





NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

2022 Virginia Highway Safety Summit

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OUR CURRENT REALITY

Traffic fatalities are a public health crisis affecting all road users.

1.35M

Lives lost globally each year from traffic crashes

Source: CDC

38,824

Lives lost on US roads in 2020

Source: NHTSA

6,516

Pedestrians killed in US traffic crashes in 2019

Source: NHTSA

OUR CURRENT REALITY

Traffic fatalities first 9 months of 2021

639

Fatalities in VA first 9 months of 2021

Source: NHTSA

31,720

Lives lost on US roads first 9 months of 2021

Source: NHTSA

42,720

Potential lives lost from traffic crashes in 2021

Source: CDC

1

UNRESTRAINED

- Fatalities up 14%
- Effects all other areas
- Make a Priority
- Innovative programs and projects

2

IMPAIREMENT

- Fatalities up 14%
- Drugged and Poly use up
- Detection, apprehension and adjudication

3

SPEEDING

- Fatalities up 17%
- New speed campaign
- Combined enforcement

Our vision

Zero is the only acceptable number of deaths on our highways, roads, and streets.

The United States Department of Transportation is committed to taking substantial, comprehensive action to significantly reduce serious and fatal injuries on the Nation's roadways.

At USDOT, we support all efforts to achieve zero.

How does the United States
reach zero deaths?

How does Virginia *reach*
zero deaths?

National Roadway Safety Strategy

U.S. DOT's comprehensive approach to significantly reducing serious injuries and deaths on our Nation's highways, roads, and streets.

- ❖ Sets a Department-wide vision and goal
- ❖ Adopts the Safe System Approach
- ❖ Identifies new priority actions and notable changes to existing practices
- ❖ Leverages new funding and policies in the Bipartisan Infrastructure Law to bring this strategy to life
- ❖ Advances equity and climate goals
- ❖ Calls others to action



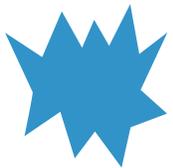
Image Credit: NHTSA

A NEW DIRECTION

The Safe System approach aims to eliminate fatal and serious injuries for all road users by:

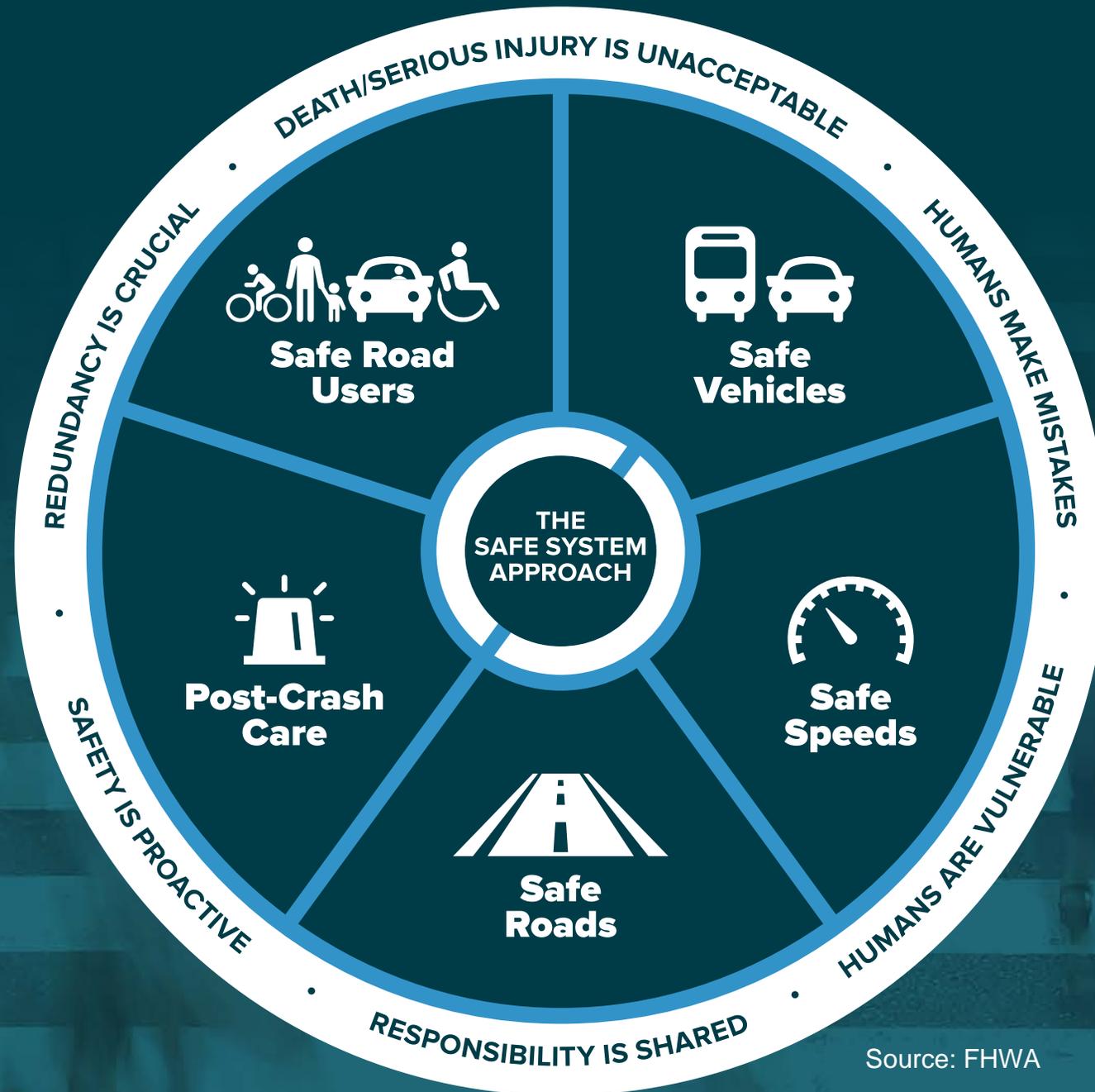


Acknowledging that humans will have crashes and accommodating for this fact



Keeping impacts on the human body at tolerable levels

THE SAFE SYSTEM APPROACH



Source: FHWA

The Six Safe System Principles



Death/serious injury is unacceptable



Humans make mistakes



Humans are vulnerable



Responsibility is shared



Safety is proactive



Redundancy is crucial

Implementing the Safe System approach is our shared responsibility, *and we all have a role*





Region 3

*Working together across
borders to make a
difference*

Operation Crash Reduction

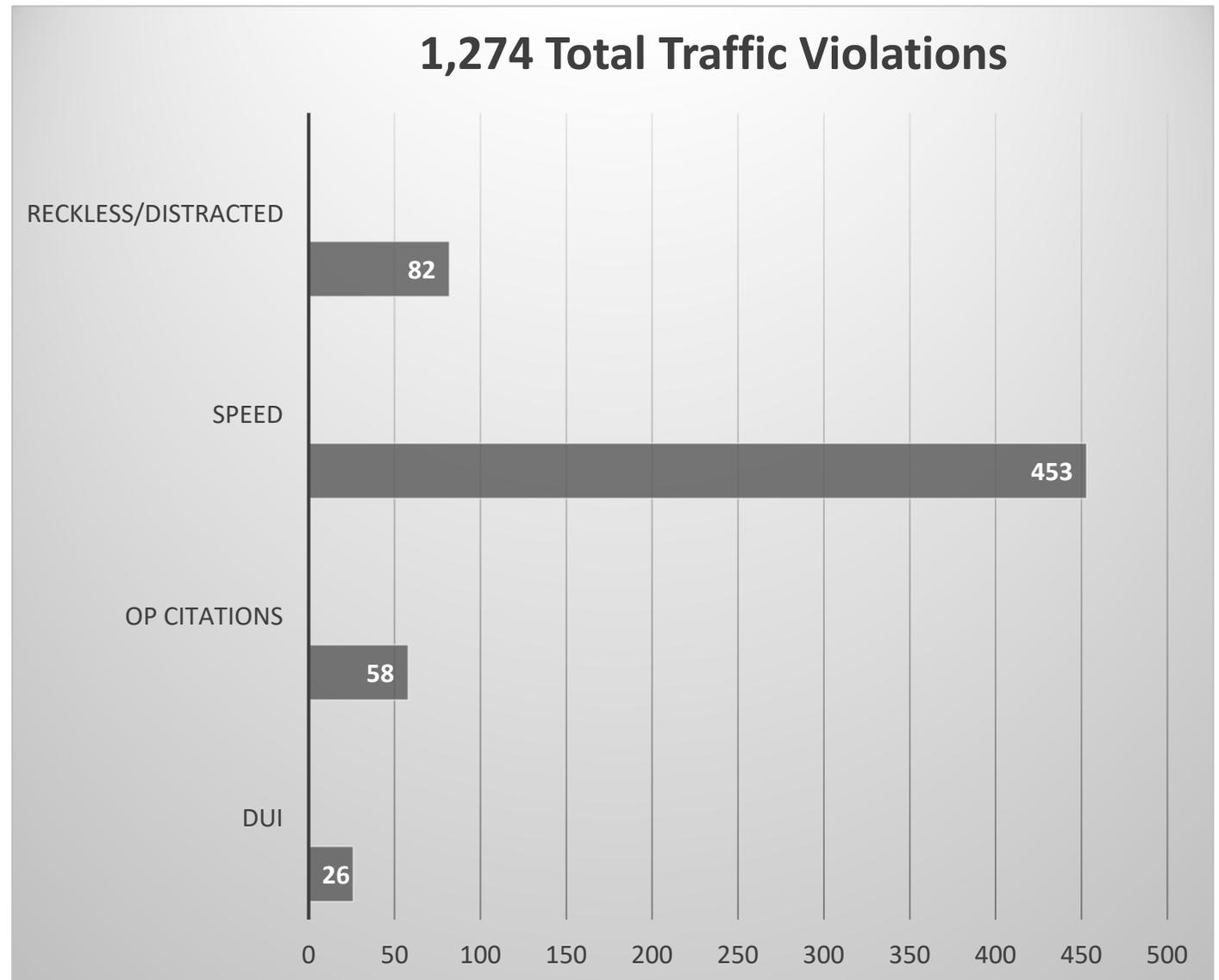
A data-driven effort to focus attention on Region 3's deadliest holiday

