

Smart, Safe & Sober



NEWSLETTER

FALL 2010

www.smartsafeandsober.org



**Border to
Border 2010**
p. 3



**Checkpoint Strikeforce
Kicks Off for 2010** p. 4



**2010 'Click It or Ticket'
Awards Presented** p. 17



**May 'Click It or Ticket'
Results** p. 16



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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Border to Border 2010: Another Successful Year!

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

On September 2, 2010, nearly 60 Virginia law enforcement agencies and 23 agencies from North Carolina, Maryland, and West Virginia came together along their common borders at the start of the Labor Day travel weekend to kick off the fourteenth annual "Checkpoint Strikeforce/Drunk Driving, Over the Limit, Under Arrest." campaign. All involved had the single goal of reducing the number of traffic crashes and fatalities not only during the Labor Day holiday, but through the remainder of the year.

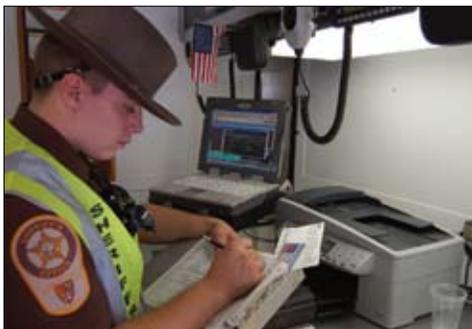
Preliminary data shows that there was an almost 50 percent reduction in the number of fatalities during the 2010 four-day Labor Day period than was experienced during 2009. In 2010, there were a total of eight fatalities in six traffic crashes, as opposed to the 2009 total of fourteen fatalities.

Officers from all over the state reported issuing summonses for everything from speeding and reckless driving to safety belts and child safety seat violations. Additionally, there were five commercial motor vehicles taken out of service for violations that made them a hazard to be operating on Virginia roads.

Border to Border also saw it's share of criminal activity with several narcotic violations, a couple of fugitive arrests and a concealed weapon that was found under a floor mat in Brunswick County.

Thanks to enforcement efforts like Border to Border and others throughout the year, Virginia currently stands to have the lowest number of traffic related fatalities ever recorded, so keep up the great work! It is all about increased seat belt use, decreased DUI's, obeying speed limits and reducing distractions!

Border to Border 2010 By the Numbers		
	Virginia	NC, MD & WV
Law enforcement agencies involved	59	23
Number of officers participating	135	60
Vehicle equipment violations	69	9
Speeding violations	59	0
Reckless driving	1	0
Adult (18+) seat belt citations	22	14
Youth (8-17 yrs) seat belt citations	1	0
Child safety seat violations	4	0
CPS installations made by officers	3	0
DUI/DUID	0	0
Driving with a suspended Operator's License	14	7
All other traffic violations	239	114
Narcotics violations	2	1
Fugitive arrests	2	0
All other criminal violations	1	3
CMV equipment violation	11	0
CMV overweight violation	4	0
CMV removals issued	5	0





Governor McDonnell Launches Statewide Crackdown to Reduce Alcohol-Related Incidents

Statewide initiative 'Checkpoint Strikeforce' decreases alcohol-related fatalities

(September 2, 2010) RICHMOND — Governor Bob McDonnell today led law enforcement officers from across the Commonwealth in kicking off the 2010 Checkpoint Strikeforce campaign at the Virginia State Police Academy. During the event he called attention to significant progress achieved over the past decade but noted that additional work must be done – particularly with regard to protecting the very individuals who keep Virginia highways safe. Just since July 1st, three Virginia State Police troopers have been struck by drunk drivers.

In 2009, fewer individuals (316) were killed on Virginia highways due to alcohol than in any year since 1997. Last year also saw fewer injuries (6,256) on Virginia roads than in any year since at least 1984. The Governor and public safety officials credited this progress to the combination of effective public education and targeted enforcement.

"I got my start in public service in the Commonwealth as a prosecutor and was honored to serve as Attorney General. Public safety is a top priority for me and law enforcement across Virginia, and this includes cracking down on drunk driving," said Governor McDonnell. "We've made enormous progress in protecting Virginians from the dangers of drunk driving. However, we still have much work to do. Virginia's law enforcement and

motorists still must continue to work together towards making our roads even safer."

As part of the Checkpoint Strikeforce program, Virginia's law enforcement community is out in force, looking for drunk drivers. In 2009, 36,718 individuals were arrested for DUI across the state, resulting in 31,434 DUI convictions – an average of one conviction every 17 minutes.

To assist with the 2010 Checkpoint Strikeforce kickoff, Virginia law enforcement agencies are joining with neighboring states Kentucky, Maryland, North Carolina, Tennessee and West Virginia in a border-to-border effort over the Labor Day holiday. A total of 14 traffic fatalities occurred statewide during the four-day holiday last year, nearly twice the amount from the previous year.

The region-wide Checkpoint Strikeforce campaign combines stepped-up law enforcement efforts and proactive public education to promote a multijurisdictional effort in the fight against drunk driving. A significant multi-media campaign, encompassing radio and television, will run nearly 34,500 ads on a total of 96 broadcast stations, cable systems and radio stations in Virginia between August and December. Additionally, targeted internet advertising is expected to garner approximately five-million impressions over the course of the campaign.



In addition to the Checkpoint Strikeforce campaign, the Virginia State Police will engage in the annual Operation C.A.R.E. traffic enforcement campaign. The Operation Combined Accident Reduction Effort (C.A.R.E.) is a state-sponsored, national program designed to reduce crashes, fatalities and injuries caused by speeding, impaired driving and failure to use occupant restraints. As a participating agency, Virginia State Police will increase visibility and traffic enforcement efforts throughout the Commonwealth beginning Friday morning, September 3, 2010, at 12:01 a.m. and continuing through midnight Monday, September 6, 2010.

MWR Strategies, a Richmond-based research firm that has conducted Checkpoint Strikeforce campaign surveys since 2002, conducted a public opinion survey of 800 drivers in Virginia, Maryland and the District of Columbia in June 2010 for Checkpoint Strikeforce. Among the campaign's targeted audience of males aged 21 to 35, key findings include:

- The biggest fear amongst this group of local male drivers as a result of driving while intoxicated is killing or injuring someone else (64%), more than arrest (13%) or their own death (16%).
- Nearly three-quarters (73%) of these local drivers perceive drunk driving as one of the most serious dangers faced on area roadways.
- The same number of people (73%) in this group think that being caught by police should be drunk drivers' number one fear.
- Nearly one-out-of-four (24%) of these local drivers said that they would (or have) changed their behavior knowing that sobriety checkpoints were being held in their area.

The Checkpoint Strikeforce campaign is supported by a grant from the Virginia Department of Motor Vehicles' Highway Safety Office to the nonprofit and Virginia-based Washington Regional Alcohol Program (WRAP).

Get more information at <http://www.checkpointstrikeforce.net/educate.html>, and view the ads at <http://www.checkpointstrikeforce.net/vadui.html>.



Henrico Police Recommend 'SPF-100' This Summer

From June 1, 2010 through September 6, 2010, officers from the Special Enforcement Unit participated in SPF-100 (Safety Prevents Fatalities – 100% Dedication). This is the second year this program has been in effect as a summer traffic safety initiative. The goal was to provide high visibility enforcement throughout the County during specified time periods (mainly PM rush and weekends).

The numbers below reflect speed and safety restraint enforcement specials, road checks, and red light specials conducted by the Unit this summer. These numbers only reflect what was accomplished by the Traffic Safety Unit (15 officers/2 supervisors) during extra enforcement hours and not include their regular

hours. It does not include the DUI Saturation Patrols.

DUI Arrests	10
Reckless Driving	119
Speeding	771
Red Light Violations	62
Seat Belt Violations	177
Child Restraint Violations	38
No Valid Operator's License	80
Suspended Operator's License	61
Other Traffic Violations	460
Felony Arrests	9
Misdemeanor Arrests	15
Warrants Served	4
Total Arrests	1,806



Henrico Police Conduct Several Labor Day Weekend Operations

The Henrico Police Traffic Safety Unit conducted several operations over the weekend to make the roads of Henrico safe for the motoring public. Officers conducted high visibility enforcement, Speed/Safety Restraint Special (I-295), Road Check, and a DUI Saturation Patrol. The Traffic Safety Unit is made up of 15 officers and 2 supervisors. Here are the numbers:

DUI Arrests	7
Reckless Driving	59
Speeding	152
No Valid Operator's License	21
Suspended Operator's License	22
Other Traffic Violations	134
Criminal Arrests	14
Total Arrests	409



Lynchburg Police, Albemarle County Sgt. Peter Mainzer Take Home Top Honors at 2009 Challenge Awards



The Virginia Association of Chiefs of Police (VACP) on August 9, 2010 presented the **2009 Virginia Law Enforcement Challenge** awards for the best traffic safety programs in the state. The awards luncheon was held during the VACP's 85th Annual Training Conference in Reston, VA. Forty-four law enforcement agencies were presented with first, second and third place awards in the various agency categories and then special recognition awards also were presented to agencies who made notable efforts to address different areas of traffic safety, such as occupant protection, impaired driving, child passenger safety, bike/pedestrian safety, speeding and more. *(The full list of winners was published in the Summer 2010 Newsletter and on the Smart, Safe & Sober web site.)*

Additionally, the winners of the two highest honors in the Law Enforcement Challenge also were revealed at the luncheon. The **"Commonwealth Award"** for the best overall traffic safety program in the state, regardless of agency size or type, was presented to the **Lynchburg Police Department**. LPD earned top marks from the judges for their comprehensive and successful traffic safety program, achieved by following the Challenge model of using policies, officer training, public information and education, incentives and recognition, and enforcement to reduce fatalities and injuries in their community.

