

Smart, Safe & Sober



NEWSLETTER

SUMMER 2009

www.smartsafeandsober.org



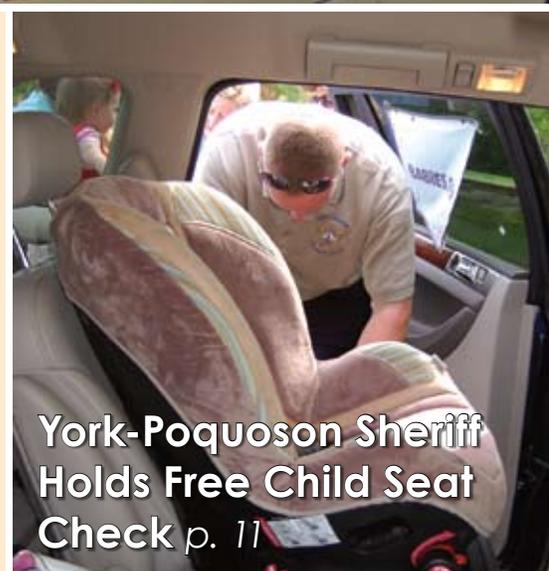
**'Click It or Ticket' 2009:
Another Huge Success** p. 3



**Saved by the
Belt Awards** p. 16



**2008 Challenge Winners
Announced** p. 12



**York-Poquoson Sheriff
Holds Free Child Seat
Check** p. 11



Smart, Safe & Sober

NEWSLETTER

The *Smart, Safe & Sober Newsletter* (formerly known as *Badges, Buckles, Belts & Beyond*) is published quarterly for Virginia's transportation safety community by the Smart, Safe & Sober Partnership.

The Smart, Safe & Sober Partnership is comprised of the Virginia Association of Chiefs of Police, the Virginia Department of Motor Vehicles, the Virginia State Police, the Virginia Sheriffs' Association, and DRIVE SMART Virginia.

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Articles, announcements of events, short recaps of agency activities with photos, etc. are all accepted on a regular basis for publication in the next scheduled issue.

PREVIOUS ISSUES

Back issues of the newsletter can be found at www.smartsafeandsober.org/news. Click on "SS&S Newsletter" on the left.

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Contact Erin Schrad, VACP Communications Manager (see above) with any address corrections or mailing list changes.

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'Click It or Ticket' 2009

by Mary Ann Rayment, Statewide Occupant Protection Coordinator
 DMV: The Virginia Highway Safety Office



Another "Click It or Ticket" May Mobilization has come and gone and the dust is still settling. To say that everyone out did themselves would be an understatement! Data is still being collected from all of the participating agencies, but here is a small snapshot of what we have so far.

First of all, the official seat belt usage survey is being conducted this year by Old Dominion University. All of the observations have been completed and the data is furiously being entered. The results of the survey are expected in July, which will give us the official seat belt usage rate for the state.

Secondly, the enforcement numbers that have been reported thus far are amazing! As of June 19, about 75% of the reports have been collected from agencies, representing more than 250,000 hours of enforcement activities. These reporting agencies logged a grand total of 71,093 arrests, citations and warnings, which include:

- 4,622 safety belt citations;
- 818 child restraint citations;
- 962 adult DUI/DUID arrests;
- 208 juveniles cited for underage drinking violations;
- 11 juveniles arrested for zero tolerance (DUI);
- 56 stolen vehicles recovered;
- 1,276 felony arrests;
- 89 weapons seized;
- 224 fugitives apprehended;
- 2487 suspended/revoked licenses;
- 2019 reckless driving citations;
- 270 uninsured motorists;
- 21,293 speeding citations;
- 558 drug arrests;
- 247 open container citations;
- 1,490 no operator's license; and,
- 34,920 other traffic arrests/citations/warnings.



All of the participating agencies did a great job with the media as well, generating 6,500 different television and newspaper stories, radio and television PSA's, press conferences and releases, school activities, safety seat checks, checkpoints, proclamations, signs, banners and anything else you guys could think of!

Finally, the coordinated enforcement blitzes on Routes 7 & 11, Route 60 and Route 460 were incredible! Between those activities, Operation C.A.R.E. by the State Police, and all the other enforcement, we had a huge decrease in fatalities over the Memorial Day holiday weekend. According to very preliminary data, there was a total of 6 fatalities over the holiday weekend, compared to 18 in 2008. Of those six fatalities, only 3 were unbelted as opposed to 6 in 2008.

While we are still awaiting the results of the official seat belt survey, one thing is for sure: the collective efforts of Virginia law enforcement saved injuries and lives that we will never know about. YOU have made a difference, YOU have saved lives, and you are ALL outstanding!

'Click It or Ticket' Snapshots

Roanoke Police

The Roanoke Police Department decided to step up their occupant protection enforcement prior to the start of the official "Click It or Ticket" May Mobilization. From April 13 until May 31, the department conducted a city-wide occupant safety campaign in an effort to increase seat belt and child safety seat use. During that time, occupant safety laws were enforced with zero tolerance.

The extra enforcement resulted in **a total of 407 citations being written, of which 361 were for seat belt violations**. An additional 36 were written for child safety seat violations. The city's campaign coincided with the "Click It or Ticket" campaign and was conducted in addition to traffic safety enforcement conducted on a regular basis.

In addition to the zero tolerance seat belt and child seat enforcement, the Roanoke Police Department stepped up their traffic enforcement for the Memorial Day Holiday weekend. On May 22, 2009, Roanoke officers took part in the **460 Blitz** by conducting a special traffic detail on Route 460 in the City of Roanoke. The following 25 summonses were issued:

- DUI: 1
- Seat belt violations: 7
- Motorcycle/Moped rider safety violations: 3
- Other moving violations: 3
- Other traffic violations: 11

Christiansburg Police

The Christiansburg Police Department jumped into "Click It or Ticket" with full force and, during the first five days of the mobilization, wrote **200 summonses** — 56 for speeding, 45 for seat belts, 3 for child seat violations, 2 for impaired driving, 17 for license violations, and 77 for a variety of other violations.

The department then participated in the **Route 460 Blitz** at the start of the Memorial Day Holiday weekend on May 22 as part of their "Click It or Ticket" efforts. The officers working that patrol stated that it appeared most everyone was wearing their seat belts as a result of the extra enforcement from the first five days of "Click It or Ticket," and because of the media coverage about the Blitz in newspaper articles and PSAs. The results of the 460 Blitz enforcement were:

- Speeding citations: 11
- Seat belt violations: 7
- License violations: 3
- Other violations: 12

Christiansburg Police also held a child safety seat check event on the day of the 460 Blitz. They checked and/or installed 15 child seats at the local Wal-Mart during the event.



Harrisonburg Police & Rockingham County Sheriff

Mary-Hope Gangwer, public information officer for the Harrisonburg Police Department, said **541 tickets have been handed out at checkpoints and through special saturation patrols**. Gangwer said the total doesn't include tickets handed out during routine patrols.

From May 18 through Memorial Day, the department set up eight checkpoints, some inside the city limits, and others in the county along with the Rockingham County Sheriff's Office. One was set up at Resort Drive in McGaheysville near the entrance to Massanutten Resort. Another was set up on Chestnut Drive in Harrisonburg.

In all, 3,057 vehicles in Harrisonburg and Rockingham County were stopped resulting in 37 seat-belt citations and 10 tickets for improperly installed child-safety seats. Other tickets issued were for registration, inspection, decal or equipment-related issues.

Gangwer also said that 31 drivers were charged with driving with a suspended or revoked license and 20 were caught driving with no operator's license. She said the campaign has been effective — nearly 2 percent of drivers stopped shouldn't have been behind the wheel.

"Any time you get somebody off the streets that doesn't have a driver's license, it really helps the community," Gangwer said.





Route 7|11 Blitz

For the first time this year, agencies from Frederick County in northern Virginia to Washington County in southwestern Virginia participated in the Route 7|11 Blitz as part of Virginia's "Click It or Ticket" Mobilization. The Blitz was conducted during the first week of "Click It or Ticket" on May 22 and, this year, every police department and sheriff's office along Route 11 in Virginia was involved.

The 7|11 Blitz grew out of a combined enforcement effort from the 2007 CIOT Mobilization known as the 11/211 Connection, coordinated by New Market Police Sergeant Chris Rinker. In 2008, the 11/211 Connection expanded to include agencies along Route 11 in the Shenandoah Valley and Route 7 in northern Virginia. For 2009, Sgt. Rinker wanted to take it even further — all the way to Tennessee.

