



2025
VIRGINIA
HIGHWAY SAFETY ANNUAL REPORT



Annual Report Fiscal Year 2025
Virginia Department of Motor Vehicles

Virginia Highway Safety Office
2300 West Broad Street
Richmond, Virginia 23220

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Commissioner's Message

Each day, Virginians travel our roads with the expectation of arriving home safely. On rural, non-interstate roadways, that expectation carries greater risk. These roads account for a disproportionate share of fatal and serious injury crashes, often influenced by higher speeds, longer emergency response times and roadway design challenges.

In 2025, the Department of Motor Vehicles' Virginia Highway Safety Office (DMV/VAHSO) launched *Country Roads, Safely Home*, a data-driven rural roads strategy intended to better understand crash patterns and driver practices in rural communities and establish a foundation for longer-term safety efforts.

Fatal crashes on rural roads are more likely to involve speeding, impairment and unbuckled occupants. Using state highway safety funds, we launched a new seat belt campaign focused on young men in rural areas. We also took the message to high school sports championships, encouraging athletes and families to buckle up and put their phones down. In addition, we partnered with NASCAR driver Ross Chastain and DRIVE SMART Virginia to promote safe, sober driving at racetracks across the Commonwealth. We provided support to expand VCU Health's rural trauma development course training and Stop the Bleed initiatives and are partnering with Virginia State Police's Youth of Virginia Speak Out on Traffic Safety (YOVASO) to provide more defensive driving training opportunities for young drivers in rural communities.

As this work continues, our rural roads strategy will expand, supporting more targeted and effective safety efforts in rural communities over time.

Progress in highway safety depends on partnership across all facets of the Safe System Approach. Law enforcement, local governments, nonprofits, state and local transportation departments, health and trauma professionals, state agencies, educators and private-sector partners play a critical role in advancing safety priorities, particularly in rural communities where local insight is essential. We are inspired by the work of our partners every day.

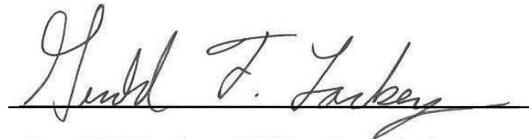
The work ahead will build on the foundation established in FY25, guided by data, coordination and thoughtful investment, with the shared goal of reducing loss and improving safety on every road.

Roadway safety ultimately depends on everyday choices. Buckling up, slowing down, avoiding distractions and choosing a sober ride remain the most effective actions individuals can take, especially on rural roads where the margin for error is small.

Together, through sustained focus and shared responsibility, Virginia will continue working toward a safer future, where every journey ends safely.

Other FY2025 Highlights

- **Speed Has an Impact:** Using state funding, built a 54-foot ladder, an innovative, physics-based public activation that visually demonstrates how speed increases crash severity, capturing international attention and reshaping how Virginians think about speeding.
- **E-Grants System Launch:** Launched a new e-grants system to modernize how highway safety grants are applied for, managed and monitored, improving efficiency, transparency and service for law enforcement and community partners statewide.
- **Advanced Motorcycle Training:** Expanded advanced motorcycle training for experienced two-wheel and three-wheel riders, providing high-quality, skills-based instruction designed to reduce crashes and serious injuries among seasoned motorcyclists. Through the expansion of this training, 152 students were trained.
- **Law Enforcement Support:** Allocated \$8.3 million in federal grants to local law enforcement and \$1.3 million to Virginia State Police for targeted enforcement initiatives.
- **Community Collaboration Impact:** Law enforcement agencies across Virginia engaged with nearly 80,000 Virginians through events like citizen academies, youth-focused driving education events and local community festivals and parades, strengthening local law enforcement collaboration.



Gerald F. Lackey, Ph.D., Commissioner Virginia
Department of Motor Vehicles
Governor's Highway Safety Representative
Commonwealth of Virginia

Mission Statement

Reduce crashes, injuries, fatalities and associated costs by identifying transportation safety issues and developing and implementing effective integrated programs and activities.

We will accomplish this mission by:

- Collecting, maintaining and analyzing highway safety data and related information.
- Providing assistance to communities in identifying transportation safety issues and solutions.
- Administering federal transportation safety grant programs.
- Developing and implementing effective, integrated programs and initiatives to address traffic safety concerns.
- Tracking and supporting federal and state traffic safety legislation and initiatives.

Delegation of Authority

The Code of Virginia, Section 46.2-222, gives written enabling authority for highway safety and the responsibility to carry out assigned state highway safety office functions to the Virginia Department of Motor Vehicles (DMV).

Overview of the Highway Safety Office

The DMV's Highway Safety Office manages federal highway safety funds, analyzes data to identify traffic safety problems, and uses that information to design and carry out safety programs across the state. The DMV/VAHSO continues to implement a comprehensive, sustainable highway safety program to effectively address the problems of traffic crashes, injuries and fatalities.

As Virginia's population and travel increase, highway safety efforts focused on local roads and communities are more important than ever. These efforts aim to change driver behavior and reduce crashes, injuries, and deaths across the state. The Highway Safety Office analyzes traffic safety data to identify problems and effective solutions. Funding decisions are based on whether projects are data-driven and likely to improve safety and help the Commonwealth meet its goals. Virginia also regularly updates its safety plan to include a more comprehensive Safe System approach.

Demographics of Virginia

Virginia is comprised of 38 cities and 95 counties. The capital is located in the city of Richmond. The Commonwealth's total population is approximately 8.8 million. There were approximately 6.1 million licensed drivers and 8.6 million registered vehicles in 2024. Virginia has 74,526.63 miles of roadway. Virginia's law enforcement community consists of seven state police field divisions with 48 area offices and a Virginia State Police Headquarters with approximately 2,000 state troopers. It also encompasses 123 city and county sheriff's offices and 242 police departments, which include private, institutional and collegiate departments.

Highway Safety Executive Staff

Governor's Highway Safety Representative

Gerald F. Lackey, Ph.D.
DMV Commissioner

Assistant Commissioner

Chief Joseph Hill
Law Enforcement and Highway Safety

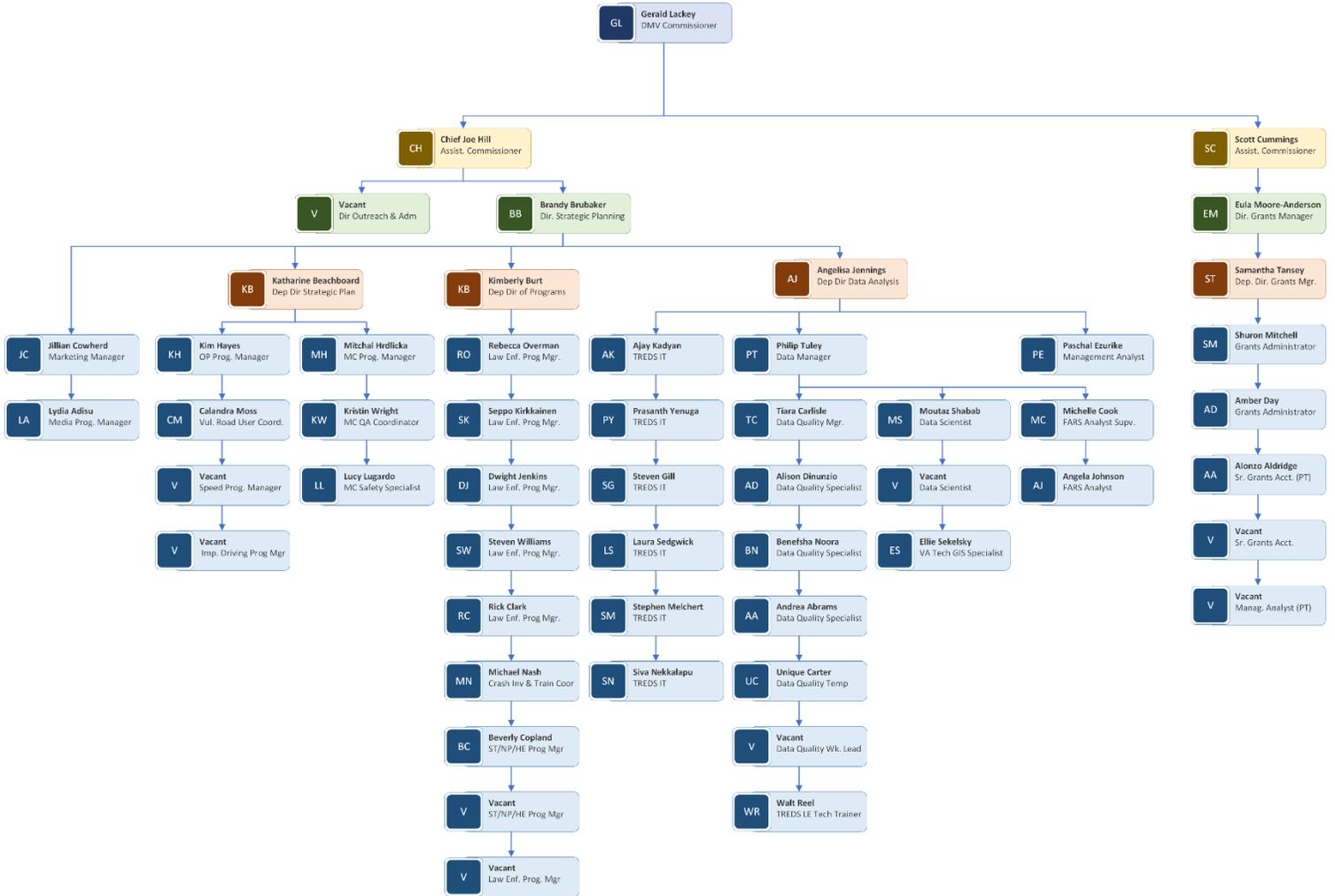
Director of Strategy

Brandy Brubaker
DMV Highway Safety Office

Location of Highway Safety Office

Virginia Department of Motor Vehicles
2300 West Broad Street
Richmond, Virginia 23220
Phone: (804) 367-6641

Highway Safety Office Staff Organizational Chart



Evidence-Based Traffic Safety Enforcement Program

A significant portion of Virginia's highway safety grant funds are awarded to law enforcement agencies each year through individual agency grants. The DMV/VAHSO has developed policies and procedures to ensure that enforcement resources are used efficiently and effectively to support the goals of the state's highway safety program. Virginia incorporates an evidence-based approach in its statewide enforcement program through the following components:

Data-driven Problem Identification

The statewide problem identification process used in the development of the Triennial Highway Safety Plan (3HSP) demonstrates that the data analyses identify who is involved in crashes, as well as when, where and why crashes are occurring. Key results summarizing the identified problems are presented in the statewide and individual program area sections of the 3HSP.

All enforcement agencies receiving grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the identified highway safety issue must be included in the funding application submitted to the DMV/VAHSO, along with the proven strategies that will be implemented to address each specific problem. Additionally, the VAHSO provides law enforcement with interstate and locality-specific heat maps/data profiles which drill down to street-level problem identification. Based on the maps/data profile, law enforcement grant subrecipients are required to identify in the grant agreement's Statement of Work and Special Conditions, the percentage of selective enforcement activities to be conducted including the hours and days the selective enforcement activities are to be conducted.

Efforts also include the Community Policing Act (CPA) data collection repository project. This is an online system that uploads monthly traffic stop data reported by local and state law enforcement agencies. The CPA report data can be accessed via the CPA Open Data Portal.

Implementation of Evidence-based Strategies

To ensure that enforcement resources are deployed effectively, law enforcement agencies are directed to implement evidence-based strategies using the data provided. The HSP narrative outlines Virginia's broad approach to address key problem enforcement areas and guides the local jurisdictions to examine local data and develop appropriate countermeasures using NHTSA's "Countermeasures That Work" and other proven methods for their problem areas. Examples of proven strategies include targeted enforcement focusing on specific violations, such as impaired driving, unrestrained fatalities and speeding or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. High visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is also required. These include:

1. Click It or Ticket (CIOT) Seat Belt Enforcement Campaign in late May (full mobilization)
2. Drive Sober or Get Pulled Over Impaired Driving Enforcement Campaign (August 14 – September 2, 2024)

3. Drive Sober or Get Pulled Over Crackdown (December 11, 2024 – January 1, 2025)
4. CIOT Mini-Mobilization in late November

Several state-supported enforcement blitzes are also part of the evidence-based strategies. Multi-jurisdictional enforcement efforts are also encouraged and supported by the DMV/VAHSO. Strategies that use street-level data to identify high-crash locations have proven to be effective, providing a more efficient use of the available resources and thus enhancing the success of enforcement efforts.

Further details about specific enforcement efforts can be found in each of the program areas.

Community Collaboration Efforts by Law Enforcement

Through 104 law enforcement agencies with approved community engagement hours in their FY2025 budgets, a total of 348 community collaboration efforts were conducted, reaching more than 79,000 contacts.

Community Collaboration Efforts in the Richmond Region

Total: 15 agencies, 98 events with 19,842 contacts

In FY2025, the Richmond Region engaged in a powerful series of community collaboration initiatives designed to enhance public safety, traffic safety and community engagement. These events were tailored to local concerns, leveraging resident input, social media engagement and interagency collaboration to address traffic enforcement, impaired driving, distracted driving, youth safety and general public awareness.

Types of Collaboration Events:

- Traffic safety blitzes and community choice polls allowed residents to select high-risk roads for focused enforcement, fostering public engagement and trust (Chesterfield County Police Department).
- Youth-focused driving education programs used impairment goggles and driving simulators to educate teens on impaired and distracted driving (Chesterfield County Police Department, Louisa County Sheriff's Office).
- Citizen academies provided practical, hands-on exposure to law enforcement operations (Hopewell Police Department).
- Festivals and public safety events offered opportunities for education and outreach on highway safety, child seat installation and general crime prevention (Farmville Town Police Department, Hopewell Police Department, South Boston Police Department, South Hill Police Department).
- Operation DISS-rupt targeted the leading causes of serious injury and fatal crashes—distracted driving, impaired driving, speeding and seat belt compliance—through highly visible enforcement and public education campaigns (Virginia State Police).
- Child seat safety checks and DUI/impaired driving presentations focused on vulnerable populations and high-risk behaviors (Henrico Police Department, Hopewell Police Department, Louisa County Sheriff's Office).

- School and teen programs emphasized interactive learning for students about traffic safety, high-risk driving behaviors and consequences of unsafe driving habits (Chesterfield County Police Department, Louisa County Sheriff's Office, Petersburg City Police Department).

Examples of how the agencies used the data collected from events:

- Chesterfield County Police used community poll results and internal crash data to decide where to focus traffic enforcement during safety blitzes, targeting the most problematic roadways.
- Henrico Police Division collected data during child safety seat checks to assess installation accuracy and caregiver knowledge, using it to improve education and officer preparedness.

Results from Events:

- Chesterfield County Police Department conducted multiple traffic enforcement blitzes resulting in hundreds of stops and summonses, with robust community engagement via Facebook polls and local media coverage.
- Louisa County Sheriff's Office reported positive feedback from youth initiatives and increased awareness of safe driving, contributing to declines in teen-related traffic incidents.
- Virginia State Police Operation DISS-rupt engaged thousands of motorists across interstates, achieving minimal fatal crashes during enforcement periods and raising widespread public awareness of highway safety.
- Community engagement initiatives such as festivals, National Night Out and trunk-or-treat events fostered dialogue, educated citizens and built stronger relationships between law enforcement and residents.
- Child safety and DUI awareness programs enhanced knowledge of safe practices among families and students, with direct interventions like seat inspections and educational presentations.
- Social media engagement dramatically expanded outreach, with thousands of residents reached prior to and following events, strengthening public trust and community buy-in.

The collaboration efforts in FY2025 significantly strengthened the connection between law enforcement and the community, leveraged resident input for data-driven enforcement and addressed critical safety concerns. These initiatives laid the groundwork for continued public safety improvements and stronger community partnerships in the Richmond Region.

Community Collaboration Efforts in the Fairfax Region

Total: 9 agencies, 29 events with estimated 14,400 contacts

Fairfax Region local law enforcement agencies' community collaboration efforts improved from previous year by the number of events organized and contacts made. The majority of the events focused on improving awareness of selected local traffic safety issues utilizing the who, what, where and why methodology. Community education topics were selected locally, with a goal of educating communities and obtaining meaningful feedback, while fostering relationships and trust with law enforcement. Educational topics included awareness of seat belt use, impaired driving,

child safety seats, speeding, distracted driving, teen driving, car insurance and bicycle safety. Feedback received was analyzed and utilized for future law enforcement and education activity planning.

Types of Collaboration Efforts:

- Community Engagement & Outreach: Coffee with a Cop, National Night Out, Community Day, community parades, neighborhood watch events and various county fairs and festivals.
- Youth & Education Programs: Driver education classes, high school teen driver events, parent teen safe driving, mock traffic stop events, DUI simulator, Kids & Cops and other educational initiatives.
- Public Safety & Awareness Campaigns: fire department open house, child safety seat checks, VIN etching events, bike to work, mature driver safety.
- Special Event and Recognition Initiatives: Halloween and St. Patrick's Day Sober Ride, Trunk or Treat, Fall Jubilee, Railroad Festival, Prince William County Leadership 2025 Cohort and other community events.

Results from Events:

- Positive feedback was received from community members and organizations throughout the fiscal year and utilized locally for informed future initiatives.
- Data was usually collected through surveys with traffic safety-related questions on issues such as identifying the most dangerous intersections in the jurisdiction, the effectiveness of seat belts in a crash, the speed limit on the street where the event was held, alcohol's ability to impair judgment of speed and distance, the safest ways to get home after drinking. This data was analyzed and used to inform future law enforcement activities and education campaigns.
- Events such as Coffee with a Cop focused on basic, honest conversation with law enforcement to discuss concerns in a relaxed environment. This resulted in improved communication, breaking down barriers and fostering mutual understanding on everyday issues.
- Events reached a broad range of community members from teen drivers and driver education classes to mature driver safety. Localities such as Manassas City placed special emphasis on minority education, where all the events were provided bilingually.

As a result, the Fairfax Region significantly improved its community collaboration efforts during FY2025. The variety of efforts range from speed reduction, teen driving and improved seat belt use to impaired driving and bicycle safety efforts with governmental organizations, schools, nonprofits, fire/rescue, local businesses, churches and community members. This provides a foundation to further expand the efforts during FY2026 and beyond.

Community Collaboration Efforts in the Hampton Roads Region

Total: 23 agencies, 52 events with 3,376 contacts

In FY2025, the Hampton Roads Region actively participated in a wide range of community collaboration events, focusing on public safety, traffic safety and community engagement. Identifying local events to present safety issues within various jurisdictions created friendly environments aimed at offering an open dialogue to improve public awareness, reduce crashes and foster stronger ties between law enforcement and the community.

Types of Collaboration Events:

- Events like Coffee with a Cop, neighborhood meetings and public safety meetings addressed local groups, including seniors with concerns such as speeding and school crosswalks (Chincoteague Police Department, Mathews County, Norfolk Police Department and Williamsburg Police Department).
- Citizen academies provided practical, hands-on training to understand law enforcement challenges (York County). This activity, which includes attendance data, provides a comprehensive look into the operations of the agency. Insight builds support and understanding of law enforcement responses.
- Festivals, National Night Out, car shows and health fairs offered opportunities for interaction and education (Accomack County, Mathews County, Boykins Police Department and Onley Police Department). Several agencies collected feedback to address concerns of the citizenry attending the events.
- Youth programs used driver's education and impaired driving presentations to educate teens on safe driving habits (James City County Police Department and Old Dominion Police Department).

Results from Events:

- Events fostered constructive dialogue, which assisted in creating an understanding of law enforcement strategies, targeted patrols and collaboration with local organizations. Positive responses from teens and senior groups highlight the need for community collaboration to promote safe driving behaviors.

The collaboration efforts in FY2025 successfully strengthened the connection between the community and law enforcement, while tackling a variety of safety concerns shared by members of the community. These gatherings assist in establishing foundational forums among attendees to improve public safety and trust within the community.

Community Collaboration Efforts in the Roanoke Region

Total: 10 agencies, 54 events with 7,787 contacts

In FY2025, the Roanoke Region participated in a variety of community collaboration events, focusing on public safety, traffic safety and community engagement. Based on locally identified traffic safety issues, these initiatives were aimed at improving public awareness, reducing crashes and fostering stronger ties between law enforcement and the community.

Types of Collaboration Events:

- Community Engagement & Outreach: Coffee with a Cop, Hot Chocolate with a Cop, National Night Out, community forums, neighborhood watch events, festivals and holiday events. Citizen academies provided practical, hands-on training to understand law enforcement challenges (Roanoke City and Roanoke County). This activity, which

includes attendance data, provides a comprehensive look into the operations of the agency. The insight builds support and understanding of law enforcement responses.

- Youth & Education Programs: Academic & Career Planning Day, driver's education presentations/simulators, movie nights, mock crash experiential learning events and other educational initiatives.
- Public Safety & Awareness Campaigns: Drug Take Back Days, child safety seat checks and traffic safety awareness events/campaigns.

Results from Events:

- Feedback was consistently received from community members and organizations each quarter.
- Regular, structured conversations with residents enhanced engagement and informed planning for future initiatives.
- Relationships were strengthened between law enforcement and community partners, increasing trust, visibility and effectiveness of outreach.
- Broad coverage across diverse events ensured community members of all ages were reached and safety messaging was widely disseminated.

The collaboration efforts in FY2025 strengthened the relationship between the community and law enforcement. This proactive approach has led to continued improvements in public safety and maintaining trust within the communities they serve.

Community Collaboration Efforts in the Staunton Region

Total: 34 agencies, 90 events with 26,423 contacts

The Staunton Region conducted numerous community collaboration efforts in FY2025. These efforts focused on fostering community engagement, addressing safety concerns and promoting public awareness through diverse events and initiatives.

Types of Collaboration Events

- Night to Shine, Coffee with a Cop, Popcorn with a Cop, National Night Out, Neighborhood Watch meetings, HOA Meetings, Bottled Water Drive, Arctic Dip, Kids Matter Day, Bike Safety Rodeo, Touch a Trolley, Special Olympics Torch Run, public safety town halls and Downtown Mall and Fire Department events addressed crime prevention and local safety concerns (Berryville Town Police Department, Bridgewater Town Police Department, Broadway Town Police Department, Culpeper Town Police Department, Harrisonburg Police Department, Shenandoah County, Stephens City Town and Strasburg Town).
- Donuts with a Deputy, Nite to Shine, Christmas with a Cop, Burgers and Badges, Blue and Red Project and National Child Safety Car Seat Day (Augusta County Sheriff's Office and Culpeper Town Police Department).
- High School Traffic Safety Kids Event "Kids Matter Days" and Kids and a Cop (Staunton Police Department, Winchester City Police Department).
- Walk to School Days, Walmart Community Engagement Day, Upper Classman Safety Talk, Plaza Antigua Dia Del Nino, Kid Matter Days, Hometown Hero Days, Boys and Girls Club Back to School Bash, WHS Lawn Party, Converge Small Business Form, First

Responder Day, NAACP Banquet and Rotary Club Engagement Event (Waynesboro Police Department).

- Drug Enforcement Administration Drug Take Back, Glow Run, Youth of Virginia Speak Out About Traffic Safety (YOVASO) and Youth Alcohol and Drug Abuse Prevention Program (YADAAP) displays, safety material distribution and seat belt awareness programs (Culpeper Town Police Department).
- Festivals, Easter Egg Hunts, Back-to-School drives, Pack the Patrol Car, Culpeper Comic-Con, Alzheimer’s Walk, Jingle Bell Bash, Santa Rides Through Town, Valor Awards and Wreaths Across America Laying Ceremony (Culpeper Town Police Department).
- “Wednesdays with Westfall,” an online traffic safety series recognized internationally, covers critical safety topics (e.g., speeding and seat belt laws) using humor and visual aids to educate (Harrisonburg Police Department).

Results from Events

- Strengthened community and law enforcement relationships.
- Enhanced public awareness of safety topics (e.g., seat belt use and distracted driving).
- Positive community feedback for proactive engagement and educational outreach.
- Covert speed measurement devices validated traffic safety issues, resulting in follow-up patrols and community updates.
- Distributed educational materials on seat belt usage, impaired driving, pedestrian safety, distracted driving and child restraint laws, resulting in increased awareness.
- The events drew participants from a wide range of ages and created opportunities for open discussions about community concerns and interests.

These comprehensive efforts highlight the region’s ongoing desire to build trust and strengthen law enforcement’s bond with the communities they serve, while targeted initiatives help to effectively address the community’s concerns. During these engagements, the law enforcement officers collected valuable traffic data based on residents’ personal experiences and concerns regarding city streets, roadways, hazards and overall traffic safety. This firsthand information helps guide their efforts to address community-specific issues and improve roadway safety.

The traffic data gathered from residents’ personal accounts of city streets, roadways, hazards and safety concerns provide crucial insights into areas experiencing frequent speeding or hazardous conditions. By analyzing this information, law enforcement can identify specific locations where radar speed signs will be most effective in promoting safer driving behavior. Targeted placement of these signs helps to increase driver awareness, reduce speeding and enhance overall traffic safety in high-risk zones throughout the community.

Community Collaboration Efforts in the Bristol Region

Total: 13 agencies, 25 events with 7,554 contacts

Types of Collaboration Events

- Prom Promise to get teenage drivers to sign a pledge they will not drink and drive (Abingdon Town Police Department).

- Octoberfest and Kid Fishing Day (Buchanan County Sheriff's Office and Grundy Police Department)
- Head Start Program (Glade Spring Police Department)
- Car Seat Check (Grundy Police Department)
- National Night Out (Abingdon Town Police Department, Buchanan County Sheriff's Office, Dickenson County Sheriff's Office, Grayson County Sheriff's Office, Hillsville Town Police Department, Lee County Sheriff's Office, Patrick County Sheriff's Office and Washington County Sheriff's Office)
- Shop with a Cop, Celebrity Bagging Food City (Lee County Sheriff's Office)
- Strawberry Festival (Patrick County Sheriff's Office)
- Annual Toy Drive, Gate City High School Safe Drive Presentations, Rye Cove High School Safe Drive Presentations Back to School Bash (Scott County Sheriff's Office)
- Trunk or Treat, Christmas for Kids Program, Walmart Safety Day and Trail Days in Damascus (Washington County Sheriff's Office)
- Virginia and Kentucky District Fair (Wise County Sheriff's Office)

Results from Events:

- These events create positive interactions with law enforcement officers.
- Educational materials were distributed on traffic safety, distracted driving and other public safety issues, leading to awareness improvements.
- Large outdoor events bring the community together and give the opportunity to discuss concerns within their communities.
- Data collected from community feedback helps law enforcement identify focus areas for future safety campaigns.
- Verbal feedback from residents supports data-informed placement of resources, such as speed signs, to collect targeted safety data.
- Child safety seat checks allow certified technicians to inspect and properly secure seats that were incorrectly installed or had loosened over time.

Continuous Monitoring

Continuous monitoring of enforcement program implementation is another important element of DMV/VAHSO's programs. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow up on programs funded by DMV/VAHSO. Law enforcement agencies receiving grant funding are required to report on the progress of their programs in their quarterly activity reports. These reports must include data on the activities conducted, such as the times worked and the number of citations reported under the specific grant-funded program. Funding decisions for subsequent years are based on the effectiveness of the implementation and the performance of the enforcement project. Enforcement grants are monitored throughout the year by the DMV/VAHSO's Field Program Managers. These Program Managers and associated Law Enforcement Liaisons (LELs) maintain contact with enforcement

agencies through meetings, conferences, grant monitoring sessions, emails, phone calls and press events.

Risk Assessments

Each subrecipient who applies for highway safety funding is evaluated to determine their level of risk. The risk assessment, which is a part of the overall grant application evaluation process, is based on a variety of factors. Past performance on grant projects is considered, to include timeliness, accuracy and completeness of monitoring reports and reimbursement vouchers, maintenance of records, adherence to the Statement of Work and Special Conditions of the grant agreement and grant task performance.

For selective enforcement grants, this includes citations and/or contacts per hour, types of violations written and relevance to the grant type or mobilization emphasis and relevant use of purchased equipment. Current agency conditions are considered, including the size of the agency, the number of traffic officers included, current levels of critical equipment and leadership support for highway safety efforts. Quantitative formation is included in an evaluation spreadsheet prepared by program managers who monitor the grant projects. These individuals meet as a group in intensive sessions to review all applications, share quantitative and qualitative information, discuss their recommendations based on the risk assessment and develop consensus recommendations for funding in the upcoming 3HSP.

Agencies deemed to be high risk for poor performance may: be (1) identified for close monitoring with clear performance goals for the remainder of the current grant cycle, with their next grant award dependent upon that performance; (2) have their grant awards reduced; and/or (3) have their applications denied.

Data Collection and Information for Strategic Highway Safety Plan (SHSP) Development

The DMV/VAHSO partnered with the Virginia Department of Transportation (VDOT) to collaborate with a multitude of interested organizations in the development of Virginia's Strategic Highway Safety Plan 2022-2026 (SHSP). As a key partner on the SHSP Executive Committee, DMV/VAHSO oversees and monitors the inclusion of SHSP safety program areas and statewide crash data used to measure performance targets. The two lead agencies, along with their safety partners, continue to meet on a quarterly basis to provide updates.

The DMV/VAHSO provided VDOT comprehensive data from its Fatality Analysis and Reporting System (FARS) and Traffic Records Electronic Data System (TREDS) which were used in the development of the SHSP. Additionally, data from VDOT's Roadway Network System (RNS) was also incorporated with crash data and included in the SHSP.

DMV/VAHSO also coordinated with VDOT on three targets that must be identical in the 3HSP, HSIP and SHSP. A 5-year rolling average was used to set these three targets for FY2025:

- Fatalities: 913.8
- Fatalities/Vehicle Miles Traveled (VMT): 1.048
- Serious Injuries: 7,200.4

To review the full 2022-2026 plan, visit www.virginiadot.org/info/hwysafetyplan.asp.

Core Outcome Performance Measures Fatalities, Rural/Urban Fatalities/VMT* Serious Injuries

Measure C-1 Fatalities: Reduce total fatalities to 913.8 by 2025.

Outcome: Virginia is not on track to achieve its target of 913.8. Virginia's 5-year average of fatalities was 914.4. This is 0.6 more fatalities as compared to the target.

Measure C-2 Serious Injuries: Reduce serious traffic injuries to 7,200.4 by 2025.

Outcome: Virginia is on track to achieve its target of 7,200.4. Virginia's 5-year average of serious injuries was 7012.2. This is 188.2 fewer serious injuries as compared to the target.

Measure: C-3a Fatalities/VMT: Reduce fatalities per 100M Vehicle Miles Traveled (VMT) to 1.048 by 2025.

Outcome: Virginia is not on track to achieve its target of 1.048. Virginia's 5-year average fatality rate was 1.056. This is 0.005 more in fatality rate as compared to the target.

Measure: C-3b Rural Fatalities/VMT: Reduce rural fatalities per 100M VMT from 1.68 to 1.56 by 2025.

Outcome: Virginia is on track to achieve its target of 1.56. Virginia's 5-year average rural fatality rate was 1.53. This is 0.03 less in rural fatality rate as compared to the target.

Measure: C-3c: Urban Fatalities/VMT: Reduce urban fatalities per 100M VMT from 0.95 to 0.84 by 2025.

Outcome: Virginia is on track to achieve its target of 0.84. Virginia's 5-year average urban fatality rate was 0.82 as compared to the target. This is 0.02 less in urban fatality rate as compared to the target.

Assessment of State's Progress:

Virginia achieved its target of serious injuries (7,200.4), rural fatalities per VMT (1.56), and urban fatalities/VMT (0.84). Virginia did not achieve its target of fatalities (913.8) and fatalities per VMT of 1.048.

Challenges Virginia Will Address Moving Forward:

- Competing priorities continue within law enforcement agencies have limited the capacity of law enforcement to implement traffic safety initiatives.
- The increase in electronics in vehicles, such as cell phones and navigation, creates more distractions for the driver.
- Low seat belt usage continues to be an issue in rural areas.
- Based on crash/fatality data, drivers are continuing to speed on roadways.

Strategies and Accomplishments:

1. Expand communications, education and outreach efforts by collaborating with community-based organizations in underserved communities where the data shows low seat belt use, injuries, speed, road and land conditions or alcohol use is a contributing factor in young driver fatalities and serious injuries. (CTW Chapter 2 Sections 3.2 and 6.1).

STATUS: ACHIEVED

- Youth of Virginia Speak Out About Traffic Safety (YOVASO), administered by the Virginia State Police (VSP), engages, educates, and empowers youth to influence a safe driving culture through leadership development and innovative outreach programs. YOVASO had participation from 38 rural underserved schools with 22,732 students reached and 11 urban schools with 10,852 students reached. Outreach activities were conducted in Henrico County (Deep Run and Hermitage High Schools), Fairfax County (Lake Braddock, Saint Paul VI Catholic, West Springfield, Falls Church, and Herndon High Schools) Richmond (Huguenot and Open High Schools, New Community School, and Richmond High School of the Arts).
 - In FY2025, DRIVE SMART Virginia's Community and Workplace grant reached 7,807 underserved young drivers at school and community events. Outreach activities were conducted in City of Richmond (reach 430) and Fairfax County (reach 1,100), which were among the top jurisdictions for young driver involved fatalities.
2. Implement a statewide DUI Drive Sober or Get Pulled Over (DSOGPO) campaign (to include saturation patrols and checkpoints) supported with a comprehensive (earned and paid) media component year-round with special emphasis between the months of July and January and to support the national mobilization during August 2025-September 2025. (CTW, Chapter 1, Section 5.2).

STATUS: ACHIEVED

- Virginia's statewide DUI prevention paid advertising campaign is operated by the Washington Regional Alcohol Program (WRAP). The national DSOGPO campaign advertisement coincides with increased high visibility enforcement mobilization from Labor Day through New Year's Eve, following NHTSA's guidelines to decrease drunk driving. In FY2025, WRAP's campaign achieved over 81M impressions with two media flights, one that ran through the winter holiday season 2024 and the second that ran from August to Labor Day 2025.
3. Conduct a motorcycle safety media campaign focused on data trends and areas of the Commonwealth where data reflects the greatest need based on the fatality data. (CTW, Chapter 5, Sections 4.1 and 4.2)
- STATUS: ACHIEVED**
- For the FY2025 motorcycle safety media campaign, we continued to utilize "Close Call," developed in FY2024, which encouraged motorcycle riders to attain formal training through the Virginia Rider Training Program (VRTP). The campaign reported 87.8M impressions and targeted high-crash areas like Virginia Beach, Fairfax County, Chesapeake City and Norfolk City.
4. Continue to implement programs to address the young driver and occupant protection problem, engage youth in peer-to-peer educational programs designed to change knowledge and beliefs, modify attitudes, teach new skills and facilitate buy-in and support

for Virginia's graduated driver's license and traffic laws. (CTW Chapter 6) (Education and Outreach)

STATUS: ACHIEVED

- Virginia Commonwealth University (VCU) Health Project IMPACT (Impacting Minors Perception and Attitudes Concerning Trauma) strives to reduce and prevent unintentional injuries through a student targeted injury and violence prevention program that provides education and awareness about the realities of trauma. A collaborative multidisciplinary team presents information about high-risk behaviors associated with trauma and describes their respective roles in trauma response. Students engage in trauma simulations and mock scenarios. Local fire and EMS demonstrate vehicle extrication. Students participate in a panel discussion with a team of medical providers, law enforcement officers and first responders. During 2025, Project IMPACT held 90 events, which reached 5.7K students.
- During FY25, through Department of Education (DOE), 110K 45-hour Parent/Teen Driving Guides were distributed to drivers under the age of 19 to help parents and teens navigate the new responsibilities associated with driving. 7.8K guides were distributed by Prince William County Public Schools' Partners for Safe Teen Driving (PFSTD) and 102.2K were printed and distributed throughout Virginia using the DMV highway safety grant.

5. Conduct a minimum of two selective enforcement activities (CTW, Chapter 8, Sections 3.1, 4.1, 4.2, 4.3, 4.4).

STATUS: ACHIEVED

- The Northern Virginia Street Smart fall and spring pedestrian and bicyclist safety campaigns were supported by law enforcement in Arlington County, Alexandria, Prince William County and Fairfax County with pedestrian/bicycle selective enforcement grant-funded activities during FY2025. When combined, these agencies reported a total of 1,499 citations for motorist violations (including speeding, reckless driving, failure to stop for pedestrians at crosswalks, failure to yield to pedestrians or bicyclists when turning and alcohol-related violations) and an additional 2,298 citations for all other motorist violations.

6. Increase the number of new partnerships that will provide education and outreach to underserved communities.

STATUS: ACHIEVED

- DMV/VAHSO maintains a comprehensive list of partners with which it shares important campaign updates and social media content to spread within Virginia communities. In FY2025, several new partners were added to the email distribution list including the Prince William County Department of Transportation, the Office of Housing & Community Development and the Office of the Clerk of the Circuit Court.

Future Adjustments to Achieve 3HSP Target:

- Develop and implement enhanced focus on safer people, vehicles, roads, speeds and improved post-crash care.
- Strengthen partner collaboration to direct resources and targeted safety messaging to priority rural and urban areas to include new creatives and updated toolkits.

- Expand law enforcement engagement in rural communities, providing resources to support the expansion.
- Increase outreach to rural businesses, schools, fire/EMS and faith-based organizations to build new partnerships and amplify highway safety messages.
- Enhance education efforts to reduce high-risk driving behaviors, supporting projects such as VCU's initiatives to provide interactive education about crash trauma.
- Continue statistical process control analysis to identify key problem areas, guide strategy development, and monitor progress in reducing crashes, fatalities and injuries.

Occupant Protection Program (Core Outcome Measure C-4)

Overview of Programs, Projects and Activities Funded

While Virginia’s seat belt law remains secondary, the primary purpose of the Commonwealth’s occupant protection program is to increase seat belt use to reduce fatalities and serious injuries. This work is especially critical on rural, non-interstate roadways, where higher speeds, longer emergency response times and lower belt-use rates contribute to a disproportionate share of unrestrained fatalities. The program combines enforcement and education initiatives to increase public awareness of the lifesaving benefits of correct and consistent seat belt and child safety seat use, for drivers and passengers in every seating position.

Occupant Protection (OP) is a key focus area in the DMV/VAHSO Triennial Highway Safety Plan (3HSP) and Occupant Protection Plan (OPP). Building on these plans, Virginia is advancing innovative strategies and targeted funding to increase overall seat belt use — particularly at night, on rural roadways and among high-risk populations such as pickup truck and work van occupants. These efforts also support implementation of Virginia’s new rear-seat belt law, which expands protection to all vehicle occupants and reinforces the message that every seat, every trip and every roadway matters.

Programs addressing occupant protection include statewide high-visibility traffic enforcement, law-enforcement training, Click It or Ticket (CIOT) mobilizations, child passenger safety education and inspection programs, rural-focused public information and media campaigns and ongoing OP program evaluation. Collectively, these efforts are designed to reduce unrestrained fatalities and injuries during the highest-risk times, in the highest-risk locations, across the Commonwealth.

Occupant Protection Expenditures	
402 Funds	405b Funds
\$1,822,606	\$2,363,027

Specific examples approved for the FY2025 grant year include:

- DRIVE SMART Virginia’s OP public education and awareness campaign through social media and the workplace
- Ballad Health’s child passenger safety resources throughout Southwest Virginia
- Children’s Hospital of The King’s Daughters (CHKD) specializing in caring for child passengers with special needs
- Drive Safe Hampton Roads’ Get It Together High School Seat Belt Challenge in high schools
- Virginia Department of Health (VDH) Low Income Safety Seat Distribution
- Youth of Virginia Speak Out About Traffic Safety (YOVASO) Statewide Drive for Change, Buckle Up and Slow Down Campaign
- Carilion Medical Center’s seat distribution for safe hospital discharge and community outreach
- Saving Prince William’s Littles focused child passenger initiatives in Northern Virginia

- Old Dominion University Research Foundation: *Car Safety Now* program dispels myths and barriers for car seat use and develops media campaigns in the Hampton Roads area

Unrestrained Fatalities Performance Measure:

Measure C-4: Reduce unrestrained passenger vehicle occupant fatalities, all seating positions, from 375 to 325 by 2025.

Outcome: Virginia is on track to achieve its target as the annual actual result (253 in 2025) is lower than the target of 325.

Preliminary Assessment of State's Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2025. Results show that Virginia’s unrestrained fatalities were 253 or 72 less unrestrained fatalities as compared to the target.

Changes to Virginia’s Seat Belt Law:

- Under Virginia law, effective July 1, 2025, drivers and all passengers—regardless of seating position— must wear safety belts. A driver transporting anyone younger than age 18, must ensure that the passenger is properly secured in a safety belt, booster seat or child safety seat, no matter where the child is seated in the vehicle.

Challenges Virginia Will Continue to Address in the Future:

- Virginia is still a secondary law enforcement state for seat belt use for occupants 18 years and over.
- Virginia has implemented legislative changes in primary laws for probable cause of a traffic stop, making it more difficult to identify seat belt violations.
- Law enforcement staffing shortages along with competing priorities have impacted law enforcement agencies’ ability to conduct traffic safety stops and safety initiatives.
- Based on our seat belt focus group conducted in 2022, males aged 18-34 indicate that they are not buckling up because of the following reasons:
 - It takes too much time to put on a seat belt.
 - Seat belts are uncomfortable to wear.
 - They drive a short distance and to a destination that they are familiar with.
 - They are confident in their driving skills and won’t buckle up when they are behind the wheel.

