

Smart, Safe & Sober



NEWSLETTER

FALL 2009

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Smart, Safe & Sober

NEWSLETTER

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

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

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

PREVIOUS ISSUES

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

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

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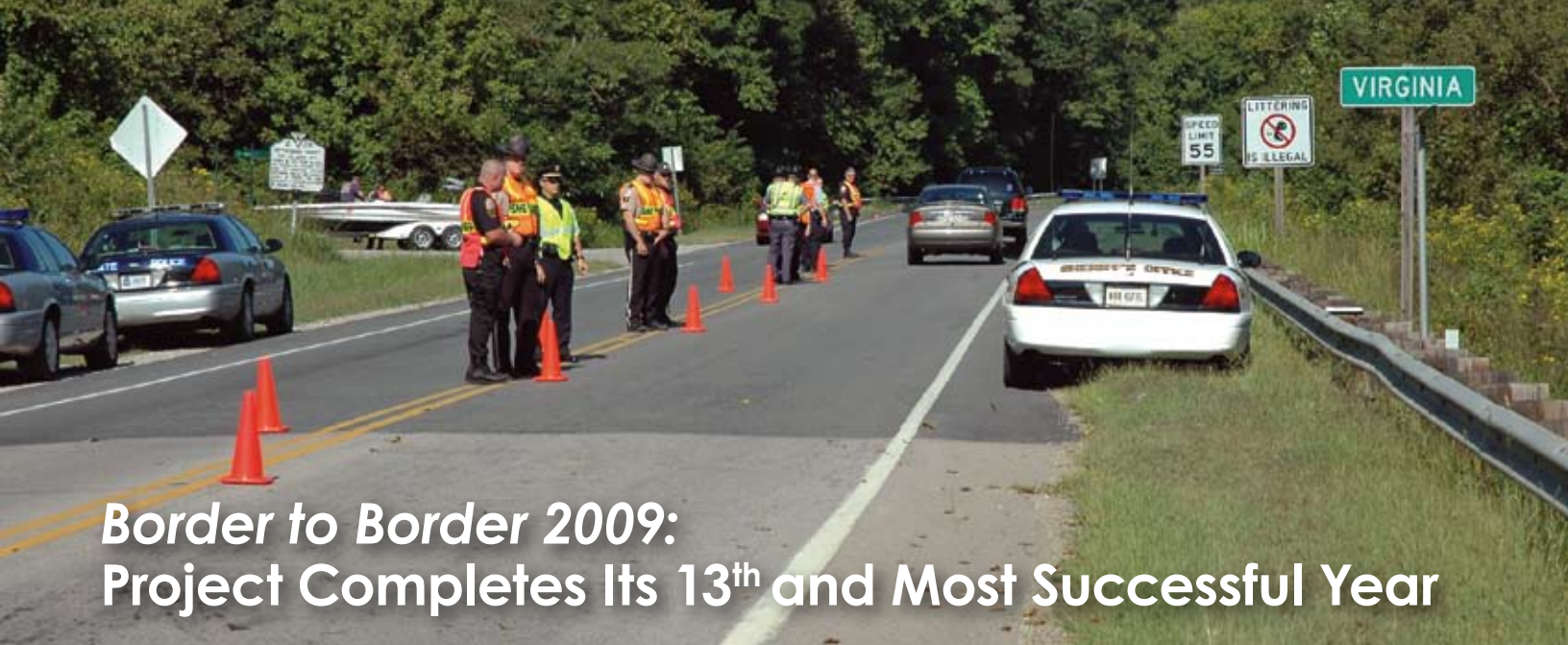
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Border to Border 2009: Project Completes Its 13th and Most Successful Year

With the best weather the project has experienced in three years, the 2009 "Border to Border" campaign was a great success. This year, we had a record number of officers participating in the event (291) from a record number of agencies (93)!

Amazingly, these record-setting participation numbers were reached in spite of the fact that five of the twenty-three initially-planned checkpoints could not be held. The agencies set to participate at these locations were notable to be involved due to budget constants, scheduling issues and other interagency concerns.

"Eighteen locations that were able to commit to the project turned in the best numbers we have ever seen during the thirteen years of the project," explained Don Allen, project coordinator with the Virginia Highway Safety Office. "There were five DUI/DUID arrests reported as a result of the checkpoints, with one location reporting a PBT indication of a .30% BAC. There were also six fugitive arrests reported by the project coordinators with one AWOL Military arrest made."

The number of agencies and officers involved this year exceeded expectations by the Highway Safety Office staff mem-

bers who attended checkpoints within their regions.

"It was a fantastic day for the project here in Wise County," stated Sergeant Teresa Meade, location coordinator with the Wise County Sheriff's Office. "We had forty-five officers from Virginia and Kentucky at the site and with television and newspaper media exposure, we got our message across. We also presented two of our Wise County citizens, a father and son, with the Saved by the Belt Award during the officers' pre-event breakfast briefing at McDonald's in Wise, Virginia, prior to the checkpoint."

Don Allen added, "With checkpoint locations around Virginia involving representatives from all five of our neighboring states, we are extremely pleased with the number of contacts made prior to the Labor Day Holiday weekend as well as the number of charges and arrests that were made. The numbers show that the officers from Virginia and our bordering states succeeded in getting the traffic safety message across to motorists. We will be out on our highways and we will make a difference this year in reducing traffic crashes, injuries and deaths."

2009 Border to Border By the Numbers

Total law enforcement agencies involved	93
Total number of officers participating	291
Speed violations	42
Reckless driving	5
Adult seat belt citations	58
Youth (8-16 yrs) seat belt citations	3
Child safety seat violations	8
DUI/DUID	5
Narcotic charges	11
Other criminal charges	22
Fugitives apprehended	6
Suspended Operator's License	9
No Operator's License	28
Military AWOL	1
CMV equipment violation	53
CMV overweight violation	14
CMVs removed	11
All other vehicle/CMV violations	234





Virginia Drunk Drivers: No One Is Above the Consequences

Statewide initiative 'Checkpoint Strikeforce' decreases alcohol-related fatalities

(September 2, 2009) RICHMOND, Va. — In the heart of Richmond's popular bar district Shockoe Bottom, Virginia Attorney General William C. Mims joined law enforcement officers to kick off the Commonwealth's 2009 Checkpoint Strikeforce campaign. As summer fun gives way to tailgates and frat parties, the anti-drunk driving initiative is back in action with stepped-up law enforcement activities, including sobriety checkpoints. Last year in Virginia, alcohol-related traffic fatalities were among the lowest in the past decade. Data issued by the Virginia Department of Motor Vehicles shows a six-percent decrease in the number of alcohol-related traffic fatalities from 378 in 2007 to 354 in 2008. However, 43-percent of Virginia's total traffic fatalities remained alcohol-related last year.

"The fact that alcohol is still a major contributing factor to Virginia's overall traffic fatalities is a harsh reminder that we

must continue to crackdown on this issue," stated Attorney General Mims. "Drunk drivers put everyone's life at risk. Reducing the number of alcohol-related incidents on our roads continues to be a top priority in the Commonwealth of Virginia."

Not including Virginia State Police, local law enforcement agencies have already conducted 511 sobriety checkpoints yielding 13,800 DUI arrests to-date this year. Beginning this Labor Day weekend, state and local law enforcement will increase their efforts of enforcing traffic laws and deterring impaired driving. These efforts include at least one sobriety checkpoint and/or saturation patrol every single week in Virginia through the end of 2009.

"Nobody should ever feel the need to drive impaired," said Lieutenant Colonel Robert Northern, Deputy Superintendent, Virginia State Police. "Law enforcement agencies across the state will be hitting the roads to target would-be drunk driv-

ers. If you take the risk, you will get caught and the consequences are severe."

The region-wide Checkpoint Strikeforce campaign combines stepped-up law enforcement efforts and proactive public education to effectively erase borders between jurisdictions in fighting drunk driving. A significant multi-media campaign, encompassing radio and television, will run nearly 34,000 ads on a total of 125 broadcast stations, cable systems and radio stations in Virginia between August and December. Additionally, targeted internet advertising is expected to garner approximately five-million impressions over the course of the campaign.

MWR Strategies, a Richmond-based research firm that has conducted Checkpoint Strikeforce campaign surveys since 2002, conducted a public opinion survey of 800 drivers in Virginia, Maryland and the District of Columbia in July 2009 for



Checkpoint Strikeforce. Among the campaign's targeted audience of males aged 21 to 35, key findings include:

- The biggest fear amongst this group of local male drivers as a result of driving while intoxicated is killing or injuring someone else (75-percent), more than arrest (two-percent) or their own death (ten-percent).
- Nearly three-quarters (72-percent) of these local drivers perceive drunk driving as one of the most serious dangers faced on area roadways.
- More than nine-out-of-ten (93-percent) of this group of local male drivers support the use sobriety checkpoints.
- Nearly two-out-of-five (19-percent) of these local drivers said that they would (or have) changed their behavior knowing that sobriety checkpoints were being held in their area.