"This year was a success without a doubt," stated Sgt. Rinker after the conclusion of the Blitz. "We wanted to involve the agencies this year all the way to Bristol, a goal that we wanted to reach after last year's Blitz. I am still receiving enforcement information from agencies involved and, without a question, we were successful in changing the perception by the public that law enforcement will stop you and enforce highway safety statutes," Rinker explained.

Some of the highlights this year included Harrisonburg Police Department giving out seven child safety seats during a checkup event; the arrest of a fugitive, wanted in Arizona, by the Marion Police Department during a traffic stop; and two other felony arrests during the Blitz.

"With **77 seat belt violations and 17 child safety seat violations**, we were successful," Rinker concluded. Officers' also reported assisting eleven parents or care providers with the proper installation of child safety seats during the campaign.

"The numbers look great and the post mobilization seat belt surveys received indicate an increase [in belt use] in the majority of the jurisdictions participating," stated Rinker.



| | |
|------------------------------|------------|
| Speeding | 361 |
| Reckless Driving | 11 |
| Adult DUI/DUID Arrests | 5 |
| Seat Belt Violations | 77 |
| Child Safety Seat Violations | 17 |
| Other Traffic Violations | 327 |
| Misdemeanor Arrests | 22 |
| Felony Arrests | 2 |
| Fugitives Apprehended | 1 |
| GRAND TOTAL | 823 |

Richmond Police

Richmond police issued more than 1,900 summonses during their two-week "Click It or Ticket" seat belt campaign.

They issued 150 summonses for seat belt violations; 43 summonses for children improperly secured; 429 summonses for speeding; 144 for reckless driving; 185 for driving with suspended or revoked driver's licenses; and 37 arrests for DUI. Other violations included

underage drinking, stealing cars and having no insurance.

The campaign lasted from May 18 through June 4.

"Whenever we have a targeted enforcement initiative like 'Click It or Ticket' or traffic stops, we are guaranteed to have arrests in other areas," said police Capt. Michael Shamus. "That helps make the initiative a success."



More 'Click It or Ticket' Snapshots



Route 60 Blitz: Focused on Unbuckled Motorists — Day and Night

Jurisdictions from north to south and east to west were out in full force the week of May 21st as part of the "Click It or Ticket" Mobilization. Henrico Police, along with all jurisdictions along Route 60 in central Virginia (Williamsburg Police, James City Police, New Kent Sheriff's, Richmond Police, Chesterfield Police, Powhatan Sheriff's Office, and the Virginia State Police), collaborated to enforce traffic laws in advance of the heavily traveled Memorial Day weekend. All along Route 60 on the evening of May 21 and the morning of May 22, officers could be found out on the roads enforcing Virginia's traffic laws.

The Route 60 Blitz focused particular attention on night time seat belt use. According to preliminary numbers from DMV: The Virginia Highway Safety Office, in 2008 the highest percent of the total unbelted fatalities occurred between the hours of 6:00pm and 6:00am.

Williamsburg, James City, Henrico, New Kent, Richmond, Chesterfield, Powhatan and the Virginia State Police all had their cruisers and officers staged at the Henrico Police Public Safety Building at 4:00 pm on May 21 to kick off the Blitz. Local media attended and coverage of the event and the enforcement activity was broadcast on local TV stations and in community newspapers.

As part of the kickoff event, **a Saved by the Belt Award was presented to Henrico's own Lieutenant L. E. Forstmann** for a traffic crash he was involved in on April 25, 2009, right in front of the department's headquarters, where wearing his seatbelt certainly saved him from injury.

Lt. Forstmann was attempting a left turn on a green arrow from E. Parham Road on to Shrader Road to return to headquarters when a vehicle traveling the opposite direction on E. Parham failed to obey the red traffic signal. As the other vehicle entered the intersection, it struck Lt. Forstmann's cruiser, causing considerable damage to the front end of the vehicle and deployment of the air bag.

The other vehicle continued through the intersection, running off the road and down a steep hill, and struck a pallet of cinderblocks. The driver of this vehicle was restrained and sustained no injuries. Lt. Forstmann also was wearing his safety belt and complained only of minor injuries to his back and neck.

If it were not for his use of the seat belt and the deployment of the air bag, it is believed that his injuries would have been more severe. Lt. Forstmann's story serves as a good reminder, to citizens and law enforcement officers alike, of the importance of buckling up.



Albemarle County Police

The Albemarle County Police Department conducted a traffic safety checkpoint in the 7200 block of Rockfish Gap Turnpike (U.S. Rt. 250) at Greenwood Station Road on Monday, May 18 from 11:45 am – 2:00 pm.

A total of **624 vehicles were stopped** and 42 of these vehicles were pulled for further processing. A total of **30 summonses were issued** — 13 for inspection violations, 6 for registration violations, 6 for driver's having no operator's license, 2 for child safety seat violations, 2 for equipment violations, and 1 for a driver having a suspended license. One vehicle was towed from the checkpoint site.

A total of 7 officers and 1 supervisor participated in the checkpoint, held to support the "Click It or Ticket" seat belt campaign.

The purpose of the checkpoint was to address drivers that do not maintain their vehicles properly or were operating them without a valid operator's license.

On Friday, May 22, the department joined other local and state law enforcement agencies along the U.S. Route 29

corridor in "**Operation Border to Border**". This statewide traffic enforcement initiative addressed traffic safety issues along the Route 29 corridor through high-visibility enhanced enforcement and strict compliance with motor vehicle laws. All localities from Pittsylvania County at the North Carolina state line to Prince William County in Northern Virginia participated in this enforcement initiative.

U.S. Route 29 is the single busiest highway in Albemarle County and experiences the highest volume of traffic crashes of any other highway in our area. Four of the eleven fatal crashes in Albemarle County last year occurred along Route 29. So far this year, three of the four fatal crashes in Albemarle County occurred along Route 29. Many of these crashes were caused by motorists who were exceeding the speed limit, traveling too fast for road and weather conditions or failing to obey a traffic signal.

This comprehensive enforcement project was staffed by Traffic Unit officers and area law enforcement working extra duty hours funded by DMV grant funds.

Thanks to everyone for your participation in 'Click It or Ticket'!



No Belts Mean More Tickets — Virginia Tells Truckers ‘Be Ready. Be Buckled.’

Safety belt use is goal to reduce injuries and fatalities

(May 29, 2009) ASHLAND, Va.—Driving a commercial motor vehicle weighing ten times more than a four-wheeled car is a practiced skill, often challenging, and sometimes dangerous. So why aren't more truckers buckling up? The Federal Motor Carrier Safety Administration (FMCSA) reports that while safety belt use among truck drivers is improving, at 72%, it's still below the national vehicle use rate of 83%.

That's why the FMCSA, in partnership with the Virginia State Police and DRIVE SMART Virginia, has launched an intensive three-week long awareness campaign — “Be Ready. Be Buckled.” — aimed at improving seat belt usage rates amongst truck drivers on I-95. Scheduled to run in conjunction with the national “Click It or Ticket” mobilization, organizers leveraged the existing “Click It” communication and enforcement activities with specially targeted CMV messaging. Activities include CB message alerts, signage, and outreach activities at truck stops and rest areas.

“We know that ‘Click It or Ticket’ delivers a strong and well known message to all drivers,” stated Janet Brooking, Executive Director of DRIVE SMART Virginia. “Our goal is to take this message to the next level for CMV drivers and remind them how important it is for them to buckle up and drive safely.”

“Be Ready. Be Buckled.” encourages truck drivers to buckle up for their safety as well as for the safety of others. With statistics showing that 75% of those killed in multiple vehicle truck crashes were occupants of the other vehicle, the need for education and an action-oriented project became clear.

In 2005 and 2007, DRIVE SMART conducted similar and successful initiatives that resulted in a nearly 20% increase in safety belt usage among truck drivers.

“We'd like to improve those numbers this year,” says Craig Feister, Division Administrator for the FMCSA. “Regular use of seat belts clearly saves lives, unfortunately, too many CMV drivers still need a reminder that wearing a seat belt is the absolute best way to protect themselves in a crash—a rule that really applies to all drivers. The message of ‘Be Ready. Be Buckled.’ is to be ready for anything: unsafe drivers on the road, crashes, and law enforcement who will enforce Virginia's safety belt law.”

“In law enforcement, we see first hand how quickly a life can be taken due to the choice drivers make to not buckle up. That's why it is our goal to have total compliance of seat belt usage statutes among our commercial vehicle drivers,” noted Virginia State Police Superintendent Colonel W. Steven Flaherty. “Buckling up continues to be one of the best and easiest means in protecting one's self from serious injury or death in a traffic crash.”

