



Arrive Alive Virginia

Virginia Strategic Highway Safety Plan

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Connie S. Sorrell
Chief of Systems Operations



What is a Strategic Highway Safety Plan?

- VA's Statewide, multi-agency comprehensive safety plan – required by MAP-21
- Coordinated framework for reducing deaths and severe injuries on all public roads
- Statewide goals and critical emphasis areas
- Developed in consultation with Federal, state, local, and private sector safety stakeholders
- Continues Virginia's highway safety progress



2006 SHSP Emphasis Areas

■ Human Factors

- Aggressive Driving
- Occupant Protection
- Impaired Driving
- Unlicensed/Suspended /Revoked

■ Environmental

- Pedestrians/Bicyclists
- Intersections
- Roadway Departure
- Work Zones

■ Special Users

- Young Drivers
- Senior Drivers
- Commercial Operators
- Motorcyclists
- Limited English Proficiency

■ Fundamental

- Traffic Records
- Transportation Safety Planning

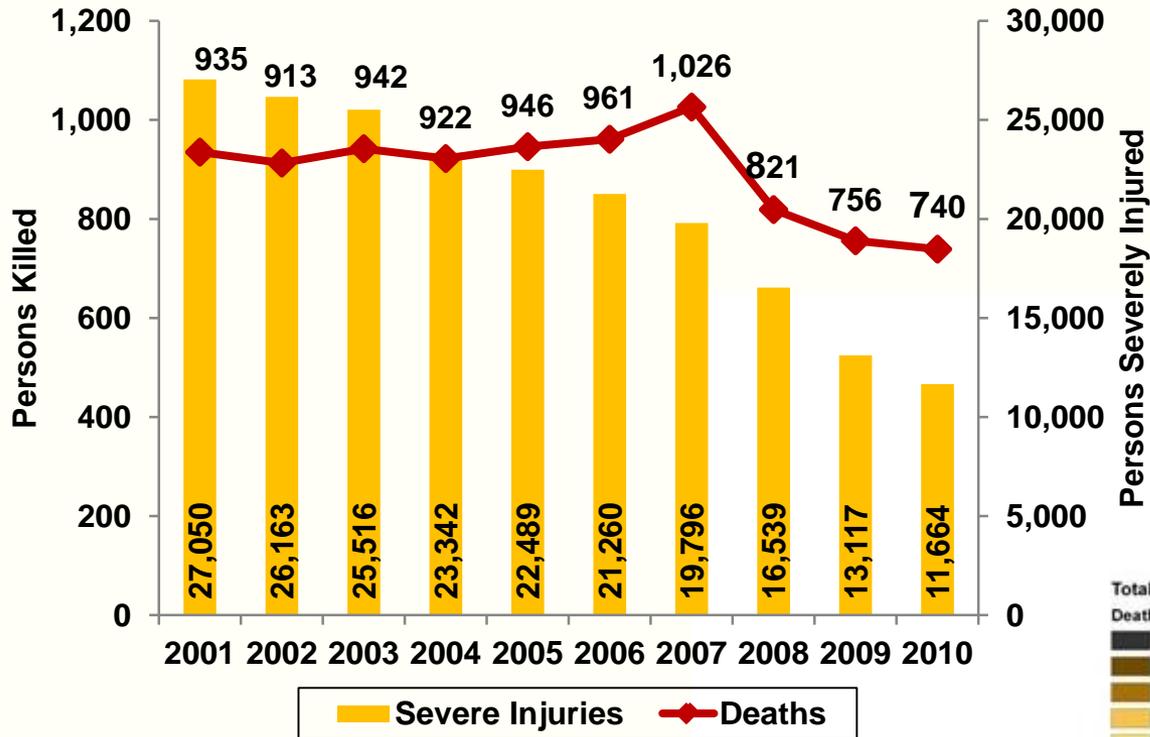
2006 Strategic Plan Accomplishments

The goal was to reduce deaths by 100 and reduce all injury types by 4,000 by 2010.

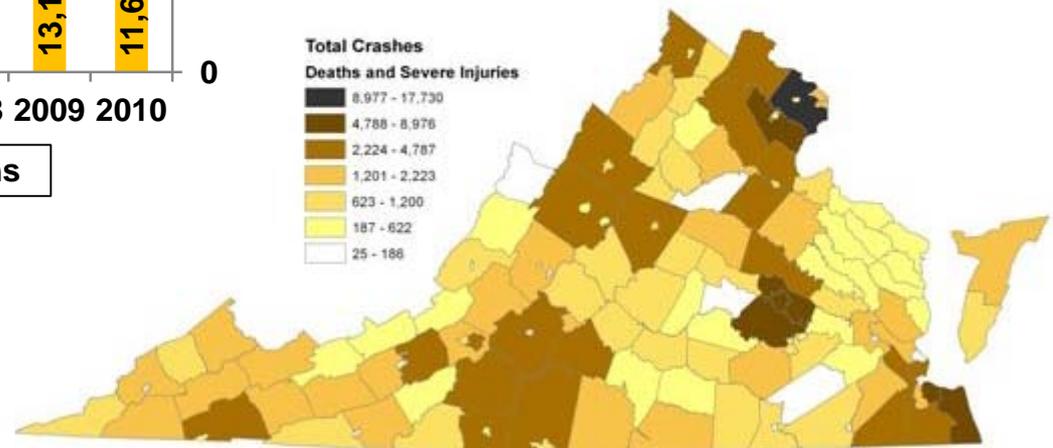
- **Realized 221 (23%) fewer traffic deaths; 9596 (45 %) fewer severe injuries; decreases in alcohol, young driver and speed related deaths**
- **Safety belt use increased to more than 81 percent**
- **Enhanced graduated driver's license law and drivers' education requirements**
- **Improved enforcement**
- **Improved child passenger and bicycle safety**
- **Improved data through TREDIS and RNS web based tools**