In addition to the Checkpoint Strikeforce campaign, the Virginia Highway



Safety Office encourages the use of designated drivers as a means of deterring impaired driving via its HERO Campaign for Designated Drivers (www.drivesmartva.org). The statewide campaign, modeled after a New Jersey-based designated driver effort stemming from the drunk driving death of U.S. Naval Ensign John Elliott, partners the state Highway Safety Office with Drive Smart Virginia and the Virginia Hospitality and Travel Association to help us

raise awareness about the importance of planning for an evening out by using a designated driver.

The Checkpoint Strikeforce campaign is supported by a grant from the Virginia Department of Motor Vehicles' Highway Safety Office.

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

2009 Governor's Transportation Safety Awards Announced

RICHMOND—The Virginia Board of Transportation Safety recently announced the winners of the Governor's Transportation Safety Awards. The following individuals and organizations were honored at the 2009 Judicial Transportation Safety Conference in Virginia Beach for their outstanding contributions to transportation safety:

Lifetime Safety Achievement

Retired Virginia State Police Captain Howard Gregory served in a variety of positions during his 44-year law enforcement career including as a Virginia State Police Trooper and Commander for Division III in Appomattox, and Chief of the Liberty University Police Department in Lynchburg.

Aviation Safety

Michael Mills, Director of Flight Operations and Safety for the Virginia Department of Aviation (DOAV), led the successful effort in obtaining international standard certification for Business Aircraft Operations for the Commonwealth. The DOAV is the first state-operated flight operations department to achieve this certification.

Employer Safety

Appalachian Power Company's Lynchburg Office recently celebrated four years without an on-the-job accident. Under Supervisor Larry Ring, the Lynchburg office implemented a number of

safety programs to assist them in achieving this notable safety record.

General Traffic Safety

A surge in traffic fatalities in Albemarle County prompted **Albemarle County Police Department** Chief John Miller to initiate a comprehensive review of traffic crashes including causes, locations and timing. As a result, staffing of the department's traffic unit was increased and the work schedule expanded to provide more coverage. Other department initiatives included highway hazard correction, enhanced commercial vehicle enforcement, and improved communications with the public and media.

Impaired Driving

The large college population in Harrisonburg (James Madison and Eastern Mennonite Universities) prompted the **Harrisonburg Police Department** to form partnerships with many safety advocates. They enhanced communications with the community, targeted efforts to change the behaviors of repeat offenders, and improved awareness of the dangers of impaired driving.

Law Enforcement

Certified Crime Prevention Specialist Vicky Jones of the Buchanan County Sheriff's Office developed the DUI/CSI - "The Decision Is Yours" program. With auto crashes being the number one cause

of death for teen-agers, this program is designed to educate using a show-and-tell approach.

Legal

H. Lee Harrell, Deputy Commonwealth's Attorney for Wythe County, works extra hours prosecuting cases that involve violations of traffic and criminal laws, and assists the Wythe County Sheriff's Office with various training needs including teaching at the area criminal justice training academies, and other state and local agencies across Virginia.

Media

WVEC TV 13 Reporter Lindsey Roberts covered stories for child safety seats, DUI checkpoints, Click It or Ticket, and Border to Border in the Hampton Roads area. She is noted for recognizing the importance of traffic safety to the community and uses her position to effectively communicate with viewers.

Motor Carrier Safety

Houff Transfer Inc. of Weyers Cave began its "Safety Starts Here" campaign in 2005 by placing decals along the door handles of all their trucks. This program was expanded to include decals on every door at every facility they operate to ensure Houff drivers understand that safety starts with them.

Motorcycle Safety

William "Doc" Brooks III was part of the team that designed the curriculum for Senate Bill 248, which requires all driver's education courses in Virginia high schools to teach motorcycle awareness. He volunteers in the driver's education program at local high schools in the Richmond area, and as an instructor-trainer so that others may also teach motorcycle safety.

Occupant Protection

Sergeant Chris Rinker of the New Market Police Department was instrumental in organizing the "Route 211 Connection." The program enlisted law enforcement agencies along U.S. Route 211 from Timberville to Warrenton to participate in a concentrated enforcement effort during the Click It or Ticket campaign. He continued his efforts by forming a taskforce charged with impacting drivers in Shenandoah County.



Retired Virginia State Police Captain Howard Gregory was recognized with the Governor's Transportation Safety Award for Lifetime Safety Achievement by the Board of Transportation Safety.

Pedestrian/Bicycle

The **Town of Blacksburg** formed a program titled, "The Yield, it's Worth the Wait" resulting from a partnership between the town, Virginia Tech and Tech's Transportation Institute. The program's goal is to help improve communication between motorists and pedestrians, to foster improved safety helmet use by bicyclists, and to present a safety video to students.

Pupil Transportation

The **Christiansburg Police Department** developed the Video Bus Program to reduce the number of motorists in Montgomery County who violate the law by passing a stopped school bus. The department donated a video unit to catch violators, and worked with the school transportation office to secure a bus equipped with the video camera that could be used on a variety of routes.

Water Safety

Upon retirement from the state after 41 years, **Robert N. Swinson** is a part-time instructional assistant for the Boating Safety Education program that provides materials, maintains student and instructor records, and supports most of the boating safety courses offered throughout the Commonwealth. The program's 500-plus volunteer instructors rely on Swinson for the latest updates, materials and information.

Youth Traffic Safety

Robin Thompson developed an educational awareness program for teen drivers and their parents called, "The ART of Driving." Thompson's program is in memory of her daughter, Ashley Renee, and strives to change the "invincible" mindset of teens.

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

Photos of the 2009 Governor's Transportation Safety Award winners are available online at <http://photos.vachiefs.org/Traffic-Safety>

www.smartsafeandsober.org

Virginia Highway Safety Committee Members Discuss New Challenges for Virginia Law Enforcement

Bicycle safety and enforcement of traffic laws were key discussion topics for the latest meeting of the Virginia Highway Safety Committee. The 11-member committee, chaired by Virginia Beach Chief Jake Jacocks and New Kent County Sheriff Wakie Howard, met in Richmond at the Henrico Public Safety Training Academy.

Champe Burnley, Richmond Area Bicycling Association, and Jake Helmboldt, VDOT Statewide Bicycle and Pedestrian Program Coordinator, updated the committee on safety concerns for bicyclists on Virginia highways. "More bicycles are on the road today, and there's a real need for law enforcement, motorists and cyclists to understand and respect the rules of the road," said Burnley. Arlington Police Chief Doug Scott noted that Virginia's bicycle laws are confusing and complicated. The committee supported an effort to review Virginia's bicycle laws to determine whether improvements could be made through legislative reform.

David Mosely from Virginia's Highway Safety Office talked to the committee about Virginia's commitment to the "Click It or Ticket" program and enforcement of Virginia's safety belt and impaired driving laws. The committee members discussed the need to provide high visibility traffic enforcement while facing the challenge of shrinking budgets and resources during the current economic downturn.

The committee plans to meet periodically to review Virginia's traffic enforcement programs and develop proposals for improving the coordination of traffic enforcement efforts. If you have suggestions or issues for the Highway Safety Committee to consider, please contact any one of the committee members directly or VACP Executive Director Dana Schrad. The members of the committee are listed on the inside cover of this and every edition of the Smart, Safe & Sober Newsletter as is contact information for Ms. Schrad.



PHOTOS BY ERIN SCHRAD / VACP

The Harrisonburg Police Department (left) was presented with the “Commonwealth Award” in the 2008 Virginia Law Enforcement Challenge for having the best overall traffic safety program. Sgt. Christ Rinker of the New Market Police Department (right) received the inaugural “Officer of the Year Award” for his work with the Route 7|11 Taskforce. VACP President Chief Rick Rappoport, Virginia Highway Safety Committee Chairman Chief Jake Jacocks, and David Mosley from the Virginia Highway Safety Office assisted with the presentations.

2008 Virginia Law Enforcement Challenge Awards

Harrisonburg Police, New Market Sgt. Chris Rinker Take Home Top Honors at 2008 Challenge Awards

Washington County Sheriff’s Office recognized as “Rookie of the Year”

by Erin Schrad, VACP Communications Manager & Virginia Law Enforcement Challenge Coordinator

The Virginia Association of Chiefs of Police (VACP) on August 10, 2009 presented the 2008 Virginia Law Enforcement Challenge awards for the best traffic safety programs in the state. The awards luncheon was held during the VACP’s 84th Annual Training Conference in Newport News, VA. Forty-two law enforcement agencies were presented with the first, second and third place awards in their category at the luncheon and then the winners of the nine special enforcement awards and three special recognition awards were revealed.

Fairfax County Police Department, which was awarded the Occupant Protection Award in the National Challenge, also was recognized with this award in the Virginia Challenge.

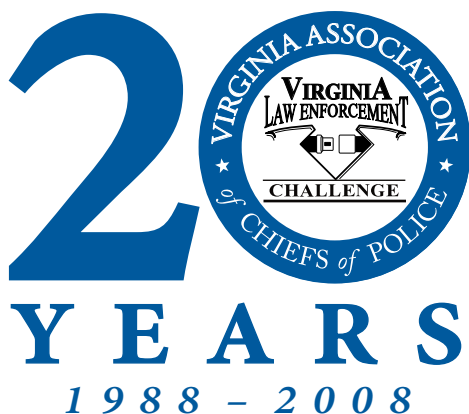
Culpeper Police Department took home two special awards — one each for their outstanding work in the areas of Child Passenger Safety and Bicycle/Pedestrian Safety.