Introduced last year with the 2008 Challenge, the **"Traffic Safety Officer of the Year Award"** was established to recognize an individual officer who has exhibited extraordinary initiative and innovation to make traffic safety education and enforcement a priority in his agency, his community, and beyond. For the 2009 Challenge, the recipient of this award was **Sgt. Peter Mainzer of the Albemarle County Police Department** for his outstanding work in addressing the problem of increased fatalities on a section of Route 29. Sgt. Mainzer devoted extra manpower to the deadly stretch of highway with increased patrols; developed community partnerships with local businesses and insurance companies, state agencies and other bordering law enforcement agencies; and utilized media coverage to emphasize the importance of safe driving to the public. During the six-week period of high-visibility enforcement along the corridor, 232 summonses were issued and there were no fatalities.

Marking its twenty-first 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. Additional information about the Challenge program, including photos of the 2009 award winners, the 2010 applications, award criteria, and sample entries, are available online now at <http://www.smartsafeandsober.org/programs/LEC>.

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



PHOTOS BY ERIN SCHRAD / VACP

LEFT: The Lynchburg Police Department, with New Kent County Sheriff Wakie Howard, Co-Chair of Virginia's Highway Safety Committee and Hon. Richard Holcomb, DMV Commissioner, is presented with the "Commonwealth Award" for having the best overall traffic safety program in 2009. **RIGHT:** Sgt. Peter Mainzer of the Albemarle County Police Department, with Waynesboro Police Chief Doug Davis, Virginia Highway Safety Committee member and Commissioner Holcomb, receives the "Traffic Safety Officer of the Year Award" for his work to reduce fatalities on Route 29.

Roanoke Police Department Completes Checkpoint Strikeforce

The Roanoke Police Department has concluded its participation in "Checkpoint Strikeforce", most commonly known by its tagline "Drunk Driving. Over the Limit. Under Arrest." The operation began August 20, 2010, nationwide and continued through September 6, 2010. DUI roving details were held on September 2, 3, 4 and 5. The details resulted in a total of 141 charges which include the following:

- DUI - 5
- No Operator's License - 2
- Suspended/Revoked OL - 16
- Safety Belt Violations - 14
- Child Restraint Violation - 1
- No Insurance - 1
- Speeding - 25
- Drug Charges - 3
- Open Container - 1
- Felony Arrest - 1
- Other Traffic Citations - 72



Roanoke Police Conduct Increased Enforcement in School Zones

Coinciding with the start of the school year, the Roanoke Police Department increased enforcement in school zones between September 7 and September 17, 2010. The stepped-up enforcement effort resulted in the following citations:

- Speeding: 252
- Other Traffic Violations: 101
- Suspended/Revoked OL: 16
- No Operator's License: 9
- Seat Belt Violations: 44
- Child Safety Seat Violations: 8
- Warrants Served: 5



Citizens were reminded that officers will continue to monitor speeds in school zones citywide.

In addition, for National Child Passenger Safety Week, the Roanoke Police Department held a child safety seat check on September 19, 2010 that resulted in 32 child safety seats being installed. RPD also participated in a child safety seat check held by the Carilion Safe Kids Coalition on September 25, 2010, at Toys R Us from 10 a.m. to 2 p.m.

Nearly 400 SoberRides Provided on July 4th

Program removes 'would-be drunk driver every 74-seconds'; use up more than 17%

(July 5, 2010) WASHINGTON, DC — The Washington-metropolitan area's SoberRide program provided 389 free cab rides home to would-be drunk drivers this Independence Day.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the Independence Day SoberRide program July 4th at 10:00 pm and continued until 6:00 am today as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

"For SoberRide's hours of operation this Independence Day, this level of ridership translates into the removal of a would-be drunk driver from Greater Washington's roadways every 74-seconds," said Kurt Gregory Erickson, WRAP's President.

The level of last night's SoberRide use represents a more than 17-percent (17.52%) increase in SoberRide ridership from last year's (2009) July 4th offering (331 > 389), according to WRAP.

During SoberRide's eight-hour period this Independence Day, area residents celebrating with alcohol could call the toll-free SoberRide phone number (1-800-200-TAXI) and be afforded a no-cost (up to a \$50 fare), safe way home. AT&T wireless users could call #TAXI for the same service. Local taxicab companies throughout the Washington-metropolitan area provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

SoberRide was offered in the: District of Columbia; throughout the Maryland counties of Montgomery and Prince George's; and throughout the Northern Virginia counties of Arlington, Fair-

fax, (eastern) Loudoun and Prince William.

Sponsors of this year's Independence Day SoberRide offering included AT&T, Anheuser-Busch, Diageo, Enterprise Rent-A-Car Foundation, ExxonMobil, GEICO, Red Top Cab of Arlington and the Washington Area New Automobile Dealers Association. In addition, a recently successful fundraising campaign to ensure the charity-run program included contributions from the Beer Institute, Capitol Outdoor, GEICO, MillerCoors, Restaurant Association Metropolitan Washington, The Century Council and Washington Wholesalers amongst others.

Participating taxicab companies include: Alexandria Yellow Cab; Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Manassas Cab Company; Red Top Cab; Silver Cab of Prince George's County; Yellow Cab of D.C.; and Yellow Cab of Prince William County.

Founded in 1982, the Washington Regional Alcohol Program is an award-winning public-private partnership working to prevent drunk driving and underage drinking in the Washington, D.C. metropolitan region. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average.

Since 1993, WRAP's SoberRide program has provided 48,727 free cab rides home to would-be drunk drivers in the Greater Washington area.

For more information, visit WRAP's web site at www.wrap.org.

Save Your TAIL-Gate, Buckle Up!

The "Save Your TAIL-Gate, Buckle Up" Challenge kicks off on September 27 and runs for 3 consecutive weeks, ending October 18.

This annual YOVASO campaign is a competition among participating Virginia schools to increase safety belt educational and awareness activities at the high school level and to increase overall seat belt usage among teens. The goal is to help students form a life-long buckle up habit through education and awareness.

YOVASO supplies all the needed resources for schools to participate in the campaign at no cost. There are awesome prizes for the winning schools. The winning school will receive a "Surprise Celebration" for the entire school. A "Grand Prize Winner" banner

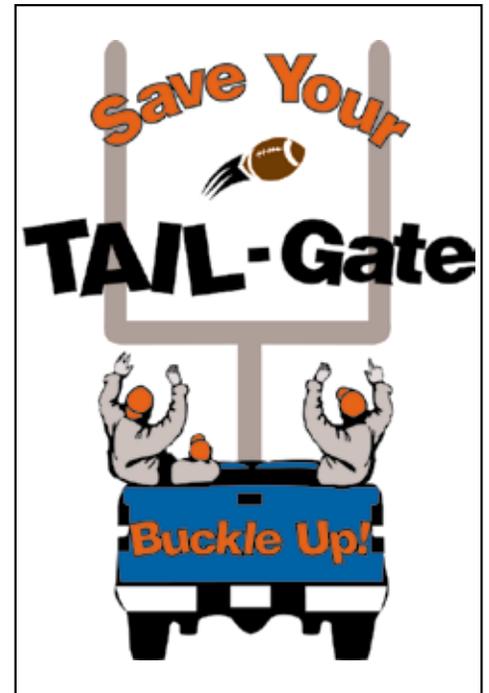


and plaque will also be presented to that school. The runner-up will receive a pizza party and \$200. A "Runner-Up" banner and plaque will also be presented. The third place winner will receive 25 "Save Your TAIL-Gate, Buckle Up" T-Shirts for members of the sponsoring club, \$100 and a "Third Place" banner and plaque. The winners will be announced on October 22.

There are four components that schools need to complete to be eligible for prizes: Seat Belt Checks; Home Football Game Activities; Educational & Awareness Activities; and, Buckle-Up Petitions.

Join the statewide "Save Your TAIL-Gate, Buckle Up" Challenge!

For more information, visit www.yovaso.net.



Bob Wall Honored at 18th Annual U.S. Capitol Police Awards Ceremony

On September 9, 2010, the U.S. Capitol Police recognized Bob Wall, Public Safety Education Coordinator for Prince William County Fire & Rescue, with the Medal of Merit. The USCP Medal of Merit is awarded to citizens, organizations, members or another law enforcement/public safety agency that assisted the USCP in the prevention of a crime, the apprehension of a criminal, the rendering of aid in an emergency or medical situation, or for other conspicuous support of the Department.

