



P3 – DRIVE SMART Virginia

Traffic Safety trends since COVID

Ben Bruce, Strategic Partnership Manager





Who Are We?

DRIVE SMART Virginia is a 501c3 dedicated to making Virginia's roadways safer for all who travel them.

Through education and outreach programs, DSV promotes traffic safety in the Commonwealth of Virginia.

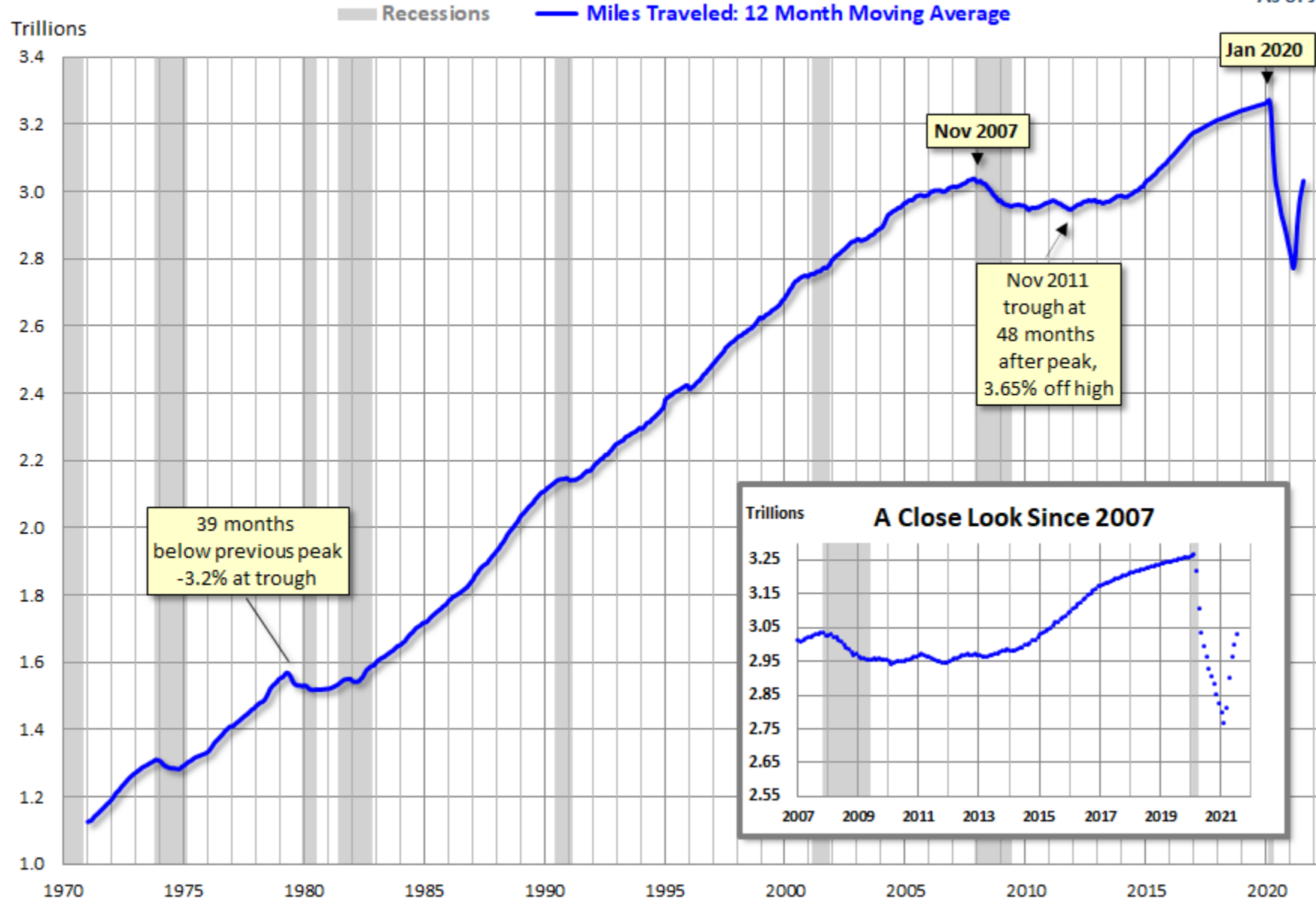


The Problem

While Americans drove less in 2020 due to the pandemic, an estimated 38,680 people died in motor vehicle traffic crashes—the largest number of fatalities in 15 years.