Raise awareness through earned and social media

Complimented with high visibility enforcement

Occupant Protection focused

Operation Crash Reduction: Columbus Day Weekend 2021



Slow Down-Move Over Weekend



- May 6-8, 2022
- Move Over Law
- Speeding
- Seat Belts



Renew Partnerships

- Law Enforcement
- Teen/Younger Drivers
- Mothers Against Drunk Driving
- Pedestrian/Bicycle Advocacy Groups
- Child Passenger Safety Programs

Working with Law Enforcement



Local Heroes



Checkpoint Strikeforce

Operation Crash Reduction
Seat Belts Save Lives

EVERY TRIP.
BUCKLE UP
EVERY TIME.

It doesn't matter what type of vehicle you drive, buckling up is the single most effective way to stay alive during a motor vehicle crash.

Please: Buckle up, drive sober, and never drive distracted.



DMV
www.dmvNow.com
#BuckleUpVirginia

NHTSA
#BuckleUpAmerica

Operation Crash Reduction



Local Heroes

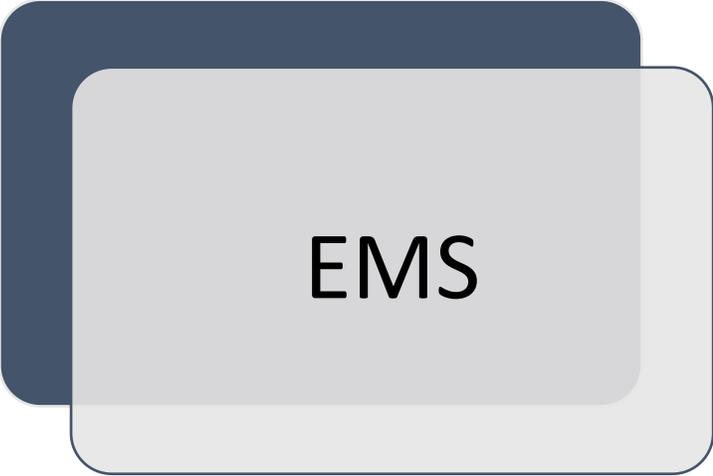


Why Occupant Protection Should Be A Priority

- There is no other action a police officer can take that has more potential to reduce deaths and injuries than getting motorists to buckle up
- Many more deaths due to traffic crashes than crime
- More than half of all fatalities are not buckled up



