

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



HIGHWAY SAFETY MONTH

Update

Marshall M. Herman

Special Assistant

Office of the Secretary of Transportation

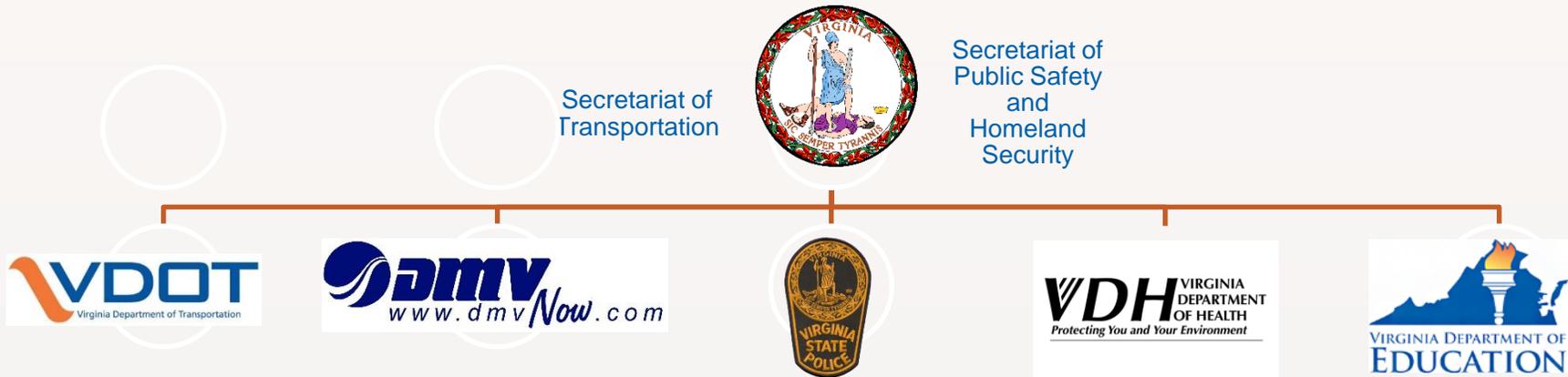
April 9, 2019

Background

December 4, 2018: Governor Ralph Northam issued Executive Directive Two, which establishes an Executive Leadership Team on Highway Safety.

This team has been tasked to reduce the rising number of fatalities on Virginia's roadways and works proactively to reduce motor vehicle fatality rates.

Team Makeup: Five Agencies, One Focus



Previous Campaigns

Prior to the group becoming a formal team by Governor Northam, some of the agencies began collaborating on highway safety education and public outreach campaigns, including:

- **Virginia Highway Safety Month 2018**
- **Seatbelt Safety**
- **Driving Under the Influence**
- **“Move Over” Law**
- **Digital Town Hall on Distracted Driving***

**** First campaign as the Governor’s Executive Leadership Team on Highway Safety***

Highway Safety Month 2018

April 2, 2018: Governor Northam Declared April as Highway Safety Month in Virginia.

First Virginia Governor to do this (possibly first in the nation).

Highway Safety Month 2019

Throughout April, the Governor's Executive Leadership Team on Highway Safety is launching a variety of campaigns, both as a group and as individual agencies, on important issues such as pedestrian safety, work zone safety awareness, "Toward Zero Deaths," and distracted driving.

The main focus for this year's Highway Safety Month is pedestrian safety as data shows that Virginia experienced an 8% increase in pedestrian fatalities in 2018 (from 2017). This is a nearly 62% increase over the number of deaths (76) reported just 10 years ago from 2008.

Highway Safety Month 2019

April 2019:

Governor Northam Proclaims April as Highway Safety Month

Governor Northam Proclaims April as Highway Safety Month in Virginia

As pedestrian deaths reach decade high, Governor urges all who use the Commonwealth's roads to work together to prevent fatalities

RUCKERSVILLE—Governor Ralph Northam today [proclaimed](#) April as Highway Safety Month in the Commonwealth of Virginia. While the total number of crash deaths in Virginia was down in 2018, pedestrian fatalities in the Commonwealth were at a ten-year high. Governor Northam is calling attention to the rise in pedestrian casualties in the Commonwealth and nationwide to elevate awareness of dangerous behaviors and help save lives.