State of Traffic Safety

Virginia Traffic Deaths and Severe Injuries 2001 to 2010



Traffic Deaths and Severe Injuries By Jurisdiction (2001 to 2010)



2012-2016 Emphasis Areas

- **Speeding**
- **Young Drivers**
- **Unrestrained Occupants**
- **Alcohol Related Incidents**
- **Roadway Departure**
- **Intersections**
- **Data Management and Analysis**

Vision, Mission & Goal

■ Vision -

Toward Zero Deaths. All roadway users should arrive safely at their destinations

■ Mission –

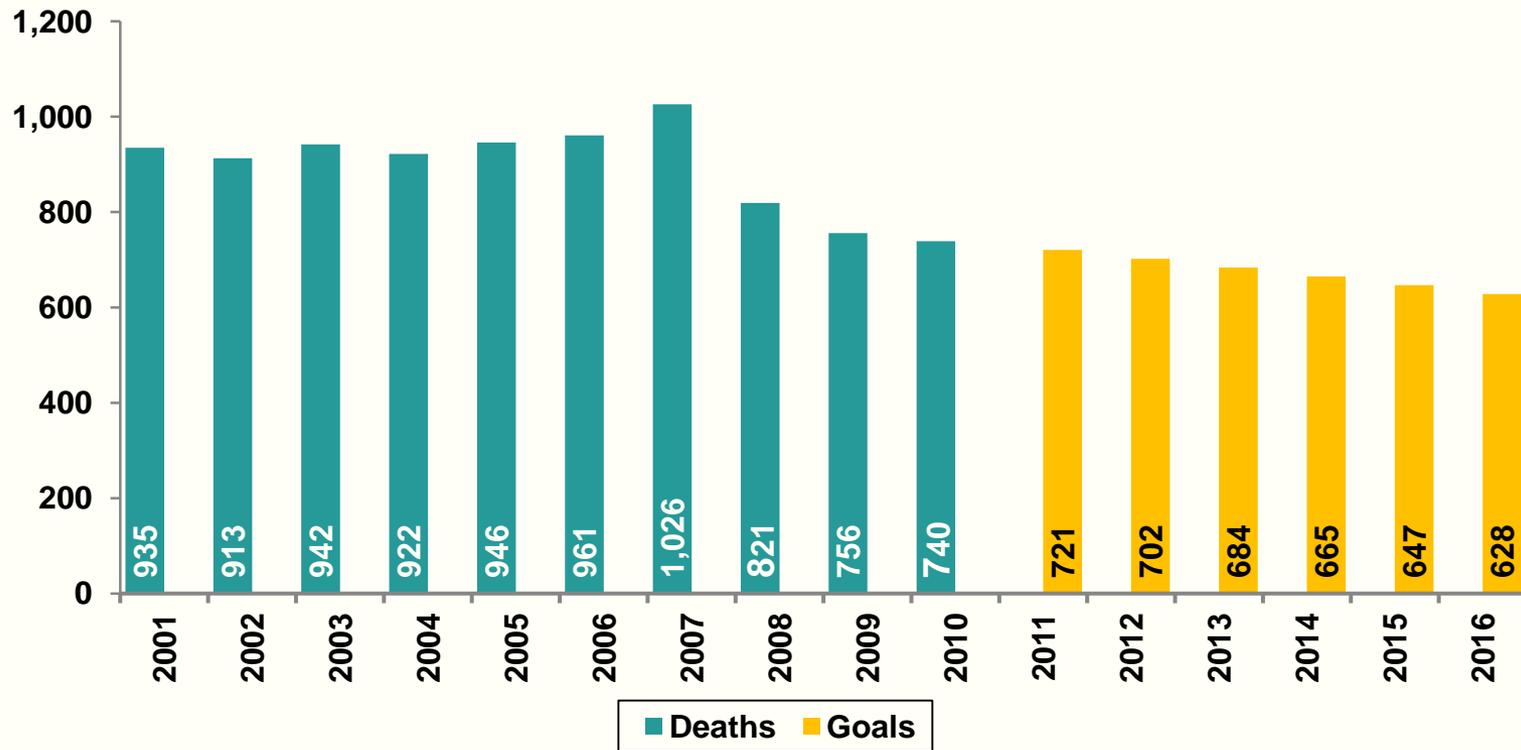
To save lives and reduce motor vehicle crashes and injuries through a data driven strategic approach that uses enforcement, education, engineering, and emergency response strategies

