## Table of Contents

Governor’s Highway Safety Program ......................................................... 1  
Cost Summary (HS Form 217, OMB NO. 2127-003) .............................................. 3  
Occupant Protection ............................................................................. 4  
Child Passenger Safety ............................................................................ 6  
Target Red ................................................................................................. 8  
Motorcycle Safety Program ..................................................................... 9  
ATV Safety Program .................................................................................. 12  
Impaired Driving ...................................................................................... 14  
Distracted Driving .................................................................................... 18  
Traffic Records ......................................................................................... 19  
2014 West Virginia Driver Attitudes and Awareness Survey ................. 20  
Safe Communities .................................................................................... 21  
Pedestrian and Bicycle Safety ............................................................... 22  
Speed Enforcement .................................................................................. 23  
Media Breakdown ..................................................................................... 25  
Performance Goals .................................................................................. 28  
Grants Status Report ................................................................................ 32
Governor's Highway Safety Program

Herein we present the annual report for the West Virginia Governor's Highway Safety Program (GHSP). We look back on the accomplishments and challenges of the past year and look forward to continuing to improve our program and making West Virginia’s roads safer to travel. Following is a brief overview of our program:

In West Virginia, the GHSP encourages the development of local traffic safety initiatives. Approximately 60% of the Section 402 funds received by the GHSP this year were awarded to regional safe community programs formed by local governments with participation from both private and government sectors in eight different areas of the state. Using this approach, the entire state’s population and all fifty-five (55) counties are covered by a Regional Safe Communities Program.

The GHSP provides technical assistance to these safe community programs in developing highway-safety campaigns that are geared to the local geographic area and can be easily adapted for use statewide.

Training Provided by the Governor’s Highway Safety Program

<table>
<thead>
<tr>
<th>Type of Training Provided</th>
<th>Total Students</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impaired Driving</td>
<td>27</td>
<td>198</td>
</tr>
<tr>
<td>Occupant Protection</td>
<td>18</td>
<td>244</td>
</tr>
<tr>
<td>Motorcycle Issues</td>
<td>14</td>
<td>73</td>
</tr>
<tr>
<td>Pursuit Policy</td>
<td>15</td>
<td>60</td>
</tr>
<tr>
<td>Speed Radar / Lidar</td>
<td>41</td>
<td>356</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>62</td>
</tr>
</tbody>
</table>

Total: 124

Accomplishments

In 2014, West Virginia’s seat belt usage rate was 87.8%, which is a significant increase from 82% in 2013. The GHSP partially attributes the increase to more citizens getting the Click It or Ticket message through a strong media campaign and law enforcement actively enforcing the seat belt law.

On July 8, 2013, West Virginia’s Primary Seat Belt law went into effect. There was an immediate 298% increase in citations issued from July 1, 2013 to November 1, 2013 compared to the same period in 2012. Law enforcement doubled the number of Occupant Protection citations issued in FY 2014 from FY 2013. We are currently on track to have the lowest number of fatalities in the state’s history.

As of December 1, 2014 we have had 86 fewer fatalities than the same time frame in 2013 (228 vs. 314). We are currently looking at a 27% decrease in fatalities in West Virginia. Additionally, the unbelted fatality rate appears to be trending downward for WV in 2014, which is another accomplishment in the GHSP’s efforts to reduce crashes, injuries, and fatalities.

We also continued our sustained DUI enforcement, and the unofficial number of alcohol-related fatalities appears to have decreased from 2013. We saw increased participation this year in our Child Passenger Safety Program (CPS) and held numerous events promoting the importance of keeping all children properly restrained.

Application to the International Association of Chiefs of Police (IACP) for recognition as a Drug Recognition Evaluation (DRE) state was accepted in October 2013, and we are building the program from the ground up. FY 2014 promises to be a banner year for Impaired Driving Detection and Apprehension training in WV. We currently have five DRE Certified Officers, all trained in FY 2013.

In late 2007, the Governor’s Highway Safety Program developed an in house Law Enforcement Activity Database. All GHSP-funded enforcement data is entered into this database which is available to all highway safety stakeholders. This database has become the cornerstone of identifying problems and accomplishments. It allows the GHSP and its grantees to set goals and objectives and identify deficiencies and problem areas. It assures that the activities are directed to the right people at the needed locations.

Challenges

In the coming year we will continue our efforts to keep the percentage of alcohol-related injuries and fatalities to less than 30%. Drugged driving continues to be a problem, especially in southern West Virginia where more than 50% of impaired driving arrests in several counties are identified as drug related. We are excited to see the results that our FY 2014 Drugged Driving training efforts and the development of our DRE program will bring in FY 2015.

While impaired driving will remain our...
first priority, the challenge we face with occupant protection will be increasing or maintaining our seat belt usage rate of 87.8%. At the current rate, we are facing the toughest percentage of people to “win over”: those that are high-risk drivers, males, and drivers aged 16 to 35. We feel strongly that the upgrade from Secondary enforcement to Primary enforcement status will help us meet this challenge.

West Virginians are well known worldwide for their voluntarism. It is that spirit of cooperation that lends to the overall success of a comprehensive Highway Safety Program in the Mountain State. We value our partners who have joined our staff’s committed effort in carrying out the mission of the GHSP and who work diligently to make a difference in saving lives. Our valued partners include National Highway Traffic Safety Administration (NHTSA), the Federal Highway Administration (FHWA), and the Federal Motor Carrier Safety Administration (FMCSA), who provide invaluable leadership and technical assistance. Other state agencies, such as the West Virginia State Police, the West Virginia Department of Transportation, the West Virginia Office of Emergency Services, the West Virginia Prosecuting Attorneys Institute, Alcohol Beverage Control Administration (ABCA), West Virginia University, and Marshall University, support our mission and provide a variety of resources to our program.

Other supporting groups include the WV Chiefs of Police Association, the WV Sheriffs Association, WV Fraternal Order of Police (FOP), WV Deputies Association, local law enforcement agencies statewide, health departments, hospitals, schools, the religious/faith community, civic and non-profit groups (ie. MADD and SADD), and other private sector businesses and organizations. In FY 2015, we will work to improve communication with our law enforcement agencies and highway safety stewards.

2014 Highway 2 Enforcement Conference

The GHSP held its second annual DUI Conference May 21-23, 2014 at the Gailes Springs Resort in Beckley, WV. This conference was branded the “Highway 2 Enforcement” Conference with the motto “Recognize-Act-Enforce”. During this conference the state’s top law enforcement agencies, as well as the top individual officers from county Sheriff’s Departments, municipal Police Departments and State Police detachments, were officially recognized for their DUI enforcement efforts. Several keynote speakers with Highway Safety advocacy backgrounds presented heartfelt and meaningful speeches culminating with former City of Beckley Law Enforcement Officer and current WV State Senator Mike Green (Raleigh- 9th District). More than 200 officers and administrative staff attended the conference, which also included a two day training curriculum that offered several core and special subject areas that earned in-service training credit. Positive feedback was expressed by officers and law enforcement agency leaders, making this a successful event that has become an annual venue to honor the efforts of the best DUI officers in the State of West Virginia. This conference was the vision of the late JD Meadows, former Highway Safety Program Law Enforcement Liaison (LEL). His public service efforts were recognized by NHTSA and other groups during his tenure as LEI. His vision, presence, and common sense approach to improving highway safety is greatly missed.
The Governor’s Highway Safety Program (GHSP) continues to be the lead agency for occupant protection in West Virginia. Special educational and enforcement programs through continued cooperation of local and state law enforcement agencies provide a strong foundation to help increase West Virginia’s seat belt usage rate, which was 87.8% in 2014. While our seat belt rate has increased significantly since a 49.5% rate in 2000, West Virginia experienced a decline in the seat belt usage rate in more recent years. In 2008, our highest rate ever was recorded at 89.9%, but the usage rate fell to 85% or below between 2010 and 2012. This trend caught our attention, and the GHSP has re-evaluated our efforts to increase seat belt use. In February 2013, GHSP staff met with representatives of the Region 3 NHTSA office to review and discuss the state’s Occupant Protection program, and this resulted in the development of a Strategic Occupant Protection Plan for West Virginia. This plan outlines an enforcement, education, and media plan for increasing seat belt use.

Also, West Virginia passed a Primary Seat Belt Law which went into effect July 2013 (after the annual seat belt survey), and we feel this contributed to the state’s increased seat belt usage rate of 82.2% in 2013 to 87.8% in 2014, an increase of nearly 7%. West Virginia will also be undergoing an Occupant Protection Assessment in April 2015, and we feel that this, combined with the Primary Seat Belt Law and our Strategic Occupant Protection Plan, will put us on the path to achieving, and exceeding, our short-term goal of 92% by December 31, 2015.

The eight safe community coordinators and members.

The GHSP conducted an Annual Seat Belt Survey (per NHTSA approved design) and submits the certification prior to March 1st of the following year. The current 2014 survey shows a usage rate of 87.8% and certification has been submitted.

West Virginia was the recipient of Section 406 funds in April 2008. To receive the funding, West Virginia met Federal US DOT criteria which required states to have at least an 85% seat belt usage rate, confirmed through scientific surveys, for two years straight. In 2006, the usage rate was 88.5%, and in 2007 the usage rate was 89.3%. This was a one-time award of $5 million.

During FY 2014, Section 406 funds were used for paid media, public information and education, Seat Belt Survey and Driver Attitude and Awareness Survey analysis, law enforcement training, and speed enforcement.

The eight safe community coordinators and their task forces continue to use the local media markets and education systems to get the message out to West Virginians to buckle up.

The GHSP launched the Click It or Ticket (CIOT) campaign to demonstrate law enforcement’s commitment to saving lives by enforcing the current seat belt law, which states that all persons must be buckled up, however adults 18 years of age and older are not required to buckle up in the back seat. CIOT, a program that encourages law enforcement to make seat belts a priority during routine traffic stops, has made an impact. Thanks to several years of combining efforts from law enforcement and a strong media message, our usage rate has risen significantly.

During May of each year, an intensive CIOT campaign is launched statewide with a month long enforcement and media blitz. The 2014 campaign resulted in 4,785 seat belt citations, 358 DUI arrests, 83 Child Safety Seat violations, 69 felony arrests, and 10 fugitives apprehended. This was accomplished through seat belt patrols and checkpoints by 156 law enforcement agencies.