Once again, **Virginia Beach Police Department** was selected to receive the Impaired Driving Award for their continued com-

prehensive approach to combatting drunk drivers and for their work in presenting the Mid-Atlantic DUI Conference each year. **Arlington County Police Department** was recognized with the Motorcycle Safety Award — a relatively new addition to the Challenge — for their efforts to promote and enforce safe driving practices among motorcyclists in response to the sharp increase in fatalities for this group in 2007.

Stafford County Sheriff’s Office received the Commercial Motor Vehicle Safety Award in recognition of their overall comprehensive education and enforcement programs for commercial vehicles. **Colonial Heights Police Department** was recognized with the Speed Awareness Award for their efforts to curb speeding in neighborhoods by partnering with community groups to deliver the message to the public about the dangers of speeding, and for their use of technology like LIDAR and flashing LED lighting in crosswalks. Their increased speed enforcement efforts were also very effective, reducing the number of speed-related fatalities in 2008 by more than 50% from the previous year.

Each year, the Law Enforcement Challenge program strongly encourages the participation of agencies who have never before entered the Challenge. For 2008, there were five first-time entries and all did an excellent job in putting their entries together, but one stood out above the rest and was recognized as the “Rookie of the Year”: **Washington County Sheriff’s Office**. Not only was Washington County tops among the first-time entries, but the department also won first place in the Virginia Challenge in their category (Sheriff’s Offices with 51-75 sword deputies) and second place in the National Challenge in their category.



The highest honor for 2008 went to **Harrisonburg Police Department**, who received the “Commonwealth Award” for the best overall traffic safety program in the state regardless of agency size or type. The department earned top scores for fully incorporating all aspects of a comprehensive traffic safety program: policies, officer training, public information and education, incentives and recognition, enforcement of traffic safety laws, and demonstrated effectiveness. They also placed first in their category (municipal departments with 76-125 sworn) and were selected to receive special awards for Underage Alcohol Awareness and for Technology. To cap it all off, the department also won the drawing for the SPEED-sentry® radar speed display donated by All Traffic Solutions (valued at approximately \$6,000).

Newly created for the 2008 Challenge, the “Officer of the Year” award was established to recognize an individual officer who has exhibited extraordinary initiative and innovation to make traffic safety education and enforcement a priority in his agency, his community, and beyond. This year’s inaugural award was given to **Sgt. Chris Rinker of the New Market Police Department** for his outstanding work with the Route 7|11 Taskforce, a coordinated multi-agency enforcement initiative along Routes 7 & 11 to get motorists to buckle up.

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

A full list of the award winners, award criteria, and photos of the award presentations are available online at <http://www.smartsafeandsobers.org/programs/LEC>.

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

SPECIAL AWARD	RECIPIENT
Occupant Protection	Fairfax County Police Department
Child Passenger Safety	Culpeper Police Department
Impaired Driving	Virginia Beach Police Department
Underage Alcohol Awareness	Harrisonburg Police Department
Technology	Harrisonburg Police Department
Motorcycle Safety	Arlington County Police Department
Commercial Motor Vehicle Safety	Stafford County Sheriff’s Office
Bicycle/Pedestrian Safety	Culpeper Police Department
Speed Awareness	Colonial Heights Police Department
“Rookie of the Year”	Washington County Sheriff’s Office
Commonwealth Award (Best Overall Traffic Safety Program)	Harrisonburg Police Department
Officer of the Year	Sgt. Chris Rinker New Market Police Department

What’s New for Next Year

At the national level, the International Association of Chiefs of Police (IACP) has made several changes for the 2009 and 2010 Law Enforcement Challenge Awards. Probably the biggest change is an adjustment to the category divisions for municipal agencies and sheriff’s offices, which reduces the overall number of categories:

OLD (2007 & 2008) NATIONAL CHALLENGE CATEGORIES	NEW (2009 & 2010) NATIONAL CHALLENGE CATEGORIES	VIRGINIA CHALLENGE CATEGORIES
Municipal Agencies		
1-8	1-10	1-10
9-16	11-25	11-25
17-25	26-45	26-50
26-35	46-75	51-75
36-45	76-100	76-125
46-65	101-200	126-300
66-100	201-500	301-450
101-200	501-1,000	451-700
201-500	1,001+	701 +
501-1,250	---	---
1,251 +	---	---
Sheriff’s Offices		
1-20	1-25	1-10
21-30	26-50	11-25
31-50	51-100	26-50
51-100	101-250	51-75
101-200	251-500	76-125
201-400	501-1,000	126-300
401-1,000	1,001 +	301-450
1,001 +	---	451-700
---	---	701 +

Additionally, some changes have been made to the application form itself. Agencies are now being asked to report enforcement numbers for both the application year and the prior two years. To make this task easier, agencies are no longer asked to report how many warnings were given — only how many citations were written or arrests were made. Agencies also are being asked to report how many of each type of special enforcement activity is conducted.

Some other minor changes have been made as well that are meant to clarify for the applicant what the judges are looking for in the entry. 2009 Challenge applicants should carefully read the full application and follow the instructions to the letter in order to receive the best possible score on their entry.

The VACP also recommends that those agency personnel responsible for putting together the Challenge entry attend a “**How To Enter the Challenge**” workshop later this year to learn more about these changes and get advice on how to improve their entry so that they earn the most points possible. The judging process is very subjective, so the smallest things can often mean the difference between winning and not. Workshop dates will be announced soon.

New Data from Virginia Tech Transportation Institute Provides Insight into Cell Phone Use and Driving Distraction

(July 27, 2009) BLACKSBURG, Va.,—Several large-scale, naturalistic driving studies (using sophisticated cameras and instrumentation in participants' personal vehicles) conducted by the Virginia Tech Transportation Institute (VTTI), provide a clear picture of driver distraction and cell phone use under real-world driving conditions. Combined, these studies continuously observed drivers for more than 6 million miles of driving. A snapshot of risk estimates from these studies is shown in the table below.

"Given recent catastrophic crash events and disturbing trends, there is an alarming amount of misinformation and confusion regarding cell phone and texting use while behind the wheel of a vehicle. The findings from our research at VTTI can help begin to clear up these misconceptions as it is based on real-world driving data. We conduct transportation safety research in an effort to equip the public with information that can save lives," says Dr. Tom Dingus, director of the Virginia Tech Transportation Institute.

In VTTI's studies that included light vehicle drivers and truck drivers, manual manipulation of phones such as dialing and texting of the cell phone lead to a substantial increase in the risk of being involved in a safety-critical event (e.g., crash or near crash). However, talking or listening increased risk much less for light vehicles and not at all for trucks. Text messaging on a cell phone was associated with the highest risk of all cell phone related tasks.

Explanation of Findings

Eye glance analyses were conducted to assess where drivers were looking while involved in a safety-critical event and performing cell phone tasks. The tasks that draw the driver's eyes away from the forward roadway were those with the highest risk.

Several recent high visibility trucking and transit crashes have been directly linked to texting from a cell phone. VTTI's research showed that text messaging, which had the highest risk of over 20 times worse than driving while not using a phone, also had the longest

CELL PHONE TASK	Risk of Crash or Near Crash event
Light Vehicle/Cars	
Dialing Cell Phone	2.8 times as high as non-distracted driving
Talking/Listening to Cell Phone	1.3 times as high as non-distracted driving
Reaching for object (i.e. electronic device and other)	1.4 times as high as non-distracted driving
Heavy Vehicles/Trucks	
Dialing Cell phone	5.9 times as high as non-distracted driving
Talking/Listening to Cell Phone	1.0 times as high as non-distracted driving
Use/Reach for electronic device	6.7 times as high as non-distracted driving
Text messaging	23.2 times as high as non-distracted driving

duration of eyes off road time (4.6 s over a 6-second interval). This equates to a driver traveling the length of a football field at 55 mph without looking at the roadway. Talking/listening to a cell phone allowed drivers to maintain eyes on the road and were not associated with an increased safety risk to nearly the same degree.

Recent results from other researchers using driving simulators suggest that talking and listening is as dangerous as visually distracting cell phone tasks. The results from VTTI's naturalistic driving studies clearly indicate that this is not the case. For example, talking and listening to a cell phone is not nearly as risky as driving while drunk at the legal limit of alcohol. Recent comparisons made in the literature greatly exaggerate the cell phone risk relative to the very serious effects of alcohol use, which increases the risk of a fatal crash approximately seven times that of sober driving. Using simple fatal crash and phone use statistics, if talking on cell phones was as risky as driving while drunk, the number of fatal crashes would have increased roughly 50% in the last decade instead of remaining largely unchanged.

These results show conclusively that a real key to significantly improving safety is **keeping your eyes on the road**. In contrast, "cognitively intense" tasks (e.g., emotional conversations, "books-on-tape", etc.) can have a measurable effect in the laboratory, but the actual driving risks are much lower in comparison.