■ Goal –

To reduce deaths and severe injuries by half by 2030

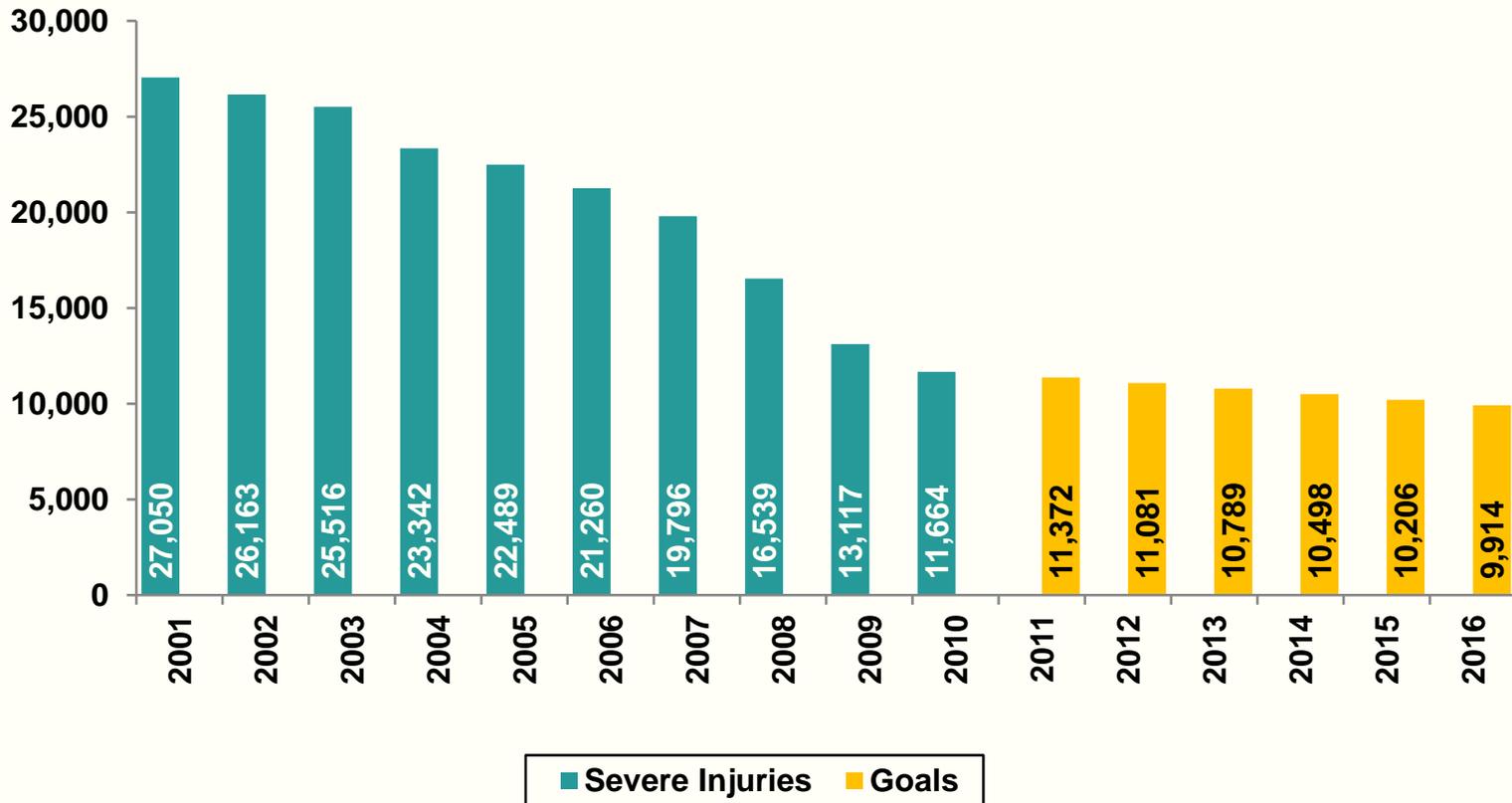
Toward Zero Deaths

Traffic Deaths, 2001-2010 and Goals 2011 to 2016



Toward Zero Deaths

Traffic Severe Injuries, 2001-2010 and Goals 2011 to 2016

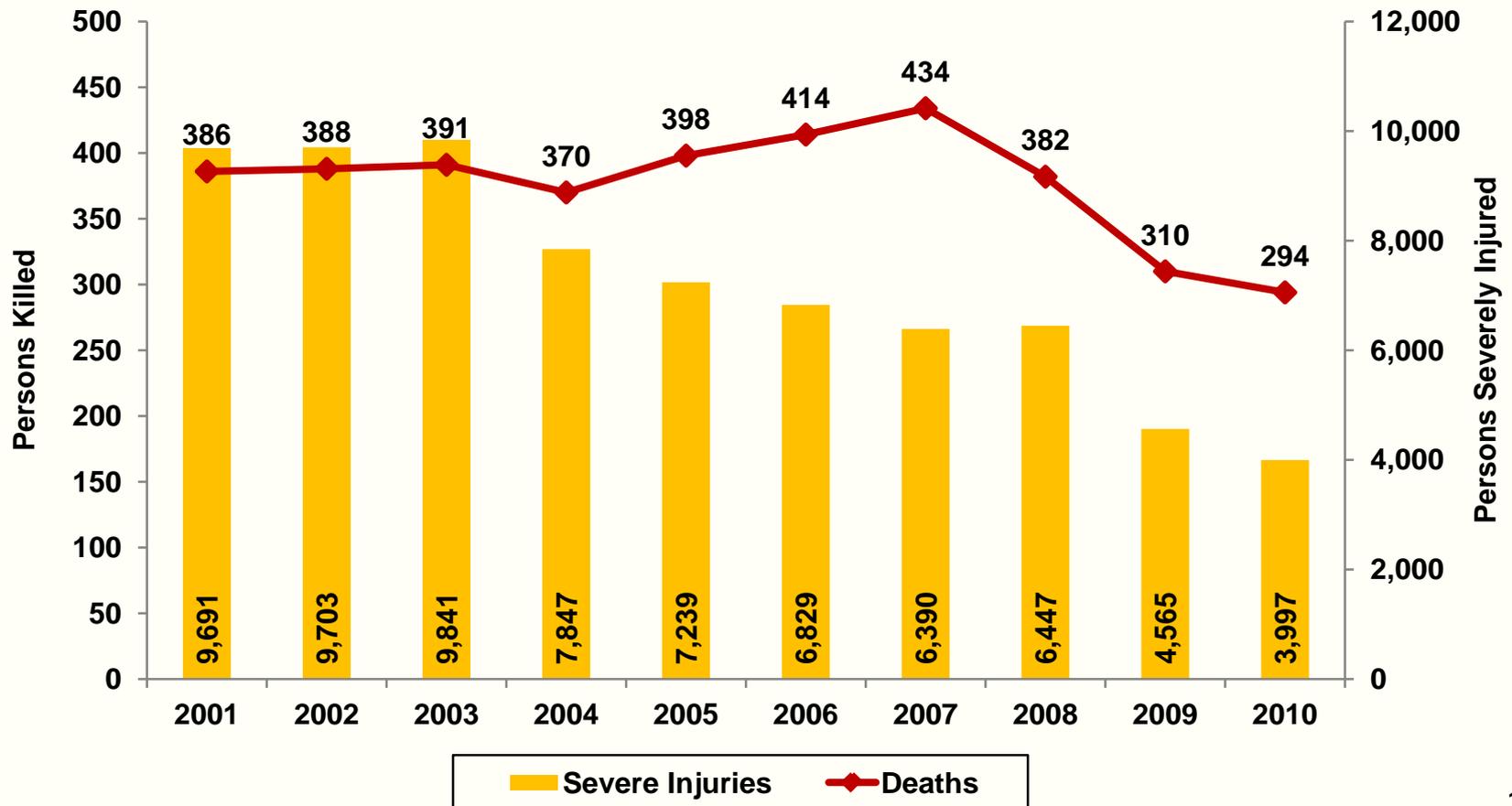


Emphasis Area Team Overview

- **Three meetings**
- **Reviewed team rosters and data**
- **Identified strategies and action steps**
 - **Reviewed the strategies from the 2006 plan**
 - **Recommendations from the outreach meetings**
