

Arrive Alive Virginia!

Virginia Strategic Highway Safety Plan

What is an SHSP?

- **Statewide, comprehensive safety plan**
- **Coordinated framework for reducing fatalities and serious 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

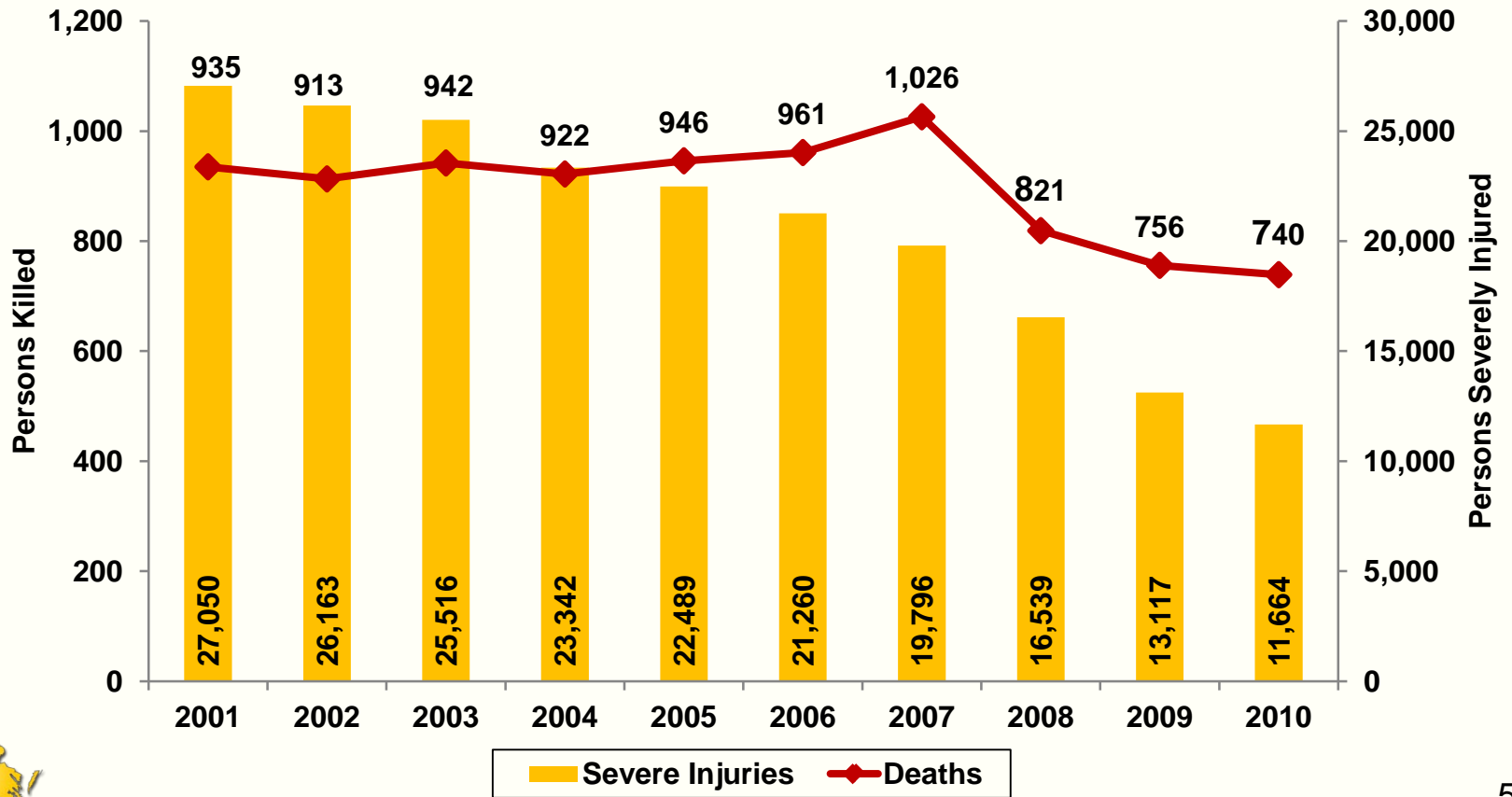
- Traffic Records
- Transportation Safety Planning

Accomplishments

- **A 23 percent reduction in traffic deaths; 45 percent reduction in severe injuries; decreases in alcohol, young driver and speed related deaths**
- **Safety belt use increased to more than 81 percent**
- **Improved data through TRENDS, web based tools, CODES**
- **Enhanced graduated driver's license law and drivers' education requirements**
- **Improved enforcement**
- **Improved child passenger and bicycle safety**