Mr. Wall was recognized for training and certifying 15 USCP officers as child safety seat technicians for the House Division's child safety seat outreach program that was held during the summer of 2009. Mr. Wall's forward thinking and professionalism enhanced the ability of the USCP to provide an event that provided assistance to benefit the Congressional community.



Changes to Laws Help Catch DUI Offenders

Included among the dozens of new laws that went into effect in Virginia on July 1, 2010, are two procedural changes that help law enforcement officers in their efforts to combat impaired driving. For years, some of the toughest DUI cases were those involving offenses not committed in the officer's presence. Accident cases and other situations where the vehicle operation did not take place in the officer's presence were problematic. Earlier, the legislature had carved out exceptions to allow warrantless DUI arrests when the operator was at the scene of the accident or at a hospital. Under the newly amended statute, law enforcement officers with probable cause may arrest without a warrant a DUI suspect at any location as long as the arrest takes place within three hours of the offense. This change to Virginia Code Section 19.2-81(D) applies to accident as well as non-accident DUI cases. The prior limitations and exceptions on warrantless arrests for other misdemeanor offenses not committed in the officer's presence remain in effect pursuant to Virginia Code Sections 19.2-81 through 19.2-81.6.

Another helpful change resolves the awkward situation existing when a DUI suspect is apprehended while seeking treatment at a hospital. That offender may now be issued a summons, and, according to the new amendment to Virginia Code Section 19.2-73(B), this procedure will be deemed an "arrest" for the purposes of Virginia's DUI laws (including the implied consent law). As a result of this change to the statute, there is no need for the officer to actually place his hand upon, handcuff, or otherwise restrain the hospitalized DUI suspect.

Zero Traffic Fatalities Reported During September Operation Air, Land And Speed Safety Initiative

Virginia State Police Include Interstate 85 During Weekend Enforcement



(September 20, 2010) RICHMOND—In an effort to reduce traffic crashes, fatalities and injuries, Virginia State Police increased patrols along Interstates 81, 95 and 85 as part of the latest Operation Air, Land and Speed enforcement effort. The two-day traffic safety initiative began Saturday, Sept. 17, 2010 and ended Sunday, Sept. 18, 2010. As a result of the increase in troopers along all three targeted interstates, no fatal traffic crashes were reported during the special weekend safety project.

Troopers and supervisors stopped a total of 2,705 speeders, 618 reckless drivers and 19 drunk drivers. In addition, 125 adult seat belt violations were cited and 17 felony/drug arrests were made. The operation yielded 4,866 total summonses and arrests.

A partial breakdown for each interstate is provided below:

Category	Interstate 81	Interstate 95	Interstate 85
Speeders	1,390	1,053	262
Reckless Drivers	154	410	54
Impaired Drivers	8	9	2
Drug/Felonies	7	7	3

The enforcement effort targeted all 177 miles of I-95 from border to border; all 325 miles of I-81; and all 69 miles of I-85 to

the North Carolina state line. A total of 150,827 summonses and arrests have resulted from the 29 Operation Air, Land & Speed initiatives conducted across Virginia since 2006.

This is the fourth Operation Air, Land and Speed on I-81 and I-95 this year and the sixteenth operation conducted since the program's inception. The last time VSP targeted both highways was in July when a total of 6,264 summonses and arrests were made.

Additionally, there were 50 child safety seat belt violations issued during the September weekend traffic safety enforcement blitz.

"With Sunday marking the beginning of National Child Passenger Safety Week, it is a good time to remind parents, grandparents and anyone responsible for transporting our young children in the Commonwealth to always make sure their child seat or booster seat is properly secured," said Colonel W. Steven Flaherty, Virginia State Police Superintendent. "If a child safety seat isn't properly restrained then it is not providing the protection it should during a crash and potentially saving a child from injury or death."

The National Highway Traffic Safety Administration (NHTSA) estimates that three out of four parents do not properly use child restraints. For more information, visit NHTSA's website at <http://www.nhtsa.gov/Safety/CPS>

Newport News Police Announce New Crime Fighting Initiative



First of its kind in Hampton Roads

(September 13, 2010) The Newport News Police Department will be using traffic enforcement in a new crime fighting effort beginning Wednesday, September 15, 2010. In order to not interfere with normal patrol duties, the initiative will involve officers working overtime. The officers will be paid overtime through a Virginia Department of Motor Vehicles grant to patrol areas that, according to crime analysis information, are experiencing high incidents of crime. The officers will patrol the designated areas with a primary focus on enforcing traffic laws. While the officers will not necessarily answer routine calls for service, they will respond to any emergencies.

Because it is known that persons who commit crimes are often driving to and from the areas in which they operate, it is believed that the highly visible traffic enforcement efforts of the **Data Driven Approach to Crime and Traffic Safety (DDACTS)** program will greatly discourage criminal activity as well as assist in the Department's crime fighting and prevention efforts in these areas.

(The department's first DDACTS efforts took place in the City's South Precinct from 9:00 a.m. until 3:00 p.m., September 15-17, 2010. Members of the media were offered an opportunity to ride along with NNPD officers to observe the DDACTS program firsthand.)

Henrico Police Conduct 'Back to School' Enforcement Initiative

On Friday, September 17, the Henrico County Division of Police's Operation "Back to School" educational and enforcement initiative ended. This initiative began several years ago to help educate motorists about safe driving tips around schools and school bus stops and to conduct high visibility enforcement to help reinforce the goals of the initiative.

The operation began on August 30 with an educational blitz, which included media releases, interviews by local media, variable message board deployments, and information posted to the Division's web site, Facebook page, and Twitter account.

The Traffic Safety Unit, with assistance from Patrol Operations, School Resource Officers, and Community Officers, conducted high visibility enforcement in school zones throughout Henrico County. **During the operation, more than 765 arrests were made.** Of those arrested, 579 were for speed-related offenses.



Petersburg Police See Lowest Crime Rates in Ten Years Thanks in Part to Enhanced Traffic Enforcement Programs

by Esther Hyatt, Public Information Official
Petersburg Bureau of Police

The Petersburg, VA Bureau of Police have conducted various activities through the Smart, Safe, & Sober Partnership. Highway initiatives have included the Memorial Day holiday highway enforcement, the "Click It or Ticket" 460 Blitz and several traffic checkpoints. One of the initiatives with the most impact was a saturation patrol of a neighborhood during the evening of May 14, 2010.

Over the course of eight hours, police netted 32 arrests for offenses such as drunk driving, suspended license, expired registrations and warrant service. The most interesting signs of impact came not from those who received a citation or were arrested, but from law abiding citizens who expressed their gratitude for the police presence. One woman stated that she appreciated the police checking license and registrations because it gave her an added sense of safety as she sat on her porch with her grandchild. While there is an enforcement element to such activities, community relationships are strengthened when officers also engage neighbors in conversations that help them to feel secure and confident in the power of citizens in crime control.

Crime rates in Petersburg are at the lowest point they have been in ten years and it is paramount that strategies such as Smart, Safe & Sober stay in effect because concentrated enforcement provides a means of illustrating that police are serious preventing crimes, injury, and loss of life.



Stafford County Sheriff's Office Receives Generous Gift from GEICO Insurance

On Monday, August 30, Sheriff Charles Jett and the Stafford County Sheriff's Office was handed the keys to a fully equipped golf cart, complete with lights, sirens and the Sheriff's Office logo.

Bill Riddle, director of the National Print Mailing Facility for GEICO, works each year with the Sheriff's Office's Youth Safe-Driving Rodeo held for teen drivers. Realizing that the department's golf cart that is used to teach teen drivers the dangers of drunk driving was in disrepair, Riddle asked GEICO to replace the golf cart.



This new cart will once again be used to illustrate to teen drivers the dangers of driving drunk as well as the very real dangers of driving while texting. The cart is scheduled to be used at the high schools in Stafford County as well as the Youth Safe-Driving Rodeo held each spring. The golf cart will also be used at numerous community events though out the year, further illustrating the commitment the Sheriff' Office and GEICO have toward safe teen driving.

"GEICO has always understood the need to educate our teen drivers on the importance of driving a motor vehicle in a safe manner," states Sheriff Charles Jett. "This very impressive golf cart speaks volumes to the significance GEICO places on teen safety."



Officer Safety on Our Roadways: What the Numbers Say About Saving Lives

By Craig W. Floyd, Chairman and Chief Executive Officer & Kevin P. Morison, Senior Director of Communications
National Law Enforcement Officers Memorial Fund

In 2009, more U.S. law enforcement officers died in the line of duty in traffic-related incidents than were killed by firearms or any other single cause of death.¹ This was not a statistical anomaly; 2009 marked the 12th consecutive year in which traffic incidents were the leading cause of line-of-duty law enforcement deaths in the United States, according to records kept by the National Law Enforcement Officers Memorial Fund (NLEOMF).

Perhaps no agency last year felt the human tragedy of this statistical trend more than the Las Vegas, Nevada, Metropolitan Police Department. During 2009, three of its members died in automobile crashes, including two officers killed in separate collisions within a seven-week period last fall. A fourth Las Vegas Metropolitan Police officer was shot and killed by armed robbery suspects just two days before the third fatal auto crash. The names of all four officers have been added to the National Law Enforcement Officers Memorial in Washington, D.C.