 - **Proven countermeasures**
- **Selected action step leaders**
- **Measurable death and severe injury objectives**

Speeding Emphasis Area

2001-2010 Virginia Speeding Deaths & Severe Injuries



Speeding Objectives & Strategies

■ Objectives

- *Reduce deaths from 294 in 2010 to 245 by 2016; and*
- *Reduce severe injuries from 3,997 in 2010 to 3,329 by 2016*

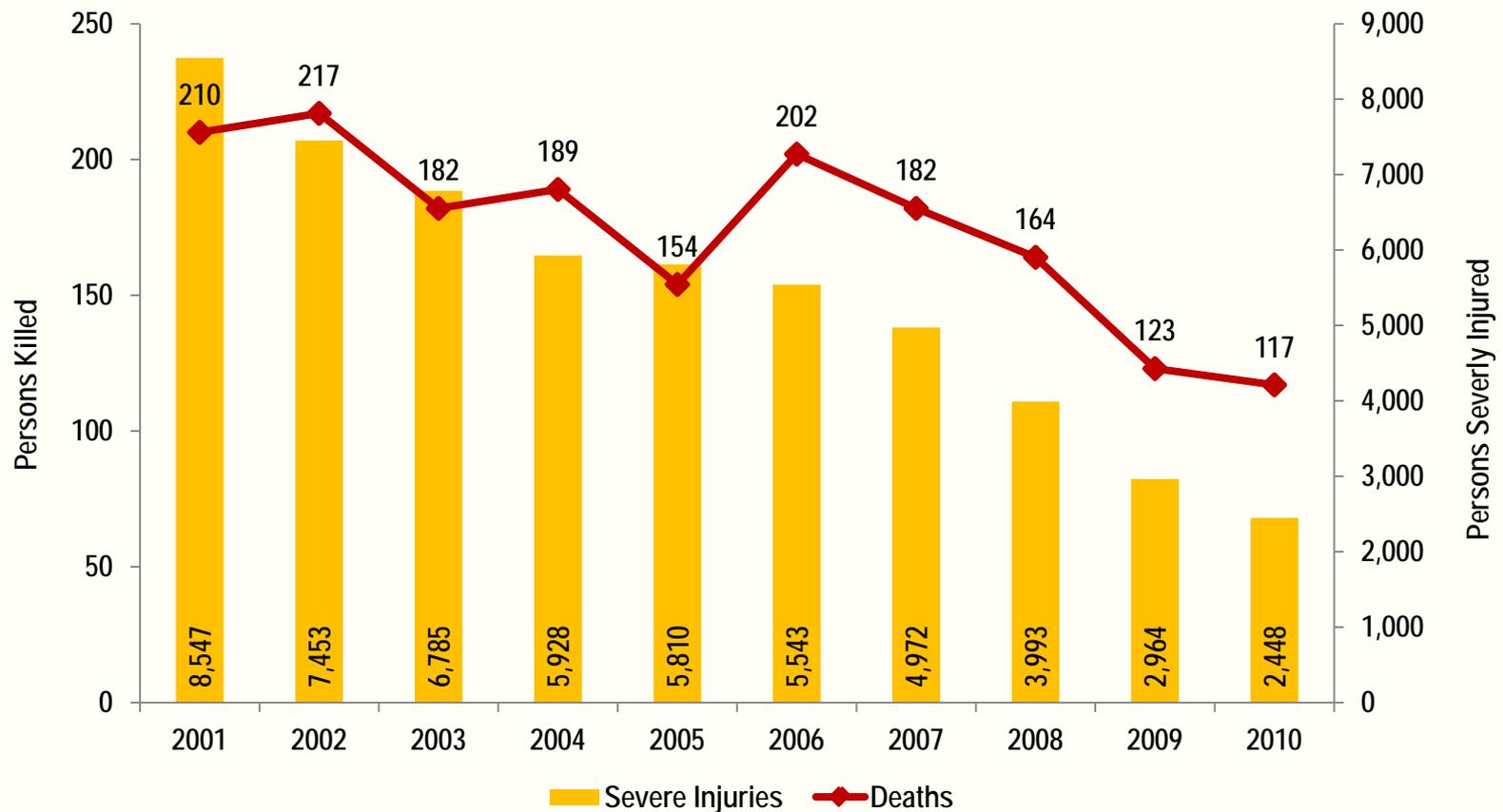
■ **Strategy 1 – Implement engineering countermeasures to synchronize traffic flow to prevailing conditions**