About DRIVE SMART Virginia

DRIVE SMART Virginia is 501-c3 nonprofit entirely dedicated to making Virginia's roadways the safest in the nation. Founded by automobile insurance companies that represent more than 85% of the driving insured on our roads, DSV is a formidable presence in the homes and businesses of our Virginia citizens. For more information, visit www.drivesmartva.org.



“SAFETY is a professional driver's responsibility. Remember—you're the one who drives... for a living.”

—Racing Legend
Rusty Wallace

**BE READY.
BE BUCKLED.**

Buckle Up. Every Trip. Every Time!

U.S. Department of Transportation
Federal Motor Carrier Safety Administration

For more information, visit
www.fmcsa.dot.gov/safetybelt

**Ready for the Road Ahead.
Buckle Up.**

Safety Belts—A Way of Life!

U.S. Department of Transportation
Federal Motor Carrier Safety Administration

**BE READY.
BE BUCKLED.**

www.fmcsa.dot.gov/safetybelt



'Click It or Ticket' Hits the Fast Track

Most of the time in his duties as a School Resource Officer (SRO), Deputy Brian Vaught of the Wythe County Sheriff's Office finds himself counseling high school drivers on the danger of driving at high speed. However, on May 30, 2009, his advice to Rural Retreat High School senior Daniel Baggerly was just the opposite. "Drive as fast as you can" were his words to Daniel, who drives a late model race car at the Wythe Raceway. And on this particular night, his car was the #16 "Click It or Ticket" / Smart, Safe and Sober car — a very fast traveling billboard.

Daniel and his father agreed to help the WCSO spread their safety message during a casual conversation.

"I was talking to Mr. Baggerly after I had received some new 'Click It or Ticket' stickers and asked him if he could put one on Daniel's race car during the mobilization," recounts Deputy Vaught. When Mr. Baggerly called the next week and asked where he could get the "Click It or Ticket" graphics to incorporate into the new car design, Vaught was surprised. And his surprise only increased when Daniel showed him a computer sketch of the car design at school a few days later.

"I was shocked," stated Vaught. "I had just asked for a small space for a sticker, and what I got was a whole rear panel dedicated to the 'Click It or Ticket' logo and the Smart, Safe and

Sober logo on the front quarter panel."

According to Captain Chad Trivitt, spreading the message this way was a creative idea. Trivitt stated that, "When we conducted our pre-survey, we found out that we fell right in line with the state and national statistics. We have a problem reaching young male drivers in pickup trucks. During my years here at the Sheriff's Office, I have found that males in the high risk group are the largest number of fans at Wythe Raceway. So hopefully, when they left the raceway that night, they did the right thing and buckled up."

To add to the excitement, May 30 was also fan appreciation night, and the fans were allowed to come down on the track and look at the cars and talk to the drivers. Daniel, along with his fellow RRHS seniors, JC Crocket and Kim Deel, placed a "Top 10 Reasons to Wear Your Seatbelt" poster on the cars for roughly 2,000 fans to read. And after qualifying at a disappointing 19th place, Daniel brought the #16 car to the front of

the pack for a 3rd place finish.

"It's kids like those that are going to be our future leaders," states Deputy Vaught. "I asked them for one small favor and they took it to another, totally unexpected level. It was easy to see that they believed in the importance of what we are trying to do with our safe driving programs."



'Understanding the Older Driver' Courses Well Attended

On April 27 and 28, 2009, the Virginia Highway Safety Office presented two, no-cost "Train the Trainer" courses on "Understanding the Older Driver." The first class was held at the Richmond Police Academy and the second at the Roanoke County Criminal Justice Academy and each was attended by approximately 50 law enforcement officers and other traffic safety educators.

The purpose of the four-hour course was to prepare the attendees to train other law enforcement officers on issues and concerns pertaining to older drivers, who are a growing population. By the year 2011, Baby Boomers will be turning 65 years old; and by the year 2030, those over 65 will be the largest segment of our population making up 23% of our licensed drivers. Law enforcement officers will soon be interacting with older people more than ever before and they'll be expected to understand and address the needs of the older driver.

The course addressed topics such as:

- Dispelling preconceived notions about aging;
- Effective communications with older drivers;
- Guidance on traffic stops with older drivers;
- Making referrals to DMV and other authorities;
- Cues for identifying at-risk drivers;
- Appropriate enforcement actions for the at-risk driver; and,
- Opportunities to improve community relations.



Henrico Police Launch New Campaign Aimed at Reducing Fatalities

A new initiative to save lives in Henrico County is being conducted this summer.

Dubbed "Operation SPF 100: Safety Prevents Fatalities", the goal of the program is to increase enforcement and awareness efforts during the summer months to reduce and prevent fatality crashes. By promoting and initiating 100% dedication to traffic enforcement, the department hopes to accomplish this goal.

The Special Enforcement Unit has deployed their Variable Message Board throughout the county and is stepping up enforcement with extra patrols over the summer months to promote their safety and prevention messages. And their message is simple — "Don't speed, drive sober, and buckle up. It's the law." By obeying these traffic laws, county residents can increase their chance of survival if involved in a crash, or can avoid being in a crash all together.

To ensure that Henrico residents are complying with these laws, the police department is aggressively enforcing alcohol violations, speeding violations, aggressive driving violations, and seat belt violations. High visibility enforcement is being conducted regularly to crackdown on speeding and seat belt usage, and a DUI Team of 5-8 officers will be out every weekend through the summer months to address impaired driving.



Henrico Division of Police

Operation "SPF 100"

"Safety Prevents Fatalities"



Summer Fun Starts with Safety

The goal of "SPF 100" is to increase enforcement and awareness efforts during the summer months to reduce / prevent fatality crashes. By promoting safety and initiating 100% dedication to traffic enforcement we hope to accomplish this goal.



York-Poquoson Sheriff's Office Holds Free Child Safety Seat Check for Community

On May 2, 2009, the York-Poquoson Sheriff's Office held a free child safety seat check at the Wal-Mart in Yorktown. With assistance from the York County Fire and Life Safety, Drive Safe Hampton Roads, and the Virginia Highway Safety Office, the Sheriff's Office was able to have technicians on hand to check that seats were installed properly and to advise parents on how to properly secure their child in a safety seat.

Turnout was great for the 3-hour seat check event with many parents receiving information about proper seat selection and installation. Deputies were also on hand to talk about other issues related to youth safety, such as the D.A.R.E. (Drug Abuse Resistance Education) program.



SAVE THE DATE! Regional Smart, Safe & Sober Workshops

- August 4:** Richmond (location pending) — for Richmond Region grantees
- August 5:** Harrisonburg — James Madison Univ. Festival Center — for Staunton Region grantees
- August 6:** Roanoke — Higher Ed Center — for Roanoke Region grantees
- August 18:** Abingdon — Southwest Higher Ed Center — for Bristol Region grantees
- August 19:** Fredericksburg — Hospitality House — for Fairfax Region grantees
- August 20:** Suffolk — Hilton Garden Inn — for Portsmouth Region grantees



The workshops will begin around 9 am and will re-cap programs and data from the past year as well as prepare grantees for the upcoming year. Following the morning session will be an awards lunch where the "Click It or Ticket" Awards for that region will be presented. The day will close with the distribution of the FY 09-10 highway safety grants.

These workshops will take the place of the multi-day ACTS Conference this year, so be sure to mark the date on your calendar!