State of Traffic Safety

Virginia Traffic Deaths and Severe Injuries 2001 to 2010



2012-2016 Emphasis Areas

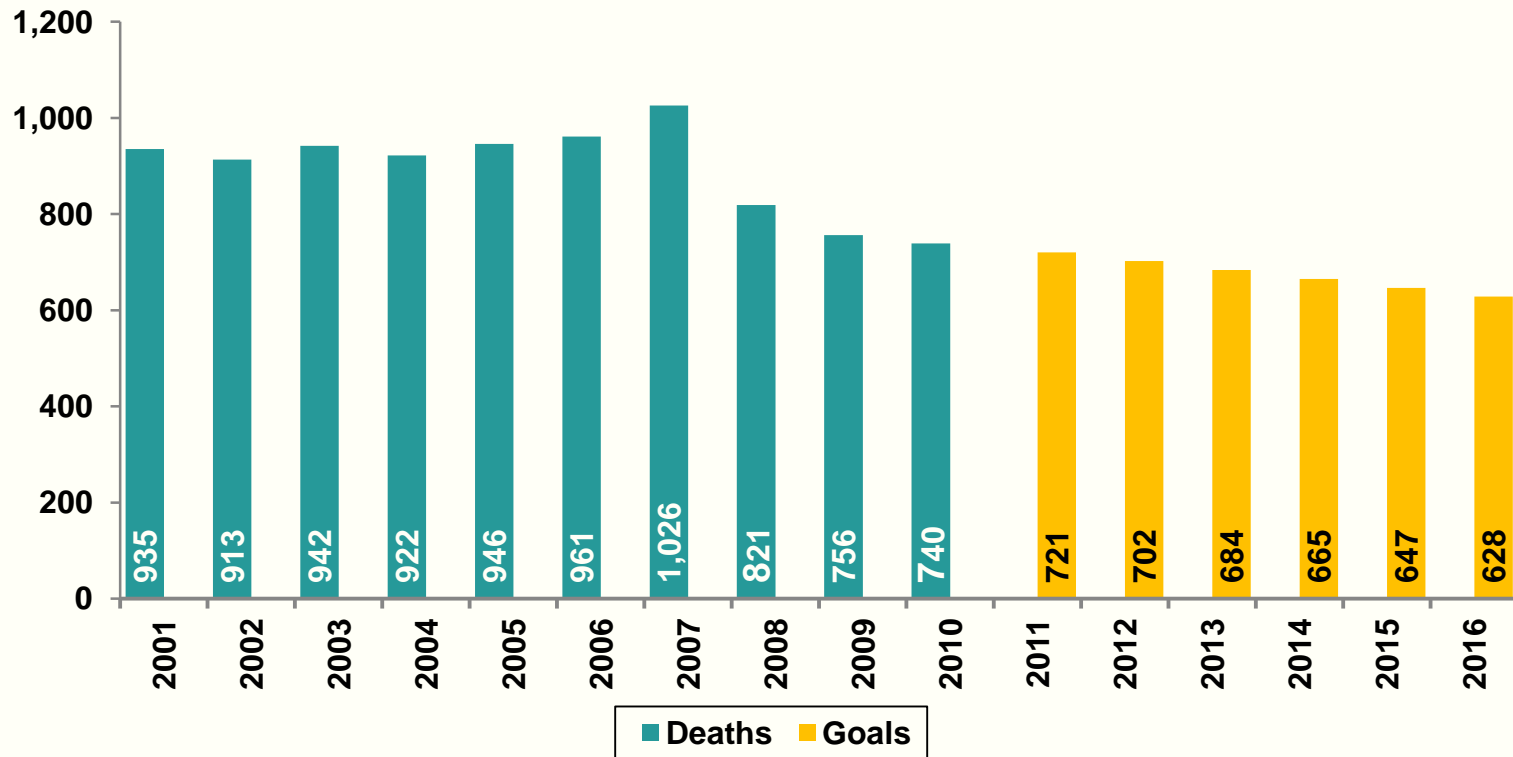
- **Speeding**
- **Young Drivers**
- **Unrestrained Occupants**
- **Alcohol Related Incidents**
- **Roadway Departure**
- **Intersections**
- **Data**

Vision, Mission & Goal

- **Vision - *Virginia adopts the vision of Toward Zero Deaths. All roadway users should arrive safely at their destinations***
- **Mission - *The mission of the SHSP is 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 - *The goal of the SHSP is to reduce deaths and severe injuries by half by 2030***