■ **Strategy 2 – Develop and implement a speed campaign incorporating media, enforcement, education, and evaluation**

■ **Strategy 3 – Identify and implement effective speed management measures**

Young Driver Emphasis Area

Young Driver (15 to 20) Involved Deaths and Severe Injuries 2001-2010



Young Driver Objectives & Strategies

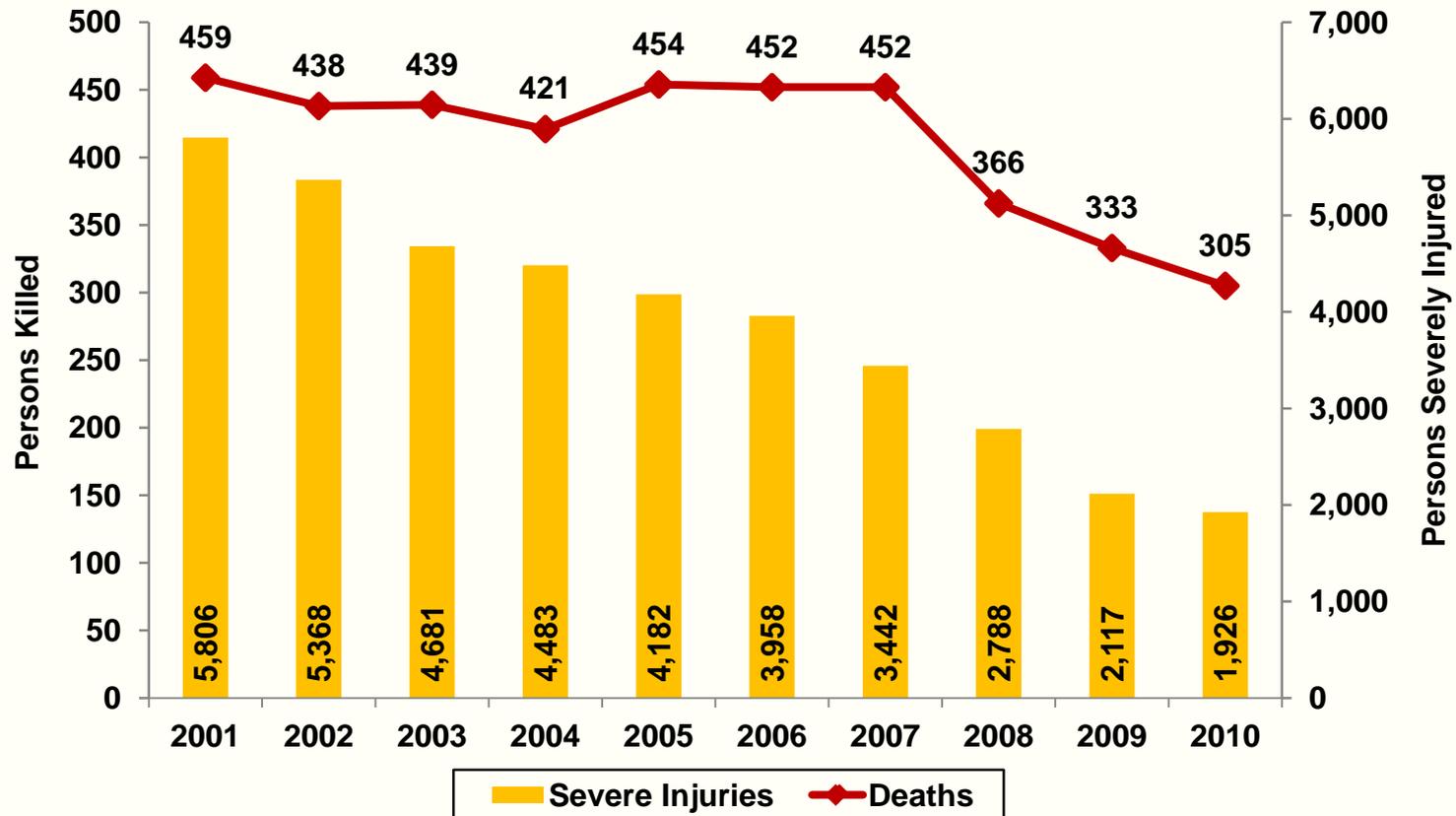
■ Objectives

- *Reduce deaths from 117 in 2010 to 97 by 2016; and*
- *Reduce severe injuries from 2,448 in 2010 to 2,040 by 2016*

