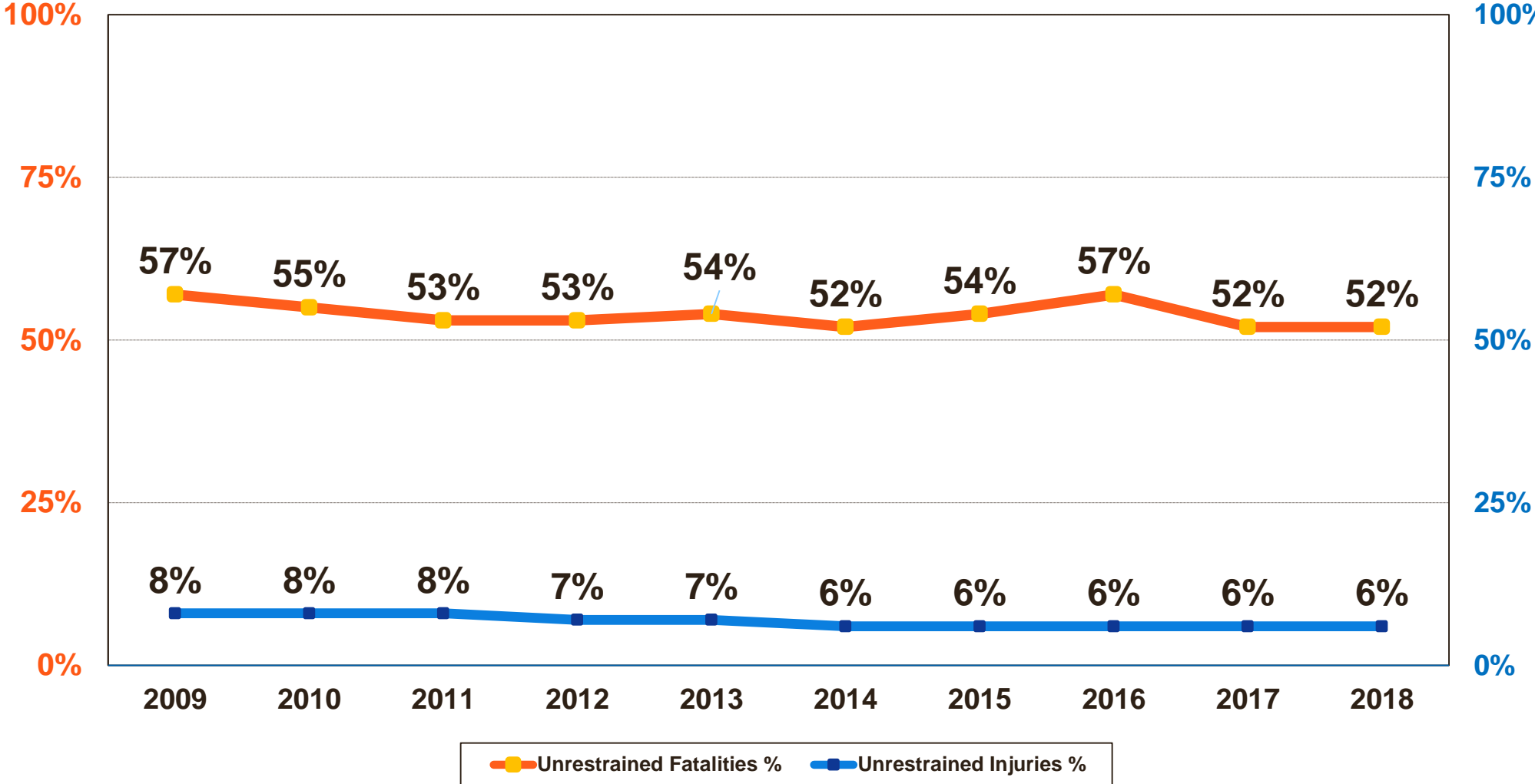
Virginia Ranking in Seat Belt Usage: 2010-2017



Unrestrained Fatalities and Injuries



Unrestrained Fatality and Injury Percentages



If Virginia Passes A Primary Seat Belt Law:

- Estimated increase in observed usage rate from 84.1% to **90.5%**
- Prevent **37 fatalities** annually
- If observed usage in VA were to increase to 100%, we estimate it would prevent 88 fatalities annually.