Explore New Partnerships



EMS



Underserved
communities



Nonprofit
Organizations

Working with Technology and Innovation



DADSS



Post crash and Bystander Care

Challenge #1 - Get to know your neighbors

- Look for opportunities to collaborate with new and different partners than in the past.
- Be creative!
- What are other states doing?
- **Resource:** Look at other State plans on the NHTSA website:
<https://www.nhtsa.gov/highway-safety-grants-program/state-highway-safety-plans-and-annual-reports>



Forming and renewing new partnerships



Military



Faith Based

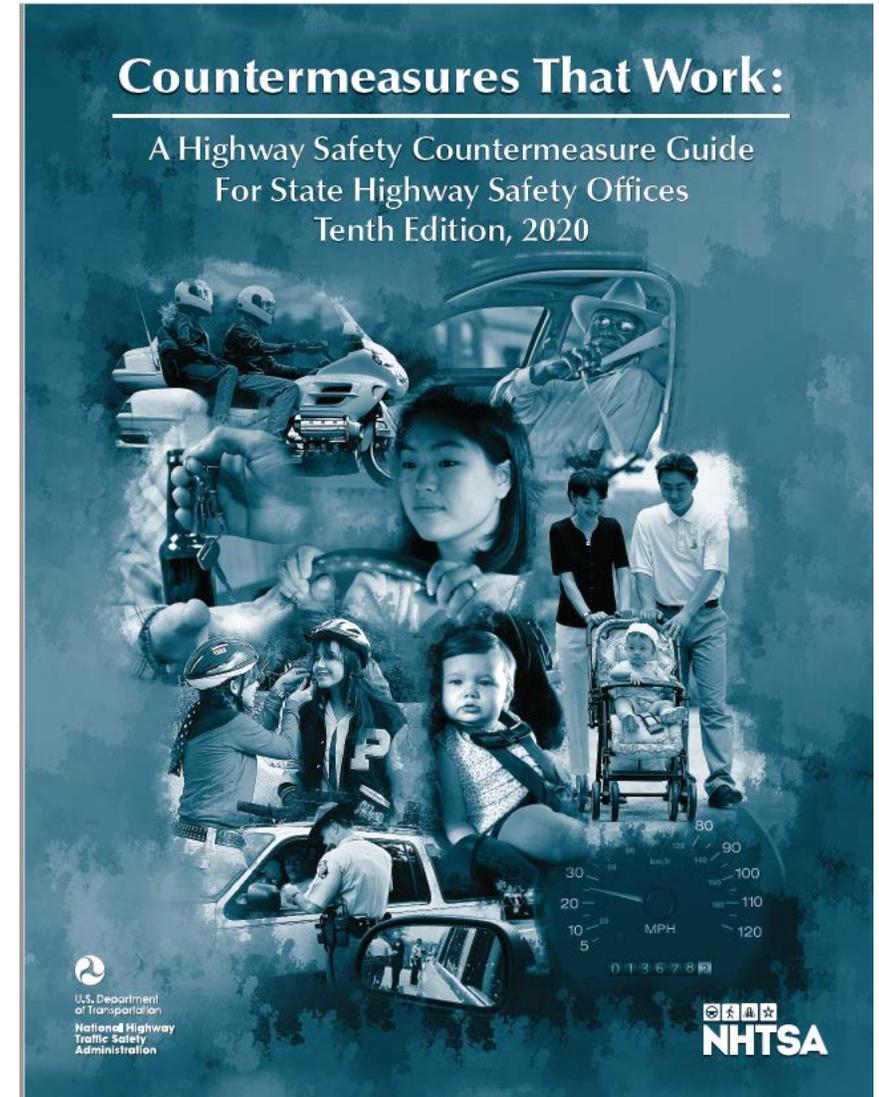


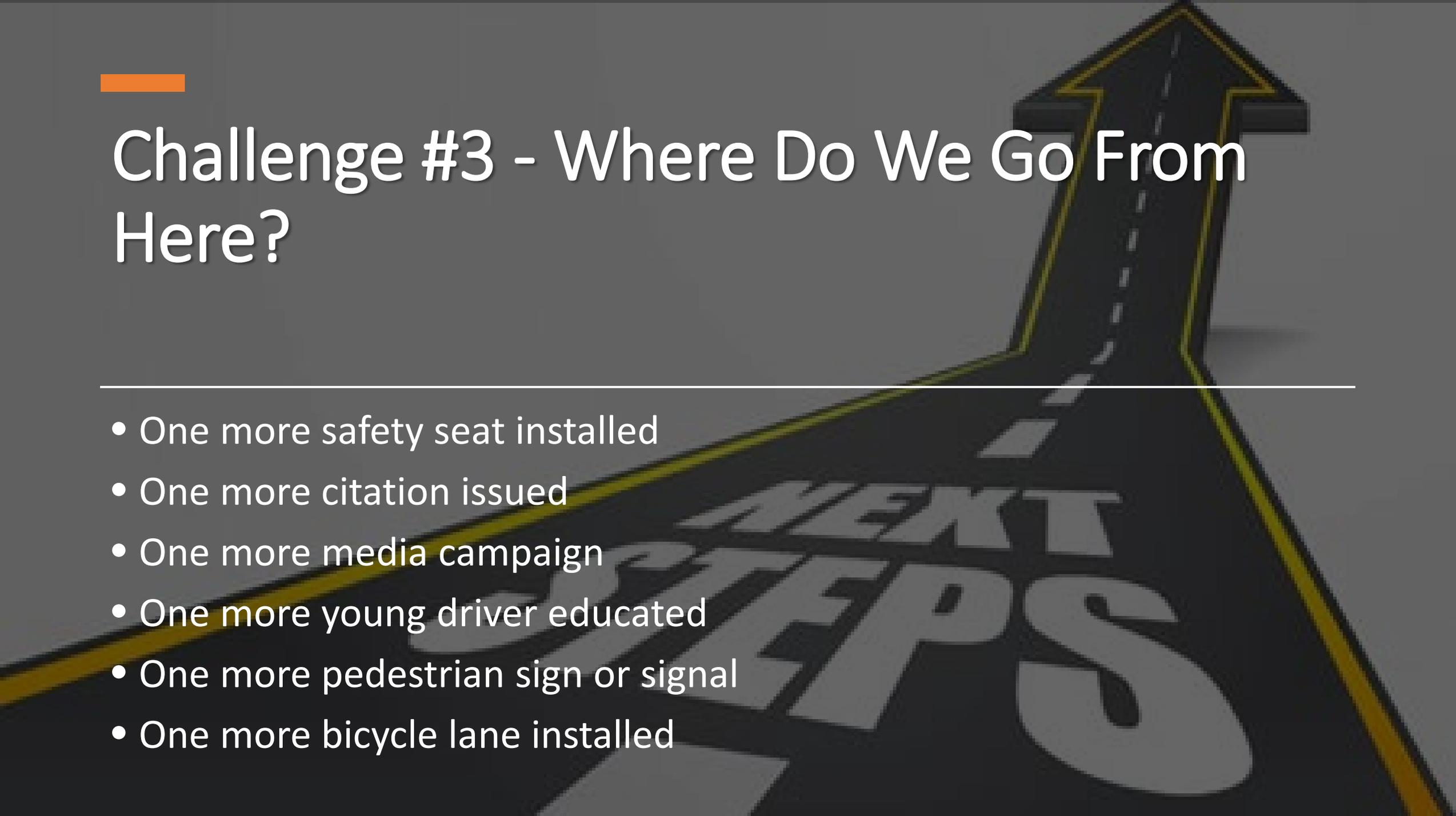
Challenge #2 – New Programs

Resource: Consult the latest **Countermeasures That Work** for ideas to incorporate into your HSP.

https://www.nhtsa.gov/sites/nhtsa.gov/files/2021-09/Countermeasures-10th_080621_v5_tag.pdf

Projects or programs (subgrantees) should support the countermeasures and goals you've identified in your HSP.





Challenge #3 - Where Do We Go From Here?

-
- One more safety seat installed
 - One more citation issued
 - One more media campaign
 - One more young driver educated
 - One more pedestrian sign or signal
 - One more bicycle lane installed



One More Life
Saved

That's How
We Get To
Zero
Deaths,
Virginia!

JUST
ONE
MORE



U.S. Department of Transportation
National Highway Traffic Safety
Administration



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