Occupant Protection Program Areas	Countermeasures
Education & Outreach	CTW 2.3.2
Selective Enforcement – Occupant Protection	CTW 2.2.1 & 2.3.1
Child Passenger Safety Program	CTW 2.6.2 & 2.7.2
NHTSA Recommended Survey & Mandated Assessment	NHTSA Uniform Guidelines 20 Part VII

Strategies and Accomplishments

Education and Outreach

1. Expand DMV and nonprofit OP public education and driver awareness through sustained messaging efforts outside of CIOT May and November campaigns utilizing social media, the workplace and other events. (Outreach)

STATUS: ACHIEVED

- DMV/VAHSO aired media spots titled “Impact” outside of our November 2024 CIOT and May 2025 CIOT campaigns to provide a sustained message on seat belt use. The campaign’s central character is a rural male pickup driver, whose choice to wear his seat belt saves his life.
 - DRIVE SMART Virginia (DSV), Drive Safe Hampton Roads (DSHR), Youth of Virginia Speak Out About Traffic Safety (YOVASO) and Old Dominion University Research Foundation’s (ODURF) Car Safety Now are a few examples of partner organizations that provide sustained messaging for OP.
 - Their use of websites, social media and written material are continually available to our focus audience.
 - They provide updated and meaningful educational information and tools online. This includes a Love Clicks/Occupant Protection online toolkit from DSV and “Drive for Change, Buckle Up and Slow Down” campaigns from YOVASO:
 - 108 interactive events focused on seat belt usage, distracted driving, the physics of a crash and speed reached a total of 14.6K students.
 - 155 students/adult advisors trained as Traffic Safety Advocates during the YOVASO Summer Leadership Retreat (included multiple hands-on activities and presentations on occupant protection safety).
 - “Drive for Change” social media reach included 118.5K impressions on Facebook and 239.9K impressions on Instagram.
 - Love Clicks was one of the top five most visited pages on DSV’s website during the 4th quarter.
 - Youth of Virginia Speak Out About Traffic Safety (YOVASO) Campaigns:
 - The Fall 2024 “Drive for Change, Buckle Up and Slow Down” campaign reached 70K students.
 - The Winter 2024 “Jingle Your Way to a Safe Holiday” social media campaign reached 77.6K through social media.
 - The Spring 2025 “Arrive Alive: Slow Down, Buckle Up, No Distractions” campaign reached over 44.8K students.
 - DRIVE SMART Virginia (DSV)
 - DSV distributed 23K educational materials during FY2025. The toolkit webpage received 2.2K page views during the grant year.
 - DSV added 50 new partners, listed under the Virginia Partners for Safe Driving.
 - DSV increased their number of social media followers by 4.7K in FY2025. DSV participated in 97 community and workplace events in FY2025, reaching over 153.5K people.
2. Conduct at least 40 community events and activities with Virginia’s low-income population, areas of need to include underserved communities with information through Virginia’s Child Passenger Safety and Education Campaign by September 2025. (2023 CTW Chapter 3)

STATUS: ACHIEVED

- Through partnerships with Carilion Health, Virginia Department of Health (VDH) and Ballad Health, Virginia has exceeded its goal of conducting 40 community outreach events in low-income areas by conducting 83 events.
- Carilion Health contributed 77 car seat checks, including one held at a local library, and two community education events in low-income neighborhoods.
- Ballad Health and VDH collectively participated in 80 outreach events, safety checkpoints and other activities to support economically disadvantaged communities.

3. DMV in collaboration with nonprofits to provide OP public education and teen driver awareness efforts through social media, workplace outreach and other community events. One specific example is the “Local Heroes” seat belt media campaign which focuses on delivering a targeted seat belt safety message to specific areas identified through data analysis and the seat belt use rate. (Education and Outreach)

STATUS: ACHIEVED

- DMV/VAHSO continued the “Local Heroes” campaign to increase seat belt usage statewide. For FY25, “Local Heroes” was a statewide campaign, using scenery throughout the state as the backdrop and highlights local first responders including EMS. Special interviews with first responders were focused in rural areas to reach our focus rural communities.
- The video message was delivered through cable, radio, digital and social media for a reach of 95.9M impressions. In FY25, cinema advertising was utilized for the first time, delivering an additional 649.9K impressions.
- DMV/VAHSO continued outreach with teen driver awareness through the YOVASO “Drive for Change” campaign and DSHR’s Get It Together High School Seat Belt Challenge.
 - These are the results for the Fall 2024, statewide “Drive for Change, Buckle Up and Slow Down” campaign (September 15 – November 30):
 - 72 schools/youth groups participated.
 - Over 70K students reached through school/youth group programs.
 - Over 200 educational programs are completed by participating schools/youth groups.
 - 58.9K educational materials distributed.
 - 6.12% overall average increase in seat belt use from pre- to post-campaign among participating schools.
- For FY2025, DSHR’s Get it Together High School Seat Belt Challenge had 16 schools participating. The peer-to-peer program reached approximately 25.8K students. The average pre-program belt use for the 2024-2025 program was 80.9%. The post-survey had an average seat belt use rate of 88.06%, an increase of 8.84%.

4. Continue to implement programs to address the young driver and occupant protection problem, engage youth in peer-to-peer educational programs designed to change knowledge and beliefs, modify attitudes, teach new skills and facilitate buy-in and support for Virginia’s Graduated Driver License and traffic laws. (CTW Chapter 6) (Education and Outreach)

STATUS: ACHIEVED

- During FY2025, VCU Health’s Project IMPACT strove to reduce and prevent unintentional injuries through a student-targeted injury and violence

prevention program that provides education and awareness about the realities of trauma.

- A collaborative multidisciplinary team presented information about high-risk behaviors associated with trauma and described their respective roles in trauma response. Students engaged in trauma simulations and mock scenarios. Local fire and EMS demonstrated vehicle extrication. Students participated in a panel discussion with a team of medical providers, law enforcement officers and first responders.
- Throughout FY2025, Project IMPACT organized a total of 90 live events, of which 80 were in-class and 10 were mock crash events reaching 5.7K students.
- The program supported educational initiatives through its social media platforms, including Facebook, X, and Instagram, and conducted community outreach initiatives reaching 1.6K individuals.
- During FY2025, Project IMPACT successfully reached out to underserved communities and presented numerous events through a combination of fieldwork, school visits and presentations. They also collaborated with various partners including YOVASO and DSV. Additionally, they worked with community partners and high schools across the state, specifically targeting regions with significant needs.
- The Project IMPACT initiative involved conducting fieldwork to establish partnerships and provide programming information to middle school principals and school directors.

5. Develop educational messaging designed to change knowledge and beliefs, modify attitudes, and teach new skills to Virginia’s areas of need and underserved communities’ population. (Education and Outreach)

STATUS: ACHIEVED

- Virginia Highway Safety Office’s “Impact” campaign was developed and produced in FY25, delivering 66.3M impressions through gas station TV, terrestrial and radio traffic sponsorships, streaming, location-based mobile video, Facebook and Instagram.
- DRIVE SMART Virginia (DSV) also contributed to this objective’s success:
 - DSV had 196 orders for occupant protection materials and shipped 23.1K materials to 285 different locations across Virginia during the grant year.
 - The toolkit webpage received 2.2K page views during the grant year.
 - DSV added 49 new partners, listed under the Virginia Partners for Safe Driving.
 - DSV was featured in at least 38 news stories discussing traffic safety this grant year.
 - DSV participated in 93 community and workplace events in FY2025, reaching over 153.5K people. During these events, staff shared all traffic safety messaging.

6. Continue the distribution of the DMV/VAHSO partner email communications providing data and available educational resources two times a fiscal year to our highway safety partners. (CTW Chapter 6) (Education and Outreach)

STATUS: ACHIEVED

- Virginia Highway Safety Office’s partner emails continued throughout FY2025. Highlights include upcoming campaigns, data and available

resources that can be used to educate our communities to change behavior. The partner emails are sent to all highway safety partners at least once a month.

7. Incorporate the Occupant Protection (OP) Technical Assistance Assessment recommendations now and in the future. The NHTSA OP Technical Assistance Team project will assist in the implementation of two assessment recommendations including outreach and education. (CTW Other Strategies for Behavior Change-Communication Strategies for Low-Belt-Use Groups)
 - Develop and implement a minority outreach program using relevant Virginia-based minority organizations.
 - Develop relationships with the Safety Officers of the military bases in Virginia.

STATUS: NOT ACHIEVED

- While a formal minority outreach program was not established in FY2025, DMV/VAHSO continued to prioritize inclusive programs and messaging designed to reach all Virginians.
 - During FY2025 we didn't have the opportunity to present at the military safety standdowns as we did in previous years due to scheduling conflicts.
8. To continue to recruit new and effective partners to include state agencies, nonprofits, and higher education that will work to increase our seat belt use rate and decrease our unrestrained fatalities.

STATUS: ACHIEVED

- During FY2025 there were 14 state, nonprofit, and higher education partners with projects focused on educating on seat belt use.
- Several new partners were added to the email distribution list for campaigns including the Cannabis Control Authority, Henrico Too Smart 2 Start, Virginia Crime Commission, Prince William County DOT, Prince William County Office of the Clerk of Circuit Court, Prince William County Office of Housing and Community Development, Virginia Geriatric Education Center and Northern Virginia Families for Safe Streets (NoVA FSS).

Selective Enforcement – Occupant Protection

9. Implement a statewide, high visibility seat belt enforcement campaign with a supporting media campaign to educate the public on the importance of using seat belts. This campaign will support the NHTSA national mobilization. The enforcement mobilization will have particular emphasis on data-driven high-risk locations for two weeks in May 2025 and two weeks in November 2024. (CTW Chapter 2-2.1 High Visibility Enforcement) (CTW Chapter 2-3.1 Communications and Outreach)

STATUS: ACHIEVED

- The Click It or Ticket (CIOT) enforcement mobilization had an emphasis on high-risk locations for two weeks in November 2024 and two weeks in May 2025.
- The November 2024 CIOT enforcement mobilization included participation by 83 local law enforcement agencies and Virginia State Police (VSP) and resulted in 167 seat belt violations and 48 child restraint violations (see campaign data note on pg. 51).
- May 2025 CIOT enforcement mobilization included participation by 116 law enforcement agencies and VSP and resulted in 1.3K seat belt violations and 236 child restraint violations.

10. Cover 85% of Virginia's population with law enforcement participating in the CIOT Campaign by June 2025. (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)

STATUS: ACHIEVED

- a. Approximately 169 local law enforcement agencies and VSP participated in the CIOT mobilizations, covering over 90% of Virginia's population with law enforcement efforts. The percentage of coverage is based on population of locations and the total population of the Commonwealth.

11. Conduct a minimum of 100 occupant protection selective enforcement activities between local agencies and VSP. (CTW Chapter 2-2.3) (High Visibility Enforcement)

STATUS: ACHIEVED

- Local and state police conducted more than 12.5K selective patrols and 390 checkpoints for approximately 12.9K occupant protection selective enforcement activities.
- Collectively through local law enforcement and VSP, more than 5.7K seat belt citations were issued, and more than 1.1K child passenger safety citations were issued.

12. Combine selective enforcement of seat belt laws with enforcement of alcohol-related laws during nighttime hours. (CTW Chapter 2-2.2) (High Visibility Enforcement)

STATUS: ACHIEVED

- Law enforcement agencies were strongly encouraged and/or required to combine seat belt enforcement with speed and DUI enforcement during grant-funded selective enforcement activities during nighttime hours throughout the grant year.
- For FY2025, there were 79 alcohol-related grants, and during that time, there were 2.2K summonses issued for seat belt law violations.
- In FY2025, NHTSA did not implement the Region 3 Operation Crash Reduction campaign.

13. Promote law enforcement attendance at the Traffic Occupant Protection Strategies (TOPS) workshop. (CTW Chapter 3.1, 3.2) (Education and Training)

STATUS: ACHIEVED

- In January 2025, we informed law enforcement agencies that NHTSA is offering Traffic Occupant Protection Strategies (TOPS) training to promote seat belt use and reduce unrestrained fatalities. All law enforcement agencies were notified through a partner email highlighting the upcoming two training sessions during FY2025.

Child Passenger Safety Program

14. Coordinate and/or assist with at least five NHTSA Standardized Child Passenger Safety Technician (CPST) Certification Courses, four Child Passenger Technician Refresher Courses, one Renewal Course and two Child Passenger Safety Special Needs Certification Courses. CPST courses will focus on areas of need. (Education and Training)

STATUS: NEARLY ACHIEVED

- 21 NHTSA Standardized Child Passenger Safety Technician (CPST) Certification Courses were conducted, certifying 231 new technicians in the state.
- Two Renewal courses were conducted with three renewals.

- One Child Passenger Safety Special Needs Certification course was conducted with 10 certified.
15. Continue the number of safety seats inspected at 12K; 7K safety seats will be inspected through safety seat check stations, and 2.1K safety seats will be inspected at 27 one-day check events. (CTW Chapter 3)
STATUS: PARTIALLY ACHIEVED
- The goal of 12K should reflect 9.1K. This is the total of seats checked at safety seat check stations and at one-day check events.
 - More than 5.9K safety seats were inspected across 185 safety seat events and safety seat check stations. These events were conducted by our partners, including Virginia Department of Health (VDH), Ballad Health, Children’s Hospital of the King’s Daughters (CHKD), Carilion Health and Saving Prince William’s Littles.
 - Saving Prince William’s Littles utilized language translation services at three of their one-day safety seat events.
 - The decrease in the number of safety seats inspected through VDH safety seat check stations and events is attributed to a decline in public requests compared to previous years, as well as reduced availability of Virginia-certified child passenger safety technicians. In FY2026 we will work to evaluate options that can be implemented to increase our certified child passenger safety technicians.
16. Provide statewide access to child safety seats through the Low-Income Safety Seat Distribution Program (LISSDEP) that will provide child safety seats to parents/guardians who are eligible, especially in areas of need underserved communities. (CTW Chapter 3)
STATUS: ACHIEVED
- LISSDEP is managed by VDH. Income guidelines dictate eligibility for families to receive these seats. Parents/caregivers are required to attend a one-hour training session on basic installation and correct use of safety seats. The main funding source for the purchase of these seats comes from the fines paid through the tickets issued for child safety seat violations.
 - 27 virtual LISSDEP site technical assistance meetings, 10 LISSDEP online reporting and registry system training sessions and seven new educator trainings were conducted for 37 new LISSDEP staff educators representing 128 LISSDEP distribution sites.
 - 39.1K educational CPS materials were distributed to parents/caregivers during FY2025.
 - 128 distribution sites statewide served low-income families. 5.2K safety seats have been distributed to low-income families. Every seat issued by a LISSDEP site requires seat education and installation.
17. Offer Child Passenger Safety (CPS) programs to train and engage the workforce, ensuring that 20% of judicial organizations and 10 marginalized community organizations are included in the outreach efforts. (CTW Seat Belt and Child Restraint Countermeasures-Employer-based Programs)
STATUS: ACHIEVED
- Community outreach through nonprofit organizations included DSV’s occupant protection public education and awareness campaign as well as their community and workplace outreach.

- Staff participated in 97 community and workplace events during the grant year, reaching over 153.5K people.
- During the events, staff shared all traffic safety messaging to include child passenger safety. Publications included “Love Clicks” and “If You Buckle Up.”
- Outreach was provided to underserved communities through the Drive Safe Hampton Roads’ (DSHR) Get it Together High School Seat Belt Challenge in 16 area high schools which reached 25.8K students. Through the YOVASO “Drive for Change” campaign, 72 schools/youth groups participated and over 70K students were reached through school/youth group programs.
- Through our Judicial Outreach Liaison (JOL), information on seat belt usage was provided in the Roundabout Traffic newsletter that the JOL sends out to the entire judicial system.
- Through VDH, LISSDEP child passenger safety education was provided through 48 LISSDEP distribution sites.
 - 27 virtual LISSDEP site technical assistance meetings, 10 LISSDEP online reporting and registry system training sessions and seven new educator trainings were conducted for 37 new LISSDEP staff educators.
 - 39.1K educational CPS materials were distributed to parents/caregivers during FY2025.
 - 128 distribution sites statewide served low-income families, and 5.2K safety seats were distributed. Every seat issued by a LISSDEP site requires seat education and installation.

NHTSA Recommended Survey & Mandated Assessment

18. Conduct statewide observational surveys pre- and post-mobilization throughout the state and throughout the year. (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)

STATUS: ACHIEVED

1. Old Dominion University’s (ODU) Research Foundation conducted an observational survey of seat belt use throughout the Commonwealth based upon methodology pre-approved by NHTSA. Virginia’s 2025 seat belt use rate has not yet been finalized.
2. All law enforcement agencies receiving federal highway safety grants were required to conduct pre- and post-mobilization observational surveys of seat belt use for the May 2025 Click It or Ticket (CIOT) campaign.
3. DMV/VAHSO distributed a partner email to stakeholders, area businesses and local jurisdictions in all selected locations requesting an increase in highway safety messaging through various social media, message boards and marquees.

19. Conduct pre- and post-mobilization observational surveys of seat belt use by July 2025. (CTW Chapter 2-2.1, 3.1) (High Visibility Enforcement)

STATUS: ACHIEVED

- All grant-funded law enforcement agencies conducted pre- and post-campaign observational surveys of seat belt use for the May 2025 CIOT campaign. The self-reported pre- and post-surveys for May 2025 indicated a seat belt use rate of 81.2% and 84.3%, respectively.

High Visibility Enforcement and Media Campaigns

DMV/VAHSO continues its partnership with NHTSA for the Click It or Ticket (CIOT) campaigns that are designed to increase seat belt use among the highest unbelted population, 18 to 34-year-old males. As prescribed by NHTSA, and in conjunction with the CIOT campaigns operated across the nation, high visibility enforcement mobilizations supported by paid media campaigns were conducted.

November 2024 and May 2025 CIOT campaign

- During the November 2024 campaign, 83 law enforcement agencies participated. Officers issued 5K citations, warnings, and arrests, including 167 seat belt violations, 48 child restraint citations and 2.4K speeding citations. Hours reported are unavailable for this campaign due to a technical issue with the launch of the new Traffic Records Electronic Data System (TREDS 2.0). The Thanksgiving holiday driving period includes some of the highest traffic volumes of the year and an increase in traffic fatalities. The November Buckle Up media campaign had 22.5M impressions.
- During the May 2025 campaign, 116 law enforcement agencies participated and reported pre- and post-survey seat belt use rates to DMV/VAHSO. Officers worked 168.7K regular hours and 16.6K overtime hours. They issued 23.7K citations, warnings and arrests, including 1.3K seat belt violations, 236 child restraint citations and 10.4K speeding citations. The May 2025 media campaign had 23.5M impressions.

November 2024 and May 2025 – CIOT Citation Results

Citation Type	Citations Written November 2024	Citations Written May 2025
Total Adult DUI/DUID Arrests:	189	573
Total Seat Belts Citations:	167	1,288
Total Child Restraint Citations:	48	236
Total Juveniles Arrested for Zero Tolerance (DUI):	1	7
Total Stolen Vehicles Recovered:	88	96
Total Felony Arrests:	315	1,259
Total Weapons Seized:	70	355
Total Suspended / Revoked Licenses:	255	1,075
Total Reckless Driving Citations:	576	4,303
Total Uninsured Motorists:	146	753
Total Speeding Citations:	2,430	10,384
Total Drug Arrests:	90	329
Total Open Container Citations:	18	84
Total No Operators License:	408	1,948

Total Other Arrests, Citations and Warnings:	193	999
Total Arrests, Citations and Warnings:	4,994	23,689
Total Regular Hours Worked:	Not available*	168,748
Total Overtime Hours Worked:	Not available*	16,559

**Some information including total regular and overtime hours are unavailable for the November 2024 CIOT campaign due to a change in the data migration process.*

Occupant Protection and Occupant Protection for Children Program Committee

The committee’s strategic plan has three main goals: educating the public on the importance of using seat belts, conducting high visibility seat belt enforcement campaigns, and improving child occupant protection through education, outreach, and enforcement. Some of the participating organizations that make up the committee include Children’s Hospital at VCU, Children’s Hospital of the King’s Daughters, Old Dominion University Research Foundation, DSV, New Kent Sheriff’s Office, VDH and DSHR.

Occupant Protection for Children

Virginia law requires that children under the age of eight must be secured in an approved child restraint device. Infants from birth to two years are required to use rear-facing child restraint devices, which must be securely installed in the back seat of most motor vehicles. Additionally, all occupants under the age of 18 must be properly restrained. These requirements are enforced as primary laws.

To promote child passenger safety, certified technicians and advocates provide education and hands-on assistance to parents and caregivers across the state, ensuring proper use and installation of child safety seats.

Low Income Program

In FY2025, the LISSDEP was managed by the VDH. Income guidelines dictate eligibility for families to receive these seats. Parents/caregivers are required to attend a one-hour training session on basic installation and correct use of safety seats. The main funding source for the purchase of these seats comes from the fines paid through the tickets issued for child safety seat violations. DMV augments these funds to support training for the distribution sites and creation and maintenance of safety seat check stations statewide.

- 27 virtual LISSDEP site technical assistance meetings, 10 LISSDEP online reporting and registry system training sessions and seven new educator trainings were conducted for 37 new LISSDEP staff educators, representing 48 LISSDEP distribution sites.
- 128 distribution sites statewide served low-income families. 5,198 safety seats have been distributed for low-income families.

Child Passenger Safety Education

Through VDH, 43 organizations have completed a Letter of Agreement to provide safety seat check services. These organizations represent 62 locations providing safety seat check services throughout the Commonwealth.

During this grant year:

- 4.4K safety seats were checked through Safety Seat Check Station operations.
- There are four sites registered in the electronic system with eight using an electronic checklist tool.
- 61 safety seat check events were held and approximately 305 seats checked.
- 39.1K pieces of educational materials were distributed to the public.
- Approximately 1.8K calls to “1-800” line for child passenger related questions have been documented.
- 6 CPS technician certification classes were conducted, resulting in 70 new certified CPS technicians in the state.
- No refresher classes were held in FY2025.

Child Safety Seat Emergency Identification Sticker

In FY2025, approximately 15K Child Safety Seat Emergency Identification Stickers were distributed. The sticker aids fire, rescue and law enforcement officers when encountering a crash so they can learn important personal and medical information about a child. The stickers continue to be distributed to hospitals, VDH fitting stations, VDH low-income seat program, fire and police departments and hospitals. In addition, the DMV/VAHSO receives numerous email and phone requests from the public for these stickers.

Child Passenger Safety Law Card

In FY2025, approximately 19.8K Child Passenger Safety Law Cards were distributed through the DRIVE SMART store and the DMV/VAHSO.

The Child Passenger Safety Law Card is a guide to help explain the proper child seat selection and use based on the child’s age, height, and weight, as well as the fit of the child seat in the vehicle. The card also includes a checklist of important items to ensure that the child restraint is properly installed. The card has been used by police, fire and other safety advocates at conferences, safety fairs and seat check events to keep parents and caregivers informed.

Child Passenger Safety Training (CPST)

CPST is administered by the DMV/VAHSO Occupant Protection Coordinator, who is responsible for conducting the Standardized National CPST Certification Courses, NHTSA Renewal Training Courses, Technician Refresher Training Courses and CPS Special Needs Certification Courses.

- 21 CPST certification classes were conducted and resulted in 231 new certified child passenger safety technicians in the state.
- Two renewal classes were conducted with three participants passing.

Other Occupant Protection Educational & Outreach Projects

Virginia Association of Chiefs of Police (VACP) Social Media Outreach

The VACP maintains social media accounts for the Smart, Safe & Sober Partnership. The Smart, Safe & Sober accounts are used exclusively to share traffic safety campaign messaging as well as other news related to roadway safety and to amplify the posts of our traffic safety partners.

- For the Smart, Safe & Sober Facebook page, as of September 30, 2025, there are 584 followers.
- For the Smart, Safe & Sober, X account, as of September 30, 2025, there are 1.7K followers.

Virginia Highway Safety Committee

The VACP has a long-standing state highway safety committee comprised of local police chiefs and sheriffs and the Superintendent of the Virginia State Police. The committee held one in-person meeting on March 27 and one virtual on September 23 in 2025. The committee maintains ongoing discussions about traffic safety issues and legislation via email listserv, and members are routinely called upon to represent Virginia law enforcement interests in traffic safety.

- The Co-Chairs of the Virginia Highway Safety Committee are Retired Chief Howard Hall (Roanoke County) and Sheriff David R. Hines (Hanover County Sheriff's Office).
- The Committee assists in reviewing legislation and current traffic enforcement issues, particularly regarding the use of technology. Retired Chief John Keohane has been retained to serve as Traffic Safety Project Manager to assist with planning, training and conference events and coordinating with the Highway Safety Committee.

Drive Safe Hampton Roads (DSHR) – Occupant Protection

- The mission of Drive Safe Hampton Roads is to increase seat belt use, improve roadway safety and reduce death and injury from vehicle crashes using initiatives that include educational programs, information sharing and partnerships with public and private sector organizations.
- There was an increase in the seat belt use rate among the 16 high schools completing the Get It Together program. At final seat belt check, the average seat belt use rate was 88.06%, up from 80.9%, reaching an estimated 25.8K students.
- 143 unfit child safety seats were collected during the “Old, Used, Borrowed and Abused Child Safety Seat Round-Up.”
- There were 24.9K visits with 40.3K page views on the DSHR website.

Children’s Hospital of the King’s Daughters (CHKD) – Occupant Protection

CHKD offers a child passenger safety program for children with special healthcare needs. This special program provides evaluations and loaner car seats to children with a variety of medical conditions. Specially trained physical and occupational therapists evaluate each patient and determine the appropriate seating solution that will work for the child, the caregivers and the family vehicle.

This program has facilitated CHKD’s ability to positively impact the safe transportation of children in the community. This year’s accomplishments included:

- Completed CPS education for 27 CHKD staff members during advocacy classes, NICU classes and spica cast evaluations.
- Completed one CPST special needs training class.
- Completed 401 car seat evaluations.
- Distributed 129 standard car seats to identified families in need, either during an evaluation or through our distribution program.
- Conducted four seat checks at CHKD offices and offered appointments for families in their service area. All these events were in conjunction with local dealerships and their philanthropy and community outreach department (Hall Auto/Mile One). While there were fewer seat checks, the events were larger and reached more families this year.

Old Dominion University Research Foundation (ODURF) – “Car Safety Now”

In response to the risks experienced by children and teens in motor vehicles, the ODURF “Car Safety Now: Occupant Protection for Children and Teens” project focused on educational outreach and risk

communication efforts to increase child and teen occupant protection. Specifically, the FY2025 “Car Safety Now” grant project focused on:

- Launching and evaluating a multimedia television and online marketing campaign promoting extended rear-facing car seat use during the spring and summer. The aim was to convey the safety benefits behind the extended rear-facing recommendation and dispel barriers and myths common among parents (e.g., leg crowding). Those in the target audience were directed to the website where they could find additional child passenger safety resources, including the Car Seat Fit Test. Total impressions for the campaign were over 6.5M and included the following:
 - Outdoor: 3.9M impressions across 28 locations
 - Broadcast TV: 232 added-value spots on WAVY-TV 10 boosted reach to 109K adults 25–49
 - Streaming: 135K impressions with highly targeted delivery to new parents and parents of preschoolers
 - YouTube: 818K impressions
 - Social media (Meta: 364K impressions & Pinterest: 389K impressions)
 - Influencer Marketing: Three parent-focused influencers generated roughly 90K video views
 - Local Parenting Websites: MyActiveChild.com and Macaroni Kid delivered 547k impressions combined

- Producing a video with multiple partner organizations including Children’s Hospital of the King’s Daughters (CHKD), DRIVE SMART Virginia, DSHR, Consortium for Infant and Child Health (CINCH), Loving Steps, Virginia Department of Health, Child Care Aware of Virginia, Mile One Organization and Minus 9 to 5 (a collective impact initiative serving families with young children in the Greater Hampton Roads area) to launch an organic campaign sharing a rear-facing video and associated ancillary materials directly to a wider audience of parents and families. The launch purposefully occurred in the lead-up to Thanksgiving.
 - Dr. Kelli England was interviewed on WAVY TV 10 (NBC Affiliate) for a news segment on rear-facing child seat use
 - The video was viewed 142K times during morning, evening and night news cycles
 - Eastern Virginia Medical School (EVMS) published an article in The Pulse (a quarterly news magazine)

- Managing a functional CarSafetyNow.org program website throughout the project grant year and developing a robust online reach.
 - During the year, the Car Safety Now team continued development of ongoing social media reach to a wider/national audience with almost daily interactions (250+ a quarter) with online safety partners, particularly on X. In the grant year, ODURF Car Safety Now had 5.9K new users, 58.2K sessions, 37.2 views, 15.4K downloads, and 1K+ social media posts/shares. The team developed DMV-approved messaging used on Facebook and X and continued to share and promote messaging from trusted safety partners both regionally and nationwide.
 - The team worked with a web designer to fully integrate the rear-facing video and assets, updating their newest resources (Four-Stages of Car Seat Use flyer in English and Spanish) and continued basic website maintenance.

Future Adjustments to 3HSP to Continue to Achieve Target:

- Continue our direct efforts with the selected seat belt survey localities to increase outreach, law enforcement community collaboration, and messaging.
- Increase the number of certified child passenger safety technicians.
- Seek new partners/projects to include businesses, faith-based organizations and schools that can increase messaging of the importance of seat belt use in all positions in the vehicle.
- Increase messaging of seat belt use at child passenger safety seat events. Analyze the 2025 Seat Belt Usage Survey and identify areas of need to increase seat belt use.
- Revisit the Occupant Protection Assessment and the Occupant Protection Technical Assistance for recommendations to implement that will provide more opportunities to reach identified communities.
- Develop short-term occupant protection strategies and goals that will decrease unrestrained fatalities and serious injuries on our roadways. Monthly monitoring of data will be used to measure results and help achieve reaching our goals. This includes reviewing the impact to local jurisdictions and rural areas.

Impaired Driving Program (Core Outcome Measure C-5)

Overview of Programs, Projects and Activities Funded

Virginia continues to implement effective statewide programs to reduce crashes, injuries and fatalities resulting from alcohol-impaired driving, with a particular focus on rural and non-interstate roadways where impaired driving crashes are more likely to result in fatal or serious injuries.

Evidence-based data is essential in identifying behavioral, demographic and geospatial characteristics of impaired driving to identify where the occurrence of this action is most prevalent and to help allocate program resources and funding. As such, instead of using NHTSA’s alcohol-impaired driving data (which is an estimated number and not current), Virginia analyzes alcohol-related data which allows us to provide more detailed information to set strategies.

Using this data-driven approach, Virginia strengthened coordinated enforcement, public information and education, licensing, intervention and prevention efforts statewide. Targeted rural enforcement and outreach are paired with innovative partnerships, such as Virginia’s collaboration with NASCAR driver Ross Chastain, to promote safe, sober driving at Virginia speedways and other venues that reach rural audiences.

Alcohol-Impaired Driving Expenditures	
405d Funds	154 Funds
\$3,286,712	\$9,086,212

Alcohol-Impaired Driving Fatalities Performance Measure:

Measure: Reduce alcohol-impaired driving fatalities from 274 to 245 by 2025.

Outcome: Virginia is on track to achieve its target as the annual actual result (165 in 2025) is lower than the target of 245. Note, Virginia analyzes alcohol-related data which allows us to provide more detailed information to set strategies.

Preliminary Assessment of State’s Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2025. Results show that Virginia’s alcohol-impaired driving fatalities were 165 or 80 less alcohol-impaired driving fatalities as compared to the target.

Challenges Virginia Will Address Moving Forward:

- Virginia has implemented legislative changes in primary laws for probable cause of a traffic stop.
- Insufficient number of law enforcement officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE).
- Law enforcement agencies continue to experience challenges with staff shortages.

Alcohol-Impaired Program Areas	Countermeasures
Prevention, Intervention, Communications, and Outreach	CTW 1.5.2 & 4
Driving while intoxicated (DWI) Offender Treatment, Monitoring, and Control	CTW 1.4.2
Prosecution and Adjudication	CTW 1.3.1
Enforcement	CTW 1.2.1, 3, & 5

Strategies and Accomplishments

Prevention, Intervention, Communications, and Outreach

1. Conduct six statewide youth peer-to-peer educational programs to focus on zero tolerance as it relates to youth and illegal substances. (CTW Chapter 1, Section(s) 6-5, 7.3)
STATUS: ACHIEVED
 - Virginia State Police – Youth of Virginia Speak Out About Traffic Safety (YOVASO) Winter/Holiday Safety campaign was held during December 2024 to encourage safe driving practices and prevent alcohol and drug-impaired driving and focus on Virginia’s zero tolerance law.
 - 17 schools participated in the program.
 - Traffic safety activities, such as the 2024 “Jingle Your Way to a Safe Holiday” contest, kept students engaged and promoted the traffic safety message.
 - The campaign generated 39K impressions on Facebook and 39K impressions on Instagram.
 - YOVASO’s Arrive Alive Spring/Summer Campaign is a call to action during high-risk spring/summer period, with a focus on proms, graduation and summer break. They delivered tips to prevent risky behaviors such as impaired driving, speeding and distracted driving and reinforce Virginia’s zero tolerance law.
 - 49 schools and youth groups participated in FY2025.
 - Estimated potential reach of 44.8K students based on participation.
 - YOVASO’s social media campaign had 97K impressions.
 - 23.7K educational materials were distributed.
 - During this campaign, there were live interviews with local TV stations discussing safe driving/celebration tips for teens.
 - Mini traffic safety campaigns were led by YOVASO which included the Halloween Safety campaign.
 - 72 schools and youth groups participated in the Halloween Safety campaign.
 - Middle school campaigns were developed to help youth establish safe behaviors and attitudes prior to the driving years and reached 70K students.
 - The focus of these campaigns centered around zero tolerance, passenger safety and passenger rights, pedestrian and bike safety.
 - The Virginia Association of Driver Education and Traffic Safety’s (VADETS) “Choose Your Vibe – Arrive Alive” campaign promotes healthy, alcohol-free lifestyles and the avoidance of consequences to health and wellness, academic and career achievement that result from engaging in illegal underage drinking and impairing driving. This is a media campaign that is designed to reach parents and youth.

- The youth social media campaign had 2.4M impressions for the FY2025 campaign year. This exceeds the previous year by over 112K. Radio and digital campaigns received 4.5M impressions.
 - Virginia Commonwealth University Health's Project IMPACT (Impacting Minors Perception and Attitudes Concerning Trauma) held 90 events, 80 in-class and 10 mock crash events reaching 5.7K students.
 - 2K people attended Students Against Destructive Decisions' (SADD) activation events focusing on impaired driving prevention and safe driving habits.
 - Henrico Too Smart 2 Start Coalition conducted three ThinkFast Interactive events at the Regional Teen Summit, in addition to seven community events, including presenting at PTA workshops, reaching 564 people.
2. Conduct at least two sports-related efforts to data-based high-risk populations. (CTW, Chapter 1, Sections(s) 2.1, 2.2, 2.3, 2.5, 5.2).

STATUS: ACHIEVED

- During FY2025, DRIVE SMART Virginia's (DSV) Who's Your Driver (WYD) and What's Your Game Plan (WYGP) programs reached over 7M people through sporting partnerships.
 - Social media for these campaigns reached 3.4M people. DSV reached 14K people by distributing materials to the community.
 - Sports partners included Richmond Raceway, Virginia Motorsports Park, Martinsville Raceway, Virginia Motor Speedway, South Boston Speedway, Dominion Raceway, Richmond Flying Squirrels Baseball, Old Dominion University Football, Virginia State University Football, Norfolk State University Football, Virginia State University, Virginia Tech Basketball and Virginia Union Football.
 - Through additional state funding, DSV and DMV/VAHSO partnered with Ross Chastain, NASCAR safety influencer, to expand the "Who's Your Driver" message at three special signing events at Martinsville Raceway and Richmond Raceway. Nearly 500 people attended the events which resulted in high social media traffic - 27.5K impressions on Facebook, over 23K on Instagram and over 24K on X.
3. To continue to recruit new and effective partners who will work to decrease alcohol-related fatalities.

STATUS: ACHIEVED

- DMV/VAHSO continues to seek and welcome new highway safety partners working toward decreasing alcohol-related fatalities. During FY2025 our new partners were Henrico Too Smart 2 Start and Virginia Crime Commission. We have continued working with partners such as VDOT, Virginia Department of Forensic Science, Cannabis Control Authority, City of Richmond Engineering, Christopher King Foundation, Conner Gweedo Memorial Foundation, VSP, local law enforcement agencies, nonprofit organizations and other traffic safety advocates.

Driving While Intoxicated (DWI) Offender Treatment, Monitoring, and Control

4. Conduct a training conference for VASAP (Virginia Alcohol Safety Action Program) program case managers and staff on DWI offender monitoring, ignition interlock and offender recidivism. (CTW, Chapter 1, Section(s) 4.1, 4.3, 4.4)

STATUS: ACHIEVED

- VASAP held their annual training conference from August 6-7, 2025. A variety of national speakers presented and intensive training sessions were conducted. 165 ASAP staff members attended the mandatory training conference.

- Training sessions covered ASAP policy, board responsibilities, governance and bylaws, parliamentary procedures, managing stress, relationships with courts and clients, AD Hoc reports, fiduciary responsibilities and customer needs.

Prosecution and Adjudication

5. Conduct two Advanced DUI Training for Law Enforcement and Prosecutors that include topics such as investigative stops, checkpoints, blood testing issues, and DUI manslaughter. This training utilizes a team-training format requiring each team to have a prosecutor and a law enforcement officer from the same jurisdiction. (CTW, Chapter 1, Section(s) 1, 2, 3)

STATUS: ACHIEVED

- During FY2025, the Commonwealth Attorney Service Council (CASC) conducted 10 training programs to include two Advanced DUI, one Drug Recognition Expert, one Impaired Fatal Crash and six Driving Under the Influence of Drugs training sessions for law enforcement and prosecutors. There were 134 law enforcement officers and 127 prosecutors who attended the training programs.

6. Conduct a statewide judicial conference that provides information to judges on DUI-related issues and other traffic safety issues. (CTW, Chapter 1, Section(s) 3.1, 3.2, 3.4).

STATUS: NOT ACHIEVED

- Due to a scheduling conflict, the Judicial Transportation Safety Conference was not held in conjunction with the Supreme Court's annual judicial conference.

7. Conduct a minimum of 40 training classes on basic breath alcohol test equipment. Conduct at least one refresher course for trainers to assist with breath alcohol instruction, which is essential in helping the Virginia Department of Forensic Science (DFS) provide real-world knowledge related to breath alcohol instrument operation. (CTW, Chapter 1, Section(s) 2.3)

STATUS: PARTIALLY ACHIEVED

- The DFS Breath Alcohol Section conducted 43 basic breath alcohol classes, training a total of 726 officers. The instructor certification course was not offered because DFS was still in the process of purchasing a new evidential instrument for the Commonwealth.

8. Virginia Transportation Technical Institute (VTTI) to complete a Driving Under the Influence Study collecting, analyzing, and processing data related to alcohol and/or drugged impaired driving according to Virginia Code §46.2-223.1.

STATUS: ACHIEVED

- Data was successfully collected from six state agencies to support the completion of the task.
- Each objective was addressed and analyzed to provide a clear and concise report to legislation.
- The study has been completed and delivered to DMV/VAHSO in a timely manner.

9. Coordinate with the Judicial Outreach Liaison (JOL) to work with the Virginia Supreme Court to assist with the dissemination of information and establish a point of contact between the Highway Safety Office and the judiciary. (CTW, Chapter 1, Section(s) 3.1, 3.2, 3.4)

STATUS: ACHIEVED

- Ten staff members attended the All RISE24 Conference in May 2025.
- The Virginia DUI Specialty Dockets Building Bridging to Connect Communities and Courts Conference was held with 360 registered attendees, including 45 judges.
- Monthly newsletters were distributed to more than 1K judges—including General District Court judges, part-time judges, retired judges and traffic safety advocates—providing updates on current traffic safety issues, initiatives and events.
- Virginia’s JOL Judge Michael Cassidy issued 95 articles addressing various traffic safety initiatives within the judicial system, focusing on drug-impaired and/or alcohol-impaired driving.

Enforcement

10. Implement a statewide DUI Drive Sober or Get Pulled Over (DSOGPO) campaign (to include saturation patrols and checkpoints) supported with a comprehensive (earned and paid) media component year-round with special emphasis between the months of July and January and to support the national mobilization during August 2025-September 2025. (CTW, Chapter 1, Section 5.2).

STATUS: ACHIEVED

- This is a statewide DUI prevention paid advertising campaign administered by the Washington Regional Alcohol Program (WRAP).
 - The national DSOGPO campaign aligns with periods of increased high visibility enforcement from Labor Day through New Year’s Eve, following NHTSA guidelines to reduce drunk driving.
 - In FY2025, WRAP generated more than 40M impressions through two media flights—one during the 2024 winter holiday season and another from August to Labor Day 2025.
11. Conduct the statewide DSOGPO DUI prevention paid advertising campaign, led by WRAP, from Labor Day through New Year’s Eve. The primary focus will be men ages 21 to 34; with a particular emphasis on the younger portion of this age group since this population has the highest alcohol-related fatalities in Virginia. (CTW, Chapter 1, Section 5.2).

STATUS: ACHIEVED

- The FY2025 campaign was placed through various forms of paid advertisement media such as radio, social media, television and digital.
- DMV amplified the campaign message as well as other anti-impaired driving messages on social media and through out-of-home advertising in bars and convenience stores.
- A post-survey conducted by WRAP measures the effectiveness of the campaign. The feedback from the survey helps us to reach the target audience with more proficiency.
- Virginia had 203 law enforcement agencies that conducted high visibility enforcement portion of the campaign.