This represents an increase of over 7% percent as compared to the 36,096 fatalities reported in 2019.

Estimated Vehicle Miles Traveled on All Roads





During 2020, driving patterns and behaviors in the United States changed significantly.

Of the drivers who remained on the roads, some engaged in riskier behavior, including speeding, failure to wear seat belts, and driving under the influence of alcohol or other drugs.

These issues remain a problem in 2022.



2021 in Virginia:

- 11% Increase in Pedestrian Fatalities
- 9.6% Increase in Speed-Related Fatalities
 - With fewer vehicles on the road during COVID-19 restrictions, some drivers decided the open road was an invitation to recklessly speed.
- 8.7% Increase in Unrestrained Occupant Injuries
 - If ejected from a crash vehicle, there's a 75% likelihood you will be killed. Properly wearing your seat belt is your best defense against a reckless, impaired, or distracted driver.



In Just 24 Months, Traffic Fatalities in Virginia Increased 17%.

Virginia DMV figures show that traffic fatalities increased from 827 in 2019 to 968 in 2021.

So far, the trend continues in 2022.

Leesburg, VA 20176
ADDRESS
ON _____, 20 22 AT _____ A.M.
 P.M.
FOR VIOLATION OF
VA _____ 46.2-862(ii) LOCAL CODE _____
DESCRIBE CHARGE RECK DR: SPEEDING, OVER 85MPH
140/55 SP - RADAR - STATIONARY
COMMERCIAL MOTOR VEHICLE YES NO
HAZARDOUS MATERIALS YES NO
RESULTED IN FATALITY YES NO
HIGHWAY SAFETY CORRIDOR YES NO
VCC:
REC-6648-M1
I PROMISE TO APPEAR AT THE TIME AND PLACE SHOWN ABOVE. SIGNING THIS SUMMONS IS NOT AN ADMISSION OF GUILT. I CERTIFY THAT MY CURRENT MAILING ADDRESS IS AS SHOWN BELOW



We need your help!

Thus far in 2022, 652 people have been killed in car crashes in Virginia, according to the Traffic Records Electronic Database System.

NEWS from this week -

Motorcyclist killed in third deadly crash on Iron Bridge Road this week, Chesterfield Police investigating

Two other crashes on Iron Bridge Road earlier this week also resulted in death. A man was charged today after a deadly crash on Thursday, Sept. 8, and a cyclist was killed Tuesday night.



“CRASH” not “ACCIDENT”

Kinetic Energy

Intuitively, doubling our speed should double our danger.

That isn't the case. Doubling our speed *quadruples* our danger.





25 mph

\$28,131



12 mph

\$5,715

Double the speed, quadruple the damage.



Seat belts keep occupants in place and reduce injuries during a crash. Ejections from vehicles are a measure of seat belt use because people using seat belts are less likely to be ejected.

The ejection rate by week for 2019 and 2020 shows an increase in most of 2020 after week 10, when the COVID-19 public health emergency was declared.

LOVE CLICKS



BUCKLE IN THE BACK

Unbuckled back seat occupants can impact other vehicle occupants in a crash.

LOVE CLICKS



DON'T GET EJECTED

Buckling up helps you stay secure inside your vehicle.

LOVE CLICKS



FASTEN IT ON HIGHWAYS AND COUNTRY ROADS

Seat belts work no matter how far, what speed, or what road you are traveling.

LOVE CLICKS



FOLLOW THE LAW

Virginia law requires everyone under age 18 to be properly secured in a safety belt

LOVE CLICKS



MAKE IT A RULE

Insist everyone in your vehicle be buckled up before you start your trip.

LOVE CLICKS



BE THE BEST ROLE MODEL

Show that buckling up is important to you by wearing your seat belt on every trip.