Las Vegas Metropolitan Police Sheriff Douglas C. Gillespie responded to this spate of traffic deaths in a forceful and public manner. He implemented a number of changes in department policy and training designed to improve officer safety. Many of the reforms focused on two critical issues—excessive speed and the failure to wear safety belts—that, over the years, have endangered police officers in Las Vegas and across the United States. To further drive home the message, the sheriff secured the pro bono services of an advertising agency to develop an internal communications campaign reminding officers of the rules regarding mandatory seat belt use and following departmental restrictions on speeding.

In many respects, Sheriff Gillespie's efforts are aimed at changing not just the behavior of individual officers but the broader culture of his agency, and to save officers' lives in the process. Anecdotally, members of the department report that the reforms and the shift in culture are taking hold. Their only regret is that it took the tragic deaths of their fellow officers to make it happen.

Lessons Learned from Gunfire Deaths Reduction

While the traffic deaths and resulting reforms in Las Vegas have received a great deal of attention, they seem to be the exception rather than the rule. Law enforcement traffic fatalities never seem to garner as much attention as fatal shootings do in the news media, from the general public, or at times, within the law enforcement profession itself. Far too often, officer injuries and deaths on the roadways are viewed as a normal and even unavoidable part of the job. After all, the thinking goes most officers spend much of their time behind the wheel or involved in other traffic-related activities, so it should be “expected” that some number of these officers would be injured or killed in traffic incidents.

This same reasoning was evident at times in the 1970s—the deadliest decade in U.S. law enforcement history—when close to 130 officers were killed by gunfire each year.² Since then, attitudes and safety measures have changed dramatically, and officers' lives have been saved. In 2008, 40 officers nationwide were

killed in firearms-related incidents—one of the lowest totals in more than five decades. And although fatal shootings of officers began to increase in 2009 and the first half of 2010, the numbers are still substantially lower than those from the peak year of 1973, when 156 officers were killed by gunfire.³

A number of factors are behind the stunning decline in firearms-related deaths. The continued development of bullet-resistant technology and the growing use of safety vests among officers are two of the main factors. The IACP/DuPont Kevlar Survivors' Club has documented more than 3,000 officers saved by safety vests.⁴ Resistance to the wearing of vests by officers seems to be declining as well. Better training, stronger policies, and the increased use of electronic control devices and other less-than-lethal weaponry have also helped.

A number of law enforcement organizations, researchers, and safety experts currently are working to apply some of the lessons learned from the reduction in firearms fatalities to the problem of traffic-related law enforcement deaths. Their efforts include the following:

- Through its Safe Shield program, the IACP's division of State Associations of Chiefs of Police (SACOP) is focusing on law enforcement awareness and training efforts through the adoption of a zero-tolerance culture for officer deaths and injuries.
- The IACP's Law Enforcement Stops and Safety Subcommittee continues to collect data and analyze issues related to officer safety both behind the wheel and during traffic stops, when officers are outside their vehicles and are exposed to the dangers posed by other vehicles. The subcommittee has produced a series of compelling roll-call videos to drive home this safety message for officers.
- The International Law Enforcement Educators and Trainers Association and the NLEOMF are exploring ways to work together to enhance traffic safety information and awareness among law enforcement trainers.
- The California Commission on Peace Officer Standards and Training (CalPOST) has launched an extensive, research-driven project called SAFE Driving. This initiative is working to identify the factors contributing to law enforcement roadway deaths and to recommend improvements—in policy, operations, and organizational culture—that will reduce injuries and save officers' lives. The NLEOMF serves on the SAFE Driving Advisory Board.

Understanding the Problem, Pointing to Solutions

One of the ways in which the NLEOMF is supporting these and other safety initiatives is by contributing data. The memorial fund maintains a database of the approximately 19,000 line-of-duty law enforcement deaths that have been documented throughout U.S. history—the largest collection of such information. The memorial fund understands that data are critically important to understanding the nature and extent of the safety problems confronting law enforcement.

Twice a year, the NLEOMF publishes research bulletins that examine recent statistical trends in law enforcement fatalities,

as documented in the data forms collected from departments whose officers are added each year to the National Law Enforcement Officers Memorial. The memorial fund also makes these data available to other researchers and practitioners. While NLEOMF statistics are by no means the only data source for these issues, they do provide a broad overview of trends and point toward those areas where additional action—including, in many cases, additional collection of data—is needed.

As noted, traffic-related incidents have been the leading cause of law enforcement deaths for each of the past 12 years, and the pattern is continuing into 2010. This is a dramatic reversal of historical trends. In fact, of the 18,983 officers whose names are engraved on the national memorial in Washington, D.C., 56 percent were killed by gunfire, and another 28 percent died in traffic incidents. From 1998 through 2009, however, the pattern has almost reversed: 44 percent of officers died in traffic incidents, and 35 percent were killed by gunfire, according to the NLEOMF’s internal Fallen Officer Database.

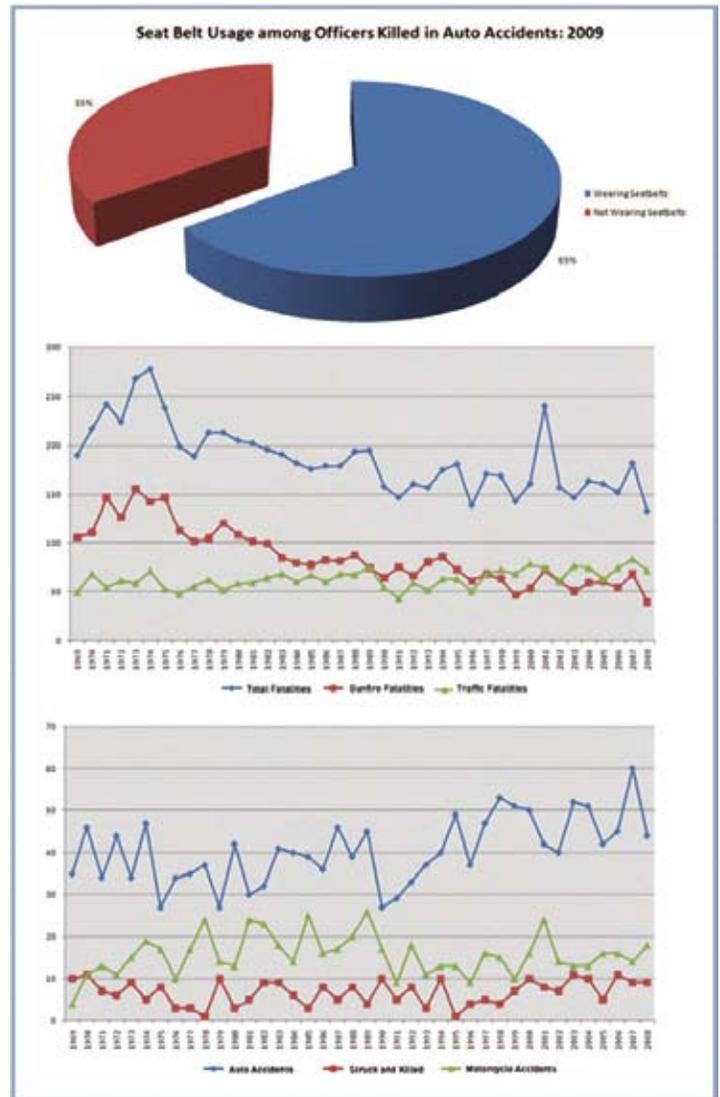
Expanding the data set to the past four decades, the longer-range trends become even starker. Since 1969, firearms-related law enforcement fatalities have declined 63 percent, while traffic-related fatalities have increased 45 percent. The year 1998 marked the first time that traffic deaths outnumbered firearm deaths, and that has remained the case ever since. What makes this trend even more remarkable, and troubling, is that it comes at a time when American motorists as a whole are safer than they have been in decades. Total traffic fatalities in the United States have declined 17 percent over the past 15 years,⁵ and the 34,000 people killed on U.S. roadways in 2009 was the lowest total since the federal government began collecting comparable statistics in 1954.⁶ As are law enforcement officers, Americans are logging more miles behind the wheel than ever before. But unlike law enforcement officers, fewer citizens are dying on the roadways.

A Sharp Rise in Fatal Automobile Crashes

In the NLEOMF data set, the category “traffic-related deaths” comprises three types of incidents: automobile crashes, motorcycle collisions, and officers struck and killed by other vehicles while outside their police vehicles or on foot. Over the past 40 years, the trends within each individual category have varied. In general, the number of officers killed in motorcycle crashes and the number struck and killed have remained fairly steady throughout this period. In fact, according to the NLEOMF data set, motorcycle fatalities declined by 10 percent between 1969 and 2009.

During this same period, however, the number of officers killed in automobile crashes surged approximately 25 percent. In 2009, automobile fatalities accounted for nearly 75 percent of all traffic-related deaths among U.S. law enforcement. While there are certainly opportunities for safety improvements in all three types of traffic-related incidents, the data show that the biggest challenges, and the largest opportunities to save officers’ lives, lie in the area of automobile collisions.

