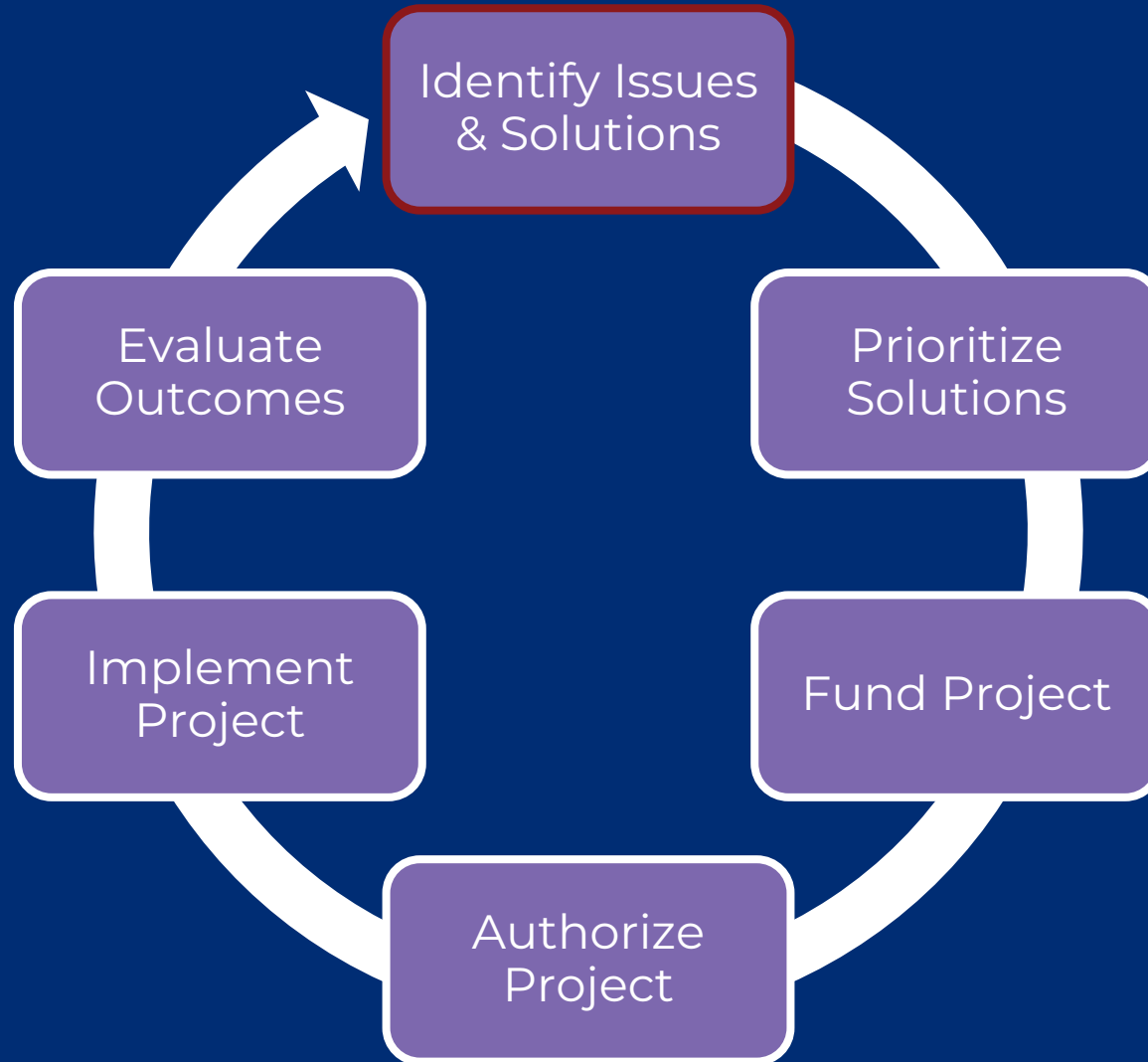


# Regional Safety Action Plan

RRTPO Policy Board

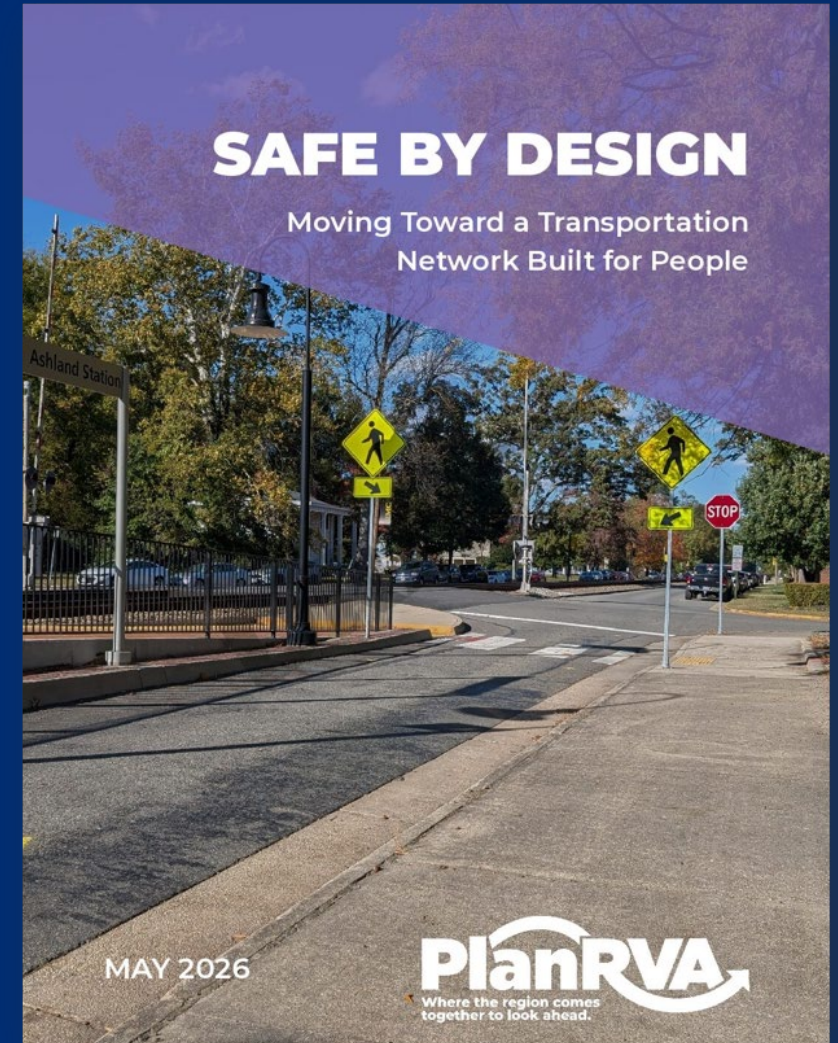
July 2, 2026

# Planning Process



# Where We Are in the Process

- Finalized Draft Plan: *Safe by Design*
- Stakeholder reviewed
- Edits complete
- TAC recommendation for adoption
- Today's focus:
  - High-level summary of what's in the plan
  - How this connects to safety messaging
  - Request for adoption



# Engagement by the Numbers

Type	Number
Events attended	30+
People engaged at events	1,000+
Engagement platform: Views	3,296
Engagement platform: Unique Visitors	1,679
Engagement platform: Contributions	1,073
Engagement platform: Project Followers	54

Project Site: [engage.planrva.org/safety-plan](https://engage.planrva.org/safety-plan)

The screenshot displays the PlanRVA Transportation Safety Plan website. At the top, there is a navigation bar with the PlanRVA logo, 'Home', 'Projects', 'English', and 'Log In / Join' options. The main heading is 'Transportation Safety Plan' with a sub-heading 'An update to the Regional Plan' and a '+ Follow' button. Below this is a large image of a street scene with traffic signs.

