

# Drive Safe Hampton Roads

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## Dispatch – May 2023

### UPCOMING DATES...



April 24 – Joint meeting of the DSHR Board of Directors and Steering Committee, 12:30 pm, Hampton Roads Transportation Planning Organization, The Regional Building, Room A.

April 25 – May newsletter content due

May 5 – 757 Sober Ride for Cinco de Mayo <https://www.drivesafehr.org/757soberride>

May 8 – **Drive Safe Hampton Roads turns 35 YEARS OLD!**

May 9 – MileOne Child Safety Seat Event

May 9 – CMV Regional Check

May 28-30 – 757 Sober Ride for Memorial Day Weekend <https://www.drivesafehr.org/757soberride>

June 5 – MileOne Child Safety Seat Event

June 6 – DSHR General Business Meeting and Induction, 12-1 pm, 757 Room at HRPDC

June 24 – Cars for Chris Car Show, 9-1, Williamsburg Airport

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### WELCOME TO OUR NEWEST BOARD DIRECTOR

Thank you to Dick Lohrmann, who has agreed to step in as a Board Director to fulfill Kate Wilson's shoes. Dick will fill this vacancy and be on the ballot for the 2023-2025 term. You may remember Dick from the Sandbridge Traffic Safety Group, who was awarded the 2021 Martin H. Schlosser Award for Traffic Safety Activism. Dick, we appreciate your stepping up to the plate, thank you!



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### STEP UP AND BE AN ACTIVE PART OF YOUR ORGANIZATION:



Are you interested in being the next Drive Safe Hampton Roads Vice-President? If so, please let us know. Contact us at [DSHR@drivesafehr.org](mailto:DSHR@drivesafehr.org).

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### 10th ANNUAL DISTRACTED DRIVING SUMMIT

The Summit will be held on **September 13-14, 2023, at the Virginia Tech Inn and Conference Center!** This event focuses on bringing together top experts across the nation to discuss the best strategies, research, technology, enforcement efforts, etc. toward eradicating distracted driving. The event is needed more than ever as the National Highway Traffic Safety Administration recently reported that distracted driving crashes cost Americans \$98.2 billion in 2019, accounting for about 29% of all crash costs. Events such as the Distracted Driving Summit are critical to educating communities on effective measures to decrease crashes and deaths on our roadways.

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### DID YOU KNOW:

On average, a DUI (of any substance) could set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, and more.

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## MAY IS MOTORCYCLE SAFETY AWARENESS MONTH



NHTSA reminds vehicle drivers and motorcyclists that cooperation, along with safe driving and riding practices from all road users, will help reduce the number of fatalities and injuries on our nation's highways.

[https://www.trafficsafetymarketing.gov/get-materials/motorcycle-safety?utm\\_source=30-day&utm\\_medium=email&utm\\_campaign=motorcycle-safety-awareness-month](https://www.trafficsafetymarketing.gov/get-materials/motorcycle-safety?utm_source=30-day&utm_medium=email&utm_campaign=motorcycle-safety-awareness-month)

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### DID YOU KNOW:

- \* 5,579 motorcyclists were killed in traffic crashes in 2020, an 11% increase from 2019 (5,044).
- \* Motorcyclist deaths accounted for 14% of the total highway fatalities in 2020.

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## CHILD SAFETY SEAT EVENTS SCHEDULED

### Tuesday, May 9, 2023

MileOne/CHKD Car Seat Safety Event (Chesapeake)

Location: Hall Nissan on Western Branch Blvd.

Event Time: **3:00pm - 6:00pm**

CPST contact: Rebekah Mercer , [Rebekah.Mercer@chkd.org](mailto:Rebekah.Mercer@chkd.org), 757-668-9283

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### Monday, June 5, 2023

VBFD/City of Virginia Beach Homeschool Public Safety Day (with Car Seat Check)

Location: Virginia Beach Fire Training Center on Birdneck Rd.

Event Time: **10:00am - 1:00pm**

CPST contact: Jessica Xenakis; [jlxenakis@vbgov.com](mailto:jlxenakis@vbgov.com); 757-385-2875

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### Monday, September 18, 2023

MileOne/VBFD/CHKD Car Seat Safety Event

Location: Hall Toyota/Laskin Rd.