During the DSOGPO national campaign conducted August 13, 2025, through September 1, 2025, Virginia had 203 agencies indicating their participation. The chart below provides an overview of the activities entered through TREDIS during the campaign for these participating agencies:

Adult DUI/DUID Arrests	612
Safety Belt Citations	1,291
Child Restraint Citations	303
Underage Drinking Citations	32
Zero Tolerance Citations	7
Stolen Vehicles Recovered	424
Felony Arrests	1,480
Weapons Seized	302
Suspended/Revoked Licenses	1,041
Reckless Driving Citations	4,204
Uninsured Motorists	800
Speeding Citations	10,921
Drug Arrests	348
Open Container Citations	86
No Operator License	1,780
Other Arrests, Citations, Warnings	15,824
Total Arrests, Citations, Warnings	39,455

12. Conduct a minimum of 200 DUI Checkpoints and Low Manpower Checkpoints. (CTW, Chapter 1, Section(s) 2.1, 2.2, 2.3).

STATUS: ACHIEVED

- In FY2025, DMV provided grant funding to 200 law enforcement agencies across Virginia for selective enforcement operations focusing on highway safety areas such as impaired driving, occupant protection, pedestrian/ bicycle and speed. The following data represents the DUI/DUID arrests, and checkpoints and saturations patrols for FY2025.

Area	DUI/DUID Arrests	Checkpoints	Saturation Patrols
Bristol	190	98	1,044
Fairfax	5,203	118	397
Hampton Roads	2,567	23	2,503
Richmond	1,851	35	2008
Roanoke	1,284	49	1,063
Staunton	215	29	145
Virginia State Police (Statewide)	2,531	214	1,053
Total	13,841	566	8,213

13. Continue with one locally based law enforcement DUI Task Force project. (CTW, Chapter 1, Section(s) 2.1, 2.2, 2.3).

STATUS: ACHIEVED

- For FY2025, Fairfax County Police Department was funded for a DUI Task Force. The task force's operation covers eight district stations across the county.
 - In FY2025, the Task Force conducted 1.4K individual patrols and ten checkpoints that resulted in 9.4K contacts made and 51 DUI/DUID arrests and 108 DWI arrests.
 - Task Force conducted a mini campaign, "Safe December," focusing on saturation patrols in Fairfax County through the month of December supported by George Mason University with 514 contacts made.
14. Increase the number of Standardized Field Sobriety Test (SFST) instructors in the Commonwealth by 15% from 234 to 269. (CTW, Chapter 1, Section(s) 2.3). Continue the SFST Program to ensure there are properly trained SFST instructors to implement the SFST curriculum and SFST refresher courses in each academy. Hold SFST Instructor Development Course (IDC) trainings and refresher courses, ensure all materials are up to date and disseminated, and continue to expand the SFST instructor database.
- STATUS: PARTIALLY ACHIEVED**
- Currently, there are 248 SFST instructors in Virginia.
 - The SFST Coordinator position was temporarily assigned to the Impaired Driving Coordinator who worked with VSP to conduct a class, trained 39 SFST officers to be SFST instructors bringing the total 248. This strategy was not achieved as VSP implements a plan to provide consistency in training the curriculum across the State.
 - Resources such as SFST notebooks (610 distributed), SFST instruction cards (2.1K distributed), Preliminary Breath Test Advisory Cards (2.2K distributed) and Miranda Rights cards (530 distributed) are reviewed by DMV/VASHO annually and distributed to law enforcement agencies upon request.
15. Continue the Drug Recognition Expert (DRE) Program to train officers as drug recognition experts (DREs) that are called upon to differentiate between drug influence and medical and/or mental disorders and increase the number of certified DREs from 53 to 73. This training will be an extremely valuable tool in combating the adverse impact of drug- and alcohol-impaired driving in our Virginia communities. (CTW, Chapter 1, Section 7.1).
- STATUS: ACHIEVED**
- FY2025 saw an increase from 69 law enforcement officers certified as DREs, to 73 DREs including the 11 DRE instructors in Virginia.
 - Officers trained as DREs are frequently called on for their expert advice when properly identifying drug and alcohol-impaired driving in Virginia.
 - In partnership with Virginia State Police in FY2024, two DRE schools were held in January and September. There was a total of 18 graduates.
 - Three DRE annual training classes were conducted, a required training course to be recertified as a DRE.
16. Continue the Advanced Roadside Impaired Driving Enforcement (ARIDE) Program to conduct at least eight ARIDE courses to be able to expand the ARIDE Program. (CTW, Chapter 1, Section 7.1).
- STATUS: ACHIEVED**
- There were 10 courses available for FY2025 that trained an additional 257 law enforcement officers. The courses were held in Suffolk, Fairfax, Henrico, Bristol, and VSP Academy.

17. Conduct 2.6K Alcohol Compliance Checks, to be completed by the Virginia Department of Alcoholic Beverage Control (ABC). (CTW, Chapter 1, Section 6.3).

STATUS: ACHIEVED

- The Underage Buyer (UB) compliance checks is an ongoing program conducted by Virginia ABC to ensure alcohol retailers are complying with the state age requirement for alcohol. During FY2025, 3.4K Alcohol Compliance checks were conducted by Virginia ABC. There was an overall 89% compliance rate in checks, which was higher than the previous year.

Future Adjustments to 3HSP to Continue to Achieve Target:

- In 2026, with the results of an in-depth statistical analysis, DMV/VAHSO will re-evaluate its impaired driving prevention strategy. Interventions span outreach events, technological applications, public relations and marketing campaigns, selective enforcement or other measures. Specific examples include:
 - Expand earned, owned and paid media campaigns during holiday periods and other high-risk times associated with increased alcohol consumption.
 - Continue with the statewide high visibility campaign focusing on impaired driving with a media campaign in support of NHTSA's Drive Sober or Get Pulled Over campaign from August through Labor Day and the holiday season from December through New Year's Day.
 - Continue providing resources and tools to our partners to share with their communities the importance of planning ahead and not driving drunk.
 - Expanding the Sober Ride programs to increase alternative transportation options for impaired driving prevention.
 - Continue to support and encourage law enforcement agencies in conducting community education by identifying and engaging key community partners who can assist in delivering impaired-driving prevention messages, enhancing opportunities for meaningful public engagement.

Speed Program (Core Outcome Measure C-6)

Overview of Program, Projects and Activities Funded

Speed continues to be one of the leading contributing factors in motor vehicle crashes and fatalities on Virginia roadways. To address this risk, Virginia funded a combination of targeted enforcement and innovative public education designed to make the dangers of speeding more tangible and personal for drivers.

In addition to overtime selective enforcement efforts, Virginia developed a speed prevention media campaign anchored by a large-scale ladder installation that visually demonstrates the relationship between vehicle speed and the likelihood of fatal injury. The ladder translates complex physics into an easy-to-understand, real-world visual, helping drivers grasp how even small increases in speed can dramatically increase the risk of death in a crash.

Focus group research informed the development of the campaign, ensuring the ladder concept and accompanying messaging resonated with the intended audience and effectively challenged common misperceptions about speed and safety.

Speed Expenditures
402 Funds
\$907,983

Speed-Related Fatalities Performance Measure:

Measure (C-6): Reduce speed-related fatalities from 285 to 272 by 2025.

Outcome: Virginia is not on track to achieve its target as the annual actual result (284 in 2024) is higher than the target of 272.

Preliminary Assessment of State's Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed the most recent data for 2024. Results show that Virginia’s speed-related fatalities were 284 or 12 more speed-related fatalities as compared to the target.

Challenges Virginia Will Address Moving Forward:

- Law enforcement staffing shortages along with competing priorities continued to have an impact on agencies’ ability to work the selective enforcement grant projects and enforce speeding violations.
- Based on our speed focus group conducted in 2023, males aged 20-49 indicate that they are speeding because of the following reasons:
 - They believe that the posted speed limit is a suggestion and driving around 20% above the posted limit is regarded as “safe”.
 - They aren’t aware of their speed.
 - They keep up with the speed of traffic and will only check their speed if they feel they are being monitored.

- They aren't aware of the consequences of speeding outside of getting a ticket.
- They only account being ticketed to "bad luck" and not their skill as a driver.

Speed Related Program Areas	Countermeasures
Communications & Outreach	CTW 3.4.1
Enforcement	Uniform Guidelines #19 Section 5

Strategies and Accomplishments:

Communications & Outreach

1. Educate and change behavior of speeders and the overall driving population with proper messaging regarding the dangers of speed (CTW, Chapter 3, Section 4.1)

STATUS: ACHIEVED

- DMV continued to develop and expand speed reduction strategies with a focus on educating communities on the severity and consequences of speeding. One of the tactics deployed is working with Highway Safety Office Marketing Manager and DMV Communications Office to increase traffic safety messaging both statewide and within selected localities, such as a social media campaign in support of the VDOT Safety Rest Area outreach events.
- DMV partnered with VDOT Safety Circuit Rider Program to foster rural road speed strategies. The Safety Circuit Rider Program meets regularly and conducts roadway safety assessments with localities throughout the Commonwealth. The program also offers a Road Safety Champion curriculum, which is available to our highway safety partners.
- DMV created "Speed Has an Impact" media campaign with the Ladder Project, visualizing speed in terms of kinetic energy. The ladder was displayed during a series of six baseball games in Richmond, and during the Virginia State Fair in Doswell, Virginia. An estimated 2.5K contacts were made onsite during the event in Doswell, supported by traditional media with two local and one national outlet, Yahoo, covering, leading to an estimated audience of 55.7M.
- DMV created two versions of a speed-related informational brochure and two roll-up banners for educational and outreach event use. 400 brochures were distributed during the outreach events.
- DMV updated the speed section of its website to reflect newer information on what happens when you speed.
- "Speed Has an Impact" brochure and roll-up banners were introduced during a Plane Pull event at Washington Dulles International Airport. DMV personnel made an estimated 610 contacts, with over 11K people attending the event.
- DMV expanded the partnership with VDOT through roadside variable message boards, placed 300 yard signs at all Safety Rest Areas (SRA) and truck parking lots, and conducted outreach at strategically selected SRAs.
- In August and September, the "You Speed, You Lose" media campaign generated 43.5 million impressions across a variety of channels including TV, digital and social media.
- DMV partnered with the Norfolk Admirals Professional Hockey Club to include speed messaging and PA reads during 2025-2026 regular season home games. DMV also conducted outreach onsite during selected games.

2. To continue to recruit new and effective partners that will work to decrease speed-related fatalities.

STATUS: ACHIEVED

- DMV continues to seek out new partners to decrease speed-related crashes and fatalities. Using data analytics to identify the top localities of speed-related crashes and fatalities, we reached out to those jurisdictions to identify potential new partners. New partners include Henrico County Fire Department, Prince William County Department of Transportation, Prince William County Office of Housing & Community Development, and Virginia Tourism Corporation.
- In FY2025, the Norfolk State University Foundation was awarded a grant to focus on education and speed deterrence for younger drivers.
- Additionally, there are 167 (nine additional over FY2024) selective enforcement grants to deter speeding behaviors via enforcement and outreach endeavors.

Enforcement

1. Conduct a minimum of 1K local high visibility speed selective enforcement mobilizations/patrols. (CTW, Chapter 3, Section(s) 2.2, 2.3) (Evidence-based enforcement)

STATUS: ACHIEVED

- There were 167 speed or police traffic services selective enforcement grant projects funded for local law enforcement agencies across the Commonwealth that conducted high visibility speed selective enforcement mobilizations/patrols.
- Law enforcement officers conducted 14.4K selective enforcement speed saturation patrols, which resulted in 37.8K speeding citations.
- During all FY2025 grant-funded selective enforcement activities, 54.1K speed-related citations were written by Virginia law enforcement officers.

2. Conduct a minimum of 1.3K focused, speed operations led by Virginia State Police. (CTW, Chapter 3, Section(s) 2.2, 2.3) (Evidence-based enforcement)

STATUS: ACHIEVED

- Virginia State Police (VSP) conducted 1.7K selective enforcement speed saturation patrols, which resulted in 7.9K speeding citations.

Future Adjustments to HSP to Achieve Target:

- In 2026, DMV/VAHSO will continue an in-depth statistical analysis for five major program areas, including speed prevention. For each key data finding, DMV will work with high-crash localities to design strategic interventions to prevent crashes before they occur. Interventions may include outreach events, public relations and marketing campaigns, selective enforcement or other specific measures.
- DMV/VAHSO will continue with a statewide media buy placement for our speed prevention campaign, “You Speed, You Lose”, supported by “Speed Has an Impact” and “Slow Down, Virginia” messaging.
- DMV/VAHSO will develop short-term speed reduction strategies and goals that will decrease fatalities and serious injuries on our roadways. Timely monitoring of data will assist in identifying problem areas, employing countermeasures and achieving our goals in both rural and urban areas.

Motorcycle Safety Program Area

Overview of Programs, Projects and Activities Funded

DMV/VAHSO continues to promote motorcycle safety and increase the number of properly licensed and trained riders.

The Virginia Rider Training Program (VRTP) offers motorcycle rider training courses that convey the knowledge and basic skills needed to pass the motorcycle operator license tests. Classes are designed for both beginning riders and experienced riders and are taught by Motorcycle Safety Foundation certified motorcycle safety instructors. Classes provide the opportunity to learn new techniques and practice skills in a controlled, safe environment. Classes are offered at 34 public and private locations throughout the state.

Virginia has successfully enhanced its quality of instruction while providing increased opportunities for students of varying skill levels to learn how to ride or improve their existing riding skills. The VRTP continues to make strides in student training and awareness and maintaining a low incidence of impaired motorcyclists. Approximately 10K students were trained during the FY2025 grant year.

Additionally, during FY2025, we attended 12 motorcycle events, connecting with thousands of motorcyclists.

Motorcycle Safety Expenditures	
402 Funds	405f Funds
\$1,026,850	\$276,683

Motorcycle Fatalities Performance Measure:

Measure C-7: Reduce motorcyclist fatalities from 115 to 102 by 2025.

Outcome: Virginia is on track to achieve its target as the annual actual result (98 in 2025) is lower than the target of 102.

Preliminary Assessment of State's Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2025. Results show that Virginia's motorcyclist fatalities were 98 or 4 less motorcyclist fatalities as compared to the target.

Challenges Virginia Will Address Moving Forward:

- 2024 strategy data indicated 26% of motorcyclists involved in crashes did not have the proper motorcycle endorsement.
- Motorcycle safety training is optional in Virginia, causing low course attendance.
- Increasing the number of motorcycle training classes as well as the attendance,

Measure C-8: Reduce unhelmeted motorcyclist fatalities from 4 to 0 by 2024.

Outcome: Virginia is not on track to achieve its target as the annual actual result (5 in 2025) is higher than the target of 0.

Preliminary Assessment of State's Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2025. Results show that Virginia’s unhelmeted motorcyclist fatalities were 5 or 5 more unhelmeted motorcyclist fatalities as compared to the target

Challenges Virginia Will Address Moving Forward:

- Motorcycle safety training is optional in Virginia, resulting in low course attendance.
- 2024 strategy data indicated 26% of motorcyclists involved in crashes did not have the proper motorcycle endorsement.
- Virginia will work to address the high-risk behaviors of stunting, excessive speed, and racing
- Virginia will work with law enforcement to curtail the illegal use of off-road motorcycles and unregistered motorcycles.

Motorcycle Program Areas	Countermeasures
Motorcycle Rider Training	Uniform Guidelines #3 Section VI
Motorcycle Safety Outreach	Uniform Guidelines #3 Sections I, IX & X
Universal Helmet Use	CTW 5.1.1

Strategies and Accomplishments

Motorcycle Rider Training

1. Conduct 1.2K Basic Rider Training courses throughout the Commonwealth through partnerships with the licensed Motorcycle Training Sites. (CTW, Chapter 5, Section(s) 3.1, 3.2)

STATUS: ACHIEVED

- During FY2025, 1.3K Basic Rider Training courses were conducted through Virginia-licensed Motorcycle Training sites, training 10.9K students.

2. Conduct 140 Three-Wheeled Vehicle training courses. (CTW, Chapter 5, Section(s) 3.1, 3.2)

STATUS: NOT ACHIEVED

- There were 66 Three-Wheeled Vehicle training courses conducted through Virginia-licensed Motorcycle Training sites, training 681 students. The number of completed courses is down from 84 in FY2024 due to several sites no longer conducting three-wheel training. With attendance at the Three-Wheeled Vehicle training declining, we will work to expand the program each year, so the course is available within one hour of participants’ locations.

3. Conduct the Advanced Rider Training course. (CTW, Chapter 5, Section(s) 3.1, 3.2).

STATUS: ACHIEVED

- During FY2025, 12 advanced motorcycle training classes were conducted, with four classes being in a top crash jurisdiction. These courses trained 152 students.

4. Conduct a minimum of two quality assurance monitoring checks of each licensed motorcycle training site. (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2).

STATUS: ACHIEVED

- During the reporting period, a total of 104 visits were conducted across Virginia's licensed motorcycle training sites and ranges to ensure adherence to training standards and program quality. This included 87 formal quality assurance reports, seven mentorship visits and 10 additional site visits.
- These activities spanned all 22 licensed motorcycle training sites and 24 motorcycle training ranges throughout the Commonwealth. The combination of quality assurance evaluations, mentorship and site oversight provided comprehensive program operations, supporting consistency in training delivery and adherence to established curriculum standards
- Overall, the visits conducted reflect a continued commitment to maintaining high quality motorcycle safety training across Virginia.

5. Conduct four Instructor Professional Development Workshops. (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2)

STATUS: ACHIEVED

- There were four Professional Development Workshops conducted for 116 coaches in FY25. The Workshop Topics for FY2025 included:
 - Quality Assurance Tips, Trends and Best Practices
 - Skills Evaluations 1-5, How to Conduct the Evaluations
 - Basic RiderCourse, skills evaluations, quality assurance, and advanced training in person
 - Circuit Rider Course conducted by our contractor "Be Crash Free" for advanced rider training and in person professional Development Workshops.

6. Update DMV 226 Virginia Rider Policy and Procedures manual to reflect updates in the basic rider training courses, alignment with the MSF Rider Coach Guide and MSF Rider Education Recognition Program (RERP) agreements.

STATUS: ACHIEVED

- During FY2025, the Virginia Rider Training Program Policy and Procedures manual DMV 226 was updated.

7. Add MSF ePackage1 x 11 as a Basic RiderCourse offering in the state to incorporate advances in training variations of the Basic RiderCourse.

STATUS: ACHIEVED

- In FY2025, the MSF ePackage1x11 course was administered statewide to 10K students. This does not include our community college sites due to issues with the VA Community College System (PeopleSoft) software.

8. Develop supporting efforts to incentivize licensed schools to begin advanced training efforts using the MSF Project 360 Skills Development Model.

STATUS: NEARLY ACHIEVED

- The strategy was nearly accomplished in FY2025. Initial training was conducted for Rider Coaches, and several sites have expressed interest in adding this to their class offerings. Additional efforts will be made in 2026 to complete this effort.

9. Train at least 50 new Rider Coaches in calendar year 2023 and 40 new Coaches in calendar year 2024. With a goal of 90 new Rider Coaches by 2025. (CTW, Chapter 5, Section(s) 3.1, 3.2, 4.1, 4.2)

STATUS: ACHIEVED

- During FY2024, the program achieved its objective of recruiting 90 new RiderCoaches. In FY2025, the annual target of 45 RiderCoaches was exceeded, due in part to the Motorcycle Safety Academy's contribution of training an additional 15 Virginia RiderCoaches.
10. Conduct a minimum of one Quality Assurance (QA) Specialist class. (CTW, Chapter 5, Section(s) 3.1, 3.2)
STATUS: NO ACTION NEEDED
- No class was needed for FY2025
11. Increase the number of certified Quality Assurance (QA) Specialists on the QA team from 4 to 8. (CTW, Chapter 5, Section(s) 3.1, 3.2).
STATUS: ACHIEVED
- For FY2025, two additional Quality Assurance Specialists were trained and added to the core Quality Assurance Team for a total of 10 Quality Assurance Specialists.
12. Increase the number of licensed motorcycle training sites in the top 10 jurisdictions with motorcycle crashes involving another vehicle. (CTW, Chapter 5, Section 3.1).
STATUS: ACHIEVED
- In FY2025, two additional training sites were added in Richmond, a top jurisdiction, for a total of 32 training ranges in Virginia.
13. Add 15 advanced rider training opportunities/classes in the top 10 jurisdictions with motorcycle crashes involving another vehicle. Integrate the NoVA Cone Camp Program and Virginia State Police Ride 2 Save Lives Program into Advanced rider training (CTW, Chapter 5, Section 3.1)
STATUS: PARTIALLY ACHIEVED
- During FY2025, 12 advanced motorcycle courses were offered in four jurisdictions, two of which were in the top three jurisdictions.
 - During FY2025, two advanced trike courses are offered in Richmond. Seven trike operators were trained. Demand has increased for FY2026 with plans to offer four advanced trike courses during the year.

Motorcycle Safety Outreach

14. Conduct a motorcycle safety media campaign focused on data trends and areas of the Commonwealth where data reflects the greatest need based on the fatality data. (CTW, Chapter 5, Section(s) 4.1, 4.2)
STATUS: ACHIEVED
- For the FY2025 Motorcycle Safety media campaign, new creatives were developed to encourage motorcycle riders to attain formal training through the Virginia Rider Training Program. The geographical locations for the campaign included Virginia Beach, Fairfax County, Spotsylvania County, Prince William County, Chesapeake City and Norfolk City. The campaign had more than 90.6M impressions. Streaming video, radio, TV, digital and outdoor media/gas station television (GSTV) were utilized.

15. Conduct a “motorist awareness of motorcycles” media campaign focused on data trends and the areas of the Commonwealth where data reflects the greatest needs based on the fatality data. (CTW, Chapter 5, Section(s) 4.1, 4.2)

STATUS: ACHIEVED

- The “Drivers: Take a Second Look for Motorcyclists Campaign” encouraged other vehicle drivers to share the road with motorcycles, give motorcycles a second look and be aware of how a motorcycle’s speed may be difficult to judge. The geographical locations of focus for the campaign included Portsmouth, Fairfax, Richmond, Bristol, Staunton and Roanoke Regions. Streaming video, radio, TV, digital and GSTV were utilized.
- The campaign delivered more than 19.2M social media impressions online.

16. Increase the media messaging for motorcycle safety and motorist awareness of motorcycles in the top 10 jurisdictions with motorcycle crashes involving another vehicle. (CTW, Chapter 5, Section(s) 4.1, 4.2)

STATUS: ACHIEVED

- Conducted social media campaigns covering motorcycle safety and motorist awareness of motorcycles (Jan – Sep 2025) campaigns. The campaigns reached the regions of Portsmouth, Fairfax, Roanoke, Portsmouth and Richmond with a total of over 73K impressions.
- Conducted motorcycle safety media and motorist awareness of motorcycles media campaigns. The campaigns reached the regions of Portsmouth, Fairfax, Roanoke, Portsmouth and Richmond with a total of 109.8M impressions.

17. Increase direct communications (at least six times per year) with the 89 registered motorcycle dealers, the 21 licensed training sites and 200 Rider Coach trainers. Key messaging includes licensing, training and proper safety gear.

STATUS: ACHIEVED

- Throughout FY2025, 19 partner emails were sent out to our motorcycle partners to include the licensed training sites, Rider Coaches and Quality Assurance Specialist. The partner emails provided motorcycle safety campaign information, resources, data and other highway safety information.

18. Distribute 12K Rider Alert cards to all 21 licensed training sites (CTW, Chapter 5, Section(s) 3.1, 3.2)

STATUS: NOT ACHIEVED

- In FY2025, the Richmond Ambulance Authority did not sign for or receive the grant funding designated for the program.

19. Participate with the State Motorcycle Safety Association (SMSA) and collaborate with other states to develop strategies to reduce crash and fatality numbers. (CTW, Chapter 5, Section 3.1)

STATUS: ACHIEVED

- In FY2025, the Motorcycle Safety Program Coordinator attended the SMSA conference, September 10-13, 2025, in Harrisburg, Pennsylvania.

Universal Helmet Use

Through our DMV social media platforms in FY2025, we delivered multiple motorcycle safety messages, training promotions, and seasonal riding reminders, reaching tens of thousands of viewers across Facebook, Instagram, X and YouTube.

“Getting on your bike and hitting the road?” – January 31, 2025

- Facebook: 13.5K Views; 8.5K Reach; 43 Interactions
- Instagram: 434 Views; 316 Reach; 7 Interactions

“Enhance your riding skills this summer” – April 28, 2025

- Facebook: 15.4K Views; 9.4K Reach; 37 Interactions
- Instagram: 958 Views; 522 Reach; 7 Interactions
- X: 971 Views; 7 Interactions

“Be informed! Driving a car and riding a motorcycle require different skills” – May 28, 2025

- Facebook: 4.2K Views; 3K Reach; 25 Interactions
- Instagram: 881 Views; 495 Reach; 7 Interactions
- X: 568 Views; 7 Interactions

“Join us in celebrating National Motorcycle Day” – July 11, 2025

- Facebook: 2.4K Views; 1.5K Reach; 11 Interactions
- Instagram: 1.1K Views; 199 Reach; 6 Interactions
- Twitter (X): 217 Views; 0 Interactions

“Ready to ride? Free motorcycle + trike training in Richmond” – September 12, 2025

- Facebook: 1.9K Reach; 7 Interactions
- Instagram: 945 Views; 188 Reach; 0 Interactions
- X: 279 Views; 0 Interactions

“DMV Motorcycle Safety Program Manager interview with WFXR” – September 28, 2025

- Facebook: 31K Views; 94 Interactions
- Instagram: 927 Views; 420 Reach; 5 Interactions
- YouTube: 86 Views; 1 Interaction

Future Adjustments to 3HSP to Achieve or Continue to Achieve Targets:

- During 2025, DMV identified the top three jurisdictions for motorcycle crashes and developed a media campaign to promote training and reduce unlicensed motorcycle crashes. As we continue to work on this strategy, we will develop additional tactics to deploy to the identified top three jurisdictions.
- Expand our outreach efforts for community collaboration to educate the motorcycle community on helmet use, training and license requirements.
- Increase selective enforcement efforts focusing on speed and alcohol-impairment within the top three crash jurisdictions.
- Strengthen motorcycle safety messages through campaigns and social media platforms.
- Continue educating on the importance of riding with the proper gear to include helmet use.
- Partner with law enforcement and schools for additional training opportunities and education for our riders.
- Expand the promotion and advertising of the Motorcycle Basic RiderCourse training.
- Continue and expand our motorcycle safety statewide media buy.

- Implement opportunities to increase the number of licensed training sites and to increase the number of Rider Coaches.
- Create a social media message for 2026 to reinforce Virginia's universal helmet law.

Drivers Aged 20 or Younger Involved in Fatal Crashes (Core Outcome Measure C-9)

Funding to support these programs is included through the overall mission to promote transportation safety and reduce traffic fatalities and injuries. Strategies and funding will be incorporated in alcohol programs, selective enforcement, driver education programs, and public information and will focus on Saturdays and Sundays, mid-afternoon to midnight; speed and training young drivers on maintaining control of their vehicle. Media and other public information efforts typically target drivers 18-35 years old, including drivers 18-20 years old, in development and evaluation of messaging.

Drivers Age 20 or Younger in Fatal Crashes Expenditures		
402 Funds	405d Flex Funds	154 Funds
\$1,040,603	\$632,442	\$589,753

Drivers Aged 20 or Younger Involved in Fatal Crashes Performance Measure:

Measure: Reduce drivers ages 20 or younger involved in fatal crashes from 111 to 96 by 2025.

Outcome: Virginia is on track to achieve its target as the annual actual result (86 in 2025) is lower than the target of 96.

Preliminary Assessment of State's Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2025. Results show that Virginia's drivers aged 20 or younger involved in fatal crashes were 86 or 10 less drivers aged 20 or younger involved in fatal crashes as compared to the target.

Challenges Virginia Will Address Moving Forward:

- Persistent risky driving behaviors including speeding, impaired driving and distracted driving.
- The need for more effective, targeted safety messaging for young drivers, parents and caregivers, schools and colleges and community partners.
- Reduced law enforcement visibility resulting from ongoing staffing shortages
- Gaps in drivers' understanding of traffic laws, roadway signs and safe driving behaviors.

Young Driver Identified Problem Areas	Countermeasures
Unrestrained Fatalities	CTW 2.3.2
Speed Related Fatalities	CTW 3.4.1
Fatal Crashes occur between 9pm-3am	CTW 6.1.3
Impaired Driving Fatalities (Teach up)	CTW 1.5.2

Strategies and Accomplishments

Unrestrained Fatalities

1. Conduct at least 10 educational campaigns/events/trainings to focus on topics such as seat belt use, impaired driving, zero tolerance laws, distracted driving, speeding

and other highway safety issues for the driver 20 and younger. (CTW Chapter 1 Section 6.5, Chapter 2 Sections 6.1& 7.1, Chapter 4 Section 2.2, Chapter 6 Sections 3.1)

STATUS: ACHIEVED

- Virginia Association of Driver's Education and Traffic Safety's (VADETS) peer-to-peer youth social norming of alcohol-free lifestyle campaign generated 2.4M impressions with 144.8K likes/reactions.
 - Overall, Youth of Virginia Speak Out About Traffic Safety (YOVASO) engaged with 143 schools and youth groups and reached 115.8K students. Specifically, YOVASO conducted 108 interactive events with a distracted driving simulator, reaching 14.6K students. In addition, 196 students trained to become peer-to-peer youth traffic safety advocates. Lastly, 171 teens attended B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) Teen Pro-Active Driving School and completed five sets of defensive driving exercises and classroom instruction.
 - VCU Health's Project IMPACT (Impacting Minors Perception and Attitudes Concerning Trauma) conducted impaired, distracted, and reckless driving prevention demonstrations.
 - Drive Safe Hampton Roads (DSHR) conducted their annual "Get It Together" young driver seat belt challenge which involved 16 high schools with a reach of over 25K students.
 - The Christopher King Foundation shared its messaging on the importance of seat belts and teen safe driving with approximately 6.4K students across 13 schools, and with over 5K students through 17 paid media appearances. The Foundation was also highlighted in 13 television interviews, two radio interviews, and featured on 2 podcasts.
 - The Conner Gweedo Memorial Foundation engaged with 5K students, and 13 high schools. The Foundation also attended one new technology meeting and six conferences – speaking at three of those conferences. They also conducted three live television interviews, 18 other television interviews, and were featured in one print article.
2. Conduct education programs focusing on youth between the ages of eight and 14 to develop a culture focused on the proper use of restraints, driver responsibilities and shared road use. (Chapter 1 Sections 5.2 and 6.5, Chapter 4 Section 2.2).

STATUS: ACHIEVED

- YOVASO reached 9.9K middle school students across 15 middle schools through several projects, including "Drive for Change/Halloween Project," "Jingle Your Way to a Safe Holiday," "Mystery Box Safety Challenge," and "Arrive Alive." YOVASO also hosted 16 students on two field trips to Salem VDOT Traffic Command Center.
- Christopher King Foundation conducted programs in four elementary schools and three middle schools, highlighting awareness of safe driving and seat belt use.
- Project IMPACT conducted "IMPACT Classroom" at one elementary and one middle school in Henrico County.

Speed-Related Fatalities

3. Expand communications, education and outreach efforts by collaborating with community-based organizations in underserved communities where the data shows low seat belt use, speed, road and land conditions or alcohol use is a contributing factor in young driver fatalities and serious injuries. (CTW Chapter 2 Sections 3.2 and 6.1).

STATUS: ACHIEVED

- In FY2025, DRIVE SMART Virginia’s Community and Workplace grant reached 7.8K underserved young drivers at school and community events. Outreach activities were conducted in the City of Richmond reaching 430 and in Fairfax County reaching 1.1K. Both areas were among the top jurisdictions for young driver-involved fatalities.

Fatal Crashes Occurring between 9pm-3am

4. Distribute at a minimum 175K of the updated 45-hour Parent Teen Guides to drivers under the age of 19 and their parents and ensure the guide is available electronically. (CTW Chapter 6- 3.1)

STATUS: ACHIEVED

- 110K guides were printed and distributed by the Virginia Department of Education (DOE).
- 7.8K guides were distributed to Prince William County Public Schools by DOE.
- 43.5K were printed and distributed by DMV within customer service centers.

5. Promote parent awareness and education of provisional licensing laws and provide guidance through active participation in school outreach efforts (CTW Chapter 6- 3.1).

STATUS: ACHIEVED

- Virginia Association of Driver Education and Traffic Safety’s (VADETS) ran 1.4K radio ads on underage drinking, social hosting and impaired driving for its parent media campaign with a total of 3.7M impressions. VADETS also garnered 4.5M impressions during its Facebook parent media campaign.
- The Conner Gweedo Memorial Foundation engaged with 5K students across 13 high schools.
- In addition to outreach in schools reaching over 5K students, the Christopher King Foundation conducted 21 interviews to discuss safe driving and seat belt use.

Impaired Driving Fatalities (Teach Up)

6. Continuation of alcohol-impaired and drug-impaired driving educational messaging and activities through various partners’ educational efforts via social media and activities. (CTW Chapter 1 Section 6.5, Chapter 2 Sections 6.1& 7.1, Chapter 4 Section 2.2, Chapter 6 Sections 3.1)

STATUS: ACHIEVED

- VADETS’ “Choose Your Vibe, Arrive Alive” peer-to-peer youth social norming of alcohol-free lifestyle campaign garnered 2.4M impressions with 144.8K likes/reactions across all platforms.
- VCU Health’s Project IMPACT reached 5.7K students through its classroom and mock crash events.
- Chesterfield Substance Abuse Free Environment (Chesterfield S.A.F.E.) held over 40 outreach events, reaching 3K people, and distributed 20.3K resources for its “Drug-Impaired Driving” education campaign. Chesterfield S.A.F.E. also ran its “Unboxing the Hard Facts” PSA campaign on Ultra Radio stations 94.1 F.M, 1480 AM, and 1540 AM, reaching 66K. Additionally, Chesterfield S.A.F.E. boosted 28 social media posts on its SAFE Latino Facebook page which resulted in 190.9K unique people reached and 16.3K engagements.

7. Conduct at least two social media projects that will be used throughout the year. Social media will use student-to-student outreach efforts.

STATUS: ACHIEVED

- VADETS' "Choose Your Vibe, Arrive Alive" peer-to-peer youth social norming of alcohol-free lifestyle campaign garnered 2.4M impressions with 144.8K likes/reactions across all platforms.
- YOVASO's fall peer-to-peer social media campaigns ("Drive for a Change," "Buckle Up, Slow Down," and "Halloween Safety") reached 358.4K people. Its summer "Arrive Alive" campaign reached 99.7K.
- The Christopher King Foundation engaged with audiences on Instagram and Facebook, reaching 83.9K impressions across both platforms.
- The Conner Gweedo Memorial Foundation engaged with audiences on Instagram and Facebook, reaching 81.9K impressions across both platforms

Future Adjustments to HSP to Continue to Achieve Target:

- DMV/VAHSO will continue to raise awareness, provide education and conduct outreach through both existing programs and new initiatives that address key risk factors such as seat belt use, impaired driving, speeding and nighttime driving. This includes expanding outreach through high school sports championships to reach students, athletes and families where they already gather, as well as developing a new interactive app to reinforce safe driving behaviors for young drivers. VAHSO will also explore and encourage innovative and effective solutions, including peer-to-peer influence programs, interactive driving simulators, and social media campaigns.
- VAHSO will support programs that increase visibility during high-risk periods, with a focus on speeding, impaired driving and seat belt non-compliance, particularly during nights, weekends and peak travel times.
- A multifaceted, comprehensive approach will be essential to improving safety outcomes and further reducing fatalities and serious injuries among young drivers.

Pedestrian Safety Program (Core Outcome Measure C-10)

Overview of Programs, Projects and Activities Funded

DMV/VAHSO works closely with state and local partners to implement proven pedestrian safety strategies and countermeasures across the Commonwealth. These efforts assist localities in advancing enforcement strategies and targeted education focused on improving safety for people who walk, jog and roll.

Pedestrians are among the most vulnerable roadway users, and everyone is a pedestrian at some point in every trip. Grounded in this understanding, DMV/VAHSO collaborates with stakeholders to deliver consistent, community-centered safety messaging that reinforces shared responsibility on Virginia’s roadways and promotes safer behavior among all road users.

Pedestrian Safety Expenditures	
402 Funds	405h Funds
\$57,758	\$279,873

Pedestrian Fatalities Performance Measure:

Measure C-10: Reduce pedestrian fatalities from 172 to 160 by 2025.

Outcome: Virginia is on track to achieve its target as the annual actual result (119 in 2025) is lower than the target of 160.

Preliminary Assessment of State’s Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2025. Results show that Virginia’s pedestrian fatalities were 119 or 41 less pedestrian fatalities as compared to the target.

Challenges Virginia Will Address Moving Forward:

- Lack of legislation enabling law enforcement to enforce pedestrian violations.
- Creating messaging to reach specific target audiences, pedestrians not crossing within designated crosswalks and to address the ‘invisible’ pedestrian.

Pedestrian Program Areas	Countermeasures
Communication & Outreach	NHTSA Uniform Guidelines 14 Part VI & VII
Selective Enforcement – Bike/Ped	NHTSA Uniform Guidelines 14 Part IV

Strategies and Accomplishments

Communication & Outreach

1. Partner with subgrantees to conduct safety campaigns throughout 2025. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

STATUS: ACHIEVED

- Outreach efforts include partnering with law enforcement agencies in Northern Virginia for the pedestrian and bicycle safety campaign in the fall and spring.
 - Northern Virginia continues messaging through the Metropolitan Washington Council of Governments (MWCOC), “Street Smart” initiative. This initiative is committed to pedestrian and bicycle safety in the Northern Virginia Region. Local cities, counties, state, police departments, nonprofit organizations and transit authorities work together to make the region a safer place for people walking and biking.
 - As part of its fall and spring “Street Smart” campaigns, MWCOC coordinated enforcement activations with police departments in Alexandria City, Fairfax, and Prince William County to enforce pedestrian and bicycle safety laws and raise awareness about pedestrian and bicycle safety enforcement.
 - The Street Smart Spring campaign featured nearly 30 outreach and enforcement events including six street teams with walking billboards, “Testimonial Wall” exhibits, and several virtual reality (VR) exhibits which immersed participants in a 360-degree virtual reality video of high-risk traffic scenarios and reinforced the need for drivers to be alert for people walking and biking.

2. Support creation and distribution of web-based and printed materials to continue the education and understanding of sharing the roadway for all users, including pedestrians and bicyclists. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

STATUS: ACHIEVED

- In FY2025, DRIVE SMART Virginia distributed over 1.2K “See and Be Seen” posters and brochures to traffic safety partners throughout the Commonwealth.
- In October 2024, DMV/VAHSO promoted Pedestrian Safety Awareness Month via its email distribution and social media channels – sharing safety tips, offering additional resources, and encouraging the public to spread awareness of pedestrian safety.
- DMV/VAHSO ran its award-winning “You Are Not a Duck” pedestrian safety campaign from July 18 to August 24, 2025, using a multi-channel approach that included radio and digital ads, posters, bulletins, and bus signage. The campaign resulted in nearly 84M delivered impressions and targeted adults aged 20 and over with emphasis on males aged 65-79 and residents in Arlington County, Fairfax County, Norfolk City, Prince William County, Richmond City, Henrico County, Virginia Beach, Bristol City, Portsmouth City, and Staunton City.
- DMV/VAHSO ran several social media posts highlighting pedestrian safety in FY2025, garnering a total of 23.6K views and 130 engagements, and reaching 13.1K people across Facebook and Instagram.
- In FY2025, DMV/VAHSO funded Northern Virginia Families for Safe Streets (NoVA FSS) in its efforts to update and promote its “Near Miss and Dangerous Locations” mobile and web-based application. NoVA FSS reports distribution of over 4.3K of its printed “Near Miss and Dangerous Locations” promotional materials resulting in over 3K entries on its mobile and web-based platforms. Entries are submitted by

community members who walk, bike or drive on Northern Virginia streets, roads and sidewalks to identify locations where pedestrians and cyclists are nearly hit by a driver of a vehicle, or to report streets or roadways that are not safe for walking or cycling due to poor or missing safety infrastructure. The “Near Miss and Dangerous Locations” dashboard allows users to explore potential correlations between Near Miss, Dangerous Location, and TRENDS crash data. The “Near Miss and Dangerous Locations” application was developed by NoVA FSS to inform transportation and officials of high-risk locations in Northern Virginia that require agency attention.

3. Pedestrian Taskforce: Continue to assess and develop countermeasures to implement strategies and encourage coalitions to address fatalities and serious injuries of pedestrian crashes occurring throughout the Commonwealth of Virginia. Stakeholders/Pedestrian Safety Task Force members will continue to meet, as needed, to discuss data on known causation factors to create/promote messaging and educational responses for all individuals to raise awareness and reduce injuries and fatalities.

STATUS: ACHIEVED

- During FY2025, DMV/VAHSO held quarterly Pedestrian Safety Stakeholder meetings to share data and trends in pedestrian fatalities, injuries, and crashes across Virginia, and to share safety initiatives via guest presentations with partners and jurisdictions invested in pedestrian safety. Guest presentations included an update on VDOT’s NOVA District pedestrian safety efforts, City of Richmond’s strategies to enhance community engagement in pedestrian safety, Harrisonburg Police Department’s social media campaign to raise awareness of pedestrian safety issues, and Old Dominion University’s preliminary report of its FY2025 pedestrian behavioral observations in Arlington County, Fairfax County, Richmond City, Prince William County, and Virginia Beach City.