The CIOT media campaign is comprised of statewide billboards, television and radio advertising, as well as local efforts by the eight safe community coordinators. During the 2014 campaign, the GHSP spent approximately $325,900 on paid advertising statewide resulting in 5,066 television spots, 4,030 radio spots, and 125 billboards placed throughout the state. Newspaper “tab-ops” were also purchased. Additionally, our “annual buy” with West Virginia Metro News (radio) was going on at this time as well, and we received even more coverage than reflected above. Field signage at Appalachian Power Park (minor league baseball stadium) in Charleston was purchased for April through September, which displayed the CIOT message. Through our safe community coordinators, numerous press conferences were held, and TV, radio, and newspaper stories were aired and/or printed.

The eight safe community coordinators and their task forces continue to use the local media markets and education systems to get the message out to West Virginians to buckle up.

The GHSP launched the Click It or Ticket (CIOT) campaign to demonstrate law enforcement’s commitment to saving lives by enforcing the current seat belt law, which states that all persons must be buckled up, however adults 18 years of age and older are not required to buckle up in the back seat. CIOT, a program that encourages law enforcement to make seat belts a priority during routine traffic stops, has made an impact. Thanks to several years of combining efforts from law enforcement and a strong media message, our usage rate has risen significantly.

During May of each year, an intensive CIOT campaign is launched statewide with a month long enforcement and media blitz. The 2014 campaign resulted in 4,785 seat belt citations, 358 DUI arrests, 83 Child Safety Seat violations, 69 felony arrests, and 10 fugitives apprehended. This was accomplished through seat belt patrols and checkpoints by 156 law enforcement agencies.

The CIOT media campaign is comprised of statewide billboards, television and radio advertising, as well as local efforts by the eight safe community coordinators. During the 2014 campaign, the GHSP spent approximately $325,900 on paid advertising statewide resulting in 5,066 television spots, 4,030 radio spots, and 125 billboards placed throughout the state. Newspaper “tab-ops” were also purchased. Additionally, our “annual buy” with West Virginia Metro News (radio) was going on at this time as well, and we received even more coverage than reflected above. Field signage at Appalachian Power Park (minor league baseball stadium) in Charleston was purchased for April through September, which displayed the CIOT message. Through our safe community coordinators, numerous press conferences were held, and TV, radio, and newspaper stories were aired and/or printed.

Click It or Ticket Campaign Materials

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TOTALS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seat Belt Citations</td>
<td>4,785</td>
<td>88%</td>
</tr>
<tr>
<td>DUI Arrests</td>
<td>358</td>
<td>7%</td>
</tr>
<tr>
<td>Drug Arrests</td>
<td>143</td>
<td>3%</td>
</tr>
<tr>
<td>Child Safety Seat Violations</td>
<td>83</td>
<td>1%</td>
</tr>
<tr>
<td>Felony Arrests</td>
<td>69</td>
<td>1%</td>
</tr>
</tbody>
</table>

**These results were accomplished through seat belt patrols and checkpoints conducted by 156 law enforcement agencies.**
Child Passenger Safety

Detailing GHSP's Child Passenger Safety Program Activities

The GHSP continues to be a primary advocacy group for the safety of children on West Virginia’s roadways with the Child Passenger Safety (CPS) program. West Virginia’s child passenger safety law states that all children up to the age of eight must be properly secured in a federally approved and safely maintained child safety seat. However, if the child reaches the height of four feet, nine inches tall before their eighth birthday, a seat belt becomes legally sufficient. This law went into effect in July 2005.

Child passenger safety seats reduce the likelihood of an infant under the age of one being killed in a vehicle crash by 71% and toddlers by 54%. Motor vehicle crashes are the leading cause of death for children ages 3 to 14.

In 2013, we look forward to training more technicians across the state and holding more renewal classes. There are currently five certified instructors that teach in West Virginia and 237 certified technicians. We hope to work with the Kanawha County Emergency Ambulance Authority and local hospitals to certify nurses that work with women and children. In addition, we are working toward recruiting interested participants, agencies, and groups such as Emergency Medical Services, WIC, DHHR, and day care centers to increase our certified technicians. Additionally, the statewide Child Passenger Safety coordinator hopes to continue building on the relationships formed this year with other entities that are passionate about child passenger safety.

Motor vehicles are a leading cause of death for children ages 4 to 6. To date, more than 20,000 Emergency Identification Decals have been distributed throughout the State. These decals are free of charge and ensure rapid identification of young children in car seats or booster seats in the event a crash or an emergency should occur and the parent or caregiver is unconscious or fatally injured. This information is crucial to first responders. The parent or caregiver is encouraged to fill out the information on the decal and place it on the right front corner (child’s right) under the cushion or center back of the child’s safety seat.

Additional information regarding the Emergency Identification Decals has been made available on the CPS website at www.dmrv.wv.gov under “Parent and Caregiver Resources.” The website for CPS is updated on a regular basis.

CPS Classes and Installations

In FY 2014, four Child Passenger Safety Technician Certification classes were held. The four locations were: Charleston, Beckley, Huntington, and Morgantown. A total of 54 people were trained throughout the year. Additionally, one Renewal Class was offered in Morgantown, meaning 2 technicians were re-certified throughout the year.

In addition, four 8-hour Kids in Motion (KIM) courses were held. A total of 47 technicians registered for these courses. A KIM class is only for current Certified CPS Technicians. Instructors provide the latest in car seat technology and hands-on demonstrations. Upon successful completion of the course, technicians receive a verification of attendance certificate and obtain all 6 CEUs required in order to re-certify with Safe Kids. In total, nearly 2,200 child restraints were checked or replaced statewide between the GHSP office, the eight regional highway safety programs, and the KIM check-up events that were held.

In FY 2014, our focus was on trying to recruit more certified technicians in Region 5, and that goal was met; they added 17 technicians, which is a 36% increase.

NHTSA Section 2011 Funding

Due to the Moving Ahead for Progress (MAP21) Federal Legislation, there were no Section 2011 CPS funds awarded to the state for FY 2014. Instead, CPS funds were included in the Section 405b Occupant Protection Award. From the residual Section 2011 funding, approximately $114,000 was spent in FY 2014, with close to $32,000 used to purchase child safety seats and approximately $5,500 for public education materials. Over $33,800 was spent on media during CPS Week and other events from this and other grant sources. The remaining funds were spent for regional fitting stations, CPS certification training classes, Kids in Motion classes, re-certification training classes, check-up events, overtime enforcement, and training fees.

For more information, please contact the GHSP coordinator at (304) 558-0228 or email: ghsp@wvdot.wv.gov.

National CPS Week

During National CPS Week, September 14-20, 2014, GHSP coordinators registered 43 free car seat check-up events throughout the state. In total, 142 seats were checked and 34 new seats were provided by the 51 certified technicians that participated.

On September 11, 2014, a “Celebrity Car Seat Challenge” was held at the Shops at Kanawha in Kanawha City. This was a fun and challenging way to kick off CPS Week in West Virginia and to prove that installing child safety devices is not easy. The message was clear—those participating were: Coach Kidd and Morgan Robinson from Electric 102.7, Woody Woods from 98.7 The Beat, WV Delegate Nosheen Forrest, and Meteorologist James Hopkins from WOWK TV.

Coach Kidd from Electric 102.7 and James Hopkins from WOWK tied and were crowned co-champions. The winners were chosen based on a scoring system consisting of various points of correct installation.

Bert Wolfe Toyota graciously donated the use of vehicles for this event. A special thanks to the GHSP Staff and others who worked diligently along with the CPS coordinator in making this event possible!

CPS Week Promotional Materials

CPS Classes and Installations

In FY 2014, four Child Passenger Safety Technician Certification classes were held. The four locations were: Charleston, Beckley, Huntington, and Morgantown. A total of 54 people were trained throughout the year. Additionally, one Renewal Class was offered in Morgantown, meaning 2 technicians were re-certified throughout the year.

In addition, four 8-hour Kids in Motion (KIM) courses were held. A total of 47 technicians registered for these courses. A KIM class is only for current Certified CPS Technicians. Instructors provide the latest in car seat technology and hands-on demonstrations. Upon successful completion of the course, technicians receive a verification of attendance certificate and obtain all 6 CEUs required in order to re-certify with Safe Kids. In total, nearly 2,200 child restraints were checked or replaced statewide between the GHSP office, the eight regional highway safety programs, and the KIM check-up events that were held.

In FY 2014, our focus was on trying to recruit more certified technicians in Region 5, and that goal was met; they added 17 technicians, which is a 36% increase.

NHTSA Section 2011 Funding

Due to the Moving Ahead for Progress (MAP21) Federal Legislation, there were no Section 2011 CPS funds awarded to the state for FY 2014. Instead, CPS funds were included in the Section 405b Occupant Protection Award. From the residual Section 2011 funding, approximately $114,000 was spent in FY 2014, with close to $32,000 used to purchase child safety seats and approximately $5,500 for public education materials. Over $33,800 was spent on media during CPS Week and other events from this and other grant sources. The remaining funds were spent for regional fitting stations, CPS certification training classes, Kids in Motion classes, re-certification training classes, check-up events, overtime enforcement, and training fees.

Every law enforcement agency that participates in Click It or Ticket also helps enforce the child passenger safety law. The coordinators work with law enforcement to provide child safety seats and education when necessary. The coordinators and the state office received and distributed over 1,020 seats this year funded by Section 2011. Each coordinator determines the criteria for receiving a free car seat.
Target Red
Detailing GHSP's Target Red Special Enforcement Program Activities

Target Red is a program that was initiated by the Southern Regional Highway Safety Program in the City of Beckley in 2008. In October 2007, an elderly woman was returning home from church choir practice when her vehicle was struck in the driver's side door by a vehicle that ran a red light. She sustained life-threatening injuries and was in a coma for several months.

As a result of the accident, several members of her church made it their mission to bring awareness to the community about the seriousness and ever-growing problem of running red lights. They contacted Lt. Paul Blume of the Beckley Police Department and coordinator of the Southern Regional Highway Safety Program, and the GHSP to seek their assistance. Several community task force meetings were held, and Target Red was launched in June 2008. Prior to the enforcement effort, a study conducted revealed that 3 out of every 100 cars were in violation of the red light code. In addition to the enforcement effort, there was an awareness component by the local media with numerous public service announcements and newspaper articles. Local businesses and churches were extremely supportive, displaying Target Red signage on their businesses and their outdoor signs. The enforcement campaign was conducted over a 30-day period from mid-June to mid-July, and resulted in a 68% reduction in red light violations.