- **Strategy 1 – Review and recommend changes to GDL law**
- **Strategy 2 – Recommend changes to driver’s education**
- **Strategy 3 – Develop and implement effective educational messages**
- **Strategy 4 – Provide information to judges**
- **Strategy 5 – Implement programs focused on 18 to 20 year olds**

Occupant Protection Emphasis Area

Unrestrained Deaths and Severe Injuries 2001-2010



Occupant Protection Objectives & Strategies

■ Objectives

- *Reduce deaths from 305 in 2010 to 254 by 2016;*
- *Reduce severe injuries by three percent per year from 1,926 in 2010 to 1,604 by 2016 ; and*
- *Increase safety belt use from 81.6 percent to 86 percent by 2016*

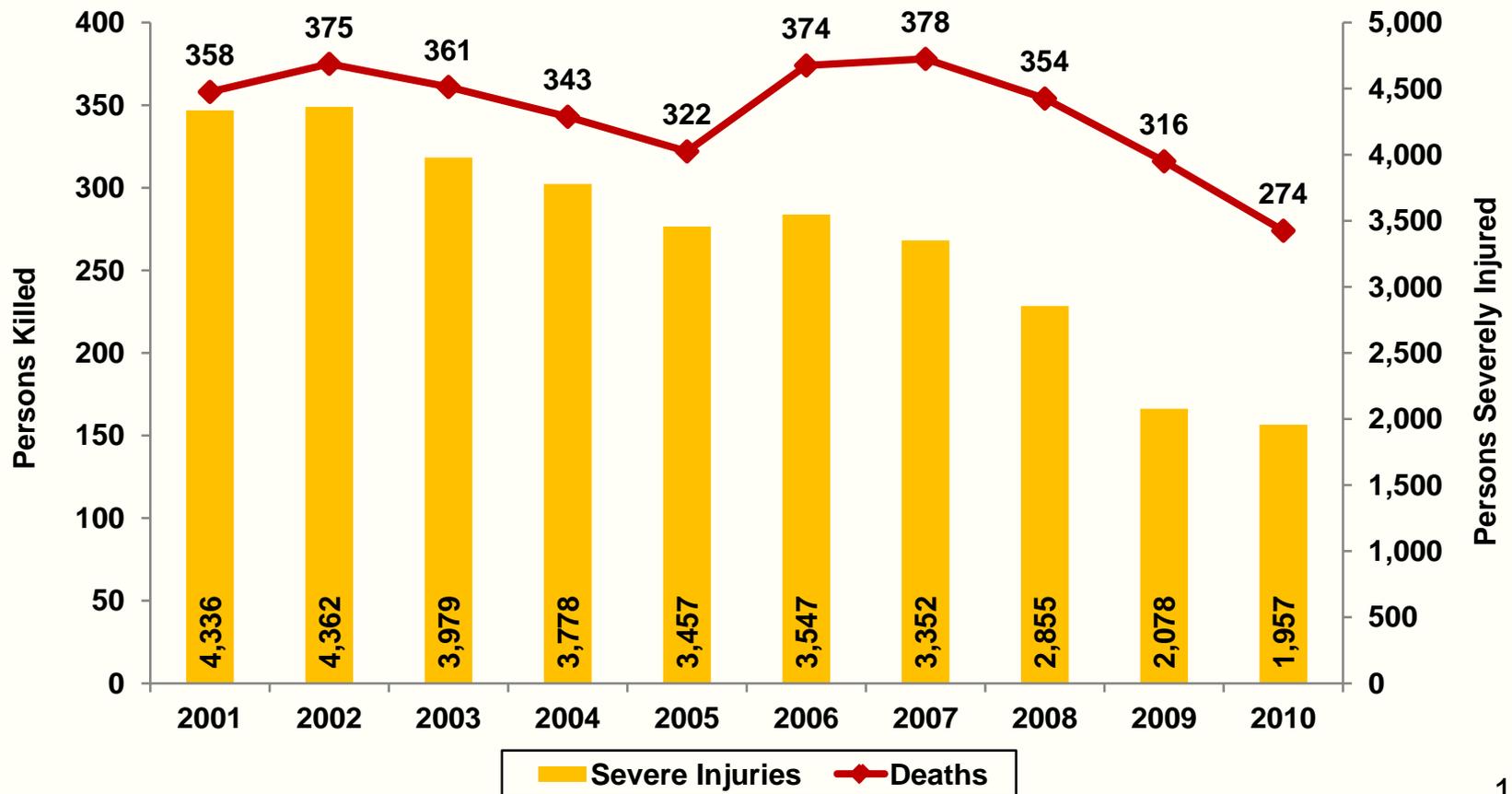
■ Strategy 1 – Educate the public on safety belts

■ Strategy 2 – Conduct high visibility safety belt enforcement campaigns, for example “*Click It or Ticket.*”

■ Strategy 3 – Improve child occupant protection through education, outreach, and enforcement