2008

Law Enforcement Challenge Awards



| CATEGORY | PLACE | DEPARTMENT | SPECIAL AWARDS / NATIONAL CHALLENGE |
|-------------------------------|---------|---------------------------------------|--|
| Municipal 1: 1-10 Officers | 1 | West Point Police Department | <i>NLEC Winner: 3rd place, Championship Class</i> |
| | 2 | New Market Police Department | |
| Municipal 2: 11-25 Officers | 1 | Bedford Police Department | |
| | 2 | Buena Vista Police Department * | |
| | 3 | Vinton Police Department | |
| Municipal 3: 26-50 Officers | 1 | Culpeper Police Department | <i>NLEC Winner: 2nd place, Municipal 5 (36-45 Officers)</i> |
| | 2 | Colonial Heights Police Department | |
| | 3 | South Boston Police Department | |
| Municipal 4: 51-75 Officers | 1 (tie) | Herndon Police Department | |
| | 1 (tie) | Martinsville Police Department | |
| | 2 | Christiansburg Police Department | |
| | 3 | Salem Police Department | |
| Municipal 5: 76-125 Officers | 1 | Harrisonburg Police Department | |
| | 2 | James City County Police Department | |
| | 3 | Albemarle County Police Department | |
| Municipal 6: 126-300 Officers | 1 | Lynchburg Police Department | |
| | 2 | Roanoke City Police Department | |
| | 3 | Portsmouth Police Department | |
| Municipal 7: 301-450 Officers | 1 | Arlington County Police Department | <i>NLEC Winner: 1st place, Municipal 9 (201-500 Officers)</i> |
| | 2 | Newport News Police Department | <i>NLEC Winner: 2nd place (tie), Municipal 9 (201-500 Officers)</i> |
| | 3 | Chesapeake Police Department | |
| Municipal 8: 451-700 Officers | 1 | Henrico County Division of Police | <i>NLEC Winner: 2nd place, Municipal 10 (501-1250 Officers)</i> |
| | 2 | Chesterfield County Police Department | |
| Municipal 9: 701+ Officers | 1 | Virginia Beach Police Department | |
| | 2 | Fairfax County Police Department | <i>NLEC Winner: Occupant Protection Award</i> |
| | 3 | Richmond Police Department | |
| CATEGORY | PLACE | DEPARTMENT | SPECIAL AWARDS / NATIONAL CHALLENGE |
| University | 1 | Virginia Tech Police Department | <i>NLEC Winner: 2nd place, College/University Police</i> |
| | 2 | University of Richmond Police Dept. | |
| | 3 | Old Dominion University Police Dept. | |
| Military | 1 | Fort Lee Police | <i>NLEC Winner: 1st place, Military</i> |
| | 2 | Naval Amphibious Base-Little Creek | |

Photos of the awards presentations are available online at <http://www.smartsafeandsober.org>.

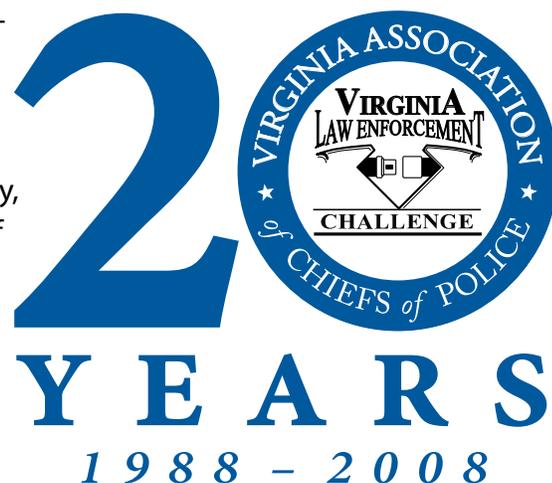
The Virginia Association of Chiefs of Police (VACP) on August 10, 2009 will present the 2008 Virginia Law Enforcement Challenge awards for the best traffic safety programs in the state. The awards luncheon will be held during the VACP's 84th Annual Training Conference at the Marriott City Center in Newport News, VA.

Celebrating its twentieth year in Virginia, the Law Enforcement Challenge program promotes professionalism in traffic safety enforcement and encourages agencies to share best practices and programs with each other. The awards are based on entries prepared by the participating agencies that highlight their traffic safety activities in the past calendar year.

The Virginia Challenge is held in cooperation with the National Law Enforcement Challenge Awards, presented by the International Association of Chiefs of Police (IACP). This year, fifty-one Virginia agencies entered the state and national competitions; forty-two will receive state awards and sixteen will receive national awards. The Virginia Association of Chiefs of Police once again won 1st place in the State Associations category in the National Challenge.

In addition to the first, second and third place awards in each category, special awards for outstanding enforcement and education efforts in the areas of occupant protection, impaired driving, speed awareness, child passenger safety, underage alcohol awareness and many more will be announced at the luncheon. Additionally, awards will be announced for the best first-time entry, or "Rookie of the Year", and for the most outstanding traffic safety program in Virginia in 2008 regardless of agency size or type, the Commonwealth Award.

The Virginia Law Enforcement Challenge Awards program is supported by a grant from the Virginia Highway Safety Office.



| CATEGORY | PLACE | DEPARTMENT | SPECIAL AWARDS / NATIONAL CHALLENGE |
|------------------------------------|-------|--------------------------------------|--|
| Sheriff 1: 1-10 Deputies | 1 | Craig County Sheriff's Office* | |
| Sheriff 2: 11-25 Deputies | 1 | New Kent County Sheriff's Office | NLEC Winner: 2 nd place, Sheriff 2 (21-30 Deputies) |
| Sheriff 3: 26-50 Deputies | 1 | Wythe County Sheriff's Office | |
| Sheriff 4: 51-75 Deputies | 1 | Washington County Sheriff's Office* | NLEC Winner: 2 nd place, Sheriff 4 (51-100 Deputies) |
| | 2 | Augusta County Sheriff's Office | NLEC Winner: 3 rd place, Sheriff 4 (51-100 Deputies) |
| Sheriff 5: 76-125 Deputies | 1 | Montgomery County Sheriff's Office | NLEC Winner: 3 rd place, Sheriff 5 (101-200 Deputies) |
| | 2 | Fauquier County Sheriff's Office | |
| Sheriff 6: 126-300 Deputies | 1 | Hanover County Sheriff's Office | NLEC Winner: 2 nd place, Sheriff 6 (201-400 Deputies) |
| | 2 | Stafford County Sheriff's Office | NLEC Winner: 1 st place, Sheriff 5 (101-200 Deputies) |
| | 3 | Spotsylvania County Sheriff's Office | |
| Sheriff 7: 301-450 Deputies | -- | no entries in this category | |
| Sheriff 8: 451-700 Deputies | 1 | Loudoun County Sheriff's Office | NLEC Winner: 1 st place, Sheriff 7 (401-1,000 Deputies) |

National Law Enforcement Challenge Only

| DEPARTMENT | PLACE | CATEGORY |
|--|-------|--------------------|
| Virginia Association of Chiefs of Police | 1 | State Associations |



Third Operation Air, Land & Speed Enforcement for 2009 Results in More Than 2,000 Violations

Interstates 77, 85, 295 & 895 were target of specialized enforcement

(June 23, 2009) RICHMOND—The third phase of Operation Air, Land and Speed in 2009 yielded 2,195 summonses and arrests on three interstates and the Pocahontas 895 Toll Road. Once again, there were no reported fatalities on any of the interstates during the course of the operation, which took place Sunday, June 21, and concluded Monday, June 22, 2009. Motorists traveling on the targeted interstates noticed an increase in troopers during the two-day enforcement blitz.

On Interstate 295 and the Pocahontas 895, the specialized enforcement operation resulted in a total of 1,231 violations. Troopers stopped 626 speeders and 189 reckless drivers. They also arrested one individual for drunk driving and made two felony arrests. Troopers also cited 27 safety belt violations.

In addition, Operation Air, Land & Speed also targeted I-85 and yielded a total of 535 summonses and arrests. Troopers stopped 138 speeders and 199 reckless drivers. They also cited 18 individ-

uals for safety belt violations and made one felony arrest.

In Southwest Virginia on I-77, the special traffic safety project produced a total of 429 summonses and arrests. The breakdown includes: 251 speeders, 54 reckless drivers and 11 safety belt violations. Troopers also made two felony arrests.

The previous Operation Air, Land and Speed initiative took place May 17-18, 2009, on Interstates 95 and 81. A total of 19 operations have been conducted on Virginia interstates statewide since the campaign's inception in 2006 and brings total summonses and arrests to 97,897.

The comprehensive enforcement project utilizes troopers, supervisors, motorcycle units and motor carrier troopers. State police operational duties on other interstates, primary and secondary roads are not affected during the operation.

Funding for the enforcement initiative is provided through federal highway safety monies.

Second Operation Air, Land & Speed for 2009 Yields 6,853 Violations, Arrests on Interstates 81 and 95

347 drivers, passengers cited for safety belt violations; zero traffic fatalities

(May 19, 2009) RICHMOND—Virginia State Police once again saturated the entire lengths of Interstates 81 and 95 during this year's second Operation Air, Land and Speed initiative. From border-to-border, motorists traveling the two north-south interstate corridors witnessed an increased presence of Virginia State Police during the two-day traffic safety campaign.

Operation Air, Land and Speed took place both Sunday, May 17, and Monday, May 18, 2009, on Interstate 81. Due to inclement weather, the enforcement operation was suspended Sunday on Interstate 95 and was only conducted on that interstate Monday, May 18.