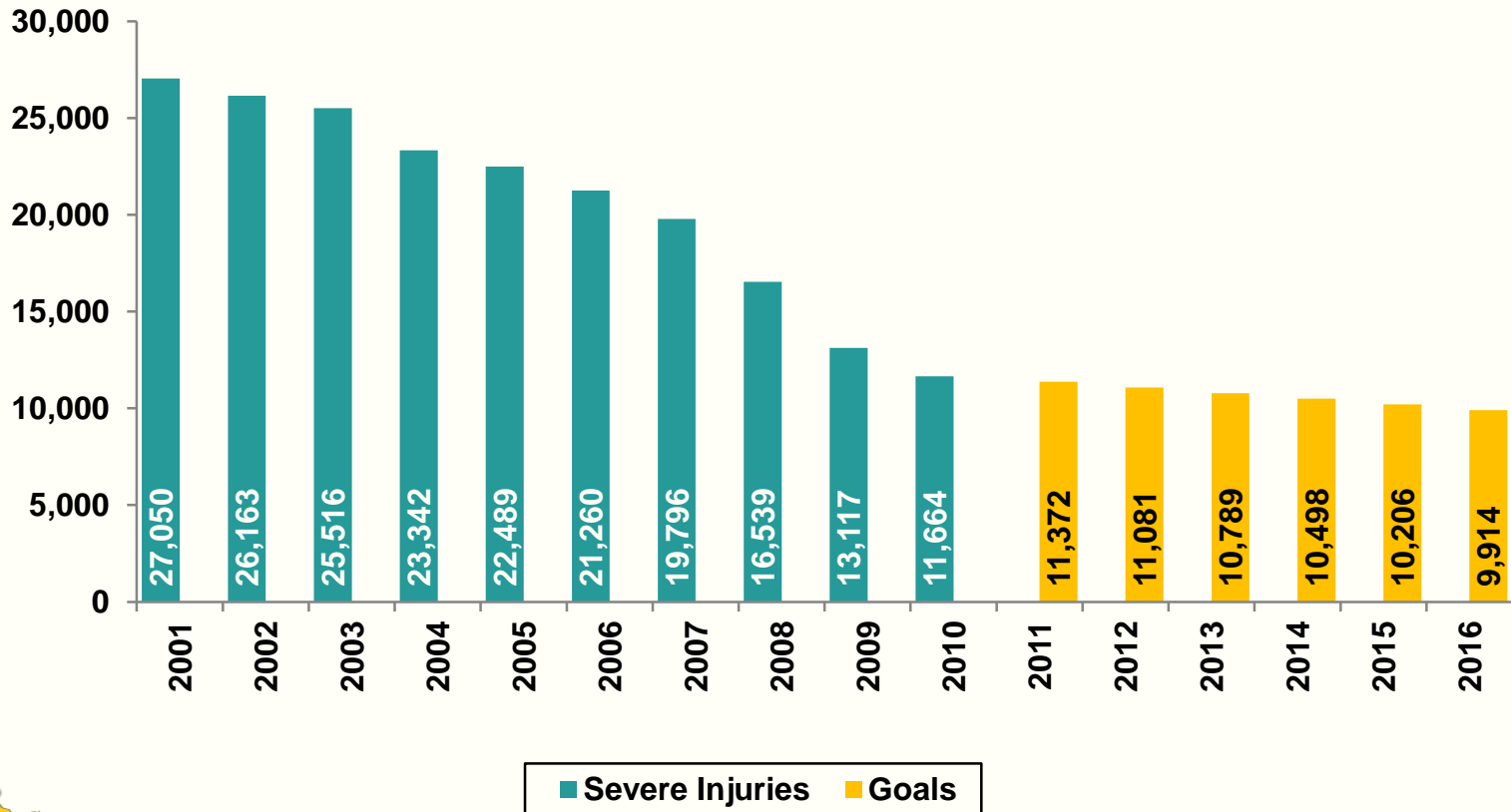
Toward Zero Deaths

Traffic Deaths, 2001-2010 and Goals 2011 to 2016



Toward Zero Deaths

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

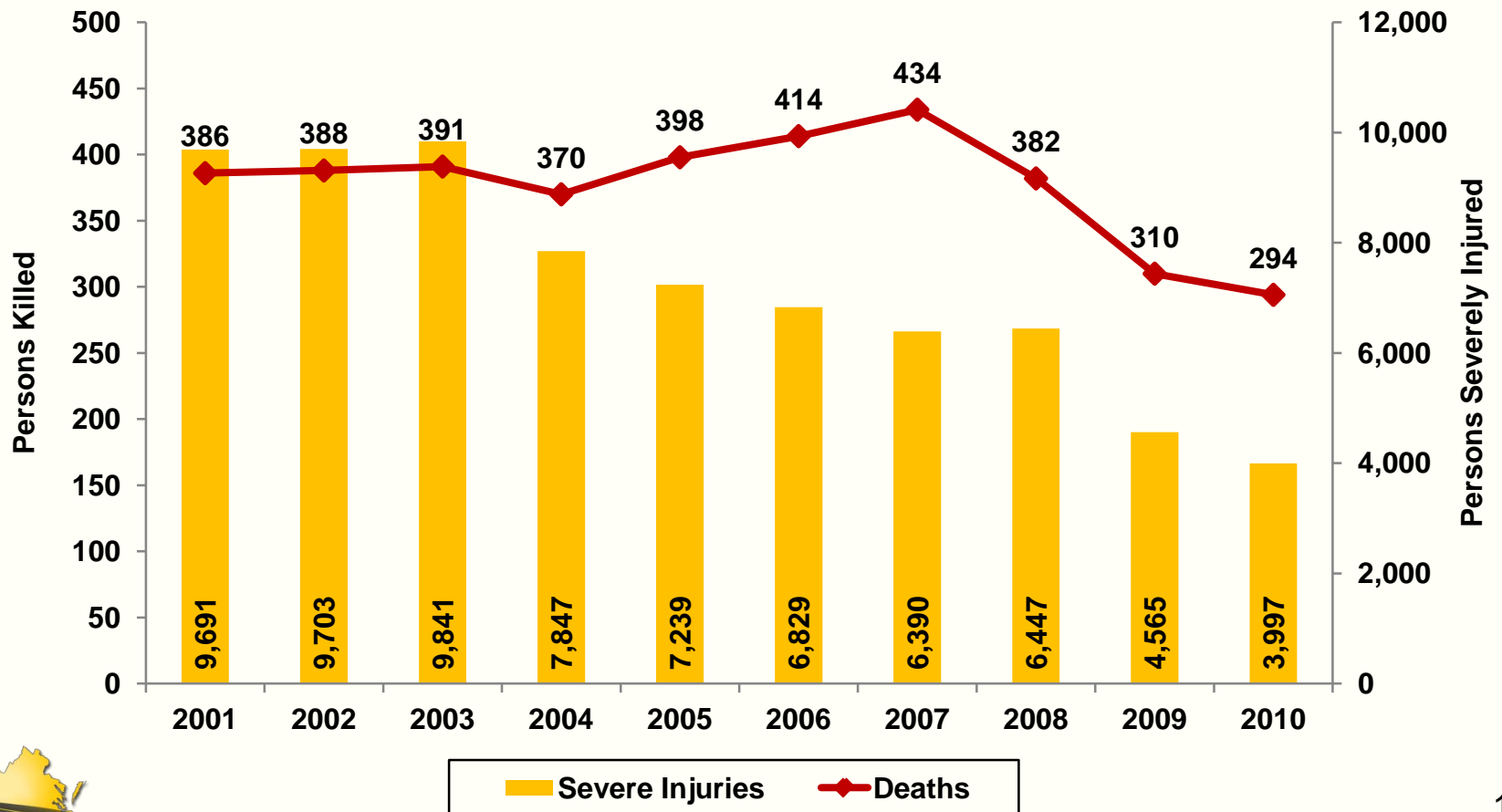


Emphasis Area Team Overview

- **Three meetings**
- **Reviewed team rosters, 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 fatality and severe injury objectives**