4. To continue to recruit new and effective partners that will work to decrease pedestrian fatalities.

STATUS: IN PROGRESS

- DMV/VAHSO continues to identify new partners working toward reducing pedestrian fatalities throughout Virginia using its network of stakeholders and its community outreach efforts. In FY2025, DMV/VAHSO added the following organizations to its partner email distribution lists and stakeholder meetings: AARP, Arlington County Government, Crossroads Art Center, Fairfax City Government, Fairfax County Government, Insurance Institute for Highway Safety (IIHS), Loudoun County Sheriff’s Office, Manassas County Government, Old Dominion University Research Foundation, Plan RVA, Prince William County Government, Prince William County Police Department and Reston Hospital Center.
- Throughout the FY2026 grant application period, DMV/VAHSO met with and coached two Portsmouth Region nonprofits and one agency in the Richmond Region. None were awarded an FY2026 grant; however, DMV/VAHSO continues to share its partner emails with these organizations and provide grant application assistance for future fiscal terms.

Selective Enforcement – Bike/Ped

1. Conduct a minimum of two selective enforcement activities (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4). (Evidence-based enforcement)

STATUS: ACHIEVED

- MWCOG coordinated enforcement activations with police departments in Alexandria City, Fairfax, and Prince William County as part of its “Street Smart” campaigns to

enforce pedestrian and bicycle safety laws and to raise awareness about pedestrian and bicycle safety enforcement.

Future Adjustments to HSP to Continue to Reach Target

- DMV/VAHSO will continue to use data-driven analysis to better understand pedestrian safety issues and to guide ongoing refinement of pedestrian strategies.
- DMV/VAHSO will continue advancing pedestrian safety by identifying emerging trends, high-risk corridors, and vulnerable populations.
- DMV/VAHSO will broaden its community outreach efforts – developing public-facing social media and outreach campaigns targeted at vulnerable populations. It will also increase its social media engagement to raise awareness of pedestrian safety among the general public.
- DMV/VAHSO will continue to seek new organizations working with vulnerable populations in key jurisdictions to effectively address pedestrian fatalities.
- DMV/VAHSO will continue to work with key state agencies and public service organizations to improve infrastructure and enhancements that directly impact pedestrian safety.

Bicycle Safety Program Area (Core Outcome Measure C-11)

Overview of Programs, Projects and Activities Funded

Bicyclists are among the most vulnerable roadway users on Virginia’s transportation system. DMV/VAHSO partners with state and local agencies to deploy proven countermeasures, strengthen enforcement efforts and deliver targeted education that improves safety for people who ride bicycles.

VAHSO uses crash data to guide where resources are applied, focusing efforts on locations, behaviors and conditions that contribute most to bicycle-related crashes. This coordinated approach supports measurable actions that reduce crashes, serious injuries and fatalities involving bicyclists across the Commonwealth.

Bicycle Safety Expenditures	
402 Funds	405h Funds
\$57,758	\$279,872

Bicycle Fatalities Performance Measure:

Measure C-11: Reduce bicyclist fatalities to 8% from 11 to 7 by 2025.

Outcome: Virginia is not on track to achieve its target as the annual actual result (12 in 2025) is higher than the target of 7.

Preliminary Assessment of State's Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2024. Results show that Virginia’s bicyclist fatalities were 12 or 5 more bicyclist fatalities as compared to the target.

Challenges Virginia Will Address Moving Forward:

- Low helmet use among micromobility riders.
- Rapid growth and unregulated use of micromobility devices (such as electric scooters).
- Limited public understanding of laws and safe operating practices.
- Infrastructure gaps and inconsistency across jurisdictions.
- Lack of standardized safety equipment on micromobility devices.
- Effective safety messaging to micromobility riders, vehicle operators and communities.

Bicycle Program Areas	Countermeasures
Communication & Outreach	NHTSA Uniform Guidelines 14 Part VI & VII
Selective Enforcement – Bike/Ped	NHTSA Uniform Guidelines 14 Part IV

Strategies and Accomplishments

Bicycles are gaining popularity as a preferred method of transportation. Bicyclists are considered vulnerable roadway users; therefore, strategies and accomplishments are often duplicated and coincide with grant projects for pedestrian safety as indicated in the grant recipient table. DMV/VAHSO will continue to collaborate with stakeholders to provide and introduce strategies and countermeasures to improve safety. Countermeasures will address all age groups to provide guidance using educational messages, enforcement, and written brochures containing helpful hints to ride safely and avoid falling victim to injuries or fatalities.

Communication & Outreach

1. Partner with subgrantees to conduct safety campaigns throughout 2025. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

STATUS: ACHIEVED

- Outreach efforts include partnering with law enforcement agencies in Northern Virginia for the pedestrian and bicycle safety campaign in the fall and spring.
 - Northern Virginia provided messaging through the Metropolitan Washington Council of Governments' (MWCOC) "Street Smart" initiative. This initiative is committed to pedestrian and bicycle safety in the Northern Virginia region. Local cities, counties, state, police departments, nonprofit organizations, and transit authorities work together to make the region a safer place for people walking and biking.
 - The Street Smart Spring campaign featured nearly 30 outreach and enforcement events including six street teams with walking billboards, "Testimonial Wall" exhibits, and several virtual reality (VR) exhibits which immersed participants in a 360-degree virtual reality video of high-risk traffic scenarios and reinforced the need for drivers to be alert for people walking and biking. The spring campaign also included four weeks of paid and donated bus ads and several enforcement activations with regional police. The spring campaign garnered coverage from seven broadcast and nine online outlets.
 - The Street Smart fall campaign was hosted by Washington Metropolitan Area Transit Authority (WMATA) and highlighted safety around bus stops and Metrorail stations.
 - MWCOC partnered with law enforcement in Alexandria, Fairfax and Prince William.

2. Support creation and distribution of web-based messaging and printed materials to continue the education and understanding of sharing the roadway for all users, including pedestrians and bicyclists. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4)

STATUS: ACHIEVED

- DMV/VAHSO continues to conduct bicycle awareness efforts using crash analysis to develop and implement data-driven approaches in the bicycle program area. Virginia uses and analyzes the most recent state data for reporting purposes.
- DMV/VAHSO created and shared bicycling messages with our partners to include law enforcement, state nonprofit and higher education throughout the Commonwealth. Notably, bicycle safety messages were produced and shared in April 2025 announcing support for National Bicycle Safety Month in May.
- Moving forward toward zero deaths, DMV/VAHSO continued to collaborate with federal, state and local agencies as well as nonprofit organizations to reduce the number of pedestrian and bicycle fatalities and injuries.

3. Conduct bicycle safety training events and promote bicycle awareness messaging.

STATUS: ACHIEVED

- MWCOG launched a comprehensive campaign to strengthen law enforcement efforts focused on pedestrian and bicycle safety and to raise public awareness about these issues.
- During its spring “Street Smart” campaign, MCWOG held one virtual reality (VR) event in Arlington. The use of VR lets participants encounter traffic scenarios frequently associated with crashes, injuries, and deaths of people walking and biking. Its purpose is to demonstrate how people can keep themselves and others on the street safe. The campaign also featured one testimonial wall event in Fairfax County, a high-priority jurisdiction, which garnered 11K impressions and over 300 engagements across four locations in Virginia, DC, and Maryland. The testimonial wall presents an opportunity for the community to hear from those affected by a serious or deadly crash talk about the aftermath and impact on their lives. The testimonial wall reinforces the need for drivers to always look out for people walking and biking and gives everyone reasons to be more alert and follow traffic safety laws. Lastly, five street teams were deployed across several high-priority locations in Northern Virginia, including Fairfax, Prince William County, and Alexandria, during MWCOG’s fall and spring “Street Smart” campaign. These street teams act as walking billboards to remind drivers, bicyclists, and pedestrians of the laws they must follow and provide tips they can use to save lives.
- The DMV/VAHSO Pedestrian and Bicycle Program Coordinator served on VDOT’s Virginia Bicycle and Pedestrian Advisory Committee, MWCOG’s Pedestrian and Bicycle Steering Committee and its Street Smart Advisory Group, and the Virginia State Highway Safety Plan (SHSP) Steering Committee.
- DMV/VAHSO led a pedestrian and bicycle safety presentation at Fair Oaks Elementary School in Henrico County to approximately 75 students, teachers, and administrators. The presentation instructed students on helmet use, road rules, predictable riding behavior, safe crossing techniques, visibility awareness. The presentation included age-appropriate NHTSA video demonstrations and interactive knowledge assessments. Educational materials and safety lights were provided to teachers and administrators to distribute to students following the presentation.

4 To continue to recruit new and effective partners that will work to decrease bicycle fatalities.

STATUS: ACHIEVED

- FY2025 data has identified increases in bicycle fatalities in Fairfax County and Richmond City. DMV/VAHSO continues to collaborate with these jurisdictions to identify safety initiatives and new partners in these key areas. Notably, the DMV/VAHSO partnered with Virginia Commonwealth University’s (VCU) Police Department to develop strategies for pedestrian and bicycle safety throughout the university’s campuses and surrounding Richmond City communities. Additionally, DMV’s “You Are Not A Duck” blinking lights and DRIVE SMART Virginia’s “See and Be Seen” safety materials have been distributed at a number of outreach events hosted by new and existing partners in the Richmond and Northern Virginia areas including AAA, Radio One and Prince William County Fire and Rescue System.
- DMV/VAHSO continues to identify new partners working toward reducing pedestrian and bicyclist fatalities throughout Virginia using its network of stakeholders and its community outreach efforts. In FY2025, DMV/VAHSO added the following organizations to its partner email distribution lists and stakeholder meetings: AARP, Arlington County Government, Crossroads Art Center, Fairfax City Government, Fairfax County Government, Insurance Institute for Highway Safety (IIHS), Loudoun County Sheriff’s Office, Manassas County Government, Old Dominion University

Research Foundation, PlanRVA, Prince William County Government, Prince William County Police Department, and Reston Hospital Center.

- Moving forward to FY2026, DMV/VAHSO will seek new partners and new projects focused on decreasing bicycle fatalities and increasing outreach and awareness of bicycle safety issues in key jurisdictions.

Selective Enforcement – Bike/Ped

1. Conduct a minimum of two selective enforcement activities. (CTW, Chapter 8, Section(s) 3.1, 4.1, 4.2, 4.3, 4.4).

STATUS: ACHIEVED

- As part of its fall and spring “Street Smart” campaigns, MWCOG coordinated enforcement activations with police departments in Alexandria, Fairfax and Prince William to enforce pedestrian and bicycle safety laws and to raise awareness about pedestrian and bicycle safety enforcement.

Future Adjustments to HSP to Achieve Target:

- FY2024-2026 Triennial Highway Safety Plan has identified the key areas most impacted by bicycle fatalities based on our data analysis. These key areas will be used as our strategy in achieving the target.

Key Areas Most Impacted by Fatalities as Identified by the Data Analysis
Weekend Days: Friday, Saturday, Sunday
Ages 31 to 65
Urban Bicyclist

- DMV/VAHSO will continue to use data analysis to identify communities with the highest numbers of bicycle-related crashes and fatalities. Public participation and engagement opportunities will be implemented in these areas, and public feedback will be used to design measurable performance projects.
- DMV/VAHSO will continue to support selective enforcement initiatives by identifying top jurisdictions for bicycle fatalities, injuries and crashes; and by soliciting funding opportunities for these jurisdictions. In addition, DMV/VAHSO will monitor and evaluate available law enforcement training on state bicycle safety laws and promote best practice enforcement strategies.
- DMV/VAHSO will expand and improve educational messaging on bicycle safety and will research and provide available bicycle safety tips via public outreach, and its traditional and social media channels.
- DMV/VAHSO will continue to work with key state agencies and public service organizations to improve infrastructure and enhancements that directly impact pedestrian safety.
- Monitor current Public Participation Engagement efforts with Newport News and Williamsburg to measure the effectiveness of the feedback received from the public. The evaluation of these efforts will determine if best practices should be replicated to other areas with high number of bicycle-related crashes and fatalities.

Public Participation and Engagement (PPE) Planning Triennial HSP Information and Annual Report Activity Update (Cities of Newport News and Williamsburg)

Introduction

As previously stated, Virginia has a comprehensive highway safety planning process. As an extension of this process, through robust analysis of various datasets, goal setting, and identification of affected or potentially affected communities, Virginia, in conjunction with its partners, employs consistent PPE efforts that include proactively seeking representation and feedback from different communities. DMV/VAHSO's goal through the PPE process is to have its statewide coordinator use data analysis to identify problems. This will assist in identifying traditional and non-traditional partners/subrecipients for collaboration and public engagement within the affected communities.

The DMV/VAHSO coordinator will participate in meetings alongside partners/subrecipients (e.g., law enforcement) and communities who are most impacted. During these meetings, safety information will be exchanged, and input will be gathered from the community members impacted. The PPE efforts will contribute to the development of the 3HSP in that the feedback, in conjunction with the data analysis, will assist the VAHSO in understanding the risks and problems as they relate to a problem area (i.e., bicycle safety). Additionally, these engagement efforts and the feedback received from them will be considered/used in the discussion and development of countermeasure strategies to fund programs to be implemented within those communities most impacted by fatalities. Information from these projects will then be replicated, shared, and expanded to other partners/subrecipients.

Various data sources will be employed in our analysis for this effort. Trends in the data will be evaluated and used to address our identified issues – whether they are impaired driving, pedestrian/bicycle, or occupant protection – down to the local/street level. Data sources include:

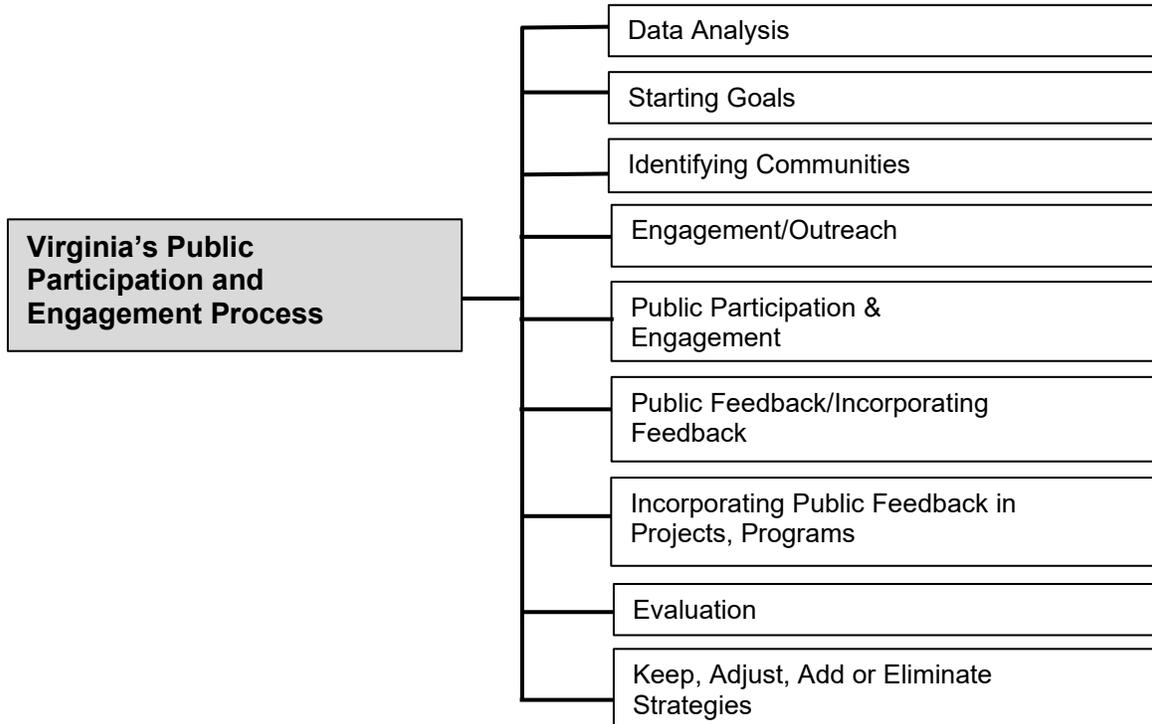
- Health Opportunity Index (HOI)
- Crash
- Vehicle
- Driver
- Roadway
- Survey data
- Population and Demographic data

DMV/VAHSO, along with its safety partners (i.e., law enforcement/nonprofits), will continue to use methods such as surveys, focus groups, social media and meetings with community leaders and citizens to obtain feedback on the issues affecting the community. The feedback obtained during PPE activities within the identified affected communities is used to improve our understanding of risk factors contributing to key issues. This feedback will be used and incorporated into our decision-making to positively impact the projects, programs, and related countermeasure strategies we develop, implement and fund over the next three-year period.

Virginia's highway safety program will use feedback from PPE opportunities to assist us in our implementation efforts. Members from the affected communities receive the results of the data analysis performed, the problem the data has identified in their community and highway safety goals for the effort. We documented the purpose of the engagement, the information that was provided as well as the feedback received from attendees, a list of the attendees and whether the

attendees included members from the affected community. If attendees are not from the affected communities, we try to determine how to identify and engage these individuals in our ongoing future planning.

Each PPE effort will involve an evaluation to determine whether the project has made an impact within the community. From this evaluation, decisions will be made as to whether the project has been effective and if adjustments are needed (i.e., funding, project, or project strategy modifications) implemented where needed. If so, further planning and engagement will be conducted to ensure those adjustments are implemented.



The following pages describe two examples of the NHTSA-required PPE projects for community engagement PPE and evidence-based traffic enforcement PPE.

- City of Newport News Police Department (Community Engagement PPE)
- Williamsburg Police Department (Evidence-based Traffic Enforcement PPE)

City of Newport News Police Department – Bicycle Fatalities PPE Effort

Data Analysis

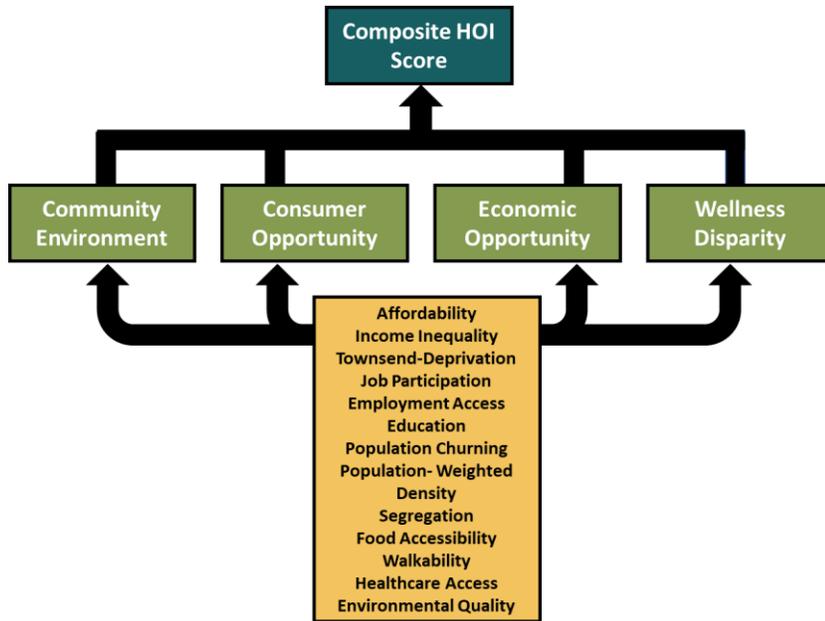
From 2018-2022, Virginia experienced 72 bicycle fatalities statewide. The Hampton Roads Region accounted for 30 of these fatalities (42%) during this time. In the timeframe in 2023 used for this report, Virginia experienced an alarming increase of 80% in bicycle fatalities over the same period in 2022 (from 5 to 9). To address this issue, Virginia proceeded to conduct a detailed data analysis that was used to determine the “Who, What, When, Where” of the problem. Our initial analysis revealed that 5 out of the 9 bicycle fatalities occurred in the Hampton Roads Region of the state, indicating a disproportionately high fatality rate.

Additionally, 4 of the cyclists, ages 36, 40, 76 (2), contributed to the crash with the majority not having the right of way. Two of the five Hampton Roads fatalities occurred in the City of Newport News and both fatalities were black males over 64 years of age riding on primary roads and were struck at an intersection in the beginning of February. Population data from the 2020 Census shows that 41% of the population of Newport News is black while 45% of the population is white. In 2023, it is noted that 100% of the bicycle fatalities were black males. The proportion of Newport News that

the fatal bicyclists represent is the second largest demographic, while the largest demographic experienced no bicycle fatalities.

The following section describes the public participation and engagement details implemented to address bicycle crash fatalities in the initial affected community of the City of Newport News that will continue through FY2024-2026. The analysis also shows that other areas such as the City of Williamsburg and Hampton also have a problem with pedestrian/bicycle fatalities with future PPE efforts being expanded to these areas as well.

Figure 1. VDH’s Health Opportunity Index



Additionally, Virginia Department of Health¹ has developed a Health Opportunity Index (HOI) to help communities understand the many factors impacting health. Figure 1 provides an overview of the HOI and its corresponding factors. These factors are provided at the Census Tract Level. Many of these factors can be used to help better understand crash risk factors, particularly for community level crashes such as pedestrian and bicycle crashes.

In response to NHTSA’s increased emphasis on incorporating community level characteristics, Virginia analyzes various data sets to select the affected communities to focus public engagement efforts. This includes the incorporation and review of HOI select factors with respect to bicycle crashes in the Hampton/Newport News/York jurisdiction. All Tracts in this area are identified as URBAN so values in this summary are provided with respect to all urban tracts in Virginia. Initial factors include affordability, employment access, material deprivation, and walkability.

Table 1 summarizes these characteristics and how they are interpreted.

¹ <https://apps.vdh.virginia.gov/omhhe/hoi/>

Table 1. HOI Factors Considered in Bicycle Crashes

Characteristic	Description	Interpretation
Affordability	Housing cost, transportation cost, income	Closer to zero → greater disposable income
Employment Access	# Jobs, distance to jobs, vehicle ownership or access to transit	Closer to zero → less access
Material Deprivation	# Unemployed, lack of car ownership, lack of home ownership, room occupancy	Closer to one ← more deprivation
Walkability	Built environment, land use diversity, distance to transit, residential and employment density	Closer to zero → less access

Overview of Crashes Involving Bicycles in Hampton/Newport News/York 2021 to June 19, 2023²

Figures 2 through 5 show bicycle crashes by severity for 2018 through June 19, 2023², overlaid on each of the factors, respectively. The characteristics are shown for top, upper, lower and bottom quartiles for all urban Census Tracts in Virginia (1,695 tracts out of 1,875 tracts). More detail is then provided for the five 2023 fatal bicycle crashes.

Figure 2 displays bicycle crashes with respect to *Affordability*. In this figure, the lighter the color, the greater disposable income is available to residents. Across urban tracts in Virginia, the highest index value is 0.828 and the lowest value is 0.021. The median value is 0.569. As indicated, the majority of crashes are in Census Tracts where residents have the greatest disposable income.

Figure 2. Bicycle Crashes with Respect to the Virginia Affordability Index

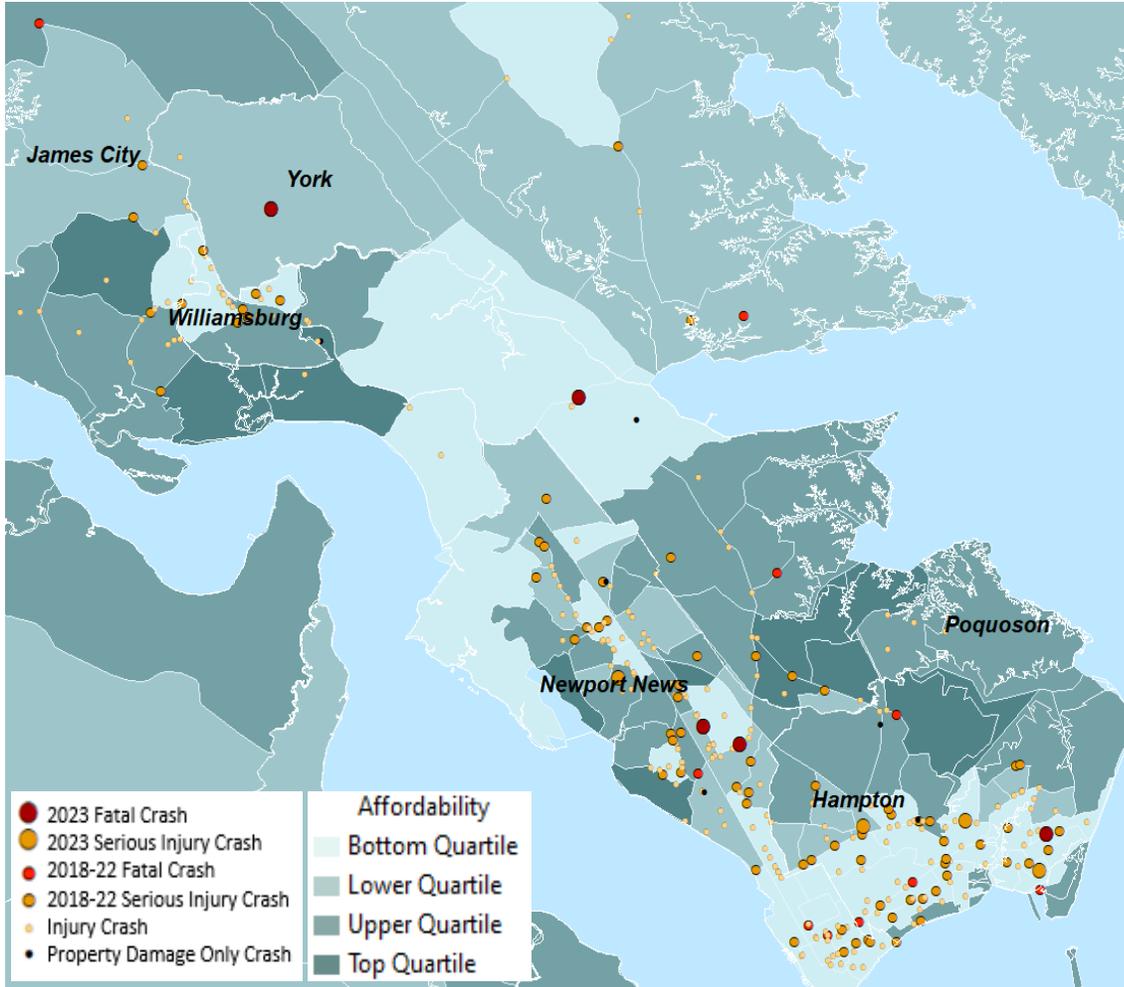


Figure 3 displays bicycle crashes with respect to *Employment Access*. In this figure, the lighter the color, the less access that the population has to employment in that Census Tract. Across urban tracts in Virginia, the highest index value is 0.696 and the lowest value is 0.003. The median value is 0.109. The distribution for this index is very narrow with 90% of tracts having an index between 0.05 and 0.15 which may reflect longer commutes and higher congestion in urban areas. As indicated, much more variability exists related to access to employment across Census Tracts where bicycle crashes occur.

Figure 3. Bicycle Crashes with Respect to the Virginia Employment Accessibility Index

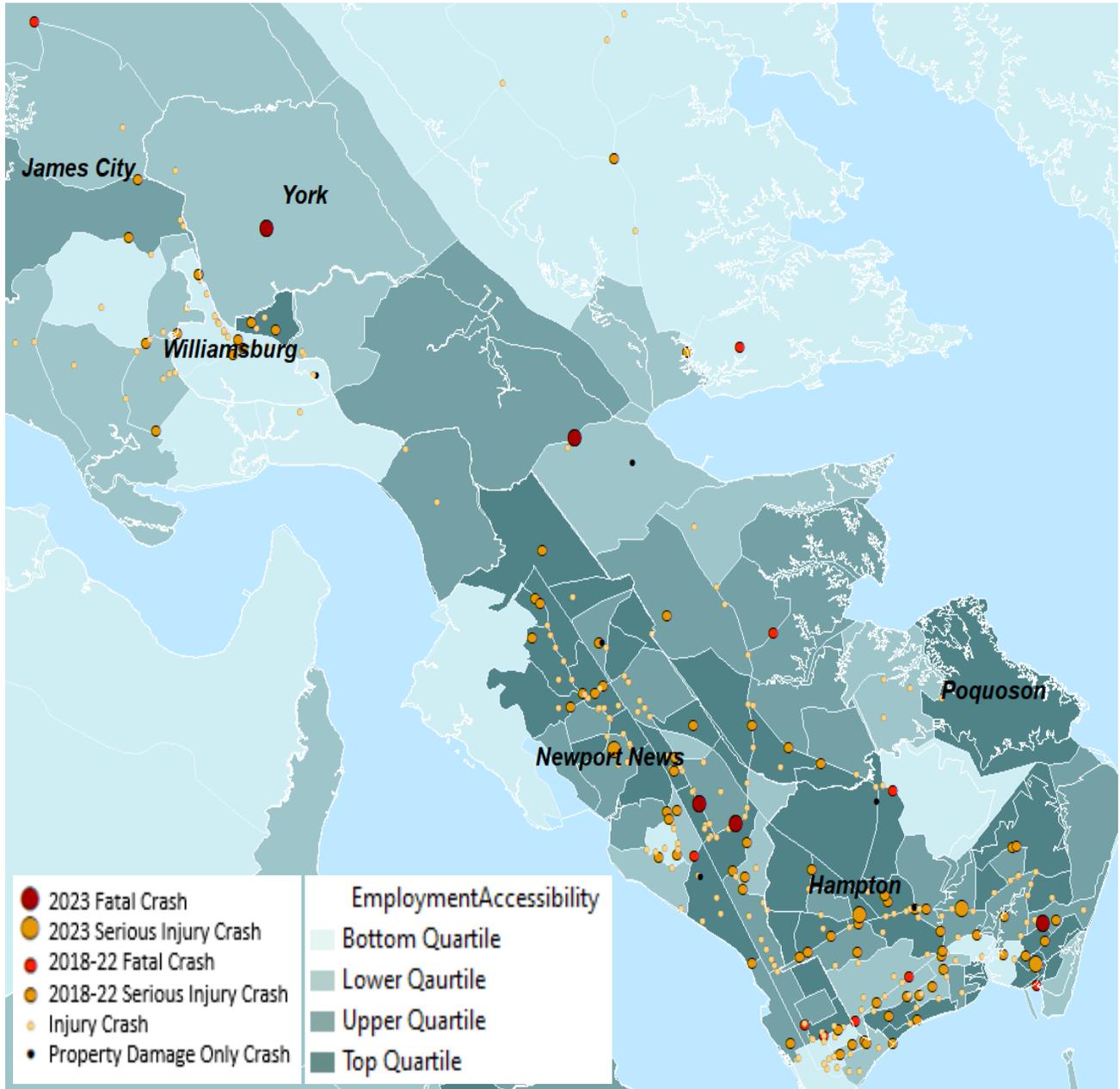


Figure 4 displays bicycle crashes with respect to *Material Deprivation*. In this figure, the darker the color, the more deprivation the population in that Census Tract experiences. Across urban tracts in Virginia, the highest index value is 1.000 and the lowest value is 0.006. The median value is 0.467. As indicated, most crashes occur in Tracts that experience less deprivation.

Figure 4. Bicycle Crashes with Respect to the Virginia Material (Townsend) Deprivation Index

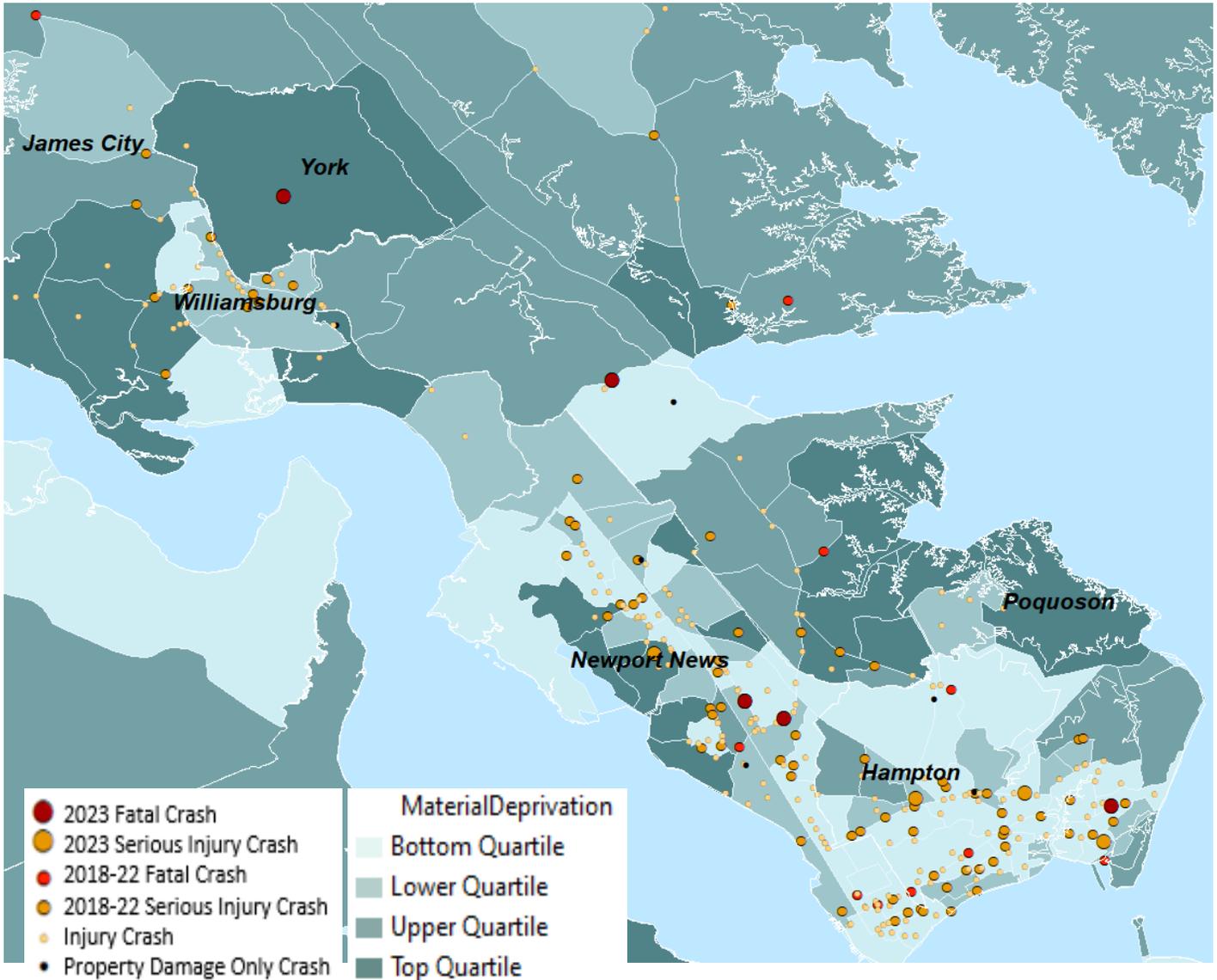
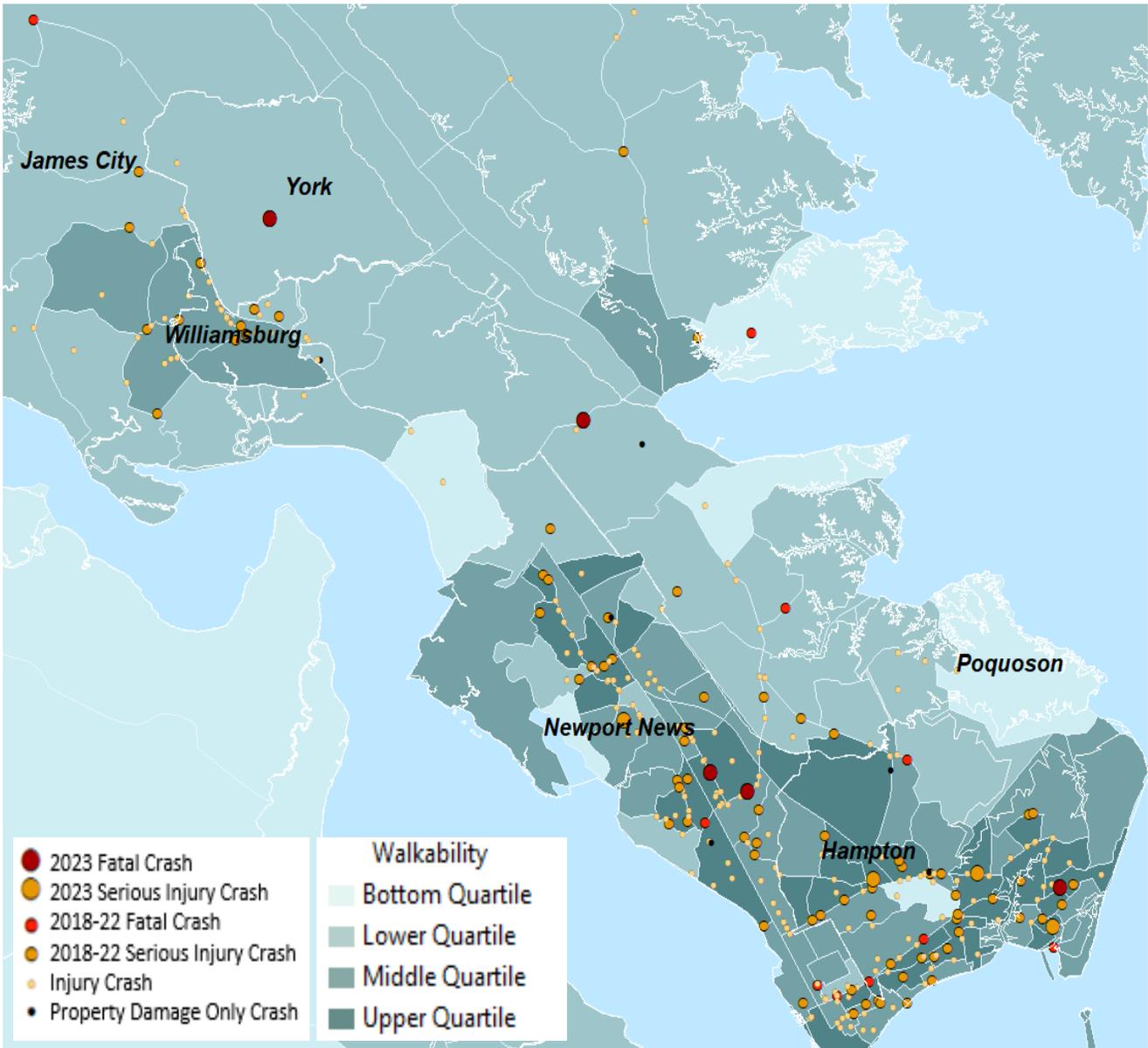


Figure 5 displays bicycle crashes with respect to *Walkability*. In this figure, the lighter the color, the less walkable the Census Tract is. Across urban tracts in Virginia, the highest index value is 1.000 and the lowest value is 0.001. The median value is 0.176. As indicated, more variability exists related to walkability across Census Tracts where bicycle crashes occur although more are in the upper quartiles than the lower quartile.

Figure 5. Bicycle Crashes with Respect to the Virginia Walkability Index



Details of Fatal Crashes Involving Bicycles in Hampton/Newport News/York January 1 to June 19, 2023³

Five fatal crashes involving bicycles occurred between January 1-June 19, 2023 in the Hampton/Newport News/York Region.³ Table 2 provides a summary of these crashes from oldest to most recent with key characteristics of interest. Except for involving drivers over 64, no clear characteristics stand out, which leads to consideration of each crash individually within the context of the community it occurred in. Table 3 provides the HOI factor values for the tracts where the crashes occurred.

Crash ID	Postal City	Date/Time	Road Type	Day	Loc on Road	Inter-section	Alcohol	Speed	Driver >64
230245112	HAMPTON	1/21/2023 14:02	Urban Street	Sat	On road	Yes	Yes	No	Yes
230315201	YORKTOWN	1/30/2023 11:41	Secondary	Mon	Shoulder	No	No	Yes	No
230365049	NEWPORT NEWS	2/3/2023 14:46	Primary	Fri	On road	Yes	No	No	Yes
230385258	NEWPORT NEWS	2/5/2023 2:03	Primary	Sun	On road	Yes	Yes	No	Yes
231115228	WILLIAMSBURG	4/20/2023 15:18	Secondary	Thur.	On road	No	No	No	Yes

Crash ID	Population Density	Affordability Index	Employment Access Index	Material Deprivation Index	Walkability Index
230245112	4,945	0.382	0.114	0.256	0.285
230315201	354	0.415	0.095	0.258	0.128
230365049	1,404	0.467	0.119	0.265	0.262
230385258	3,005	0.481	0.132	0.446	0.236
231115228	140	0.559	0.101	0.565	0.107

Crash ID-230245112: The bicyclist in this crash, which occurred in Newport News, was traveling in the crosswalk at a signalized intersection without the right-of-way. The Census tract where this occurred has a high population density with the following HOI characteristic values:

- **Affordability Index: 0.382** → This is in the top 1% of all urban tracts in Virginia indicating that the community has one of the largest disposable incomes in the Commonwealth.
- **Employment Access Index: 0.114** → This is above 60% of all urban tracts in Virginia indicating that the community has somewhat better access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.256** → This is just under 14% of all urban tracts in Virginia indicating that the community experiences less deprivation than most of the Commonwealth.
- **Walkability Index: 0.285** → This is nearly at the 85th percentile of all urban tracts in Virginia indicating that the community has better infrastructure for walking than most of the Commonwealth.