Based on the outstanding results from the Beckley campaign, the GHSP designated funding for each safe community coordinator to conduct a Target Red Campaign in their respective areas. This year the campaign ran from August 1-17, 2014.

The GHSP, in addition to providing funding for enforcement, also provided funds for the purchase of public information and education. Each coordinator distributed these items in their region. The coordinators also conducted various media events with radio and television stations. Target Red billboards were placed statewide in more than 120 locations at a cost of $53,313. A total of 47 law enforcement agencies participated statewide in the Target Red campaign, working 1,567 hours, and giving out 1,257 citations and 237 warnings for running red lights and stop signs. An additional 3,342 citations and 677 warnings were issued for other offenses.

Motorcycle Safety
Detailing GHSP's Motorcycle Safety Program Activities

To minimize the risk and maximize the fun of motorcycling, the West Virginia Motorcycle Safety and Awareness Program (WV MSP) focuses its efforts on enhancing public motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, program promotions, and education.

The Program has a Board of Directors comprised of several individuals from state agencies, law enforcement, and other highway safety programs and advocacy groups.

Additionally, the West Virginia Motorcycle Safety Program has a single vendor: the Motorcycle Safety Foundation (MSF). The MSF provides motorcycle training, technical assistance, and all the required equipment and training materials to each of the seven training sites located throughout the state.

The combination of efforts between the WV MSP and the MSF has reduced the cost of individual training to the lowest in the region and is very cost effective to the program itself. This training is conducted by “RiderCoaches” that are nationally certified by the MSF. Representatives from the MSF wrote the curriculum that is taught in West Virginia. The motorcycle training contract was due for renewal in FY 2013. After the purchasing bid process was complete, MSF was awarded the training contract for the next three years.

Motorcycle Safety Foundation

There are currently 84 Certified RiderCoaches in West Virginia. Seven of the Certified RiderCoaches are Site coordinators, one for each of the seven sites around the state. Thirty-one Military RiderCoaches provide the Basic Rider Course (BRC) and Experienced Rider Course (ERC) Training to military personnel.

WV MSP Numbers at a Glance

Motorcycle registrations for FY 2014 were 70,043. The Training Program had a 96% pass rate in the BRC and a 100% pass rate in the ERC. RiderCoaches have trained 18,379 students since 2001. There were more than 111,000 drivers in the state with an “P” (motorcycle) endorsement. Seven classes were taught out of the Program's mobile unit this year: two in Franklin, and five in Romney.
close proximity caught many spillover attendees. The McKee Ranch event included a 70 mile dual sport motorcycle ride that drew more than 50 riders culminating in a safety skills competition that was judged by one of the program’s RiderCoaches. Top finishers in these events were awarded a specially designed WVMSP/McKee Sky Ranch challenge coin. The Program also sponsored other regional automotive and motorcycle-themed events such as “River Fest,” “Ride Run and Doo Wop,” “Dagger’s Toy Run,” Capitol City FOP, Donnel C. Kinnard Memorial Run, and MSP Staff participated in the Capitol stop of the “Run for the Wall” event. This annual event is very popular, drawing riders from across the nation. In FY 2015, the WVMSP will continue its sponsorship of these events, as well as other regional events across the state to improve its exposure and safety influence on the riding community. Additionally, more than $96,000 of state motorcycle safety funds were spent on radio media packages aired during a variety of the most popular sports programs and news slots heard on up to 20 local stations, throughout the year. The 2014 billboard campaign focused on the “Ride Straight” and “Ride with Us First” messages. The primary focus of these messages was the enforcement elements of helmet use and impaired-free riding, as well as efforts to encourage potential and future riders to obtain their motorcycle endorsement by taking the BRC prior to experiencing riding on our public roads. Additionally, the WVMSP actively promotes program goals on the “Cycle Talk” radio program that is aired during the most active 20 weeks of motorcycle riding. This program uses local radio personalities, WVMSP Staff, and select motorcycle safety and technical experts to inform the public on a wide scope of motorcycle-related subjects. During the month of May, Governor Earl Ray Tomblin issued a proclamation declaring the month of May as Motorcycle Safety and Awareness Month. Also, the MSP was presented with two Telly Awards for their outstanding commercial production. The award-winning commercial called “ROAD WARRIOR” was produced by The Manning Group. The focus of the commercial was rider safety and rider education.

Section 2010, and federal 405(f) funds to operate its programs.

**SMARTrainer Program**

During FY 2010, the WVMSP purchased 10 Honda/MSF SMARTTrainers (“SMART” Safe Motorcyclist Awareness & Recognition Trainer) through federal funding provided by the National Highway Traffic Safety Administration (NHTSA). Although not a true simulator, a SMARTrainer does create a virtual environment allowing the operator to negotiate road hazards in a safe manner while helping them learn valuable crash avoidance skills. A replay is provided of their riding scenario and gives tips on how they may have avoided hazards.

Novice riders, recent MSF BRC graduates, and experienced riders can all practice in realistic traffic situations that require the operator to evaluate and address traffic hazards in a controlled, risk-free environment using the same motorcycle control functions as on an actual motorcycle. Many users of the SMARTrainer system quickly reevaluate the level of their riding skills and make decisions to seek additional training before attempting some motorcycle riding tasks on their own. Even car drivers can benefit from the situational awareness lessons provided by the SMARTrainer.

Used under the guidance of MSF-certified RiderCoaches or SMART Trainer coaches, the SMART Trainer becomes a powerful teaching tool. Riders gain valuable feedback for the choices they make on the road, helping them identify areas where they can improve their decision-making abilities. This system was used at a variety of automotive, motorcycle and outdoor themed events throughout the state, gaining the attention of many. During these events, its use and benefits were featured on many local TV news reports, newspapers, and one regional monthly motorcycle magazine.

The Program has put SMARTTrainers to use in High School Driver’s Education Programs, as well as at safety fairs throughout the state. The program will continue throughout FY 2015.

**MSP Focus for FY 2015**

1.) Continue to expand training capabilities of the program by helping to recruit, develop, train, and certify additional RiderCoaches.

2.) Forge partnerships in rural areas in which additional locations are to be developed, providing added motorcycle training.

3.) Continue to educate both the riding and general public through paid media ads and commercials on radio and television, billboards, handouts, bumper stickers, and sponsored safety events.

4.) Educate individual owners of motorcycles that they must have a motorcycle endorsement to legally operate a motorcycle. Additional emphasis will be placed on the motorcycle rider to “ride straight,” free of all intoxicants. The goal is to reduce the number of alcohol, illicit drug’s prescription, or over the counter medications related crashes and fatalities.

5.) Be proactive with motorcycle clubs and organizations in developing alcohol free venues and events.

6.) Continue a partnership with the State Board of Education by providing each driver’s education instructor a copy of the new “Share the Road” module entitled “Intersections.” This module focuses on the number one cause of motorcycle crashes: being hit by a driver of an automobile or truck that didn’t see them.

7.) Evaluate and adopt, as required, new MSF Basic RiderCourse standards.

8.) Target motorcyclist awareness, certified helmet enforcement, and enforcement of unendorsed riders.

9.) Train and certify 2 additional RiderCoaches in the 3 Wheel Basic RiderCourse (3WBC) in preparation for possible classes to be taught based on rider demand.
ATV Safety and Awareness

Detailing GHSP’s ATV Safety and Awareness Program Activities

Helmet Use Reported
In ATV Fatality Cases

<table>
<thead>
<tr>
<th>AGE MALES FEMALES TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 18</td>
</tr>
<tr>
<td>19 - 25</td>
</tr>
<tr>
<td>26 - 35</td>
</tr>
<tr>
<td>36 - 44</td>
</tr>
<tr>
<td>45 - 64</td>
</tr>
<tr>
<td>65 +</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

ATV Fatalities
Listed by Age and Gender

<table>
<thead>
<tr>
<th>AGE</th>
<th>MALES</th>
<th>FEMALES</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 18</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>19 - 25</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>26 - 35</td>
<td>5</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>36 - 44</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>45 - 64</td>
<td>4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>65 +</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>17</td>
<td>2</td>
<td>19</td>
</tr>
</tbody>
</table>

ATV Fatalities
PY 2010 - PY 2014

<table>
<thead>
<tr>
<th>YEAR</th>
<th>FATALITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>19</td>
</tr>
<tr>
<td>2011</td>
<td>35</td>
</tr>
<tr>
<td>2012</td>
<td>40</td>
</tr>
<tr>
<td>2013</td>
<td>19</td>
</tr>
<tr>
<td>2014</td>
<td>19</td>
</tr>
</tbody>
</table>

ATV Outreach and Education

The Program provides for minimal safety awareness training in each of the 23 regional offices of the WV DMV by its employees. Since this training is informal and informal, the GHSHP promotes an expanded version of the awareness training at various venues throughout the state during school hours or non-business hours. The ATV Safety Program has partnered with a number of state agencies including West Virginia University Extension Services, the Department of Natural Resources, the West Virginia National Guard, the Department of Education, the Division of Forestry, and numerous local groups to organize safety demonstrations and presentations throughout the year.

West Virginia University Extension Services has become a leader in ATV safety training for the 15-18 year old age group. A pilot program has been established in 17 counties that makes ATV safety training available in select high schools. This program is conducted by Extension Agents who are ATV Safety Institute (ASI) certified instructors, providing classroom and hands on ATV operation. Additionally, extension agents have provided a variety of other types of ATV Safety Instruction to youth involved in 4-H activities throughout the state. This agency has proven instrumental in providing above the minimum standard training required by state code to include training, upon request, to middle schools, community fairs, and other public events. This agency does not stand alone in these efforts. The Safety and Health Services Extension of West Virginia University at the Shirley M. Kimble Training Center also provides an ASI certified instructor. This Instructor took part in numerous youth events around the state providing ATV safety training to groups that may not have had the opportunity to receive the training. Their safety efforts also focused on training to large groups of high school age students at the state’s “ChallsNGo” Academy at Camp Dawson.