In 2018, 123 pedestrians were killed in crashes in Virginia, a nearly 62-percent increase over the number of deaths (76) reported 10 years ago in 2008.

"I am encouraged that, overall, crash deaths are down in the Commonwealth, but we still have a lot of work to do, particularly when it comes to reducing pedestrian fatalities," **said Governor Northam**. "Whether crossing the street or behind the wheel, each of us has a responsibility to engage in behavior that will make our roads safer for everyone. Highway Safety Month is a tremendous opportunity to bring a renewed focus to our efforts to save lives and move closer to our goal of achieving zero deaths on Virginia's roadways."

Speaking at an event at the Insurance Institute for Highway Safety Vehicle Research Center (IIHS) in Ruckersville, Governor Northam called upon members of his Executive Leadership Team on Highway Safety to help elevate the importance of pedestrian safety. Comprised of representatives from the Virginia Departments of Motor Vehicles (DMV), Transportation (VDOT), Health, Education and State Police, and led by the Secretaries of Transportation and Public Safety and Homeland Security, the team is charged with reducing fatalities on Virginia's roadways and driving change in the Commonwealth's highway safety culture.

"We all have a role to play in protecting pedestrians on our roadways because, at some point in our day, we all are pedestrians," **said Secretary of Public Safety and Homeland Security Brian Moran**. "As drivers, we can help by following posted speed limits, staying alert, and scanning the roadway for walkers and bicyclists. As pedestrians, we can make a concerted effort to use crosswalks when available and focus on our walk rather than our phone. It's also good advice to lock eyes with a driver before you cross the street. Just because you see someone, doesn't mean they see you."

The average number of pedestrian fatalities over the past 10 years was 93 deaths per year, although half of the years in this time frame reported fatality numbers in the 70s. The decade-low number of pedestrian fatalities was 73 in 2009; the previous decade high was 121 in 2016. In 2017, 114 pedestrians were killed.

Highway Safety Month

04/01/2019

WHEREAS, highway safety includes preventing roadway injuries and fatalities, promoting safe driving, bicycling, and pedestrian habits; and

WHEREAS, since 2018, the Governor's Executive Leadership Team on Highway Safety has been researching and highlighting roadway safety issues to the residents of and visitors to the Commonwealth of Virginia; and

WHEREAS, the Governor's Executive Leadership Team on Highway Safety is providing public outreach campaigns to educate and engage residents and community partners to reduce injuries and fatalities on Virginia's roadways, in keeping with the theme of, "Moving Virginia toward zero roadway deaths."; and

WHEREAS, strong highway safety programs are critical to preventing roadway injuries and fatalities; and

WHEREAS, the Governor's Executive Leadership Team on Highway Safety provides leadership for the Commonwealth's roadway, public safety, education, and public health systems, and promotes safety through extensive and effective collaboration among a wide range of public and private sector partners; and

WHEREAS, the Governor's Executive Leadership Team on Highway Safety guides these systems by helping communities promote and protect the safety of residents and visitors; and

WHEREAS, the Governor's Executive Leadership Team on Highway Safety is committed to ensuring that Virginians are safe on roadways from the moment their travels begin, and our collaborative efforts with individuals, communities, providers, and policy makers will encourage the Commonwealth's motorists, bicyclists, and pedestrians to follow safe practices;

NOW, THEREFORE, I, Ralph S. Northam, do hereby recognize April 2019 as **HIGHWAY SAFETY MONTH** in our **COMMONWEALTH OF VIRGINIA**, and I call this observance to the attention of all our citizens.

Highway Safety Month 2019 Announcement Event

 VA State Police
@VSPPIO Following

#VSP w/@GovernorVA Ralph Northam & @VirginiaDMV @VaDOT @VDHgov @VDOE_News @VaPSHS at the @IIHS_autosafety in #Greene Co #virginia to proclaim April as #VAHwySafety Month!



