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Drive Safe Dispatch Monthly Info July 2017

CALL FOR VOLUNTEERS...

Drive Safe has several upcoming events that will need volunteers from the membership. If you are interested in participating, please let us know.



Get It Together High School Seat Belt Challenge

Fall 2017 Community Liaisons and helps for the baseline checks are needed for the participating high schools. The schools that participate range from Williamsburg to Virginia Beach and over to Suffolk and Isle of Wight. Please contact Kathy if you are willing to become a liaison for this fall challenge, even if you have been a community liaison in the past. We are updating the list and want to make sure you are included.

UPCOMING DATES AND HEADLINES...



- * August 2 - Peninsula Drive Safe Committee meeting was canceled for August.
- * August 9 – Commercial Motor Vehicle Regional Joint Check @ Norfolk
- * August 14 – OPC/GIT Committees meet at AAA Tidewater Virginia at 1:00pm.
- * August 16 – Membership and Development Committee meets at AAA Tidewater at 9:00am. Discussion on web site and Hanna Awards.
- * August 23 – Steering Committee meeting, 11:30am, @ Capital Concrete, Inc.

* August 31 - Border 2 Border Commercial Motor Vehicle Regional Joint Check.

* **Reminder:** If you wish to insert materials (or have suggestions for new materials) into the GIT school resource boxes, you should contact Georjeane Blumling at GBlumling@tidewater.aaa.com. **Always check the online calendar for any meeting date and time changes, just in case...**

RETIREMENT IS A WONDERFUL THING!

Congratulations to Mike Canny on his upcoming retirement (34 years!) from the Newport News Police Department. Mike's years of service began in January of 1983 till August of 2017. Pictured is Mike with Chief Sult and Mike's daughter, Megan.





DID YOU KNOW...

Every 33 seconds, one child under the age of 13 is involved in a crash.

CONGRATULATIONS ARE IN ORDER

Virginia’s top transportation safety advocates were honored on June 15th during a ceremony at Virginia’s State Capitol. Secretary of Public Safety and Homeland Security Brian J. Moran and DMV Commissioner Richard D. Holcomb presented the **2017 Governor’s Transportation Safety Awards**.

Lifetime Achievement – Tom Clifford, Retired, Hampton Police Division

Employed by the City of Hampton Police Division from 1968 until his retirement in January 2004, Lieutenant Tom Clifford showed an unwavering devotion to highway safety that has had impacts at the local and state levels. He developed a number of training programs for the city’s ongoing efforts against impaired driving and drug usage. One of those programs was replicated by 107 Virginia law enforcement agencies and won awards at both the state and national levels. Throughout his career, Tom served on numerous committees, commissions, and task forces. Following his retirement from the Hampton Police Division, this dedicated worker only took three days off before starting to work full time as the Driver Improvement Administrator for AAA Tidewater Virginia. Currently, he teaches several safety courses and oversees all area driving schools using the AAA Driver Improvement curriculum. Tom, a long time Drive Safe member, won the 2016 John T. Hanna Award. His winning Hanna nomination was then submitted for the Governor’s Transportation Safety Award by Drive Safe Hampton Roads. Congratulations Tom!!

REMINDER:

**SEPTEMBER 12, 2017
GENERAL BUSINESS MEETING AND LUNCHEON
@ HAMPTON ROADS TRANSPORTATION PLANNING ORGANIZATION, ROOM A
“Regional Planning Efforts to Improve Roadway Safety”**

**Speaker: Keith Nichols, Principal Transportation Engineer
Hampton Roads Transportation Planning Organization**



**Child Passenger Safety Week: September 17-23, 2017
National Seat Check Saturday: September 23, 2017**

Many times deaths and injuries can be prevented by proper use of car seats, boosters, and seat belts. Use this toolkit to download campaign materials and get information on how to generate awareness about child car safety in your community.

<https://www.trafficsafetymarketing.gov/get-materials/child-safety/child-passenger-safety-week>

AAA DARE TO PREPARE WORKSHOP

If you're a parent with a teen preparing to drive, you may find yourself asking any number of questions about what is ahead. AAA wants to help with Dare to Prepare, a free, interactive workshop designed for parents and their teens to attend together. It focuses on critical information before teens take the wheel, such as the roles and responsibilities of driving, how to pick a safe vehicle, and what to look for in a good driving school. Free Basic membership to the teens that attend. Space is limited. Please Pre-Register at 757-233-3889.

Location: AAA Corporate Office, 5366 Virginia Beach Blvd, Virginia Beach, VA 23462

Date: August 31st from 6:30pm to 8:30pm



Thank you for making purchases from **Amazon Smile**. Many of you chose Drive Safe Hampton Roads when you shopped on Amazon this past quarter. **THANK YOU! We appreciate your support.**



Please continue to keep us in mind when you shop online. Be sure you are using AMAZON SMILE.

