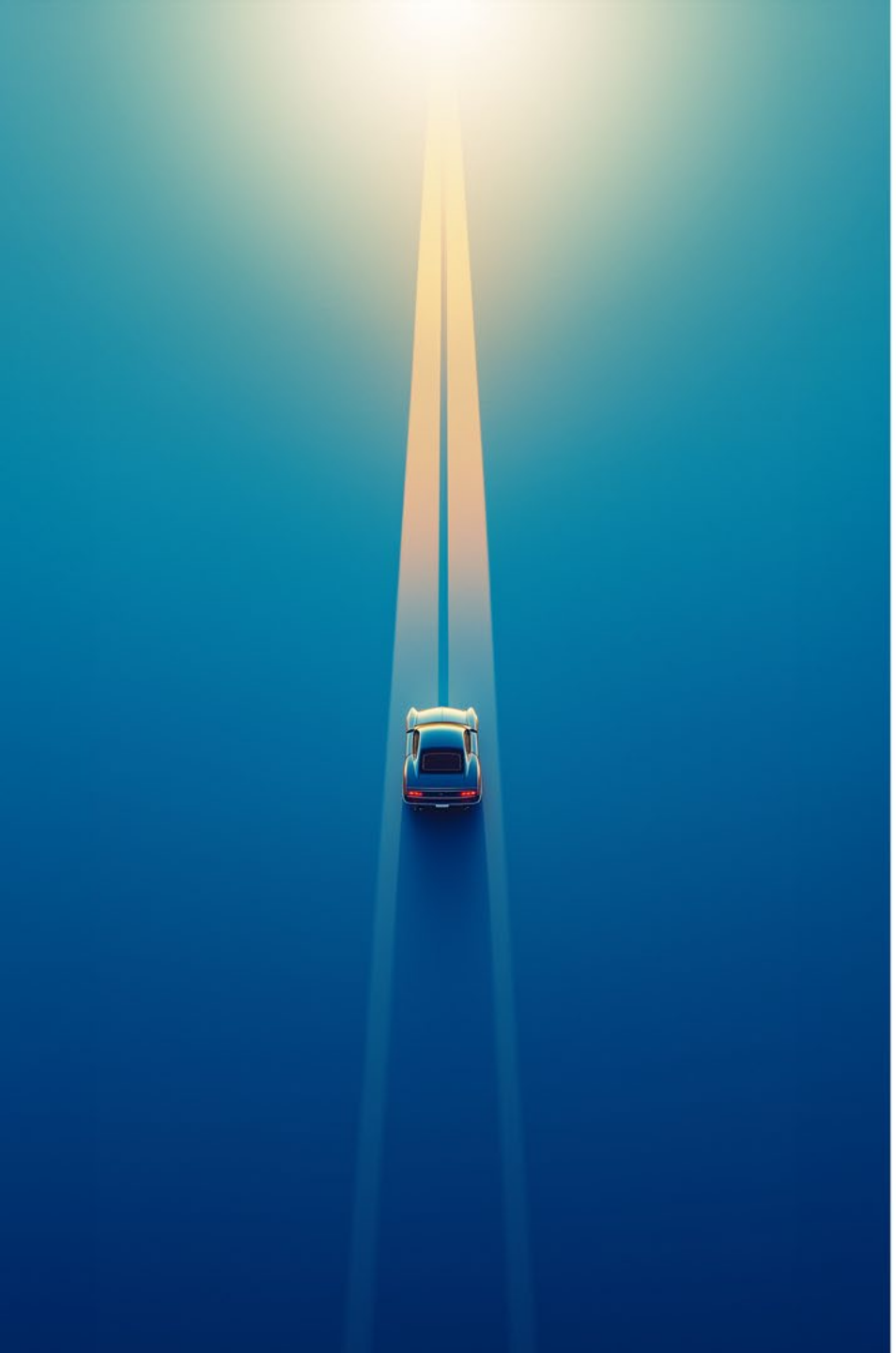


April 21, 2026

Investments in Safer Drivers

Commonwealth Transportation Board

Virginia Highway Safety Office

Brandy Brubaker, Director

VIRGINIA DEPARTMENT OF MOTOR VEHICLES

Safeguarding Lives | Securing Identities | Serving the Motoring Public | Supporting Industry Partners

