



# VIRGINIA HIGHWAY SAFETY PROGRAM INVESTMENT PLAN STRATEGY UPDATE

Commonwealth Transportation Board

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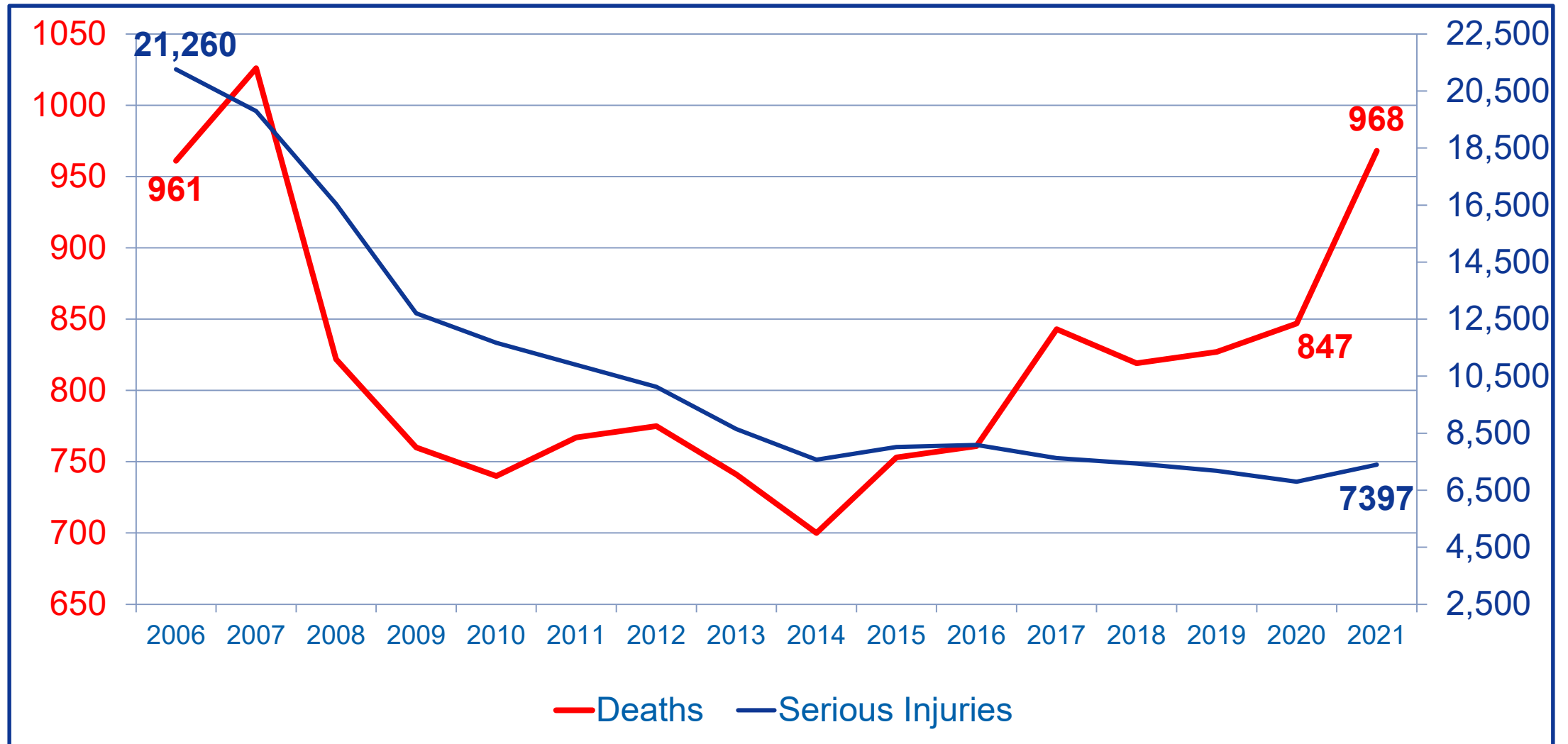
Commissioner, Virginia Department of Transportation

September 20, 2022

# Highway Safety Targets and Strategy Update

- Annual highway safety targets were approved by CTB at June meeting
- CTB indicated that the anticipated safety outcomes are unacceptable and directed OIPI, VDOT, and DMV work collaboratively to:
  - Identify strategies that will reduce fatal and serious injury crashes
  - Evaluate how strategies will help achieve aspirational safety performance goals
  - Present to CTB, no later than October 2022, the findings and recommended new strategies to shift the trend and reduce fatal and injury crashes
- Evaluation shall consider administrative, policy, and legislative changes as well as behavioral and infrastructure investment strategies
- Since June, collaborated and considered administrative and policy changes that we will talk about today