VTTI's recommendations (based on findings from research studies)

- Driving is a visual task and non-driving activities that draw the driver's eyes away from the roadway, such as texting and dialing, should always be avoided.
- Texting should be banned in moving vehicles for all drivers. As shown in the table, this cell phone task has the potential to create a true crash epidemic if texting-type tasks continue to grow in popularity and the generation of frequent text message senders reach driving age in large numbers.
- "Headset" cell phone use is not substantially safer than "hand-held" use because the primary risk is associated with both tasks is answering, dialing, and other tasks that require your eyes to be off the road. In contrast, "true hands-free" phone use, such as voice activated systems, are less risky if they are designed well enough so the driver does not have to take their eyes off the road often or for long periods.
- All cell phone use should be banned for newly licensed teen drivers. Our research has shown that teens tend to engage in cell phone tasks much more frequently, and in much more risky situations, than adults. Thus, our studies indicate that teens are four times more likely to get into a related crash or near crash event than their adult counterparts.

The Disconnect Between Naturalistic and Simulator Research

It is important to keep in mind that a driving simulator is not actual driving. Driving simulators engage participants in tracking tasks in a laboratory. As such, researchers that conduct simulator studies must be cautious when suggesting that conclusions based on simulator studies are applicable to actual driving. With the introduction of naturalistic driving studies that record drivers (through continuous video and kinematic sensors) in actual driving situations, we now have a scientific method to study driver behavior in real-world driving conditions in the presence of real-world daily pressures. As such, if the point of transportation safety research is to understand driver behavior in the real-world (e.g., increase crash risk due to cell phone use), and when conflicting findings occur between naturalistic studies and simulator studies, findings from the real-world, and not the simulator-world, must be considered the gold standard.

It is also critical to note that some results of recent naturalistic driving studies, including those highlighted here as well as others (e.g., Sayer, Devonshire and Flanagan, 2007) are at odds with results obtained from simulator studies. Future research is necessary to explore the reasons why simulator studies sometimes do not reflect studies conducted in actual driving conditions (i.e., the full context of the driving environment). It may be, as Sayer, Devonshire and Flanagan (2007) note, that controlled investigations cannot account for driver choice behavior and risk perception as it actually occurs in real-world driving. If this assessment is accurate, the generalizability of simulator findings, at least in some cases, may be greatly limited outside of the simulated environment.

NOTE: Dr. Rich Hanowski, Director of the Center for Truck and Bus Safety at VTTI, will be presenting the results of his study directed at Driver Distraction in Commercial Motor Vehicle Operations, at the First International Conference on Driver Distraction and Inattention in Gothenburg, Sweden, September 28-29, 2009.

ZoomSafer Aligns with President Obama and Secretary of Transportation in Fight Against Distracted Driving

Secretary Lahood Says “Laws Alone” Are Not Enough to Reduce Distracted Driving

(August 11, 2009) RESTON, Virginia — ZoomSafer, the leading provider of innovative solutions to prevent distracted driving is pleased that the Obama Administration and Secretary of Transportation, Ray Lahood, have announced plans to host a Distracted Driving Summit in Washington, DC September 30 – October 1 to develop a list of “concrete steps” to minimize accidents caused by distracted motorists.

“As we prepare to launch our innovative solution to prevent distracted driving, we are very happy to see the Federal Government prioritizing resources to help solve this growing issue,” said Michael Riemer, Co-Founder and CEO of ZoomSafer. “Beginning in late August, members of the public will have their first opportunity to experience for themselves how ZoomSafer’s patented technology helps motorists minimize distractions stemming from the use of cell phones while driving.”

“Distracted driving is a large and complicated issue,” said Matt Howard, Co-Founder and Chief Marketing Officer of ZoomSafer. “While some people will choose to abstain from using their phones while driving, others will seek legally compliant solutions that are capable of providing safe alternatives to send and receive texts and emails so they can stay connected while driving.”

ZoomSafer has been developed to support existing laws and address a broad spectrum of consumer and commercial end user requirements:

- A FREE version automatically detects when you’re driving and activates a set of basic services that suppresses external alerts and minimize distractions.
- A PREMIUM version activates a set of enhanced services so you can communicate safely while driving. Use your voice -- not your thumbs, to send email, texts, and tweets. Use your ears -- not your eyes, to listen to emails, texts, and other content.
- A CORPORATE version enables enterprises, insurance carriers, and fleet owners to administer specific policies on end-user devices to manage risk and minimize liability.

As a commercial enterprise ZoomSafer looks forward to joining with the Federal Government, Insurance Carriers, Public Safety Associations, and others in the effort to reduce and eliminate the significant dangers posed by distracted driving.

ZoomSafer Partners with Industry Leaders to Launch www.DistractedDrivingSummit.com

(September 15, 2009) ZoomSafer is pleased to announce that it has partnered with a group of industry thought leaders to launch a new blog at www.DistractedDrivingSummit.com.

The blog is a collaborative effort between various people and groups dedicated to preventing distracted driving. Initial participants include ZoomSafer, SafeKids, GHSA, JottoDesk, and NOYS.

Although contributors to this blog may have slightly different views and opinions — the collective goal is simple: to prevent distracted driving. The blog was created to openly share thoughts, ideas and information with the public and foster active debate about safe driving solutions to help people focus on the road and drive less distracted.



Newport News Police, Neighboring Area Officers Conduct Joint Motor Carrier Safety Operation

On Wednesday, July 22, 2009, the Newport News Police Motor Carrier Safety Unit was joined by the Virginia State Police Motor Carrier Safety Unit and members of Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach Police Departments in a joint commercial vehicle safety and weight inspection operation. The operation ran from 8:00 a.m. to 12:00 p.m.

A total of 31 trucks were inspected, with 41 violations. Seven trucks were put out of service, six summonses were issued, and one overweight summons was issued. Of the seven trucks put out of service all but one was able to be fixed by a mechanic at the scene the other was waiting to be towed.(not much was correct with this truck).

The Newport News Motor Carrier Safety Unit was put into operation in 2007 following the procurement of the necessary equipment and receiving the training and certifications required to conduct the inspections. The purpose of the unit is to improve the safety of motorists by working to insure that commercial vehicles operating in the City meet the necessary safety and weight requirements. Currently, four officers are certified to inspect commercial vehicles, including putting unsafe vehicles out of service until repairs are made. These four officers, plus an additional two officers, are also certified to weigh vehicles and take the appropriate enforcement action.





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

Virginia Highway Safety Office Law Enforcement Liaison Don Allen presented **Mr. Ronald Vicars and his four-year-old son Benjamin** with Saved by the Belt Awards on September 3, 2009 at the McDonalds in Wise, VA. The presentation was held in conjunction with the breakfast meeting for the officers participating in the Route 23 Border to Border checkpoint at the Kentucky-Virginia state border.

Ronald and Benjamin were involved in a vehicle crash on July 7 in Wise County on Coeburn Mountain Road, when a vehicle struck their Chevrolet Venture head-on. Mr. Vicars was wearing his seat belt and had properly secured Benjamin in a child safety seat. Both Ronald and Benjamin were spared serious injury due to the restraints being properly used.



On August 8, 2009 at approximately 8:00 p.m., Trina Chaffin was traveling on Route 626 at the Nottoway/Lunenburg county line when she hit some loose gravel on the road. Her vehicle ran off the road to the left and then, when she overcorrected, it ran off the road to the right and struck a tree.

Ms. Chaffin's daughter, **Kayla Chaffin**, was seated behind her mother in the vehicle and was properly belted. As a result, she was uninjured in the crash. When asked if her mom had buckled her in, Kayla said, "No, I did! I learned to buckle up from a Victoria police officer that came to my school."

Sadly, Trina Chaffin was not wearing her seat belt and was thrown from the vehicle. She died at the scene.

On September 16, 2009, Kayla was presented the Saved by the Belt Award by Virginia State Trooper S. Craig Hudson and Virginia Highway Safety Office Law Enforcement Liaison Frank Kowaleski.

On June 29, 2009, Virginia Highway Safety Office LEL Frank Kowaleski, West Point Police Chief Bill Hodges and Officer E. D. Mitchell presented Saved by the Belt Awards to the **Ellingson family — Joanna, Eric and daughter Alanis — and friend James Conklin**.

On April 18, 2009, the driver of the Ellingson's vehicle was attempting to make a right-hand turn at an intersection in West Point when their vehicle was struck on the right side by another vehicle driving on the shoulder of the road. Both cars were heavily damaged in the crash; however, everyone in the Ellingson vehicle was properly belted and, as a result, sustained only minor injuries.



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

GOAL!!!!

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

82.27%! That's is the official 2009 seat belt usage rate for the Commonwealth of Virginia and YOU did it! As many of you know, this has been the state's goal for the past several years and, while we have gotten close, we have not been able to get past the 80% mark. Your continued hard work and dedication to the safety of our citizens really made it happen!