³ Preliminary data

Crash ID - 230315201: The bicyclist in this crash, which occurred in Yorktown, was struck from behind on the shoulder of a secondary two-lane road. The Census tract where this occurred has a low population density with the following HOI characteristic values:

- **Affordability Index: 0.415** → This is in the top 1% of all urban tracts in Virginia, indicating that the community has one of the largest disposable incomes in the Commonwealth.
- **Employment Access Index: 0.095** → This is near the 30th percentile of all urban tracts in Virginia, indicating that the community lower access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.258** → This is just under 14% of all urban tracts in Virginia indicating that the community experiences less deprivation than most of the Commonwealth.
- **Walkability Index: 0.128** → This is below 40% of all urban tracts in Virginia indicating that the community has below the walkable environment available to most of the Commonwealth.

Crash ID - 230365049: The bicyclist in this crash, which occurred in Hampton, was traveling in the crosswalk at a signalized intersection without the right-of-way. The Census tract where this occurred has a relatively high population density with the following HOI characteristic values:

- **Affordability Index: 0.467** → This is in the top 1% of all urban tracts in Virginia indicating that the community has greater disposable income than most of urban Virginia.
- **Employment Access Index: 0.119** → This is near 68% of all urban tracts in Virginia indicating that the community has somewhat better access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.265** → This is just under 14% of all urban tracts in Virginia indicating that the community experiences less deprivation than most of the Commonwealth.
- **Walkability Index: 0.262** → This is near 80% of all urban tracts in Virginia indicating that the community has better infrastructure for walking than most of the Commonwealth.

Crash ID - 230385258: The bicyclist in this crash, which occurred in Newport News, was traveling in the crosswalk at a signalized intersection without the right-of-way. The Census tract where this occurred has a high population density with the following HOI characteristic values:

- **Affordability Index: 0.481** → This is in the top 3% of all urban tracts in Virginia indicating that the community has greater disposable income than most of urban Virginia.
- **Employment Access Index: 0.132** → This is near 85% of all urban tracts in Virginia indicating that the community has better access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.446** → This is just under 45% of all urban tracts in Virginia indicating that the community experiences a level of deprivation greater than what is experienced by nearly half of the Commonwealth.
- **Walkability Index: 0.236** → This is near 85% of all urban tracts in Virginia indicating that the community has better infrastructure for walking than most of the Commonwealth.

Crash ID - 231115228: The bicycle in this crash, which occurred in Williamsburg, was traveling on the shoulder of a secondary road and pulled into the traveled way. The Census tract where this occurred has a very low population density with the following HOI characteristic values:

- **Affordability Index: 0.559** → This is over 25% of all urban tracts in Virginia indicating that the community has more disposable income than a quarter of urban Virginia tracts.
- **Employment Access Index: 0.101** → This is near 40% of all urban tracts in Virginia indicating that the community has lower access to employment than most of the Commonwealth.
- **Material Deprivation Index: 0.565** → This is just under 82% of all urban tracts in Virginia indicating that the community experiences a level of deprivation greater than what is experienced by most of the Commonwealth.
- **Walkability Index: 0.107** → This is below 25% of all urban tracts in Virginia indicating that the community has below the walkable environment available to most of the Commonwealth.

Identified Community

The initial project was launched within housing complexes located in Newport News, due to the data which indicated this community as being most impacted by bicycle fatalities.

Goal of Project

Reduce the number of bicycle fatalities to 0.

Public Engagement and Participation

To begin this public engagement, the Newport News Redevelopment and Housing Authority (NNRHA) representative and the DMV/VAHSO Hampton Roads Program Manager shared educational traffic safety materials and brochures to distribute among underserved residents to reduce bicycle fatalities and injuries.

Public Feedback/Incorporating Feedback

The NNRHA holds monthly meetings with residents at nine apartment complexes to advise residents and provide information on various safety measures and community events. These are monthly, intentional engagement opportunities with residents to obtain feedback on safety issues and community concerns of residents. Residents are allotted time to provide feedback about the information presented.

During FY2023, the housing authority held their first monthly meeting featuring bicycle safety. It was held at a senior living complex that was accessible to all and ADA compliant. The safety information provided was well received. The NNRHA safety representative advised some of the seniors use and ride bicycles as transportation.

The community feedback received from this first meeting was that the community is “grateful for the sharing of the bicycle safety information.” In FY25, these monthly community meetings continue to share educational brochures and provide resources among the residents. Community members are encouraged to share information with neighbors and members of their family. Additionally, feedback on the expansion of bicycle safety education and outreach strategies to address bicycle fatalities is considered for use in the 3HSP.

This feedback provides DMV/VAHSO with an opportunity to gather additional data and distribute traffic safety information among these and other communities in key areas most impacted. This aligns with our main objective of improving speed and bike safety messaging, and ultimately, influencing the behaviors of the community members impacted.

Ongoing Evaluation and Engagement

The monthly meetings are continuous, and the community will continue to receive traffic safety information. It is of utmost importance to educate community members in key areas most impacted. Engagement or responses from those in attendance on the topics presented are encouraged.

In FY24-26, based on community feedback received from the 2023 community meetings, distribution of information, all crash data is evaluated, the DMV/VAHSO, NNRHA, and Newport News Police Department continue to meet and work together to address future messaging.

Based on a review of the data, for FY2024-26, plans are being made to contact partners to distribute safety brochures to reach members of each community where individuals have been involved in the fatal crashes. DMV/VAHSO State Coordinator is planning a coordinated response with law enforcement partners to address victimization of these tragic events surrounding bicycle involved crashes. An emphasis on encouraging all bicyclists to follow the same traffic laws as motorists operating vehicles is paramount. These include looking out for

each other, being visible and predictable as a cyclist, and, for motorists, respecting bike lanes and passing with care.

For FY24-26, the input received during the engagement meeting will be utilized to help law enforcement extend bicycle safety messaging to other communities in key areas most impacted, aiming to promote behavioral change.

Williamsburg Police Department (WPD) – Evidence-Based Traffic Enforcement Public Participation and Engagement

Below is an example of law enforcement collaboration and community involvement:

Introduction

The Williamsburg Police Department conducted targeted enforcement efforts to reduce pedestrian and bicycle crashes in the City of Williamsburg. These efforts were supported by a range of partners and programs aimed at increasing pedestrian and bicycle safety awareness among motorists and vulnerable road users. Outreach included social media engagement on Facebook, Instagram and X; radio interviews sharing transportation safety messages; and use of other communication channels such as the Williamsburg Weekly and the City website. The department also conducted in-person outreach through community events, including National Night Out, where DUI goggles, a go-kart system and pedestrian and bicycle safety information were used to engage the public.

Goal of Project

To increase shared messaging and public engagement initiatives and to change behavior to reduce or eliminate pedestrian and bicycle crashes within the City of Williamsburg.

Public Participation and Engagement

The WPD Resource Officer, working closely with the Virginia Highway Safety Office's State Coordinator for Pedestrian/Bicycle Safety, also instituted a public information campaign to educate the pedestrian and bicycling community. The feedback from the public, to include the engagement campaign and the selective enforcement efforts, has been very positive and informative. Attendees include members of the affected community of Williamsburg such as parents, children, and seniors who represent diverse constituencies. From a police department standpoint, feedback has assisted the police department in developing new trends and patterns (i.e., moving focus from Fridays to Thursdays) that are being utilized in current efforts to reduce pedestrian and bicycle collisions and is carried over into other DMV highway safety grant assisted enforcement.

The WPD receives feedback during monthly engagement meetings from affected Williamsburg communities where traffic safety initiatives are topics of discussion. Additionally, community feedback is received:

- In person
- At special events
- Via social media (Williamsburg PD Facebook page)
- Indirectly through other media
- At the scene of an incident
- Through contact with residents and visitors to the city

The normal feedback provided is that vehicle traffic is traveling too fast for conditions – whether it is because of highway engineering, weather conditions, or area geographic concerns, such as neighborhoods with small children, entertainment area with large crowds, narrow streets, heavy pedestrian traffic with persons unfamiliar with the area, etc.

Incorporating Public Feedback

Feedback from the affected community was used in the decision to adjust enforcement efforts regarding switching days where traffic is more prevalent and to directed patrols and checkpoints. WPD, working with the DMV/VAHSO State Coordinator, developed a plan of action to determine what the Williamsburg Police Department can do to increase safety in the area. The plan of action looks at the following:

- Road conditions
- Signage in area (speed limit, stop signs, etc.)
- Traffic conditions – a traffic study may be done to determine the amount of vehicular traffic and the speeds of the vehicles in the area of concern
- Pedestrian traffic in the area of concern
- Other factors that affect the motoring and pedestrian traffic – lighting conditions, trees or shrubs blocking signs, visibility of oncoming traffic, etc.
- Current and past crash data
- Current and past enforcement data

An analysis is conducted of all data collected to determine if conditions can be improved to increase the highway safety of the motoring and pedestrian public. If it is determined to be an engineering issue or that improvements can be made by the street department that will increase safety, this information is then submitted to the Public Works Department for review, analysis, and implementation. Changes made include changing existing road surfaces, conditions, or changes to signage (such as adding more or changing a Yield sign to a Stop sign, or even reducing the existing speed on a road). An example of this can be observed in the upgrades to the street crossing areas in the downtown and college areas of the city. To reduce pedestrian and bicycle collisions, crosswalks were outfitted with flashing lights, new signage and brightly colored paint used to identified pedestrians in crosswalks.

In most cases, from the feedback, enforcement of traffic laws is determined to be the first step in behavior modification to increase traffic safety. Enforcement may be initiated in several manners, such as:

- Locating temporary signs to the area to advise drivers to be aware of speed limit in the area, to be observant of pedestrians crossing the road, or increased pedestrian traffic.
- Selective Enforcement – Officers are notified to increase selective enforcement in identified areas and to direct their efforts on certain violations – i.e., Speeding, Failure to Obey Signs, Failure to Yield, etc.
- Issuing a “Directed Patrol” order – this is where the area is determined to need additional enforcement, and officers are directed to patrol the area on each shift. The time and results of the enforcement efforts are documented and analyzed at certain time periods to determine the effectiveness of these efforts.
- Conducting a Traffic Safety Checkpoint(s)

Engagement Outcomes.

From discussions held between the WPD Safety Resource Officer and the DMV/VAHSO, it was decided to hold community engagement meetings outdoors to ensure accessibility and that community members knew the effort was open to the public. In lieu of a PowerPoint, speakers were used instead to help ensure the information being shared by the neighborhood resource officer could be heard. Safety materials translated into Spanish were provided. Additionally, a cell phone language line app was available so that community attendees who spoke various languages could use the app to translate the information into their main language. This app is

instrumental as the resource officers provide lessons on the proper riding of bicycles to the attendees. Police officers conducted directed patrols of crosswalks and other areas that typically have increased pedestrian and bicycle traffic, stopped individuals, and provided educational materials along with safety equipment such as blinking lights or reflective items. The Police Department also conducted lighting surveys to ensure that there was adequate lighting in areas where collisions had previously occurred. The City of Williamsburg also upgraded the crosswalks in the city, to include new signage and flashing lights to indicate pedestrians were crossing the road.

Ongoing Evaluation and Adjustments

The WPD obtains grants from the DMV/VAHSO to increase the safety of both the motoring, biking, and pedestrian public. These grants work in conjunction with city-sponsored enforcement efforts to increase public safety and decrease traffic collisions and resulting injuries or deaths. Currently, pedestrian and bicycle fatalities remain at zero to date due to PPE educational and enforcement efforts.

The WPD acquired a portable radar sign that notifies drivers of the speed limit and their current speed, thereby advising the driver to decrease their speed. This is an excellent enforcement tool that can be moved from one location to another by one person. There were several collisions in the City last year where radar or lidar would not have been effective, but the portable radar sign may have changed the behavior of the driver and avoided a serious collision.

To determine the effectiveness of enforcement efforts, a review of monthly selective activities is distributed to all sworn officers of the department and is also utilized in choosing areas, times, and day of week for elective enforcement, directed patrols, and traffic safety checkpoints. Examples of the information included in the Selective Enforcement Bulletin include:

- Day of Week of both collisions and traffic summons issuance
- Hour of Day of both collisions and traffic summons issuance
- Location of both collisions and traffic summons issuance
- Increase and decrease of total numbers of both collisions and traffic summons issuance
- Other information such as type of crashes, alcohol involvement, vehicles involved, etc.

One of the trends and patterns examined caused a change in enforcement to Monday through Thursday. A identified trend developed indicating people are attending events and visiting entertainment facilities more often on a Thursday, staying home on Friday, and venturing out again on Saturday. Many entertainment establishments are also having special events on Thursdays.

The adjustments were made based on community feedback referencing the trends identified above. In addition to the enforcement efforts, increased patrols on identified days are being scheduled in entertainment areas and in locations where celebratory events occur and crowds gather. Traffic calming efforts have also been undertaken in areas where large crowds gather to ensure the safety of both the pedestrian and motoring traffic.

Evaluation continues to be conducted to determine the effectiveness of the above efforts prior to implementing additional resources. Currently there have been no additional pedestrian or bicycle collisions reported.

Special events and crowd gathering functions have increased in numbers. Implementation of traffic calming devices, such as barricades and use of signage, in addition to increased officer

presence and patrol are reviewed after events and adjustments are made when needs are identified. This information is critical to the FY2024-26 plans in that community feedback will continue to be obtained from surveys. Additionally, VAHSO considered this feedback when developing and supporting selective enforcement countermeasure strategies that focus on bicyclists and pedestrians in the 3HSP.

A full report on the PPE updates and summary of efforts is provided in the below section.

PPE Updates and Summary of Efforts (Newport News City and the City of Williamsburg)

Newport News City

Since September 2023, the VAHSO has shared traffic safety messaging with the Newport News Housing Authority with an emphasis on bicycle safety. Brochures and posters along with available resources are disseminated throughout their underserved and over-represented community properties. The outreach resulted in a decrease of two bicyclist fatalities in 2023 and by two in 2024 for a total of zero fatalities.

Bicycle, pedestrian and highway safety information are disseminated at regularly pre-scheduled tenant council meetings to residents at the various locations listed. DMV Highway Safety messages from the media coordinator are distributed via email with a NNRHA representative who then shares the messaging with those in attendance to promote safety practices. Safety information discussed and community feedback is encouraged to get perspectives of the residents of:

Great Oak: 1 Great Oak Circle
 Spratley House: 651 25th Street
 Ashe Manor: 900 36th Street
 Marshall Courts: 741 34th Street
 Cypress Terrace: 25 Teardrop Lane
 Brighton Apartments: 810 Brighton Lane
 Pinecroft: 75 Wellesley Drive
 Spratley House: 651 25th Street
 Ashe Manor: 900 36th Street

Meetings are attended by 15-25 tenants residing in each housing authority complex which are designed with ADA accommodations for residents occupying the underserved and over-represented communities. Each complex supports a range of transportation modes, including vehicles, bicycles and people who walk, jog or roll, including wheelchair and scooter users.

Williamsburg City

In 2024, Williamsburg City was accepted as a Public Participation Engagement (PPE) project because of their efforts to progressively address bicycle crashes using available resources. In 2023, no crash fatalities were recorded and in 2024 the jurisdiction maintained zero fatalities while working to reduce the number of overall crashes.

To begin the 2024 grant year, pedestrian and bicycle crashes appeared to be on the rise - with six (6) pedestrian and one (1) bicycle crash in the first quarter of the grant period. Officers have been taking a proactive approach, enforcing motorist crosswalk violations and educating pedestrians on the proper use of crosswalks.

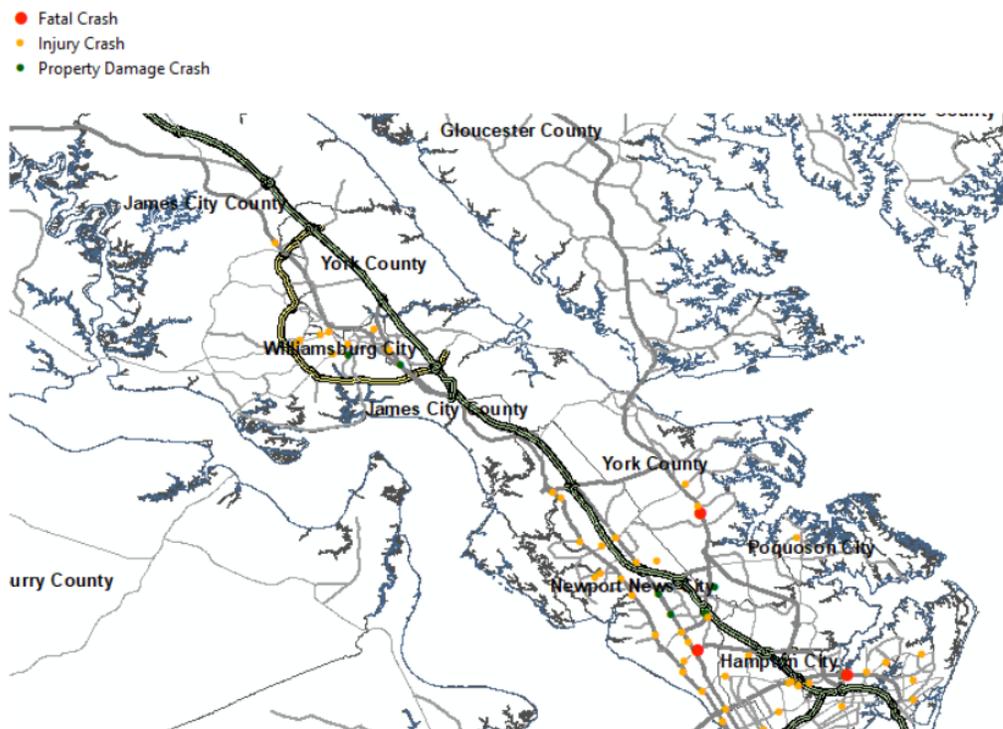
In 2024, Williamsburg Police Department further developed the PPE concept to partner with Neighborhood Resource Officers (NROs) working in assigned areas to invite all residents to take part in safety programs. Many areas request the use of an electronic speed enforcement sign to slow traffic in the neighborhoods to reduce crashes and injuries in areas that normally have a high volume of foot traffic and less enforcement activity. An interactive display was created for the National Night Out event to promote pedestrian and bicyclist safety issues and to help residents understand the methodology and availability of using the speed sign in area neighborhoods. A questionnaire was created to solicit feedback and was distributed to City residents at the NNO event. The next step in

the program is to feature opportunities for sign use at area neighborhood meetings by the NRO's and begin utilization of the sign.

The Williamsburg Police Department's NRO program assigns a neighborhood or area (including both residential and commercial businesses) to an officer who is responsible for representing the WPD. Officers go door to door meeting the occupants and discuss problems or areas of improvement that are needed. Officers also host outdoor cookouts in these areas, accessible to all, to bring people together for public participation and engagement events (with burgers, hot dogs and chips provided). Additionally, officers attend the Neighborhood Council monthly advertised meetings where police representatives of neighborhoods meet with City Council members and City officials from the different services provided (Public Works, WPD, Human Services, etc.). Traffic safety issues are discussed at these events.

Citizens have expressed issues with traffic in their neighborhood or business area and officers have been able to direct their enforcement efforts based on the information received by conducting directed patrols at certain times or in certain areas. All data is reviewed to ensure that all issues reported are addressed. In addition to directed enforcement, officers have proactively addressed safety issues that they have observed due to their increased focus on the areas that they are responsible for. Examples include noticing streetlights that are out and reporting them to Dominion Power for replacement or repair. Another example of the use of the data is when one officer contacted Public Works to initiate new signage in his NRO area to eliminate an observed hazard. Complaints regarding pedestrians traveling through neighborhoods late at night after attending events prompted increased directed patrols in identified areas to enhance pedestrian safety and reduce conflicts with motor vehicles.

In conclusion, while crashes have not been eliminated, bicycle fatalities for the City of Newport News went from 1 in 2024 to no crashes (0) in 2025. Williamsburg City maintained zero fatalities from 2024 to the 2025 project year utilizing the Public Participation and Engagement (PPE) and Community Policing concepts.



Seat Belt Use Rate – Observed Seat Belt Use Survey (Core Behavior Measure B-1)

Overview of Programs, Projects and Activities Funded

Virginia’s seat belt use has remained fairly level (Virginia’s seat belt law is secondary), but below the national average. The most recent statewide occupant protection survey (2024) provided a use rate of 81.1% compared to the national average of 91.2%.

Key strategies and funding have been utilized in FY2025 to address this area of focus. We have continued with statewide enforcement, educational and media efforts

Seat Belt Use Survey Expenditures
405b Funds
\$155,176

Seat Belt Use Survey Performance Measure:

Measure: Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 7.9% from 75.6% to 83.5% by 2025.

Outcome: Virginia is not on track to achieve its target as the actual result of 81.1% is lower than the target of 83.5% in 2025.

Preliminary Assessment of State’s Progress (Seat Belt Use Rate):

Virginia’s seat belt use rate is 79.9% for 2025. Note, the seat belt use rate for 2025 has not been finalized.

Strategies and Accomplishments

1. Conduct an observational survey to determine use of seat belts for front seat occupants in 2025 and provide results to NHTSA by March 1, 2026.

STATUS: ACHIEVED

- Old Dominion University’s (ODU) Research Foundation conducted an observational survey of seat belt use throughout the Commonwealth based upon methodology pre-approved by NHTSA. Virginia’s 2025 seat belt use rate has not yet been finalized.
- All law enforcement agencies receiving federal highway safety grants were required to conduct pre- and post-mobilization observational surveys of seat belt use for the May 2025 Click It or Ticket (CIOT) campaign.
- A communication was sent to 140 community stakeholders including law enforcement, local jurisdictions, businesses and highway safety partners, requesting assistance with outreach efforts in the counties and cities where the 2025 seat belt survey was conducted.

- Virginia’s annual seat belt observational survey’s methodology was updated in the 2022 survey for 2022-2026. These locations were randomly selected from the counties that produced 85% of Virginia’s roadway fatalities and sorted by Vehicle Miles Traveled (VMT). Seat belt surveys were conducted in these locations to indicate seat belt use rates. The 15 locations are:

High VMT County Aggregates:

1. Fairfax (includes Fairfax County, Fairfax City, Alexandria, Falls Church)
2. Southeast Aggregate (includes Chesapeake, Norfolk, Portsmouth, Suffolk, Virginia Beach)
3. York County Aggregate (includes York County, Hampton, Newport News, Poquoson, Williamsburg)
4. Loudoun
5. Frederick (includes Frederick County, Winchester)

Middle VMT County Aggregates:

1. Rockbridge (includes Rockbridge County, Buena Vista, Lexington)
2. Botetourt
3. Goochland
4. Louisa
5. Mecklenburg

Low VMT County Aggregates:

1. Dinwiddie
2. Isle of Wight
3. Southampton (includes Southampton County, Franklin)
4. Tazewell
5. Brunswick

2. Conduct an attitudinal telephone survey that will include questions regarding seat belt use, impaired driving, and speeding.

STATUS: ACHIEVED

- The 2025 survey was deployed by online methods to licensed drivers in Virginia. In all, 1,305 licensed drivers aged 18 and older completed the survey. This sample was distributed across Virginia proportionally by regional population levels. Therefore, more of the sample came from northern and southeastern regions of Virginia than from the southwestern areas. This sample includes 360 “risky” participants based on age, specifically those aged 18-34, the age for which many safety programs are targeted.
- Overall, key *statewide* findings using the FULL sample included:
 - Seat belt use
 - The majority of respondents reported always wearing seat belts while driving (89.8%) or riding as passengers (89.7%).
 - Almost half (45.0%) recalled law enforcement activity targeting belt use in the time prior to the survey.
 - A large proportion of respondents (66.2%) believed the chances of getting a ticket for belt nonuse was “likely” or “very likely.”
 - Impaired Driving
 - More than half the respondents (53.0%) reported they do not drink.

- For those who identify themselves as someone who drinks, 29.6% had driven within two hours after drinking alcohol in the past 60 days (defined as at least one drink within two hours).
- Most respondents believed the chances of being arrested after drinking and driving were at least “likely” (more than 70%).
- Half of the respondents (50.7%) recalled police activities targeting impaired driving 30 days prior to the survey. Slightly fewer (41.5%) recalled seeing or hearing information about designated driving programs in the same period.

Speeding

- Almost half (46.8%) of participants reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone); even more (52.9%) reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).
- Most respondents (64.7%) believed the chances of receiving a speeding ticket were “very likely” or “likely.”
- Nearly half (45.7%) recalled law enforcement activity targeting speeding in the past 30 days.

Distracted Driving

- More than three-quarters of respondents (78.1%) “seldom” or “never” talk on a handheld mobile phone while driving; almost half seldom-to-never do handsfree (47.3%).
- Nearly two-thirds (65.3%) said they “never” text with a handheld mobile phone while driving; 54.7% said “never” when being handsfree.

Future Adjustment to Achieve 3HSP Target:

- Analyze the 2025 Seat Belt Usage Survey and Core Survey to identify areas of need to increase seat belt use.
- Strengthen data-driven enforcement through selective operations and statewide mobilizations.
- Continue our direct efforts, expanded use of TREDIS and observational surveys to identify selected seat belt survey localities to increase outreach, law enforcement community collaboration, and messaging to the selected communities.
- Seek new partners/projects within the community to include businesses, faith-based organizations, peer-to-peer programs, schools and trauma awareness initiatives that can increase the messaging of the importance of seat belt use in all positions in the vehicle.
- Build a stronger child passenger safety network through expanded training, more CPS seat inspection events, increased communication through partner emails and in-person/virtual meetings.
- Revisit the Occupant Protection Assessment and the Occupant Protection Technical Assistance to increase outreach in identified communities by providing OP and CPS resources and engaging local partners.

Conduct an updated statistical process control analysis, identifying key problem areas to develop strategies and goals that will work to decrease unrestrained fatalities and serious injuries on our roadways. There will be ongoing monitoring of data to measure the impact and status of reaching our goals.

Core Activity Performance Measures Virginia Grant-Funded Citation Efforts (Core Activity Measures A-1, A-2 and A-3)

Region	OP (A1)	DUI (A2)	Speed (A3)
Staunton	261	67	3,707
Fairfax	463	447	9,537
Hampton Roads	362	114	6,192
Richmond	2,023	291	9,293
Bristol	529	36	4,494
Roanoke	486	79	5,771

	Region Totals	State Police	Region and State Police
OP (A1)	4,142	3,166	7,290
DUI (A2)	1,651	865	2,516
Speed (A3)	38,994	14,932	53,926

Traffic Records Program

Overview of Projects and Activities

Virginia’s Traffic Records Electronic Data System (TREDS), a highway safety information system, has garnered both state and national recognition. With this technology, Virginia will continue to enhance and monitor the quality and quantity of data in TREDS by implementing the most efficient and effective integration and linkage projects and enhancing its analysis and reporting capabilities, as demonstrated by projects being planned for implementation.

Innovative strategies will focus on continued enhancement of electronic data with emphasis on accuracy, timeliness, uniformity, integration, completeness and accessibility of traffic records data in TREDS and other major traffic records databases (driver, citation, roadway, injury surveillance and courts). This will also involve database and data elements linkages of the various traffic records systems.

Traffic Records Expenditures	
402 Funds	405c Funds
\$651,065	\$905,819

Traffic Records Performance Measure:

Measure: Continue to enhance the collection, accuracy, timeliness, uniformity, integration, completeness and accessibility of the traffic records data in TREDS through December 31, 2025.

STATUS: ACHIEVED

1. Increase street level crash location data from 0 to 125,000.
STATUS: ACHIEVED
 - Crash location data was added electronically to 95,047 (680 fatal) (as of 11/30/25) crash records (latitude/longitude, standardized street name, functional class, route signing, national highway system, route type, etc.) in the Traffic Records Electronic Data System (TREDS). This goal will be achieved by year end.

2. Increase the number of law enforcement agencies from 87 law enforcement (LE) agencies to 100 agencies submitting electronic citation data to the Supreme Court’s CAIS system.
STATUS: ACHIEVED
 - The number of law enforcement agencies submitting to the CAIS system increased by 15 to 102 reporting agencies. In addition, 12 toll locations submitted eSummons data. Nearly 670,000 cases were created from eSummons in the current calendar YTD (January – September 2025), an increase of 28%.

3. Eliminate the issue of law enforcement submitting crash reports without the “CMV” section when a crash is qualified as FMCSA CMV reportable.
STATUS: PARTIALLY ACHIEVED

- With the TREDIS 2.0 system being implemented on November 1, 2024, Virginia law enforcement have been transitioning to the new system in 2025. The new CMV business rules will be developed in 2026 to the TREDIS 2.0 front-end to assist law enforcement in submitting the CMV section. In addition, we will add new fields and revise existing fields in the new revision of the Police Crash Report to assist and clarify the CMV section to ensure law enforcement fills out the mandatory CMV section.
4. Increase from 0 driver crash record to 1,000 driver crash records with auto-populated driver information from the Citizen Services System/Driver System into the driver fields in the Police Crash Report (TREDIS/Front-End 2.0).
STATUS: ACHIEVED
- TREDIS 2.0 was implemented on November 1, 2024. To date, we have received over 13,000 crash records with auto-populated driver information in the driver fields in the Police Crash Report.
5. Increase from 0 vehicle crash record to 1,000 vehicle crash records with auto-populated vehicle information from the Citizen Services System/Vehicle System into the Vehicle fields in the Police Crash Report (TREDIS/Front-End 2.0).
STATUS: ACHIEVED
- TREDIS 2.0 was implemented on November 1, 2024. To date, we have received 10,300 crash records with auto-populated vehicle information in the vehicle fields in the Police Crash Report.
6. Add at least 2 quality control reports in TREDIS to monitor the processing of SafetyNet (CMV) crash records for timeliness or completeness.
STATUS: IN PROGRESS
- The new TREDIS 2.0 was deployed on November 1, 2024. Additional business rules will be added for quality control report development in 2026.
7. Add at least 3 quality control reports in TREDIS to monitor the processing of crash records for accuracy or completeness.
STATUS: IN PROGRESS
- The new TREDIS 2.0 was deployed on November 1, 2024. Additional business rules will be added for quality control report building in 2026.
8. Decrease by a minimum of 1,000 the number of uninsured records manually reviewing to verify uninsured information recorded in the Police Crash Reports with information available in CSS/Vehicle system (improvement/linkage project between the crash system and CSS/Vehicle system).
STATUS: ACHIEVED
- In TREDIS 2.0, insurance status for the vehicle has been integrated within the crash system. Due to this improvement, 1,000+ uninsured records which were previously manually reviewed for verification will now be automated.
9. To provide an online repository system that uploads monthly reporting data, checks for errors and warnings and reviews canned reports in the reporting system. The goal was to decrease the percentage of invalid values or formatting issues with the specific violation field from 59% to 40%.
STATUS: PARTIALLY ACHIEVED

- The Virginia State Police Community Policing Act (CPA) Data Collection Repository project is an online repository system that uploads monthly reporting data, checks for errors and warnings and reviews canned reports in the reporting system. The online repository system with data validation built-in will improve the quality of data submitted in the Specific Violation field. The new repository system has been in effect since August 1, 2024.
- During FY25, VSP was able to finish uploading agencies' historical stop data received via email prior to July 2024 to the repository.
- VSP also began new monthly quality control measures that are targeted at reducing missing stop data and improving data accuracy. Agencies that do not submit their monthly stop data on or before the 15th of the month following the stops are sent a late notice. Each month agencies are notified if they have quality control issues involving the following: 1) stops that result in an arrest that list a non-criminal statute as the most serious charge; 2) a significant percentage of persons stopped with unknown demographics; and 3) stops with invalid stop dates. Agencies are instructed to review these stops, make necessary corrections to the data and re-upload their monthly file to the online repository.
- VSP conducted five in-person Community Policing training classes across the state with 86 law enforcement attendees. The classes covered key aspects of when and how stop data is to be collected, the legislative changes that will be implemented in 2026 regarding License Plate Reader (LPR) hits, and quality control techniques to prevent the most frequent errors received upon uploading stop data to the online repository.
- The [CPA Repository](#) is used by law enforcement agencies to upload data. The reporting portion is used by VSP to analyze data submitted.
- The [CPA Open Data Portal](#) is the public-facing aggregated Community Policing Act data.
- The CPA Annual Report is created by Department of Criminal Justice Services with the data provided by VSP.

Highway Safety Office Analytical and Technology Projects

The TREDs IT team embarked on a long-term effort to rewrite the system service (to include all coding, software, interfaces, etc.) that is used to receive the crash data from Report Beam and other vendors. The technology used in the TREDs service was over 10 years old, outdated and incompatible with the latest hardware and security on our servers. The TREDs system has been modernized by replacement, removal, and in-house services and enhanced with additional security improvements. In addition, 300+ business rules were rewritten into .net. TREDs 2.0 was deployed on November 1, 2024, with over 400 law enforcement agencies transitioning to the new system in 2025. Other improved features include:

- Added Unlock & Reset Password functionality from the User Search Page.
- Fixed the PDF CMV license class selection issue so it now reflects correctly.
- Completed SPIDAR project migration from Legacy to TREDs II.
- Implemented VT Location data sync process both ways (Legacy ↔ TREDs II).
- Added new student search functionality for Motorcycle Safety.
- Worked on implementing the DAR (legacy SPiDAR) application within TREDs II.
- Implemented the ability to delete TREDsOP drafts to allow reassignment.
- Flagged potential Non-Reportable Crashes for TREDsOP DQ Specialists.
- Created the Crash Status Alert process structure and operations.
- Initiated creation of MOUs for VASAP and VCCS Motorcycle students' integration.
- Onboarded three vendors and integrated new service accounts into TREDs 2.0.
- Updated Motorcycle Course Types in the system.

- Enabled ability to reassign crashes to another officer after DMV approved.
- Updated HSO Metrics SSIS package to incorporate new fields for non-interstate statistics.
- Updated user management to reassign drafts for a supervisor or LE Clerk who changes VSP departments.
- Added logic to prevent the deletion of drafts where that deletion would cause issues in the workflow.
- Added ability for motorcycle admins to request approval for newly added instructors.
- Released new logic to deal with the increased property damage threshold for crash reportability (Legacy and TREDIS II).
- Created training departments and a process to automatically remove training crashes after 7 days.
- Users are now allowed to delete crashes that are only in 'Under Correction' status.
- Draft deletion has been restricted for crashes in Rejected, Supervisor Review, and Clerical Review queues.
- Modified the Revised Crash page to ensure the Edit, View, and PDF functionalities are reflected as visible icons.
- Implemented search and track capability through Crash Search Screen - capability to search for a crash and if there are no results, then allow the user to track the search result.
- Recreated the legacy crash search tracking
- Updated operations to allow VDOT admins to request new user accounts.
- Consolidated draft and crash comments and added 'last comment' attributes for On Hold and Rejected drafts.
- Added a training department with temporary users and reports.
- Uploaded August Workshop reports to both Legacy and TREDIS 2.0.
- MCS Program Manager can add instructors.
- MCS Admin ability to send instructors for approval to MCS Admin.
- Received test crash report from Southern Software via TREDIS 2.0.
- Started validation process comparing their submission with our data (PDF to PDF, XML to PDF).

Also, the TREDIS IT team continued to provide technological support to the analysis and operations staff. This includes the transition from the legacy FMCSA Safetynet to FMCSA's new SafeSpec system. DMV/VAHSO electronically transmitted nearly 5K CMV crashes required to be submitted to VSP. Our VA FARS analysts ensured that required information on 916 fatal crashes was recorded and submitted to NHTSA. TREDIS Operations Center staff provided data quality analysis to over **127K crash reports** ensuring data within TREDIS is accurate, timely and complete.

Analysis staff welcomed three new team members in 2025. In addition to a multitude of existing projects, they began the initial plans for a comprehensive update of Virginia's FR300 crash report. Virginia's crash report was last fully updated in 2008. All sections of the crash report will be analyzed to ensure important new data is collected, and where needed, existing fields/attributes will be revised to provide improved data for Virginia's analysis. Additionally, this effort will improve our alignment with the latest Model Minimum Uniform Crash Criteria (MMUCC) standards. This update is projected to take 3-4 years to complete.

Analytics and Reporting – Virginia Tech

Virginia Tech continued its long-term partnership with DMV/VAHSO during the grant year, providing advanced analysis for our statewide behavioral programs. The team conducted real-time, trend and predictive analysis on all behavioral highway safety programs in Virginia. Work included providing information requested by the DMV leadership, completing summary reports on motorcycle and pedestrian behavioral areas, providing examples of observational statistics for all crashes, and completing a detailed review of the FR300 and MMUCC 6.0 for possible updates to the crash report. Virginia Tech also prepared evaluation data for incorporation of Public

Participation and Engagement (PPE) efforts for the Annual Report. Ongoing support was also provided for geospatial analytics, quarterly reporting and provision of consultation staff assistance to the HSO staff. Efforts included:

- Created and summarized rural crash analysis and recommendations
- Provided summary of pedestrian crashes in urban areas related to AAA report
- Met with DMV and VDOT about dashboards and shared analytics
- Met with DMV about multiple projects associated with analyses and supporting tools

Reporting and Mapping – DMV Website

- Resolved issues and closed out with final 2024 crashes
- Updated urban/rural designation for 2024 crashes
- Met with DMV HSO IT personnel to work out data flow and testing for TRENDS 2.0
- Geocoded and reviewed crashes per hourly wage breakdown
- Prepared maps based on requests from DMV
- Provided Legislative reports
- Provided Crash Facts maps
- Processed all unlocatable crashes

Geocoding and Tool Development Projects – Virginia Tech

Virginia Tech continues to use and improve the new coding tool. As of November 30, coders reviewed and geocoded 93,372 crashes with a 99.9% completion rate. Virginia Tech prepared maps based on DMV requests, prepared final 2024 report cards and completed Crash Facts maps.

Speed Tool and HSO Dashboards – DMV, Virginia Tech, Virginia State Police (VSP)

Virginia Tech continues to make enhancements to the dashboards. The VSP dashboard was demonstrated at the Virginia Association of Chiefs of Police with a focus on local law enforcement representatives. VT met with Blacksburg and VT police departments about VSP dashboard and held quarterly status meetings with VSP to provide updates on new functions in the dashboard. Additionally, parties discussed adding training on the dashboard to the VSP Basic School. Comments from users are being received and documented for updates. Other work included:

- Refining and expanding the querying component of both dashboards to provide better access to and use of all variables in the FR300.
- Resolved “bugs” that were identified with increased use of the dashboards.
- Expanded the reporting capability of the dashboard.
- Continued to refine user interface and filtering functions.
- Added functionality to HSO dashboard.
- Provided summary of updates to HSO dashboard for HSO program managers.

Highway Safety Dashboard (HSO) – DMV and VA Tech

The team collaborated on enhancements to the HSO Dashboard. The HSO Dashboard allows program managers to perform data queries and provide simple and quick information to their subrecipients on demand.

Drugged Driver Fatalities

Drugged Driver Expenditures	
402 Funds	\$3,486

Drugged Driver Fatalities Performance Measure:

Measure: Reduce drugged driver fatalities from 259 to 224 by 2025.

Outcome: Virginia is not on track to achieve its target as the annual actual result (250 in 2024) is higher than the target of 224.

Preliminary Assessment of State's Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed the most recent data for 2024. Results show that Virginia’s drugged driver fatalities were 250 or 26 more drugged driver fatalities as compared to the target.

Challenges Virginia will Address Moving Forward:

- Although law enforcement has increased personnel in some jurisdictions, in other jurisdictions, they continue to face the challenge of staff shortages. Competing priorities have hindered the effective implementation of traffic safety initiatives aimed at reducing impaired driving.
- Virginia has faced challenges in retaining qualified Drug Recognition Expert (DRE) officers, crucial for identifying impaired drivers.
- Decriminalization of marijuana has impacted driver behavior, increasing the number drug-impaired drivers on the road.
- There is still a lack of understanding in the public about how THC impacts a person’s driving. The public does not adequately understand how marijuana impairs driving behaviors.

Strategies and Accomplishments

1. Conduct Advanced Roadside Impaired Driving Enforcement (ARIDE) training through Virginia – 8 courses per year.

STATUS: ACHIEVED

- There were 10 courses available for FY2025 that trained an additional 257 law enforcement officers. The courses were held in Suffolk, Fairfax, Henrico, Bristol, and VSP Academy.

2. Continue to develop the Drug Recognition Expert (DRE) Program, including ensuring we have a minimum of 65 certified DREs.

STATUS: ACHIEVED

- Currently, there are 73 law enforcement officers certified as DREs. This number includes the 11 DRE instructors in Virginia.

- Officers trained as DREs are frequently called on for their expert advice when properly identifying drug and alcohol-impaired driving in Virginia.
 - In partnership with Virginia State Police in FY2024, two DRE schools were held in January and September with a total of 18 graduates.
 - Three DRE annual training classes were conducted, a required training course to be recertified as a DRE.
3. Conduct a statewide training session for Virginia drug court staff.
- STATUS: ACHIEVED**
- Ten staff members attended the All RISE24 Conference in May 2025.
 - The Virginia DUI Specialty Dockets' Building Bridging to Connect Communities and Courts conference was held, with 360 registered attendees including 45 judges.
4. Conduct six Advanced DUID training for law enforcement and prosecutors to inform them of the latest trends, the DRE program, recent changes to legislation, best practices, and refresh their skills.
- STATUS: ACHIEVED**
- During FY2025, the Commonwealth Attorney Service Council (CASC) conducted 10 training programs to include two Advanced DUI, one Drug Recognition Expert, one Impaired Fatal Crash and six Driving Under the Influence of Drugs training sessions for law enforcement and prosecutors. There were 134 law enforcement officers and 127 prosecutors that went through the training programs.
5. To continue to recruit new and effective partners that will work to decrease drugged driver fatalities.