# Virginia Traffic Deaths and Serious Injuries (2006 - 2021)



# 2017-21 Fatalities and Serious Injuries by Emphasis Area

	Impaired Driving	Speeding	Occupant Protection	Roadway Departure	Intersections	Young Drivers	Bicyclists	Pedestrians	Aging Road Users	Motorcyclists	Heavy Vehicles
Total	14,585	13,431	8,192	16,488	14,141	6,325	699	2,689	7,734	3,957	3,581
Impaired Driving	-	<b>5,497</b>	<b>3,949</b>	<b>7,058</b>	<b>4,496</b>	2,076	<b>172</b>	<b>1,071</b>	<b>1,935</b>	812	<b>1,054</b>
Speeding	<b>5,497</b>	-	<b>3,949</b>	<b>7,166</b>	<b>3,227</b>	<b>2,498</b>	59	295	1,724	<b>1,332</b>	<b>1,231</b>
Occupant Protection	3,949	<b>3,949</b>	-	<b>5,047</b>	2,131	1,318	0	11	939	2	709
Roadway Departure	<b>7,058</b>	<b>7,166</b>	<b>5,047</b>	-	0	<b>2,493</b>	27	0	<b>1,985</b>	<b>1,326</b>	<b>1,206</b>
Intersections	<b>4,496</b>	3,227	2,131	0	-	<b>2,372</b>	<b>412</b>	<b>1,225</b>	<b>3,426</b>	<b>1,383</b>	861
Young Drivers	2,076	2,498	1,318	2,493	2,372	-	<b>146</b>	204	633	322	331
Bicyclists	175	60	0	28	414	149	-	1	144	3	21
Pedestrians	1,103	309	11	0	1,240	208	1	-	632	7	147
Aging Road Users	1,938	1,726	939	1,985	<b>3,427</b>	633	144	<b>621</b>	-	604	775
Motorcyclists	824	1,348	2	1,333	1,399	327	3	7	612	-	105
Heavy Vehicles	1,054	1,231	709	1,206	861	331	21	141	774	103	-



# Virginia Highway Safety Improvement Program Behavioral Strategy Summary

Emphasis Area	Type of Action	Highway Safety Improvement Action	\$FY2022	\$FY2023	\$FY2024	Total \$FY2022-24	Total \$ by Emphasis Area
Occupant Protection	Education & Outreach	Expand the Current "Local Hero" messaging campaign	\$1,000,000	\$1,500,000	\$1,500,000	\$4,000,000	\$4,000,000
Impaired Driving	Safety Programs	Expand the Sober Ride program statewide	\$1,000,000	\$1,150,000	\$1,150,000	\$3,300,000	
Impaired Driving	Education & Outreach	Publicize Sobriety Check Points*	\$250,000	\$500,000	\$500,000	\$1,250,000	
Impaired Driving	Program Analysis	NHTSA-administered Alcohol-Impaired-Driving Assessment and Law Review*	\$100,000	\$0	\$0	\$100,000	
Impaired Driving	Education & Outreach	Create New Media Campaigns to Fight Drunk and Drugged Driving*	\$1,500,000	\$1,000,000	\$1,000,000	\$3,500,000	\$8,150,000
Speed	Education & Outreach	Statewide Speed Messaging Media and Outreach Campaign with Coordinated Enforcement & Speed Data Pilot*	\$1,500,000	\$1,500,000	\$1,500,000	\$4,500,000	\$4,500,000
Distracted Driving	Education & Outreach	Distracted Driving Media Campaign*	\$1,500,000	\$1,500,000	\$1,500,000	\$4,500,000	\$4,500,000
Motorcycle	Education & Outreach	Expand the Motorcycle Safety Media Message in Virginia	\$750,000	\$1,000,000	\$1,000,000	\$2,750,000	\$2,750,000
Ped/Bike	Education & Outreach	Enhance and Amplify Pedestrian and Bicycle Safety Media Campaigns	\$1,000,000	\$1,250,000	\$1,250,000	\$3,500,000	\$3,500,000
Teen Driving	Safety Programs	Juvenile Licensing Ceremony Video*	\$800,000	\$0	\$0	\$800,000	\$800,000
Mature Drivers	Safety Programs	Expand GrandDriver Car Fit Program	\$200,000	\$200,000	\$200,000	\$600,000	
Mature Drivers	Safety Programs	Expand GrandDriver Testing Centers	\$200,000	\$200,000	\$200,000	\$600,000	
Mature Drivers	Education & Outreach	Expand Virginia GrandDriver Paid Media	\$200,000	\$200,000	\$200,000	\$600,000	\$1,800,000
<b>Total</b>			<b>\$10,000,000</b>	<b>\$10,000,000</b>	<b>\$10,000,000</b>	<b>\$30,000,000</b>	<b>\$30,000,000</b>

\* New Program

# 2022 Fatalities and Serious Injuries to Date\* by Emphasis Areas (Jan 1 to August 31)

	Fatalities		Serious Injuries		Fatalities & Serious Injuries	
	no.	%	no.	%	no.	%
<b>Fatalities in All Crashes</b>	<b>611</b>	<b>100%</b>	4,560	100%	5,171	100%
1. Unrestrained Fatalities	<b>284</b>	<b>46%</b>	1,199	26%	1,483	29%
2. Fatalities in Crashes Involving Speeding	<b>258</b>	<b>42%</b>	1,546	34%	1,804	35%
3. Fatalities in Crashes Involving Impaired Driving**	<b>203</b>	<b>33%</b>	1,444	32%	1,647	32%
4. Pedestrian Fatalities	<b>100</b>	<b>16%</b>	267	6%	367	7%