Source: National Highway Traffic Safety Administration (NHTSA)

Year	Estimated Lives Saved at 100% Belt Usage
2013	115
2014	120
2015	109
2016	95
2017	88

Moving to a Primary Seat Belt Law

States experience consistently higher seat belt usage rates after a primary law becomes effective

State	Effective Date	Before	After	2017 Rate
Arizona	6/30/2009	79.9	81.8	86.1
Florida	6/30/2009	81.7	87.4	90.2
Minnesota	6/9/2009	86.7	92.3	92.0
West Virginia	7/1/2013	84.0	87.8	89.7

The SHSP Solution

Strategy 1. Educate and persuade the public and the private sector on the importance of using safety belts.

- 1.1 Use data to determine which population groups are at highest risk for not wearing safety belts, determine why if possible.
- 1.2 Explore public education and outreach to increase awareness of the benefits of safety belt use among low-use groups.
- 1.3 Publicize safety belt use and the expected fatality and severe injury reductions that could be achieved with higher belt use (DMV).

Strategy 2. Conduct sustained high-visibility safety belt enforcement campaigns.

2.1 Conduct Click It or Ticket (CIOT) year-round.

2.2 Partner with law enforcement on high visibility enforcement strategies.

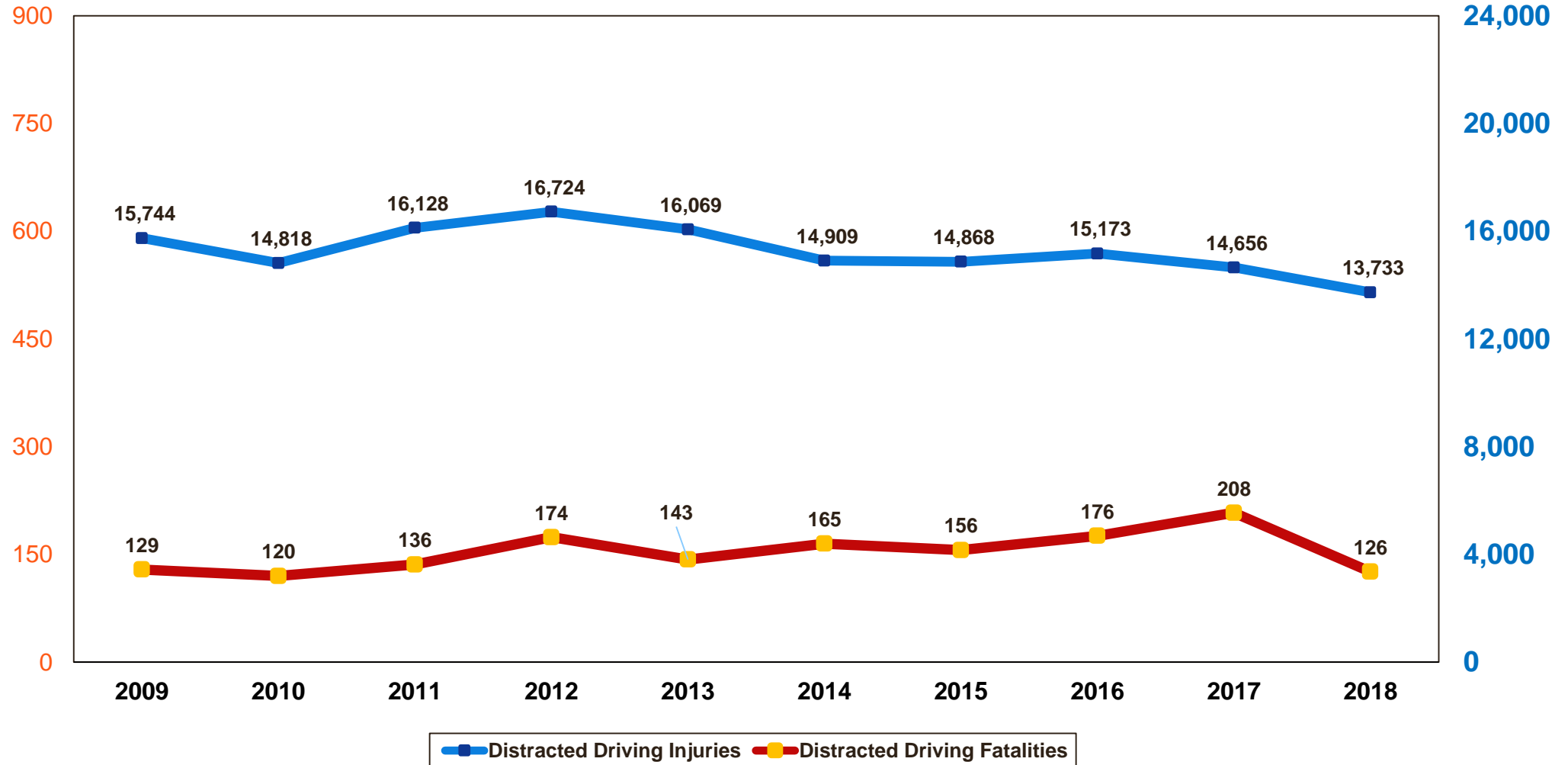
2.3 Increase LE agency participation in May and November CIOT mobilizations.

