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## Drive Safe Dispatch Monthly Info September-October 2016

### Welcome to our newest member...

Diane Dennis, Portsmouth Public Schools

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### Upcoming Dates and Headlines...

#### Drive Safe Committee Dates



**Get It Together Packing Day** – Thursday, October 20, 1:00pm, AAA Tidewater  
**Kick Off Breakfast** – Tuesday, October 25, Ted Constant Convocation Center  
**Occupant Protection Committee** - Wednesday, October 26, 1:00 and again on

Wednesday, November 9, 1:00pm in Training Room #3

**Conference Committee** – Thursday, November 10, 9:00am, VDOT

**Membership & Development Committee** - Wednesday, November 16, 9:00, AAA Tidewater

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### Holiday Bag Distribution to the ABC and Military Package Stores



If anyone has any items they would like to be inserted into the holiday bags for distribution during the December holiday season, please send us a pdf of that item so that approval can be obtained from the various entities (ABC/Military). We would need **1500** of each approved item. Please email the **pdf by Thanksgiving to**

**dshr@drivesafehr.org**. Approved items would need to be **delivered by December 2**.

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Don't forget to utilize **Amazon Smile!!!** When you make a purchase from Amazon, 05% of the purchase will be donated to Drive Safe Hampton Roads. Remember this when shopping this holiday season!



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### THANKSGIVING WEEKEND TRAVEL 2016

#### **Now Available - 'Buckle Up during this Thanksgiving Weekend' Campaign Materials**



This Thanksgiving weekend, millions will hit our nation's roads, eager to spend time with family and friends. It's one of the busiest travel times of the year, and unfortunately more people on the roadways means the potential for more vehicle crashes. Use these social norming marketing tools, which can be distributed to fit your local needs and objectives. These materials can help partner your office with other States, communities, and organizations on this seat belt safety initiative. To get the resources: <https://www.trafficsafetymarketing.gov/get-materials/seat-belts/buckle-america/thanksgiving-weekend>.

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**FACT:** During the Thanksgiving holiday weekend in 2014 (6 p.m. on Wednesday, November 26, to 5:59 a.m. on Monday, December 1), 341 passenger vehicle occupants were killed in traffic crashes across the nation. Tragically, 50% of those killed were not buckled up at the time of their fatal crash.

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**The John T. Hanna Awards for Excellence in Traffic Safety** brochure was recently mailed out. **Deadline for submission is November 18.** Please take the time to review and submit your nomination online at [DriveSafeHR.org](http://DriveSafeHR.org).

In 1991, Concerned Citizens Advocating Traffic Safety (the previous name of Drive Safe HR) instituted the JOHN T. HANNA AWARDS. Named after Virginia's "Father of Transportation Safety", these awards honor those who share Mr. Hanna's tireless dedication and commitment to improving traffic safety on Virginia's highways.

**AWARD CATEGORIES:**

- Lifetime Safety Achievement Award**
- Employer Safety**
- Martin H. Schlosser Award for Traffic Safety Activism**
- Roadway Innovations**
- Impaired Driving Prevention**
- Law Enforcement Initiatives**
- Legal**
- Media**
- Occupant Protection**
- Public Transportation Safety**
- Pupil Transportation Safety**
- Youth Traffic Safety**

**Eligibility:** Any individual, business, organization, or governmental agency in the Hampton Roads and Eastern Shore area, which promotes community traffic safety, i.e. sober driving, use of safety belts, bicycle / pedestrian safety, etc. is eligible for nomination. The 2015 John T. Hanna Award Winners are not eligible for 2016 nomination. Eligible activities, programs or materials are those that were initiated, completed, published, or produced in the period from October 1, 2015 to September 30, 2016.

**The 2015 Recipients included the following: Daniel Banister - Martin H. Schlosser Award for Traffic Safety Activism; Kim Barnes - Occupant Protection; Nathaniel Worthing - Law Enforcement Initiatives; Ginger Rothermel - Pupil Transportation Safety; Hampton University Police Department – Impaired Driving Prevention; Paula Powell - Youth Traffic Safety; Keith Acosta - The 2015 Lifetime Achievement In Transportation Safety Award.**

\*\* Ginger Rothermel also won the Governor's Transportation Safety Award in her category.

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**DID YOU KNOW?** Driver behavior contributes to 94 out of every 100 traffic crashes in the U.S., according to the National Highway Traffic Safety Administration.

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Oct. 29 - **WALK LIKE MADD Northern Virginia**  
 VOLUNTEERS NEEDED & registration is open!  
 Contact [jennifer.hamilton@madd.org](mailto:jennifer.hamilton@madd.org) for more information.