A closer look at NLEOMF data on the 477 automobile fatalities that occurred from 1999 through 2008 reveals some interesting trends. Approximately 20 percent of the incidents were



described as “routine patrol.” The vast majority of the fatalities involved some type of enforcement action: crimes in progress (20 percent); pursuits (20 percent); assisting another officer (14 percent); responding to collisions (7 percent); and assisting motorists (6 percent). Another 5 percent of the fatalities occurred while transporting prisoners, according to the NLEOMF’s internal Fallen Officer Database. Interestingly, 43 percent of the automobile fatalities during this 10-year period were single-vehicle crashes; the remaining 57 percent involved collisions with other vehicles. By contrast, just 16 percent of all motorcycle fatalities during this period were single-vehicle incidents.

One of the officer safety issues generating considerable attention from the IACP, CalPOST’s SAFE Driving Campaign, and others is seat belt usage by officers. The memorial fund has only recently begun collecting data in this area, but even the limited information collected thus far provides some troubling news. Among 37 officers killed in automobile crashes in 2009, 24 (or 65 percent) were wearing seat belts, but 13 (or 35 percent) were not (no data were

continued, page 14

Officer Safety on Our Roadways, continued

available for a 38th automobile crash fatality). By comparison, the latest data from the NHTSA show that among all U.S. drivers, 84 percent wore seat belts in 2009 and 16 percent did not.⁷

While some safety experts argue that seat belts represent an after-the-fact bandage approach to dangerous driving behavior in the first place, the trend among the general public is clear: as seat belt use has risen, the number of people killed in vehicle crashes has declined. The rise in seat belt use among drivers and passengers has coincided with tougher laws and stepped-up law enforcement through programs such as Click It or Ticket. The memorial fund will continue to collect data on seat belt usage among officers killed in the line of the duty as one measure of whether the number of officers wearing seat belts is changing.

Another serious, and seemingly contradictory, trend in law enforcement fatalities involves the impact of drunk drivers. Among the general population, drunk driving–related deaths have generally declined in recent years. In fact, since NHTSA began recording alcohol-related statistics in 1982, alcohol-impaired driving fatalities have decreased 44 percent, from 21,113 in 1982 to fewer than 12,000 in 2008.⁸ At the same time, the number of law enforcement officers killed by drunk drivers has risen. According to NLEOMF data, 104 officers died in drunk driving–related incidents between 2000 and 2009, compared with 80 during the 1980s—an increase of 30 percent. Stepped-up enforcement of drunk driving laws has positively impacted the problem among the general population, but ironically, such efforts seem to have put law enforcement officers at greater risk.

The visibility of officers when they are outside their vehicles on the side of the road remains a critical safety concern as well. NLEOMF statistics show that in the 10 years between 1999 and 2008, 60 percent of the struck-and-killed incidents occurred during the nighttime hours of 6:00 p.m. to 6:00 a.m.

The Federal Highway Administration has responded to concerns about officer visibility with new regulations, contained in the December 2009 revisions to the Manual on Uniform Traffic Control Devices (MUTCD).⁹ These regulations require officers engaged in a wide range of traffic enforcement activities to wear high-visibility apparel on all roads, not just on federal-aid highways, as the previous regulations specified. In addition, new requirements and options exist for the public safety vests worn by law enforcement, with the ANSI 206-2007 Public Safety Vest designed specially for law enforcement personnel now an approved option. Over the last two years, the NLEOMF has teamed with 3M to get the word out about officer visibility and the new federal requirements and options.

Drive Safely Campaign Stresses the Public's Role

Of course, the public also has a role to play in officer safety on the roadways. That is why the memorial fund launched its Drive Safely campaign, designed to raise awareness among the public of the dangers officers face and to provide motorists with specific, actionable steps they can take to help keep officers safe.

One of the key elements of the campaign is to increase public awareness of and compliance with Move Over laws. Currently, 47 states have laws requiring motorists to slow down and, if possible, safely move over one lane of traffic when they come upon law enforcement officers and other safety personnel stopped by the side of the road. Hawaii, Maryland, New York, and the District

of Columbia do not have Move Over laws.

Move Over laws are not a panacea. According to a recent poll commissioned by the National Safety Commission and Move Over America, approximately 7 in 10 Americans have never heard of Move Over laws.¹⁰ Law enforcement officers report that safely and effectively enforcing the laws remain a challenge. Making more people aware of the Move Over concept and getting more motorists to comply voluntarily remains a major goal of the NLEOMF Drive Safely campaign and other traffic safety programs.

Latest Numbers Offer Encouraging News

The encouraging news is that there is some evidence that all of these safety efforts may be starting to have an impact. After reaching an all-time high of 84 deaths in 2007, traffic-related law enforcement deaths declined 39 percent over the next two years, according to NLEOMF statistics. The 51 traffic-related fatalities in 2009 marked the lowest total since 1996, when there were 50.¹¹

To keep these numbers moving in the right direction, the memorial fund will continue to partner with other law enforcement and traffic safety organizations to develop and deliver appropriate safety messages for both law enforcement and civilian audiences. As Sheriff Gillespie and his officers in Las Vegas have discovered, real and sustained progress will come when both driving habits and culture change, inside and outside the law enforcement profession.

Notes:

- 1 National Law Enforcement Officers Memorial Fund (NLEOMF), "Law Enforcement Officer Deaths: Final 2009 Report," Research Bulletin, April 2010, http://www.nleomf.org/assets/pdfs/law_enforcement_officer_fatalities_2009_end_year_report_apr10.pdf (accessed May 17, 2010).
- 2 Ibid., 2.
- 3 NLEOMF, "Law Enforcement Officer Deaths: Final 2009 Report," 2.
- 4 Michael J. Carroll, "President's Message: Safeguarding Officers: A Continuing Priority," *The Police Chief* 76 (December 2009): 6.
- 5 This was derived by calculating the percentage change between the 1994 total traffic fatalities of 40,716 (as reported in NHTSA's FARS Encyclopedia, www.fars.nhtsa.dot.gov/Main/index.aspx) and the 2009 estimate of total traffic fatalities of 33,963 (as reported in <http://www.nrd.nhtsa.dot.gov/pubs/811291.pdf>).
- 6 NHTSA's National Center for Statistics and Analysis, "Early Estimate of Motor Vehicle Traffic Fatalities in 2009," Traffic Safety Facts, DOT HS 811 291 (March 2010), <http://www.nrd.nhtsa.dot.gov/pubs/811291.pdf> (accessed May 17, 2010).
- 7 NHTSA's National Center for Statistics and Analysis, "Seat Belt Use in 2009—Overall Results," Traffic Safety Facts, DOT HS 811 100 (September 2009), <http://www.dmv.ne.gov/highwaysafety/pdf/TSFSeatBeltOver-all2009.pdf> (accessed May 17, 2010).
- 8 National Highway Traffic Safety Administration, "Fatality Analysis Reporting System," Data Resource Website, <http://www.fars.nhtsa.dot.gov/QueryTool/QuerySection/SelectYear.aspx> (accessed May 18, 2010).
- 9 FHWA, Manual on Uniform Traffic Control Devices for Streets and Highways (2009), <http://mutcd.fhwa.dot.gov/pdfs/2009/mutcd2009edition.pdf> (accessed May 17, 2010).
- 10 Move Over, America, "National Campaign Launches Effort Educating Drivers to 'Move Over' and Protect Officers on Roadways," press release, July 2, 2007, <http://www.moveoveramerica.com/Move-Over-Law-Protect-Officers.html> (May 17, 2010).
- 11 NLEOMF, "Law Enforcement Officer Deaths: Final 2009 Report," 4.

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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.



On September 20, 2010, the Marion Police Department presented **Mr. Fred C. Widener** with the Saved By the Belt and Bag Award.

On July 7, 2010 around 7:00 p.m., Mr. Widener was involved in a motor vehicle crash on North Main Street in the Town of Marion. Widener was attempting to make a right turn into a Pizza Hut parking lot when he was struck from behind by another vehicle. The collision caused his vehicle to spin and strike a curb. Upon striking the curb, Widener's vehicle flipped onto its top. There was intrusion from the roof into the passenger area of the vehicle. Widener stated he was wearing his seat belt and sustained no injuries.

Marion Police Officer Brian Sexton felt that by Widener wearing his seat belt he avoided serious injury or even death.



On August 23, 2010 at the Front Royal Town Council meeting, Chief Richard Furr of the Front Royal Police Department and Doug Stader of the Virginia Highway Safety Office presented **Ms. Wilda Berg** with a Saved by the Belt Award.

Ms. Berg was involved in a crash on June 16 when a large SUV ran a stop sign and struck her vehicle as she was traveling west on the road. Her vehicle was spun completely around as a result of the impact and the damage sustained rendered her vehicle a total loss. But the good news is, because she was wearing her seat belt, she was uninjured. She was able to walk away from the crash and was able to say that she was "saved by the belt."



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/.