For 2015, the program will focus on developing an agreement with the ASI to promote their 25 hour online ATV safety course. The primary goal is to influence riders over the age of 18 to take safety training. The program will also work closely with the Hatfield and McCoy trail system to make the ASI online course reciprocal with the statutory training requirement for under 18 year old riders. No federal funding is received for the ATV Safety Program.
The GHSP participates in “Checkpoint Strikeforce”, NHTSA Region 3’s Impaired Driving initiative. This initiative calls for a sustained DUI enforcement effort for six months: from the Fourth of July weekend through the New Year’s holiday. In West Virginia, the GHSP expanded this concept to a yearlong effort running through the entire grant cycle from October 1 through September 30. The GHSP divided the state into eight safe community areas with each area committing to a Comprehensive Sustained DUI Enforcement Project. The West Virginia State Police’s seven troop areas also committed to this effort, with each troop making the same commitment as the safe community programs. The funds for impaired driving include Sections 410, 410 HVE, 410 HFR, 154 AL Transfer, 402 AL, and 405(d). West Virginia participates in the National DUI Blitz ending on Labor Day. Additionally, the GHSP, through the State’s Impaired Driving plan, also designated the following periods as State Mandated Blitz Periods: Thanksgiving, Christmas, New Year’s Day, Halloween, St. Patrick’s Day, high school prom season, and West Virginia Day through the Fourth of July weekend.

Sustained DUI Enforcement Plan

In order to bring West Virginia’s Alcohol Related Death Rate down to the National Average Alcohol-Related Death Rate of .45 (01 BAC and above) and .39 (08 BAC and above) deaths per 100 million miles traveled, the GHSP has developed a statewide plan to reduce DUI-related crashes, injuries, and deaths by using a sustained enforcement effort. This plan takes a comprehensive approach by using city, county, and state law enforcement agencies, safe community coordinators, the enforcement agents of the West Virginia Alcohol Beverage Control Administration (ABC), community agencies, schools, and colleges. The GHSP’s Alcohol Coordinator and the Law Enforcement Liaison have taken the lead in statewide planning and coordination of the Sustained DUI Enforcement Plan. The eight safe community coordinators and the seven WV State Police coordinators coordinate their regions of the state to ensure compliance with this plan. The plan covers the entire state in a comprehensive and sustained manner using the following categories:

- Public Information & Education Activities
- Media Activities
- Training Activities
- Age Group Activities
- Underage Enforcement Activities
- Sobriety Checkpoints
- Focused Patrols

Commission on Drunk Driving Prevention (CDDP)

The West Virginia Legislature created the “Commission on Drunk Driving Prevention” (CDDP) in 1983 as the State’s funding match for the GHSP, and is the state-funded program addressing drinking and driving. The CDDP receives its funding from a dedicated state tax on alcoholic beverages. The Commissioner of the DMV is a member of this Commission as both the Commissioner of the DMV and as the Governor’s Representative for Highway Safety. The Director of DMV Driver Services acts as the proxy for the Governor’s Representative for Highway Safety and is an active member of the Commission. The GHSP Director is a member of the commission by statute, ensuring that the CDDP and GHSP work closely together in combating impaired driving in West Virginia. The Commission provides grant funding to police agencies who apply for that funding in accordance to the rules and regulations set forth by the Commission. In FY 2014, the CDDP provided $139,583 to 21 law enforcement agencies, providing 4,547 hours of overtime to 153 police officers, resulting in 423 DUI arrests. The CDDP provides for impaired driving and to the State Grant Program. This program provides for the maintenance and purchase of the Intoximeter FST is the only supported PBT. The CDDP and GHSP have also standardized the PBTs used within the state. The Intoximeter FST is the only supported PBT.

With the passing of HB2513 in the FY 2013 Legislative session, West Virginia met the minimum requirements to qualify as a Drug Evaluation Classification (DEC) state. The GHSP formed a Technical Advisory Committee (TAC) to discuss the West Virginia approach of becoming a DEC state and developing its Drug Recognition Expert (DRE) Program. The TAC Committee developed and approved a Program Standards
document and applied for DEC status with the International Association of Chiefs of Police (IACP). This application was approved, and the GHSP went forward with their plan to select, train and qualify officers as DREs.

Joey Koher of the Huntington, WV Police Department, was appointed to be the state DRE Coordinator. Officer Koher had already completed DRE training and was instrumental in facilitating many aspects in the development of the DEC Program in West Virginia. From January 2014 through September 2014, Officer Koher trained more than 1,000 officers in SFST and ARIDE training around the state. Through this process he was able to recruit the best officers for possible DRE candidates. The first DRE selection board was held in September 2014 and a total of 13 candidates were selected. This group is expected to complete training by the end of 2014 and be available for Drug-Related DUI evaluations starting in 2015.

Visibility Enforcement Activities

Each of the eight safe community coordinators are required to arrange a minimum of at least one DUI enforcement activity in each of their areas every week on high-risk days and times for DUI crashes. The seven WV State Police coordinators are required to arrange one DUI enforcement activity within each of their troop areas each week and during high-risk days and times for DUI crashes. The safe community coordinator also coordinates and monitors any local earned media and report their efforts to the GHSP.

Impact Driving Crack-Down

The GHSP’s Law Enforcement Liaison is responsible for coordinating the efforts of the safe community coordinators and WV State Police officers. Each group divides the State of West Virginia into areas covering 100% of the State. Additionally, during the six month period of enhanced enforcement, the enforcement level doubles to two enforcement events per week in each region. Approved examples of “High Visibility Enforcement Activities” are as follows:

- **Saturation Patrols** - Officers patrol areas identified as high DUI areas in groups of at least three officers. Officers stage in the enforcement area to alert motorists to the high visibility saturated patrol.
- **Conduct Saturation/Directed Patrols** on the “Top 100 Road Segments for Alcohol Related Fatalities” in accordance with the state’s 410 Plan.
- **Soberity Checkpoints** - Officers conduct check points according to local department regulations requiring a large number of officers (usually 10-12 officers).
- **Low Manpower Soberity Checkpoints** - Officers conduct checkpoints according to local department regulations requiring six or fewer officers.
- **Underage Alcohol Sales Stings** - Officers work with ABCA investigators or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violators.
- **Participate in National and State Mobilizations** (six total, including the four law enforcement events during the National Mobilization and as mandated for the State Mobilizations.)
- **Participate in the enhanced enforcement program as mandated by the GHSP.**
- **Conduct enforcement activities during peak alcohol-related crash times including holidays, special events, and at high alcohol-related crash locations. (DOH provides those locations from crash reports.)**
- **Ensure that the road segments identified by the WV DOH as the ‘Top 100’ alcohol-related crash locations are actively patrolled for DUIs by the local police agency having jurisdiction over these areas.**

Other Activities SADD

The GHSP recognizes that underage drinking is a problem with teenage drivers. To this end, we continue to promote “Students Against Destructive Decisions” (SADD) Chapters as a viable organization within West Virginia. The GHSP will continue to support the activities within this organization that are highway safety related. The WV-SADD Organization is comprised of two groups - the State Advisory Board and the State Student Leadership Council (SLC) modeled on the National SADD organization.

The State Advisory Board sets organizational policies, makes fiscal decisions, and acts on behalf of the SADD student leadership conference. The SADD student leadership conference would promote SADD as a statewide organization. As a result, the first SADD student leadership conference occurred in Charleston in the fall of 2006. Conference attendance is limited to six SADD Chapter members and two advisors from each SADD Chapter. The SLC repeated this process annually with the most recent conference occurring in November 2014, with 193 participants.

Alcohol Advisory Board

The GHSP maintains an Alcohol Advisory Board to establish and modify the alcohol enforcement program for the Highway Safety Program.

The Alcohol Advisory Board meets quarterly and helps establish the expectations and standards for the law enforcement officers who work under the Highway Safety grants. They also aid in determining the type of training, as well as the content of the training, for the law enforcement officers who work the alcohol grants. The Alcohol Advisory Board assists in the preparation of the GHSP’s Alcohol Enforcement Plan as well as the State’s Section 410 Grant application and the state’s federal grant application.

<table>
<thead>
<tr>
<th>FY 2014 Board Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>The current board members include: Bob Tipton, Director, GHSP; Harry Anderson, Impaired Driving Coordinator, GHSP; First Sgt. Chris Zerkle, Executive Director, CDHP and Traffic Records; Director, WVSU; Bill Naft, Program Manager, NHTSA Region 3; Dave Cook, WV Law Enforcement Liaison, GHSP; Jonathan Sweeney, Traffic Safety Resource Prosecutor, WV Prosecuting Attorneys Institute; Dave Bolyard, Director of Driver Services, WVDMV; Charles Sadler, Training Coordinator, Division of Criminal Justice Services, Charleston; Blankenship, Enforcement Agent, WV ABCA; Angela Saunders, Staff, West Virginia Supreme Court; Charles Zerkle, Chief, Milton Police Department; Cpl. Brian Jones, Safe Communities Region 1 Coordinator, GHSP; Peggy Runyon, Police Officer, WVU Police Department; and Joey Koher, State DRE Coordinator, Huntington Police Department.</td>
</tr>
</tbody>
</table>

Traffic Safety Resource Prosecutor

The GHSP provides funding for a Traffic Safety Resource Prosecutor (TSRP). This position is located within the West Virginia Prosecuting Attorneys Institute and is tasked with training and providing technical assistance to the state’s prosecutors and assistant prosecutors on a variety of issues.

The TSRP emphasizes impaired driving issues and trains law enforcement officers, prosecutors and magistrates in order to improve coordination between these groups. This position is also responsible for producing a quarterly newsletter called the “Hot Sheet”, which is distributed to all 55 county prosecutors, as well as law enforcement, magistrates, and highway safety advocates throughout the state.

The TSRP is very active in legislative issues, serving on a committee chaired by MADD. The TSRP is also a member of many committees and taskforces related to traffic safety, including the WV Safety Management Taskforce, the GHSP Alcohol Advisory Board, and the Commission on Druken Driving.

In FY 2014 more than 1,500 law enforcement officers were trained in the following areas: Case Law Updates, Drugged Driving Prosecution, Courtroom Demeanor, DUI Criminal Procedure, DUI Evidence, Testimony in DUI Cases, and Preparing DUI Cases for Trial. Additionally, training on VVW Magistrates was provided by the TSRP at the annual magistrate conference.