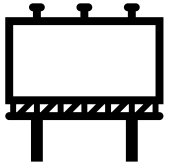
Goals of presentation

- Build board knowledge on behavioral safety work to support future decisions about VHSIP funding
  - Share information about use of state funds for behavioral safety interventions
  - Share examples of those interventions
  - Update board on measures of impact of these interventions, and plans to further measure impact
- Answer questions

Over the Past Four Years, the Highway Safety Office has …



Implemented Strategic Safety Framework
Guided efforts across rural Virginia, pedestrian and motorcyclist safety, speeding, unrestrained and impaired driving, and distraction



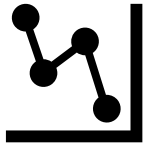
Delivered 1+ Billion Marketing Impressions
Through sustained, statewide behavior-change campaigns



Strengthened Traffic Safety Enforcement Statewide
Funded selective enforcement overtime to support high-visibility policing



Modernized Grants Management Statewide
Launched a new e-grants system and performance-based KPIs



Launched TREDS 2.0
A major upgrade to Virginia's award-winning crash data system that enhances accuracy, usability and analytical capability

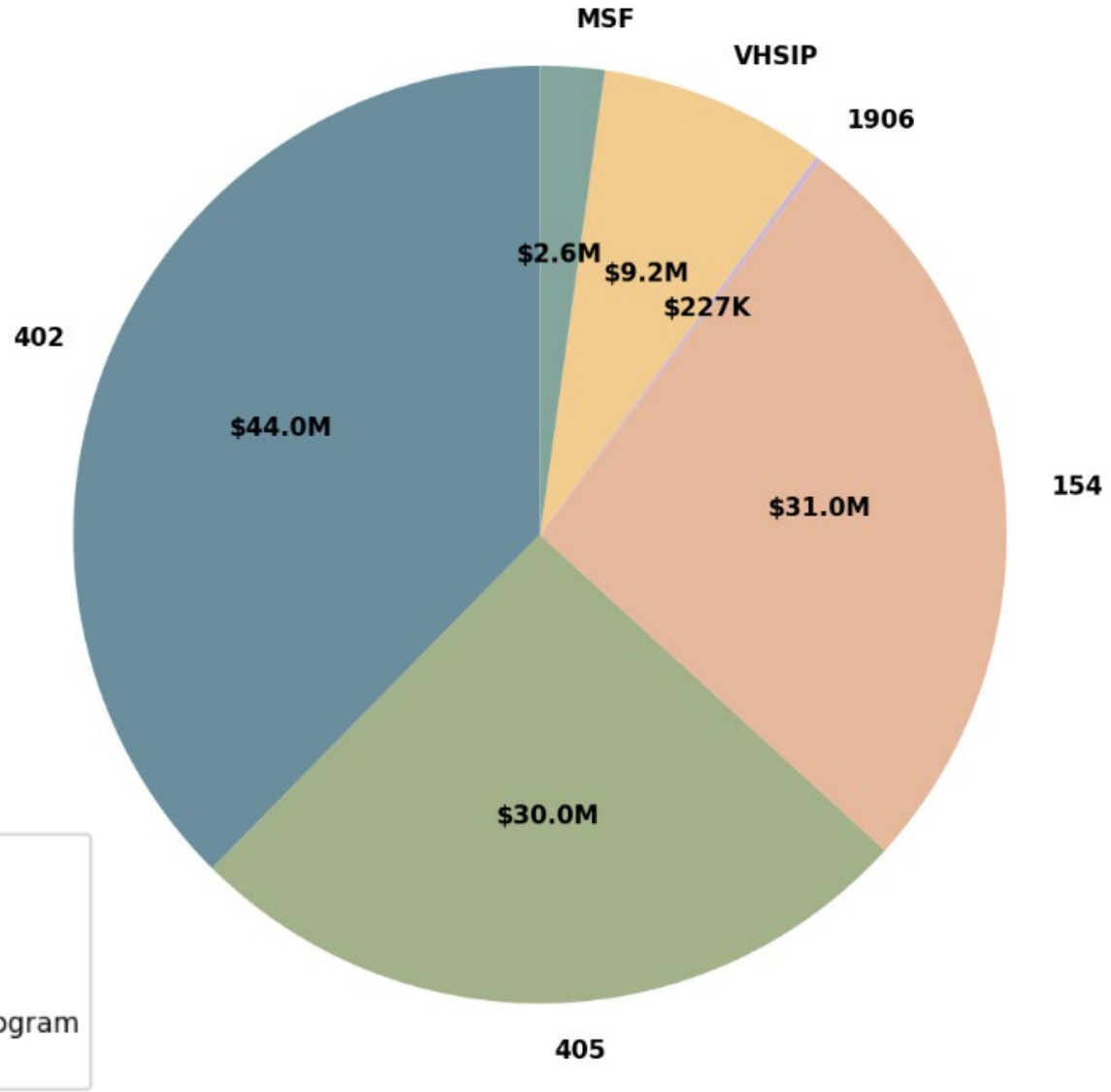
FY 2022-2025 Federal and State Spending

Here are the available categories of state and federal funding

State Categories
- Virginia Highway Safety Improvement Program (VHSIP)
- State Motorcycle Safety Fund

Federal Categories
- 402 – State and Community Highway Safety Grant Program
- 405 – National Priority Safety Program
- 154 – Open Container Penalty Provision
- 1906 – Racial Profiling Prohibition Grants