The 'Project Updates' section features three cards:
 

- Draft Safety Action Plan Complete** (June 1, 2026): Presenting the draft regional safety plan update.
- Public Engagement Details Now Available** (April 28, 2026): Exploring the public engagement around the regional safety plan update.
- Safety Perceptions Survey Open** (February 10, 2026): The public safety perceptions survey is now open to help shape the plan update.

Below the updates is a 'Preventable Crash Outcomes (2026)' section with three statistics:
 

- People Killed** so far this year on roads in the Richmond Region: **35** (Through 5/31/2026, Virginia Department of Motor Vehicles [preliminary]).
- People Seriously Injured** so far this year on roads in the Richmond Region: **257** (Through 5/31/2026, Virginia Department of Motor Vehicles [preliminary]).
- People Killed Walking or Rolling** so far this year on roads in the Richmond Region: **13** (Through 5/31/2026, Virginia Department of Motor Vehicles [preliminary]).

A callout box states: **\$842,698,159 in economic costs**. These figures capture medical costs, lost wages, legal expenses, and an estimate of pain and suffering, but no dollar amount can fully reflect the value of a human life or the loss felt by families and communities.

The 'Timeline' section lists key milestones:
 

- Stakeholder Kick-off (Summer 2025)
- Preliminary Safety Data Gathering (Fall 2025)
- Develop High Injury Network (Fall 2025)
- Public Engagement (February-March 2026)
- Regional Safety Corridor Development (April 2026)
- Complete Draft Plan (May 2026)
- Draft Review (May 2026)
- Adopt Regional Safety Action Plan (July 2026)

The 'Plan Documents' section includes:
 

- Safe by Design: Moving Toward a Transportation Network Built for People (Draft)
- Glossary of Key Terms
- Engagement Report
- Full Survey Results
- Open Ended Comments
- Safer Together: A Regional Messaging Framework for Safer Streets and Communities

The 'Safety Context' section includes:
 

- Safer Together Regional Messaging Framework
- Richmond Regional Transportation Safety Plan
- VDOT Strategic Highway Safety Plan
- VDOT Pedestrian and Bicycle Safety Action Plan (PBSAPs)

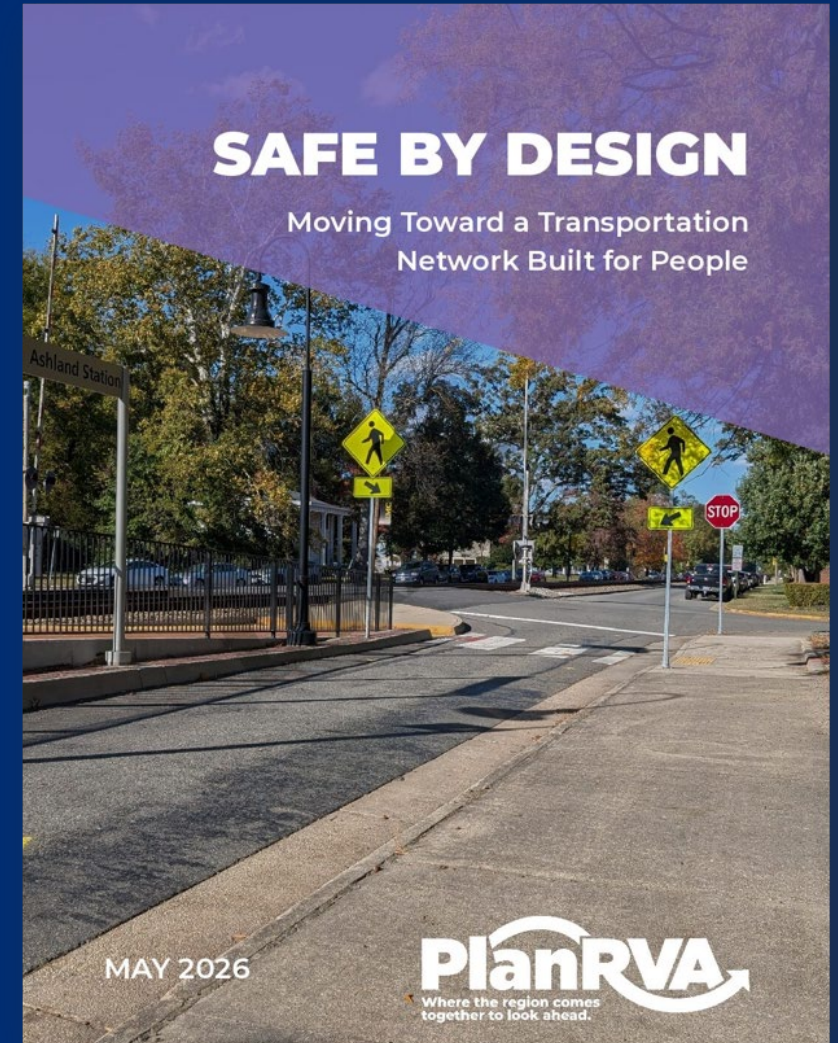
The 'Contact Us' section provides contact information:
 