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### **Tidbits from Hampton Roads Transportation Planning Organization-HRTPO**

According to HRTPO's analysis of American Community Survey commuting data:

- **82.5%** of Hampton Roads commuters drove alone to work each day in 2015. This percentage ranks Hampton Roads 8<sup>th</sup> highest among 36 metropolitan areas with populations between one and three million people across the United States. The percentage of Hampton Roads commuters that drove alone to work each day has increased each decade – 60% in 1980, 73% in 1990, 79% in 2000, and 81% in 2010.
- The average amount of time it took to commute to work in Hampton Roads was **24.8 minutes** in 2015. This was the 14<sup>th</sup> shortest commuting time among the 36 metropolitan areas as described above. The average travel time to work in Hampton Roads has changed little in recent years, varying between 23-25 minutes each year since 2000.
- Just under half (**49%**) of Hampton Roads commuters worked in a locality that was different than the one they resided in. This was the 3<sup>rd</sup> highest percentage among the 36 comparable metropolitan areas.

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### **Tire Safety**

Tread Wisely, a program from the Cooper Tire & Rubber Foundation, offers free tire safety tips and resources. These resources can easily be incorporated into school and community events to teach teens how to care for their tires. <http://treadwisely.org/>

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### **As US traffic deaths soar, drivers still ignore most effective protection**

Source: *American Council on Science and Health, September 19, 2016*

On September 21, 2002, Nils Bohlin was inducted into the National Inventors Hall of Fame for his work in the late 1950's developing the three-point safety belt, which is standard equipment in cars everywhere and is widely credited with saving more than 1,000,000 lives. Bohlin passed away that same day at the age of 82. Perhaps this anniversary can be used to refocus attention on Bohlin's prized, life-saving invention, particularly given the current sharp rise in traffic fatalities across the United States -- and the biggest one-year rise in 50 years. NHTSA's most sobering statistic of all: "Almost half of passenger vehicle occupants killed were not wearing seat belts ... 48% of those killed in 2015 were unrestrained." Doing the math tells us that roughly 17,000 people needlessly died -- just in the U.S., and just in a single year -- because they failed to use a proven, time-tested device that is virtually guaranteed to safeguard their lives in the event of a crash.

<http://acsh.org/news/2016/09/19/us-traffic-deaths-soar-drivers-still-ignore-most-effective-protection-10141>

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### **Traffic fatalities up sharply In 2015**

Source: NHTSA news release, August 29, 2016. To see the full news release, go to: [www.nhtsa.gov/](http://www.nhtsa.gov/)

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## 2015 Motor Vehicle Crashes: Overview

Source: Traffic Safety Facts Research Note, NHTSA, August 2016  
<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812318>

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### Fact: 56 percent of parents admit to checking devices while driving.

95 percent of parents who admit to driving distracted admit to doing so in front of their teens. Distractions play a significant role in car crashes involving teen drivers, who are several times more likely to be in a crash than adult drivers age 20 and older.

<http://www.cnn.com/2016/08/02/health/distracted-driving-parents-to-blame-teens/index.html?sr=twCNN080316distracted-driving-parents-to-blame-teens1252PMVODtopPhoto&linkId=27234292>

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### Truck-involved fatalities increased 4.4% in 2015, DOT says

Source: CCJ.com, August 31, 2016

Administration's final 2015 fatalities report released at the end of August. NHTSA's report says there were 4,067 truck-involved fatalities, which is the highest number since 2008. Of the 4,067 fatalities, 667 (16.4%) were occupants of the trucks, 10.1 percent were non-occupants and 73.5% were occupants of other vehicles. NHTSA's report doesn't account for crash fault. In total, there were 35,092 people killed in crashes in the U.S. in 2015, a 7.2% increase from 2014, which is the largest increase in highway fatalities since 1966, according to NHTSA. There was also a significant increase in the number of people injured in crashes in 2015, rising from 2.34 million in 2014 to 2.44 million in 2015.

<http://www.ccjdigital.com/truck-involved-fatalities-increased-4-4-percent-in-2015-dot-says/>

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Submit your nomination for the John T. Hanna Awards by November 18. John T. Hanna Awards for Excellence in Traffic Safety event has been moved to Wednesday, February 22, 2017. Online nomination submissions are currently available at [DriveSafeHR.org](http://DriveSafeHR.org). All submissions, whether by postal mail or online submission, are due by November 18.

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**Drive Safe and Buckle Up!!  
Every Trip, Every Time!**