Event Time: **3:00pm - 6:00pm**

CPST contact: Jessica Xenakis; [jlxenakis@vbgov.com](mailto:jlxenakis@vbgov.com); 757-385-2875

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## 757 SOBER RIDE - DATES FOR 2023

- New Year's Eve - Sunday, December 31 - COMPLETED
- Super Bowl Sunday - Sunday, February 12 - COMPLETED
- St. Patrick's Day - Friday, March 17 - COMPLETED
- Cinco de Mayo - Friday, May 5
- Memorial Day weekend - Sunday, May 28-Monday, May 29
- July 4th weekend - Monday, July 3-Tuesday, July 4
- Halloween - Friday, October 27-Saturday, October 28
- Blackout Wednesday - Wednesday, November 22



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### FACT:



Over the last 3 years in Hampton Roads, there were 19 alcohol-related crashes, 2 fatalities, and 13 serious injuries during the 12-hour period on Cinco de Mayo.

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## CINCO DE MAYO AND MEMORIAL DAY 757 SOBER RIDE FLYERS

**This Cinco De Mayo, if you drink, don't drive.**  
Plan ahead, designate a sober driver or use Drive Safe HR's 757 Sober Ride powered by Lyft.



Scan Code for more information



**757 SOBER RIDE**

GET A FREE LYFT RIDE HOME (UP TO \$15) ON CINCO DE MAYO

VALID FRIDAY, MAY 05  
ALL CITIES IN HAMPTON ROADS SOUTHSIDE AND PENINSULA COVERAGE AREA

LIMITED QUANTITIES AVAILABLE

Get the code:  
[www.DriveSafeHR.org/757-Sober-Ride](http://www.DriveSafeHR.org/757-Sober-Ride)

Sponsored by:





Some restrictions apply. See [www.dmsa.state.va.us](http://www.dmsa.state.va.us) for further details. Limited quantities available. Valid for new and existing Lyft users who are 21 years or older. One offer per user. Discount does not apply to toll, cancellation fees, damage charges or taxes. No cash value. May not be used, transferred or combined with other offers. Subject to Lyft's terms of service.

**This Memorial Day, if you drink, don't drive.**  
Plan ahead, designate a sober driver or use Drive Safe HR's 757 Sober Ride powered by Lyft.



Scan Code for more information



**757 SOBER RIDE**

GET A FREE LYFT RIDE HOME (UP TO \$15) ON MEMORIAL DAY

VALID SUNDAY, MAY 28 - MONDAY, MAY 29  
ALL CITIES IN HAMPTON ROADS SOUTHSIDE AND PENINSULA COVERAGE AREA

LIMITED QUANTITIES AVAILABLE

Get the code:  
[www.DriveSafeHR.org/757-Sober-Ride](http://www.DriveSafeHR.org/757-Sober-Ride)

Sponsored by:





Some restrictions apply. See [www.dmsa.state.va.us](http://www.dmsa.state.va.us) for further details. Limited quantities available. Valid for new and existing Lyft users who are 21 years or older. One offer per user. Discount does not apply to toll, cancellation fees, damage charges or taxes. No cash value. May not be used, transferred or combined with other offers. Subject to Lyft's terms of service.



Please let us know if you would like a box of the 757 Sober Ride informational business cards to distribute to your community organization, church, club, or community events. Each box contains 500 cards.

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## ODU COMMUNITY EVENTS



A shout-out of thanks to Jonathan Turner for volunteering his time to man the table for two Old Dominion University on-campus events this spring. Jonathan was present for the Spring Break event in March and the No Booza Palooza event in April. In March, 37 students stopped by the table and in April, there were 30 students.

Ryan Adcock was also in attendance, representing AAA Tidewater Virginia. Students enjoy trying new mocktail recipes and playing games to win prizes at these events, all while getting impaired driving prevention education.



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## FACT:

In 2020, there were 938 bicyclists killed - a 9% increase from 2019 - and an estimated 38,886 injured in traffic crashes in the United States.

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## MAY IS NATIONAL BICYCLE SAFETY MONTH

Every day, countless individuals of all ages bicycle along America's sidewalks and streets. This form of transportation is good for the environment, good for your physical health, and it's cheaper than owning and operating a vehicle. This May, NHTSA wants our community to protect its bicyclists by being responsible and conscientious motorists. We also want our bicyclists to practice smart riding habits by riding safely and always wearing helmets.

Campaign materials can be found at <https://www.trafficsafetymarketing.gov/get-materials/bicycle-safety>

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## DRIVE SAFE HAMPTON ROADS IS MAKING CHANGES...



The membership will be asked to review and vote on organizational changes very soon. When that email comes through, please take the time to read over the revised versions of the Organizational Chart, Mission Statement, and Bylaws.

Feedback will be accepted throughout the month of May with a final vote due by June 5.

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### FACT:



Historically, about one-third of all crashes on May 5 involve a drunk driver.