- If you have questions or want to learn more about this project, contact us below:
- Dan Motta
- 804-323-2033
- dmotta@planrva.org
- planrva.org

At the bottom, a note states: **A major change in how we approach and think about safety is needed if we hope to make a lasting impact on our transportation network.** This regional safety plan update will move beyond identifying safety concerns and establish a clear framework of next steps, policy directions, and actionable strategies. It will build on lessons from our member communities and prior regional initiatives to better define regional safety priorities and establish a transparent and community-driven process for safety initiatives. This study is the update to the Richmond Regional Transportation Safety Plan and complements existing efforts such as the Virginia Strategic Highway Safety Plan and the VDOT Pedestrian and Bicycle Safety Action Plan. Take a moment to watch the video to learn more about an important tool we're using to better plan for safety focused infrastructure investments: **Identifying Safety Corridors**. Your input will help us develop

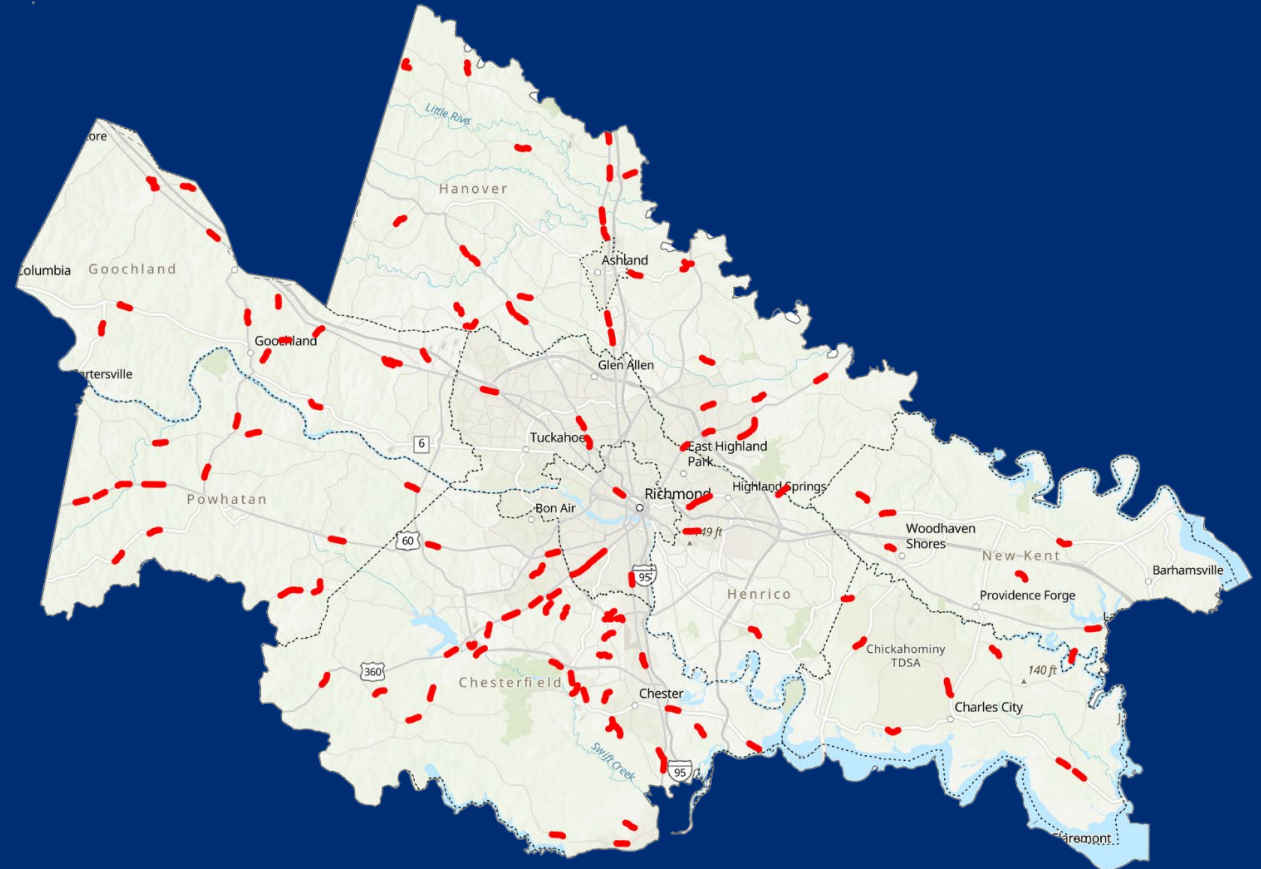
# Why This Plan

- 501 people killed, 3,737 life altering injuries since the last regional plan (March 2022)
  - So far this year (through 6/30):
    - 39 people killed
    - 316 people seriously injured
    - Over \$968 million in economic costs
- More action-oriented, short/medium-term solutions
- Plan aligned with Safe System Approach, SS4A program



