



## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

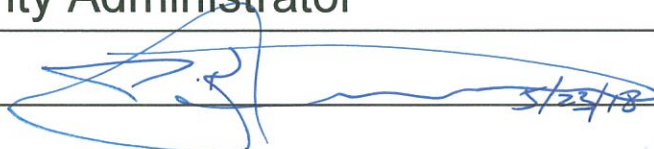
### PROGRAM INFORMATION

County: Gloucester County  
Program Title: Traffic Safety Initiative  
Program Category: Criminal Justice and Public Safety

### CONTACT INFORMATION

Name: David G. Shield  
Title: Captain  
Department: Gloucester Sheriff's Office  
Telephone: 804-693-1374 Website: www.gloucesterva.info/sheriff  
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### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Mr. Brent Fedors  
Title: County Administrator  
Signature:  5/23/18

## Executive Summary

In the five years prior to the establishment of a Traffic Safety Unit and a large public awareness campaign, Gloucester County averaged 8.8 traffic fatalities per year. Since the inception of the campaign and initiative, it has been reduced to an average of 4.8. The program includes, not only enforcement, but also public information and education. The partnership with local businesses, placing breath mints and pens during enforcement waves to help motorists to remember to buckle up as well as partnering with Chick Fil A providing free chicken sandwiches to students who are buckled in the high school parking lot. We have also incorporated the Sidne program in the high school curriculum and had this at local events, showing drivers the importance of not being distracted while operating a motor vehicle. We have used our local media resource to help get this message out as well, and Sheriff Warren is very proactive on spreading this word via different outlets from social media to traditional media.

During the past five years for the Gloucester Sheriff's Office, we have increased our effort and overall change to the direction of combating traffic fatalities and injuries on the highways of Gloucester County. Sheriff Warren, in his first elected year (2012-2013), formed a Traffic Safety Unit and placed great emphasis on public information and education. The Traffic Safety Unit is comprised of highly motivated and task specific officers who lead through education and enforcement. The Sheriff also spearheaded the public information aspect with numerous radio appearances, Facebook messages and flyers released to the public and businesses. This in turn reduced the injury crashes and fatalities in Gloucester by a significant number.

The injury and fatal traffic numbers were staggering at times for the county of Gloucester the five years preceding Sheriff Warren's election to his current position. The amount of traffic fatalities on average the five years preceding 2013, was 8.8, with a high of fifteen deaths on the highways in 2010. Since the implementation of these programs, initiatives and ideas, our fatality rate has been reduced to 4.8 over the past five years. These are the lowest numbers in more than two decades on the roads of Gloucester County.

One of the areas that Sheriff Warren understood was problematic was the seat belt usage rate. During the initial survey of 2013, the seatbelt usage among Gloucester motorists was 71%. The objective among lowering the crash rate, injuries and fatalities, was to increase the seatbelt usage. Sheriff Warren believed lower injuries and fatalities could be achieved through increasing the seatbelt rate. By the end of 2013, during the final survey, an 82% compliance rate was found. This

was over a 10% increase and this was achieved through enforcement and public education. During the past five years, our seatbelt usage has maintained in the 80 percent range, with the lowest usage as a 79% and often reaching nearly 90% usage during and after waves of enforcement and public education. During these initiatives, the Gloucester Sheriff's Office has many ways to remind motorists to buckle up. We place a Click it or Ticket reminder in **every** business and building that would allow us to in Gloucester, averaging over 320 flyers placed throughout the county. We also put up 50 to 75-yard sign reminders throughout the main thoroughfares of the county and 25 other various flyers in businesses and government buildings. We partnered with the Virginia Department of Transportation and had scrolling message boards placed at the foot of the Coleman Bridge in both directions as well as in the courthouse area, reminding motorists to wear their safety belts. At local restaurants writing pens and breath mints with the reminder to buckle up message imprinted on the wrapper and pens were handed out. This reaches over 5,000 motorists during each wave, reminding them to buckle up.