The Virginia State Police operation coincided with the kick off of the national "Click It or Ticket" educational and enforcement

mobilization. The traffic safety project, which runs May 18-31, 2009, is aimed at increasing seat belt use in Virginia and ultimately saving lives. A total of 347 seat belt violations were cited during Operation Air, Land and Speed with 178 of those citations issued on I-81 and another 169 citations issued on I-95.

"Saving lives and making our interstates safer for all motorists is the whole objective to the Operation Air, Land and Speed initiatives," said Colonel W. Steven Flaherty, Virginia State Police Superintendent. "It is troubling to see 347 individuals willingly risked their lives by not buckling up. Fastening a seat belt takes only seconds to do and yet can result in securing a lifetime."

On I-81, troopers stopped 2,138 speeders and 234 reckless drivers. They also took six drunk drivers off the interstate

and made 12 felony arrests. Total violations and arrests on I-81 during Sunday and Monday were 3,725.

On I-95, troopers stopped 1,386 speeders and 345 reckless drivers. They also took three drunk drivers off the interstate and made 11 felony arrests. Total violations and arrests on I-95 on Monday were 3,128.

There were zero traffic fatalities on either interstate during the operation.

This is the tenth time since 2006 that Operation Air, Land and Speed has focused on the I-81 and I-95 interstate corridors. A total of 18 operations have been conducted on Virginia interstates statewide since the campaign's inception in 2006 and have yielded 95,683 total summonses and arrests.

The comprehensive enforcement project utilizes troopers, supervisors, motorcycle units and motor carrier troopers. State police operational duties on other interstates, primary and secondary roads are not affected during the operation. Funding for the enforcement initiative is provided through federal highway safety monies.

A total of 18 of these operations have been conducted on Virginia interstates statewide since the campaign's inception in 2006 and have yielded 95,683 total summonses and arrests.



Seminole Trail Weight Enforcement Operation

Weeklong enforcement effort to curb speeding on Route 29 results in 296 traffic violations, 3 criminal arrests

(May 28, 2009) In an on-going effort to ensure safety on county roads, the Albemarle County Police Department Traffic Unit, with assistance from the Virginia State Police Motor Carrier Unit, the Virginia State Police Commercial Vehicle Enforcement, and the Department of Motor Vehicles Motor Carrier Service Operations conducted a weight enforcement operation in the 4200 block of Seminole Trail (U.S. Rt. 29) north of Airport Road on Tuesday, May 26th 2009. The purpose of the operation was to ensure compliance with laws related to the size, weight, licensing, and equipment requirements for trucks, trailers and towed vehicles.

A total of 16 vehicles were weighed and 10 were found to be overweight. Overweight citations were issued to seven of these vehicles resulting in \$13,925 in fines and fees being assessed. The overweight vehicles consisted of dump trucks hauling gravel, loaded tractor trailers hauling logs, a flatbed tractor trailer hauling heavy construction equipment and a container truck hauling trash.

Additionally there were six inspections conducted of commercial motor vehicles. A total of 10 violations were discovered during these inspections and three vehicles were subsequently placed out of service. Two were taken out of service for improperly secured load violations and one was taken out of service



for problems related to the front braking system. These vehicles were not permitted to leave the inspection station until repairs could be made.

Traffic safety is everyone's responsibility. Please do your part by practicing safe driving habits.

Route 29/250 Bypass Speed Enforcement Operation

(May 20, 2009) Albemarle County Police announces the results of a specialized speed enforcement operation that was conducted on Tuesday, May 19, 2009 along the southbound lanes of the U.S.

Rt. 29/250 bypass near Fontaine Avenue between 8:30 am – 2:30 pm. A total of 170 summonses were issued to 163 drivers. This is a record number of summonses issued for a one-day operation.

Of the summonses issued, 145 were for speeding violations, 5 for seat belt violations, 5 for driver's failing to update their license, 3 for inspection violations, 3 for driver's having no license in their possession, 2 for drivers having no operator's license, 1 for a driver having a suspended license and 1 for an equipment violation.

A total of 8 commercial motor vehicles were inspected resulting in 4 summonses being issued.

The highest speed recorded was 79 mph. The average speed of the drivers who were ticketed was 69 mph.

A total of 10 officers and 1 supervisor participated in this operation.

Speed continues to be a problem on county roadways. Driving is a full time responsibility that demands constant attention. Please do your part to ensure that our highways are safe. Always buckle up, avoid distractions, obey the speed limit and drive responsibly. Additional enforcement activities have been scheduled.





All across the Commonwealth, law enforcement agencies recognize individuals from young to old, even some in their own ranks, who were involved in a traffic crash and, because they were wearing a safety belt or were in a child safety restraint, their injuries were reduced or their lives were saved. Below are the stories of just some of the individuals recognized during the second quarter of 2009.

Virginia Highway Safety Office Law Enforcement Liaison Don Allen and Craig County Sheriff Clifford A. Davidson awarded **Craig County Supervisor Jennifer Durling** with the Saved by the Belt Award during the regular monthly meeting of the Craig County Board of Supervisors on May 4, 2009 in New Market. Sheriff Davidson nominated Ms. Durling for the award after she survived a crash last year in June thanks to her safety belt.

"If I had not be using my seat belt, I would not be here today," Ms. Durling stated to her fellow Board of Supervisors members. She agrees that she made the smart choice, did the safe thing, and obeyed the law when she made the lifesaving decision to buckle up that day.



On April 21, 2009, **Mr. John Sadowski**, 69, of Chase City was recognized with the Saved by the Belt Award for making the life-saving decision to wear his seat belt on the night of January 16, 2009.

At approximately 8:45 p.m. on January 16, 2009, a tractor-trailer was traveling northbound on Route 49 in Lunenburg County. The truck stopped in the northbound lane and began backing the trailer across the southbound lane into a parking area. Two southbound vehicles, including a Chrysler Town and Country minivan driven by Sadowski, collided with the trailer.

Sadowski and the other driver were both flown by State Police Med-Flight helicopters to nearby hospitals for treatment for serious injuries. Fortunately, both drivers were wearing their seat belts and survived their crashes.

Virginia State Police Trooper S. Craig Hudson, the investigating officer, nominated Mr. Sadowski for the award and participated in the presentation along with Virginia Highway Safety Office Law Enforcement Liaison Frank Kowaleski.

On June 4, 2009, LEL Frank Kowaleski presented Saved by the Belt Awards to **Leonard and Lucy Pierre** at the Chesapeake Police Department's Law Enforcement Awards Ceremony.

On December 1, 2008, Mr. and Mrs. Pierre were traveling at about 35 mph when they were struck head on and then again in the side by an out of control vehicle. Fortunately, they were both belted and the air bags deployed, which kept them from sustaining serious injuries.

Interestingly, the reason the other vehicle was out of control was because the driver's prosthetic leg got stuck on his gas pedal and he was unable to slow down or stop.



The Saved by the Belt & Bag Program is open to any law enforcement agency regardless of affiliation with the VACP. Nominations for individuals who were involved in traffic crashes and were wearing safety restraint devices are being accepted. You may download the application from the Smart, Safe & Sober website — www.smartsafeandsober.org/forms/.



On June 10, 2009 at the Wythe County School Board meeting, **Mrs. Selena Hillenberg** was presented with the Saved by the Belt Award by the Virginia Association of Chiefs of Police and the Virginia Highway Safety Office. Wythe County Sheriff Doug King and Mrs. Hillenberg's daughter Madison were also in attendance.

Hillenburg, a teacher at Fort Chiswell High School, was a victim of a motor vehicle crash on March 26, 2009. While Hillenburg was exiting Interstate 81 at exit 80, another vehicle disregarded a red light and traveled into her vehicle's right of way. Hillenburg and her 7-year old daughter both escaped injury thanks to their seat belts.

Corporal Derek Almarode of the Augusta County Sheriff's Office was presented with the Saved by the Belt Award on June 24, 2009 at the August County Sheriff's Office in Verona, Virginia for a crash he was involved in back in May.

On May 5, 2009, Corporal Almarode's patrol vehicle, a 2008 Chevy Tahoe, was broadsided by a vehicle that disregarded a red traffic light on Tinkling Springs Road in Augusta County. Corporal Almarode attributed his minimal injuries to the use of his seat belt and the deployment of the vehicle's airbag.

The award was presented by Augusta County Sheriff Randall Fisher and Staunton Regional CTSP Manager Doug Stader and Law Enforcement Liaison Don Allen, both with the Virginia Highway Safety Office.



On April 27, 2009 at approximately 1:00 p.m., **Bill and Mary Ann Cox** were traveling home on West Grayson St. in Hillsville, VA. As the couple entered a very curvy section of the road, they were struck head on by a 17-year old driving a sports car. Mr. and Mrs. Cox were less than a quarter of a mile from their residence when the crash occurred.