Speeding Emphasis Area

2001-2010 Virginia Speeding Deaths & Severe Injuries



Speeding Objectives & Strategies

■ Objectives

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

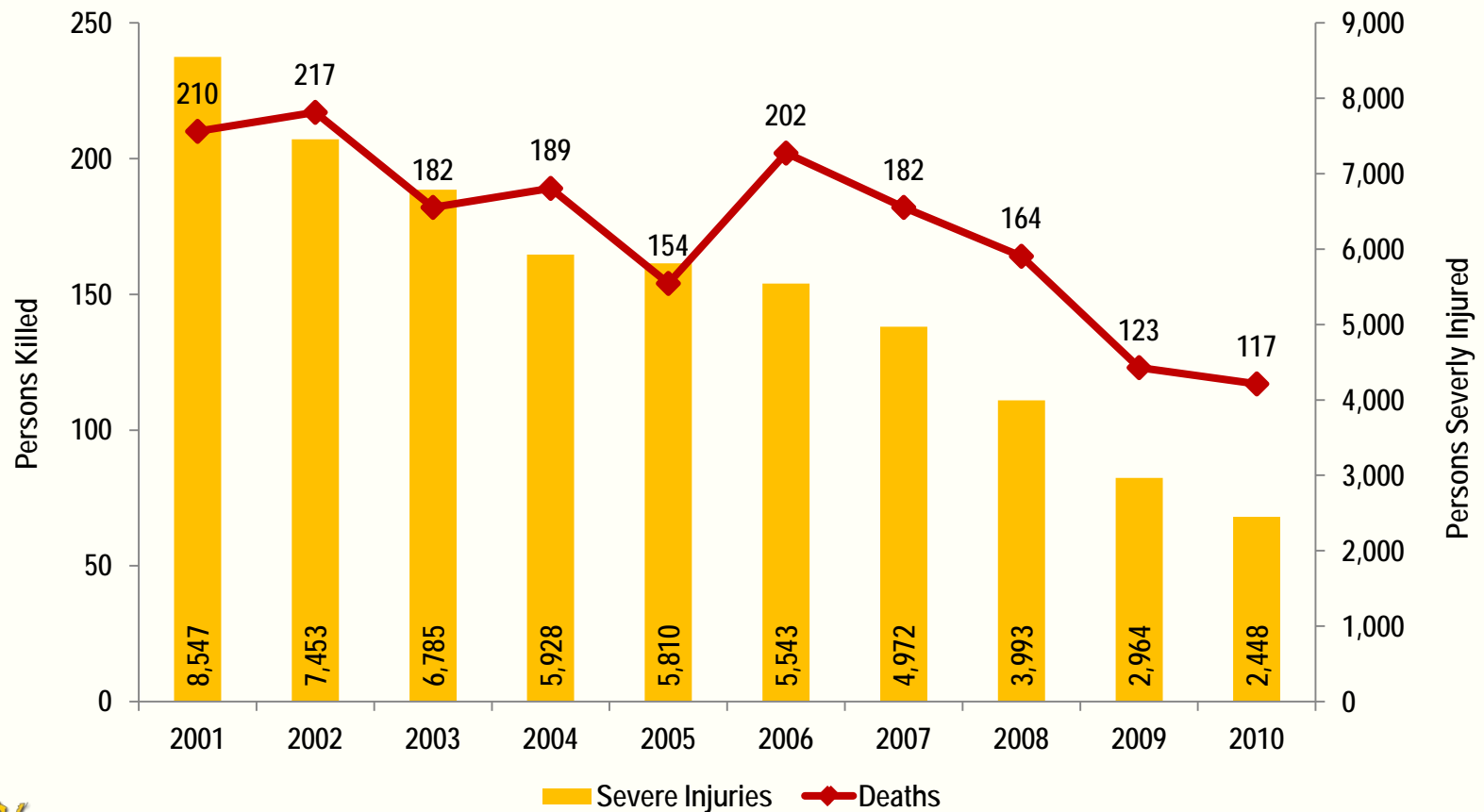
■ **Strategy 1 – Implement engineering countermeasures to synchronize traffic flow to prevailing conditions**