LOVE CLICKS

CLICK FOR THOSE YOU LOVE

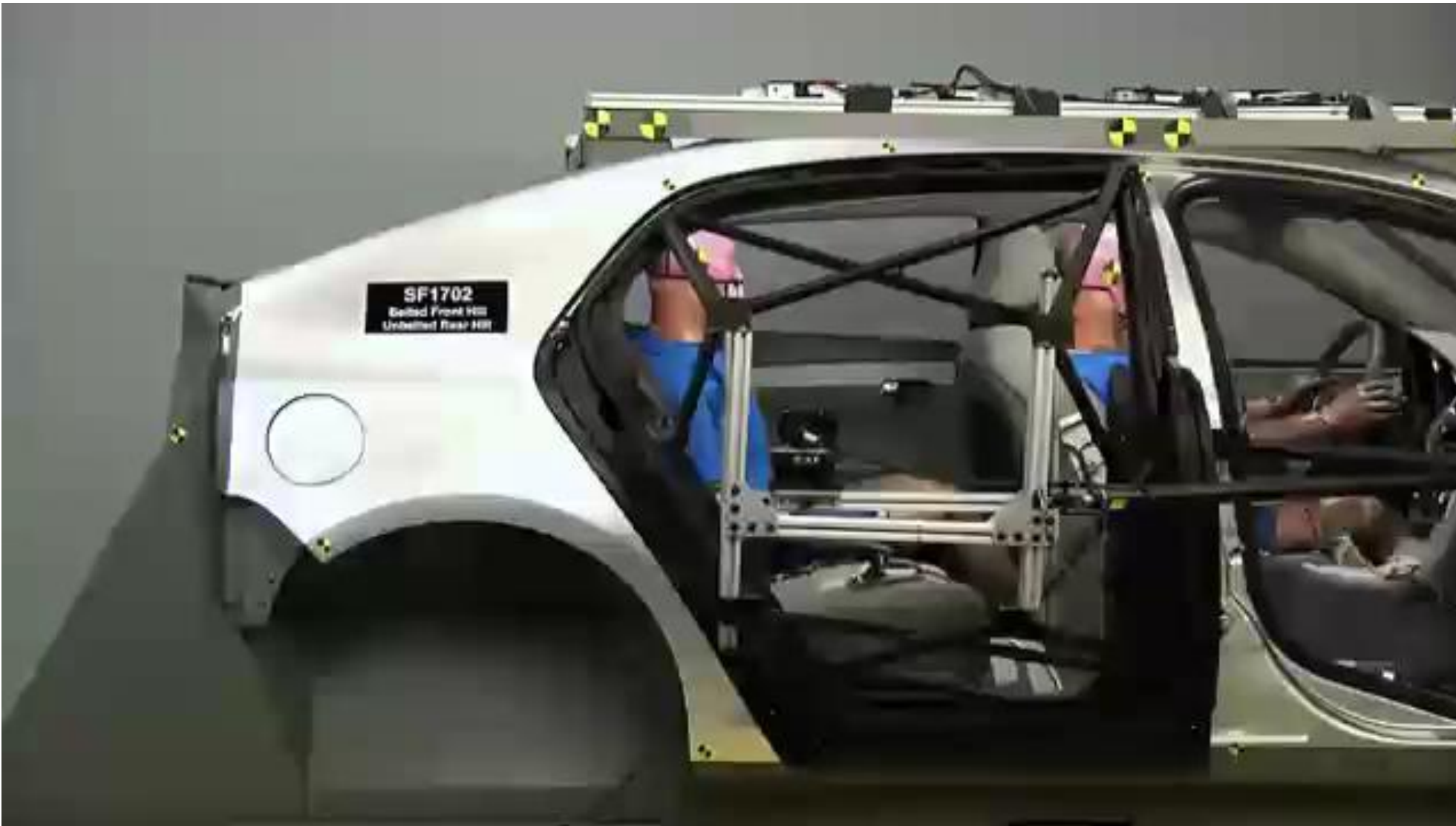
Your loved ones want you to make it home safely.
Show them you care by buckling up.

LOVE CLICKS



WEAR IT PROPERLY

The lap belt and shoulder belt should be secured across your hips and rib cage.



Everyone in a vehicle needs to buckle-up.



WHEN YOU
BUCKLE UP
THEY
BUCKLE UP

LOVE CLICKS

CLICK FOR THOSE YOU LOVE

Your loved ones want you to make it home safely.
Show them you care by buckling up.