Spending from FY 2022-2025 totaled $116.8M

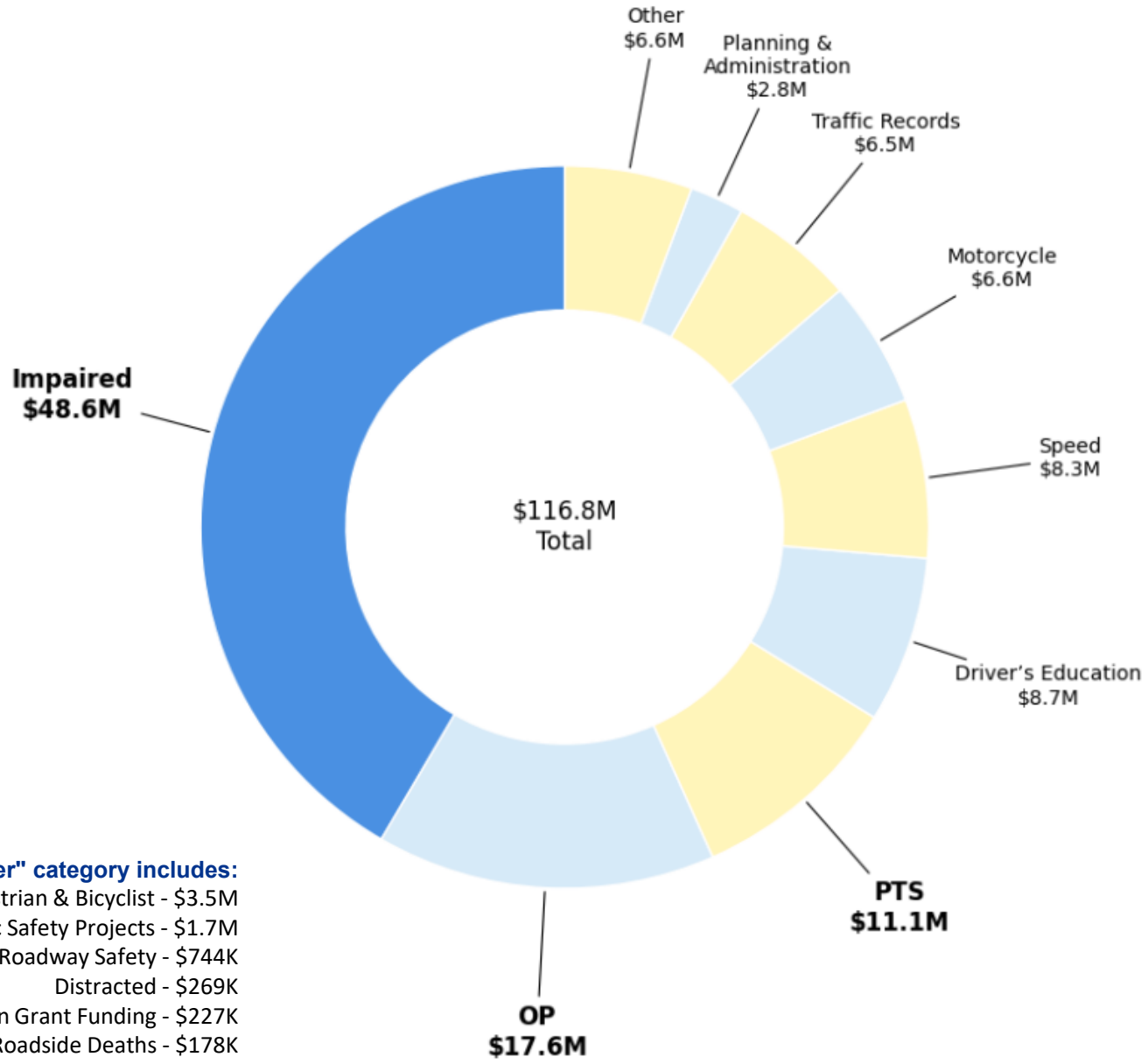


FY 2022-2025 Federal and State Spending

Spending from FY 2022-2025 totaled $116.8M

Top 3 Categories

- **Impaired Driving Prevention ($48.6M):** 154 funds can only be spent in this category; 1-in-3 fatalities involve alcohol
- **Occupant Protection ($17.6M):** Virginia has one of lowest seat belt use rates in nation; 1-in-2 fatalities are unrestrained in vehicles with seat belts
- **Police Traffic Services (PTS) ($11.1M):** Federal grants that fund law enforcement overtime hours to enforce speeding and seat belt laws



"Other" category includes:
Pedestrian & Bicyclist - $3.5M
Community Traffic Safety Projects - $1.7M
Roadway Safety - $744K
Distracted - $269K
Racial Profiling Prohibition Grant Funding - $227K
Roadside Deaths - $178K

How Do We Know If It Worked?

Behaviorial interventions are challenging to quantify

- No standard source for measurement
- NHTSA's Countermeasures That Work assigns star-level ratings for interventions rather than lives saved

But here's how we currently measure it

- Marketing reach and impressions (unique people who see your message and the number of times they see it)
- Campaign awareness
- Self-reported behavior change

And here's how we're working to refine measurement

- Hiring a data consultant to design an experiment to quantify the success of our different types of behaviorial campaigns