Mr. and Mrs. Cox were both belted properly and the front and side curtain air bags deployed as designed. The officers that investigated the crash firmly believe that these restraints saved both passengers from serious injury or worse.



The driver of the sports car and the juvenile passenger were both unbelted at the time of the crash and both were injured. Fortunately, both the driver and the passenger have since recovered.

Ironically, about four years ago, Mr. Cox was in another head-on collision in almost the exact same location. And that collision also involved a young man driving a sports car! But that time, the young driver of the other car was belted, yet still suffered more serious injuries.

Pictured, l. to r.: Larry South, Hillsville Town Manager; Bill Tate, Mayor; Mary Ann Cox; Bill Cox; and, Chief Steve Williams, Officer David Walls, and Officer Robbie Martin, Hillsville Police.

Virginia DMV Enhances Decisions, Boosts Safety, Through Integration with Other Agencies

The Commonwealth of Virginia's Department of Motor Vehicles (DMV) wanted to see its data better used to help reduce the number and severity of traffic accidents in the state. But that idea required integrating its computer system with databases at other state agencies—and the department's aging mainframe couldn't do that. So, the department created a custom solution based on the Microsoft® Connected Government Framework to integrate its data with third-party and custom software data provided by both the Department of Transportation and the Virginia State Police. The result enables better data-driven decisions, such as proving the efficacy of motorcycle safety education to justify continued funding, and pinpointing locations for better signage and more frequent police patrols. It also enables the state to better meet its obligation to provide accident data to the federal government.

Situation

About 155,000 automotive collisions take place in the Commonwealth of Virginia each year. The state's Department of Motor Vehicles (DMV)—which registers 7 million vehicles per year—wanted its data used to help reduce that number, but the department's computer system, based on an aging IBM 3270 mainframe, wasn't capable of supporting the solution that the DMV needed. Nor was it practical to integrate the DMV system with those used by other agencies that wanted to use its information on car crashes—agencies such as the Virginia State Police, the state Department of Transportation (DOT), and the National Highway Traffic Safety Association (NHTSA)—which generally operated on data management technologies such as Oracle and Microsoft® SQL Server®.

The state's DMV driver registration data is the primary database validating a citizen's status and residency in that state—so the inability to integrate with other systems hindered a host of other solutions that could benefit from that information.

The mainframe's lack of integration also had a potential impact on state revenues. If Virginia could not deliver full and timely reports to the federal government, federal highway funding could be put at risk.

Creating reports for the NHTSA, in particular, was a tedious and redundant

process. First, clerks at the DMV would manually enter data from paper-based crash reports into hundreds of fields in a custom application on two different mainframe systems. That application would then run an accident report, which was mailed to the state DOT and the Virginia State Police. First, clerks at the DOT would reenter the information, add DOT-specific information, and create a new report. The process would continue with State Police clerks reentering all of this data and then adding information on commercial accidents. This information was then printed and sent to the NHTSA.

The lack of integration among these systems meant that the DMV information on fatalities, injuries, and subsequent recoveries; road and weather conditions; and the specifics of road locations couldn't be coordinated with other agencies' information. This prevented the state from creating reports that would help to shift resources—both financial and human—to where they were needed most to minimize the number and impact of accidents. For instance, better integration of this information could help the state to redesign difficult intersections or other stretches of road, to reassign state and local police to patrol the most dangerous roads at the most dangerous times of day, and to relocate and provide medical resources more efficiently to help accident victims more successfully.

The mainframe's flexibility was as poor as its integration capabilities. When legislators had specific questions about crash data that they needed answered to help appropriate highway funds, staff members at the DMV had to load the system's information into spreadsheets and generate custom reports manually. "The system was always three to four months behind where we wanted it to be," says Jennifer Peters, Program Manager, Virginia Department of Motor Vehicles. "And all the data reentry meant that there were issues of accuracy, as well."

The state DMV sought a solution that would address these deficiencies; specifically, a system that would integrate with systems based on Oracle and SQL Server; boost the accuracy of data; enable automatic harvesting of data; provide a single reporting system of record for each

accident; and enable what Peters calls "a 360-degree view of each accident"—one in which the single accident file includes information on who was hurt and how, the circumstances of the accident, and the ultimate health and employment status of the victims, as well as the disposition of criminal adjudication.

Solution

The Virginia DMV first considered off-the-shelf commercial packages to meet these needs, but rejected them. "The few products on the market were closed systems," says Syed Rayhan, Solution Architect, Virginia DMV. "They had such tight couplings between the front end and the data collection and data storage on the back end that they didn't lend themselves well to data mining with other systems. Data was just as isolated as before. What we needed was a best-of-breed integration technology."

There were also problems with other solutions that the department considered. "We looked at Oracle Cold Fusion and technologies from Web Logic, but rejected them as well because they could not be used with the development technologies already familiar to DMV software developers, such as the Microsoft® Visual Basic® 2005 development system," says Dave Burhop, Chief Information Officer, Virginia DMV.

Instead, the DMV found the best-of-breed integration technology it sought in Microsoft BizTalk® Server 6.0 R2. This server software serves at the heart of a solution based on the Microsoft Connected Government Framework, a shared infrastructure that enables the DMV system to exchange information with heterogeneous systems from the DOT and the state police, regardless of the applications and databases on which those systems are running.

The DMV solution—called the Traffic Record Electronic Data System (TREDS)—captures new data received from police officers using mobile devices in the field, as well as from other authorized systems using more traditional media, including scanned paper images. The BizTalk Server rules engine is applied to each incoming set of data; inaccurate data—such as a report that specifies wet roads on a sunny day—is sent back to the state police by

BizTalk Server workflow for confirmation or correction.

BizTalk Server categorizes valid data by urgency (with fatalities designated most urgent) and uses a workflow to forward the information to the TREDIS database, which is run on Microsoft SQL Server 2005 software. The data is then forwarded to the DOT's Oracle database, where location information is confirmed or flagged in much the same way that the DMV flags incident data related to each accident. The verified data then returns to TREDIS and is stored in a SQL Server 2005 data mart. The data mart uses SQL Server Analysis Services to create and analyze data cubes containing the accident information, and then draws on SQL Server Reporting Services to create custom reports for the DMV, DOT, and state police, based on the data in those cubes.

Agencies can further analyze and modify the data they receive. For example, the TREDIS data is integrated through BizTalk Server to the mainframe-based Roadway Network System at DOT. There, the DOT's Oracle database combines that data with global information system data based on a custom solution to provide highly specific location information of interest to its users. The system can be expanded to serve other agencies as they choose to participate in the solution, as well.

Benefits

As a result of adopting the custom TREDIS system based on the Connected Government Framework, the Virginia Department of Motor Vehicles and its sister state agencies are able to make better data-driven decisions that help to save lives. The DMV is able to extend its solution to include more agencies at the state and federal level, making the TREDIS data even more useful; and to do so while decreasing the number of staff assigned to accommodate user requests for TREDIS information. Virginia is well on its way to providing the "360-degree" view of accidents that is one of its ultimate goals for TREDIS.

Better Data-Driven Decisions Help to Save Lives, Justify Funding

The agencies participating in TREDIS—as well as legislative and executive groups that interact with those agencies—are able to make better, more effective decisions thanks to the information generated by that solution.

For example, the DOT uses TREDIS

reports to pinpoint areas of frequent accidents and to increase signage and improve visibility at intersections. State and local police will use TREDIS data to allocate police officers to locations with higher accident rates at the specific times of day when accidents are most likely to occur.

The state legislature, in turn, will use TREDIS data to identify successful programs that merit continued funding. For example, Virginia has an optional motorcycle safety training program, yet the state experienced a significant increase in motorcycle crashes in 2007. Was the training program working or was it a waste of resources; should it become mandatory based on efficacy? An analysis of TRED data showed that accident rates among motorcyclists participating in the program were one-third to one-half the

"Ensuring that reports are available on time means that Virginia safeguards the federal highway funds that are dependent on providing those reports."

Peters expects that other state and local agencies will want to participate in TREDIS, and the Connected Government Framework on which TREDIS is based makes this possible. Once connected with TREDIS, hospitals, courts, and other organizations that have a role in the aftermath of traffic accidents can all contribute information to TREDIS and better understand the needs of accident victims by having controlled access to the "360-degree view" of accidents and accident victims that TREDIS is increasingly making possible.

"We promoted TREDIS for a while before it was truly available and before

This isn't just automating data analysis. It's making it possible for us to understand and use data in ways that we couldn't before—ways that are making Virginia a safer place to live and work.