Impaired Driving Emphasis Area

Alcohol Impaired Driving Deaths and Severe Injuries 2001-2010



Impaired Driving Objectives & Strategies

■ Objectives

- *Reduce deaths from 274 in 2010 to 228 by 2016; and*
- *Reduce severe injuries from 1,957 in 2010 to 1,630 by 2016*

■ **Strategy 1 – Identify and promote initiatives to prevent impaired driving**

■ **Strategy 2 – Strengthen DUI/DUID enforcement programs**

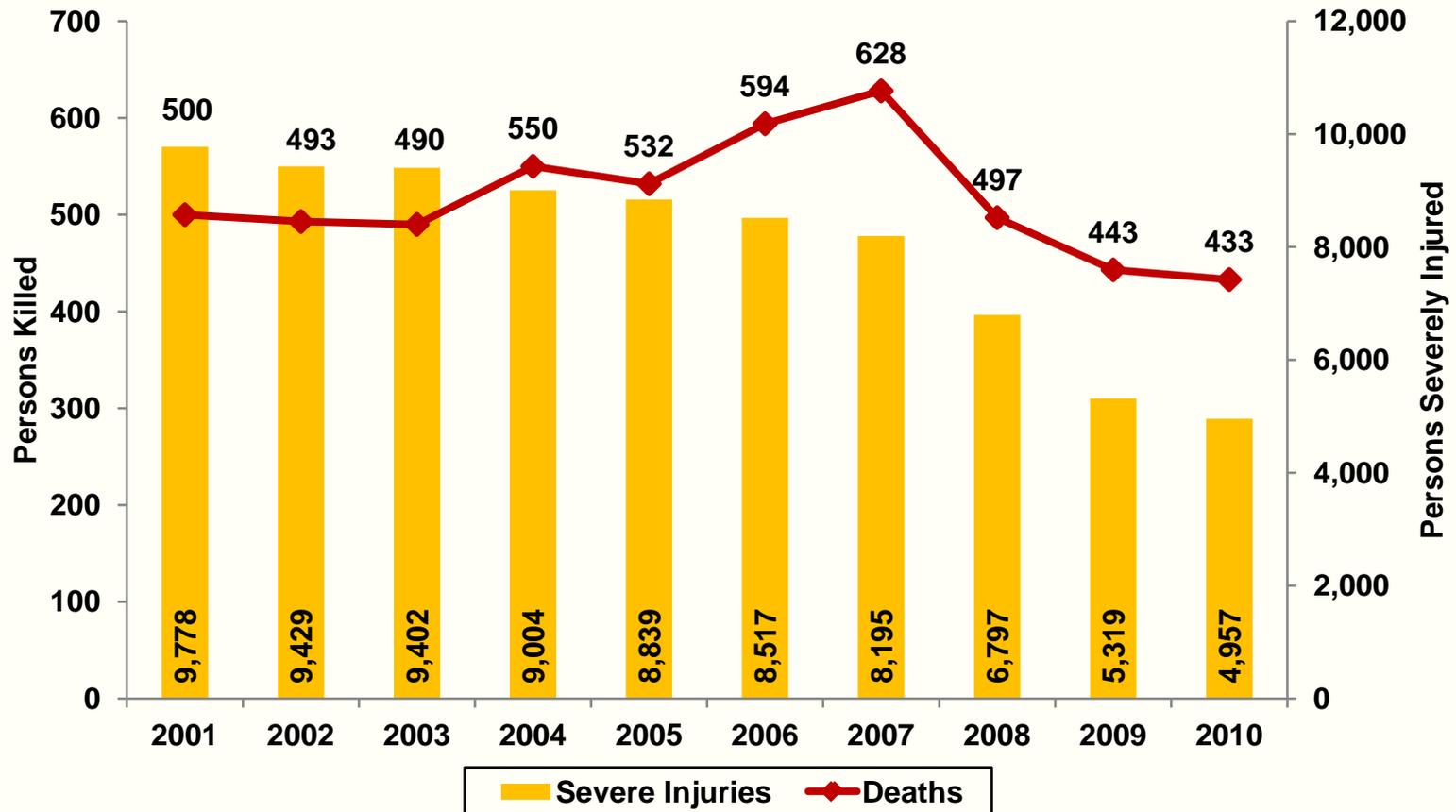
■ **Strategy 3 – Conduct education and training on impaired driving**

■ **Strategy 4 – Develop and implement programs that reduce underage drinking and driving**

■ **Strategy 5 – Develop and implement programs that decrease recidivism**

Roadway Departure Emphasis Area

Roadway Departure Deaths and Severe Injuries 2001-2010



Roadway Departure Objectives & Strategies

■ Objectives

- *Reduce deaths from 433 in 2010 to 361 by 2016; and*
- *Reduce severe injuries from 4,957 in 2010 to 4,129 by 2016*

■ Strategy 1 – Reduce the likelihood of vehicles leaving the travel lane(s)