Impaired Driving Prevention

FY22-25 Spend
$48.6M

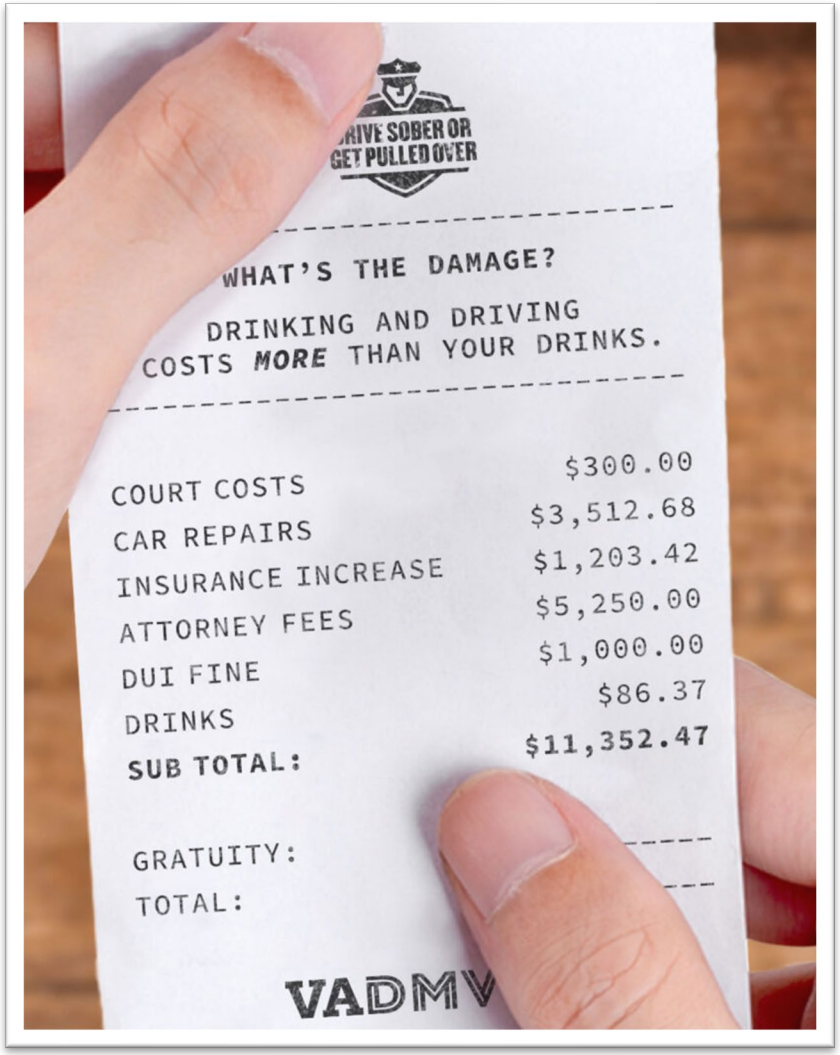
Categories

Federal Programs ($48.3M)
Highway Safety Grant Program
National Priority Safety Program
Open Container Penalty Provision

State ($300K)
VHSIP

Example Projects:

- ***Virginia's Drive Sober or Get Pulled Over Marketing Campaign ($4.5M federal)***
- ***234K Hours of Selective Enforcement Overtime ($11.7M federal)***
- ***Sports Marketing Partnerships with NASCAR, Baseball and College Football and Basketball ($2M federal; $198K state)***



Impaired Driving Prevention

DRIVE SOBER OR GET PULLED OVER



Quick Stats (FY22-25):

Alcohol-related fatalities and serious injuries dropped from 1,370 in 2021 to 1,128 in 2025 – an 18% decrease

Virginia's Drive Sober or Get Pulled Over Campaign

- 1,847 DUI arrests
- 39,455 total arrests, warnings & citations
- 193M advertising impressions

Advanced Law Enforcement Training ($210K federal for administration of program)

- 73 officers trained as Drug Recognition Experts
- 257 trained in Advanced Roadside Impairment Driving Enforcement
- 248 Standardized Field Sobriety Test Instructors

Occupant Protection

FY22-25 Spend
$17.6M

Categories

Federal Programs ($16.4M)
Highway Safety Grant Program
National Priority Safety Program

State ($1.2M)
VHSIP

Example Projects:

- ***"Ding Ding" and "Impact" Seat Belt Social Norming Campaigns ($3.5M federal and $859K state)***
- ***Virginia's Click It or Ticket Enforcement and Awareness Campaign ($3.1M federal for media campaign)***



Occupant Protection



After seeing ad,
75% said they are more likely
to wear their seat belt
than before.