May 'Click It or Ticket' Mobilization Yields Mixed Results

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

Another 'Click It or Ticket' May Mobilization has come and gone and, well, the results were a little mixed. Over the summer, Old Dominion University conducted the annual observational survey of state seat belt use and found that Virginia had lost a little ground in 2010, ending with a **seat belt usage rate of 80.48%**. (Remember that the usage rate for 2009 was 82.27%.) The goal we had set for 2010 was to raise the usage rate to 83.7% and so, since we didn't achieve that goal this year, we will carry it forward to 2011.

But it's not all bad news! Even though we fell short of our target seat belt use rate, the 2010 May Mobilization was still very successful. Over the two-week enhanced enforcement period, **citations were issued and arrests were made for more than 130,000 traffic and criminal violations!** The following is a breakdown of the enforcement data submitted by the participating agencies:

Regular hours worked	418,338
Overtime hours worked	17,301
Safety belt citations	6,242
Child restraint citations	1,343
Speeding citations	38,456
Reckless Driving citations	6,092
Adult DUI/DUID arrests	1,213
Juveniles cited for underage drinking violations	239
Juveniles arrested for Zero Tolerance (DUI)	12
Open container violations	230
Suspended/revoked licenses	6,290
Uninsured motorists	339
No Operator's License violations	1,594
All other traffic arrests/citations	56,315
Weapons seized	111
Drug arrests	754
Felony arrests	1,590
Fugitives apprehended	638
Stolen vehicles recovered	71

Now, what are we going to do in the days ahead? Well, we really have to work hard on getting that usage rate back up. To that end, **another 'Click It or Ticket' mini-mobilization has been scheduled for November 14-21, 2010.** The Virginia Highway Safety Office will again be supporting everyone's enforcement efforts that week with targeted media buys, and agencies will have their new FY 2010-11 grants to work from as well.

'Click It or Ticket' support materials are also ready for you to order at www.drivesmartva.org. There are some cool new retroreflective magnets available for your vehicles this year, which we think you will really like, as well as all the other posters, brochures and information to assist you with educating citizens.

Additionally, the Highway Safety Office is analyzing the seat belt data as well as the phone opinion/attitude survey that was conducted this past summer in order to see where we all need to focus our efforts in the coming year. Some of our "target areas" are really improving — which is very good news — and it may be time to look some new ones.

Please feel free to share any ideas, thoughts, or suggestions for improvement that you may have. Your opinions really matter and are taken seriously. You can e-mail them to MaryAnn.Rayment@dmv.virginia.gov or ClickItOrTicket@aol.com anytime.

Thank you all again for your tremendous efforts in highway safety — we have had terrific participation across the state! We cannot continue to make our roadways safer without all of you, so please let us know how we can support you in your efforts.

And, remember — BUCKLE UP!!!





2010 'Click It or Ticket' Awards Presented

The following awards recognizing law enforcement agencies' efforts to increase seat belt use in their jurisdictions were presented by the Virginia Highway Safety Office in August at the six regional Smart, Safe & Sober Workshops. *(List continues on pages 18 & 19.)*

DISTRICT	CATEGORY	AWARD	RECIPIENT	PRE-SURVEY RATE	POST-SURVEY RATE	% CHANGE
BRISTOL DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use	Clintwood Police Department	73	92	+ 19
		Most Improved Use	Weber City Police Department	60	86	+ 26
	Municipal 2: 11-25 Officers	Highest Seat Belt Use	Dickenson County Sheriff's Office	98	98	+ 0
		Most Improved Use	Galax Police Department	60	94	+ 34
	Municipal 3: 26-50 Officers	Highest Seat Belt Use	Pulaski County Sheriff's Office	84	94	+ 10
		Most Improved Use	Wythe County Sheriff's Office	67	81	+ 14
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Washington County Sheriff's Office	83	89	+ 6
		Most Improved Use	Bristol Police Department	45	73	+ 28
	--	Leadership Award	Officer Jimmy Stone, Pulaski Police Department	--	--	--
	--	Dedication Award	First Sgt. Jonathan C. Melvin, Bland Co. Sheriff's Office	--	--	--
FAIRFAX DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use & Most Improved Use	Haymarket Police Department	58	92	+ 34
	Municipal 2: 11-25 Officers	Highest Seat Belt Use	Purcellville Police Department	90	91	+ 2
		Most Improved Use	Dumfries Police Department	76	86	+ 10
	Municipal 3: 26-50 Officers	Highest Seat Belt Use	Vienna Police Department	92	95	+ 3
		Most Improved Use	Manassas Park Police Department	83	91	+ 8
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Fairfax City Police Department	94	94	+ 0
		Most Improved Use	Caroline County Sheriff's Office	85	91	+ 6
	Municipal 5: 76-125 Officers	Highest Seat Belt Use	Manassas City Police Department	88	92	+ 4
		Most Improved Use	Gloucester County Sheriff's Office	74	80	+ 6
	Municipal 6: 126-300 Officers	Highest Seat Belt Use & Most Improved Use	Spotsylvania County Sheriff's Office	82	90	+ 8
	Municipal 7: 301-450 Officers	Highest Seat Belt Use & Most Improved Use	Alexandria Police Department	63	95	+ 32
	Municipal 8: 451-700 Officers	Highest Seat Belt Use	Loudoun County Sheriff's Office	95	94	- 1
		Most Improved Use	Prince William County Police Department	84	90	+ 6
	Municipal 9: 701+ Officers	Highest Seat Belt Use & Most Improved Use	Fairfax County Police Department	85	90	+ 5
Military	Highest Seat Belt Use & Most Improved Use	Fort Myer Police Department	87	90	+ 3	
--	Leadership Award	Deputy Craig Cain, Stafford County Sheriff's Office	--	--	--	
--	Dedication Award	Lieutenant R. Peter Prinz, Manassas Park Police Dept. Officer Melissa A. Boorman, Manassas Park Police Dept.	--	--	--	



Photos of the 2010 'Click It or Ticket' Award Recipients are available online at <http://photos.vachiefs.org/Traffic-Safety>

DISTRICT	CATEGORY	AWARD	RECIPIENT	PRE-SURVEY RATE	POST-SURVEY RATE	% CHANGE
PORTSMOUTH DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use	Waverly Police Department	92	95	+ 2
		Most Improved Use	Charles City County Sheriff's Office	70	91	+ 21
	Municipal 2: 11-25 Officers	Highest Seat Belt Use	Smithfield Police Department	81	91	+ 10
		Most Improved Use	Lunenburg County Sheriff's Office	55	72	+ 17
	Municipal 3: 26-50 Officers	Highest Seat Belt Use	Brunswick County Sheriff's Office	85	87	+ 2
		Most Improved Use	Halifax County Sheriff's Office	43	83	+ 40
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Mecklenburg County Sheriff's Office	90	90	+ 0
		Most Improved Use	Northampton County Sheriff's Office	78	87	+ 9
	Municipal 5: 76-125 Officers	Highest Seat Belt Use & Most Improved Use	James City County Police Department	86	93	+ 7
	Municipal 6: 126-300 Officers	Highest Seat Belt Use & Most Improved Use	Hampton Police Division	75	88	+ 13
	Municipal 7: 301-450 Officers	Highest Seat Belt Use	Newport News Police Department	88	90	+ 2
		Most Improved Use	Chesapeake Police Department	75	88	+ 13
	Municipal 9: 701+ Officers	Highest Seat Belt Use	Norfolk Police Department	97	91	- 6
Most Improved Use		Virginia Beach Police Department	79	83	+ 4	
--	Leadership Award	Deputy James W. Pope, Isle of Wight Co. Sheriff's Office	--	--	--	
RICHMOND DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use & Most Improved Use	Louisa Police Department	71	94	+ 23
		Highest Seat Belt Use	Farmville Police Department	90	96	+ 6
	Municipal 2: 11-25 Officers	Most Improved Use	J. Sargeant Reynolds Community College Police Dept.	73	91	+ 18
		Highest Seat Belt Use	Powhatan County Sheriff's Office	84	86	+ 2
	Municipal 3: 26-50 Officers	Most Improved Use	Louisa County Sheriff's Office	78	82	+ 4
		Highest Seat Belt Use & Most Improved Use	Prince George County Police Department	65	85	+ 20
	Municipal 5: 76-125 Officers	Highest Seat Belt Use & Most Improved Use	Virginia Commonwealth University Police Dept.	71	88	+ 17
	Municipal 6: 126-300 Officers	Highest Seat Belt Use & Most Improved Use	Hanover County Sheriff's Office	92	95	+ 3
	Municipal 8: 451-700 Officers	Highest Seat Belt Use & Most Improved Use	Henrico County Division of Police	78	84	+ 6
	Municipal 9: 701+ Officers	Highest Seat Belt Use & Most Improved Use	Richmond City Police Department	67	84	+ 17
	--	Leadership Award	Corporal Jonathan Siok, Virginia Commonwealth University Police Department	--	--	--
--	Dedication Award	Sergeant A.J. Gordon, Henrico County Division of Police	--	--	--	
STAUNTON DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use	Bridgewater Police Department	91	96	+ 5
		Most Improved Use	Elkton Police Department	44	80	+ 36
	Municipal 2: 11-25 Officers	Highest Seat Belt Use	Orange Police Department	82	87	+ 5
		Most Improved Use	Strasburg Police Department	66	79	+ 13
	Municipal 3: 26-50 Officers	Highest Seat Belt Use	Orange County Sheriff's Office	85	91	+ 6
		Most Improved Use	Warren County Sheriff's Office	78	90	+ 12
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Rockingham County Sheriff's Office	91	95	+ 4
		Most Improved Use	University of Virginia Police Department	67	89	+ 22
	Municipal 5: 76-125 Officers	Highest Seat Belt Use	Frederick County Sheriff's Office	95	96	+ 1
		Most Improved Use	Culpeper County Sheriff's Office	75	86	+ 11
	Municipal 6: 126-300 Officers	Highest Seat Belt Use & Most Improved Use	Rockingham County Sheriff's Office	93	95	+ 2
--	Leadership Award	Lt. Mike Richardson, Frederick County Sheriff's Office	--	--	--	
--	Dedication Award	Sgt. C.J. Johnson, Culpeper County Sheriff's Office MPO Greg A. Deeds, Harrisonburg Police Department Sgt. Chris D. Rinker, New Market Police Department	--	--	--	