LOVE CLICKS



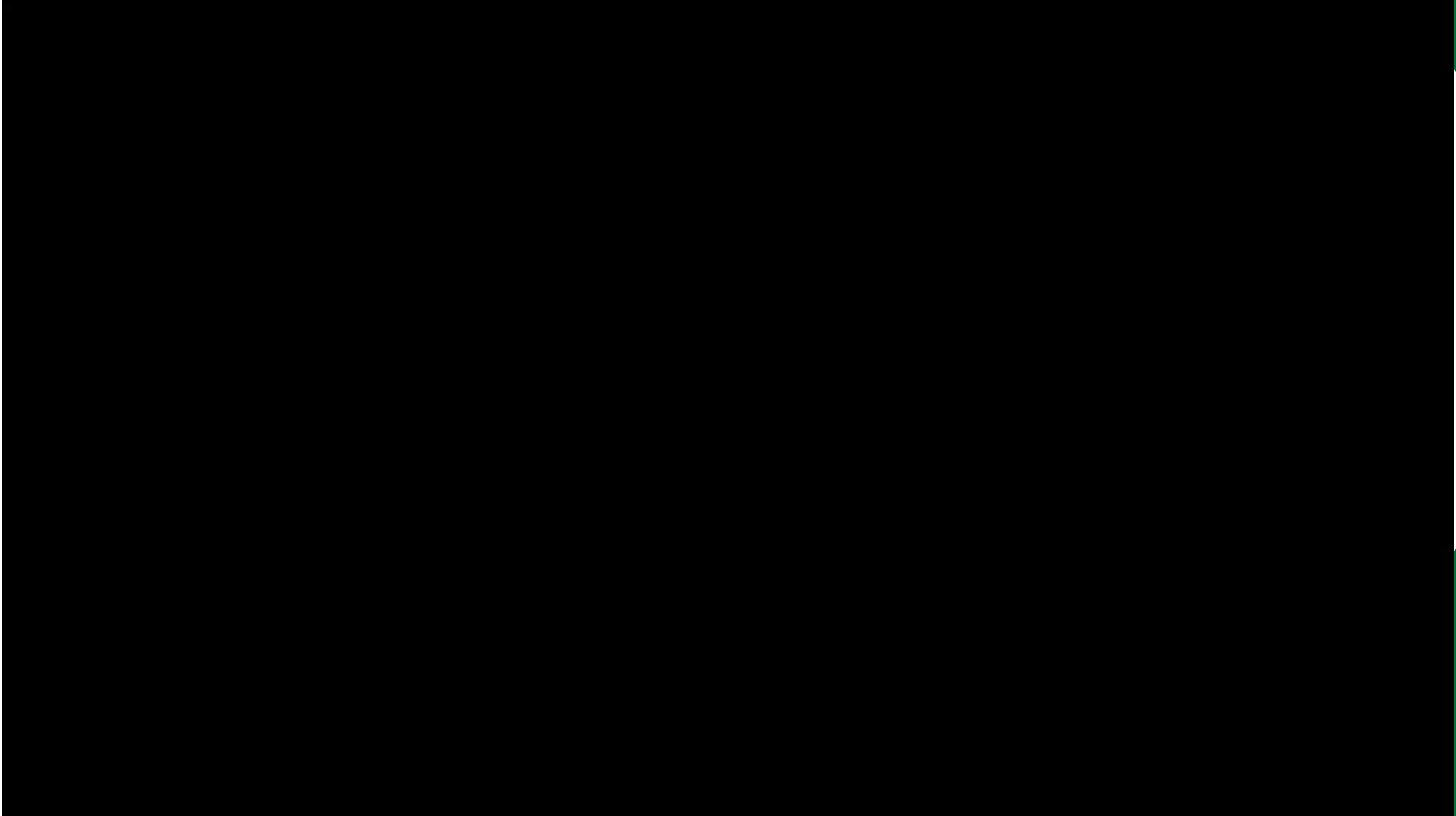
BE THE BEST ROLE MODEL

Show that buckling up is important to you
by wearing your seat belt on every trip.



There are three main types of distraction:

- Visual: taking your eyes off the road
- Manual: taking your hands off the wheel
- Cognitive: taking your mind off driving





Surveys indicate that adults recognize distracted driving *when it's someone else...*

but they find excuses for their own risky driving behavior.