Quick Stats (FY22-25):

Unrestrained fatalities and serious injuries dropped from 1,785 in 2021 to 1,453 in 2025 – a 19% decrease

Virginia's Click It or Ticket Campaign

- 8,105 occupant protection citations
- 210,926 total arrests, warnings & citations
- 195M advertising impressions

"Impact" Seat Belt Social Norming Campaign

- 66M advertising impressions in
- September 2025 debut
- 38% recall of television ad
- After seeing ad, 75% said they were more likely to wear their seat belt than before

Police Traffic Services

FY22-25 Spend
$11.1M

Categories

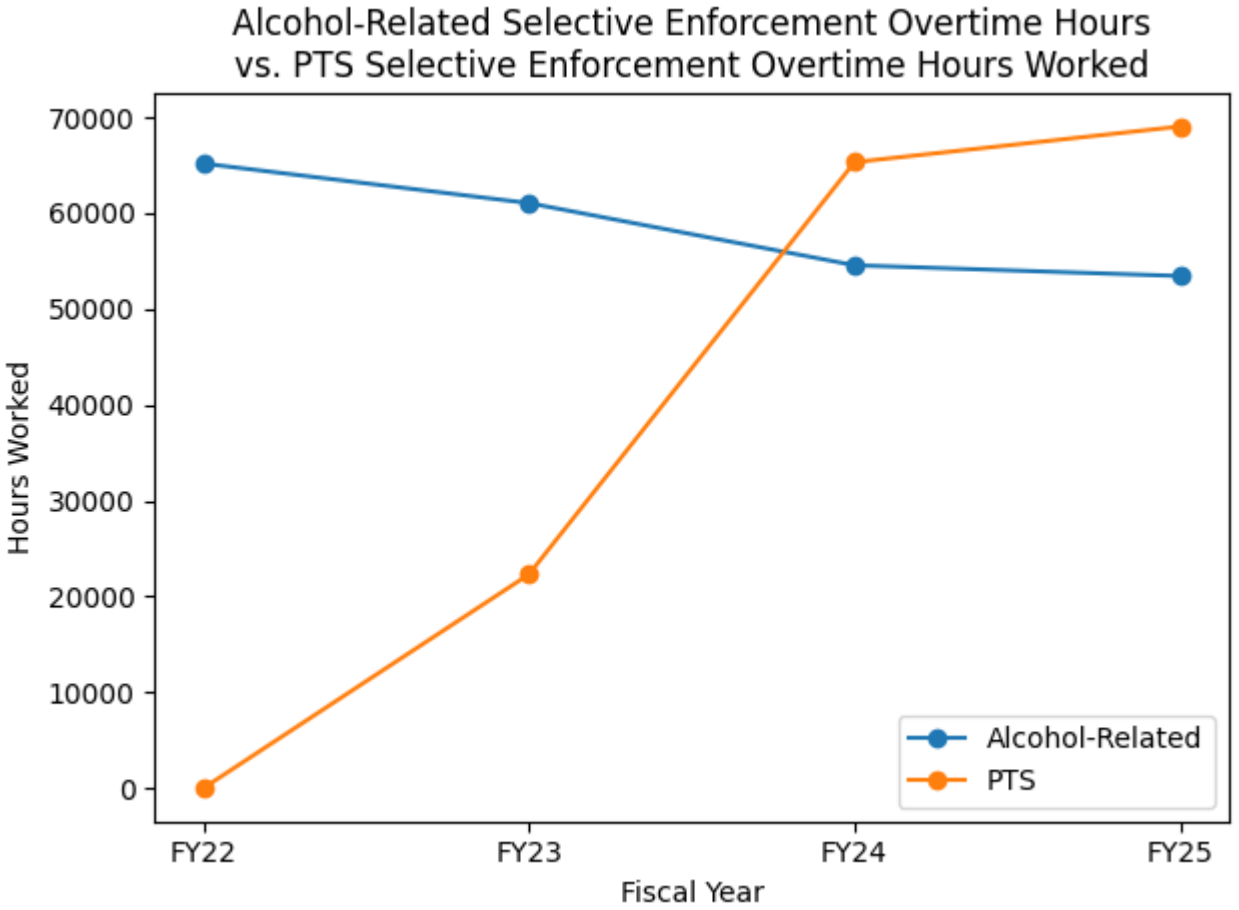
Federal Programs ($11.1M)
Highway Safety Grant Program