DISTRICT	CATEGORY	AWARD	RECIPIENT	PRE-SURVEY RATE	POST-SURVEY RATE	% CHANGE
ROANOKE DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use & Most Improved Use	Pearisburg Police Department	79	90	+ 11
	Municipal 2: 11-25 Officers	Highest Seat Belt Use & Most Improved Use	Radford University Police Department	61	93	+ 32
	Municipal 3: 26-50 Officers	Highest Seat Belt Use (tie)	Virginia Tech Police Department	88	87	- 1
		Highest Seat Belt Use (tie) & Most Improved Use	Charlotte County Sheriff's Office	71	87	+ 16
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Campbell County Sheriff's Office	87	96	+ 9
		Most Improved Use	Amherst County Sheriff's Office	81	92	+ 11
	Municipal 5: 76-125 Officers	Highest Seat Belt Use & Most Improved Use	Botetourt County Sheriff's Office	81	88	+ 7
	Municipal 6: 126-300 Officers	Highest Seat Belt Use	Lynchburg Police Department	88	96	+ 8
Most Improved Use		Roanoke County Police Department	78	90	+ 12	
--	Leadership Award	Lieutenant Tom Fairchild, Campbell Co. Sheriff's Office	--	--	--	

STATE POLICE DIVISION	AWARD	JURISDICTION	PRE-SURVEY RATE	POST-SURVEY RATE	CHANGE
VSP DIVISION 1	Highest Seat Belt Use (tie)	Hanover (Area 1)	92	93	+ 1
	Highest Seat Belt Use (tie)	Dinwiddie (Area 7)	80	93	+ 13
	Highest Seat Belt Use (tie)	Prince George (Area 7)	80	93	+ 13
	Highest Seat Belt Use (tie)	King William (Area 3)	77	93	+ 16
	Most Improved Use	New Kent (Area 3)	60	80	+ 20
VSP DIVISION 2	Highest Seat Belt Use (tie)	Culpeper (Area 15)	89	86	- 3
	Highest Seat Belt Use (tie)	Rappahannock (Area 12)	86	86	+ 0
	Highest Seat Belt Use (tie)	Rockingham (Area 16)	62	86	+ 14
	Most Improved Use	Rockingham (Area 16)	62	86	+ 14
VSP DIVISION 3	Highest Seat Belt Use	Albemarle (Area 18)	92	95	+ 3
	Most Improved Use	Mecklenburg	65	80	+ 15
VSP DIVISION 4	Highest Seat Belt Use	Wythe (Area 26)	95	95	+ 0
	Most Improved Use (tie)	Buchanan (Area 29)	69	89	+ 20
	Most Improved Use (tie)	Giles (Area 24)	70	90	+ 20
VSP DIVISION 5	Highest Seat Belt Use	Portsmouth (Area 47)	92	96	+ 4
	Most Improved Use	Mathews (Area 33)	59	86	+ 27
VSP DIVISION 6	Highest Seat Belt Use	Roanoke (Area 40)	77	87	+ 10
	Most Improved Use	Henry (Area 42)	53	77	+ 24
VSP DIVISION 7	Highest Seat Belt Use	Fairfax (Area 9)	86	97	+ 11
	Most Improved Use	Springfield (Area 48)	82	95	+ 13



Governor's 2010 Transportation Safety Awards Announced

RICHMOND — Governor Robert F. McDonnell presented awards to the winners of the 2010 Governor's Transportation Safety Awards during a ceremony July 14, 2010 at the Governor's Mansion. The following individuals and organizations were honored for their outstanding contributions to transportation safety:

Lifetime Safety Achievement

Wayne Ferguson of Charlottesville, now retired, has more than 40 years experience at the Virginia Transportation Research Council (VTRC) where he began as a Research Analyst in 1967. Ferguson was instrumental in the creation of the original Fairfax Alcohol Safety Action Project (ASAP). His subsequent evaluations of the Fairfax ASAP and other studies of alcohol-related enforcement created a platform for the expansion from a single ASAP to the statewide program Virginia has today. During the 40 years Mr. Ferguson worked for and led the VTRC, he and his team conducted more than 200 studies requested by DMV, the General Assembly, State Police and Department of Education on topics including speed enforcement, changes in speed limits, differential speed limits for cars and trucks, and safety evaluation data.

Aviation Safety

John Mazza Jr. of Matoaca, a member of the Capital Region Airport Commission-

Richmond International Airport, has made safety improvements to airports across the state including installing security cameras at Dinwiddie Airport, clearing obstacles from approaches to airports, holding safety briefings and flight formation clinics, and advocating for airports' automated weather observing systems (AWOS).

Employer Safety

Kevin Jones and Bee Line Towing of Lynchburg provided cars for safety demonstrations, displays, and education programs during events such as Kids Sake Safety Day. Additionally, Bee Line provided vehicles and associated towing services for crash reconstruction classes where the vehicles are intentionally crashed for teaching purposes.

General Traffic Safety

The **Ashland Police Department** implemented two traffic safety programs called Crash Reduction Utilizing Selective Enforcement (CRUISE) and Addressing Complaints Using Technology and Enforcement (ACUTE). Officers identified and patrolled high-risk intersections. In 2009, there was an 18 percent decline in reportable crashes compared to 2008.

Impaired Driving

The mission of **SafeRides at James Madison University in Harrisonburg** is to prevent drunk driving through educa-

tion and provide free rides home for JMU students. In 2009, SafeRides gave rides to between 120 and 150 students each night, each weekend totaling 7,237 rides. To date, SafeRides has given 17,577 rides to JMU students.

Law Enforcement

Master Police Officer Mike R. Gangloff from the Harrisonburg Police Department designed and implemented the department's DUI Golf Cart Program for distracted driving educational exercises. While supervised, students change radio stations, and dial, talk and text on a cell phone while trying to maneuver in and around cone courses. In addition, Officer Gangloff integrated the DUI Golf Cart Program into a field sobriety testing station by having participants wear fatal vision goggles while performing field sobriety tests. Also, Gangloff refurbished the department's inoperable Seat Belt Convincer apparatus.

Motor Carrier Safety

Eugene D. Gibson of Smithfield educates young drivers about sharing the road with trucks through a program called the "No-Zone." He has shown this program to numerous schools in Smithfield and to students attending a truck driving school.

Motorcycle Safety

New Kent County Sheriff's Office and the Blue Knights Chapter VIII sponsored a motorcycle fair with approximately 2,000 attendees. The event included a motorcycle safety skills demonstration area, information pertaining to laws and helmet safety, inspection of helmets and motorcycles, and a child safety seat check. In addition, the sheriff's office and the Blue Knights held five motorcycle safety breaks on Sunday afternoons to allow riders to get off of their motorcycles and take a break.

Occupant Protection

During the 2009 Child Passenger Safety week, the **Bedford Police Department** partnered with local day care centers to conduct multiple safety seat checks. Also, the department sponsored its Fifth Safety Day where safety seat checks were conducted and the department's airbag sled was demonstrated. The Bedford Police



Mr. Wayne Ferguson is presented with the Lifetime Achievement Award by Walter Yeatts, Board of Transportation Safety chair; Governor McDonnell; and, DMV Commissioner Richard D. Holcomb.

Department also partnered with Liberty High School and conducted a safety event for approximately 300 driver education students.

Pedestrian/Bicycle

The **Town of Richlands Department of Police** sponsored a bicycle safety program that included proper instruction of the operation of a bicycle, proper use of bicycle safety helmets and a bicycle rodeo, and now the program is held twice a year. Since the program began, the department has distributed several thousand bicycle safety helmets.

Pupil Transportation

The **Newport News Police Department's STOP! School Bus Safety Program** was instituted as a result of complaints by school bus drivers regarding motorists passing their buses while loading and unloading students. A group of retired men, called the Minutemen, patrolled the school bus stops, collected license plate numbers and sent them to the precinct patrol officer. A letter was sent from the Chief of Police to the vehicle's registered owner advising them of the consequences of this violation. During 2009, 211 letters were mailed to vehicles reported for not observing the law with regard to stopped school buses.