Underage Alcohol

<table>
<thead>
<tr>
<th>Alcohol Related Fatality Per 100 Million Vehicle Miles Traveled</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
</tr>
<tr>
<td>2012</td>
</tr>
<tr>
<td>2011</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Successful Purchase Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
</tr>
<tr>
<td>2012</td>
</tr>
<tr>
<td>2011</td>
</tr>
<tr>
<td>2010</td>
</tr>
<tr>
<td>2009</td>
</tr>
</tbody>
</table>
Distracted Driving

How Many People Use Cell Phones and Texting Devices While Driving?

<table>
<thead>
<tr>
<th>How Often</th>
<th>2010</th>
<th>2012</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Text</td>
<td>63%</td>
<td>62.3%</td>
<td>58.4%</td>
</tr>
<tr>
<td>Never Talk</td>
<td>20.6%</td>
<td>19.7%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Rarely Text</td>
<td>17.9%</td>
<td>18.7%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Rarely Talk</td>
<td>27.3%</td>
<td>28.7%</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

Reported from the 2014 Biannual Driver Attitudes and Awareness Survey

West Virginia’s current cell phone/texting law went into effect July 1, 2012, and bans texting or using a cell phone without the use of hands-free technology while operating a motorized vehicle. It is a primary offense, and violation can result in a $100 fine for the first offense, $200 for the second offense, and $300 for a third offense, with no court or other fees assessed. Points are not charged to the individual’s driving record until the third or subsequent offense (three points).

Despite this law, distracted driving is still a problem in West Virginia. While detailed distracted driving crash data are currently not available, the GHSP has survey and citation data which support the need to address distracted driving. In the 2014 West Virginia Driver Attitudes and Awareness Survey, respondents were asked to report how often they talk and text on a cell phone when driving their vehicles. The majority reported that they “never” and “rarely” talk or text when driving. However, talking on a cell phone was much more frequent when compared to texting. Only 21% of survey respondents reported having received a ticket for texting while driving. In FY 2014, citation data reported under grant-funded activities include 5,032 cell phone citations and 2,022 warnings and 334 texting citations and 200 warnings. West Virginia received $459,082 in Section 408 (Distracted Driving) funding in FY 2013. No funds were received in FY 2014 because one of the criteria for funding required that the state statute require driver license testing questions on cell phones/texting. While West Virginia driver licensing test questions do include these kinds of questions, it is not required by statute. A total of 255,000 was awarded to the eight safe commercial driver record programs directed at drivers who drive while talking/texting on a cell phone. The GHSP also spent $25,000 for distracted driving commercials on 62 radio stations throughout the state, for a total of 2,046 announcements. The funds for both enforcement and media were primarily focused on Distracted Driving Awareness Week held April 4-13, 2014.

The Division of Highways is providing $1,000,000 to the GHSP in FY 2015 to provide awareness, education, and enforcement programs which address distracted driving.

Traffic Records

The GHSP, along with its safety partners, has continued projects within the Section 405(c) State Traffic Safety Information System Improvements grant criteria set forth in MAP-21 (this program replaces the Section 408 grant authorized under SAFETEA-LU). Other funding sources for Traffic Records include Section 406.

Traffic Records Assessment

A Traffic Records Assessment was conducted in West Virginia in April-May 2012 in accordance with NHTSA guidelines. The Assessment identified recommendations for improvement along with commendations of our current program. We will work toward the completion of recommendations on the assessment list. The Traffic Records coordinator and regular TRCC meetings will help facilitate this ongoing effort. The development of a new Traffic Records Strategic Plan has also helped the TRCC to identify ongoing projects and outline appropriate future actions. Some major recommendations outlined in the Traffic Records Assessment include:

- Data Uses and Program Management: Develop user-oriented online query tools and public access databases for crash, roadway, and injury surveillance data (at a minimum).
- Crash Records: Implement the planned web-based data analysis system.
- Driver Records: Record the adverse driver histories from previous states of record on non-commercial drivers as required for commercial driver records.
- Citation and Adjudication Records: Develop a citation tracking system that tracks a citation from the time of its distribution from a law enforcement officer, or its creation on the E-Citations system, through its issuance to the offender, its disposition, and entry into the database.
- Statewide Injury Surveillance System (SWISS): Continue to explore a data collection system for emergency department records. A significant proportion of motor vehicle crash victims are treated in emergency departments and do not require admission to a hospital or trauma center, so capture of those records would enhance data analyses.

Other Developments

The majority of the goals of the Traffic Records Program are ongoing and multi-year. GHSP will continue to implement projects to reach those goals and milestones.

wvOASIS (Our Advanced Solution with Integrated Systems)

An Enterprise Resource Planning (ERP) system is currently being designed for the State of West Virginia as a multi-agency effort. It will provide end-to-end support for statewide administrative functions, such as Financial Management, Procurement, Asset Management, and many other functions. It will also eventually encompass crash, roadway, driver, vehicle, and medical data into a combined data system that will support highway safety analyses.

Crash Data

Through a partnership with the Marshall University Rahall Transportation Institute (RTI) and a contractor working for the RTI, the WV Division of

Electronic Traffic Citation (E-Citation)

The Uniform Traffic Citation, which has a unique identifying citation number, was the springboard for e-citation implementation. The citation number is used to track citations in the state court system and the DMV.

An E-Citation allows for a seamless, paperless flow of the citation from roadside issuance to the Magistrate Courts, onto its final disposition by the DMV against the driver’s history.

This expedited handling of citation data will allow the DMV to meet many requirements dealing with commercial vehicle driver licensing regulations. In early 2011, the West Virginia State Police took the lead on all E-Citation issues. The West Virginia State Police have piloted projects and anticipate full implementation from State, County, and larger Municipal Enforcement agencies.

Federal funding from Sections 408 and 406 was used to purchase and provide equipment and software to allow and enhance the submission of data electronically. The GHSP has provided most, if not all, of the hardware needed. Most recently, we have overcome several hardware issues, and are pursuing ongoing efforts to move forward with the implementation of E-Citation.

The Uniform Traffic Citation, which has a unique identifying citation number, was the springboard for e-citation implementation. The citation number is used to track citations in the state court system and the DMV.

An E-Citation allows for a seamless, paperless flow of the citation from roadside issuance to the Magistrate Courts, onto its final disposition by the DMV against the driver’s history.

This expedited handling of citation data will allow the DMV to meet many requirements dealing with commercial vehicle driver licensing regulations. In early 2011, the West Virginia State Police took the lead on all E-Citation issues. The West Virginia State Police have piloted projects and anticipate full implementation from State, County, and larger Municipal Enforcement agencies.

Federal funding from Sections 408 and 406 was used to purchase and provide equipment and software to allow and enhance the submission of data electronically. The GHSP has provided most, if not all, of the hardware needed. Most recently, we have overcome several hardware issues, and are pursuing ongoing efforts to move forward with the implementation of E-Citation.

The Uniform Traffic Citation, which has a unique identifying citation number, was the springboard for e-citation implementation. The citation number is used to track citations in the state court system and the DMV.

An E-Citation allows for a seamless, paperless flow of the citation from roadside issuance to the Magistrate Courts, onto its final disposition by the DMV against the driver’s history.

This expedited handling of citation data will allow the DMV to meet many requirements dealing with commercial vehicle driver licensing regulations. In early 2011, the West Virginia State Police took the lead on all E-Citation issues. The West Virginia State Police have piloted projects and anticipate full implementation from State, County, and larger Municipal Enforcement agencies.

Federal funding from Sections 408 and 406 was used to purchase and provide equipment and software to allow and enhance the submission of data electronically. The GHSP has provided most, if not all, of the hardware needed. Most recently, we have overcome several hardware issues, and are pursuing ongoing efforts to move forward with the implementation of E-Citation.
Highways (DOH) will be improving access to crash data via a web-based system.

Unified Judicial Application (UJA) System

The Administrative Office of the Supreme Court of Appeals is currently developing a unified judicial application case management data system that will have the ability to electronically communicate with other state agencies (DMV, CDRs, etc.) and unite Family, Circuit, and Magistrate courts. This should help to improve the courts’ ability to determine prior convictions and outstanding charges on a statewide level. The system has been implemented in several counties and a statewide rollout has been planned.

Electronic Insurance Verification Program

In FY 2013, the DMV announced the next step in the Electronic Insurance Verification Program. The program, which was passed during the 2010 Legislative Session, will allow the DMV and law enforcement to verify motor vehicle insurance information instantly, enabling both to effectively and efficiently monitor motorists who choose to drive without the required insurance, which is illegal. Officials have asked for drivers’ insurance information when they are renewing their vehicle registration, in order to input the data into the agency’s new Electronic Insurance Verification Program. The new electronic system will replace DMV’s current paper-based system.

Traffic Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Crashes Reported</th>
<th>Total Injuries Reported</th>
<th>Average Total of Vehicle Miles Traveled (In Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>40,321</td>
<td>41,732</td>
<td>39,689</td>
</tr>
<tr>
<td>2004</td>
<td>40,099</td>
<td>39,273</td>
<td>38,075</td>
</tr>
<tr>
<td>2005</td>
<td>39,689</td>
<td>38,075</td>
<td>36,705</td>
</tr>
<tr>
<td>2006</td>
<td>39,273</td>
<td>38,075</td>
<td>36,705</td>
</tr>
</tbody>
</table>

2014 West Virginia Driver Attitudes and Awareness Survey

Beginning in 2010, NHTSA required all State Highway Safety Offices to conduct a survey to track the knowledge, attitudes, and behavior of the driving public in relation to safety issues, such as seat belt use, impaired driving, speeding, and cell phone use. The survey is conducted every other year, with the last one being conducted in 2014. The next survey is scheduled for June/July 2016.

In West Virginia, a two (2) page voluntary survey was developed, and administered to persons of driving age that came in to the DMV regional offices for various services in nine locations throughout the state.

A total of 1,004 surveys were completed, and the participants ranged in age from under 21 to more than 60 years old. Approximately 58% of the participants were female and 42% were male.

Following is a sample of some of the published results:

- 53% had read, seen, or heard a message about speed enforcement in the past 30 days.
- 68% had read, seen, or heard a message about alcohol impaired driving in the past 30 days.
- 87% had read, seen, or heard the “Click It or Ticket” service announcements, in the past 60 days, making it the most widely read, seen, or heard message.
- 72% reported that they wore their seat belt “all the time”.
- 90% believed the chances of getting a ticket for speeding was “likely” or “somewhat likely”.
- 90% felt the chance of getting arrested and receiving a citation for impaired driving was “likely” or “somewhat likely”.