Note:

\* Preliminary data

\*\*Impaired Driving - Drunk, Drugged, Distracted and Drowsy

# Virginia Highway Safety Improvement Program Behavioral Strategy Investment Plan – September 2022

Emphasis Area	Type of Action	Highway Safety Improvement Action	\$FY2022	\$FY2023	\$FY2024	Total \$FY2022-24	Total \$ by Emphasis Area
Occupant Protection	Education & Outreach	Education, Outreach, Enforcement	\$3,400,000	\$3,400,000	\$3,400,000	\$10,200,000	\$10,200,000
Impaired Driving*	Education & Outreach	Education, Outreach, Enforcement	\$2,400,000	\$2,400,000	\$2,400,000	\$7,200,000	\$7,200,000
Speed	Education & Outreach	Education, Outreach, Enforcement	\$3,000,000	\$3,000,000	\$3,000,000	\$9,000,000	\$9,000,000
Ped/Bike	Education & Outreach	Education, Outreach, Enforcement	\$1,200,000	\$1,200,000	\$1,200,000	\$3,600,000	\$3,600,000
<b>Total</b>			<b>\$10,000,000</b>	<b>\$10,000,000</b>	<b>\$10,000,000</b>	<b>\$30,000,000</b>	<b>\$30,000,000</b>

Note: \*Impaired driving - Drunk, Drugged, Distracted and Drowsy

# Highway Safety Investment Strategy Updates

- Recent uplift in federal and state highway safety funds enable previously identified systemic and hybrid infrastructure initiatives to be fully funded and accelerated as much as possible
- Include and accelerate systemic safety improvements on locally-maintained roads beginning in FY 2023
- Fund spot safety projects on VDOT roads in addition to systemic projects



# Virginia Highway Safety Improvement Program Infrastructure Investment Plan - September 2022 Update

October 2022 Update	Source	HSIP Funding Through FY 28 (\$M)	Previous / FY 23	FY 24	FY 25	FY 26	FY 27	FY 28	Schedule (Calendar Year)	
	<b>Original Systemic Plan (2020)</b>									
	High-Visibility Backplates (VDOT) <sup>1</sup>	14.4								Completed on schedule in 2021
	Flashing Yellow Arrows (VDOT) <sup>2</sup>	10.7								Completed on schedule in 2022
	Curve Delineation (VDOT) <sup>3</sup>	25.3								Complete 2024
	Pedestrian Crossings - Phase 1 (VDOT) <sup>4</sup>	34.4								Complete 2025
	Unsignalized Intersection (VDOT) <sup>5</sup>	24.2								Complete 2024
	Shoulder Wedge (VDOT) <sup>6</sup>	Maintenance funds								Resurfacing Cycle - 15 yr
	CL Rumbles - Primaries (VDOT) <sup>7</sup>	7.8								Accelerated by 5 years, Complete by 2030
	Edge Rumbles - Primaries (VDOT) <sup>8</sup>	35.1								Accelerated by 5 years, Complete by 2030
<b>Fall 2022 Investment Plan</b>										
Locally-Maintained Road Projects <sup>9</sup>	110.3								TBD, Project Specific Completion Dates	
Expanded Flashing Yellow Arrows (VDOT) <sup>10</sup>	15.8								Accelerated 2 years. New Completion Date 2025	
Pedestrian Crossings - Phase 2 (VDOT) <sup>11</sup>	20								Accelerated PE start by 1 year. Up to 200 locations. Complete 2028	
Two-Lane Rural Roads (VDOT) <sup>12</sup>	150								Added funding for up to 1000 more miles. Up to 2,000 Miles now funded. Complete 2028.	
Future Systemic Initiatives	100								TBD	
Spot Projects (VDOT) <sup>13</sup>	124.4								TBD, Project Specific Completion Dates	
<b>Total</b>	<b>672.4</b>	<b>316.2</b>	<b>56.5</b>	<b>51.2</b>	<b>84</b>	<b>83.2</b>	<b>81.3</b>			

LEGEND

PE & CN

PE

CN

RED = Update from Original

# Virginia Highway Safety Investment Plan - Next Steps

- Proposed Board action tomorrow on updated Virginia Highway Safety Investment Strategy policy
- Fall/Winter 2022 - Propose SYIP amendment(s) to CTB to add safety projects
  - October 2022 CTB meeting – bring VDOT spot projects for approval
  - January 2023 CTB meeting – bring locality-maintained road systemic projects for approval
- This action to consolidate to four emphasis areas allows DMV to begin deploying behavioral projects within 30-45 days
- In the next quarter DMV will work with our media contractor to develop concept, creatives and media buy placement

**Questions?**