Example Projects:

- ***156K Hours of Law Enforcement Overtime for Speeding and Occupant Protection Enforcement ($10.1M)***



Police Traffic Services



Quick Stats (FY22-25):

The Highway Safety Office began offering Police Traffic Services grants, combining occupant protection and speed enforcement, in FY23

Agencies worked more PTS hours than Alcohol in FY24 and FY25

HSO hired 3 law enforcement liaisons in 2026 to work closely with agencies to support traffic enforcement

Speeding Prevention

FY22-25 Spend
$8.3M

Categories

Federal Programs ($6M)
Highway Safety Grant Program

State ($2.3M)
VHSIP

Example Projects:

- ***"Speed Has an Impact" Ladder Activation ($548K state)***
- ***"Slow Down, Virginia" Rest Stop Outreach Partnership with VDOT ($3K state)***
- ***"You Speed, You Lose" Multimedia Campaign ($760K federal, $1.4M state)***



Speed Prevention

> Half of survey respondents say ad made them **less likely to speed.**



Quick Stats (FY22-25):

Speed-related fatalities and serious injuries dropped
from 2,852 in 2021
to 2,384 in 2025 – a 16% decrease

Selective enforcement overtime activity has increased

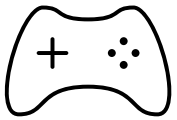
- **FY22:** 141 speed selective enforcement grant projects resulting in 8K saturation patrols and 50K speed-related citations
- **FY25:** 167 speed/PTS selective enforcement grant projects resulting in 14K saturation patrols and 54K speed-related citations

"Speed Has an Impact" Ladder Activation

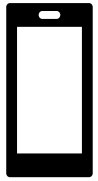
- Reach of 131M+ in 48 media outlets and social media from Virginia to Europe
- 3K Virginians directly engaged at events at The Diamond and The State Fair
- Recipient of 2026 American Association of Motor Vehicle Administrators International Award

Planning for FY 2026 and Beyond

Major FY 2026 State and Federal Projects



Piloting an app-based, gamified version of the driver's manual
to engage teen drivers and foster learning rather than memorization



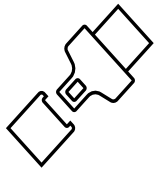
Debuting our first advertising campaigns
specifically targeting cannabis-impaired driving and distracted driving



Overhauling the state crash report
to facilitate better reporting on modern transportation elements like e-bikes and electric vehicles



Launching a telematics-based Virginia's Safest Driver Contest
to incentivize safer driving behaviors



Partnering with two Southwest Virginia counties
on a grassroots campaign to improve historically low seat belt use rates



Designing an experiment
to quantify the impact of our behavioral-focused work

Appendix

FY 2022-2025 Federal and State Spending

Program Area	FY 22-25		
	Federal	State	Total
Impaired	$48.3M	$300K	$48.6M
Occupant Protection	$16.4M	$1.2M	$17.6M
Police Traffic Services	$11.1M	$0	$11.1M
Driver's Education	$8.7M	$0	$8.7M
Speed	$6M	$2.3M	$8.3M
Motorcycle *(state includes CTF and Motorcycle Safety Fund)*	$2.5M	$4.1M	$6.6M
Traffic Records	$6M	$500K	$6.5M
Pedestrian & Bicyclist	$2.1M	$1.4M	$3.5M
Planning & Administration	$1M	$1.8M	$2.8M
Community Traffic Safety	$1.7M	$0	$1.7M
Roadway Safety	$744K	$0	$744K
Distracted Driving	$0	$269K	$269K
Racial Profiling Prohibition Grant	$227K	$0	$227K
Roadside Deaths	$178K	$0	$178K
Total	**$105M**	**$11.8M**	**$116.8M**