Sheriff Warren also goes on our local radio station, WXGM 99.1, on the first day of these initiatives. He did a directed message for seatbelt use and completes a question and answer session with the morning radio announcers. These are then repeated as reminders by the radio station during the campaign. The WXGM station has a weekly audience of over 50,000 people, thus helping us reach 100,000 or more potential motorists during each two-week campaign. There was a buckle up message shown on our local television station, several times during the campaigns. Sheriff Warren not only went on the radio for these

programs, but also averages twelve other times throughout the year, reaching an estimated 600,000 people listening throughout.

Sheriff Warren also completes several (averages about seven a year) press releases to both our local papers, the Gloucester - Mathews Gazette Journal and the Glo-Quips as well as to the Daily Press. This release gave some of the staggering statistics for not wearing your seatbelt, drinking and driving and was published by the Daily Press Gazette-Journal and the Glo Quips. His releases were also sent to all our email subscribers and often released to our social media followers, reaching more than 50,000 potential motorists.

Sheriff Warren partnered with Gloucester Public Schools and Chick Fil A and completed a monthly seatbelt check of all student drivers accessing the high school parking lot monthly for the past five years. This in turn helped remind students to buckle up and if they were caught three times without a seatbelt, they lost the privilege to drive to the high school and park on school grounds. The second violation was a phone call home to their parents to hopefully remind everyone involved to make sure they buckled up. The students who were found to be wearing their safety belt were given free chicken sandwich vouchers from Chick Fil A for their safe driving habits. We observed an increase from 87% of kids wearing their seatbelts to nearly 98% with the final check of the past five school years, having a 100% compliance!

During this time the Sheriff's Office rejuvenated its Child Safety Seat program and began to complete safety seat checks. These were completed at local elementary schools during safety fairs, daycare programs, partnerships with local businesses during hurricane preparedness expositions and various other functions. During these

events, approximately eight, we also handed out a great deal of information in regards to flyers and other informational paperwork.

In 2013, the Sheriff's Office began working with the SIDNE vehicle. This is the impaired driving simulator that allows individuals to gather an understanding of how difficult it is to operate a motor vehicle while under the influence. The SIDNE vehicle was paid for entirely through donations from the community. There were private donations as well as fundraisers such as the Sheriff and Commonwealth's Attorney working as waiters and waitresses to raise the required money to fund this piece of equipment. (This part of fundraising was completed in 2011) This program was installed in the Gloucester High School Drivers Education Program in 2013 as well as shown at the Daffodil Festival in Gloucester for the first time in 2013. This festival attracts an estimated 20,000 citizens and visitors and over 250 people took part in the opportunity to attempt to drive the vehicle while impaired. These continue each year, reaching new individuals, reminding them of the importance to not be distracted while driving. At the high school, an in-class demonstration occurred with every student prior to receiving their license. This showed the importance of not texting and driving. The impairment aspect was not used out of concern for encouraging drinking; however the texting and driving received the attention in the high school program. During this hands-on program, the student would receive a text on their phone and attempt to send a legible response while operating the SIDNE vehicle. During this time, children, animals and other items that needed to be avoided would arise in the roadway and they would see if they could miss them or respond in time. This showed the students the importance of waiting to text. Along these lines, Sheriff Warren also initiated in 2013, a program where he goes to

every drivers license granting ceremony the Juvenile and Domestic Relations court has and presents each driver with a wait to text thumb band. This is done at the conclusion of the ceremony after both Sheriff Warren and the judge have given their speeches on traffic safety for young drivers. This impacts approximately 40 to 50 inexperienced drivers every presentation, which occurs monthly, thus reaching over 500 young impressionable drivers each year, and over 2,500 for the past five years.

This program that has been implemented by Sheriff Warren, is one that not only works towards lowering the numbers of crashes, injuries and deaths, but shows the data to support this. Through his tireless efforts in the community through public information and education, Gloucester County has seen its lowest traffic crashes and deaths in years.