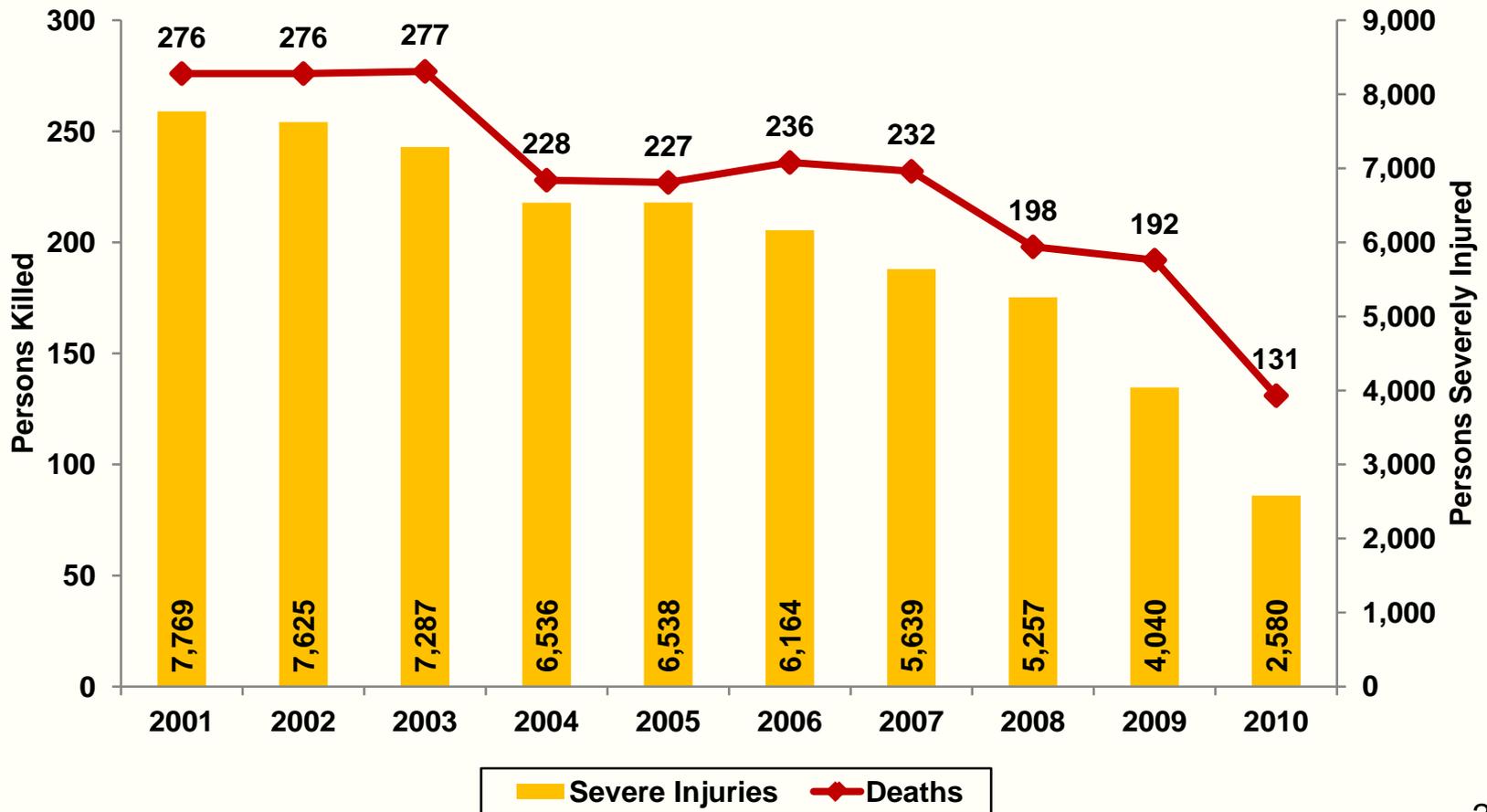
■ Strategy 2 – Minimize the consequences of leaving the roadway

■ Strategy 3 – Educate users to better understand roadway departure crashes

■ Strategy 4 – Develop an effective, consistent, and coordinated Incident Response program

Intersection Emphasis Area

Intersection Deaths and Severe Injuries 2001-2010



Intersection Objectives & Strategies

■ Objectives

- *Reduce deaths from 131 in 2010 to 109 by 2016; and*
- *Reduce severe injuries from 2,580 in 2010 to 2,149 by 2016*

- **Strategy 1 – Reduce the frequency and severity of crashes at intersections with engineering improvements**
- **Strategy 2 – Improve user awareness of and compliance with intersection and interchange traffic control devices**
- **Strategy 3 – Educate users to better understand intersection and interchange safety**
- **Strategy 4 – Develop an effective, consistent, and coordinated Incident Response program**

Data Strategies

- **Strategy 1 – Maintain the Traffic Records Coordinating Committee (TRCC)**
- **Strategy 2 – Continue Traffic Records Electronic Data System (TREDS) enhancements**
- **Strategy 3 – Monitor and maintain FMCSA objectives and measures for information regarding commercial vehicle crash reporting system**
- **Strategy 4 – Implement improved tools and methodologies for safety analysis and research**

Implementation

- **Steering Committee Meetings**
 - Review progress
 - Provide assistance to solve problems
 - Receive regular updates on SHSP activities & programs
 - Provide guidance on future programs
 - Make recommendations to the executive leaders
 - Determine the design of future SHSP updates

- **Emphasis Area Teams**
 - Discuss action step implementation progress
 - Identify problems or barriers
 - Continually track and report progress

Evaluation & Communications

- **Overall goal for deaths and severe injuries**
- **Emphasis area measureable goals**
- **Other performance measures**
 - **Direct observations (safety belt use, vehicle speeds)**
 - **Survey data on awareness, attitudes, and behaviors**
 - **Activity measures (citations, installation of proven countermeasures)**
- **Marketing/Communications**
 - **SHSP web site**
 - **E-newsletter**
 - **Other promotional materials**