Dave Burhop, Chief Information Officer, Virginia Department of Motor Vehicles

rates of non-participants. The program's effectiveness was confirmed, and the program continued to receive funding.

"The BizTalk Server-based solution connects heterogeneous environments; this isn't just automating data analysis," says Burhop. "It's making it possible for us to understand and use data in ways that we couldn't before—ways that are making Virginia a safer place to live and work."

Extensibility Makes Solution Increasingly Valuable

The DMV has been deploying TREDIS in phases. The first phase included the DOT and the Virginia State Police. Additional phases will include NHTSA, local law enforcement, and other agencies. That will make it possible for NHTSA to receive the reports it expects from the state over the Web as soon as those reports are available, without having to wait for printed materials to be mailed to them. The results will be more useful to NHTSA, as well, since the data underlying the reports can be examined by NHTSA analysts in ways not possible previously.

"The ability to make better, more in-depth information available to NHTSA more promptly has very clear benefits for the state," says Tim Ellison, Architect, Virginia Department of Motor Vehicles.

other agencies could see what it does," says Peters. "The initial response was, understandably, a bit 'ho-hum.' Now that people can see the real benefits of TREDIS, the response has turned to 'wow.' We're receiving much stronger support throughout the state and local agencies."

Automated Report Processes Boost Staff Productivity

At the height of the legislative season, the Virginia DMV fielded three staffers who spent most of their time responding to requests for accident-related information from legislators. With TREDIS, that process has become completely automated.

Legislators now receive their information more quickly, because their staffs, who have limited access to the TREDIS reporting system, can obtain the information they want directly. Meanwhile, the DMV is able to reassign its three staffers to more strategic, value-added functions within the department, further boosting departmental productivity.

"We wanted more information, more quickly and accurately, in the hands of those who need it," says Christopher Linde, IT Project Manager, Virginia Department of Motor Vehicles. "We got that—plus a significant increase in staff productivity. For us, that's a win-win situation."

Ford Driving Skills for Life Announces Partnership with NASCAR Rising Star Colin Braun

(June 12, 2009) WASHINGTON, DC— Colin Braun, 20-year-old NASCAR Camping World Truck Series driver has teamed up with Ford Driving Skills for Life (DSFL) to promote the importance of safe driving to teens around the country.

Braun, now in his second year driving the No. 6 Conway Freight Ford F-150 for Roush Fenway Racing, knows the importance of safe driving on and off the track. As part of the yearlong partnership, Braun will participate in DSFL hands-on training events and various nationwide teen safe-driving initiatives.

"We are very proud to have Colin Braun join the Ford DSFL team," said Jim Graham, Community Relations Manager of Ford Motor Company Fund. "His ability to relate to young drivers is invaluable. We are excited to have Colin Braun and Roush Fenway Racing support Ford Driving Skills for Life."

Mile for mile, teenagers are involved in three times as many fatal crashes as all other drivers. Through DSFL, teens are able to improve their skills in four key areas that are critical factors in more than 60 percent of teen vehicle crashes: Hazard Recognition, Vehicle Handling, Space Management, and Speed Management.

"I am pleased to be a part of the Ford Driving Skills for Life program. Having grown up racing all my life, I learned early on there is a time and place for driving fast, but public roads are not it," said Braun. "I think teenagers are more likely to listen to a message coming from someone closer to their own age, so I hope my involvement will make a difference teaching young drivers how to be safer on the road."

Throughout the year visitors to www.DrivingSkillsforLife.com will have a chance to view Braun's blog dedicated to safe driving tips, videos, photos and updates from his race season.

The national award winning DSFL program is collaborative effort between Ford Motor Company Fund — the automotive company's philanthropic arm — and the Governors Highway Safety Association (GHSA). The program strives to lower the number of teen automobile crash fatalities and helps newly licensed drivers develop skills beyond what they learn in driver education programs. It is one of the most comprehensive teen driver safety programs in the nation.



For more information about the Ford Driving Skills for Life program and upcoming hands-on training events, please visit www.drivingskillsforlife.com or call 1-888-987-8765. To learn more about Colin Braun, please visit www.roushfenway.com.

Current teen driving laws are available on the Governors Highway Safety Association web site at www.ghsa.org.

The Governors Highway Safety Association (GHSA)[®] is a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico. GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy and enhance program management. Its members are appointed by their Governors to administer federal and state highway safety funds and implement state highway safety plans. Contact GHSA at 202-789-0942 or visit www.ghsa.org.

A Safety Issue to Officers, Poor Form to Cyclists

Loudoun County sheriff tickets riders, some in charity event, for running stop signs

By Jonathan Mummolo

LoudounExtra.com, *The Washington Post*

(June 11, 2009) More than 700 cyclists were on the roads of Loudoun County over the weekend, some pedaling up to 150 miles, trying to raise money for a debilitating disease, multiple sclerosis.

But as they made their way Sunday in the untimed event, several rolled into an obstacle few foresaw: the long arm of the law.

According to cyclists and Loudoun authorities, several cyclists failed to come to complete stops at some intersections, and a county sheriff's deputy was waiting to pounce. Eight cyclists were ticketed for running stop signs that day in the Lovettsville and Purcellville areas, authorities said.

To several who took part in the annual event — which is estimated to have raised more than \$700,000 for research and assistance for those with the incurable illness — the tickets were poor form, even if cyclists had rolled through the signs. To authorities, who said they received numerous complaints from motorists about cyclists crowding the roads and running stop signs, the citations were necessary to ensure safety on the roads.

"After I picked my jaw up off the ground, my feeling was, 'You've got nothing better to do at 10 o'clock on a Sunday morning than sit there and wait for people to run a stop sign?' " said David Jennings, 47, of Vienna, a cyclist who did not ride for charity but was ticketed in Lovettsville while out with his biking club.

Jennings said he and another cyclist, a charity participant, slowed to about 1 mph before proceeding through a stop sign in Lovettsville, only to find a sheriff's deputy nearby, who flagged them down.

"What was amazing to me was it seemed to me they were there because of the MS ride," Jennings said. "They've donated their time and all their money, and they've donated to a charity, and you've got the Loudoun County Sheriff's Office just sitting

there waiting to hand them a ticket. It didn't seem right."

Loudoun Sheriff Stephen O. Simpson said raising revenue had nothing to do with the citations. He mentioned two cyclists who were killed within days of each other in summer 2005 and said rolling through a stop sign on a bike can have the same consequences as doing so in a car.

"They forget the fact that they're sharing that road with motor vehicles, and by not respecting the rule of the road, they're putting themselves in huge danger," Simpson said. "They get into a collision with a motor vehicle, they're going to come out the loser in that deal."

"Bike MS: Beyond the Beltway" was organized by the National Multiple Sclerosis Society's National Capital Chapter and took place mostly in Loudoun on Saturday and Sunday, said chapter President Chris Broullire. The two-day course totaled 150 miles, but not everyone rode the entire length, he said.

Broullire said safety precautions were taken, including motorcycle escorts and reminding riders to obey traffic rules. He declined to comment on the citations, saying he was looking into them.

Cyclist Bill Dwyer, who received a ticket near a square in Lovettsville, said he thinks the citations were emblematic of a larger tension between motorists and cyclists.

"The fact that there were people in that square running stop signs isn't the problem," said Dwyer, 53, of Alexandria. "The finger was unfairly pointed at the MS bike riders and myself in particular. . . . But I got a ticket. It's not a big deal. I'll pay it."

Another ticketed charity rider, Charles Rothrock of Oakton, said he agrees that safety is paramount but that authorities could have taken better steps to "proactively warn cyclists" to obey road signs.

The tickets carry a prepayable \$30 fine and a \$61 fee. If someone chooses to fight the charge, a judge can raise the fine to as much as \$250.

New Clearview Bike Lane is Part of City of Martinsville's Ongoing Initiatives

The City of Martinsville is proud to announce that a 0.6 mile stretch of bike lane has just opened along Clearview Drive in the City. This is one part of the City's initiative to improve fitness and health awareness among present and future generations and enhance the quality of life by increasing the availability of recreational opportunities. "By building upon natural resources such as the development of trails and bike lanes, Martinsville's attractiveness as a business location and as a destination for environmentally sustainable tourism is enhanced", commented City Manager Clarence Monday.

According to Assistant City Manager Leon Towarnicki, over the past few

years the West Piedmont Planning District Commission has worked with over 70 people to develop a regional bicycle plan which identified Clearview Drive as one of many potential streets for bike lane striping. The plan, put together by local citizens, also identified the need to develop bicycle route access and bicycle racks to make the Uptown Historic District more bicycle friendly.