STATUS: ACHIEVED

DMV/VAHSO welcomed new highway safety partners that are working toward decreasing drug-related fatalities including VDOT, VSP, VASAP, Virginia Emergency Medical Services, Henrico Too Smart 2 Start, Drive Safe Hampton Roads, DRIVE SMART Virginia, Department of Education, Supreme Court, Commonwealth Attorney's Services Council, Virginia Department of Forensic Science (DFS), Cannabis Control Authority and local law enforcement agencies.

Future Adjustments to Achieve 3HSP Target:

- Launch multifaceted cannabis-impaired driving prevention campaign in 2026 to educate Virginians on the dangers of driving while high.
- Continue partnership with Virginia State Police in conducting DRE School through the recently developed Impaired Driving Training Unit to increase and retain the number of DRE officers.
- Expand ARIDE training opportunities statewide to enable more officers to receive advanced impaired driving recognition skills.
- Sustain partnerships with Department of Forensic Science and the Virginia Medical Examiner Office that provide agencies with the toxicology report.
- Increase community engagement to provide a better understanding about drugged driving and how cannabis, prescription medicines, and illicit drugs impair driving behavior.

Distracted Driver Fatalities

Virginia remains committed to preventing distracted driving and advancing safer behaviors on our roadways. While Virginia does not receive federal funding designated specifically for distracted driving, the Commonwealth proactively invests in prevention with advertising campaigns, awareness programs for students, supporting law enforcement participation in the Distracted Driving Summit and funding educational materials for the “Phone Down, It’s the Law” campaign. These efforts reinforce the importance of focused driving, elevate awareness of Virginia law and help keep drivers, passengers and other road users safe.

Distracted Driver Expenditures	
402 Funds	\$3,485

Distracted Driver Fatalities Performance Measure:

Measure: Reduce distracted driver fatalities from 32 to 26 by 2025.

Outcome: Virginia is not on track to achieve its target as the annual actual result (54 in 2025) is more than the target of 26.

Preliminary Assessment of State's Progress: To demonstrate continuous target performance evaluation, Virginia monitored and analyzed preliminary data for 2025. Results show that Virginia’s distracted driver fatalities were 54 or 28 more distracted driver fatalities as compared to the target.

Challenges Virginia Will Address Moving Forward:

- The public needs to be more aware of the handheld cell phone use law while operating a vehicle.
- Cell phone use is an addictive behavior.
- Modern vehicles have many sources of distraction.
- Distracted driving violations are challenging for law enforcement officers to detect.
- Distracted driving is underreported, and data is limited.

Focus Areas	Countermeasures
Communication and Outreach	CTW 4.2.1

Strategies and Accomplishments

Communication and Outreach

1. Continue to support education and training through scholarships for law enforcement and teachers to attend the Distracted Driving Summit. (CTW Chapter 4 – Section(s) 2.2, 3.2).

STATUS: ACHIEVED

- The 12th Annual Distracted Driving Summit was held on August 7-8, 2025, in Virginia Beach.
 - There were 235 attendees and 28 exhibitors with 42 speakers.
 - There were 29 law enforcement officers, 6 driver’s education teachers and 7 EMS professionals who received scholarships to attend the event.

2. Include distracted driving prevention messaging in youth peer-to-peer educational programs. (CTW Chapter 4 – Section(s) 2.2, 3.2).

STATUS: ACHIEVED

- The Virginia State Police Association’s Youth of Virginia Speak Out About Traffic Safety (YOVASO) partnered with B.R.A.K.E.S. Driving School on September 6-7, 2025. During the two-day event, 171 teens completed hands-on defensive driving training and 196 parents participated in classroom instruction. The program focused on critical skills such as avoiding distracted driving, crash avoidance, panic braking and vehicle recovery and control.
- YOVASO supported peer-to-peer prevention and education programs in 143 member schools to include high schools, middle schools, home school groups and youth groups. These programs included occupant protection, distracted driving and alcohol and drug-impaired driving issues with 115K students reached. Through social media messaging, YOVASO has accumulated over 4M impressions (up 222.3% from previous year) and 23K engagements (up 59.3% from previous year) on social media.
- YOVASO offered interactive distracted driving programs such as the distracted driving simulator and Scanned: Physics of a Crash in Virginia. There were 108 interactive safety events, and 14.6K students reached.
- DRIVE SMART Virginia conducted distracted driving prevention education to employees at local businesses, high school students and college students ending FY25 by reaching 154K people at 97 events.

3. To continue to educate on the Hands-Free Phone law. (CTW Chapter 4 – Section(s) 2.2, 3.2).

STATUS: ACHIEVED

- DRIVE SMART Virginia (DSV) continued to provide materials featuring the Hands-Free Phone law to communities that request the materials for distribution.
 - 223 orders for 71K materials were placed within Virginia about distracted driving and “share the road.”
 - DSV made graphics available for free download on “Phone Down, It’s the Law” and “Buckle Up Phone Down” with a total of 6.4M views.
 - DSV has a toolkit online for download with an emphasis on distracted driving. The toolkit webpage received 2.2K page views.
- DMV/VAHSO ran a distracted driving prevention advertising campaign during the month of August resulting in 26M impressions.
- DMV/VAHSO created and implemented a social media series called “Driving Under the Influence of…” resulting in 26K impressions from organic posts.
- The City of Roanoke Transportation Division led a distracted driving awareness campaign.
 - Paid and earned media had 8.5M impressions.
 - Surveyed drivers’ awareness about distracted driving after the campaign resulted in 73% strongly agreeing that they understand the risk associated with distracted driving after exposed to the campaign.
 - Collected 100 pledges from the community.
 - Community art addressing distracted driving was placed in 10 locations.

Planning and Administration (P&A)

DMV/VAHSO requires staff to perform administrative functions such as overseeing day-to-day operations of the highway safety office, federal grants management and support for the program areas as well as for field operations. The P&A grant covers a portion of the salary for four administrative positions: two directors, one in the highway safety office and one in the grants management office; and two management analysts, one in the highway safety office and one in the grants management office. This funding also covers administrative costs for the highway safety and grants management offices to include utilities, technology and office supplies.

Planning and Administration Expenditures	
	402 Funds
	\$166,416

Planning and Administration Performance Measure:

Measure: Provide planning and administrative support for the DMV/VAHSO headquarters office, field staff and grants management.

Strategies and Accomplishments

1. Hire and retain adequate staffing, minimum of four staff, to provide planning and administrative support.

STATUS: ACHIEVED

- Virginia continues to maintain adequate staffing levels for day-to-day management. The management analyst position was hired to provide DMV/VAHSO administrative support.
- Funding was used to support administrative functions such as purchasing supplies, Survey Monkey fees, utilities and computer services.

Driver Education Program (DE)

Virginia delivers targeted education and awareness initiatives for young and teen drivers, mature drivers, commercial and truck drivers and the broader driving public to reduce crashes, injuries and fatalities across the Commonwealth.

These efforts emphasize innovative education and outreach strategies designed to increase awareness of transportation safety risks and promote safer behaviors for all road users.

Driver Education Expenditures	
402 Funds	405d Flex Funds
\$2,354,023	\$910,025

Driver Education Performance Measure:

Measure: Increase awareness of and positively impact the behavior of users of Virginia’s roadways by December 31, 2025.

Driver Education	Countermeasures
Mature Drivers	CTW 7.2.1
CMV	CTW 3.4.1
Community Outreach	CTW 6.1.3

Strategies and Accomplishments

1. Conduct a minimum of five education and awareness activities targeting the general driving population to reduce crashes, injuries and fatalities. (CTW Chapter 6 – Section(s) 2.1, 2.2. and Chapter 7 – Section(s) 1.2, 2.2, 3.1)

STATUS: ACHIEVED

- Community Outreach: Using its community and workplace grant, DRIVE SMART Virginia (DSV) conducted 97 events that reached over 154K people in Virginia. Events included high schools, colleges/universities, state fairs, employee fairs, and workshops.
- Commercial Motor Vehicle (CMV): Virginia Trucking Association Foundation hosted nine safety events, reaching 678 CMV professionals and sent traffic safety literature to 20 truck stop/rest areas.
- Mature Drivers: Virginia Department of Aging and Rehabilitative Services’ (DARS) Grand Driver program held 72 outreach events and reached over 11K people.
- CMV: Virginia Tech Transportation Institute conducted hands-on demonstrations at 34 high schools with 8.2K students reached through the Sharing the Road with Trucks program.
- Community Outreach: DMV/VAHSO provided translation reviews for 25 Spanish educational materials during FY25.

2. To continue to recruit new and effective partners that will work to decrease fatalities with our young/teen drivers.

STATUS: ACHIEVED

- Community Outreach: DMV/VAHSO has maintained partners focusing on teen drivers including Drive Safe Hampton Roads, Christopher King Foundation, Conner Gweedo Memorial Foundation, YOVASO, Henrico Too Smart 2 Start, and Project IMPACT by VCU.

Community Traffic Safety Program (CP)

Community Traffic Safety Expenditures	
402 Funds	405d Flex Funds
\$221,726	\$113,700

Community Traffic Safety Performance Measure:

Measure: Develop, lead, attend and evaluate education and awareness events by September 30, 2025.

Focus Areas	Countermeasures
DMV Highway Safety Videos	CTW 1.5.2
Sr. Communications Manager	CTW 2.3, 1.5
Highway Safety Summit	CTW 2.3, 1.5 and NHTSA Uniform Guidelines 14 Part VI and VII
Highway Safety Travel/Training	CTW 2.3, 1.5
Heat Stroke Prevention and Unattended Passengers	Uniform Guidelines 23 CFR 1300.13.d

Strategies and Accomplishments

1. Enhance the DMV website with real-time interactive crash reporting and crash location data.
STATUS: ACHIEVED
 - The DMV website was updated with new interactive reports, map modules by jurisdiction and department for localities with 2024 crash data.
 - Updated the Legislative Summary profiles with complete 2024 crash data.
 - Created and posted the 2024 Virginia Traffic Crash Facts.

2. Partner with a minimum of 10 highway safety stakeholders on DMV/VAHSO safety initiatives.
STATUS: ACHIEVED
 - During FY2025, DMV/VAHSO collaborated with over 10 highway safety stakeholders including VDOT, VSP, Virginia Tech, Old Dominion University, Virginia Department of Forensic Science, Virginia Association of Chiefs of Police, City of Richmond, Virginia Department of Education, Virginia Trucking Association Foundation, DRIVE SMART of Virginia, Department of Health, Office of Medical Examiner, Department of General Services, Office of Fleet Management Services, Christopher King Foundation, Conner Gweedo Memorial Foundation, Substance Abuse Free Environment, Inc., and local law enforcement.

3. VAHSO staff attend and participate in a minimum of five local, state, and national trainings.
STATUS: ACHIEVED

- DMV/VAHSO participated in various trainings in FY2025. Some of the training attended by staff included Lifesavers Conference, State Motorcycle Safety Association National Motorcycle Safety Training Summit, United States Department of Transportation (USDOT) Rural Road Safety Peer Exchange, City of Richmond Speed Management Symposium, NCHRP Project Panel-Slow Down Move Over Best Practices, Kentucky Highway Safety Office Law Enforcement Liaison Summit, and DMV/VAHSO 2025 Highway Safety Summit
4. Engage with a maximum number of potential highway safety partners and provide at least two law enforcement grant application and distribution workshops in each geographic area, and workshops for State/Nonprofit/Higher Education highway safety grant-funded areas.
STATUS: ACHIEVED
- DMV continued its partnership with law enforcement agencies, state agencies, nonprofit organizations, and institutes of higher learning on traffic safety program initiatives across the Commonwealth. Examples include our continued partner emails on upcoming campaigns and available resources to include links to our partners programs.
 - Partner emails focused on distracted driving, seat belt use, speed prevention, school bus safety, teen driver, motorcycle safety, impaired driving prevention, pedestrian and bicycle safety.
 - DMV personnel participated with several highway safety partners and provided highway information to communities during DMV events, Virginia State Fair, 65 Roses Car Show, Richmond County Fair, Virginia Truck Championships, 100 Anniversary Truck Show, Roanoke trunk or treat, and Richmond City Sheriff's Office trunk or treat.
 - The law enforcement subrecipient selective enforcement grant application workshops and grant distribution workshops were conducted per region. The State/Nonprofit/Higher Education grant application training was provided through eLearning and grant distribution workshops were offered in person. Participant surveys were conducted, and feedback utilized to further improve the FY2027 grant application process.
5. To host viable presentations and training opportunities in-person or virtually.
STATUS: ACHIEVED
- The biennial Virginia Highway Safety Summit was held May 19-21, 2025. HSO provided two law enforcement officers training: Understanding Checkpoints and DUID THC track. There were 58 law enforcement officers in attendance.
 - DMV/VAHSO hosted tracks on rural road safety strategies, community collaboration, the current road map on drugged driving, distracted driving, alcohol-impaired driving, human trafficking and mental health.
 - Highway Safety Awards celebrated distinguished careers, emerging leaders, and dedicated law enforcement professionals in traffic safety. Five people received awards during the ceremony.
 - 220 people attended the summit.
6. Ensure our highway safety message reaches the underserved communities of the Commonwealth.
STATUS: ACHIEVED
- During FY2025, 25 educational materials from our partners were translated into Spanish to ensure the message would be delivered to the Spanish-speaking community.
 - Chesterfield Substance Abuse Free Environment (SAFE) attended 11 community events, reaching 409 Latino American members, and distributed 1,902 Spanish resources.
 - DMV/VAHSO participated in outreach events to engage with various communities and discuss traffic safety issues. Some of these events included National Night Out events statewide, Virginia State Fair, DMV 100th Anniversary car shows, DRIVE SMART's Distracted Driving Summit and the City of Richmond's Speed Management Symposium.

7. Increase the number of new partnerships that will provide education and outreach to underserved communities.

STATUS: ACHIEVED

- Through our strategy development for six key areas (speed, motorcycle, pedestrian, alcohol-impaired, occupant protection and distracted driving) for FY2025, we have continued to seek new partnerships and opportunities to deliver our highway safety message.
- Several new partners were added to the email distribution list for campaigns including the Cannabis Control Authority, Henrico Too Smart 2 Start, Virginia Crime Commission, Prince William County DOT, Prince William County Office of the Clerk of Circuit Court, Prince William County Office of Housing and Community Development, Virginia Geriatric Education Center and Northern Virginia Families for Safe Streets (NoVA FSS).

8. Conduct Heat Stroke Prevention and Unattended Passengers Campaign.

STATUS: PARTIALLY ACHIEVED

- In FY2025, we launched a social media campaign focused on pediatric heatstroke prevention, garnering nearly 20K impressions. Due to difficulty procuring a suitable product, we could not carry out our full planned project for FY2025. However, we've secured a new collaboration for FY2026 to complete our project.

Police Traffic Services Program (PT)

Overview of Programs, Projects, and Activities Funded

Police Traffic Services Expenditures	
	402 Funds
	\$4,526,972

Police Traffic Services Performance Measure:

Measure: Conduct a minimum of 10 trainings and contacts with law enforcement by September 30, 2025.

Traffic Enforcement Services	Countermeasures
Integrated Enforcement	CTW 1.2.5
Sustained Enforcement	CTW 2.2.3

Strategies and Accomplishments

1. Retain a minimum of three VAHSO Law Enforcement Liaisons (LEL) to work with law enforcement on highway safety initiatives.

STATUS: IN PROGRESS

- One part-time LEL continued to work across the Commonwealth during FY2025. DM/VAHSO has filled three LEL positions to begin in early 2026. The LELs work regionally to motivate law enforcement agencies to increase participation in highway safety campaigns. In addition, the LELs evaluate and review fatality data with jurisdictions. Throughout the year, LELs actively conduct independent seat belt surveys to measure seat belt use in jurisdictions.
- The LEL assisted with the FY2025 Grant Application Workshops. Ten grant application workshops and two virtual grant distribution workshops were conducted.
- The LEL assisted the Law Enforcement Program Managers with conducting on-site file reviews as well as the grant-funded equipment inventory checks.
- The LEL encouraged law enforcement agencies to use their social media platforms and other platforms to educate their communities on highway safety efforts.

2. To provide law enforcement training for enforcement efforts such as effective use of social media and other resources to educate the community on highway safety issues.

STATUS: ACHIEVED

- The LEL continually reviewed data on fatalities by jurisdiction and contacted agencies, specifically those that are not grant-funded, to discuss the fatality data, and provide resources and information on upcoming campaigns.
- In-person discussions were conducted offering TOPS Traffic Occupant Protection Strategies training, along with email notification offering the training.
- DMV/VAHSO staff held nine crash investigation courses, with 191 law enforcement officers attending from across the Commonwealth. The LEL assisted with several crash investigation courses.

- The LEL assisted with instructing the NHTSA Child Passenger Safety Seat Technician Certification Course curriculum that was attended by EMS, social services, law enforcement, and medical personnel.
3. To provide information to law enforcement officers on changes to Virginia’s traffic safety laws and effective enforcement efforts.
STATUS: ACHIEVED
- The LEL assisted with the law enforcement Grant Application Workshops, Grant Distribution Workshops, and new Project Director training as needed. LEL was available to provide additional training to our law enforcement agencies. In addition to the grant-funded law enforcement agencies, the LEL provided information to the non-funded agencies to include funding opportunities, data, upcoming campaigns, and educational resources.
 - The LEL partnered with safety advocates to provide additional law enforcement information (i.e., Below 100 training and “Wear This... Not This”)
4. Partner with safety advocates to provide additional law enforcement information (i.e., Below 100 training and “Wear This ... Not This”).
STATUS: ACHIEVED
- Our LEL continually reminds our law enforcement agencies of upcoming training and opportunities.
 - Virginia Association of Chiefs of Police (VACP) conducted two training events related to highway safety.
 - FY2025 Virginia Law Enforcement Symposium – Training topics include Successful Prosecution of DUI/D Cases, DRE Overview, Human Trafficking, Advancing the Traffic Stop, Investigating Illegal Cannabis Sales, & Servant Leadership.
 - FY2025 VACP Annual Winter Conference was held in February 2025 - training covered topics and key legal issues related to traffic enforcement new technology and how to prioritize traffic safety.
 - The “Wear This...Not This” campaign continues to be available through VACP. The campaign reminds officers to always wear their seat belts and to set a positive example for other motorists. This resource is available through custom downloadable posters for any agency that requests the material.
5. To provide the “Police Traffic Services” grant funding opportunity to law enforcement agencies to broaden officers’ on the streets approach to enforcing all highway safety violations utilizing selective enforcement grant time. The assigned projects offer greater flexibility to officers in addressing observed traffic violations to ultimately promote safety under this grant award.
STATUS: ACHIEVED
- There were 156 law enforcement agencies with funding for the “Police Traffic Services” selective enforcement.

Roadway Safety Program (RS)

Overview of Programs, Projects and Activities Funded

Roadway Safety Expenditures	
	402 Funds
	\$194,570

Roadway Safety Performance Measure:

Measure: To conduct a minimum of five statewide or regional trainings on crash findings and techniques to improve awareness of roadway safety by September 30, 2025.

The Crash Investigation Program is the vital component to gain source data from a crash. The program is committed to improving the identification of underlying factors that impact crash causation and severity, thereby building an entire foundation through prevention, training, enforcement, and highway safety programs. A successful Crash Investigation Program is crucial to the success of the other highway safety programs.

Focus Areas	Countermeasures
Crash Investigations	CTW 1.2.5
Virginia Beach Engineering	CTW 1.2.5
Roadside Deaths Prevention	Uniformed Guidelines 23 CFR 1300.27

Strategies and Accomplishments

Crash Investigations

Highlight of achievement: Provided crash investigation training to 314 law enforcement agencies.

1. Conduct three, two-week (80 hours) courses on the Fundamentals of Crash Investigation and Reconstruction for law enforcement officers.
STATUS: ACHIEVED
 - Three courses were conducted with 65 law enforcement officers attending, representing 36 agencies.
2. Contract for two, two-week (80 hour) courses on “Advanced Crash Investigation” for law enforcement officers.
STATUS: ACHIEVED
 - Two Advanced Crash Investigation and Reconstruction courses were conducted with 36 law enforcement officers in attendance representing 20 agencies.
3. Contract for one 2-week (80-hour) course on “Traffic Crash Reconstruction” for law enforcement officers.
STATUS: ACHIEVED

- Contracted a Traffic Crash Reconstruction course with 16 law enforcement officers in attendance representing 11 agencies.
4. Conduct three Crash Data Retrieval (CDR) technician courses for law enforcement officers.

STATUS: PARTIALLY ACHIEVED

- Conducted one Crash Data Retrieval (CDR) technician course with 27 law enforcement officers in attendance representing 12 agencies.
- The other two courses could not be scheduled due to conflicts with instructor availability and other courses.

5. Contract for three Specialty Crash Investigation and Reconstruction courses for law enforcement officers based on need. Some courses will add to the officer's ability to reconstruct DUI-related crashes.

STATUS: ACHIEVED

Conducted two Specialty Crash Investigation and Reconstruction courses:

- Commercial Vehicle Crash Investigation – Level 1 course with 23 law enforcement officers in attendance representing 12 agencies.
 - Event Data Recorder Use in Traffic Crash Reconstruction course with 24 law enforcement officers in attendance representing 15 agencies.
 - Fundamentals of Traffic Crash Dynamics course with 24 law enforcement officers in attendance representing 10 agencies.
6. Provide technical assistance to law enforcement and prosecutors in crash reconstruction.

STATUS: ACHIEVED

- The Virginia State Trooper provided technical assistance to law enforcement officers and Commonwealth Attorneys across the state.
- Communicated with various State Agency, Law Enforcement and Commonwealth Attorney personnel and/or provided technical crash investigation assistance on 7K occasions.
- Assisted law enforcement agencies on 115 occasions with crash investigations by imaging Event Data Recorders and/or providing analysis of the data.
- Performed 5 VSP Crash Investigation Callouts.
- Served as expert for testimony on 24 occasions.
- Investigated high-interest crashes for causation and submitted pertinent findings/recommendations.

Virginia Beach Engineering

In FY25, the Virginia Beach Engineering project held five courses to enhance highway safety perspectives among engineering professionals and advocates in the area to contribute to safer roadways. The classes teach attendees safety techniques for their municipalities to implement to reduce fatal crashes in the future. Many of these techniques are low cost and systemic, which can also be a focus for federal funding. The approved training creates a culture of safety and design opportunities to help move toward the vision of zero fatalities. 111 area professionals participated.

Roadside Deaths Prevention

Overview of Programs, Projects and Activities Funded

Preventable Roadside Deaths Expenditures	
	405 Funds
	\$94,470

Preventable Roadside Deaths Performance Measure:

Measure: To reduce roadside fatalities from the current safety level of 11 to 7 by December 31, 2026. 2024 benchmark is 9 and 2025 is 8.

Virginia established a move over, slow down law to help keep emergency responders safe on the side of the roads. Recently, the move over, slow down included disabled vehicles with hazard lights. To help prevent roadside deaths, Virginia provides public awareness and education on the issue of roadside safety and prevent traffic deaths that occur along the side of the road.

Accomplishments and Strategies:

1. Distribute safety messages through mass media marketing statewide via social media platforms, out-of-home placements, radio and TV messaging with a minimum of 500K impressions.

STATUS: ACHIEVED

- Over 20M impressions were reported through multi-faceted platforms.

2. Produce new creatives and obtain three billboard ad spaces for safety messages for roadside safety, and work zone awareness targeting high crash rate areas such as Fairfax, Portsmouth, Richmond, Staunton, I-95 and I-66 as available.

STATUS: ACHIEVED

- DSV obtained spots in six locations on Interstates I-95, I-66 and I-64 resulting in over 17M people being reached.

3. Develop and implement campaigns and educational material that would address risky driving behaviors contributing to crashes related to roadside users and engage in 10 community events.

STATUS: ACHIEVED

- DSV added a tip sheet to the Move Over, Slow Down toolkit including a tipsheet available to the public on their website. There were 6.4K Move Over Tips sheet distributed to over 98 locations.

4. Develop and implement safety video educating the public about the Move Over law.

STATUS: ACHIEVED

- DSV created and implemented a safety video on YouTube, yielding over 2M impressions and 1.5M engagements.

Highway Safety Program Communications Plan

FY2025 Communications Plan

Throughout FY2025, Virginia advanced a year-round, integrated communications approach that aligned with the Commonwealth's rural roads safety strategy to reduce crashes, injuries and fatalities statewide. Recognizing that rural, non-interstate roadways account for a disproportionate share of fatal and serious injury crashes, DMV/VAHSO prioritized messaging and outreach designed to reach drivers traveling lower-volume roads where speed limits are often ignored.

Working with a nationally recognized media-buying and advertising firm, Virginia launched a series of targeted, high-visibility campaigns designed to complement active law enforcement efforts and increase their impact. Campaigns were delivered across a broad range of NHTSA-approved channels, including television, radio, digital platforms and in-person activations, allowing messages to reach diverse audiences across urban, suburban and rural communities. All media investments were guided by crash data, behavioral insights and audience research, ensuring resources were focused on the populations and platforms most likely to influence behavior. Messaging was continuously refined to reflect changing trends in media consumption, emerging risks and evolving safety priorities.

Campaign performance was measured through built-in evaluation tools, including message recall and engagement metrics, to assess effectiveness and inform adjustments. In parallel, DMV's Communications Office expanded earned and owned media efforts by securing coverage through press outreach, pitching timely highway safety stories and amplifying messages through DMV's website and social media channels. Together, these efforts reinforced consistent, statewide safety messaging and ensured Virginia's highway safety priorities remained visible, relevant and responsive throughout the year, with a deliberate focus on improving safety outcomes on Virginia's rural roads.

FY2025 Media Campaigns

Click It or Ticket (CIOT) – November and May Mobilization

The November 2024 and May 2025 CIOT media campaigns served as a reminder to the public that seat belts save lives, and law enforcement will implement mobilizations to ensure that all vehicle occupants are buckled up. The November 2024 and May 2025 campaigns were in support of National CIOT mobilization. The November campaign encourages safe driving behaviors during one of the busiest travel holidays of the year, Thanksgiving, while the campaign in May encourages safe driving behaviors during Memorial Day weekend.

Campaign Parameters

- Audience: Adults, 21 – 50 years old, with a focus on males 25 – 34 years old
- Timing:
 - Flight 1: November 27 – December 15, 2024
 - Flight 2: May 14 – June 1, 2025
- Geography: Virginia Statewide
- Media Investment (402):
 - November Flight: \$300,000
 - May Flight: \$318,780

November CIOT Key Media Takeaways:

- Campaign delivered a total of 22.5M impressions.
- This campaign had a flight running CIOT-specific creative, “Headlines”.
 - Both skippable and non-skippable videos performed well above benchmarks. Skippable videos’ view rate performed 69% above benchmark, indicating the video effectively captured the audience’s attention.
 - Streaming video placements overdelivered planned totals by 295K impressions.
 - Static Stories had the highest click-through rate of 0.09%, whereas In-Feed static had the most post engagements.
 - Local Terrestrial Radio exceeded the number of requested bonus spots by running 37x over expectations. The additional added 82K impressions resulting in an overall delivery 101.5%.

May CIOT Key Media Takeaways:

- Campaign delivered a total of 23.5M impressions.
- This campaign had a flight running the updated CIOT-specific creative, “Worried Sick”.
 - Completion rates exceeded benchmarks (BM) across all placements throughout the campaign, 15s - 30s skippable and 6s bumpers (about 20% above 50% BM) and 15s non-skippable (about 10% above the 85% BM).
 - Pre-roll had a video completion rate (VCR) of 84%, exceeding the 65 – 75% benchmarks. Within this platform, the 15s video performed better than the 30s, delivering higher impressions and completion rates.
 - Facebook/Instagram Stories video had the highest VCR at 35% and Instagram In-Feed video had the most video plays at 36K.

Seat Belt Social Norming Campaign:

In addition to the November and May CIOT campaigns, we debuted a new concept for our seat belt social norming campaign, titled “[Impact](#),” which focuses on men from rural communities/areas. This was created to sustain the seat belt message outside of the CIOT mobilizations and to improve seat belt usage in rural communities in support of our *Country Roads, Safely Home* strategy.

Campaign Parameters

- Audience: Males, 18 – 34 years old
- Timing:
 - Flight 1: August 25 – September 30, 2025
- Geography: Virginia statewide, with emphasis on rural and suburban areas
- Media Investment: \$828,758

Impact Campaign – Key Takeaways:

- Campaign delivered 66.3M impressions.
- Enhanced impact through four negotiated long-form interview segments in Richmond, Roanoke, Charlottesville, and Harrisonburg, which extended message exposure and provided an opportunity to connect Virginia’s new seat belt law to the larger “Impact” message.
- First-run prime and sports programming boosted performance, while news dayparts over-delivered due to political coverage. College football and the NFL outperformed expectations across all markets. Despite political pressures, all stations honored the 1:1 bonus-to-paid requirement and delivered 8.8M impressions, a big win for the campaign.
- Secured 22 billboards focused on rural and suburban roadways along high-traffic commuter routes to work, school, and local destinations to maximize visibility in familiar

environments. Billboards delivered 18.5M impressions, plus added-value impressions from static boards.

- Linear radio reached the audience across all markets statewide (excluding Northern VA), posting 99% and delivering 10.9M impressions. Paid spots ran Wednesday–Sunday in drive times, evenings, and weekends; added-value spots ran Monday–Sunday, 24 hours.
- Ran multi-length YouTube video formats (6s, 15s, 30s), skippable and non-skippable, on content categories resonating most with men, including sports, outdoor recreation, gaming, tutorials, DIY, reviews, Shorts, creator content, and more. YouTube exceeded benchmarks with a 69% skippable view rate and 97% non-skippable VCR.
- Drove awareness across social platforms where the male audience is most active, connecting with friends/family, watching videos, gathering information, and using community-based features like FB Marketplace. Used static and video across Feed, Stories, and Reels, with a heavy emphasis on Stories/Reels to reach younger men. Social delivered a 4% engagement rate, 20% VCR, and a 0.07% link CTR. Stories drove the highest link CTR; whereas Feed ads delivered the strongest engagement.
- Streaming audio on Audacy, Pandora, and Spotify achieved strong completion rates. Added-value companion banners delivered a 0.09% CTR.
- A brand-lift study (added value on select digital tactics) measured awareness and showed a 24.4% increase in ad recall between control and exposed groups.

Local Heroes

The “Local Heroes” campaign was implemented to increase the seat belt use rate among all drivers as well as remind drivers to slow down and not drive impaired. For FY2025, we focused our efforts statewide, reutilizing creatives produced in FY2024. The 30-second and 60-second videos were created to feature local first responders in recognizable locations across the Commonwealth.

Campaign Parameters

- Audience: Adults age 18+
- Timing:
 - Flight 1: July 1 – 31, 2025
- Geography: Virginia statewide
- Media Investment (402): \$1,023,260

Key Takeaways:

- Campaign delivered 95.9M impressions.
- Cinema advertising was utilized for the first time in FY25 and ran for a full month of July in 45 theaters and on 602 screens statewide. Cinema advertising resulted in 1M impressions.
- A total of 11.8K spots ran in the five cable systems throughout Virginia in the Bristol area with an equal number of paid-to-bonus spots.
- Broadcast TV achieved 12% in over-delivery above booked impressions.
- Local Terrestrial Radio posted at 99% statewide. All markets fell within the standard 90-110% range with Harrisonburg and Roanoke being the only two that posted in the 90% range and all others at 100% or greater.
- Total Traffic and Weather Network posted 115% with an average of 50 purchased spots each week in morning drive, afternoon drive and on weekends where sponsorships were available.
 - A total of 150 additional bonus spots ran, adding 137K impressions to the overall delivery.
- YouTube rendered over 2M impressions in added value due to the spot performing well within the platform.
- Programmatic Digital standard display had a click-through rate (CTR) of 0.09%, above benchmark. And the interstitial banners garnered very high engagement with a CTR of 0.96%.

- Pre-roll also yielded engagement with a CTR of 0.16%.
- Programmatic streaming audio achieved over 1.1M impressions in added value.
 - The audio completion rate (ACR) was 98% for the flight, above benchmark.
- The Facebook InFeed video had the highest engagement rate of 11.38%.
 - Static Stories rendered the most impressions at 1.3M.
 - Video Stories had the highest video completion rate of 9.52%.

Drive Sober or Get Pulled Over (DSOGPO)

“What’s the Damage,” produced by the Washington Regional Alcohol Program (WRAP), is a paid advertising campaign coinciding with the increased enforcement surrounding NHTSA’s National “Drive Sober or Get Pulled Over” mobilization from Labor Day through New Year’s Eve. This advertising campaign follows NHTSA’s guidelines and supports high visibility enforcement to decrease drunk driving.

Campaign Parameters

- Audience: Males, 21 – 34 years old (with an emphasis on the younger portion of this age group)
- Timing:
 - Flight 1: December 11, 2024 – January 1, 2025
 - Flight 2: August 29 – September 1, 2025
- Geography: Virginia statewide

Key Takeaways

- Campaign delivered a total of 377M impressions.
- Flight 1:
 - Nearly 100 (97 with 43 being original) articles about the DSOGPO campaign (representing a near tripling [193.9%, 97 vs. 33] of said overall placements in 2023 and a more than doubling [126.3%, 43 vs. 19] of original articles in 2023) with a reach of 480.8M.
 - 17 unique television stories airing in Virginia’s Hampton Roads, Northern Virginia/DC, Richmond, Roanoke and Shenandoah Valley media markets (representing a 30.7% increase in said placement from 2023).
 - 188 unique headlines throughout the Commonwealth, representing a more than 69% increase from the previous year.
 - Seven interviews as part of DSOGPO’s radio and TV media tour in Fredericksburg, Hampton Roads and Richmond media markets, garnering over 3.3M impressions.
- Flight 2:
 - Garnered 75M total impressions via secured placement across all mediums in both targeted markets and non-targeted outlets, including print, TV and online.
 - Secured over 51.9M impressions in paid digital tactics.

Highway Safety Office DUI Prevention

In conjunction with WRAP’s campaign efforts, DMV utilized the same anti-drunk driving messaging, “What’s the Damage,” which was aired during holidays when drinking is prevalent.

Campaign Parameters

- Audience: Males, ages 21 – 45, with emphasis on 25 – 29 year olds
- Timing:
 - Flight 1 – Super Bowl: February 5 – 9, 2025
 - Flight 2 – St. Patrick’s Day & March Madness: March 12 – 28, 2025
 - Flight 3 – Cinco de Mayo: May 1 – 5, 2025

- Flight 4 – July 4th: June 26 – July 7, 2025
- Flight 5 – Labor Day: August 25 – September 1, 2025
- Geography: Virginia statewide, with emphasis on urban localities
- Media Investment (405d): \$3,300,000+

Key Takeaways

- Campaign delivered 283.9M impressions.
- Two premium custom sports TV packages ran to reach male audience:
 - Super Bowl LIX on February 9 with coverage in all programs across the state with Fox affiliates, including in-game within select markets.
 - March Madness NCAA from March 16 – 30 with CBS affiliates, as well as TBS, TNT, and TruTV.
- Streaming video ran through YouTube with skippable and non-skippable units, with total impressions coming in over 3.7M.
 - Both placements performed well above benchmarks – skippable with a view rate of 62% and non-skippable with a VCR of 96%.
- Drove awareness of the messaging utilizing social placements on Facebook and Instagram, using static and video creative.
 - The Facebook/Instagram Stories Video placement rendered the most impressions at 434K, but the Facebook InFeed Static placement had the highest CTR of 0.14%.
 - Both Facebook InFeed Video and Instagram InFeed Video placements came in with the highest engagement rate of 11.51%, showing that the audience was engaged the most with video content.
- Used standard and interstitial banners, along with pre-roll, to continue to reach our audience. Used location-based targeting to serve messaging to those who frequent bars and/or purchase alcohol, within digital formats on the screens of their devices.
 - The CTR for standard banners came in a smidge under benchmark at 0.07% and interstitial banners at 0.11%.
 - Pre-roll's VCR came in 75% and had a CTR of 0.15%, proving that people were engaged with the content. The top domains were ABC News, NBC News, USA Today, Business Insider and The New York Post.
 - With mobile video, we delivered over 1M impressions, and the VCR came in at 98%. The :15s video performed best out of the two lengths and Sundays during late-night hours is where the creative performed best.
- The Summer months, 4th of July and Labor Day flights, ran cable in all markets, including Northern Virginia.
 - The 4th of July campaign posted at 100% with an equal number of paid and added value spots running.
 - The Labor Day campaign posted over the industry standard at 127%. Distribution of sports programming pushed the delivery way over expectations, including the NFL, MLB, the U.S. Open, and College Football. College Football doubled the delivery in many games.
- Utilizing contextually relevant out-of-home (OOH) environments, In-Bar Signage was placed at 170 bar locations including various bar, pool hall, restaurant, and tavern locations (with ABC licenses) across the state with multiple forms of signage for a “DMV Takeover” effect.
- Additionally, four different types of ads were purchased in a total of 305 gas stations and convenience stores, including Alcohol Cooler Wrap Decals, Alcohol Cooler Cling Decals, Floor Cling Decals, and Bollard Covers.
 - Placement of ads began the week of July 14 and ran for four weeks. At the end of the four weeks, the signs stayed up an additional four weeks as value added.

- Wilkins was able to add 15 more locations as value-added that ran the full eight weeks, which added 48.7M impressions.

Motorcycle Safety

Creatives developed in FY2024 were reutilized for the FY2025 Motorcycle Safety media campaign. “Close Call” focuses on all motorcycle riders, both young and mature, and encourages all motorcyclists to sign up for formal motorcycle training with the Virginia Rider Training Program.

Campaign Parameters

- Audience: Adults, 20 – 59 years old, with emphasis on males
- Timing:
 - Flight 1: February 19 – March 6, 2025
 - Flight 2: June 5 – 18, 2025
 - Flight 3: September 19 – 30, 2025
- Geography: Virginia statewide, with emphasis on priority areas
- Media Investment (402): \$697,742

Key Takeaways:

- Campaign delivered 90.6M impressions.
- Preroll videos on programmatic digital platforms had a video completion rate (VCR) above benchmark 81%, but a click-through rate (CTR) of 0.14%, showing that not only were viewers interested in watching the full video but chose to then engage.
- Streaming video skippable and non-skippable ads on YouTube both exceeded performance benchmarks. Skippable ads had a 57% view rate and non-skippable ads a 96% VCR.
- The male audience rendered the most impressions and had the highest VCR of 94%.
- Facebook In-Feed Static performed well this campaign, delivering the most impressions and highest CTR at 0.13%.
- About 11K spots ran across five cable zones in the Virginia market.
 - Spectrum upgraded many spots into higher yielding prime programming and sporting events. Delivery came in at 140%.
- Paid radio spots ran as ordered however bonus spot frequencies overdelivered spot frequency by 27% resulting in a total delivery of 107%.
- Convenience store (C-store) posters were purchased at 115 locations, with an additional 10 locations placed as a bonus. The additional placements accrued 2.5M impressions over 6 weeks. This brought the total number of impressions for the C-store posters to 12.1M.

Motorists’ Awareness of Motorcycles

The FY2025 campaign, “Drivers: Take a Second Look for Motorcyclists,” encouraged other vehicle drivers to share the road with motorcyclists, give motorcyclists a second look and be aware of how a motorcycle’s speed may be difficult to judge. It served as a reminder to motor vehicle drivers to always pay attention to motorcyclists when sharing the road with them.

Campaign Parameters

- Audience: Drivers, 25 – 44 years old
- Timing:
 - March 3 – 17, 2025
- Geography: Virginia Statewide, with emphasis on priority regions
- Media Investment (405f): \$226,000

Key Takeaways:

- Campaign delivered more than 19.2M impressions.
- Overall gas station television (GSTV) posted at 109%, delivering 178K more impressions than expected.
 - The campaign ran on 7.6K screens at 976 stations across the state.
- Overall terrestrial radio delivered at 108%, delivering more than 316 bonus spots than expected. The additional spots added 154K impressions to the overall delivery (1.4M).
- Cross device display banners and video pre-roll ads ran on sites the target audience engaged with the most.
 - Preroll outperformed the display banners and had over 103K impressions in added value delivery.
- In-Feed video placements on Facebook and Instagram rendered the most impressions, whereas the static Stories placement had the highest click-through rate at 0.10%.
 - In-Feed video placements had the most engagements, with a rate of 11.55%.

Pedestrian Safety Media Campaign

The Pedestrian Safety campaign is helping to decrease the number of crashes, injuries, and fatalities involving pedestrians across the Commonwealth. In FY2025, we reutilized the “You’re Not a Duck” creative, which was broadcast on various media platforms and transit signs.