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## CARS FOR CHRIS BENEFIT CAR SHOW



The Christopher King Foundation's 3rd annual Car Show will be held at Williamsburg Airport, 100 Marclay Drive, located in Williamsburg, VA 23185, on Saturday, June 24, from 9 am to 1 pm. The show field opens at 8 am. All makes and models of cars welcome. Spectators are free. Food trucks will be on-site, restaurant on-site, 50/50 raffle, airplanes, live music, local Police Department demonstrations, and more.

For further information: Email Christy King at [ChristopherKingFoundation@gmail.com](mailto:ChristopherKingFoundation@gmail.com)

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### FACT:



If you see a bicyclist, slow down: Bicyclists are most often killed by drivers who strike them with the front of their vehicles, often at high speeds. The higher the vehicle speed, the higher the likelihood a bicyclist will be seriously injured or killed.

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## NATIONAL SEAT BELT ENFORCEMENT MOBILIZATION

### MAY 22 - JUNE 4, 2023

Seat belts have been proven to be one of the best ways to save your life in a crash. Yet many still don't buckle up. Worse still, not wearing a seat belt is a habit that will pass on to impressionable youth who, in turn, will think it is safe not to buckle up.

The Click It or Ticket campaign focuses on safety education, strong laws, and law enforcement support to save lives. **Dates to Remember:** May 22 - June 4, 2023 (enforcement period)

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## CHILD SAFETY SEAT INSTALLATION



Parents, grandparents, and anyone else who drives with young children in the car should be able to handle child safety seats properly. AAA offers appointments for child safety seat checks from 9 am-4:30 pm Monday through Friday # 757-233-3889.

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## NATIONAL HEATSTROKE PREVENTION DAY IS MAY 1, 2023



Heatstroke is the leading cause of non-traffic, non-crash-related fatalities for children 14 and younger. Already this year, two children have died from heatstroke in a hot car, bringing the total to 942 children since 1998. Yet, this tragedy is 100% preventable.

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

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## A MESSAGE FROM DMV

Since the beginning of the new year, Virginia has seen a 150% increase in fatal bicycle crashes, tragically losing five bicyclists on Virginia roadways. Please see the preliminary data below.



Virginia Bicycle Fatality Data 2023* vs. 2022			
	Calendar Year		% Change
	2023*	2022	
Bicycle Fatalities	5	2	150.0%

DMV needs your continued support as we educate our bicycle community on the importance of helmet safety and our drivers to share the road with bicyclists. As you know, helmet use is essential to safe bicycling and dramatically increases bicyclists' chance of surviving a crash.

DMV: [Bicycle Safety](https://www.dmv.virginia.gov/safety/#programs/bicycle/index.asp) <https://www.dmv.virginia.gov/safety/#programs/bicycle/index.asp>

Drive Smart Virginia: [See and Be Seen](https://www.drivesmartva.org/current-projects/see-and-be-seen) <https://www.drivesmartva.org/current-projects/see-and-be-seen>

Traffic Safety Marketing: [Bicycle Safety](https://www.trafficsafetymarketing.gov/get-materials/bicycle-safety) <https://www.trafficsafetymarketing.gov/get-materials/bicycle-safety>

The League of American Bicyclists:

[Rules of the Road as a Bicyclist](https://bikeleague.org/ridesmart/rules-of-the-road/) <https://bikeleague.org/ridesmart/rules-of-the-road/>

The League of American Bicyclists:

[Bicycle-Friendly Driver Training](https://bikeleague.org/ridesmart/bicycle-friendly-driver-training/) <https://bikeleague.org/ridesmart/bicycle-friendly-driver-training/>

With all of us working together and making a diligent effort, we can help reduce crashes and save lives.

Check out all the National bike Month Events at <https://bikeleague.org/events/bike-month/>

**National Ride a Bike Day** on May 7; **Bike to Work Week** May 15-21; and **Bike to Work Day** on May 19. The link offers materials to support local events.

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## MOVE OVER LAW TO EXPAND IN VIRGINIA

**Changes are coming to the Move Over Law in Virginia.** Governor Glenn Youngkin signed into law an expansion to include any stationary vehicle on the side of the road with hazard lights or warning signs, such as an emergency triangle or flares.

According to AAA, 28 people were killed in crashes in the Commonwealth while outside disabled vehicles between 2016 and 2020.

If you see a vehicle like this, drivers will need to slow down and try to make a lane change if it's safe to do so. The expansion of the law will go into effect on July 1.

<https://www.wdbj7.com/2023/03/29/move-over-law-expand-virginia/>

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**DRIVE SAFE HAMPTON ROADS is a non-profit 501 (c)(3) organization whose mission is to improve highway safety, and reduce injuries and deaths from vehicle crashes.**



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