■ **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

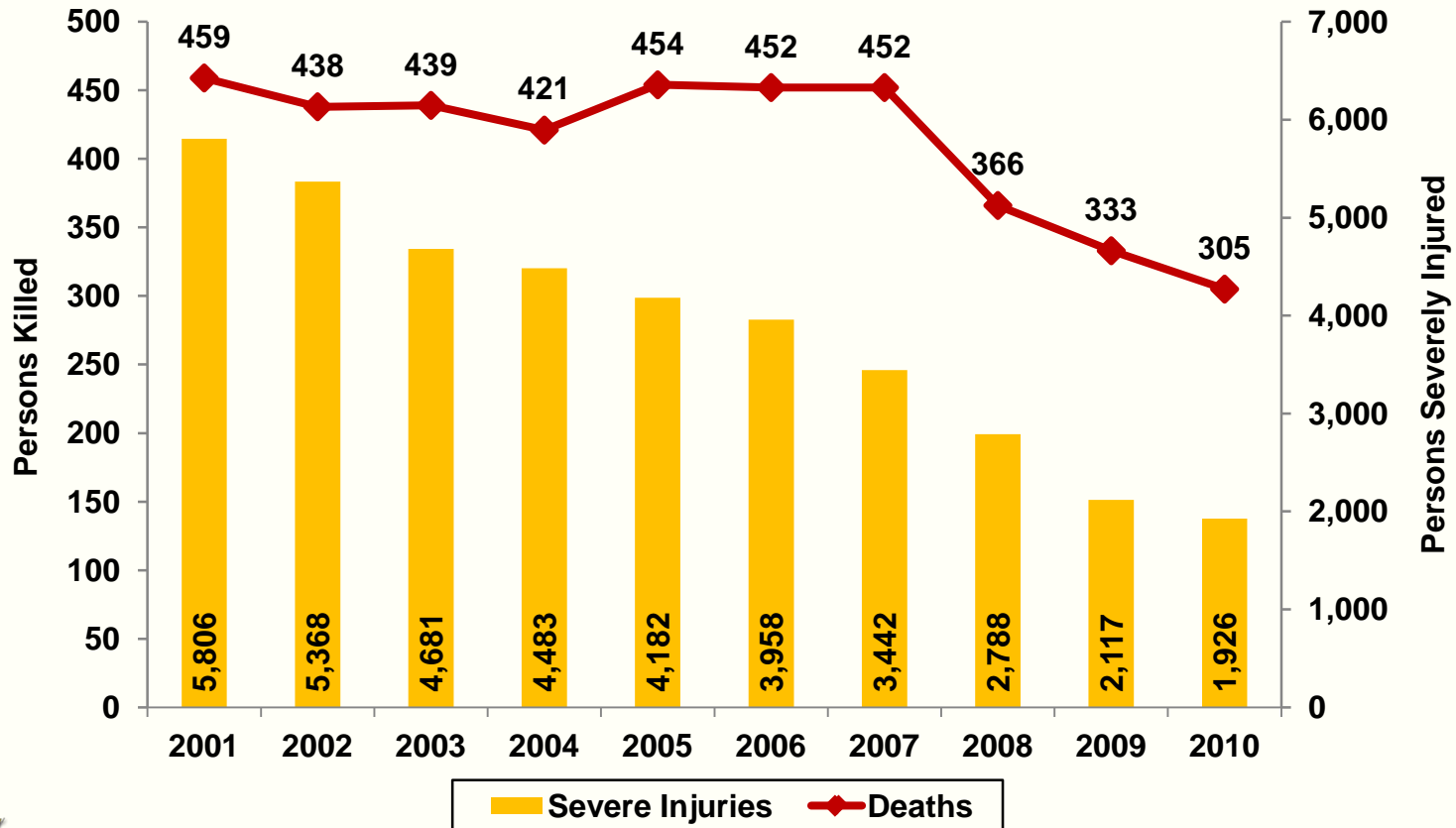
■ Objectives

- *Reduce deaths by three percent per year from 117 in 2010 to 97 by 2016; reduce severe injuries by three percent per year 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 