2.4 Develop and implement best practices (e.g., New Kent County's high school program).

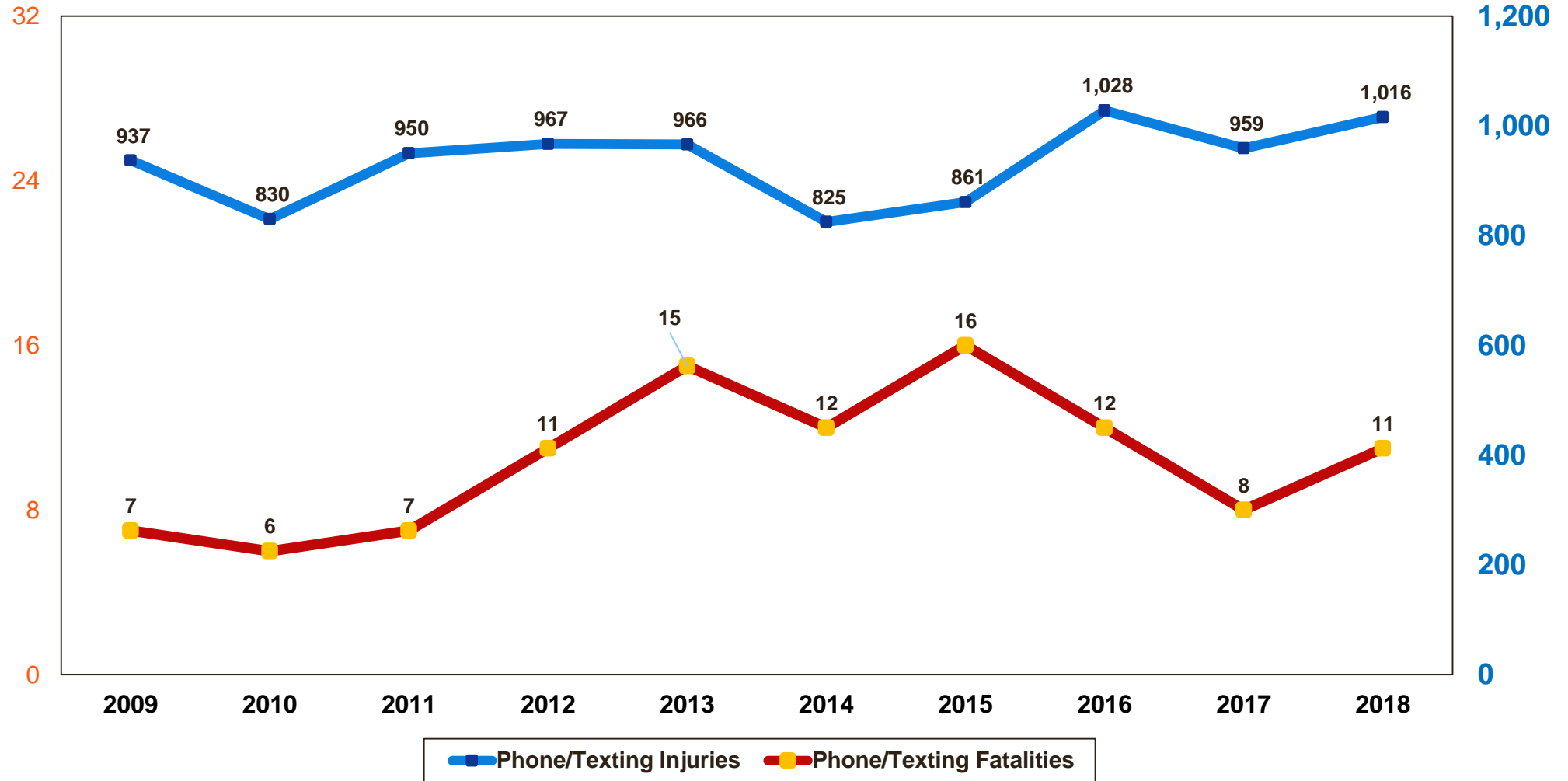
BUCKLE UP, BUCHANAN



Distracted Driving Fatalities and Injuries



Cell Phone/Texting Fatalities and Injuries



3.86%

2018 State Percentage Rate for Handheld Mobile Phone Use

Note: This rate is for any observed use of a phone being manipulated: held to ear; dialing; holding; texting

Questions?

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