Campaign Parameters

- Audience: Adults ages 20+ with emphasis on males 65 – 79 years old
- Timing: September 16 – October 13, 2024
- Geography: Virginia Statewide, with emphasis in urban regions
- Media Investment (405h): \$950,000

Key Takeaways:

- Campaign delivered a total of 154.8M impressions.
- The completion rate for YouTube skippable and non-skippable videos exceeded benchmarks across all placements throughout the campaign.
 - The 30s video achieved a higher view rate (72%), while the 15s creative delivered a slightly higher click-through rate (0.06%).
- Activated display and pre-roll tactics achieved a click-through rate (CTR) within benchmark at 0.10% and online video 70%.
- Survey results revealed that 27.6% Virginians walk at least several times a month, if not daily, within populated areas.
- Utilized geotargeting and audience data segments to target pedestrians.
 - Stories outperformed InFeed, delivering the most impressions and driving the highest CTR at 0.13%.
 - The 15s video had higher impressions, CTR and video completion rate (VCR) during its run compared to the 30s.
- This campaign had strong transit coverage (e.g., bus wraps and signage at bus stops) with advertising running from July 17, through August 21. In most markets, signage remains posted as follows to date:
 - Hampton Roads - The Bull Nose, Interior cards (160), and all bus queens (20) were removed on September 10, adding almost an entire additional month of exposure.
 - Arlington - 40 Kings ran for an additional month and five Kings remain posted with no set takedown date.
 - Fairfax – All 22 posters remained on the buses for an additional month with 10 still up with an expected takedown of October 12.

- Alexandria – All 10 Queens remain on the buses with an anticipated takedown of October 15.
- Roanoke - 10 Queens and 80 Interior cards remain on buses with a takedown of the posters expected on October 15.
- Posters and window bulletins were placed across the City of Richmond market, as well as throughout Fairfax County, at frequented convenience stores, pharmacies, coffee shops, laundromats, salons, barbershops, restaurants and bar locations reaching the audience while they were actively on the go – walking and running errands.
 - Posters were installed at 147 locations, resulting in a total of 41.9M impressions.

Speed Prevention

To reduce the number of speed-related crashes and fatalities on Virginia roadways, the “You Speed, You Lose” speed prevention campaign was developed to encourage drivers to slow down and increase awareness of the dangers of speeding.

Campaign Parameters

- Audience: Males 21 – 50
 - Secondary: Males 40 – 50
- Timing: August 4 – 31, 2025
- Geography: Virginia statewide with emphasis in priority areas
- Media Investment: \$759,901

Key Takeaways

- Campaign delivered a total of 42.6M impressions.
- YouTube performed well for this campaign and achieved high viewer retention with a 65% video rate (VTR) for the skippable unit and 93% video completion rate for the non-skippable unit.
- A new tactic to reach male audiences was deployed, in-game advertising.
 - Reward video games had a VTR of 97.25% and a CTR of 3.65%.
 - Custom Skinned cross-device video ads had a VTR of 81.39% and a CTR of 0.22%.
- Programmatic digital banners had a higher-than-average engagement, with CTR's at 0.12% for standard and 1.28% for interstitial.
- Streaming audio had an audio completion rate of 98%, which was above benchmark.
 - Resulting in 64K additional added-value impressions.
- To reach our secondary audience of older male drivers, we placed Facebook InFeed posts, which saw the most interaction, had an engagement rate of 8.47%.
- Facebook Stories rendered the most impressions at 564K and had the highest CTR of 0.18%.
- Out of the three static placements, Stories static rendered the most impressions. This placement along with Facebook InFeed static tied for highest CTR of 0.10%.
- Out-of-Home (OOH) posted at 125% with the additional impressions coming from boards running past the end date adding 1.6M impressions to the overall delivery (2.7M).
- Broadcast TV achieved 9% in over-delivery above booked impressions.
- English radio delivered at 100%. Paid to added value frequency ended up with two additional value-added spots running in Fredericksburg.

- Richmond Spanish stations overachieved the requested 1:1 paid to value added spot frequency by overdelivering the added value spots by 527 spots adding an additional value of \$2,300.

Safety Videos

The award-winning video series, “Safe Driving is Something We Can All Live With,” focused efforts on seat belt use and the prevention of speeding, drunk driving and distracted driving. This safety video series raised awareness of the dangers associated with each of the specified topics to help ultimately change public behavior, resulting in lower crash and fatality numbers. Crash data revealed that distraction was on the rise as one of the main causes of crashes in Virginia, which is why we decided to focus the FY2025 campaign on distracted driving. We only utilized the “Don’t Be Distracted” video for this campaign to spread awareness of the consequences of being distracted while driving.

Campaign Parameters

- Audience: Adults 18 – 60, emphasis on males 30 – 34 years old
- Timing: August 18 – 31, 2025
- Geography: Virginia statewide, with a focus on rural communities
- Media Investment (402): \$260,793

Key Takeaways

- Campaign delivered a total of 26.3M impressions.
- Gas station television (GSTV) total impressions overdelivered expectations, delivering 961.3K more impressions than expected. Totaling to 1.8M impressions.
- Total Traffic and Weather Network’s (TTWN) radio station network was used for traffic sponsorships across the state.
 - TTWN provided an additional 497 added value spots, adding 1M impressions to the campaign. Overall, TTWN delivered 6.3M impressions.
- Reaching an active online audience with digital media spots.
 - Pre-roll video received high engagement with a 0.28% click-through rate (CTR).
 - YouTube and streaming video delivered a total of 4.7M impressions.
 - YouTube in-stream revealed that the audience was interested in viewing longer videos, with the 30s spot having a view rate 5% higher than the 15s spot.
 - Multi-format videos helped extend overall reach and reinforce the message among audiences across different content environments.
 - Both Facebook and Instagram Stories video placements delivered the highest number of impressions (1M), while Facebook in-feed video achieved the strongest CTR at 0.15%.
 - Stories video also generated the highest video completion rate (VCR) at 27.5%, indicating strong viewer interest in watching the full message.

DMV Highway Safety Outreach Events

In addition to our extensive media plan and accomplishments during FY2025, the DMV/VAHSO staff attended various outreach events to exhibit and provide information and resources on highway safety issues. DMV/VAHSO reached thousands of attendees through numerous community outreach events such as:

- Virginia State Fair (2.5K+ people reached)
- 65 Roses Car Show (100+ people reached)

- Richmond County Fair (1K+ people reached)
- Several Trunk or Treat Events, statewide (300+ people reached)
- Radio One – Prep for Success and Baby Expo Events (500+ people reached)

DMV Highway Partner Email Communication

In FY2025, we sent over 26 partner emails to highlight upcoming campaigns, data and available resources that can be used to educate our communities on ways to practice safe driving behaviors. Partner emails are sent to all highway safety partners at least once a month.

Grantee Occupant Protection Projects

During FY2025, several DMV subrecipients received funding for paid media to promote occupant protection messaging.

- Old Dominion University Research Foundation (ODURF) Car Safety Now campaign leveraged a multi-channel media mix including outdoor, broadcast TV, streaming, YouTube, social media, influencer partnerships and local parenting platforms. Total impressions were 6.5M+.
- Youth of Virginia Speak Out About Traffic Safety (YOVASO) carried out several multimedia campaigns in FY2025 to promote teen safe driving. These included two fall efforts - Drive for Change and Buckle Up, Slow Down – as well as the summer Arrive Alive campaign.
 - Streaming radio impressions – 82K+
 - Social media impressions – 2M+
- DRIVE SMART Virginia’s “Love Clicks” campaign was conducted on Facebook and Spotify during FY2025:
 - Total impressions – over 443K
 - Total reach - 350kK

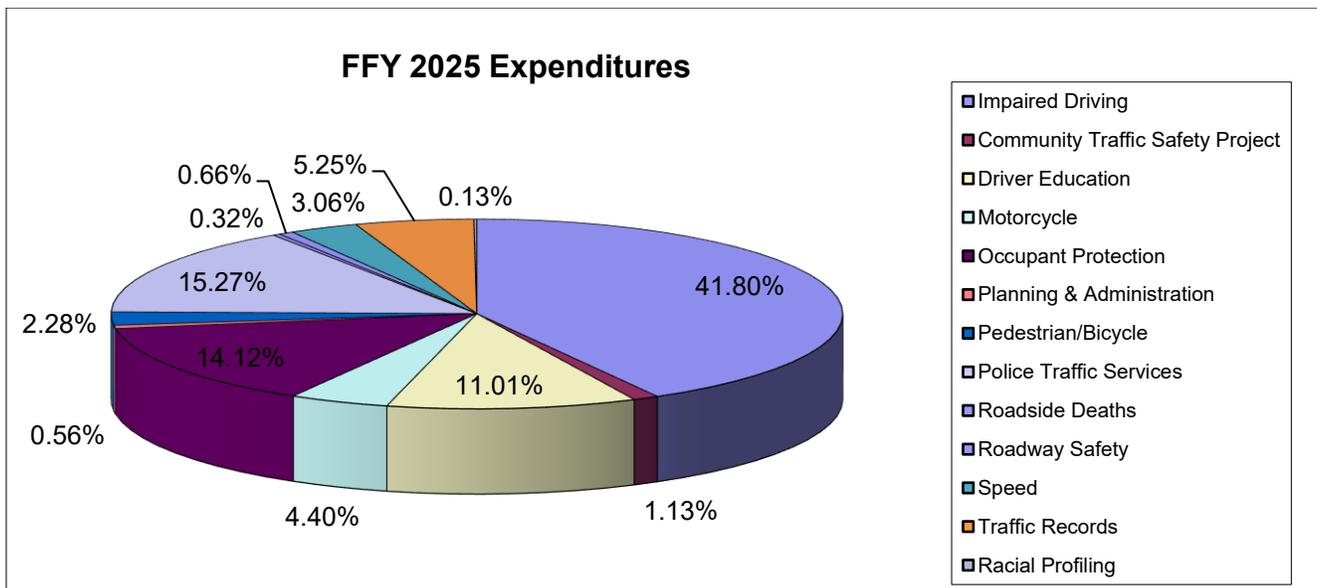
Grantee DUI Prevention Projects

During FY2025, several nonprofit organizations used paid media to publicize anti-drunk driving messaging.

- Chesterfield Substance Abuse Free Environment’s (SAFE) DUI and Drug-Impaired Prevention Social Media Campaign received a total of 1.5M impressions on alcohol and drug-impaired driving posts.
- Mothers Against Drunk Driving’s (MADD) Virginia Chapter developed a statewide media campaign that reached defined target audiences to bring awareness of the dangers of drunk driving. The campaign received a total of 33.5M impressions.
- Washington Regional Alcohol Program’s (WRAP) “What’s the Damage” creative assets for the DSOGPO (*Winter Holiday and Labor Day*) campaign paid media reached 377M total impressions.

Virginia's Financial Summary – Expenditures FFY2025

NHTSA Funded Program Area	402	405	154	1906	Total Expenditures	% of Total
Impaired Driving	17,793	3,286,712	9,086,212	-	12,390,717	41.80%
Community Traffic Safety Project	221,726	113,700	-	-	335,426	1.13%
Driver Education	2,354,023	910,025	-	-	3,264,047	11.01%
Motorcycle	1,026,850	276,683	-	-	1,303,533	4.40%
Occupant Protection	1,822,606	2,363,027	-	-	4,185,633	14.12%
Planning & Administration	166,416	-	-	-	166,416	0.56%
Pedestrian/Bicycle	115,516	559,745	-	-	675,261	2.28%
Police Traffic Services	4,526,972	-	-	-	4,526,972	15.27%
Roadside Deaths	-	94,470	-	-	94,470	0.32%
Roadway Safety	194,570	-	-	-	194,570	0.66%
Speed	907,983	-	-	-	907,983	3.06%
Traffic Records	651,065	905,819	-	-	1,556,885	5.25%
Racial Profiling	-	-	-	37,607	37,607	0.13%
TOTAL	12,005,520	8,510,181	9,086,212	37,607	29,639,521	100.00%



FFY 2025 Virginia Highway Safety Grant Awards and Expenditures

Project Number	Subrecipient	Project Title	Approved Award	Total Paid
BIL 154				
BPM_AL-2025-55073-25073	WRAP	FY 2025 Virginia Drive Sober or Get Pulled Over Campaign	1,129,280.00	1,094,502.88
BPM_AL-2025-55264-25264	Virginia Dept of Motor Vehicles	Alcohol Paid Media	3,410,000.00	3,396,005.41
		BPM_AL Total	4,539,280.00	4,490,508.29
EDU_AL-2025-55177-25177	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program - AL	354,324.00	260,775.39
EDU_AL-2025-55211-25211	Drive Safe Hampton Roads	Impaired Driving	114,796.00	84,517.79
EDU_AL-2025-55227-25227	Drive Smart of Virginia	Impaired Driving Education and Outreach	617,599.00	581,748.55
EDU_AL-2025-55267-25267	Supreme Court of Va	Judicial Outreach Liaison	63,600.00	43,528.73
EDU_AL-2025-55376-25376	Virginia Dept of Motor Vehicles	DMV Sober Ride Program	47,000.00	20,000.00
		EDU_AL Total	1,197,319.00	990,570.46
ENF_AL-2025-55002-25002	Caroline County	Selective Enforcement - Alcohol	19,123.00	14,074.07
ENF_AL-2025-55004-25004	Glade Spring Town	Selective Enforcement - Alcohol	8,394.00	4,590.20
ENF_AL-2025-55006-25006	Patrick County	Selective Enforcement - Alcohol	19,431.00	17,678.14
ENF_AL-2025-55009-25009	Nelson County	Selective Enforcement - Alcohol	16,380.00	13,024.97
ENF_AL-2025-55010-25010	Radford City	Selective Enforcement - Alcohol	9,200.00	8,158.01
ENF_AL-2025-55016-25016	Richmond City	Selective Enforcement - Alcohol	83,200.00	78,914.38
ENF_AL-2025-55017-25017	Virginia Dept of State Police	Selective Enforcement - Alcohol	500,000.00	426,265.83

ENF_AL-2025-55022-25022	Isle of Wight County	Selective Enforcement - Alcohol	11,580.00	7,806.17
ENF_AL-2025-55025-25025	South Boston Town	Selective Enforcement - Alcohol	11,900.00	7,902.21
ENF_AL-2025-55026-25026	Portsmouth City	Selective Enforcement - Alcohol	6,925.00	1,660.25
ENF_AL-2025-55031-25031	Lynchburg City	Selective Enforcement - Alcohol	23,056.00	23,025.19
ENF_AL-2025-55035-25035	Fairfax County	Selective Enforcement - Alcohol	1,178,631.00	1,001,704.34
ENF_AL-2025-55036-25036	Frederick County	Selective Enforcement - Alcohol	15,800.00	15,110.62
ENF_AL-2025-55044-25044	Wise Town	Selective Enforcement - Alcohol	13,100.00	10,038.07
ENF_AL-2025-55046-25046	Vienna Town	Selective Enforcement - Alcohol	25,200.00	20,423.71
ENF_AL-2025-55052-25052	Grayson County	Selective Enforcement - Alcohol	5,160.00	2,530.72
ENF_AL-2025-55057-25057	Stafford County	Selective Enforcement - Alcohol	20,300.00	14,287.87
ENF_AL-2025-55059-25059	Dickenson County	Selective Enforcement - Alcohol	17,600.00	13,875.35
ENF_AL-2025-55061-25061	Westmoreland County	Selective Enforcement - Alcohol	32,639.00	27,243.41
ENF_AL-2025-55062-25062	Christiansburg Town	Selective Enforcement - Alcohol	10,600.00	9,800.00
ENF_AL-2025-55064-25064	Campbell County	Selective Enforcement - Alcohol	28,900.00	22,838.69
ENF_AL-2025-55068-25068	Roanoke City	Selective Enforcement - Alcohol	31,500.00	29,900.00
ENF_AL-2025-55074-25074	Augusta County	Selective Enforcement - Alcohol	30,800.00	27,393.62
ENF_AL-2025-55075-25075	Bedford County	Selective Enforcement - Alcohol	10,800.00	7,205.98
ENF_AL-2025-55095-25095	Loudoun County	Selective Enforcement - Alcohol	36,800.00	22,333.15
ENF_AL-2025-55096-25096	Scott County	Selective Enforcement - Alcohol	20,800.00	19,971.10
ENF_AL-2025-55097-25097	Botetourt County	Selective Enforcement - Alcohol	22,300.00	21,906.79
ENF_AL-2025-55098-25098	Smyth County	Selective Enforcement - Alcohol	14,800.00	13,312.93
ENF_AL-2025-55099-25099	Arlington County	Selective Enforcement - Alcohol	25,470.00	23,751.13
ENF_AL-2025-55101-25101	New Kent County	Selective Enforcement - Alcohol	33,028.00	26,152.01

ENF_AL-2025-55105-25105	Petersburg City	Selective Enforcement - Alcohol	83,600.00	72,813.43
ENF_AL-2025-55107-25107	Page County	Selective Enforcement - Alcohol	7,150.00	3,921.65
ENF_AL-2025-55111-25111	Fairfax County	Selective Enforcement - Alcohol	13,800.00	3,628.47
ENF_AL-2025-55113-25113	Rockbridge County	Selective Enforcement - Alcohol	10,000.00	6,407.20
ENF_AL-2025-55119-25119	James City County	Selective Enforcement - Alcohol	17,900.00	15,038.05
ENF_AL-2025-55125-25125	Montgomery County	Selective Enforcement - Alcohol	17,750.00	14,335.14
ENF_AL-2025-55129-25129	Richmond County	Selective Enforcement - Alcohol	19,240.00	19,174.66
ENF_AL-2025-55130-25130	Norfolk City	Selective Enforcement - Alcohol	32,612.00	22,771.53
ENF_AL-2025-55131-25131	Williamsburg City	Selective Enforcement - Alcohol	15,000.00	8,467.09
ENF_AL-2025-55134-25134	Prince William County	Selective Enforcement - Alcohol	123,100.00	121,748.35
ENF_AL-2025-55135-25135	Bedford Town	Selective Enforcement - Alcohol	8,000.00	3,939.27
ENF_AL-2025-55137-25137	Franklin County	Selective Enforcement - Alcohol	44,000.00	43,188.17
ENF_AL-2025-55139-25139	Roanoke County	Selective Enforcement - Alcohol	85,700.00	80,995.47
ENF_AL-2025-55140-25140	Greene County	Selective Enforcement - Alcohol	23,820.00	4,285.12
ENF_AL-2025-55146-25146	Virginia Dept of Alcohol & Beverage Control Authority	Selective Enforcement- Alcohol	350,350.00	310,509.96
ENF_AL-2025-55148-25148	Spotsylvania County	Selective Enforcement - Alcohol	103,200.00	68,292.68
ENF_AL-2025-55150-25150	Front Royal Town	Selective Enforcement - Alcohol	17,600.00	7,415.64
ENF_AL-2025-55166-25166	Virginia Beach City	Selective Enforcement - Alcohol	55,450.00	17,965.03
ENF_AL-2025-55167-25167	Chesterfield County	Selective Enforcement - Alcohol	105,284.00	97,489.45
ENF_AL-2025-55178-25178	Salem City	Selective Enforcement - Alcohol	11,952.00	8,997.32
ENF_AL-2025-55183-25183	Buchanan County	Selective Enforcement - Alcohol	18,800.00	18,692.84
ENF_AL-2025-55184-25184	Tazewell Town	Selective Enforcement - Alcohol	8,500.00	8,500.00

ENF_AL-2025-55187-25187	Gate City Town	Selective Enforcement - Alcohol	8,300.00	7,343.26
ENF_AL-2025-55189-25189	Chesapeake City	Selective Enforcement - Alcohol	22,056.00	17,237.11
ENF_AL-2025-55194-25194	Harrisonburg City	Selective Enforcement - Alcohol	20,060.00	10,361.68
ENF_AL-2025-55204-25204	Clarke County	Selective Enforcement - Alcohol	6,650.00	5,850.00
ENF_AL-2025-55207-25207	Wise County	Selective Enforcement - Alcohol	68,300.00	63,085.96
ENF_AL-2025-55212-25212	Washington County	Selective Enforcement - Alcohol	28,800.00	9,189.54
ENF_AL-2025-55215-25215	Pulaski Town	Selective Enforcement - Alcohol	10,528.00	6,004.75
ENF_AL-2025-55228-25228	Rappahannock County	Selective Enforcement - Alcohol	7,400.00	4,907.90
ENF_AL-2025-55231-25231	Fredericksburg City	Selective Enforcement - Alcohol	10,260.00	10,260.00
ENF_AL-2025-55235-25235	Henrico County	Selective Enforcement - Alcohol	230,600.00	230,600.00
ENF_AL-2025-55237-25237	York County	Selective Enforcement - Alcohol	11,580.00	11,580.00
ENF_AL-2025-55243-25243	Warren County	Selective Enforcement - Alcohol	9,200.00	8,950.14
ENF_AL-2025-55246-25246	Powhatan County	Selective Enforcement - Alcohol	16,400.00	11,632.72
ENF_AL-2025-55251-25251	Lexington City	Selective Enforcement - Alcohol	10,800.00	8,776.36
ENF_AL-2025-55254-25254	Hanover County	Selective Enforcement - Alcohol	116,600.00	116,600.00
ENF_AL-2025-55256-25256	Culpeper County	Selective Enforcement - Alcohol	36,437.00	14,724.89
ENF_AL-2025-55265-25265	Goochland County	Selective Enforcement - Alcohol	15,100.00	14,118.47
ENF_AL-2025-55271-25271	Lee County	Selective Enforcement - Alcohol	6,050.00	6,050.00
ENF_AL-2025-55277-25277	Gloucester County	Selective Enforcement - Alcohol	25,180.00	24,839.34
ENF_AL-2025-55278-25278	Buena Vista City	Selective Enforcement - Alcohol	11,300.00	10,670.55
ENF_AL-2025-55285-25285	Fluvanna County	Selective Enforcement - Alcohol	18,800.00	0.00
ENF_AL-2025-55304-25304	Farmville Town	Selective Enforcement - Alcohol	18,800.00	11,402.06
ENF_AL-2025-55313-25313	Tazewell County	Selective Enforcement - Alcohol	21,500.00	13,321.27

ENF_AL-2025-55316-25316	Amherst County	Selective Enforcement - Alcohol	25,050.00	17,819.67
ENF_AL-2025-55321-25321	Occoquan Town	Selective Enforcement - Alcohol	8,800.00	5,608.15
ENF_AL-2025-55327-25327	Culpeper Town	Selective Enforcement - Alcohol	10,200.00	10,200.00
ENF_AL-2025-55334-25334	Metropolitan Washington Airports Authority	Selective Enforcement - Alcohol	20,850.00	20,720.63
ENF_AL-2025-55336-25336	Buckingham County	Selective Enforcement - Alcohol	27,010.00	18,580.90
ENF_AL-2025-55341-25341	King George County	Selective Enforcement - Alcohol	5,640.00	4,805.57
ENF_AL-2025-55355-25355	Giles County	Selective Enforcement - Alcohol	4,300.00	4,152.57
ENF_AL-2025-55357-25357	Alexandria City	Selective Enforcement - Alcohol	10,300.00	9,442.67
ENF_AL-2025-55360-25360	Luray Town	Selective Enforcement - Alcohol	8,572.00	4,841.43
		ENF_AL Total	4,307,648.00	3,605,133.02
BIL 1906				
BF1906CMD-2025-55286-25286	Virginia Dept of State Police	Community Policing Act Stop Data Collection Repository	37,869.00	37,607.20
		BF1906CMD Total	37,869.00	37,607.20
BIL 402				
BAI-2025-55287-25287	Virginia Dept of Motor Vehicles	Crash Investigation & Reconstruction Program - 402	265,800.00	145,935.21
		BAI Total	265,800.00	145,935.21
BCP-2025-55283-25283	Virginia Dept of Motor Vehicles	Travel and Training	70,000.00	22,567.95
BCP-2025-55305-25305	Virginia Dept of Motor Vehicles	Highway Safety Office Senior Communications Manager and Vulnerable Roadway User	265,700.00	115,255.19
BCP-2025-55370-25370	Virginia Dept of Motor Vehicles	Highway Safety Summit	236,500.00	83,903.08
		BCP Total	572,200.00	221,726.22

BCR-2025-55153-25153	Saving Prince William's Littles	Improve Child Passenger Safety in Northern Virginia	8,575.00	6,075.00
BCR-2025-55155-25155	Carilion Health Systems	The Child Passenger Safety Program at Carilion Children's	96,803.00	91,987.94
BCR-2025-55165-25165	Virginia Dept of Health	Occupant Protection: Child Passenger Safety	355,607.00	215,391.35
BCR-2025-55196-25196	Children's Hospital/King's Daughters	Child Passenger Safety Program at CHKD	29,880.00	29,580.47
		BCR Total	490,865.00	343,034.76
BDE-2025-55014-25014	VADETS	Choose Your Vibe - Arrive Alive!	284,380.00	237,331.33
BDE-2025-55100-25100	Drive Smart of Virginia	Community & Workplace Traffic Safety Education and Outreach	314,816.00	266,665.01
BDE-2025-55190-25190	Christopher King Foundation	CK Foundation Grant 2024	109,360.00	109,359.62
BDE-2025-55292-25292	Virginia Dept of Education	Driver Education	237,000.00	158,090.24
BDE-2025-55326-25326	Virginia Polytechnic Institute	Share the Road 2025	205,597.00	205,178.29
BDE-2025-55375-25375	Henrico Too Smart 2 Start Coalition	Drive Smart Henrico	133,113.00	34,287.15
		BDE Total	1,284,266.00	1,010,911.64
BMC-2025-55112-25112 (Split Grant with SMC-25382)	Virginia Dept of Motor Vehicles	Motorcycle Safety Program	326,140.00	114,574.64
		BMC Total	326,140.00	114,574.64
BOD-2025-55307-25307	Dept for Aging and Rehabilitative Services	Virginia GrandDriver: The Keys to Maintaining Independence	745,228.00	732,023.31
		BOD Total	745,228.00	732,023.31
BOP-2025-55065-25065	Drive Smart of Virginia	Occupant Protection and Education	244,864.00	203,840.70

BOP-2025-55118-25118	Virginia Dept of State Police	Youth of Virginia Speak Out (YOVASO) Peer-to-Peer Education Program-OP	376,702.00	281,993.27
BOP-2025-55145-25145	Drive Safe Hampton Roads	Occupant Protection	74,872.00	71,587.03
BOP-2025-55223-25223	Wise County	Selective Enforcement - Occupant Protection	22,140.00	22,140.00
		BOP Total	718,578.00	579,561.00
BPA-2025-55294-25294	Virginia Dept of Motor Vehicles	Planning and Administration (P&A)	282,375.00	166,415.77
		BPA Total	282,375.00	166,415.77
BPM-2025-55268-25268	Virginia Dept of Motor Vehicles	Local Heroes Campaign	1,075,000.00	1,071,200.39
BPM-2025-55274-25274	Virginia Dept of Motor Vehicles	Safety Video Paid Media	300,000.00	297,725.32
BPM-2025-55276-25276	Virginia Dept of Motor Vehicles	Speed Paid Media	800,000.00	772,785.51
BPM-2025-55295-25295	Norfolk State University Foundation, Inc.	FY25: Prevention not Enforcement Spartans for Safe Driving Hot91&Spartan Athletic	120,065.00	112,500.00
BPM-2025-55297-25297	Virginia Dept of Motor Vehicles	Motorcycle Safety Paid Media	750,000.00	738,263.15
BPM-2025-55361-25361	Roanoke City	Reduce Distracted Driving - City of Roanoke	200,000.00	200,000.00
		BPM Total	3,245,065.00	3,192,474.37
BPT-2025-55001-25001	Floyd County	Selective Enforcement - Police Traffic Services	19,043.00	18,902.33
BPT-2025-55003-25003	Orange County	Selective Enforcement - Police Traffic Services	18,273.00	17,947.96
BPT-2025-55005-25005	Newport News City	Selective Enforcement - Police Traffic Services	55,400.00	50,275.71
BPT-2025-55007-25007	Patrick County	Selective Enforcement - Police Traffic Services	22,910.00	22,001.71
BPT-2025-55008-25008	Blackstone Town	Selective Enforcement - Police Traffic Services	6,560.00	6,560.00

BPT-2025-55011-25011	Vinton Town	Selective Enforcement - Police Traffic Services	27,520.00	21,146.61
BPT-2025-55012-25012	Jonesville Town	Selective Enforcement - Police Traffic Services	9,015.00	8,469.15
BPT-2025-55015-25015	Hillsville Town	Selective Enforcement - Police Traffic Services	26,000.00	25,895.90
BPT-2025-55018-25018	South Boston Town	Selective Enforcement - Police Traffic Services	12,750.00	10,685.02
BPT-2025-55019-25019	Richmond City	Selective Enforcement - Police Traffic Services	96,000.00	96,000.00
BPT-2025-55020-25020	Manassas Park City	Selective Enforcement - Police Traffic Services	39,720.00	39,477.84
BPT-2025-55021-25021	Norton City	Selective Enforcement - Police Traffic Services	11,900.00	5,449.25
BPT-2025-55023-25023	Isle of Wight County	Selective Enforcement - Police Traffic Services	32,250.00	29,366.87
BPT-2025-55024-25024	Radford City	Selective Enforcement - Police Traffic Services	11,500.00	10,752.15
BPT-2025-55027-25027	Portsmouth City	Selective Enforcement - Police Traffic Services	42,057.00	30,034.52
BPT-2025-55030-25030	Boykins Town	Selective Enforcement - Police Traffic Services	11,250.00	10,841.25
BPT-2025-55032-25032	Lynchburg City	Selective Enforcement - Police Traffic Services	38,400.00	38,234.89
BPT-2025-55033-25033	Pearisburg Town	Selective Enforcement - Police Traffic Services	42,907.00	38,560.68
BPT-2025-55034-25034	Bedford County	Selective Enforcement - Police Traffic Services	22,757.00	19,534.55
BPT-2025-55038-25038	Fairfax County	Selective Enforcement - Police Traffic Services	62,100.00	43,901.62
BPT-2025-55040-25040	Frederick County	Selective Enforcement - Police Traffic Services	21,700.00	20,500.31
BPT-2025-55041-25041	Surry County	Selective Enforcement - Police Traffic Services	7,800.00	7,000.00

BPT-2025-55047-25047	Halifax Town	Selective Enforcement - Police Traffic Services	20,800.00	18,515.99
BPT-2025-55048-25048	Chincoteague Town	Selective Enforcement - Police Traffic Services	13,311.00	13,311.00
BPT-2025-55049-25049	Bristol City	Selective Enforcement - Police Traffic Services	56,800.00	54,742.41
BPT-2025-55050-25050	Martinsville City	Selective Enforcement - Police Traffic Services	15,001.00	13,522.44
BPT-2025-55051-25051	Rockingham County	Selective Enforcement - Police Traffic Services	33,910.00	33,846.43
BPT-2025-55053-25053	Grayson County	Selective Enforcement - Police Traffic Services	12,660.00	10,815.58
BPT-2025-55054-25054	Staunton City	Selective Enforcement - Police Traffic Services	12,000.00	8,475.62
BPT-2025-55055-25055	Craig County	Selective Enforcement - Police Traffic Services	5,700.00	2,229.65
BPT-2025-55060-25060	Stafford County	Selective Enforcement - Police Traffic Services	45,240.00	45,240.00
BPT-2025-55066-25066	Campbell County	Selective Enforcement - Police Traffic Services	33,600.00	21,959.86
BPT-2025-55067-25067	Botetourt County	Selective Enforcement - Police Traffic Services	43,290.00	41,022.28
BPT-2025-55069-25069	Prince William County	Selective Enforcement - Police Traffic Services	108,000.00	105,606.77
BPT-2025-55070-25070	Westmoreland County	Selective Enforcement - Police Traffic Services	34,854.00	34,854.00
BPT-2025-55072-25072	Roanoke City	Selective Enforcement - Police Traffic Services	60,352.00	60,352.00
BPT-2025-55076-25076	Strasburg Town	Selective Enforcement - Police Traffic Services	10,750.00	9,344.87
BPT-2025-55077-25077	Colonial Heights City	Selective Enforcement - Police Traffic Services	27,480.00	26,735.07
BPT-2025-55078-25078	Augusta County	Selective Enforcement - Police Traffic Services	18,000.00	18,000.00

BPT-2025-55079-25079	Virginia Dept of State Police	Selective Enforcement - Police Traffic Services	790,000.00	736,005.09
BPT-2025-55080-25080	Glade Spring Town	Selective Enforcement - Police Traffic Services	5,800.00	0.00
BPT-2025-55082-25082	Loudoun County	Selective Enforcement - Police Traffic Services	48,624.00	47,507.75
BPT-2025-55084-25084	Herndon Town	Selective Enforcement - Police Traffic Services	25,200.00	13,916.98
BPT-2025-55085-25085	Amelia County	Selective Enforcement - Police Traffic Services	21,800.00	21,000.00
BPT-2025-55086-25086	Christiansburg Town	Selective Enforcement - Police Traffic Services	10,780.00	10,780.00
BPT-2025-55087-25087	Virginia Beach City	Selective Enforcement - Police Traffic Services	122,600.00	80,610.71
BPT-2025-55089-25089	Fauquier County	Selective Enforcement - Police Traffic Services	67,576.00	30,372.77
BPT-2025-55091-25091	Front Royal Town	Selective Enforcement - Police Traffic Services	20,198.00	13,090.38
BPT-2025-55092-25092	Grundy Town	Selective Enforcement - Police Traffic Services	15,925.00	11,845.01
BPT-2025-55093-25093	Marion Town	Selective Enforcement - Police Traffic Services	19,538.00	19,136.99
BPT-2025-55094-25094	Exmore Town	Selective Enforcement - Police Traffic Services	19,850.00	19,849.50
BPT-2025-55102-25102	Petersburg City	Selective Enforcement - Police Traffic Services	35,950.00	34,389.85
BPT-2025-55104-25104	Arlington County	Selective Enforcement - Police Traffic Services	36,638.00	36,574.51
BPT-2025-55106-25106	Nottoway County	Selective Enforcement - Police Traffic Services	27,040.00	25,135.93
BPT-2025-55109-25109	Grottoes Town	Selective Enforcement - Police Traffic Services	12,479.00	10,336.68
BPT-2025-55110-25110	Clintwood Town	Selective Enforcement - Police Traffic Services	12,200.00	12,196.24

BPT-2025-55114-25114	Rockbridge County	Selective Enforcement - Police Traffic Services	12,266.00	10,769.75
BPT-2025-55115-25115	Chilhowie Town	Selective Enforcement - Police Traffic Services	32,300.00	32,300.00
BPT-2025-55116-25116	Henry County	Selective Enforcement - Police Traffic Services	26,800.00	19,611.76
BPT-2025-55117-25117	Waynesboro City	Selective Enforcement - Police Traffic Services	14,300.00	9,670.78
BPT-2025-55120-25120	Greene County	Selective Enforcement - Police Traffic Services	19,543.00	6,095.92
BPT-2025-55123-25123	James City County	Selective Enforcement - Police Traffic Services	39,748.00	36,550.83
BPT-2025-55128-25128	Richmond County	Selective Enforcement - Police Traffic Services	23,800.00	23,789.98
BPT-2025-55136-25136	Bedford Town	Selective Enforcement - Police Traffic Services	17,969.00	13,878.06
BPT-2025-55138-25138	Franklin County	Selective Enforcement - Police Traffic Services	24,000.00	23,900.48
BPT-2025-55141-25141	Norfolk City	Selective Enforcement - Police Traffic Services	48,167.00	35,345.54
BPT-2025-55142-25142	Manassas City	Selective Enforcement - Police Traffic Services	32,199.00	28,685.48
BPT-2025-55143-25143	Pembroke Town	Selective Enforcement - Police Traffic Services	15,500.00	8,911.74
BPT-2025-55144-25144	Roanoke County	Selective Enforcement - Police Traffic Services	69,000.00	67,800.00
BPT-2025-55147-25147	Page County	Selective Enforcement - Police Traffic Services	34,490.00	29,782.48
BPT-2025-55152-25152	Bluefield Town	Selective Enforcement - Police Traffic Services	8,300.00	5,415.20
BPT-2025-55154-25154	Scott County	Selective Enforcement - Police Traffic Services	14,880.00	14,468.85
BPT-2025-55156-25156	Virginia Dept of Motor Vehicles	DMV - Law Enforcement Liaisons	169,925.00	26,093.46

BPT-2025-55157-25157	Onancock Town	Selective Enforcement - Police Traffic Services	9,089.00	2,620.01
BPT-2025-55158-25158	Shenandoah County	Selective Enforcement - Police Traffic Services	18,094.00	16,584.04
BPT-2025-55160-25160	Timberville Town	Selective Enforcement - Police Traffic Services	11,975.00	11,189.14
BPT-2025-55161-25161	Broadway Town	Selective Enforcement - Police Traffic Services	8,104.00	4,565.17
BPT-2025-55162-25162	Pittsylvania County	Selective Enforcement - Police Traffic Services	34,700.00	23,577.33
BPT-2025-55168-25168	Mathews County	Selective Enforcement - Police Traffic Services	23,000.00	23,000.00
BPT-2025-55169-25169	Chesterfield County	Selective Enforcement - Police Traffic Services	153,830.00	153,830.00
BPT-2025-55171-25171	Chatham Town	Selective Enforcement - Police Traffic Services	9,600.00	9,561.42
BPT-2025-55173-25173	Big Stone Gap Town	Selective Enforcement - Police Traffic Services	13,150.00	10,577.98
BPT-2025-55174-25174	Spotsylvania County	Selective Enforcement - Police Traffic Services	110,800.00	104,978.00
BPT-2025-55180-25180	Salem City	Selective Enforcement - Police Traffic Services	20,910.00	14,568.32
BPT-2025-55181-25181	Narrows Town	Selective Enforcement - Police Traffic Services	36,800.00	36,800.00
BPT-2025-55182-25182	New Kent County	Selective Enforcement - Police Traffic Services	25,850.00	25,740.47
BPT-2025-55186-25186	Tazewell Town	Selective Enforcement - Police Traffic Services	12,320.00	12,320.00
BPT-2025-55192-25192	Chesapeake City	Selective Enforcement - Police Traffic Services	9,701.00	7,986.24
BPT-2025-55193-25193	Gate City Town	Selective Enforcement - Police Traffic Services	10,900.00	8,865.91
BPT-2025-55200-25200	Hopewell City	Selective Enforcement - Police Traffic Services	4,622.00	4,449.97

BPT-2025-55201-25201	Coeburn Town	Selective Enforcement - Police Traffic Services	10,700.00	10,700.00
BPT-2025-55202-25202	Lebanon Town	Selective Enforcement - Police Traffic Services	10,050.00	6,546.89
BPT-2025-55203-25203	Dumfries Town	Selective Enforcement - Police Traffic Services	22,400.00	13,283.55
BPT-2025-55205-25205	King and Queen County	Selective Enforcement - Police Traffic Services	17,220.00	16,420.99
BPT-2025-55206-25206	Berryville Town	Selective Enforcement - Police Traffic Services	13,800.00	9,916.11
BPT-2025-55209-25209	Clarke County	Selective Enforcement - Police Traffic Services	12,486.00	12,485.50
BPT-2025-55213-25213	Harrisonburg City	Selective Enforcement - Police Traffic Services	18,942.00	15,576.48
BPT-2025-55214-25214	Chase City Town	Selective Enforcement - Police Traffic Services	13,655.00	11,829.98
BPT-2025-55216-25216	Lunenburg County	Selective Enforcement - Police Traffic Services	14,400.00	11,998.61
BPT-2025-55217-25217	Smyth County	Selective Enforcement - Police Traffic Services	14,000.00	12,709.93
BPT-2025-55220-25220	Washington County	Selective Enforcement - Police Traffic Services	28,000.00	18,927.48
BPT-2025-55224-25224	Virginia Commonwealth University	Selective Enforcement - Police Traffic Services	20,725.00	19,431.34
BPT-2025-55229-25229	Rappahannock County	Selective Enforcement - Police Traffic Services	13,800.00	12,670.21
BPT-2025-55232-25232	Buchanan County	Selective Enforcement - Police Traffic Services	18,920.00	18,674.32
BPT-2025-55236-25236	Louisa County	Selective Enforcement - Police Traffic Services	10,400.00	5,689.59
BPT-2025-55239-25239	Boones Mill Town	Selective Enforcement - Police Traffic Services	3,600.00	3,600.00
BPT-2025-55241-25241	Haymarket Town	Selective Enforcement - Police Traffic Services	28,173.00	27,636.24

BPT-2025-55242-25242	Dayton Town	Selective Enforcement - Police Traffic Services	18,386.00	17,585.50
BPT-2025-55244-25244	Warren County	Selective Enforcement - Police Traffic Services	10,080.00	8,922.66
BPT-2025-55245-25245	Crewe Town	Selective Enforcement - Police Traffic Services	6,740.00	6,740.00
BPT-2025-55247-25247	Henrico County	Selective Enforcement - Police Traffic Services	142,500.00	142,500.00
BPT-2025-55249-25249	Prince George County	Selective Enforcement - Police Traffic Services	63,800.00	63,800.00
BPT-2025-55252-25252	Lexington City	Selective Enforcement - Police Traffic Services	8,000.00	5,002.13
BPT-2025-55255-25255	Hanover County	Selective Enforcement - Police Traffic Services	73,500.00	70,244.62
BPT-2025-55257-25257	Culpeper County	Selective Enforcement - Police Traffic Services	40,500.00	14,673.85
BPT-2025-55259-25259	Fredericksburg City	Selective Enforcement - Police Traffic Services	35,359.00	35,359.00
BPT-2025-55260-25260	Accomack County	Selective Enforcement - Police Traffic Services	42,382.00	41,999.87
BPT-2025-55262-25262	Nelson County	Selective Enforcement - Police Traffic Services	16,800.00	15,114.16
BPT-2025-55263-25263	Poquoson City	Selective Enforcement - Police Traffic Services	6,731.00	6,457.76
BPT-2025-55269-25269	York County	Selective Enforcement - Police Traffic Services	30,281.00	28,418.33
BPT-2025-55273-25273	Dublin Town	Selective Enforcement - Police Traffic Services	20,800.00	8,131.96
BPT-2025-55280-25280	Galax City	Selective Enforcement - Police Traffic Services	15,571.00	15,571.00
BPT-2025-55289-25289	Prince Edward County	Selective Enforcement - Police Traffic Services	9,050.00	7,247.50
BPT-2025-55290-25290	Montgomery County	Selective Enforcement - Police Traffic Services	19,160.00	16,158.46