by three percent per year 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 ; increase safety belt use from 81.6 percent to 86 percent by 2016*

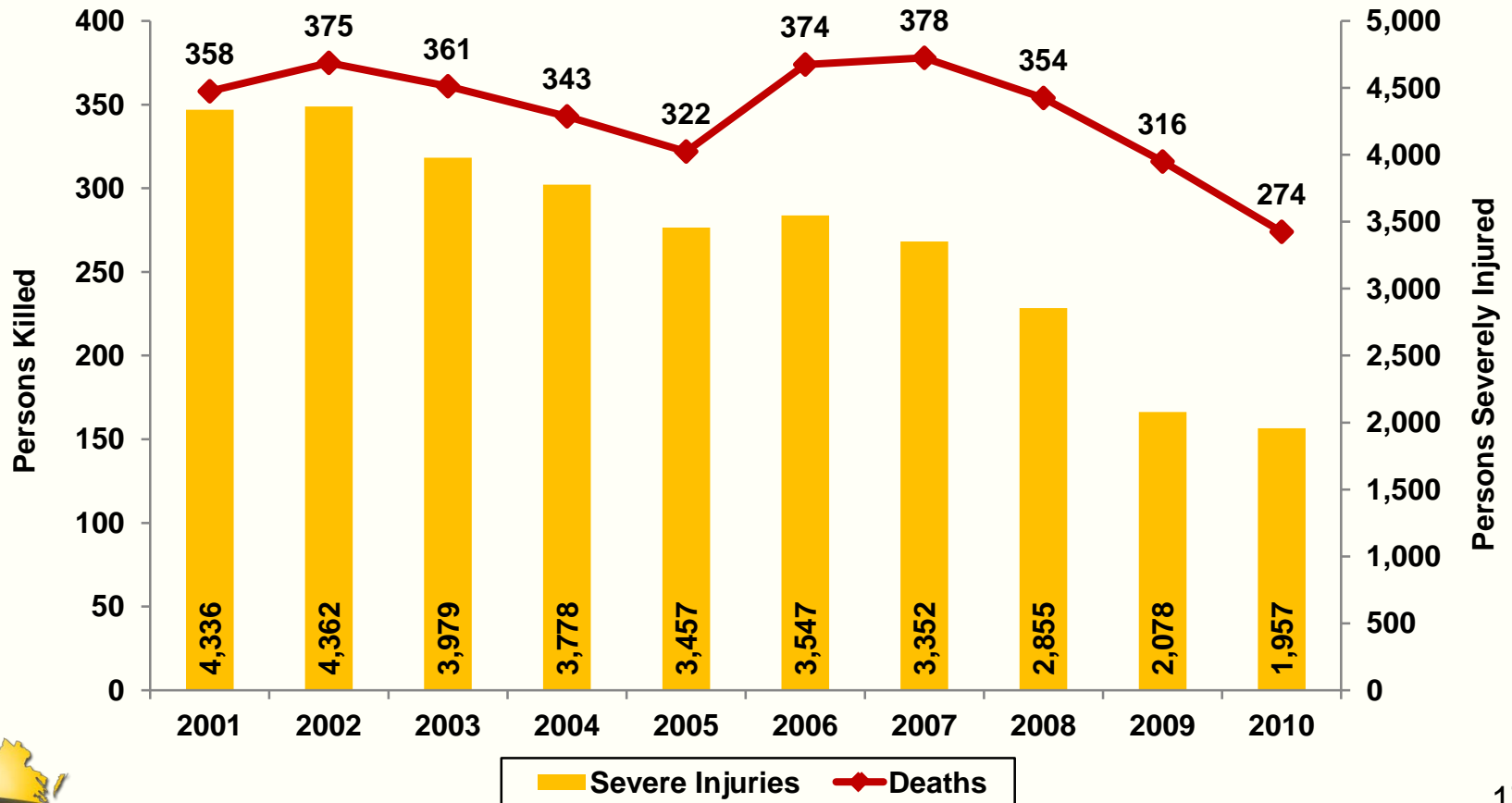
■ Strategy 1 – Educate the public on safety belts