Remember, 05% of the purchase will be donated to Drive Safe Hampton Roads.

<https://smile.amazon.com/ch/54-1856349>

DRIVE SAFE HAMPTON ROADS HISTORY

The origins of Drive Safe Hampton Roads are rooted in CCATS – the Concerned Citizens Advocating Traffic Safety. CCATS was a grassroots coalition whose goal was to increase involvement and awareness in traffic safety.

In response to a needs assessment conducted by the Department of Motor Vehicle's Community-Based program in Virginia Beach, **CCATS formed Monday, May 8, 1988**. Approximately 25 traffic safety experts from across the region gathered at the Virginia Beach Central Library to discuss problems and possible solutions. These problems included a variety of issues, such as speed, bicycle safety, pedestrians, and increasingly crowded roads, safety belts, and alcohol. At that time, it was determined that there should be two focus area – drunk drivers and unrestrained occupants. The first chairman (now called the president) of the new coalition was Clint Franklin, an EMS program coordinator from TCC. The name "Concerned Citizens Advocating Traffic Safety (CCATS)" was suggested by Ed Lewis, a line foreman from Virginia Power. The original CCATS logo was developed by the graphic arts department at TCC and designed to look like a highway sign.





Don't Forget! **5th Annual Distracted Driving Summit** September 28-29, 2017 in Norfolk.

<http://www.cvent.com/events/5th-annual-distracted-driving-summit/event-summary-0d956ca30968494bbaf6f85f02fff34c.aspx>

GET IT TOGETHER NEEDS YOUR HELP!

** GIT Resource Packing Day is scheduled for Monday, October 14, 1:00pm at AAA, Tr. Rm. #3.

Do you have a couple of hours available over a span of a few months? Volunteers are needed as Community Liaisons for the Fall 2017 Get It Together Seat Belt Challenge.

Check out the "job description" below.



1. Act as liaison with one school, serving as mentor/monitor to assist with seat belt checks (3) for the Get It Together High School Safety Challenge.
2. Monitor the school's education and activity campaigns.
3. Meet with Get It Together committee for training in procedures for seat belt checks.
4. Meet with assigned school Challenge contact at the Kick Off Breakfast.
5. Offer assistance with campaign planning and implementation.
6. Assist the School Point of Contact with planning and scheduling seatbelt checks.
7. Attend and monitor/supervise all seat checks for assigned school.
8. Assist with transfer of resource materials between the Challenge personnel and the school contact person.

Time commitment:

About 10 hours total per school. For 5 months – October, 2017 through March, 2018. Kick Off Breakfast date is October 18, 2017. Awards Breakfast date is March 14, 2018.

Benefits:

- Active involvement with students interested in bringing a safety message to their peers.
- Fun in participating with the students at school functions.
- The satisfaction of helping students to change driving and safety behaviors.



NATIONAL HEATSTROKE PREVENTION DAY JULY 31ST

Join Us for a Summer of Social Media Conversation

Problem: A child dies from heatstroke about once every 10 days from being unattended in a hot vehicle. In fact, heatstroke is the leading cause of non-crash

vehicle fatality for kids 14 and younger. In more than half of these deaths, the caregiver forgot the child was in the car or the child climbed into an unlocked car to play and couldn't get themselves out.

These tragedies are 100% preventable.

Action: NHTSA and Safe Kids Worldwide are asking you to help us raise awareness about the danger of heatstroke to kids in cars through social media conversation this summer. We are reaching out to our safety partners to get the conversation started and keep the momentum going on Twitter on July 31:

- Every 30 minutes starting at 7 a.m. EDT - @NHTSAgov will be using the hashtags **#heatstrokekills** and **#checkforbaby** on all its social media posts (including on Instagram and Facebook) and asks you to help us take action! Later this Summer, please join us for another **Tweetup on August 9** using the same hashtags. As the temperatures rise, the dangers for kids left in hot vehicles increase exponentially.

Click here to get your **Heatstroke Prevention Toolkit** (English/Spanish).

<https://www.safercar.gov/parents/InandAroundtheCar/heat-involved.html>

Click here for additional traffic safety marketing campaign materials.

<https://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention>



DID YOU KNOW....

GEICO has a new partnership with YOVASO. Great news for YOVASO to have GEICO’s support!



The JOHN T. HANNA AWARDS: Recognizing Traffic Safety Excellence in Hampton Roads

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: Presented for lifetime achievement in the area of transportation safety.

Employer Safety: Presented for employers who have taken the extra initiative to promote traffic safety and encourage their employees to practice safe driving behaviors.

