

RESOLUTION

Resolution No. 22-06

PATRON: Robert W. Lazaro, Jr.
Executive Director

DATE: September 23, 2021

AUTHORIZATION ACCEPT CONTINUED BICYCLE AND PEDESTRIAN SAFETY GRANT FROM VIRGINIA DEPARTMENT OF MOTOR VEHICLES

WHEREAS, the safety of pedestrians and bicycles in the Commonwealth of Virginia is of great concern to elected officials and those who promote non-motorized transportation alternatives; and

WHEREAS, pedestrian and bicycle accidents continue to make up a significant proportion of the Commonwealth's traffic injuries and fatalities, crashes involving pedestrians remains some of the highest in the state, and

WHEREAS, the Commission has supported the Share Virginia Roads bicycle pedestrian safety campaign since 2005, offering the only regional and statewide opportunity for all safety staff and advocates to work together, and the only safety guides with the laws and best practices for Virginia for bicyclists, pedestrians and motorists; and

WHEREAS, the NVRC program, Share Virginia Roads, has distributed over 250,000 safety guides, tip sheets, and offers a popular website www.sharevaroads that is used in Northern Virginia and throughout the state, and

WHEREAS, since 2014, NVRC has supported outreach and training in partnership with local government, INOVA trauma services, and safety advocates in Northern Virginia; and

WHEREAS, since 2017 NVRC, in partnership with Arlington County, has contracted with the Washington Area Bicycling Association, and League of American bicyclists to train and license safety instructors for Northern Virginia residents. Thirty people have completed the certification, and have since provided over 50 safety training and outreach throughout Northern Virginia; and

WHEREAS, NVRC has partnered with America Walks and local safety advocates to highlight walkability and pedestrian safety since 2019. This effort has elevated the importance of partnering across disciplines to improve safety and community for those using pedestrian facilities regardless of age or ability, This effort includes transportation, staff, residents, policy, community and health departments, who in exchange for the grant underwriting the training; and

WHEREAS, DMV recommended and NVRC engaged a public relations firm improve the education and awareness of bicycle and pedestrian safety best practices and laws , and the importance of motorists sharing the road; and

WHEREAS This effort increased social media increasing engagement and interest through several platforms, and

WHEREAS, NVRC has updated and made the Share VA Roads website more responsive and updated information related to new laws and best practices; and

WHEREAS, DMV has awarded to NVRC \$123,983 in DMV Highway Safety grant funds to reimburse NVRC for the above activities.

THEREFORE, BE IT RESOLVED, that NVRC select and engage a training organization(s) such as the League of American Bicyclists, Washington Area Bicycling Association, or the Alexandria Bicycle Pedestrian Advisory Committee to provide a the smart cycling prerequisite, the league certified instructor (LCI) training, and to support NVRC in tracking outreach activities by current and past grant funded LCIs; offer smart cycling and help identify and register bicycle and pedestrian safety instructors as a prerequisite for the league training, engaging for up to \$11,760 funding provided by the 2021 DMV grant; and

BE IT FURTHER RESOLVED, that NVRC engage America Walks or similar organization to help with pedestrian safety education for up \$4,200; and

BE IT FURTHER RESOLVED, that NVRC engage, in compliance with NVRC policy and Virginia procurement rules, a social media, website developers, for the Share VA Roads pocket guide to continue and enhance public awareness and education through an interactive website and active public relations a social media road safety campaign for up to \$36,000; and

BE IT FURTHER RESOLVED, that NVRC may engage through the above RFP, or work in house to revise, edit design, and translate into Spanish the Share Va Roads pocket guides with updated laws and recommendations for up to \$14,000; and

BE IT FURTHER RESOLVED, That NVRC re-engage the consultant, if funding is made available for another year of social media, pocket guide design, and website services; and

BE IT FURTHER RESOLVED, that NVRC print the pocket safety guides distributed statewide, printing costs not exceeding \$6,300.

BE IT FINALLY RESOLVED, that NVRC Executive Director sign and NVRC enter into an agreement with the above firms following DMV review and approval of the selected firm and scope.



CERTIFICATION

The undersigned certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Northern Virginia Regional Commission on September 23, 2021.



ROBERT W. LAZARO, JR., CERTIFYING OFFICER