10:55 AM - 2 Apr 2019

6 Retweets 22 Likes



6 22

 IIHS
@IIHS_autosafety Following

.@GovernorVA declared April as Virginia Highway Safety Month during a visit to our Vehicle Research Center today. The governor emphasized the importance of addressing pedestrian crash deaths, which have been on the rise in Virginia and across the country. #VAHwySafety



3:30 PM - 2 Apr 2019

1 Retweet 13 Likes



2 1 13

Highway Safety Month 2019 Announcement Event

 **VDOT** 
@VaDOT Following

#ICYMI Governor Ralph Northam declared April as #VAHwySafety Month for the second year in a row at an event today at @IIHS_autosafety in Ruckersville 🚗 @GovernorVA @VirginiaDMV



11:23 AM - 2 Apr 2019

17 Retweets 40 Likes



13 17 40

 **Ralph Northam** 
@GovernorVA Following

Whether crossing the street or behind the wheel, each of us has a responsibility to make our roads safer. It was great to visit @IIHS_autosafety in Ruckersville today to kick off Highway Safety Month in Virginia. [governor.virginia.gov/newsroom/all-r ...](http://governor.virginia.gov/newsroom/all-r...)



4:14 PM - 2 Apr 2019

4 Retweets 35 Likes



Brian J. Moran, VDOT and VirginiaDMV

43 4 35

Highway Safety Month 2019 Announcement Event

Virginia State Police Facebook Live Video:

More than 3,000 views in the first three hours of post.

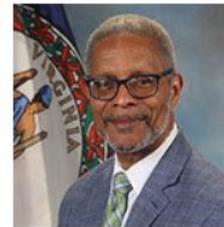
The image is a screenshot of a Facebook Live video post from the Virginia State Police. The video content shows a man in a dark suit standing at a podium with the 'IHS HLDI' logo, addressing a group of people in a well-lit garage or workshop. An American flag and a Virginia state flag are visible in the background. The Facebook interface on the right shows the post was live on Tuesday. The post text reads: "#Virginia Governor Ralph Northam proclaims April as Virginia Highway Safety Month at the Insurance Institute for Highway Safety in #GreeneCounty #VAHwySafety Virginia Department of Transportation VirginiaDMV Virginia Department of Health Virginia Department of Education - VDOE Governor of Virginia". Engagement metrics show 17 shares and 6.2K views. The comments section is visible, featuring several supportive messages from users like Betty Cornett Widener, Alice Johnston, Brenda Swiney Hughes, Jane Henderson, and Anne Hazelwood Hunt.

Highway Safety Month 2019: Additional Activities

Virginia Department of Health

- April 1-5 – Public Health Week
- April 1 – Focused on “Healthy Communities,” which encouraged seat belt use, child safety seat use and bike/ped safety
- April 4 – Health Commissioner's Message (internal)

VDH HEALTH COMMISSIONER'S MESSAGE



Dear Colleagues,

Our recognition of the contributions of public health continues today, the fourth day of National Public Health Week. As we highlight public health issues that are important to improving our nation's health, I want to remind everyone that we each have a vital role to play in reducing fatalities on the Commonwealth's roadways, which is why Governor Northam designated April as [Virginia Highway Safety Month](#).

NPHW EVENT TODAY: *VDH Data Polycom* from 1:30 to 2:30 p.m. in the Mezzanine Conference Room and by Polycom (Overflow Room – UB11)

Thursday's Theme is Technology and Public Health

Data for Informed Decision-making and Improved Health

New technologies are quickly transforming the public health landscape and can be a potent public health tool. Numerous data sources provide access to health information to more people than ever before. This information is invaluable to Public Health to inform our health policies and programs. Here are some examples of national and state data sources:

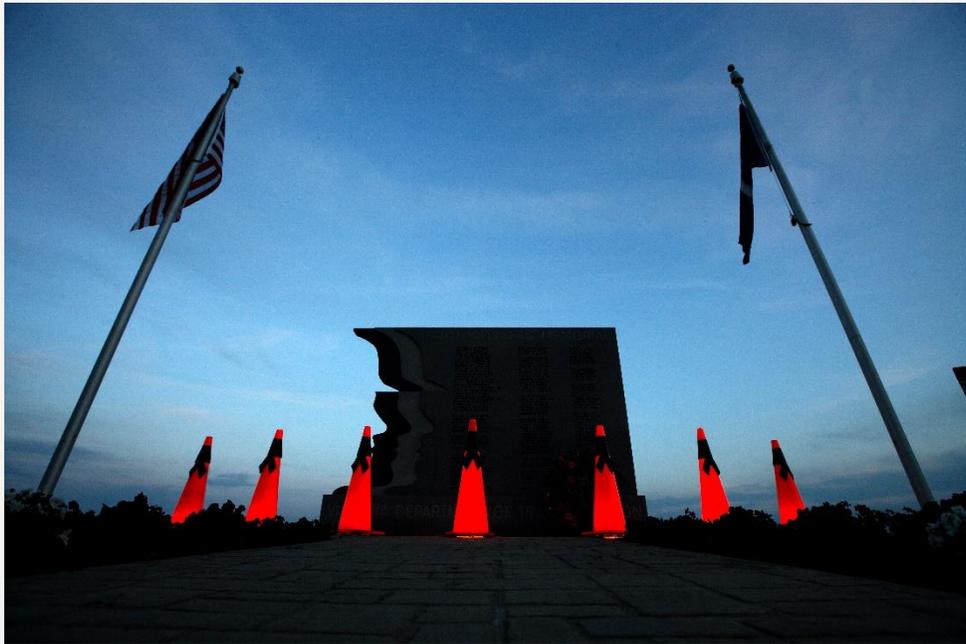
- Our own [Virginia Department of Health Data Portal](#) provides an interactive health-related data for Virginia and provides community health assessment, public health and



Highway Safety Month 2019: Additional Activities

Virginia Department of Transportation

- April 8-12 – Work Zone Awareness Week
- Monday, April 8 – Work Zone Awareness Evening Vigil, Afton Mountain
- Wednesday, April 10 – Go Orange Day



Highway Safety Month 2019: Additional Activities

VDOT Districts:

Salem

- **“Slow Down, Phones Down” safety message near I-581**
- **Display at the Virginia Museum of Transportation in Downtown Roanoke**
- **Media event (April 8) to introduce new portable rumble strips**

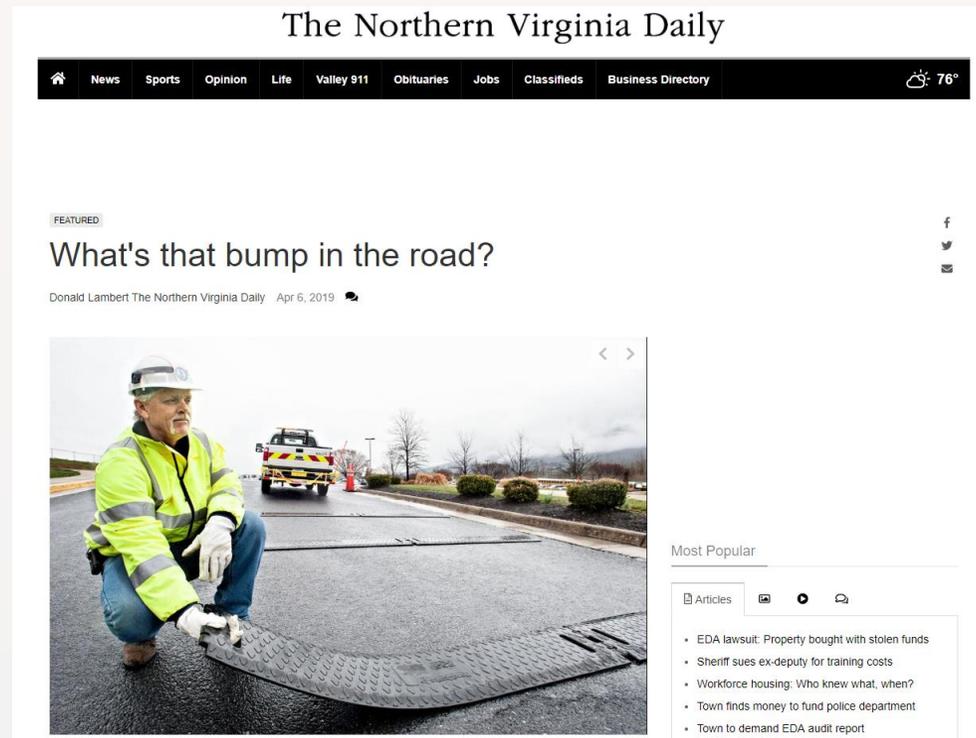
Culpeper

- **Laminated cards with work zone safety messages sent to each area headquarters. Crew members encouraged to take selfies with their families while holding these messages. Photos will be incorporated into work zone safety social media messaging.**

Highway Safety Month 2019: Additional Activities

Staunton

- Demonstrated portable rumble strips for reporters and escorted them to a work-zone safety presentation during a driver-education class at Strasburg High School in Shenandoah County (April 5).