To see the full report, prepared by Stephen M. Haas, Ph.D., Mountain State Criminal Justice Research Services, LLC, visit: www.dmwwv.gov/gjsp.

Safe Communities

Detailing GHSP’s Regional Approach to Traffic Safety

The GHSP is the lead agency for traffic safety in WV. The state uses a community/regional approach to traffic safety; which divides the state into eight regions based on geography and demographics. Through Federal 402 funding, Safe Communities Program has been implemented in each region. The eight regional programs cover all 55 counties in WV. The programs at Charleston, Charleston, Huntington, Parkersburg, Clarksburg, Wheeling, and Martinsburg. Each region employs a full-time coordinator, a fixed office site, and maintains a broad-based community task force.

Each coordinator is responsible for the implementation of evidence-based highway safety projects throughout their program area. The coordinator focuses on traffic safety issues on a local or regional basis. Their tasks also consist of supporting state and national highway safety initiatives on the local level. The programs are approved for funding after each program reviews the GHSP Performance Plan and submits an application that includes their problem identification and their plans to address those problems. Incorporated into their grants are specific activities or tasks they are expected to complete throughout the year. The tasks directly relate to occupant protection, impaired driving, program coordination, media/PI&E, and other initiatives that help to reduce motor vehicle crashes, injuries, and fatalities.

The eight regions draw heavily upon traditional traffic safety partners such as law enforcement, local governments, and the court system, but this concept is also expanded to include medical professionals, EMS, rehabilitation specialists, private businesses, schools and the general public. We strive to be citizen-focused, not agency-focused, and to educate the public as to the magnitude and consequences of traffic injuries.

Additionally, these eight safe community coordinators have created broad-based community task forces that meet on a regular basis. Participation by law enforcement agencies in GHSP-sponsored initiatives such as CIOT, Checkpoint Strikeforce, Child Passenger Safety, and law enforcement training has never been higher. Fatality rates due to alcohol are trending downward, and we are also seeing a decline in the overall fatality rate. Media coverage has increased significantly over the last several years, especially with the advent of paid media efforts to support enforcement activities.

Regional safe community coordinators have improved on their efforts to incorporate earned media into their activities. They act as an extension of GHSP by facilitating training, media, PI&E, law enforcement activities, and legislative initiatives. While the GHSP is recognized as the authority on highway safety issues on a statewide level, the regional programs have the same recognition on the local level.

**Pedestrian and Bicycle Safety**

**Detailing GHSP’s Pedestrian and Bicycle Safety Initiatives**

Fortunately in West Virginia, pedestrian and bicycle fatalities remain low, although there were some small spikes in pedestrian fatalities in 2012 and 2013. From 2007 to 2014, pedestrian fatalities decreased by 37%. Bicycle fatalities remain relatively non-existent.

Even though the number of pedestrian and bicycle fatalities are low (less than 10% of total fatalities), the GHSP wants that trend to continue, and still feels that some education on pedestrian/bicycle safety is warranted. This is accomplished through the eight Safe Community Programs. Safety talks in grade schools generally address pedestrian safety, particularly during “Back to School” initiatives. Some of the Coordinators also host and/or participate in local Bicycle Rodeos in which youth are taught safety aspects of riding a bicycle. In many cases, bicycle helmets are distributed to those participants in need of one, and a variety of materials related to bicycle safety are handed out.

**What Percentage of Roadway Fatalities Were Pedestrian and Bicycle?**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Fatalities</th>
<th>Pedestrian Fatalities</th>
<th>Bicycle Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>432</td>
<td>27</td>
<td>1</td>
</tr>
<tr>
<td>2008</td>
<td>378</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>2009</td>
<td>357</td>
<td>21</td>
<td>0</td>
</tr>
<tr>
<td>2010</td>
<td>338</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>2011</td>
<td>315</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>2012</td>
<td>339</td>
<td>21</td>
<td>1</td>
</tr>
<tr>
<td>2013</td>
<td>315</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>2014</td>
<td>271</td>
<td>17</td>
<td>2</td>
</tr>
</tbody>
</table>

*Fatalities by Type FY 2007 - FY 2014*

In West Virginia, speed continues to play a significant role in motor vehicle fatalities. Although we experienced a decrease in speed related fatalities of 144 in 2012 to 130 in 2013, speed contributes to nearly a third of all motor vehicle fatalities.

Nationally, there were 9,613 speed-related fatalities in 2013, and 1.35% occurred in West Virginia. However, West Virginia represents less than 1% of the national population.

All West Virginia law enforcement agencies receiving GHSP funds, even if not specifically for speed enforcement, are expected to enforce speed limit laws. In 2014, approximately $282,000 in Highways Safety funds was spent by law enforcement agencies throughout the state specifically on speed enforcement. Approximately half of those funds were available through the 8 Safe Community programs and the other half was spent by the West Virginia State Police. County and municipal law enforcement agencies focused on city, county, and state routes, while State Police focused primarily on Interstates.

Enforcement locations are determined primarily by crash frequency, fatalities, and traffic volume. In some cases, particularly within city limits, a location may be selected based on the volume of citizen complaints, and law enforcement will “spot check” those locations to determine if there is a problem and hopefully reduce the incidence of speeding simply due to their increased presence. School zones and highway construction work zones are often focused on for speed enforcement. In FY 2015, funding has been made available to the WV Highway Safety Program by the West Virginia Division of Highways to focus enforcement efforts on Work Zone safety.

The majority of speed enforcement efforts are on major roadways with larger traffic volume. The major roadways where speed enforcement was a priority in 2014 are listed on the following page.

While law enforcement is on the lookout for speeders at all times, many agencies have focused their enforcement emphasis during weekday work time "rush-hours" of 7:00 a.m. – 9:00 a.m. and 4:00 p.m. – 6:00 p.m., and Saturday and Sunday afternoons when traffic is at its heaviest. Agencies also target holiday weekends for speed enforcement crackdowns.

Approximately 80 speed detection devices (radars/lidars) were purchased in FY 2014 for various law enforcement agencies throughout West Virginia. Forty-one classes were conducted with 450 officers trained and certified to operate radar/lidar. Additionally, 3,400 man hours were dedicated to speed enforcement training.

Public information and education/media efforts occur on the local level within each Safe Community Program, primarily through schools, community events, and earned media activities (newspaper stories).

Following is a breakdown by county of fatalities and fatalities per 100,000 population in crashes involving speeding (2009-2013):

**Grant-Funded Activity Results FY 2014**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicles Recovered</td>
<td>55</td>
</tr>
<tr>
<td>Fugitive Arrests</td>
<td>90</td>
</tr>
<tr>
<td>Felonies</td>
<td>542</td>
</tr>
<tr>
<td>Child Restraints</td>
<td>420</td>
</tr>
<tr>
<td>Under Age Alcohol</td>
<td>781</td>
</tr>
<tr>
<td>Drug Arrests</td>
<td>1,113</td>
</tr>
<tr>
<td>Driver’s Licenses Revoked</td>
<td>1,096</td>
</tr>
<tr>
<td>Driver’s Licenses Suspended</td>
<td>2,961</td>
</tr>
<tr>
<td>Misdemeanors</td>
<td>3,372</td>
</tr>
<tr>
<td>DUI Arrests</td>
<td>3,604</td>
</tr>
<tr>
<td>Insurance</td>
<td>7,146</td>
</tr>
<tr>
<td>Red Light Citations</td>
<td>2,177</td>
</tr>
<tr>
<td>Seat belt Citations</td>
<td>15,862</td>
</tr>
<tr>
<td>Speeding Citations</td>
<td>10,729</td>
</tr>
<tr>
<td>Other Citations</td>
<td>15,712</td>
</tr>
</tbody>
</table>

**Which type of drivers are most likely to violate the 70 mph speed limit?**

- Law Enforcement: 15.7%
- Commercial Trucks: 15.5%
- Over 21: 15.5%
- All Others: 9.8%

**Citations & Arrests Breakdown**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditionally Speeding Citations</td>
<td>10,729</td>
</tr>
<tr>
<td>Traditionally Seat belt Citations</td>
<td>15,862</td>
</tr>
<tr>
<td>Insurance</td>
<td>7,146</td>
</tr>
<tr>
<td>Misdemeanors</td>
<td>3,372</td>
</tr>
<tr>
<td>DUI Arrests</td>
<td>3,604</td>
</tr>
<tr>
<td>Under Age Alcohol</td>
<td>781</td>
</tr>
<tr>
<td>Child Restraints</td>
<td>420</td>
</tr>
<tr>
<td>Felonies</td>
<td>542</td>
</tr>
<tr>
<td>Driver’s Licenses Revoked</td>
<td>1,096</td>
</tr>
<tr>
<td>Driver’s Licenses Suspended</td>
<td>2,961</td>
</tr>
<tr>
<td>Fugitive Arrests</td>
<td>90</td>
</tr>
<tr>
<td>Fugitives</td>
<td>15.5%</td>
</tr>
</tbody>
</table>

**Speed Enforcement**

**Detailing GHSP’s Part in Speed Enforcement Initiatives**

- In West Virginia, speed continues to play a significant role in motor vehicle fatalities. Although we experienced a decrease in speed related fatalities of 144 in 2012 to 130 in 2013, speed contributes to nearly a third of all motor vehicle fatalities.

- Nationally, there were 9,613 speed-related fatalities in 2013, and 1.35% occurred in West Virginia. However, West Virginia represents less than 1% of the national population.

- All West Virginia law enforcement agencies receiving GHSP funds, even if not specifically for speed enforcement, are expected to enforce speed limit laws. In 2014, approximately $282,000 in Highways Safety funds was spent by law enforcement agencies throughout the state specifically on speed enforcement. Approximately half of those funds were available through the 8 Safe Community programs and the other half was spent by the West Virginia State Police. County and municipal law enforcement agencies focused on city, county, and state routes, while State Police focused primarily on Interstates.

- Enforcement locations are determined primarily by crash frequency, fatalities, and traffic volume. In some cases, particularly within city limits, a location may be selected based on the volume of citizen complaints, and law enforcement will “spot check” those locations to determine if there is a problem and hopefully reduce the incidence of speeding simply due to their increased presence. School zones and highway construction work zones are often focused on for speed enforcement. In FY 2015, funding has been made available to the WV Highway Safety Program by the West Virginia Division of Highways to focus enforcement efforts on Work Zone safety.