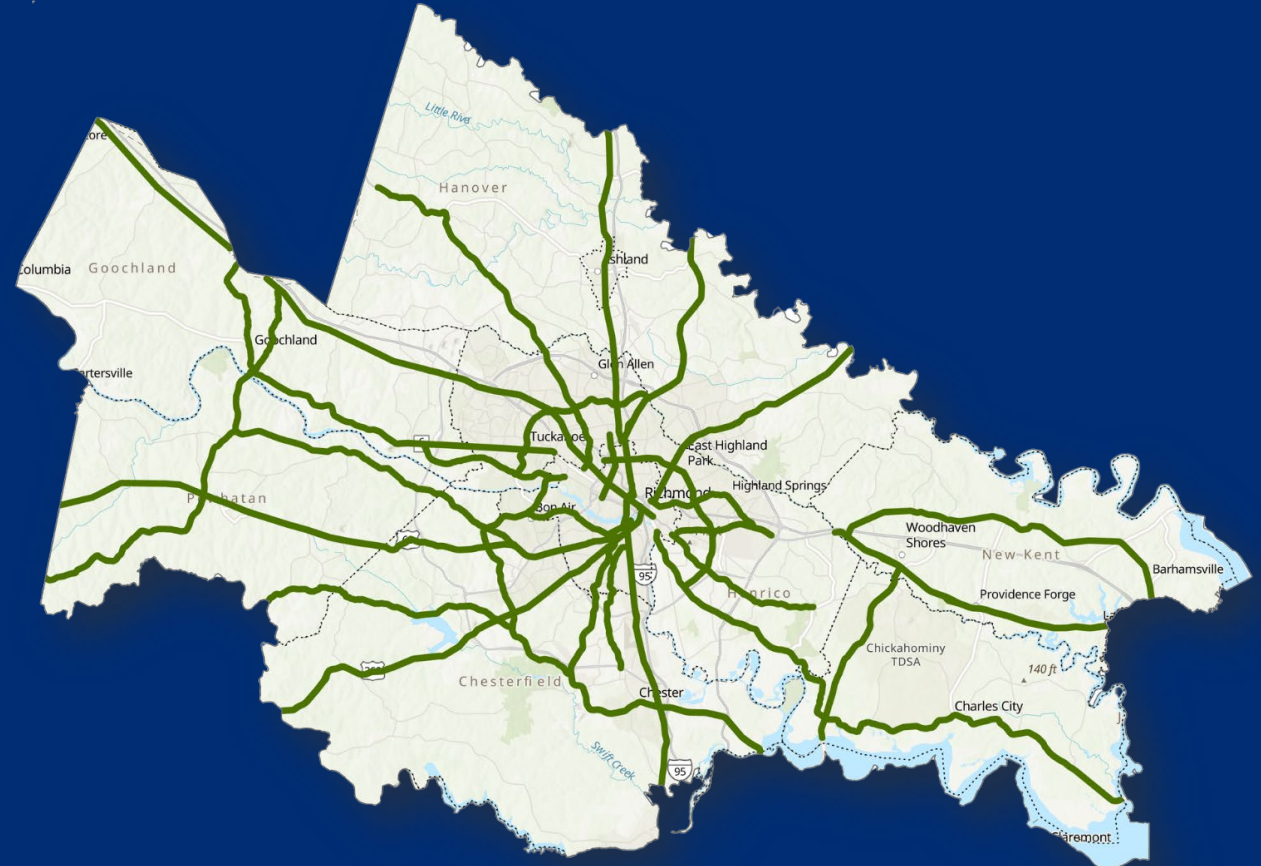
# High Injury Network

- 1% of regional roads account for 70% of fatal and serious injury crashes
- Based on five years of crash data (2020–2024)
- Concentrated primarily on arterials
- The empirical foundation for where the plan focuses safety investment



# Priority Safety Corridors

- Named segments derived from the HIN
- Supported by crash hot spot data, community-identified concerns, and multi-jurisdictional continuity
- Exact future RSA limits to be refined in coordination with respective locality
- Where the region can make the most meaningful near-term safety impact



# Six Safety Actions

## Action 1

-Create a Regional Street Design Manual

## Action 2

-Develop RSA Program

## Action 3

-Develop a Regional Quick Build Library

## Action 4

-Implement Quick Build Projects

## Action 5

-Advance Complementary Safety Plans

## Action 6

-Track Changes and Keep Safety a Priority

***Builds the tools***

***Puts the tools to work***

***Connects to broader  
safety ecosystem***

***Holds the region  
accountable***

# Safety Messaging

- Companion framework to *Safe by Design*
- Changing safety culture
- Messaging to help people understand/trust road improvements
- Three pillars: awareness, empathy, action
- Same priority behaviors as the plan
- One regional voice, locally adaptable
- Pilot campaign launch in fall 2026



# Where the Plan Stands

- Final draft complete, incorporating all TAC and stakeholder feedback
- Public engagement documented
- Designed to work alongside *Safer Together* messaging framework
- Plan designed to be grant competitive, positioning the region for future implementation funding



# Recommended Action

The Technical Advisory Committee (TAC) recommends that the RRTPO Policy Board adopt *Safe by Design* as the Regional Transportation Safety Action Plan and a guiding planning document.

A draft resolution of support is included as **Attachment D** on **Page 21** of your agenda packet for consideration.

# Questions/Discussion

## Contact

Dan Motta

[dmotta@planrva.org](mailto:dmotta@planrva.org)



**Project Engagement Page**  
[engage.planrva.org/safety-plan](https://engage.planrva.org/safety-plan)