From the law enforcement side of things, all of the officers did an outstanding job. Here is a sampling of the "Click It or Ticket" May Mobilization enforcement data that was reported:

- Almost 350,000 hours were worked;
- 6,991 seat belt violations were written;
- 1,337 DUI/DUID arrests were made;
- 7,416 individuals were summonsed for reckless driving;
- 39,178 speeding tickets were written;
- 1,489 child safety seat violations were issued; and,
- 6,233 people were driving with suspended or revoked licenses.

And for those who don't think that "traffic enforcement" is real law enforcement, or "catching the real criminals", Virginia officers also reported the following during the May Mobilization:

- 60 stolen vehicles were recovered;
- 1,607 felony arrests were made;
- 96 weapons were seized;
- 233 fugitives were apprehended;
- 782 arrests were made for drug offenses; and,
- 232 juveniles were cited for underage drinking.

(There were also some very dramatic arrests made involving machetes and bodies in trunks!)

Media coverage of the May Mobilization was great as well. In addition to the TV/cable and radio announcements that were placed by the Virginia Highway Safety Office, all of the partners also garnered:

- 70 television news stories;
- 143 radio news stories;
- 106 news releases and news conferences;
- 113 school activities;
- 335 child safety seat checks were done;
- 432 checkpoints were conducted;
- 835 public service announcements were aired; and,
- 119 print stories were run.

Everyone of you should feel an enormous satisfaction for this accomplishment, because whether you are with a state agency, a non-profit organization, or a law enforcement agency, every single thing that was done in the name of occupant protection added up to the highest usage rate this state has ever seen. The bigger proof of this is that, as of this writing, we currently have 80 fewer fatalities than we had at this time last year, which is huge!

So, what's next?? (C'mon, you know I can't leave you alone!) We will be doing another **"Click It or Ticket" mini-mobilization during the week of November 15-22**, leading up to the Thanksgiving holiday. We will be supporting you with television/cable and radio spots during this week.

We very much need you all to participate with us on this November push. We know that there is a lot going on this time of year — and we know that it's hunting season — but if we can just keep on this positive track, we could actually achieve the state goal of 100 fewer fatalities than last year by the end of 2009! Imagine, 100 fewer families will be spared the sadness of a fatal car crash.

We can do this, because... you all ROCK!!!!





2009 'Click It or Ticket' Awards Presented

The following awards recognizing law enforcement agencies' efforts to increase seat belt use in their jurisdictions were presented by the Virginia Highway Safety Office in August at the six regional Smart, Safe & Sober Workshops. *(List continues on pages 16 & 17.)*

DISTRICT	CATEGORY	AWARD	AGENCY	PRE-SURVEY RATE	POST-SURVEY RATE	CHANGE
BRISTOL DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use	Independence Police Department	67	86	+ 19
		Most Improved Use	Dublin Police Department	52	75	+ 23
	Municipal 2: 11-25 Officers	Highest Seat Belt Use	Dickenson County Sheriff's Office	97	97	+ 0
		Most Improved Use	Hillsville Police Department	61	88	+ 27
	Municipal 3: 26-50 Officers	Highest Seat Belt Use	Lee County Sheriff's Office	89	92	+ 3
		Most Improved Use	Wythe County Sheriff's Office	59	84	+ 25
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Wise County Sheriff's Office	68	82	+ 14
		Most Improved Use	Bristol Police Department	66	81	+ 15
	--	Leadership Award	Shawn Hurd, Tazewell Police Department	--	--	--
	FAIRFAX DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use	West Point Police Department	89	95
Most Improved Use			Warsaw Police Department	64	92	+ 28
Municipal 2: 11-25 Officers		Highest Seat Belt Use	Purcellville Police Department	89	92	+ 3
		Most Improved Use	King and Queen County Sheriff's Office	41	73	+ 32
Municipal 3: 26-50 Officers		Highest Seat Belt Use	Falls Church Police Department	92	95	+ 3
		Most Improved Use	Westmoreland County Sheriff's Office	65	79	+ 14
Municipal 4: 51-75 Officers		Highest Seat Belt Use & Most Improved Use	Fairfax City Police Department	92	96	+ 4
Municipal 5: 76-125 Officers		Highest Seat Belt Use	Fredericksburg Police Department	83	94	+ 11
		Most Improved Use	Leesburg Police Department	48	83	+ 35
Municipal 6: 126-300 Officers		Highest Seat Belt Use	Spotsylvania County Sheriff's Office	85	90	+ 5
		Most Improved Use	Arlington County Sheriff's Office	74	80	+ 6
Municipal 7: 301-450 Officers		Highest Seat Belt Use & Most Improved Use	Arlington County Police Department	80	84	+ 4
Municipal 8: 451-700 Officers		Highest Seat Belt Use & Most Improved Use	Prince William County Police Department	87	96	+ 9
Municipal 9: 701+ Officers		Highest Seat Belt Use & Most Improved Use	Fairfax County Police Department	92	87	- 5
--		Leadership Award	Sgt. Joseph Curtis, Spotsylvania County Sheriff's Office	--	--	--
PORTSMOUTH DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use	Waverly Police Department	93	91	- 2
		Most Improved Use	La Crosse Police Department	66	82	+ 16
	Municipal 2: 11-25 Officers	Highest Seat Belt Use & Most Improved Use	Blackstone Police Department	63	88	+ 25
	Municipal 3: 26-50 Officers	Highest Seat Belt Use & Most Improved Use	Isle of Wight County Sheriff's Office	78	95	+ 17
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Southampton County Sheriff's Office	93	90	- 3
		Most Improved Use	Northampton County Sheriff's Office	71	82	+ 11
	Municipal 5: 76-125 Officers	Highest Seat Belt Use	York County/Poquoson Sheriff's Office	91	93	+ 2
		Most Improved Use	James City County Police Department	75	90	+ 15
	Municipal 6: 126-300 Officers	Highest Seat Belt Use	Portsmouth Police Department	75	83	+ 8
		Most Improved Use	Hampton Police Division	72	81	+ 9
	Municipal 7: 301-450 Officers	Highest Seat Belt Use	Newport News Police Department	75	88	+ 13
		Most Improved Use	Chesapeake Police Department	63	84	+ 21
	Municipal 9: 701+ Officers	Highest Seat Belt Use	Virginia Beach Police Department	76	77	+ 1
		Most Improved Use	Norfolk Police Department	72	74	+ 2
	Military	Highest Seat Belt Use & Most Improved Use	Sewell's Point Precinct	94	99	+ 5
--	Leadership Award	Captain C. M. Mayer, South Hill Police Department	--	--	--	

DISTRICT	CATEGORY	AWARD	AGENCY	PRE-SURVEY RATE	POST-SURVEY RATE	CHANGE
RICHMOND DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use & Most Improved Use	Louisa Police Department	49	47	- 2
	Municipal 2: 11-25 Officers	Highest Seat Belt Use	Southside VA Training Center Police Department	94	95	+ 1
		Most Improved Use	J. Sargeant Reynolds Community College Police Dept.	71	92	+ 21
	Municipal 3: 26-50 Officers	Highest Seat Belt Use	Goochland County Sheriff's Office	86	96	+ 10
		Most Improved Use	Powhatan County Sheriff's Office	82	93	+ 11
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Colonial Heights Police Department	77	90	+ 13
		Most Improved Use	Virginia Commonwealth University Police Dept.	49	85	+ 36
	Municipal 5: 76-125 Officers	Highest Seat Belt Use & Most Improved Use	Petersburg Bureau of Police	70	79	+ 9
	Municipal 6: 126-300 Officers	Highest Seat Belt Use & Most Improved Use	Hanover County Sheriff's Office	89	93	+ 4
	Municipal 8: 451-700 Officers	Highest Seat Belt Use	Chesterfield County Police Department	86	89	+ 3
Most Improved Use		Henrico County Division of Police	79	83	+ 4	
Municipal 9: 701+ Officers	Highest Seat Belt Use & Most Improved Use	Richmond City Police Department	70	86	+ 16	
ROANOKE DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use	Craig County Sheriff's Office	72	94	+ 22
		Most Improved Use	Narrows Police Department	47	82	+ 35
	Municipal 2: 11-25 Officers	Highest Seat Belt Use & Most Improved Use	Covington Police Department	82	94	+ 12
	Municipal 3: 26-50 Officers	Highest Seat Belt Use	Charlotte County Sheriff's Office	63	87	+ 24
		Most Improved Use	Radford Police Department	50	75	+ 25
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Salem Police Department	84	91	+ 7
		Most Improved Use	Christiansburg Police Department	75	83	+ 8
	Municipal 5: 76-125 Officers	Highest Seat Belt Use	Bedford County Sheriff's Office	88	86	- 2
		Most Improved Use	Pittsylvania County Sheriff's Office	61	85	+ 24
	Municipal 6: 126-300 Officers	Highest Seat Belt Use & Most Improved Use	Lynchburg Police Department	81	95	+ 14
--	Leadership Award	Sgt. Tim Wyatt, Roanoke County Police Department	--	--	--	
STAUNTON DISTRICT	Municipal 1: 1-10 Officers	Highest Seat Belt Use	Bridgewater Police Department	87	90	+ 3
		Most Improved Use	Stanley Police Department	42	63	+ 21
	Municipal 2: 11-25 Officers	Highest Seat Belt Use	Dayton Police Department	83	97	+ 14
		Most Improved Use	Strasburg Police Department	65	83	+ 18
	Municipal 3: 26-50 Officers	Highest Seat Belt Use	Front Royal Police Department	83	90	+ 7
		Most Improved Use	Greene County Sheriff's Office	67	76	+ 9
	Municipal 4: 51-75 Officers	Highest Seat Belt Use	Augusta County Sheriff's Office	80	91	+ 11
		Most Improved Use	University of Virginia Police Department	56	90	+ 34
	Municipal 5: 76-125 Officers	Highest Seat Belt Use	Frederick County Sheriff's Office	94	95	+ 1
		Most Improved Use	Charlottesville Police Department	72	86	+ 14
Municipal 6: 126-300 Officers	Highest Seat Belt Use & Most Improved Use	Rockingham County Sheriff's Office	93	95	+ 2	
--	Leadership Award	Officer Donald Orye, Front Royal Police Department	--	--	--	