■ 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 by three percent per year from 274 in 2010 to 228 by 2016; and reduce severe injuries by three percent per year 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**

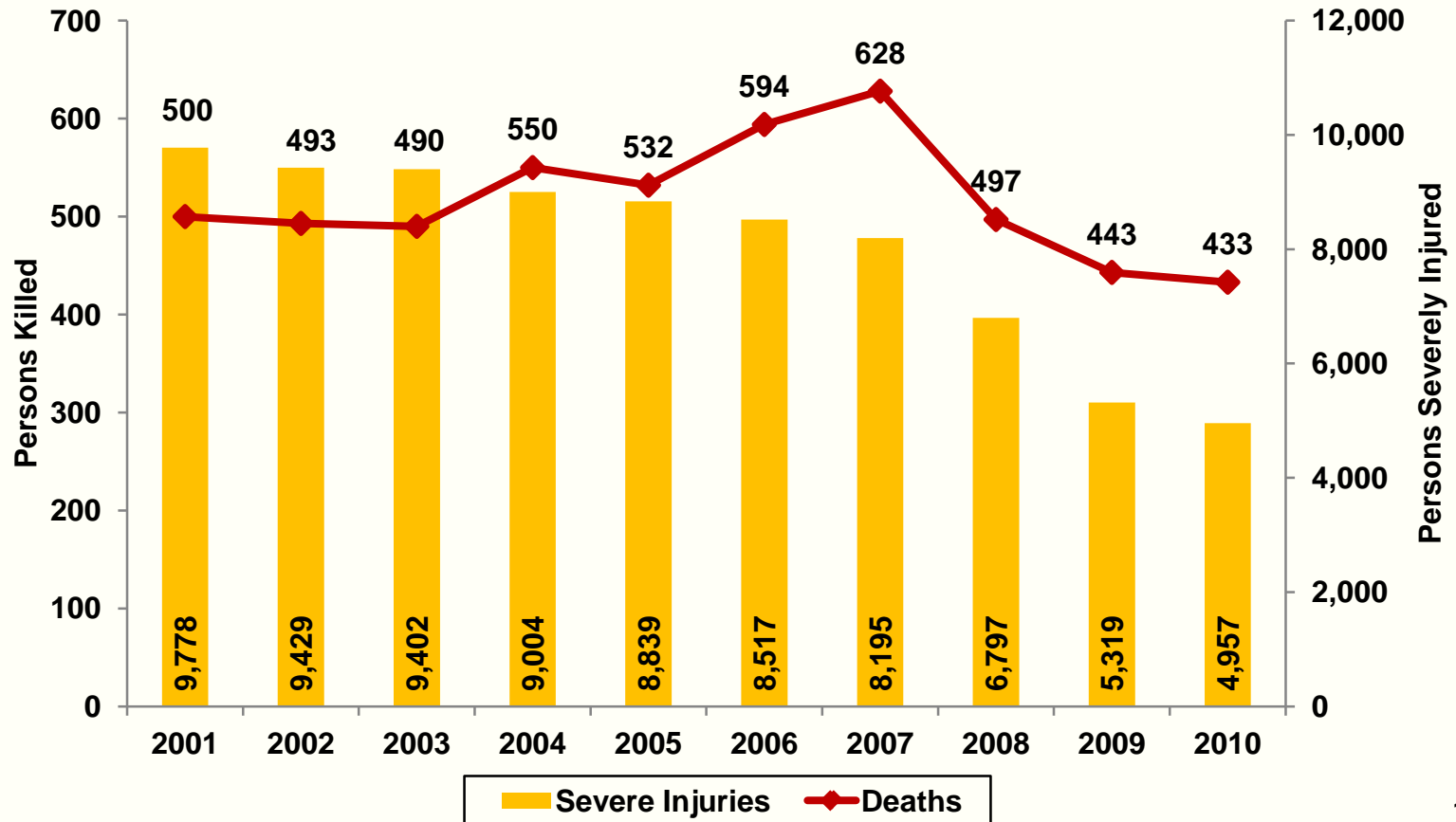
■ **Strategy 3 – Conduct education and training on impaired driving**