“Self-Driving” vehicles will not save us. At least not for a VERY long time.

We all must take responsibility for our actions when on the road...even if you are the BEST driver out there, you have to be:

- A defensive and attentive driver for those bad drivers around you.
- Wear your seatbelt to protect you from other drivers.

DOWNLOAD
AN APP.
Enable a "Do Not Disturb"
app to block incoming calls
or messaging while the
vehicle is in motion.

BUCKLE UP PHONE DOWN

Virginia



dmv
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SPEAK UP.
Request your driver
stop driving distracted.
After all, your life is
in their hands.

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PROTECT
YOURSELF.
A seat belt is your
best defense against
a distracted driver.

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CHANGE YOUR
VOICEMAIL.
Notify callers that you
are either driving or
otherwise unavailable
and will get back to
them when it's safe.

BUCKLE UP PHONE DOWN

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PARK BEFORE EATING.
Before you spill anything, pull into a safe space to eat or drink.

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HANDS-FREE ISN'T RISK FREE.
Even if the phone isn't in your hand, there are still dangers involved when a driver does not fully concentrate on the road.

BUCKLE UP PHONE DOWN

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BE A GOOD PASSENGER.
Do your best to help the driver and be an extra set of eyes on the road.

BUCKLE UP PHONE DOWN

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HAVE A PLAN.
Plan to silence your phone, turn it off, or put it somewhere out of reach when you're driving.

BUCKLE UP PHONE DOWN

Virginia

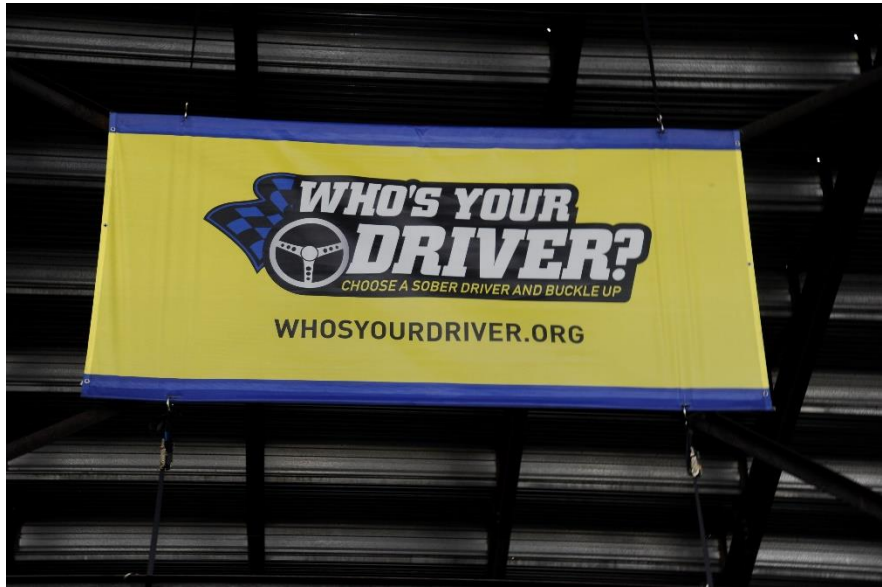


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Alcohol-Related Crashes Are STILL a Problem





**HEY LANGLEY SPEEDWAY FANS,
ASK FIRST, DRINK LATER.**



**PANTHERS FANS,
WE'VE GOT TO KNOW...**



**WHAT'S YOUR
GAME PLAN?**
CHOOSE A SOBER DRIVER AND BUCKLE UP



We Are Here to Help...For FREE!

- Newsletter inclusion using graphics, contribute articles, etc.
- Website inclusion
- Brochures/Posters
- Invite us to your next event



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Promoting Workplace Safety

We help businesses foster a culture of safety.



DRIVE SMART Virginia is a non-profit organization charged with raising awareness and changing behavior in order to improve the safety of the roadways of the Commonwealth. We have endeavored to improve the lives of all Virginians through our public information and education initiatives. Founded in 1995, the organization is led by a diverse board representing safety advocates, the insurance industry and law enforcement.