Photos of the
2009 'Click It or Ticket'
Award Recipients are
available online at
<http://photos.vachiefs.org/Traffic-Safety>



STATE POLICE DIVISION	AWARD	JURISDICTION	PRE-SURVEY RATE	POST-SURVEY RATE	CHANGE
VSP DIVISION 1	Highest Seat Belt Use (tie)	Dinwiddie (Area 7 Office)	76	95	+ 19
	Highest Seat Belt Use (tie)	Prince George (Area 7 Office)	78	95	+ 17
	Most Improved Use	Goochland (Area 4 Office)	65	86	+ 21
VSP DIVISION 2	Highest Seat Belt Use	Culpeper (Area 15 Office)	91	88	- 3
	Most Improved Use	Shenandoah (Area 14 Office)	67	84	+ 17
VSP DIVISION 3	Highest Seat Belt Use	Augusta (Area 17 Office)	87	91	+ 4
	Most Improved Use	Greene (Area 18 Office)	77	88	+ 11
VSP DIVISION 4	Highest Seat Belt Use	Wythe (Area 26 Office)	93	95	+ 2
	Most Improved Use	Pulaski (Area 24 Office)	75	91	+ 16
VSP DIVISION 5	Highest Seat Belt Use	Portsmouth (Area 47 Office)	94	99	+ 5
	Most Improved Use	Chesapeake (Area 47 Office)	76	91	+ 15
VSP DIVISION 6	Highest Seat Belt Use	Alleghany (Area 38 Office)	87	90	+ 3
	Most Improved Use	Craig (Area 40 Office)	63	75	+ 12
VSP DIVISION 7	Highest Seat Belt Use	Prince William (Area 11 Office)	84	93	+ 9
	Most Improved Use	Fairfax (Area 9 Office)	78	90	+ 12



Operation Air, Land & Speed Nets Third Highest Total Violations on Interstates 81 & 95

4,155 Speed Violations – 35 Drug/Felony Arrests – 12 DUI Arrests



(July 13, 2009) RICHMOND – Operation Air, Land and Speed produced the third highest total violations since the traffic safety campaign began in 2006. The two-day enforcement blitz yielded 8,289 summonses and arrests along Interstate 81 and Interstate 95, which took place Friday, July 10, and Saturday, July 11, 2009.

“For us, a successful day would be when state police does not issue a single ticket during this enforcement because it means motorists are complying with Virginia’s traffic laws,” says Colonel W. Steven Flaherty, Superintendent of the Virginia State Police. “Unfortunately, the reality is there were more than eight thousand summonses issued during Operation Air, Land and Speed. These latest results are an indicator of how far we still have to go to emphasize the importance of highway safety to drivers.”

The record number of summonses

and arrests for a two-day enforcement of Operation Air, Land and Speed was in July 2006 when the traffic safety was project launched by state police. The first initiative also concentrated on I-81 and I-95. All funds generated by Virginia State Police summonses go to the State Literacy Fund.

From the Tennessee border to West Virginia, 3,540 individuals were cited by Virginia State Police along I-81. The enhanced enforcement stopped 2,077 speeders and 240 individuals for reckless driving. Six drunk drivers were arrested and 15 drug/felony arrests were made by state police. Additionally, troopers cited 115 individuals for safety belt violations.

From the North Carolina border to the Maryland state line, state police issued 4,749 violations on I-95. State police stopped 2,078 drivers for speeding and 504 individuals for reckless driving along

the north-south interstate corridor. In addition, troopers arrested six people for drunk driving and made 20 drug/felony arrests. Also, during the two-day enforcement initiative, state police issued 215 seat belt violations.

This is the eleventh time since 2006 that Operation Air, Land and Speed has focused on Interstate 81 and Interstate 95. A total of 20 operations have been conducted on Virginia interstates statewide since the campaign’s inception in 2006 and have yielded 106,186 total summonses and arrests.

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

Newport News Police Arrest 26 in High Visibility Operation

The Newport News Police Department, in its continuing efforts to reduce crime in the city, conducted a high visibility enforcement operation throughout the city on Wednesday, August 26, 2009. The operation involved two shifts with the first beginning at noon and a second beginning at 4:00 P.M.

Approximately 93 officers, detectives and special agents from federal agencies participated. The purpose of the operation was to saturate the city with law enforcement officers and aggressively identify and suppress criminal activity such as illegal narcotics, alcohol violations, illegal gambling, firearms violations, prostitution, and fugitives, as well as violent crimes. Traffic checkpoints were also conducted throughout the city.

The one-day operation resulted in the arrest of 26 individuals with 21 felony charges and 14 misdemeanor charges, 44 traffic summonses issued and 2 stolen vehicles recovered. Included in the individuals arrested was a 21-year-old male and 20-year-old female fugitive from Raleigh, North Carolina. They were both wanted for robbery with a dangerous weapon and conspire to rob with a dangerous weapon.



Leesburg Police, Virginia ABC Conduct Underage Alcohol Sales Operation

On August 14, 2009, members of the Community Services Section of the Leesburg Police Department along with Agents from the Virginia Department of Alcoholic Beverage Control conducted an underage alcohol sales operation at 29 locations throughout the Town of Leesburg resulting in 5 locations being found in violation. The stores that were found in non-compliance were the 7-11 on Dry Mill Road, the Leesburg Liberty on Harrison Street, Sheetz on Edwards Ferry Road, R.J.’s Deli on East Market Street, and the Discount Mart on South King Street.

“This partnership with the Virginia ABC agents is part of our on-going efforts to reduce crime and improve safety within our young adult and juvenile community. We encourage all businesses to strictly check identifications and conduct proper sales”, said Lt. Jeff Dubé, Community Services Section.

The Virginia Department of Alcoholic Beverage Control will be conducting additional follow-ups on the businesses that were found in violation.



Martinsville Police to Step Up Enforcement of Moped Traffic Violations

(August 18, 2009) MARTINSVILLE, Va. – The Martinsville Police Department has received a number of complaints involving mopeds (motorized scooters and bicycles) impeding traffic and committing violations of Virginia Code. This notice is given to inform the cyclists and moped operators of their responsibility when riding on public streets and highways.



Any person operating a bicycle (manual or power-assisted) or any personal mobility device or moped (manual or power-assisted) on a roadway at less than the normal speed of traffic must ride as close as safely possible to the right-hand curb or edge of the roadway, except under any of the following circumstances which are addressed by Virginia Code Section 46.2-905. The key points are summarized below:

- When overtaking and passing another vehicle proceeding in the same direction; or
- When preparing for a left turn at an intersection or into a private road or driveway; or
- When reasonably necessary to avoid conditions including, but not limited to, fixed or moving objects, parked or moving vehicles, pedestrians, animals, surface hazards, or substandard width lanes that make it unsafe to continue along the right curb or edge; or
- When avoiding riding in a lane that must turn or diverge to the right; and
- When riding upon a one-way road or highway, a person may also ride as near the left-hand curb or edge of such roadway as safely practicable.

In addition, any person operating a vehicle of the types detailed above should not ride more than two vehicles abreast. Persons riding two abreast should not impede the normal and reasonable movement of traffic and should move into a single file formation as quickly as is practical when being overtaken from the rear by a faster moving vehicle. On a roadway which has multiple defined lanes, the operator must ride in a single traffic lane.

Beginning on Friday, August 21, 2009, Martinsville Police will step up enforcement of these regulations and will issue citations on any violation.

"We are concerned for the safety of all our motorists and pedestrians on city streets. We aren't trying to single-out anyone. But there have been quite a few complaints received about moped-related traffic violations recently. We welcome moped traffic, so long as operators obey the law and ride safely. Therefore, we are stepping up our enforcement on these types of violations in order to prevent accidents and make our roadways safer", said MPD Captain Tim Porter.

Waynesboro Police Attempt to Curb Crashes at Intersections with Selective Enforcement

(September 2, 2009) The Waynesboro Police Department is endeavoring to reduce the incidence of traffic crashes at several major intersections in the city. Through "Traffic Safety Initiatives" officers will be stepping up vigilance and enforcement at the city's most hazardous crossroads in an effort to reduce the injuries and property damage occurring as a result of preventable crashes that often can be avoided if basic laws are obeyed.