■ **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 by three percent per year from 433 in 2010 to 361 by 2016; reduce severe injuries by three percent per year from 4,957 in 2010 to 4,129 by 2016*

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

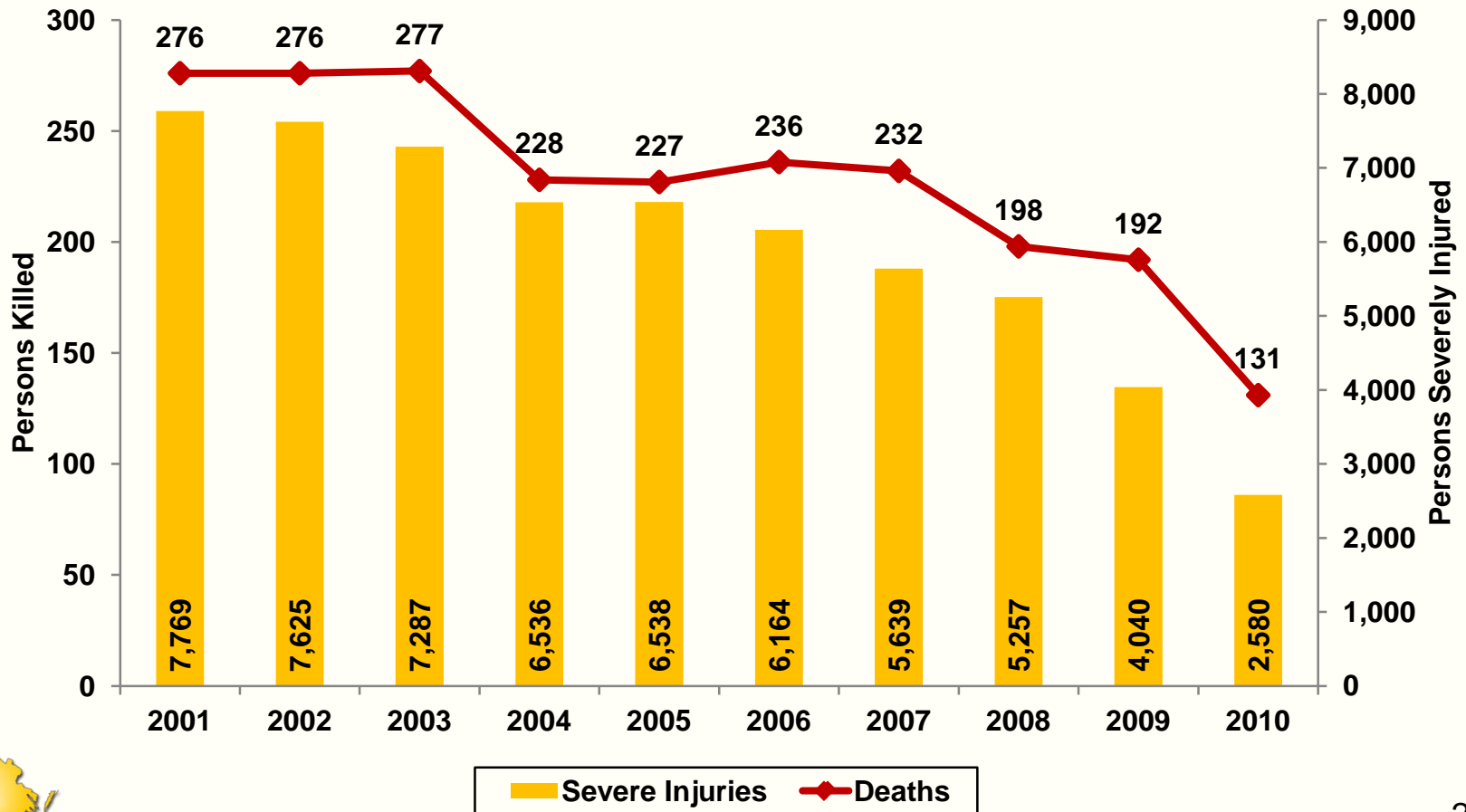
■ Strategy 2 – Minimize the consequences of leaving the roadway

■ 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 by three percent per year from 131 in 2010 to 109 by 2016; reduce severe injuries by three percent per year 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 measurable 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**