NEW LOVEWORK DRIVES HOME THE IMPORTANCE OF BUCKLING UP



The LOVEwork sculpture, by Richmond artist Giovanni "John" Meola, is part of DRIVE SMART Virginia's "Love Clicks" campaign, which reminds vehicle occupants to buckle their seat belts for their loved ones.

[LEARN MORE](#)

OCTOBER IS BICYCLIST & PEDESTRIAN AWARENESS MONTH



Visit our Toolkits Page to learn how you can help spread the #ShareTheRoad traffic safety message in your community.

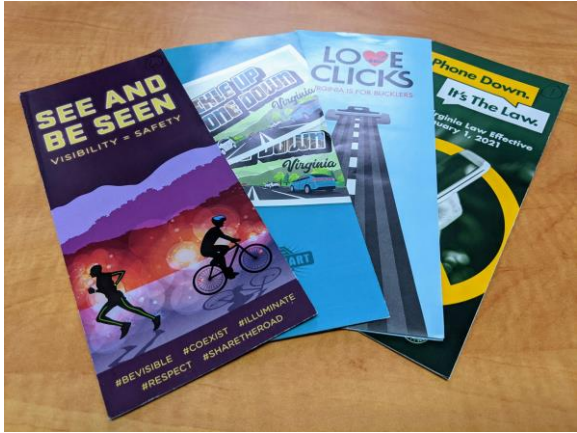
[LEARN MORE](#)

VIRGINIA'S PROHIBITION ON DRIVING WHILE HOLDING A PHONE



As of July 1st, it is illegal to hold a handheld personal communications device while driving in Virginia. The new law will be effective beginning January 1st, 2021.

[LEARN MORE](#)



Distracted Driving

****NEW!** Phone Do...**
 PO-PDIL
 "Phone Down It's The Law" poster - reminding drivers of the

qty [Add to Cart](#)

Buckle Up Phone D...
 BR-DD-17
 Distracted Driving Awareness Month brochure - "Buckle Up

qty [Add to Cart](#)

Buckle Up Phone D...
 PO-DD-17
 Distracted Driving Awareness Month poster - "Buckle Up

qty [Add to Cart](#)

Buckle Up Phone D...
 PO-DD-14
 "Buckle Up Phone Down" with overhead graphic

qty [Add to Cart](#)

Buckle Up Phone D...
 PO-DD-15
 Buckle Up Phone Down poster with overhead graphic

qty [Add to Cart](#)

Buckle Up Phone D...
 PO-DD-18
 Distracted Driving Awareness Month Poster. Asks all drivers to

qty [Add to Cart](#)

Share the Road

See And Be Seen P



Virginia Partners For Safe Driving – Become a Member



**Virginia Partners
For Safe Driving**

VIRGINIA PARTNERS FOR SAFE DRIVING

(formerly the DRIVE SMART Virginia Coalition for Safe Driving, and Virginia Coalition for Distraction-Free Driving)

Mission: To raise awareness about the importance of safe driving, including distraction-free driving; sharing the road; fleet safety; vulnerable road users; and sober driving through various strategies in order to prevent crashes and injuries on Virginia roadways.

Virginia Partners for Safe Driving will set goals and advance Safe Driving awareness by:

1. Developing a diverse group of interested and engaged parties.
2. Leveraging the existing activities around already established awareness months to further raise visibility about the issues.
3. Engaging with and supporting the Annual Distracted Driving Summit.
4. Sponsoring and supporting teen, community and workplace education initiatives and opportunities.
5. Identifying and working with subject matter champions to forward legislation in the Virginia General Assembly. (opt-in only)

Distracted/Impaired Driving Simulator



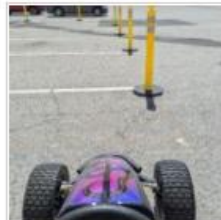
Banners for Schools



Observe Simulation



Virtual Reality Driving



Obstacle Course



Impaired Pedal Car

Webinar Training Request Form



DRIVE SMART Virginia provides live, online traffic safety presentations to schools, businesses, the military, and other organizations. We do not charge for this service. Please submit your request 2 weeks prior to the preferred training date.

Training Date(s) *

Training Time(s) *





THANK YOU!

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drivesmartva.org

Please follow us on social media