Martin H. Schlosser Award for Traffic Safety Activism: Presented for outstanding efforts in educating citizens and changing attitudes and behavior regarding transportation safety.

Roadway Innovations: Individuals and/or organizations that show exemplary achievement in the design and/or implementation of highway engineering techniques will also be considered for this award.

Impaired Driving Prevention: Presented for encouraging the prevention of drunk and/or drugged driving.

Law Enforcement Initiatives: Presented to a law enforcement department or individual who has shown extra initiative to promote and encourage traffic safety in their community.

Legal: Presented to attorneys, judges, or legislators who have actively supported safety issues thus strengthening existing laws and creating new laws.

Media: Presented to media representatives or a news outlet that has helped spread the word about traffic safety through fair and accurate reporting or programming.

Occupant Protection: Presented for promoting and encouraging the use of safety belts and/or child safety seats through creative and innovative programs and activities.

Public Transportation Safety: Presented for contributions made in educating drivers and riders about safety on public transportation.

Pupil Transportation Safety: Presented for encouraging, educating, and/or promoting safety in pupil transportation thus improving safety for drivers and riders.

Youth Traffic Safety: Presented to persons or programs educating youth and spreading the message on the importance of 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 2016 John T. Hanna Award Winners are not eligible for 2017 nomination. Eligible activities, programs or materials are those that were initiated, completed, published, or produced in the period from October 1, 2016 to September 30, 2017.

DID YOU KNOW...

From **MADD**.....In 2015, 10,265 people were killed and approximately 290,000 were injured. Each crash, each death, each injury impacts not only the person in the crash, but family, friends, classmates, coworkers and more. Even those who have not been directly touched help pay the \$132 billion yearly price tag of drunk driving. But together we can eliminate drunk driving.



2017 National Drive Sober or Get Pulled Over Enforcement Mobilization



Please join thousands of law enforcement officers, State and local safety advocates, and the National Highway Traffic Safety Administration (NHTSA) in this year's nationwide Labor Day Weekend drunk driving prevention mobilization from **August 18 to September 4, 2017**. Research shows that high-visibility enforcement can reduce drunk driving fatalities by as much as 20%. This is why you are being given the 2017 **Products for Enforcement Action Kit (PEAK)** so you can maximize your participation in this year's high-visibility enforcement campaign.

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/national-mobilization/peak-enforcement-kit>

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over-peak-enforcement-kit/national>

STATE FARM RESOURCES

Teen Driver Safety®

Parents and teens can obtain free interactive and informative auto safety applications and resources at the State Farm Teen Auto Safety website: <http://teendriving.statefarm.com/>.

State Farm agents can be requested to present workshops on auto safety and auto insurance for teens.



PAY IT FORWARD...

Make sure **EVERY** rider is buckled up, every trip, every time!

CarFit

This program offers **adults 55 and older** the opportunity to check how well their personal vehicles "fit" them. Technicians guide participants through a 12-point checklist to correctly adjust mirror positions, the distance between their chest and the steering wheel, and other vehicle features. One-on-one appointments are available. For more information on an appointment or an event, please call AAA Tidewater Virginia at 757-233-3889.

CALENDAR UPDATES are available at these two links...

<http://www.drivesafehr.org/calendar/>

<http://mobile.dudasite.com/site/drivesafehr#2805>





HOT CARS KILL KIDS

Every nine days, a parent loses a child to a preventable death. Since 1998, there have been 725 deaths, 25 already this year! It's time to stop vehicular heatstroke from killing our children

DID YOU KNOW...

According to the National Highway Traffic Safety Administration, over 3,000 lives were claimed and almost 400,000 were injured in 2015 due to distracted driving.

OUR CURRENT SUPPORTERS

Thank You To...

AAA Tidewater Virginia
Atlantic Foundations, Inc.
App-A-Cab
Capital Concrete, Inc.
Chick-Fil-A @ College Drive, Suffolk
Chick-Fil-A @ Portsmouth Blvd, Chesapeake
Chick-fil-A @ Salem Crossing & @ Parkway
Plaza, Virginia Beach
Children's Hospital of the King's Daughters
(CHKD)
DRIVE SMART Virginia
Federal Motor Carrier Safety Administration
GEICO

Hoffman Beverage Co.
Jones Printing Service, Inc.
Local Law Enforcement Agencies
MADD
Newport News Shipbuilding
Norfolk Public Schools
State Farm
Virginia Department of Transportation
WalMart Stores and Supercenters
Waste Industries LLC
Waste Management of VA Inc.
West Service Center, Inc.
WVEC Channel 13's "Project Green"

And the **many individuals** who volunteer their time and donate money to this organization
Grant funding is provided by DMV: The Virginia Highway Safety Office

SPEED KILLS: ALWAYS HAS, ALWAYS WILL

Source: National Safety Council, May 15, 2017

Across the nation right now, legislation is being proposed to raise speed limits; in some states, the limits have already been increased. But raising speed limits means raising risk, moving us in the wrong direction. A study by the Insurance Institute for Highway Safety found that, in the wake of speed limit increases over two decades, an additional 33,000 lives were lost on U.S. roadways. IIHS projected that, in 2013 alone, raising the limits resulted in an additional 1,900 fatalities.