Activate Martinsville-Henry County, whose mission is to promote walking, biking, and other physical activity, has been working with City officials over the last year to identify existing corridors that are conducive to adding bike lanes without using any tax funds. The overall



vision for the City is to transform a patchwork of lanes and trails into a cycling network. This network will provide connectivity between residential areas and centers of activity such as business and commercial districts, historical and cultural destinations, and public facilities.

U.S. Transportation Secretary Ray LaHood: Overall Traffic Fatalities Reach Record Low

First Quarter 2009 Traffic Fatalities Project Continued Record Trend

(July 6, 2009) The U.S. Department of Transportation today announced that the number of overall traffic fatalities reported in 2008 hit their lowest level since 1961 and that fatalities in the first three months of 2009 continue to decrease. The fatality rate, which accounts for variables like fewer miles traveled, also reached the lowest level ever recorded.

The fatality data for 2008 placed the highway death count at 37,261, a drop of 9.7 percent from 2007. The fatality rate for 2008 was 1.27 persons per 100 million VMT, about 7 percent below the rate of 1.36 recorded for 2007.

Substantial declines occurred in virtually every major category, led by declines in passenger car occupant fatalities which dropped for the sixth year in a row, reaching the lowest level since DOT began keeping records. Light truck occupant fatalities fell for the third straight year. Alcohol-impaired fatalities also declined by more than 9 percent over 2007.

Continuing this trend, the January-March 2009 estimate of 7,689 deaths represents a nine percent decline from a year ago. It was the twelfth consecutive quarterly decline. The fatality rate for the first quarter of 2009 reached 1.12 fatalities per 100 million vehicle miles traveled. Preliminary data collected by the Federal Highway

Administration showed that vehicle miles traveled (VMT) during the first three months of 2009 declined by about 11.7 billion miles.

The 2008 annual statistics did report, however, that motorcycle deaths increased for the 11th straight year and now account for 14 percent of all highway fatalities.

"While the number of highway deaths in America has decreased, we still have a long way to go," Transportation Secretary Ray LaHood said.

He added that the country has made major strides in increasing seat belt use, curtailing impaired driving, making roads and highways safer, and maximizing vehicle safety, all of which play important roles in the declining death rate.

To view the 2008 fatality figures, including a state-by-state run-down, go to <http://www-nrd.nhtsa.dot.gov/Pubs/811172.pdf>.

State fatality data for 2008 was also made available. For more detailed individual state data, go to http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/USA_WEB_REPORT.HTM.

To view the preliminary 2009 first quarter estimates, go to <http://www-nrd.nhtsa.dot.gov/Pubs/811173.pdf>.

U.S. DOT Announces New Consumer Program for Child Safety Seats

(April 24, 2009) The U.S. Department of Transportation announced today that it will create a new consumer program to help parents and caregivers find a child seat that fits in their vehicle. The new program is the result of a comprehensive review ordered by Transportation Secretary Ray LaHood to improve child passenger safety and Federal child seat standards.

Secretary LaHood also ordered the National Highway Traffic Safety Administration to develop a new side impact safety standard for car seats. Side impact crashes account for one-third of all highway deaths among children under thirteen years old.

The internal review found that current standards, which require child seats to withstand forces that are more severe

than 99.5 percent of real-world crashes, are effective. However, Secretary LaHood urged NHTSA to do better.

"Infants and children are our most precious cargo," said Transportation Secretary Ray LaHood. "We need to constantly improve our track record and help parents to choose a child seat that fits in their vehicle."

The National Highway Traffic Safety Administration task force, which reviewed child safety regulations, was comprised of a team of 30 experts. The team found that while current standards offer a high degree of protection, the agency should consider adding a first ever side-impact standard for child safety seats. It also recommended research on future improvements to the current frontal impact standard.

NHTSA will institute a new program beginning with the 2011 model year to make it easier for parents to choose child safety seats. Car manufacturers will recommend specific seats in various price ranges that fit for individual vehicles. Car manufacturers including Nissan and others in Europe already provide similar recommendations.

The review also found that half of all children between the ages of zero to seven years of age, who were killed in motor vehicle crashes, were not in child safety seats.

"A child safety seat cannot do its job if it's not used at all," said Secretary LaHood. "Parents and caregivers need to make sure their children are buckled up properly and child seats are installed correctly."

Parents, Caregivers Reminded of Dangers of Leaving Kids in Cars

(June 9, 2009) The risk of a serious injury or death during hot weather is heightened for children left alone in vehicles, NHTSA warned today. New research shows that, for children, hyperthermia (heat-stroke) is the leading cause of non-crash vehicle deaths.

“Even with the windows rolled down two inches, it only takes 10 minutes for the inside of a vehicle to reach deadly temperatures on a hot summer day,” said Ronald Medford, Acting Deputy Administrator of NHTSA. “Children should never be left alone in or around a motor vehicle, not even for a quick errand. Any number of things can go critically wrong in the blink of an eye.”

Each year, 262 children under the age of 14 are killed and



115,000 are injured in not-in-traffic incidents on private roads, driveways and in parking lots according to a new NHTSA study. Out of that number, 44 fatalities and 105,000 injuries are the result of non-crashes. These incidents include hyperthermia, strangulation by power windows, carbon monoxide poisoning and more.

Many of the remaining deaths and injuries in not-in-traffic incidents are the result of a vehicle backing over a child that the driver did not see. View new research at <http://www-nrd.nhtsa.dot.gov/Pubs/811116.pdf>.

Safety tips from NHTSA to prevent hyperthermia include:

- Never leave a child unattended in a vehicle.
- Do not let your children play in an unattended vehicle. Teach them that a vehicle is not a play area.
- Never leave infants or children in a parked vehicle, even if the windows are partially open or with the engine running and the air conditioning on.
- Make a habit of looking in the vehicle — front and back — before locking the door and walking away.
- If you are bringing your child to daycare, and normally it's your spouse or partner who brings them, have your spouse or partner call you to make sure everything went according to plan.
- Ask your childcare provider to call you if your child does not show up for childcare. Do things to remind yourself that a child is in the vehicle, such as:
 - Writing yourself a note and putting the note where you will see it when you leave the vehicle;
 - Placing your purse, briefcase or something else you need in the back seat so that you will have to check the back seat when you leave the vehicle; or
 - Keeping an object in the car seat, such as a stuffed toy. When the child is buckled in, place the object where the driver will notice it when he or she is leaving the vehicle.
- Always lock vehicle doors and trunks and keep keys out of children's reach. If a child is missing, check the vehicle first, including the trunk.
- If you see a child alone in a hot vehicle, call the police. If they are in distress due to heat, get them out as quickly as possible. Warning signs may include: red, hot, and moist or dry skin, no sweating, a strong rapid pulse or a slow weak pulse, nausea or acting strangely. Cool the child rapidly. Call 911 or your local emergency number immediately.

Visit www.nhtsa.gov/KeepingKidsSafe for more information.

Traffic Safety Calendar

- August, 2009 **National Back to School Safety Month** — www.nhtsa.gov
- Aug 2-8, 2009 **National Stop on Red Week** — www.stopedlightrunning.com
- Aug 9-12, 2009 **Va. Assn. of Chiefs of Police Annual Conference** — Newport News, VA — www.vachiefs.org
• 2008 Virginia Law Enforcement Challenge Awards will be presented Monday, August 10.
- Aug 21 – Sept 7, 2009 **Checkpoint Strikeforce Impaired Driving National Enforcement Crackdown** —
www.checkpointstrikeforce.net & www.stopimpaireddriving.org
- Sept 3, 2009 **Border to Border** — www.smartsafeandsober.org/programs/B2B
- Sept 12, 2009 **National Seat Check Saturday** — www.nhtsa.gov
(NOTE! This is a change from the 2009 Smart, Safe & Sober Calendar.)
- Sept 12-18, 2009 **Child Passenger Safety Week** — www.nhtsa.gov
(NOTE! This is a change from the 2009 Smart, Safe & Sober Calendar.)
- Sept 13-15, 2009 **Virginia Sheriffs' Association Conference** — Norfolk, VA — www.virginiasheriffs.org
- October, 2009 **Walk to School Month** — www.walktoschool.org & **Pedestrian Safety Month** — www.walkableamerica.org
- Oct 5-9, 2009 **Drive Safely Work Week** — www.netsnational.org
- Oct 7, 2009 **International Walk to School Day** — www.walktoschool.org
- Oct 9, 2009 **Put the Brakes on Fatalities Day** — www.brakesonfatalities.org