Public Transportation

Blacksburg Transit instituted a Bus Driving Simulator for hiring, training and crash re-creation. Due to this proactive approach, operators were already adept at anticipating how the vehicles would handle in varying road conditions, ultimately keeping crashes to a minimum.

Rail Safety

Sergeant Kassi Allen from the Liberty University Police Department in Lynchburg routinely went beyond her assigned duties to actively promote rail safety. She volunteered at every opportunity to meet with Norfolk Southern employees to gather safety information and then met with students to distribute rail safety literature. She assisted Norfolk Southern police officers at a nearby rail crossing in apprehending violators and distributing safety literature to motorists as they crossed the tracks.



Governor McDonnell presents the Ashland Police Department with the General Traffic Safety Award for their implementation of two traffic safety programs: Crash Reduction Utilizing Selective Enforcement (CRUISE) and Addressing Complaints Using Technology and Enforcement (ACUTE).

Water Safety

Since the passage of mandatory boating safety education requirements for Virginia's boaters, the boating safety education program continues to grow with the help of **William Whitlock and Donna Cook, both of Richmond**. Whitlock has more than 3,000 hours of volunteer service and has taught more than 2,000 boating safety students. Cook has logged more than 2,000 hours of volunteer service and has taught more than 1,800 boating safety students.

Youth Traffic Safety

The **New River Valley Driving School in Christiansburg** presented and coordinated "Shattered Dreams," a mock DUI crash drama presented to more than 400 students, faculty and parents at Auburn High School. Surveys revealed that the program influenced the students' decision not to drink and drive.

The Governor's Transportation Safety Awards are awarded each year by the Board of Transportation Safety. The 12-member board advises the Governor, Secretary of Transportation and the Department of Motor Vehicles Commissioner on transportation safety matters. It also identifies elements of a comprehensive safety program for all modes of transportation in Virginia, including air,

rail, water, motor carrier, public transportation and pupil transportation.

Photos of the 2010 Governor's Transportation Safety Award winners are available online at <http://www.dmvnow.com/web-doc/safety/news/news.asp?id=5987>



*Governor McDonnell also recognized **Vincent M. Burgess**, former DMV Assistant Commissioner for Transportation Safety, for his career contributions to traffic safety. Burgess recently retired as Commissioner of the Virginia Department of Veterans Services.*

U.S. Transportation Secretary Ray LaHood Unveils New Data, Urges Parents to Install Proper Safety Seats During Child Passenger Safety Week

(September 23, 2010) WASHINGTON—U.S. Transportation Secretary Ray LaHood today unveiled new National Highway Traffic Safety Administration (NHTSA) research showing that while fewer children died in roadway crashes in 2009, many children are still not using an appropriate child restraint or booster seat. Secretary LaHood announced the findings today as part of Child Passenger Safety Week.

NHTSA's 2009 child fatality data found that, last year, motor vehicle crashes were the leading cause of death for young people ages 3 to 14. In 2009, an average of four children age 14 and younger were killed and 490 were injured every day.

"Make no mistake about it: child safety seats save lives," said Secretary LaHood. "Children who graduate too soon from their safety seats are at risk of serious injury. Parents and caregiv-

ers should ensure that safety seats are installed correctly and should always use them. Their children depend on it."

During Child Passenger Safety Week, September 19 to 25, parents and caregivers are encouraged to have their child safety seats checked at one of the thousands of free safety seat inspection stations set up across the country. The week-long effort culminates in National Seat Check Saturday on September 25, during which English- and Spanish-speaking child passenger safety technicians will be available to answer questions and provide help with child safety seat installation.

"We're urging everyone to get their children's safety seats inspected to make sure their kids are properly protected on every trip, every time. When it comes to child passenger safety, there is absolutely no room for error," said NHTSA Administrator David Strickland.

After children outgrow their forward-facing seats, usually around age 4 and 40 pounds, they should ride in booster seats until the seat belts in the vehicle fit properly. Seat belts fit properly when the lap belt lays across the upper thighs and the shoulder belt fits across the chest, usually at age 8 or when a child is 4'9" tall.

A new NHTSA survey on booster seat use found that just 41 percent of 4- to 7-year-old children ride in booster seats, virtually unchanged from the prior year.

Restraint use for children age 1 to 3 years increased from 92 percent in 2008 to 96 percent in 2009, while restraint use for all children under age 13 remained unchanged at 89 percent.

Other NHTSA research on the effects of early graduation from child safety seats to booster seats for children ages 3 to 4 found a significantly lower injury risk for the children in safety seats than for those in booster seats. Staying in a booster seat rather than an early graduation to adult belts for child passengers age 4 to 8 likewise resulted in significantly fewer injuries.

All 50 states, the District of Columbia and Puerto Rico have laws requiring the use of safety seats for young children traveling in automobiles. Also, 47 states have laws requiring booster seat use.



To view NHTSA's new national survey, go to <http://www-nrd.nhtsa.dot.gov/Pubs/811377.pdf>

To view the new 2009 children fatality statistics, go to <http://www-nrd.nhtsa.dot.gov/Pubs/811387.pdf>

To find a child safety seat inspection site near you, go to <http://www.nhtsa.gov/cps/cpsfitting/>

Secretary LaHood Announces New Anti-Distracted Driving Regulations, Employer Policies, Preliminary Results from Enforcement Campaigns

(September 21, 2010) WASHINGTON — U.S. Transportation Secretary Ray LaHood kicked off the 2010 National Distracted Driving Summit today by announcing new anti-distracted driving regulations for drivers transporting hazardous materials, commercial truck and bus drivers, and rail operators, and by identifying more than 550 U.S. companies — employing 1.5 million people nationwide — that have committed to enacting anti-distracted driving employee policies in the next twelve months. The Department of Transportation also released interim data this morning from its pilot enforcement campaigns in Hartford, Connecticut and Syracuse, New York, showing that its “Phone in One Hand, Ticket in the Other” enforcement efforts have already dramatically reduced distracted driving behavior in both cities.

In kicking off the 2010 National Distracted Driving Summit this morning, Secretary LaHood announced that he is initiating a new rulemaking to prohibit commercial truck drivers from texting while transporting hazardous materials. In addition, Secretary LaHood announced that two rules proposed at last year’s summit have now become the law of the land. Rules banning commercial bus and truck drivers from texting on the job and restricting train operators from using cell phones and other electronic devices while in the driver’s seat have been posted today.

“We are taking action on a number of fronts to address the epidemic of distracted driving in America,” said Secretary LaHood. “With the help of the experts, policymakers, and safety advocates we’ve assembled here, we are going to do everything we can to put an end to distracted driving and save lives.

The U.S. Department of Transportation has also been working with the Network

of Employers for Traffic Safety (NETS) to engage the private sector to promote anti-distracted driving policies in the workplace. NETS, which was created by the National Highway Traffic Safety Administration (NHTSA), is an employer-led public-private partnership dedicated to improving the safety and health of employees by preventing traffic crashes. The USDOT and NETS today announced that almost 1,600 U.S. companies and organizations have adopted distracted driving policies to date, covering approximately 10.5 million workers nationwide. An additional 550 organizations have committed to adopting policies that will cover another 1.5 million employees within the next 12 months.

“I am thrilled that businesses across the country are making anti-distracted driving policies an integral part of their employee culture,” said Secretary LaHood. “President Obama led by example last year by banning four million federal workers from texting behind the wheel. Employers across America are doing the same to help us set an example and keep our roads safe.”

Today, the National Highway Traffic Safety Administration (NHTSA) also released interim data from its pilot enforcement programs currently underway in Hartford, Connecticut and Syracuse, New York. Dubbed “Phone in One Hand, Ticket in the Other,” the year-long pilot campaigns were launched in April to test whether increased law enforcement efforts combined with public service announcements can succeed in getting distracted drivers to put down their cell phones and focus on the road.

During two week-long periods of stepped up enforcement to date, police in Hartford have written approximately 4,956 tickets and Syracuse police have issued 4,446 tickets for violations involving drivers talking or texting on cell phones. Before and



after each enforcement wave, NHTSA conducted observations of driver cell phone use and collected public awareness surveys at driver licensing offices in each test and comparison site. Based on these observations and surveys, hand-held cell phone use has dropped 56 percent in Hartford and 38 percent in Syracuse to date. Texting while driving has declined 68 percent in Hartford and 42 percent in Syracuse.

“Good laws are important, but we know from past efforts to curb drunk driving and promote seatbelts that enforcement is the key,” said Secretary LaHood. “Our pilot programs in Syracuse and Hartford are critical pieces of our overall effort to get people to realize distracted driving is dangerous and wrong. I want to commend the police in Hartford and Syracuse for their excellent work keeping our roads safe and serving as a model for other communities.”

In 2009, nearly 5,500 people died and half a million were injured in crashes involving a distracted driver. According to National Highway Traffic Safety Administration (NHTSA) research, distraction-related fatalities represented 16 percent of overall traffic fatalities in 2009

To tune into the 2010 Distracted Driving Summit via archived webcast and learn more about the U.S. Department of Transportation’s efforts to stop distracted driving, please visit www.distraction.gov.

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