Highway Safety Month 2019: Additional Activities

Northern Virginia

- Teamed up with a George Mason University Communications course to create social media content.
- Content from younger perspective as 53% of work zone crashes involve drivers between the ages of 20-29 years old.



Highway Safety Month 2019: Additional Activities

Lynchburg

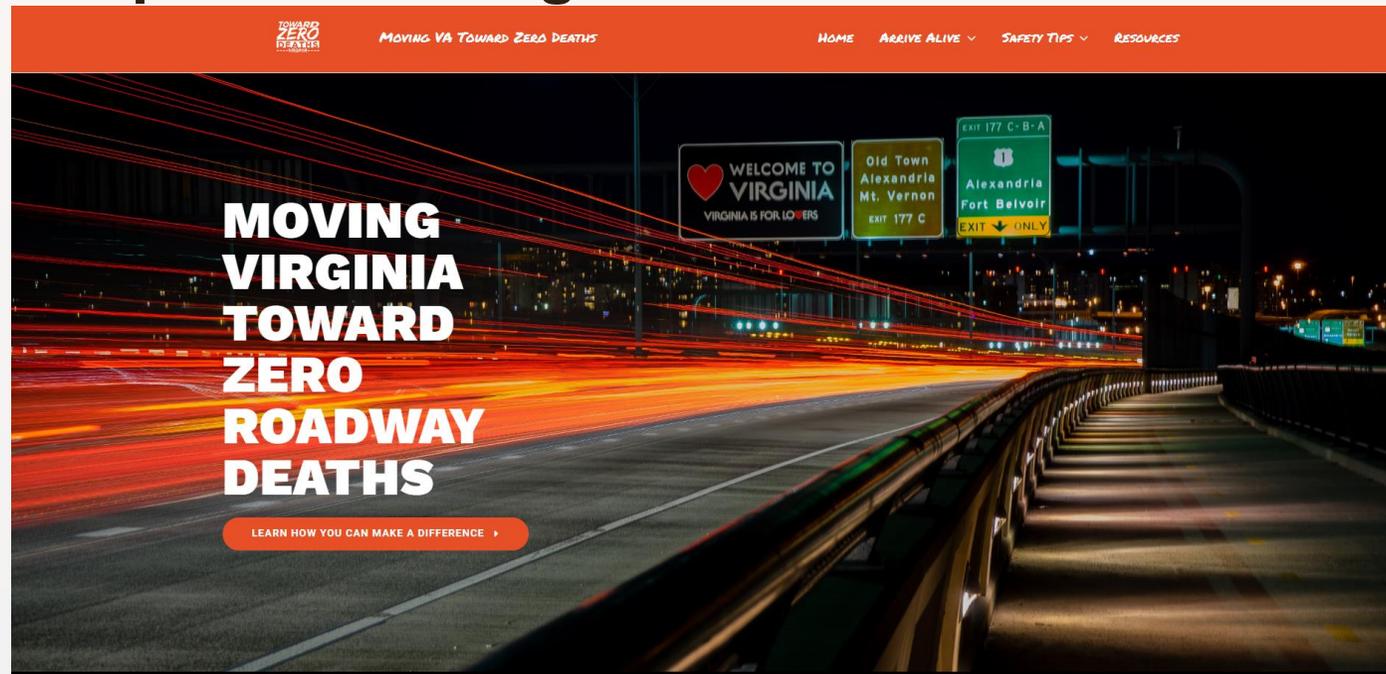
- **LOVE Sign Tour**
 - VDOT Workers' Memorial during NWZAW and the annual vigil
 - Bon Air Area Headquarters along I-95
 - Fredericksburg area
 - Back to Richmond during Celebrate Transportation Day in May
 - Return to US 501 in Lynchburg (by request of area citizens)