The department's operations division will use "Selective Enforcement" at each of the targeted intersections in an attempt to curb crashes at that particular location. They will then deploy officers in a variety of innovative ways, combining traditional enforcement and new strategies to improve safety for all motorists.

Some of the intersections identified for this effort are: West Main & Lew DeWitt, West Main & Vedette, West Main, Rosser & West Broad, Rosser & Lew DeWitt, and I-64 & Rosser.

There were 100 crashes at the targeted intersections, which constitutes 25% of the 397 total motor vehicle crashes in the city during 2008. The leading causes in these crashes are nothing new and run the gamut from excessive speed, inattention and following to close to disregarding red lights and failure to yield making left turns. This trend is continuing in 2009 and will likely increase as commercial growth and traffic volume also increase.

The Waynesboro Police Department hopes to partner with members of the community to address this issue and to improve the safety of everyone using their roads and reduce the number of preventable crashes in the city.

Albemarle County Police Hold Rockfish Gap Checkpoint

On August 29, 2009, the Albemarle County Police Department held a sobriety checkpoint on Rockfish Gap Turnpike (U.S. Rt. 250) at the entrance to Western Albemarle High School. The checkpoint opened at 10:30 pm and closed at 1:30 am. A total of 190 cars came through the checkpoint, 20 of which were pulled aside for further screening. Fourteen officers participated in the checkpoint, which was funded through a DMV Highway Safety Grant.



A total of 3 DUI arrests were made by officers assigned to the checkpoint. Officers issued 5 summonses for drivers having no operator's license, 1 for a driver who was operating outside the provisions of a restricted license, 2 for expired state inspection and 1 for an expired registration. One person was arrested on an outstanding capias (failure to appear in court). Officers also confiscated drug paraphernalia from one vehicle. There were 6 vehicles that were towed from the checkpoint site. (Overall 7 motorists were arrested for DUI by county officers over the weekend.)

This sobriety checkpoint was held in support of "Checkpoint Strike-force", an intensive law enforcement mobilization initiative designed to get impaired drivers off our roads.

Madison County Sheriff's Office Holds Second Annual Bike Safety Rodeo

by Sheriff Erik J. Weaver

The Madison County, Virginia Sheriff's Office would like to thank the citizens of Madison County, Virginia Department of Transportation (VDOT), the volunteers, the children, Dr. Brenda Tanner, and the Madison School System for their participation in the Second (2nd) Annual Bike Safety Rodeo on August 22, 2009.

As the saying goes in writing novels, "It was a dark and stormy night...". However, the morning clouds cleared and it was overcast from 9am until noon during the time of the rodeo and everyone had a good time. There were plenty of donated prizes, along with the Harry Potter Moonbounce provided by generous groups and people. These were a hit with all. Toddlers to pre-teens received free bike helmets obtained through a grant from the Virginia Department of Health. If one child is protected in a bicycle accident by wearing a helmet, we are grateful to the Department of Health for their grant. Safety seat inspections were conducted by Deputy Drew Eanes, Bill Heflin and Jerry Butler.

Free popcorn was donated by the Rochelle Ruritan Club and served by two of their members, Linda and "J.L." Taylor and was greatly appreciated. Rodeo volunteers included Jane Gray and her husband, Michael, both bicycle enthusiasts who both kept things running smoothly. Other important volunteers were Bill Heflin from the Brightwood Ruritan Club, Barry Penn-Holler, Michael Stumph, John Berry, James Art, Erin Weaver, Robert Roberts, Karen Roberts Robin Murray, Bob Young, Leilani Stanley, Bill Eanes, Drew Eanes, Chris Hammersley, Judy Butler, Randy Jenkins, Jim Long, Jimmy Frye, Jeff Farry, Jason Farry and all of his fellow scouts who did not sign the volunteer list.

There were plenty of prizes and the first place winner was Madeline Aylor of Williamsburg Pike with the highest score of ten. The next score lower had fourteen people who tied. As a result a drawing was held for the next winners who were Leah Henshaw, Amber Carpenter, Aaron and Peyton Henshaw, and Hunter Aylor. A total of three step stools were awarded as prizes with all being beautifully handmade by Journey Beasley and his wife, Julie Beasley. Other high score persons who received prizes were Kevin Shifflette, Jr., Josh Cianciotti, Braxden Sisson, Wendall Yoder, Melanie Yoder, Sharlene Yoder, Jessica Hammersley, Hadley McLain, and Jason Yoder.

Thank all of you for making this such a fun day for the children and let's make it bigger and better for the 3rd Annual Safety Bike Rodeo to be held during the summer of 2010.



More Than 330 SoberRides Provided on July 4th

Local program removes 'would-be drunk driver every two minutes'

(July 5, 2009) WASHINGTON, DC — The Washington-metropolitan area's SoberRide program provided 331 free cab rides home to would-be drunk drivers this Independence Day.

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

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

The level of last night's SoberRide use represents a virtual doubling in SoberRide ridership from last year's (2008) July 4th offering (166 > 331) according to WRAP.

During SoberRide's 12-hour period this Independence Day, area residents celebrating with alcohol could call the toll-free SoberRide phone number 1 - 800 - 200 - TAXI and be afforded a no-cost (up to a \$ 50 fare), safe way home. AT&T wireless users could call # - TAXI for the same service. Local taxicab companies throughout the Washington-metropolitan area provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

SoberRide was offered in the: District of Columbia; throughout the Maryland counties of Montgomery and Prince George's; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William.

Sponsors of this year's Independence Day SoberRide offering include AT&T Anheuser-Busch, Diageo, Enterprise Rent-A-Car Foundation, ExxonMobil, GEICO and Red Top Cab of Arlington.

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

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

Since 1993, WRAP's SoberRide program has provided 44,120 free cab rides home to would-be drunk drivers in the Greater Washington area.

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

Halifax County High's R.I.S.E. Program

by **Captain Brian K. Lovelace**
South Boston Police Department

South Boston Police Department, along with Halifax County Sheriff Office, Virginia State Police, VASAP, Halifax County High School, South Boston Fire Department, Halifax County Rescue Squad, and local businesses recently participated in a new program at the high school known as "RISE". The mission of RISE, which is an acronym for "Responsibility Improving Safety Education", is to provide students with the best prevention tools possible to deal with the issues of underage drinking, drug use, impaired driving and other destructive decisions.

During the week of the prom last spring, students were given information about the dangers of impaired driving and the opportunity to wear Fatal Vision® goggles to see the effects of alcohol impairment. Students were afforded the opportunity to wear the goggles while performing a field sobriety test and while driving golf carts provided by local business Bridgeview Express. A mock jail was also exhibited for the students.

South Boston Fire Department along with Halifax County Rescue Squad also were on hand to demonstrate how extractions are performed on wrecked cars. The cars were donated by another local business, Cycle Systems.

Representatives from VASAP presented brochures to students, which provided them with information on alcohol and drug abuse. Students that purchased tickets to the prom and participated in the RISE program were given a reminder band imprinted with the words "RISE: Drive for life".

South Boston Police Department Chief James W. Binner affirms that Halifax County has the most outstanding students. "We take great pride when dealing with young people; we want to make sure that each young person understands how important it is to make responsible decisions that keep them safe."

During the week of the prom, April 20-26, 2009, South Boston Police Department had no traffic fatalities involving juveniles, no underage drinking citations, and no underage DUI arrest.



STOPPED for Safety: Program targets young drivers

By DAN KEGLEY/Staff

Smyth County News & Messenger

Parents may find out when their driving-age children below 21 years old are stopped and given a ticket by police, especially when the infraction for which they were pulled over results in a hefty ticket, court appearance or higher auto insurance premium. But when young drivers receive only warnings from police, Mom and Dad may never hear about them.

That will change for families participating in a new program Smyth County Sheriff David Bradley is rolling out.

The program, called "STOPPED" for "Sheriffs Telling Our Parents and Promoting Educated Drivers", invites parents to enroll vehicles that their young drivers will be operating. That registration gets back a sequentially numbered adhesive stop-sign shaped decal to be placed on the vehicles' windshields.

When police stop a vehicle with a STOPPED decal, notification will be sent to the parents or guardian on record with the program giving the reason the driver was stopped, identifying the driver, the number of occupants and whether a citation was issued.

According to the program's administrator, Smyth County Sheriff's Deputy and Chilhowie School Resource Officer Ernie Atwell, the program's goal "is to give parents who are registered owners of vehicles being driven by youth an added measure of security."

According to Atwell, if a police officer stops a youth and gives a verbal warning, "parents would be unaware of the situation unless the youth told them. Frequently the youth will get a ticket and either pay it, or get their friends to help them pay it, and the parents won't even know about the citation until the insurance is affected."

There's another reason for the program: the stop sign decal stuck on the windshield in front of them could remind young drivers of the need to drive safely and within traffic laws, according to Atwell. And the reason for those laws is safety and preservation of life and property.

"Motor vehicles are the number-one cause of death nationwide for those between the ages of 15 and 20," Atwell said. "Smyth County mirrors national statistics."