SUMMER DRIVING TIPS 2017

Prevention and planning may take a little time up front, but will spare you from dealing with the consequences of a breakdown – or worse yet, a highway crash – later.

<https://www.nhtsa.gov/summer-driving-tips-2017>



NEW TEEN DRIVERS THREE TIMES AS LIKELY TO BE INVOLVED IN A DEADLY CRASH

New teen drivers ages 16-17 years old are three times as likely as adults to be involved in a deadly crash, according to new research from the AAA Foundation for Traffic Safety. This alarming finding comes as the "100 Deadliest Days" begin, the period between Memorial Day and Labor Day when the average number of deadly teen driver crashes climbs 15 percent compared to the rest of the year. Over the past five years, more than 1,600 people were killed in crashes involving inexperienced teen drivers during this deadly period.

<http://newsroom.aaa.com/2017/06/new-teen-drivers-three-times-likely-involved-deadly-crash/>

HOW PREVENTATIVE MAINTENANCE CAN IMPROVE DRIVER SAFETY

Human-related errors are the primary reason for vehicle crashes. Even though the way drivers conduct themselves on the road is crucial to safe driving, drivers should also be mindful of the maintenance aspects that could affect how safe a vehicle is to drive.

<http://www.automotive-fleet.com/channel/safety-accident-management/article/story/2017/06/how-regular-preventative-maintenance-can-improve-driver-safety.aspx?>

APPLE REVEALS LATEST FEATURE TO STOP TEXTING AND DRIVING

Do Not Disturb while driving will soon be available on the iPhone

Reading one text is the equivalent of driving the length of a football field at 55 miles per hour with your eyes off the road. With the increased dangers and accidents that can stem from distracted driving, Apple is introducing a new feature called 'Do Not Disturb While Driving'. The feature will be a part of the latest iOS 11 update, which is a new version of the operating software for Apple mobile devices. "If you're a parent," explained aid Jeremiah Halverson, who is a manager with AT&T, "you can set it up so it's on all of your kids' phones. What that will actually do is send you a text message notification letting you know if your kid tries to turn it off."

<http://www.kvrr.com/2017/06/13/apple-reveals-latest-feature-stop-texting-driving/>

TRAFFIC SAFETY DATA 2015 - STATE TRAFFIC DATA

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812412>



REMEMBER...

As you notice the Holiday items entering the store aisles and think, hmmm, time to order that special holiday gift, please continue to keep us in mind when you shop online.

Be sure you are using AMAZON SMILE.

*** 05% of the purchase will be donated to Drive Safe Hampton Roads.

<https://smile.amazon.com/ch/54-1856349>

HRTPO RELEASES FREIGHT IN HAMPTON ROADS BROCHURE

Hampton Roads Transportation Planning Organization (HRTPO) recently prepared the Freight in Hampton Roads brochure, which includes highlights from the Hampton Roads Regional Freight Study – 2017 Update (<http://www.hrtpo.org/uploads/docs/FB.pdf>). The brochure details why freight is important to Hampton Roads, how freight arrives in the region, the impacts of congestion on the trucking industry, and many key freight-related facts.

What is the Hampton Roads Regional Freight Study? The efficient movement of freight helps our regional businesses and industries remain competitive when compared to other metropolitan areas. This study serves as a comprehensive resource document on the Hampton Roads multimodal transportation system. Details within this report explain the movement of goods across all freight facilities—highways, ports, railways, and airports. Special emphasis is placed on freight moving by trucks across highways as they serve as the predominant mover of freight.

Why is it important? Freight infrastructure affects countless areas of our lives through stimulating regional and global economic development. The cost of every product is influenced by the moving and warehousing of those goods. As a result, effective freight management ensures the improvement of local connectivity, logistics, and quality of life throughout the region

How does this affect you? There are a number of major roadway projects both underway and planned throughout the region to reduce roadway congestion and improve the movement of freight. However, despite these projects that will address freight deficiencies, no funds have been identified for two highway corridors that serve as key Hampton Roads gateways: 1) I-64 for 29 miles between Hampton Roads and Richmond and 2) a limited-access route connecting Hampton Roads and I-95 along Route 58 or the potential I-87 Interstate corridor.

<http://www.hrtpo.org/news/article/july/26/2017/hrtpo-releases-freight-in-hampton-roads-brochure>



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

