



## Northern Virginia Regional Commission

# RESOLUTION

Resolution No. 19-12

PATRON: Robert W. Lazaro, Jr.  
Executive Director

DATE: January 24, 2019

### **AUTHORIZATION TO FIND AND CONTRACT FOR COMMUNICATIONS STRATEGY AND IMPLEMENTATION ON BICYCLE PEDESTRIAN SAFETY EDUCATION**

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, with crashes involving pedestrians remains too high with pedestrian crashes resulting in fatalities up from 21 in 2017 to 29 in 2018, and injuries remaining between 621 and 570 for the past three years.

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;

WHEREAS, the NVRC program, Share Virginia Roads, has distributed over 200,000 safety guides, tip sheets, and offers a popular website [www.sharevaroads.com](http://www.sharevaroads.com) that is used in Northern Virginia and throughout the state, and

WHEREAS, since 2014, NVRC has offered direct outreach and training in partnership with local government, INOVA trauma services, and safety advocates at high crash areas throughout Northern Virginia,

WHEREAS, NVRC was awarded funding to engage a social media consultant to organize and carry out a social media campaign to enhance pedestrian safety awareness on rules and best practices in social media, and

WHEREAS, NVRC was also awarded \$7200 to align the sharevaroads.org website design and content to the above communications strategies in the 2019 DMV grant,

THEREFORE, BE IT RESOLVED; that NVRC select and engage a firm to support the development of bicycle and pedestrian safety tips for all modes of transportation with the \$30,000 funding provided by the DMV grant plus the additional \$7200 in funds for website updates; and

BE IT FINALLY RESOLVED: that NVRC Executive Director sign and NVRC enter into an agreement with the firm 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 January 24, 2018.

  
ROBERT W. LAZARO, JR., CERTIFYING OFFICER