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Green Cross for Safety® Awards 2020 Finalist - Innovation

DADSS Driven to Protect Virginia

Despite decades of progress, drunk driving still claims over 10,000 lives a year in the U.S. In 2018, Virginia reported 7,181 alcohol-related crashes, 278 alcohol-related fatalities, 4,475 alcohol-related injuries and 19,790 DUI convictions on its roadways. Through Driven to Protect, Virginia continues to put the health and safety of its residents first by educating them about responsible driving behavior and by advancing technology that can one day help prevent additional drunk driving crashes, injuries, and deaths on its roads.

Driven to Protect is a partnership between the Virginia Department of Motor Vehicles (DMV) and the Driver Alcohol Detection System for Safety (DADSS) Program. The goal of the DADSS Program is to advance the state of alcohol detection technology by developing a system that is fast, accurate, reliable, and affordable — all without affecting normal driving behavior. In late 2016, Virginia became the first state to partner with the DADSS Program to develop in-vehicle technology that will detect if a driver has an illegal blood alcohol level and prevent the vehicle from moving. Driven to Protect Virginia is designed to reach Virginians — including parents, teenagers, and the highest risk group for driving under the influence (males ages 21-34) — as well as key safety

partners currently involved in fighting drunk driving in the Commonwealth.

In September of 2018, Driven to Protect announced a partnership with local business James River Transportation to conduct in-vehicle, on-road test trials of the alcohol detection technology. In the first year of the partnership, the sensors accumulated over 50,000 miles and 39,000 breath samples from airport shuttle drivers at the Richmond International and Norfolk International airports. The data and feedback collected has been invaluable to improving the technology as it is prepared for widespread commercialization.

Driven to Protect has been giving Virginians an early look at the technology by bringing the prototypes to events around the state — from baseball games, to military bases, to NASCAR races to local festivals. This traveling experience lets Virginians test the technology for themselves while educating them about the effects of alcohol on driving. Driven to Protect is continuing to raise public awareness and demonstrating life-saving technology, helping to build consumer acceptance and demand with the goal of eliminating drunk driving deaths.



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Pictured left to right: Delegate Lamont Bagby, President and CEO of ACTS Robert Strassburger, President of James River Transportation Stephen Story, Virginia Governor Ralph Northam, Secretary of Transportation Shannon Valentine, and Virginia DMV Commissioner Richard D. Holcomb at the Driven to Protect launch event in September 2018.



Virginia Governor Ralph Northam and Secretary of Transportation Shannon Valentine learning more about the alcohol detection technology at the Driven to Protect launch event in September 2018.