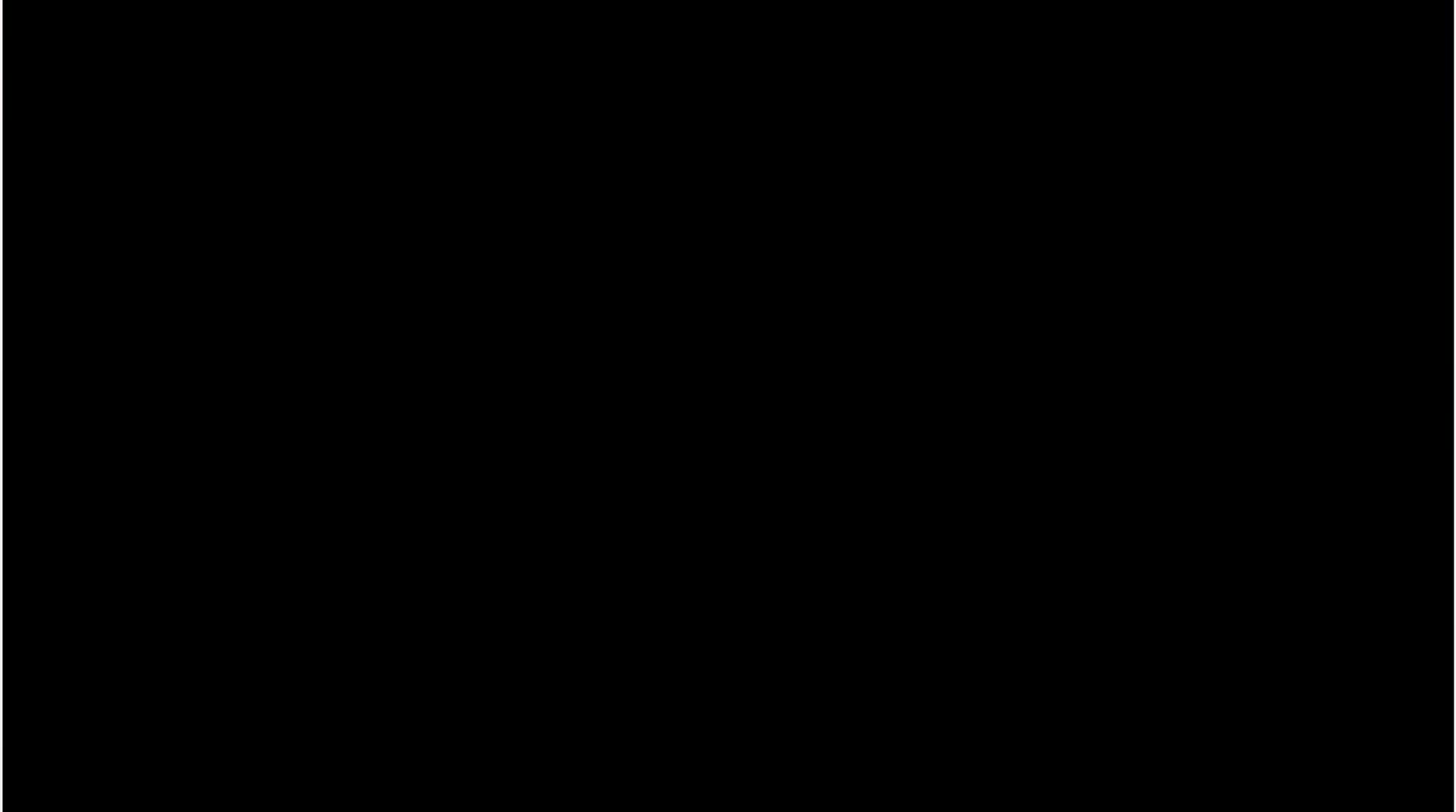
Highway Safety Month 2019: Additional Activities

Governor's Executive Leadership Team on Highway Safety

- Late April – #YourSayVA Digital Town Hall on Distracted Driving
- Press release on final survey analysis
- Results to be posted on Virginia's Toward Zero Deaths website



Highway Safety Month 2019: DMV Video



THANK YOU

Marshall M. Herman

Special Assistant

Office of the Secretary of Transportation

April 9, 2019