BPT-2025-55291-25291	Richlands Town	Selective Enforcement - Police Traffic Services	31,244.00	30,749.21
BPT-2025-55298-25298	Pennington Gap Town	Selective Enforcement - Police Traffic Services	6,050.00	3,156.05
BPT-2025-55300-25300	Goochland County	Selective Enforcement - Police Traffic Services	13,500.00	13,421.28
BPT-2025-55301-25301	Saint Paul Town	Selective Enforcement - Police Traffic Services	16,900.00	16,884.28
BPT-2025-55302-25302	Powhatan County	Selective Enforcement - Police Traffic Services	36,800.00	32,238.94
BPT-2025-55308-25308	South Hill Town	Selective Enforcement - Police Traffic Services	26,950.00	20,275.67
BPT-2025-55309-25309	Blacksburg Town	Selective Enforcement - Police Traffic Services	13,500.00	231.54
BPT-2025-55310-25310	Bridgewater Town	Selective Enforcement - Police Traffic Services	17,488.00	8,876.78
BPT-2025-55311-25311	Tazewell County	Selective Enforcement - Police Traffic Services	33,000.00	25,525.61
BPT-2025-55312-25312	Buena Vista City	Selective Enforcement - Police Traffic Services	23,436.00	23,324.77
BPT-2025-55315-25315	Farmville Town	Selective Enforcement - Police Traffic Services	18,000.00	10,039.85
BPT-2025-55317-25317	Weber City Town	Selective Enforcement - Police Traffic Services	10,800.00	10,617.93
BPT-2025-55322-25322	Charles City County	Selective Enforcement - Police Traffic Services	12,800.00	10,416.45
BPT-2025-55323-25323	Amherst County	Selective Enforcement - Police Traffic Services	28,206.00	27,760.79
BPT-2025-55324-25324	Fluvanna County	Selective Enforcement - Police Traffic Services	9,000.00	1,234.00
BPT-2025-55328-25328	Tappahannock Town	Selective Enforcement - Police Traffic Services	10,865.00	10,865.00
BPT-2025-55329-25329	Saltville Town	Selective Enforcement - Police Traffic Services	6,400.00	6,400.00

BPT-2025-55332-25332	Clarksville Town	Selective Enforcement - Police Traffic Services	11,000.00	10,642.00
BPT-2025-55337-25337	Buckingham County	Selective Enforcement - Police Traffic Services	32,520.00	22,179.04
BPT-2025-55339-25339	Remington Town	Selective Enforcement - Police Traffic Services	11,320.00	6,654.00
BPT-2025-55340-25340	Onley Town	Selective Enforcement - Police Traffic Services	8,800.00	8,800.00
BPT-2025-55342-25342	Old Dominion University Police	Selective Enforcement - Police Traffic Services	16,890.00	14,969.52
BPT-2025-55343-25343	King George County	Selective Enforcement - Police Traffic Services	11,440.00	11,440.00
BPT-2025-55344-25344	VA Association of Chiefs of Police	Virginia Law Enforcement Training and Resources	258,516.00	227,468.24
BPT-2025-55345-25345	Warsaw Town	Selective Enforcement - Police Traffic Services	6,350.00	5,550.00
BPT-2025-55347-25347	Pulaski Town	Selective Enforcement - Police Traffic Services	14,600.00	12,456.43
BPT-2025-55348-25348	Winchester City	Selective Enforcement - Police Traffic Services	37,864.00	32,500.30
BPT-2025-55350-25350	Gloucester County	Selective Enforcement - Police Traffic Services	18,125.00	18,084.56
BPT-2025-55351-25351	Giles County	Selective Enforcement - Police Traffic Services	3,500.00	3,160.92
BPT-2025-55354-25354	Metropolitan Washington Airports Authority	Selective Enforcement - Police Traffic Services	22,000.00	21,944.82
BPT-2025-55356-25356	Alleghany County	Selective Enforcement - Police Traffic Services	24,478.00	19,476.45
BPT-2025-55358-25358	Alexandria City	Selective Enforcement - Police Traffic Services	11,600.00	10,688.26
BPT-2025-55365-25365	Damascus Town	Selective Enforcement - Police Traffic Services	8,000.00	1,152.78
BPT-2025-55367-25367	Russell County	Selective Enforcement - Police Traffic Services	27,238.00	23,299.97

BPT-2025-55368-25368	Stephens City Town	Selective Enforcement - Police Traffic Services	9,005.00	5,716.60
BPT-2025-55369-25369	AQUIA HARBOUR PROPERTY OWNERS ASSOCIATION	Selective Enforcement - Police Traffic Services	21,926.00	9,601.24
		BPT Total	5,299,412.00	4,526,972.29
BSC-2025-55013-25013	Leesburg Town	Selective Enforcement - Speed	16,880.00	16,880.00
BSC-2025-55029-25029	Fairfax City	Selective Enforcement - Speed	5,800.00	5,000.00
BSC-2025-55045-25045	Vienna Town	Selective Enforcement - Speed	17,700.00	13,965.68
BSC-2025-55083-25083	Middletown Town	Selective Enforcement - Speed	4,700.00	4,642.85
BSC-2025-55126-25126	Williamsburg City	Selective Enforcement - Speed	12,000.00	8,102.71
BSC-2025-55188-25188	Falls Church City	Selective Enforcement - Speed	7,700.00	6,759.97
BSC-2025-55191-25191	Abingdon Town	Selective Enforcement - Speed	12,800.00	12,527.11
BSC-2025-55210-25210	Rocky Mount Town	Selective Enforcement - Speed	17,688.00	9,369.94
BSC-2025-55226-25226	Arlington County	Selective Enforcement - Speed	5,840.00	4,681.69
BSC-2025-55318-25318	Chesapeake Bay Bridge Tunnel	Selective Enforcement - Speed	19,599.00	16,643.40
BSC-2025-55338-25338	Occoquan Town	Selective Enforcement - Speed	8,000.00	5,391.51
BSC-2025-55352-25352	Culpeper Town	Selective Enforcement - Speed	9,450.00	9,450.00
		BSC Total	138,157.00	113,414.86
BTR-2025-55330-25330 (Split Grant with STR-2025-55383)	Virginia Dept of Motor Vehicles	VA Tech Analytics & Reporting and Crash Location Project	572,913.00	463,466.19
		BTR Total	572,913.00	463,466.19
SUPP BIL 402				
SDD-2025-55377-25377	Virginia Dept of Motor Vehicles	Impaired Driving Program Coord. DD&D	32,243.00	6,970.52

		SDD Total	32,243.00	6,970.52
SDE-2025-55266-25266	Virginia Dept of Motor Vehicles	Highway Safety Translation Services	5,000.00	862.50
		SDE Total	5,000.00	862.50
SMC-2025-55371-25371	Richmond Ambulance Authority	Rider Alert	10,550.00	0.00
SMC-2025-55382-25382 (Split Grant with BMC-2025-55112)	Virginia Dept of Motor Vehicles	Motorcycle Safety Program	174,100.00	174,011.83
		SMC Total	184,650.00	174,011.83
SPS-2025-55253-25253	ODU Research Foundation	Virginia Pedestrian Behavior Program Evaluation 2024 - 2025	174,561.00	115,516.25
		SPS Total	174,561.00	115,516.25
SRS-2025-55233-25233	Virginia Beach City	Regional Training in Traffic Engineering	20,000.00	20,000.00
		SRS Total	20,000.00	20,000.00
STC-2025-55281-25281	Supreme Court of Va	Judicial Outreach Liaison-402	16,650.00	10,882.19
		STC Total	16,650.00	10,882.19
STR-2025-55314-25314	Virginia Dept of Motor Vehicles	State-to-State Verification System	60,000.00	29,438.60
STR-2025-55383-25383 (Split Grant with BTR-2025-55330)	Virginia Dept of Motor Vehicles	VA Tech Analytics & Reporting and Crash Location Project	158,200.00	158,160.58
		STR Total	218,200.00	187,599.18
STSP-2025-55164-25164	Gweedo Memorial Foundation	2024-2025 Teenage Outreach GMF	182,242.00	182,241.94
		STSP Total	182,242.00	182,241.94
BIL 405b				

BM2HVE-2025-55293-25293	Lee County	Selective Enforcement - Occupant Protection	5,250.00	5,249.99
BM2HVE-2025-55384-25384	Virginia Dept of Motor Vehicles	Occupant Protection Paid Media 2	1,570,171.45	1,570,171.45
		BM2HVE Total	1,575,421.45	1,575,421.44
BM2OP-2025-55170-25170	ODU Research Foundation	Virginia Seat Belt and CORE Surveys 2025	218,775.00	155,175.71
		BM2OP Total	218,775.00	155,175.71
BM2PE-2025-55163-25163	BALLAD HEALTH	Child Passenger Safety Program	38,953.00	38,936.34
BM2PE-2025-55198-25198	ODU Research Foundation	Car Safety Now: Occupant Protection for Children and Teens	153,100.00	149,773.96
		BM2PE Total	192,053.00	188,710.30
BM2TR-2025-55261-25261	Virginia Dept of Motor Vehicles	Occupant Protection for Children Training Program	43,400.00	19,167.57
		BM2TR Total	43,400.00	19,167.57
BIL 405c				
BB3DSA-2025-55333-25333	Virginia Polytechnic Institute	FY2025 DUI Impairment Analysis for Virginia DMV	160,000.00	155,005.65
		BB3DSA Total	160,000.00	155,005.65
BM3DA-2025-55331-25331	Virginia Dept of Motor Vehicles	VA Tech Dashboard Projects	151,017.00	150,663.55
BM3DA-2025-55381-25381 (Split Grant with FM3DA-55132)	Virginia Dept of Motor Vehicles	TREDS - Traffic Records Electronic Data System Projects	160,000.00	159,538.41
		BM3DA Total	311,017.00	310,201.96
FAST Act 405c				
FM3DA-2025-55132-25132 (Split Grant with BM3DA-55381)	Virginia Dept of Motor Vehicles	TREDS - Traffic Records Electronic Data System Projects	643,000.00	440,611.83
		FM3DA Total	643,000.00	440,611.83
BIL 405d Low				

BB6BAC-2025-55042-25042	Virginia Department of Forensic Science (DFS)	DFS Breath Alcohol Training Project	311,273.00	240,260.19
BB6BAC-2025-55320-25320	Virginia Dept of Motor Vehicles	Office of the Chief Medical Examiner - Data Collection and Submission	548,297.00	293,379.90
		BB6BAC Total	859,570.00	533,640.09
BB6CS-2025-55159-25159	Commonwealth Attorney's Services Council	TSRP, Adv. DUI, DUID, DRE, Fatal Crash	376,208.00	289,513.65
BB6CS-2025-55349-25349 (Split Grant with SFDLCS-25380)	Supreme Court of Va	Virginia Specialty Dockets Training to Reduce Impaired Driving	143,520.00	23,191.27
		BB6CS Total	519,728.00	312,704.92
BB6PEM-2025-55056-25056	MADD	Outreach and Community Awareness to End Impaired Driving	802,983.00	774,532.80
		BB6PEM Total	802,983.00	774,532.80
BFDL*DE-2025-55028-25028	WRAP	FY 2025 Public Information & Education and Youth Outreach Programs	140,360.00	134,778.05
BFDL*DE-2025-55176-25176	Virginia Commonwealth University	Project IMPACT	565,421.00	383,890.96
BFDL*DE-2025-55185-25185	Virginia Commonwealth University	GRACY	553,386.00	312,683.25
BFDL*DE-2025-55230-25230	Virginia Trucking Assoc. Foundation	Truck Safety Program Coordinator	20,914.00	19,013.46
BFDL*DE-2025-55319-25319	Virginia Dept of Motor Vehicles	45 Hour Parent Teen Guide	85,500.00	59,658.79
		BFDL*DE Total	1,365,581.00	910,024.51
BFDL*PM-2025-55270-25270 (Split Grant with BM2HVE-25384)	Virginia Dept of Motor Vehicles	Occupant Protection Paid Media	429,828.55	424,552.20

		BFDL*DE Total	429,828.55	424,552.20
BFDLDATR-2025-55151-25151	Commission on VASAP	Commission on VASAP Training Conference	92,770.00	92,770.00
		BFDLDATR Total	92,770.00	92,770.00
BFDLIS-2025-55081-25081	Commission on VASAP	INSPIRE & Enginuity Enhancement & Maintenance Grant	306,000.00	300,814.90
		BFDLIS Total	306,000.00	300,814.90
BM6OT-2025-55043-25043	Virginia Department of Forensic Science (DFS)	DFS TREDS Data Project	468,760.00	419,653.94
BM6OT-2025-55199-25199	Substance Abuse Free Environment, Inc.	Of Course It's Impaired Driving	359,301.00	328,977.57
		BM6OT Total	828,061.00	748,631.51
FAST Act 405d Low				
FM6OT-2025-55284-25284	Virginia Dept of Motor Vehicles	CI&R Grant App - AL	64,400.00	28,634.97
		FM6OT Total	64,400.00	28,634.97
SUPP BIL 405d Low				
SB6CS-2025-55288-25288	Virginia Dept of Motor Vehicles	Judicial Transportation Safety Conference	105,000.00	0.00
		SB6CS Total	105,000.00	0.00
SFDL*CP-2025-55374-25374	Virginia Dept of Motor Vehicles	Electronic Grant Management System	160,000.00	113,700.00
		SFDL*CP Total	160,000.00	113,700.00
SFDLCS-2025-55380-25380 (Split Grant with BB6CS-25349)	Supreme Court of Va	Virginia Specialty Dockets Training to Reduce Impaired Driving	89,205.00	89,200.29
		SFDLCS Total	89,205.00	89,200.29

SM6OT-2025-55240-25240	SADD Inc	Back-to-SADD: Encouraging Young Drivers to Take Mobility Safety to College	231,696.00	188,892.45
		SM6OT Total	231,696.00	188,892.45
BIL 405d Mid				
BM5IDC-2025-55234-25234	Virginia Dept of Motor Vehicles	Alcohol Impaired Driving Program Coordination, SFST Coordinator, DRE/ARIDE	358,241.00	22,685.37
		BM5IDC Total	358,241.00	22,685.37
BIL 405f				
BM11MA-2025-55379-25379	Virginia Dept of Motor Vehicles	Motorists' Awareness of Motorcycle Paid Media	269,037.98	267,932.33
		BM11MA Total	269,037.98	267,932.33
BM11MT-2025-55373-25373	Virginia Dept of Motor Vehicles	CSC Exam Expansion Trgn & Exam Range Painting	43,200.00	2,588.80
		BM11MT Total	43,200.00	2,588.80
FAST 405f				
FM11MA-2025-55296-25296	Virginia Dept of Motor Vehicles	Motorists' Awareness of Motorcycle Paid Media	6,162.02	6,162.02
		FM11MA Total	6,162.02	6,162.02
BIL 405h				
BFHLE-2025-55039-25039	Fairfax County	Selective Enforcement - Pedestrian/Bicycle	6,928.00	824.28
BFHLE-2025-55071-25071	Roanoke City	Selective Enforcement - Pedestrian/Bicycle	5,520.00	5,280.71
BFHLE-2025-55127-25127	Williamsburg City	Selective Enforcement - Pedestrian/Bicycle	8,000.00	4,655.97
BFHLE-2025-55175-25175	Spotsylvania County	Selective Enforcement - Pedestrian/Bicycle	14,400.00	14,400.00
BFHLE-2025-55179-25179	Salem City	Selective Enforcement - Pedestrian/Bicycle	2,660.00	2,653.20
BFHLE-2025-55197-25197	Harrisonburg City	Selective Enforcement - Pedestrian/Bicycle	6,840.00	5,304.94

BFHLE-2025-55346-25346	Occoquan Town	Selective Enforcement - Pedestrian/Bicycle	5,600.00	2,072.21
BFHLE-2025-55359-25359	Alexandria City	Selective Enforcement - Pedestrian/Bicycle	5,800.00	5,123.50
		BFHLE Total	55,748.00	40,314.81
BFHPE-2025-55149-25149	NORTHERN VIRGINIA FAMILIES FOR SAFE STREETS	Pedestrian Street Safety Outreach Programs	17,050.00	12,824.87
BFHPE-2025-55221-25221	Metro Washington Council of Gov	Street Smart Pedestrian and Bicycle Safety Program	230,000.00	229,942.18
BFHPE-2025-55272-25272	Virginia Dept of Motor Vehicles	Pedestrian Safety Paid Media	250,000.00	249,200.96
		BFHPE Total	497,050.00	491,968.01
SUPP BIL 405h				
SFHLE-2025-55103-25103	Arlington County	Selective Enforcement - Pedestrian/Bicycle	12,550.00	12,461.98
SFHLE-2025-55133-25133	Prince William County	Selective Enforcement - Pedestrian/Bicycle	15,000.00	15,000.00
		SFHLE Total	27,550.00	27,461.98
BIL 405h 24-26				
BM12BPE-2025-55225-25225	Drive Smart of Virginia	Preventing Roadside Deaths	98,106.00	94,469.91
		BM12BPE Total	98,106.00	94,469.91

FFY 2025 Virginia Non-Implementation Grants

Project Number	Subrecipient	Project title	Reason
BPT-2025-55058-25058	West Point Town Police	SE-Police Traffic Services	Other agency priorities
ENF_AL-2025-55275-25275	Pulaski Co.	SE - Alcohol	Unlimited overtime now provided by the county
BPT-2025-55282-25282	Pulaski Co.	SE-Police Traffic Services	Unlimited overtime now provided by the county
BPT-2025-55157-25157	Onancock Town	SE-Police Traffic Services	Town overtime policy
ENF AL-2025-55285-25285	Fluvanna County Sheriff's Office	SE - Alcohol	Staffing shortage
STSP 2025 55306 25306	Impact Teen Driver Fund	Educate & Empower Young Virginians Driver to End Reckless & Distracted Driving	Contract reimbursement process
BDE-2025-55279-25279	Henrico County	High Speed Driving Class	Grant not accepted
BFHPE-2025-55037-25037	George Mason University	League Certified Bicycle Instructor Training	Timing prevented adequate planning
SDD-2025-55372-25372	Hunter Fund	Hunter's Fund Distracted Driving Education	Timing prevented adequate planning
BPT-2025-55366-25366	Altavista Town Police Department	SE-Police Traffic Services	Staffing shortage
BUNATTD-2025-55362-25362	Virginia Dept of Motor Vehicles	Prevention of Pediatric Heat Stroke & Unattended Vehicles Campaign	Inability to timely procure suitable product

Appendix

Seat Belt Use Rate – Observed Seat Belt Use Survey

This survey is federally mandated by code and conducted by a grant with Old Dominion University. Fifteen locations were statistically selected for inclusion in the survey from counties that represented 85% of the passenger vehicle crash-related fatalities throughout the Commonwealth. Locations were also selected based on Vehicle Miles Traveled (VMT). The survey not only provides the state seat belt use rate but breaks down use rates in each location. The report is a resource that identifies areas of need and helps the highway safety office develop strategies to ensure motorists buckle up, thus hoping to reduce unrestrained fatalities and help raise the seat belt use rate.

2025 is the fourth year of a 5-year sampling plan required by the revised Uniform Criteria approved by the National Highway Traffic Safety Administration (NHTSA). In 2025, more than 12K vehicles were observed. We met the requirements of small measurement error and small unknown belt use recordings, allowed by state code.

The 2024 belt use rate was 81.1% and, for 2025, the rate has slightly decreased. The 2025 rate has not been finalized, and the Seat Belt Certification letter will be submitted to NHTSA prior to March 1, 2026. Although this year’s rate declined slightly, it is higher than previously reported in 2022 and 2023. The patterns and trends of belt use and non-use remained mostly consistent with years past, even as the levels of use increased.

The 2025 Seat Belt Use in Virginia final report submitted by Old Dominion University provides the data below:

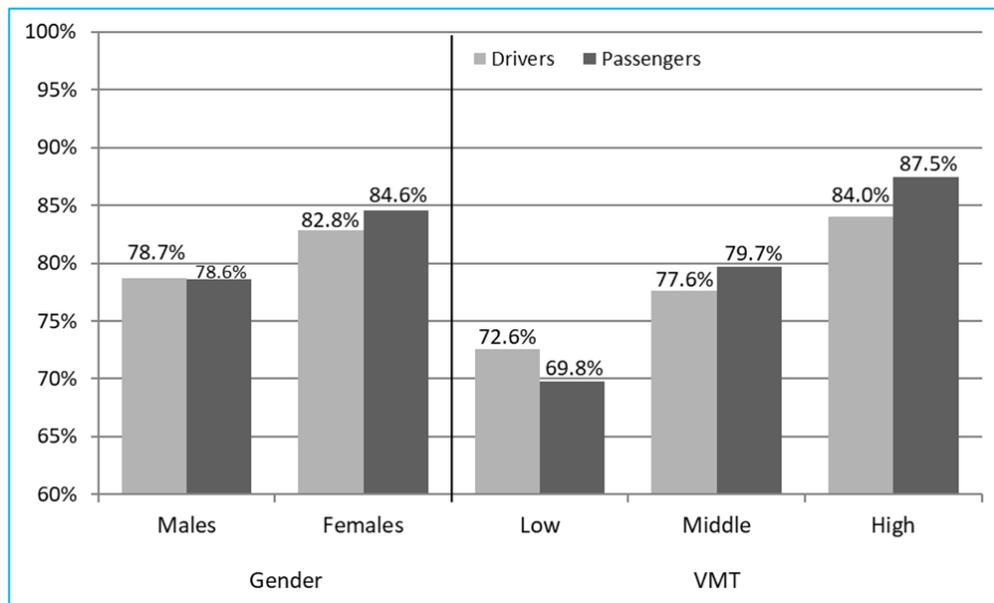


Figure 1. Belt use rate comparison between drivers and passengers by gender and by VMT

When comparing male vs. female differences by the three road types in this project (interstate/primary, arterial/secondary, local), it was found that women had higher use than men across all road types (see Figure 2).

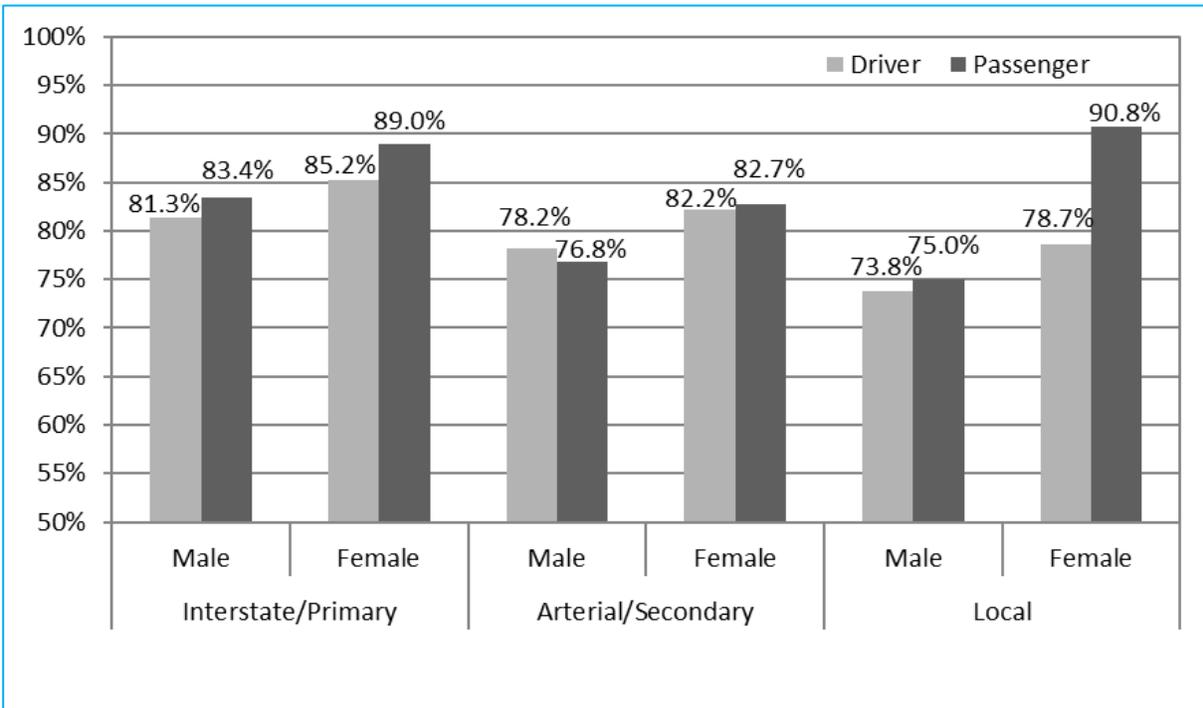


Figure 2. Belt use by gender at the three sampled road types (local to be interpreted cautiously due to lower sample sizes).

Finally, differences among vehicle types were inspected. Figure 3 shows findings for vehicle type across VMT groupings. Pickup and van occupants (with vans being more of the commercial vehicles compared to minivans mostly used by family occupants) used belts less often than other vehicle occupants.

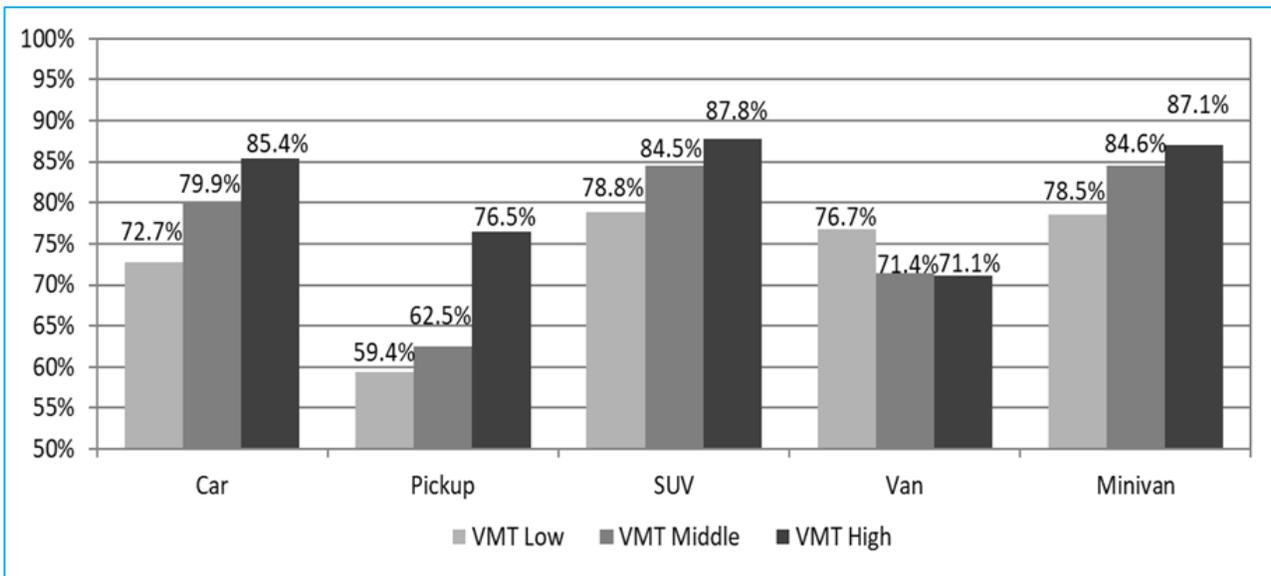


Figure 3. Belt use by vehicle type across VMT groups.

Similarly, vehicle types had use rate differences when considering the two major road types of interstate/expressways and secondary/arterials (see Figure 4). Local roads were not considered here because the sample sizes among vehicle types can be too low compared to sizes observed on the other two road types to render appropriate estimates. Interstate/primary roads had higher use across vehicle types; pickup and van occupants had lower use rates overall.

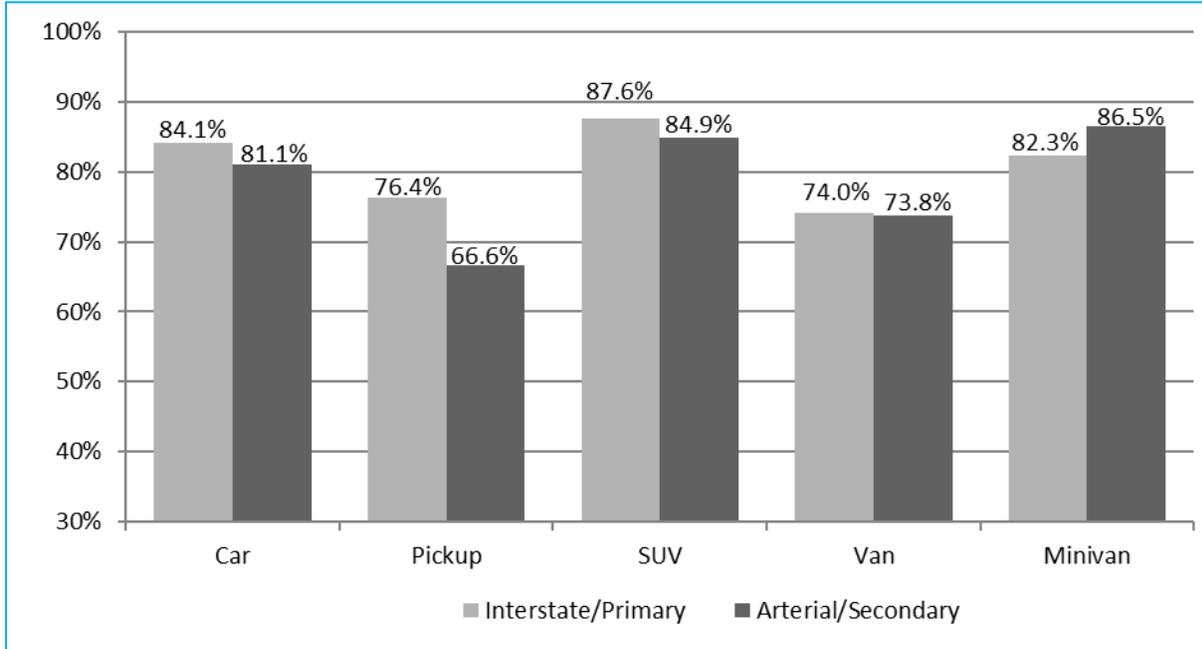


Figure 4. Belt use by vehicle type for two observed road types (note: local roads not included because of low sample sizes limiting reliable comparisons).

In response to the survey report, DMV/VAHSO plans include:

- Revision of the occupant protection strategy to define 2026 tactics, partnerships and new projects that can be deployed to increase seat belt usage.
- Continue meeting with survey site locations to encourage continued messaging of seat belt use within the localities
- Targeted media and increased outreach into the survey site locations.

Virginia's Self-Reported Perceptions of and Actions Involving Targeted Safe-Driving Behaviors (Summary of Findings for 2024)

This report is a National Highway Traffic Safety Administration (NHTSA) required annual survey that all states must complete. This report assesses various attitudes and perceptions of Virginia residents as they pertain to traffic safety. This report summarizes the work completed in 2025, the 16th year Virginia carried out the survey. Virginia began its survey in 2010, one year before it was mandated to do so. The findings are used to assist in developing program area strategies.

Each state is mandated to assess nine main questions: each of the three topics (seat belt use, impaired driving and speeding) crossed by each of the three perceptions and reports (media, enforcement and self-reported behavior). Virginia Department of Motor Vehicles' Virginia Highway Safety Office (VAHSO) wished to add two questions on distracted driving to explore its prevalence in Virginia. These questions, while not mandated, provided important data for targeting mobile phone talking and texting while driving (mobile phone use was the behavior representing distracted driving in this survey).

The 2025 survey was deployed by online methods to licensed drivers in Virginia. In all, 1,305 licensed drivers aged 18 and older completed the survey. This sample was distributed across Virginia proportionally by regional population levels. Therefore, more of the sample came from northern and southeastern regions of Virginia than from the southwestern areas. Within this sample includes 360 "risky" participants based on age, specifically those 18-34, the age for which many safety programs are targeted.

Overall, key statewide findings using the full sample included:

Seat belt use

- The majority of respondents reported always wearing seat belts while driving (89.8%) or riding as passengers (89.7%).
- Almost half (45.0%) recalled law enforcement activity targeting belt use in the time period prior to the survey.
- A large proportion of respondents (66.2%) believed the chances of getting a ticket for belt non-use was "likely" or "very likely."

Impaired Driving

- More than half the respondents (53.0%) reported they do not drink.
- For those who identify themselves as someone who drinks (at least occasionally), 29.6% had driven within two hours after drinking alcohol in the past 60 days (defined as at least one drink within 2 hours).
- Most respondents believed the chances of being arrested after drinking and driving were at least "likely" (more than 70%).

- Half of the respondents (50.7%) recalled police activities targeting impaired driving 30 days prior to the survey. Slightly fewer (41.5%) recalled seeing or hearing information about designated driving programs in the same period.

Speeding

- Almost half (46.8%) of participants reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone); even more (52.9%) reported at least sometimes speeding on interstates (more than 70 mph in 65 mph zone).
- Most respondents (64.7%) believed the chances of receiving a speeding ticket were “very likely” or “likely.”
- Nearly half (45.7%) recalled law enforcement activity targeting speeding in the past 30 days.

Distracted Driving

- More than three-quarters of respondents (78.1%) “seldom” or “never” talk on a handheld mobile phone while driving; almost half seldom to never talk on the phone even handsfree (47.3%).
- Nearly two-thirds (65.3%) said they “never” text with a handheld mobile phone while driving; 54.7% said they “never” text when being hands-free.

Legislative Update

During the 2025 Virginia General Assembly, several pieces of legislation were passed to address highway safety. The following laws were enacted and became effective July 1, 2025, unless otherwise noted:

<p>HB 1836 (Wiley) (Agency)</p>	<p>Driver training schools; operation and licensure. Amends various provisions related to the operation and licensure of driver training schools. The bill grants the Commissioner of the Department of Motor Vehicles increased oversight authority over such operations.</p>
<p>HB 1549/SB 750 (Green/Diggs)</p>	<p>Vehicle operation; unlicensed minor; penalty. Prohibits any person from knowingly authorizing the operation of a motor vehicle by a minor who he knows has no operator's license or learner's permit or who has a learner's permit but who he knows would operate such motor vehicle in violation of certain limitations on operating a motor vehicle with a learner's permit. The bill makes it a Class 1 misdemeanor for any person who violates such provisions if such violation results in a motor vehicle accident that causes death or injury to any person if such violation does not otherwise constitute a felony. Existing law prohibits any person from knowingly authorizing the operation of a motor vehicle by any person who the authorizing person knows (i) has had his operator's license or permit suspended or revoked or (ii) has no operator's license or permit and has been previously convicted of driving without a license.</p>
<p>SB 1416 (Ebbin)</p>	<p>Drivers to stop for pedestrians; vulnerable road users; penalties. Makes it a traffic infraction if a driver operating a motor vehicle fails to stop for pedestrians and makes it a Class 1 misdemeanor if such traffic infraction results in the serious bodily injury or death of a vulnerable road user lawfully crossing a highway.</p>
<p>HB 2036 (Bulova)</p>	<p>Reckless driving; exhibition driving; penalties. Expands reckless driving to include exhibition driving, defined in the bill. The bill prohibits (i) slowing or stopping traffic for a race or exhibition driving; (ii) riding as a passenger on the hood or roof during a race or exhibition driving; or (iii) aiding or abetting exhibition driving. The bill establishes penalties for violations and establishes a process for impounding or immobilizing motor vehicles driven by persons arrested for exhibition driving.</p>
<p>HB 2096 (Hope)</p>	<p>Intelligent Speed Assistance Program established, penalty. Establishes the Intelligent Speed Assistance Program to be administered by the Commission on the Virginia Alcohol Safety Action Program. The bill authorizes enrollment in such Program as an alternative to suspending a person's driver's license upon such person's conviction of certain speed-related offenses. The bill has a delayed effective date of July 1, 2026.</p>

SB 1006 (Surovell)	Driving while intoxicated, pre-conviction ignition interlock for certain offenders. Permits a first-time or second-time offender charged with driving while intoxicated to obtain an ignition interlock pre-conviction.
HB 1836 (Wiley) (Agency)	Driver training schools; operation and licensure. Amends various provisions related to the operation and licensure of driver training schools. The bill grants the Commissioner of the Department of Motor Vehicles increased oversight authority over such operations.
HB 2205/SB 959 (Kilgore/Sturtevant) (Agency)	Department of Motor Vehicles; proof of financial responsibility in the future. Clarifies when a vehicle owner is required to furnish proof of financial responsibility or proof of financial responsibility in the future. The bill specifies the forms required when providing proof of financial responsibility in the future.
HB 2475 (Keys-Gamarra/Jones/ Krizek/Laufer)	Motor vehicles; use of safety belt systems. Any driver, and any other person at least 18 years of age and occupying a seat, of a motor vehicle equipped or required by the provisions of this title to be equipped with a safety belt system, consisting of lap belts, shoulder harnesses, combinations thereof or similar devices, shall wear the appropriate safety belt system at all times while the motor vehicle is in motion on any public highway.

Traffic Safety Partners

Enforcement

College and University Police Departments
Local Law Enforcement Agencies
Port Authority Police
Virginia Department of State Police
Virginia Department of Motor Vehicles Law Enforcement

Nonprofits

Ballad Health
Carilion Health
Children's Hospital/King's Daughter
Christopher King Foundation
Drive Safe Hampton Roads
DRIVE SMART Virginia
Gweedo Memorial Foundation
Metropolitan Washington Council of Government
Mid-Atlantic Foundation for Safety (AAA)
Mothers Against Drunk Driving (MADD)
Northern Virginia Families for Safe Streets
National Organizations for Youth Safety
Richmond Ambulance Authority
Saving Prince William's Little Ones
Students Against Destructive Decisions (SADD)
Substance Abuse Free Environment, Inc.
Virginia Association of Chiefs of Police Foundation
Virginia Association of Driver Education and Traffic Safety
Virginia Trucking Association Foundation
Washington Regional Alcohol Program (WRAP)

State Agencies

Commission on Alcohol Safety Action Program (VASAP)
Commonwealth's Attorneys' Services Council
Department of Alcoholic Beverage Control
Department of Emergency Medical Services
Norfolk State Athletics
Office of the Chief Medical Examiner
Old Dominion University
Virginia Tech
City of Roanoke
Supreme Court of Virginia
Virginia Commonwealth University
Virginia Department for Aging and Rehabilitative Services
Virginia Department of Education

Virginia Department of Forensic Science
Virginia Department of Health
Virginia Department of State Police
Virginia Department of Transportation

NHTSA Performance Report Chart FY2024 Annual Report

Performance Measure	FY2025					FY 2024			
	Target Period	Target Year(s)	Target Value FY25 HSP	Data Source*/FY25 Progress Results	On Track to Meet FY25 Target Y/N ** (in-progress)	Target Value FY24 HSP	Target Year(s)	Data Source/FY24 Final Result	Met FY24 Target Y/N
C-1) Total Traffic Fatalities	5-year	2021-2025	913.8	2021-2025 STATE/TREDS 914.1	N	966.6	2020-2024	2020-2024 STATE/TREDS 932	Y
C-2) Serious Injuries in Traffic Crashes	5-year	2021-2025	7200.4	2021-2025 STATE/TREDS 7012.2	Y	7121.2	2020-2024	2020-2024 STATE/TREDS 7,210	N
C-3) Fatalities/VMT	5-year	2021-2025	1.048	2021-2025 STATE/TREDS 1.056	N	1.18	2020-2024	2020-2024 STATE/TREDS 1.04	Y
C-3b) Rural Fatalities (per 100M VMT)	5-year	2021-2025	1.56	2021-2025 STATE/TREDS 1.53	Y	1.58	2020-2024	2020-2024 STATE/TREDS 1.6	N
C-3c) Urban Fatalities (per 100M VMT)	5-year	2021-2025	0.84	2021-2025 STATE/TREDS 0.82	Y	0.92	2020-2024	2020-2024 STATE/TREDS 0.83	Y
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2025	325	2025 TREDS 253	Y	332	2024	2024 TREDS 322	Y
C-5) Alcohol-Impaired Driving Fatalities	Annual	2025	245	2025 TREDS 165	Y	250	2024	2024 TREDS 318	N
C-6) Speeding-Related Fatalities	Annual	2025	272	2024 FARS 284	N	280	2024	2024 FARS 284	N
C-7) Motorcyclist Fatalities (FARS)	Annual	2025	102	2025 TREDS 98	Y	105	2024	2024 TREDS 117	N
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2025	0	2025 TREDS 5	N	2	2024	2024 TREDS 6	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2025	96	2025 TREDS 86	Y	100	2024	2024 TREDS 107	N
Pedestrian Fatalities	Annual	2025	160	2025 TREDS 119	Y	165	2024	2024 TREDS 126	Y
C-11) Bicyclist Fatalities	Annual	2025	7	2025 TREDS 12	N	9	2024	2024 TREDS 25	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2025	83.5%	2024 State Survey 81.1%	N	82.6%	2024	2024 State Survey 81.1%	N
Drugged Driver Fatalities	Annual	2025	224	2025 FARS 250	N	242	2024	2024 FARS 250	N
Distracted Driver Fatalities	Annual	2025	26	2025 TREDS 54	N	28	2024	2024 TREDS 38	N