- The majority of speed enforcement efforts are on major roadways with larger traffic volume. The major roadways where speed enforcement was a priority in 2014 are listed on the following page.

- While law enforcement is on the lookout for speeders at all times, many agencies have focused their enforcement emphasis during weekday work time "rush-hours" of 7:00 a.m. – 9:00 a.m. and 4:00 p.m. – 6:00 p.m., and Saturday and Sunday afternoons when traffic is at its heaviest. Agencies also target holiday weekends for speed enforcement crackdowns.

- Approximately 80 speed detection devices (radars/lidars) were purchased in FY 2014 for various law enforcement agencies throughout West Virginia. Forty-one classes were conducted with 450 officers trained and certified to operate radar/lidar. Additionally, 3,400 man hours were dedicated to speed enforcement training.

- Public information and education/media efforts occur on the local level within each Safe Community Program, primarily through schools, community events, and earned media activities (newspaper stories).

- Following is a breakdown by county of fatalities and fatalities per 100,000 population in crashes involving speeding (2009-2013):
## Media Breakdown

**Detailing GHSP’s Media Initiatives for Enforcement Campaigns**

The GHSP works closely with local and statewide media to reach the goal of saving lives and reducing injuries in West Virginia as part of its comprehensive safety program. In FY 2014, media was purchased using the following federal funds: Sections 402, 405b, 405e, 406, 410, 2010, 2011, and 154.

**Efforts to earn media are encouraged and desired in all regional areas by the safe community coordinators, as well as through the statewide office.**

### Click it or Ticket

The GHSP used federal dollars to purchase media for the Click it or Ticket (CIOT) campaign in May 2014. Funds were used to purchase television and radio air time throughout the state, and for billboards statewide. Additional funds were used to purchase signage at Appalachian Power Baseball Park and newspaper “tab-ons”.

West Virginia also conducted 3 “mini-blitzes” in addition to the May CIOT blitz. An additional $60,000 was used to purchase radio air time during those blitz periods.

### Media Breakdown for Click it or Ticket

<table>
<thead>
<tr>
<th>TYPE OF MEDIA</th>
<th>TOTAL FUNDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Spots</td>
<td>$199,958</td>
</tr>
<tr>
<td>Radio Spots</td>
<td>$33,758</td>
</tr>
<tr>
<td>Newspaper Tab-Ons</td>
<td>$1,820</td>
</tr>
<tr>
<td>Power Park Signage</td>
<td>$6,160</td>
</tr>
<tr>
<td>Billboards</td>
<td>$59,691</td>
</tr>
</tbody>
</table>

### Media Planning

**Time Frame:**
- The Impaired Driving National Enforcement Crackdown - dates determined by the National Highway Traffic Safety Administration
- State Mandated Blitzes - Christmas through New Year’s, St. Patrick’s Day, Cinco de Mayo, and West Virginia Day through the Fourth of July weekend are the periods established for the State Mandated Blitzes. During these periods, the GHSP shall conduct a media campaign to coordinate with the enforcement efforts. The media campaign shall include an enforcement message.
- Advertising Period - These campaigns will coincide with the National and State Blitzes. The advertising campaign shall begin one week before the blitz and run through the Blitz period.

### Targeted Speed Enforcement Roadways

<table>
<thead>
<tr>
<th>Region</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barbour</td>
<td>0/100</td>
<td>0/100</td>
<td>0/100</td>
<td>1/594</td>
<td>2/315</td>
</tr>
<tr>
<td>Berkeley</td>
<td>0/100</td>
<td>1/400</td>
<td>2/817</td>
<td>2/817</td>
<td>3/528</td>
</tr>
<tr>
<td>Brooke</td>
<td>0/100</td>
<td>1/168</td>
<td>2/309</td>
<td>2/309</td>
<td>3/348</td>
</tr>
<tr>
<td>Braxton</td>
<td>0/100</td>
<td>2/308</td>
<td>1/418</td>
<td>1/418</td>
<td>0/100</td>
</tr>
<tr>
<td>Brooke</td>
<td>0/100</td>
<td>2/308</td>
<td>1/418</td>
<td>1/418</td>
<td>0/100</td>
</tr>
<tr>
<td>Cabell</td>
<td>0/100</td>
<td>1/160</td>
<td>0/100</td>
<td>0/100</td>
<td>0/100</td>
</tr>
<tr>
<td>Clay</td>
<td>0/100</td>
<td>1/100</td>
<td>0/100</td>
<td>1/100</td>
<td>0/100</td>
</tr>
<tr>
<td>Doddridge</td>
<td>1/125</td>
<td>0/100</td>
<td>0/100</td>
<td>0/100</td>
<td>2/197</td>
</tr>
<tr>
<td>Fayette</td>
<td>0/100</td>
<td>5/198</td>
<td>0/100</td>
<td>2/436</td>
<td>8/175</td>
</tr>
<tr>
<td>Gilmer</td>
<td>2/250</td>
<td>1/118</td>
<td>0/100</td>
<td>1/114</td>
<td>1/100</td>
</tr>
<tr>
<td>Grant</td>
<td>1/366</td>
<td>3/225</td>
<td>0/100</td>
<td>0/100</td>
<td>0/100</td>
</tr>
<tr>
<td>Hancock</td>
<td>2/680</td>
<td>0/100</td>
<td>2/655</td>
<td>3/928</td>
<td>1/350</td>
</tr>
<tr>
<td>Hardy</td>
<td>2/224</td>
<td>4/282</td>
<td>0/100</td>
<td>1/725</td>
<td>3/211</td>
</tr>
<tr>
<td>Jackson</td>
<td>5/175</td>
<td>4/315</td>
<td>0/100</td>
<td>2/930</td>
<td>5/206</td>
</tr>
<tr>
<td>Kanawha</td>
<td>5/570</td>
<td>15/777</td>
<td>7/365</td>
<td>11/155</td>
<td>23/47</td>
</tr>
<tr>
<td>Marion</td>
<td>3/563</td>
<td>1/177</td>
<td>1/176</td>
<td>0/100</td>
<td>1/176</td>
</tr>
<tr>
<td>Marshall</td>
<td>1/321</td>
<td>0/100</td>
<td>1/304</td>
<td>2/102</td>
<td>1/100</td>
</tr>
<tr>
<td>Mason</td>
<td>2/729</td>
<td>1/166</td>
<td>4/143</td>
<td>4/148</td>
<td>0/100</td>
</tr>
<tr>
<td>McDowell</td>
<td>1/449</td>
<td>1/435</td>
<td>6/276</td>
<td>6/146</td>
<td>2/358</td>
</tr>
</tbody>
</table>

---

**Speed Related Fatalities and Citations**

<table>
<thead>
<tr>
<th>TYPE OF MEDIA</th>
<th>TOTAL FUNDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Spots</td>
<td>$199,958</td>
</tr>
<tr>
<td>Radio Spots</td>
<td>$33,758</td>
</tr>
<tr>
<td>Newspaper Tab-Ons</td>
<td>$1,820</td>
</tr>
<tr>
<td>Power Park Signage</td>
<td>$6,160</td>
</tr>
<tr>
<td>Billboards</td>
<td>$59,691</td>
</tr>
</tbody>
</table>

### Target Red

Target Red billboards were also placed statewide in approximately 125 locations at a cost of $53,313 during the August 1-17, 2014 campaign.

### Impaired Driving

Radio and television was utilized to spread the “Drive Sober or Get Pulled Over” message through the 2013 Thanksgiving/Christmas/New Year’s holiday season. $75,000 was spent on statewide radio for a total of 6,200 radio spots on 62 stations. $244,951 was spent on cable and broadcast television, and 7,788 spots were aired. Marshall University football stadium signage as well as a digital billboard in Huntington was purchased for $20,250. Signage at both West Virginia University’s Milan Puskar Stadium in Morgantown and the Coliseum was purchased for $69,250.

Two paid television and radio campaigns ran in June/July (4th of July) and August/September (Labor Day) 2014 promoting NHTSA’s “Drive Sober or Get Pulled Over” message. $50,000 was spent on radio ads during each campaign. Television was purchased for $340,695 for both campaigns, with 8,843 spots aired. Tab-ons were also purchased through the Charleston Newspapers during each of the campaigns (Holiday/4th/Labor Day).

### Target Profiles & Demographics in WV

The primary target audience is broken out into at-risk segments:
- 1. Socially Accountable Drinkers
- 2. Responsible Drinkers
- 3. Inexperienced Social Drinkers
- 4. Middle-Class Risk Takers
- 5. Discontented Blue Collars
- 6. Mid-life Motorcyclists
- 7. Underage Drinkers

---

**Speed Related Fatalities**

<table>
<thead>
<tr>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>8,832</td>
<td>10,789</td>
<td>14,628</td>
</tr>
</tbody>
</table>
Socially-Accountable Drinkers: Adults 25-34 yrs old

Responsible Drinkers: Adults 25-44 yrs old

Inexperienced Social Drinkers: Men 21-24 yrs old

Middle-Class Risk Takers: Men 25-54 yrs old

Underage Drinkers: Youths 16-20 yrs old

This plan will target the four highest “at risk” groups: Discontented Blue Collars, Underage Drinkers, Middle Class Risk Takers, and Inexperienced Social Drinkers.

Target Demographic Profiles

1. Discontented Blue Collars: Men 21-34 yrs old
2. Underage Drinkers: Youths 16-20 yrs old
3. Middle-Class Risk Takers: Men 25-54 yrs old
4. Inexperienced Social Drinkers: Men 21-24 yrs old
5. Responsible Drinkers: Adults 25-44 yrs old
6. Socially-Accountable Drinkers: Adults 25-34 yrs old

This plan will target the four highest “at risk” groups: Discontented Blue Collars, Underage Drinkers, Middle Class Risk Takers, and Inexperienced Social Drinkers.

Media Purchasing Demographics

• Primary - Men 18-34, and Youths 16-20
• Secondary - Middle Class Risk Takers 25-54

Child Passenger Safety

National CSP Week was September 14 – 20, 2014, and radio spots were aired statewide at a cost of $25,000. A total of 2,046 announcements were aired. Newspaper tab-ons were also purchased, as well as a newspaper advertisement announcing the dates and locations of statewide child safety seat checks, at a total cost of $6,355.