PHOTO BY DAN KEGLEY / SMYTH COUNTY NEWS & MESSENGER

Smyth County Sheriff's Deputy and School Resource Officer Ernie Atwell demonstrates on his cruiser the location for parents to place stop-sign-shaped stickers on the cars their under-age-21 children drive when they register for "STOPPED, Sheriffs Telling Our Parents and Promoting Educated Drivers". The program reminds the accident-prone age group to drive safely and notifies registered parents when their children are pulled over.

(Photo and article reprinted courtesy Smyth County News & Messenger.)

Along with parents having more knowledge about what's happening to their children, participating parents may be able to reduce their expense for insurance. "Some insurance companies may offer a reduced rate for participating in the program, along with additional requirements," Atwell said.

Bradley said his officers "do a lot of stops of children. If that sticker is on there, we'll notify their parents."

That notification could convey positive news as well, the sheriff said. "It would be good to contact them and say your son or daughter was here assisting the officer or assisted a motorist," he said.

Bradley said the idea was brought to him from another law enforcement agency out of state, and his officers, including deputies who work closely with

the schools as resource officers, "thought it was a good idea."

Bradley and Atwell said the Saltville, Marion and Chilhowie police departments will support his office in the program. Atwell will coordinate it.

Brochures about the program are available at the sheriff's office where Atwell invited interested parents to sign up for STOPPED. Information and registration form are also available online at www.smythcounty.org/sheriff/stopped.htm.

Atwell said he appreciates the sponsorship of the program by Dan H. Surface Insurance Agency Inc., R. Odum Insurance Agency Inc., and Clear Choice Insurance & Financial Services in memory of Cpl. Chris Paschal, the deputy who died of injuries he sustained in responding, off duty, to a wreck on icy roads last winter.

Seat Belt Use in 2009—Overall Results

Seat belt use in 2009 stood at 84 percent, a gain from 83 percent use in 2008. This result is from the National Occupant Protection Use Survey (NOPUS) which is the only survey that provides nationwide probability-based observed data on seat belt use in the United States. The NOPUS is conducted annually by the National Center for Statistics and Analysis of the National Highway Traffic Safety Administration.

Seat belt use has been increasing steadily since 1994, accompanied by a steady decline in the percentage of unrestrained passenger vehicle occupant fatalities during daytime (Figure 1).

The 2009 survey also found the following:

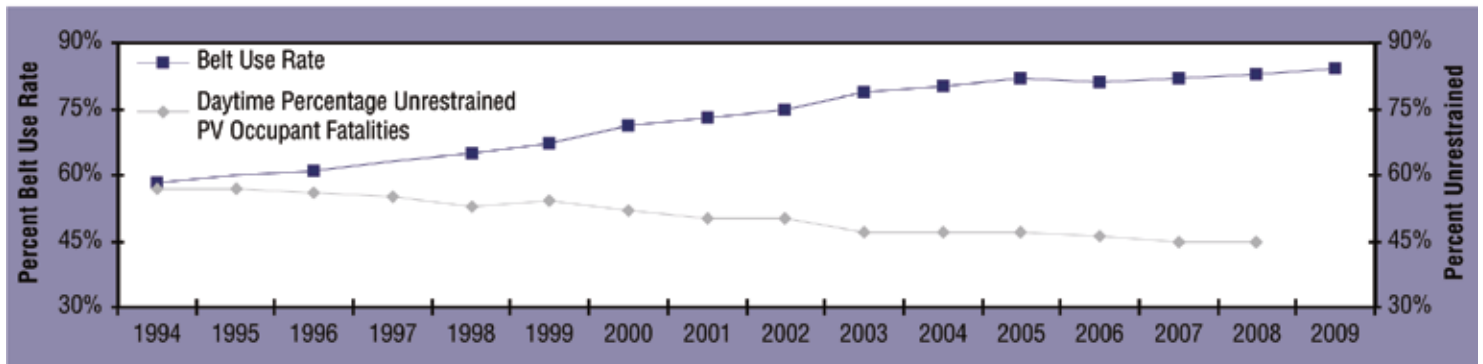
- Seat belt use for occupants traveling during weekends increased to 86 percent in 2009 (83% in 2008), which shows a significant annual increase (Figure 2).
- Seat belt use continues to be higher in the states in which vehicle occupants can be pulled over solely for not using seat belts (“primary law” states) as compared with the

states with a weaker enforcement law (“secondary law” states) (Figure 3).

The National Occupant Protection Use Survey is the only nationwide probability-based observational survey of seat belt use in the United States. The survey observes usage as it actually occurs at a randomly selected roadway sites, and thus provides the best tracking of the extent to which passenger vehicle occupants in this country are buckling up.

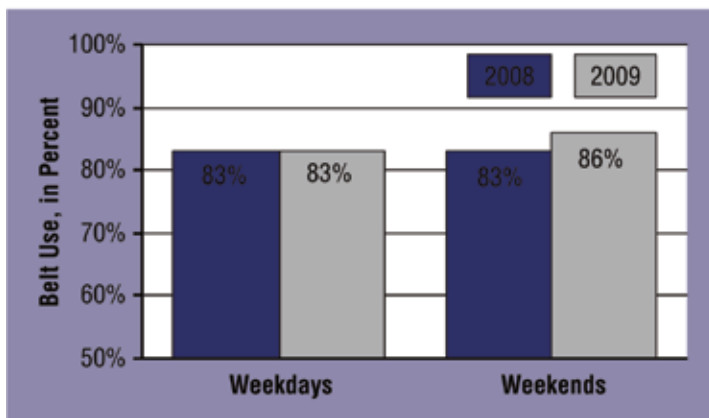
The survey data is collected by sending to probabilistically sampled roadways trained observers who observe passenger vehicles between the hours of 7 a.m. and 6 p.m. Observations are made either while standing at the roadside or, in the case of expressways, while riding in a vehicle in traffic. Observers do not stop vehicles or interview occupants, so that the NOPUS captures the untainted behavior of occupants. The 2009 NOPUS data was collected between June 1 and June 20, 2009, while the 2008 data was collected between June 2 and June 22, 2008.

Figure 1: NOPUS Seat Belt Use Rate and Daytime Percentage Unrestrained Passenger Vehicle Occupant Fatalities



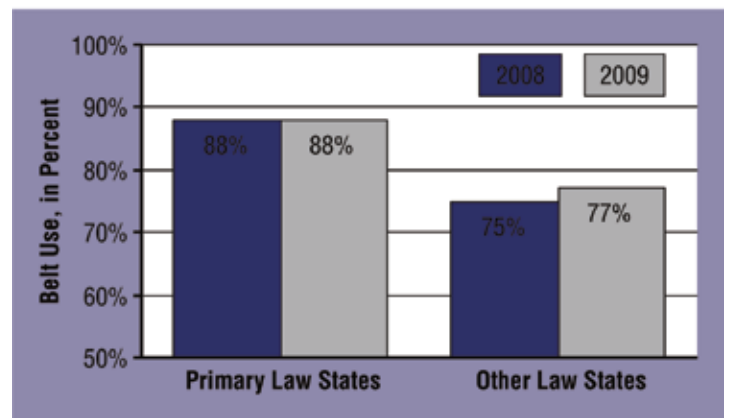
Source: NOPUS and FARS, NHTSA’s National Center for Statistics and Analysis

Figure 2: Seat Belt Use by Weekday/Weekend



Source: National Occupant Protection Use Survey, NHTSA’s National Center for Statistics and Analysis, 2008, 2009

Figure 3: Seat Belt Use by Law Type



Source: National Occupant Protection Use Survey, NHTSA’s National Center for Statistics and Analysis, 2008, 2009

Traffic Safety Calendar

October 2009	Walk to School Month — www.walktoschool.org Pedestrian Safety Month — www.walkableamerica.org
Oct 4-7, 2009	International Association of Chiefs of Police Conference — Denver, CO — www.theiacp.org
Oct 5-9, 2009	Drive Safely Work Week — www.netsnational.org
Oct 7, 2009	International Walk to School Day — www.walktoschool.org
Oct 9, 2009	Put the Brakes on Fatalities Day — www.brakesonfatalities.org
Oct 11-17, 2009	Emergency Nurses Week — www.ena.org/EN-Week
Oct 18-24, 2009	National School Bus Safety Week — www.napt.org
Oct 18-24, 2009	National Teen Driver Safety Week — www.chop.edu/ntdsw
Oct 25-31, 2009	Buzzed Driving is Drunk Driving: Halloween Impaired Driving Awareness Campaign — www.stopimpaireddriving.org
Nov 4-5, 2009	41st Annual Military/Civilian Workshop — Ft. Eustis, VA — www.smartsafeandsober.org
Nov 16-29, 2009	Click It or Ticket Mini-Mobilization: Thanksgiving Weekend Travel — www.smartsafeandsober.org
Nov 29 – Dec 11, 2009	Buzzed Driving is Drunk Driving: Holiday Season Impaired Driving Awareness Campaign — www.stopimpaireddriving.org
Dec 16, 2009 – Jan 3, 2010	Checkpoint Strikeforce: Holiday Season Impaired Driving Enforcement Campaign — www.stopimpaireddriving.org & www.checkpointstrikeforce.net