Annual Buy

The GHSP also participated in the “Annual Buy”, which is paid with federal funds received by the Division of Highways’ Traffic Engineering Division. There is a Memorandum of Understanding between the Department of Transportation (DOT)/Division of Highways (DOH)/Division of Motor Vehicles (DMV) (the parent agency of the GHSP) to insure that highway safety messages on a variety of safety topics are broadcast year-round throughout the state. The DMV/CHSP administers the statewide radio highway safety campaign and is reimbursed by the DOH. Approximately $282,830 was spent on radio for 2014, and the different messages included motorcycle safety, ATV safety, child safety seats, seat belts, impaired driving, and distracted driving, plus a website banner ad on www.wvmetronews.com. We will continue to participate in this joint effort in FY 2015.

Earned Media

The GHSP generated earned media this year from press events, as well as interviews with local TV, radio stations, and newspapers throughout the year on issues such as seat belts, child safety seats, impaired driving, distracted driving, and highway fatalities. A large amount of “earned media” bonus spots this year came from Metro News Radio Network at a total value of $63,646. Statewide, each of our eight safe community coordinators also generated earned media. Specific examples include DUI checkpoints for our statewide program, “Checkpoint Strikeforce West Virginia”, as well as press events about “Click It or Ticket” and “Drive Sober or Get Pulled Over”.

Coordinators also received media attention during National Child Passenger Safety Week and at other child safety seat checks, SADD events, educational programs at local schools, and bicycle rodeos, to name a few. Holidays, including Memorial Day, the Fourth of July, Labor Day, Thanksgiving and Christmas, also gave coordinators and the state office the chance to spread the message about driver safety, especially during the holidays when people are in celebratory spirits.

School functions, including occupant protection programs, also generated media, especially during prom and graduation when students are more likely to be in a party atmosphere.

Social Media

The GHSP also strives to promote our programs and initiatives through social media. The office maintains and updates accounts on both Twitter and Facebook. We keep the public and media apprised of our activities as well as our statistical data. The accounts are also used to support and promote related agencies and organizations by re-posting relevant information to our accounts. Such agencies include NHTSA, GHSA, media outlets and other states’ Highway Safety offices.

Overview of Driver Awareness of General Service Messages

Based on Results of the FY 2012 & FY 2014 Attitudes and Awareness Survey

This table gives the total percentage of drivers surveyed who had been exposed to the campaign-specific message within 60 days prior to taking the 2014 attitudes and awareness survey.

<table>
<thead>
<tr>
<th>Message</th>
<th>FY 2010</th>
<th>FY 2012</th>
<th>FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Belts</td>
<td>72.7%</td>
<td>77.3%</td>
<td>72.3%</td>
</tr>
<tr>
<td>Speed Limits</td>
<td>37.5%</td>
<td>37.8%</td>
<td>51.2%</td>
</tr>
<tr>
<td>Impaired Driving</td>
<td>81.6%</td>
<td>79.2%</td>
<td>67.9%</td>
</tr>
</tbody>
</table>

Relative degrees of “at risk” include:

• Discontented Blue Collars
• Underage Drinkers
• Middle-Class Risk Takers
• Inexperienced Social Drinkers
• Responsible Drinkers

Lowest Socially-Accountable Drinkers

In addition to the primary audiences described above, we will also target the following secondary audiences:

• College Youths
• Unemployed Youths
• Unemployed Men

OVERVIEW OF DRIVER AWARENESS OF GENERAL SERVICE MESSAGES

Based on Results of the FY 2014 Attitudes and Awareness Survey

This table gives the total percentage of drivers surveyed who had been exposed to a general message within 60 days prior to taking the 2014 attitudes and awareness survey.

<table>
<thead>
<tr>
<th>Message</th>
<th>FY 2010</th>
<th>FY 2012</th>
<th>FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Click it or Ticket’</td>
<td>87.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>‘Over the Limit, Under Arrest’</td>
<td>48.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>‘Busted Driving is Drunk Driving’</td>
<td>45.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>‘Drive Sober or Get Pulled Over’</td>
<td>26.7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Performance Goals

The GHSP works with the Safety Management Task-Force to ensure that the data and goals set are coordinated with the State’s Strategic Highway Safety Plan.

Total Traffic Fatalities
Decrease traffic fatalities 10% from the 2008 to 2012 average of 346 to 311 by December 31, 2014.

As of 12/31/14 (208), we have experienced a 27% decrease in fatalities compared to the same time frame in 2013. There were a total of 392 fatalities in 2013.

Single vehicle roadway departure is the leading type of fatal crash. The GHSP will continue with programs in place, and there will be a renewed effort to examine and evaluate each fatal crash to further develop problem identification.

Total Number of All Fatalities on Public Highways

Unrestrained Passenger Vehicle Occupant Fatalities
Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10% from the 2008 to 2012 calendar base-year average of 140 to 126 by December 31, 2014.

Total unrestrained passenger vehicle occupant fatalities reported total was 413, however a total of 30 fatalities were reported for which the use of restraints are unknown. We will put a major emphasis in reducing the number of unknowns in relation to vehicle crashes.

Occupant Protection Usage Rate
Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 92% by September 30, 2014.

The previous 3 year average of 83.7% has increased to 87.8%. We peaked at our highest seat belt use rate ever in 2008 with 89.5%. We certainly believe that the recent implementation of the Primary Seat Belt law affected the usage rate in 2014.

Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10% from the 2008 to 2012 calendar base-year average of 140 to 126 by December 31, 2014.

Reported use of occupant protection remains low in fatal crashes. The FARS reported total was 113, however a total of 30 fatalities were reported for which the use of restraints are unknown. We will put a major emphasis in reducing the number of unknowns in relation to vehicle crashes.

Decrease traffic fatalities 10% from the 2008-2010 calendar base-year average of 1.76% to 1.58% by December 31, 2014.

Decrease rural fatalities/VMT from the 2008-2010 calendar year average of 2.15 to 1.93 by December 31, 2014.

Decrease the urban fatalities/VMT from the 2008-2010 calendar year average of 1.21 to 1.08 by December 31, 2014.

Occupant Protection Usage Rate
Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 92% by September 30, 2014.

The previous 3 year average of 83.7% has increased to 87.8%. We peaked at our highest seat belt use rate ever in 2008 with 89.5%. We certainly believe that the recent implementation of the Primary Seat Belt law affected the usage rate in 2014.

Decrease speed-related fatalities 10.4% from the 2009 to 2011 calendar base-year average of 123 to 110 by December 31, 2014.

Speed-related fatalities have risen drastically in West Virginia. There were 130 speed-related fatalities in 2013. In 2007, the WV Crash Report was upgraded and this allowed the reporting of speed as a contributing circumstance in crashes in WV. Speed as a data field is more prominent in the new WV Crash report, which may account for some of the increase.

Through GHSP grants, we have always emphasized the enforcement of speed limits in all enforcement activities, but we do not have a designated campaign for speed alone.

Drivers Under 20 Yrs Old Involved in Traffic Fatalities
Decrease drivers age 20 or younger involved in fatal crashes 10% from the 2007 to 2011 calendar base-year average of 49 to 44 by December 31, 2014.

We are currently exceeding our goal and drivers under 20 years old involved in fatal crashes have declined 42.8% from the previous five-year average of 56.

Fatality Rate Per Vehicle Miles Traveled
Decrease fatalities/VMT from the 2008-2010 calendar base-year average of 1.76% to 1.58% by December 31, 2014.

Decrease rural fatalities/VMT from the 2008-2010 calendar year average of 2.15 to 1.93 by December 31, 2014.

Decrease the urban fatalities/VMT from the 2008-2010 calendar year average of 1.21 to 1.08 by December 31, 2014.

Fatality Rate Per 100 MVMT

Speed Related Fatalities
Decrease speed-related fatalities 10.4% from the 2009 to 2011 calendar base-year average of 123 to 110 by December 31, 2014.

Speed-related fatalities have risen drastically in West Virginia. There were 130 speed-related fatalities in 2013. In 2007, the WV Crash Report was upgraded and this allowed the reporting of speed as a contributing circumstance in crashes in WV. Speed as a data field is more prominent in the new WV Crash report, which may account for some of the increase.

Through GHSP grants, we have always emphasized the enforcement of speed limits in all enforcement activities, but we do not have a designated campaign for speed alone.

Drivers Under 20 Yrs Old Involved in Traffic Fatalities
Decrease drivers age 20 or younger involved in fatal crashes 10% from the 2007 to 2011 calendar base-year average of 49 to 44 by December 31, 2014.

We are currently exceeding our goal and drivers under 20 years old involved in fatal crashes have declined 42.8% from the previous five-year average of 56.

Fatality Rate Per Vehicle Miles Traveled
Decrease fatalities/VMT from the 2008-2010 calendar base-year average of 1.76% to 1.58% by December 31, 2014.

Decrease rural fatalities/VMT from the 2008-2010 calendar year average of 2.15 to 1.93 by December 31, 2014.

Decrease the urban fatalities/VMT from the 2008-2010 calendar year average of 1.21 to 1.08 by December 31, 2014.

Fatality Rate Per 100 MVMT

Drivers Under 20 Yrs Old Involved in Traffic Fatalities
Decrease drivers age 20 or younger involved in fatal crashes 10% from the 2007 to 2011 calendar base-year average of 49 to 44 by December 31, 2014.

We are currently exceeding our goal and drivers under 20 years old involved in fatal crashes have declined 42.8% from the previous five-year average of 56.
Serious Traffic Injuries

Decrease serious injuries by 10% from the 2008 to 2012 calendar base-year average of 6,776 to 6,098 by December 31, 2014.

In 2013, there were 6,074 serious injuries*, a decrease of 43% from the previous five-year average of 8,929 to 4,074 in 2012.

*In 2014, there was a shift in Serious Injuries being defined as A&B injuries to just A injuries, hence the difference in numbers.

Total Motorcycles Fatalities

Decrease motorcycle fatalities 10.4% from the 2009 to 2011 calendar base-year average of 20 to 26 by December 31, 2014.

There were 24 motorcycle fatalities in 2013, which is a 20% decrease in motorcycle fatalities from the previous five-year average of 34. We are currently exceeding our goal of 30 by December 31, 2015.

Un-helmeted Motorcycle Fatalities

Decrease un-helmeted motorcyclist fatalities 10.4% from the 2009 to 2011 calendar base-year average of 7 to 6 by December 31, 2014.

There were five un-helmeted motorcycle fatalities in 2013, a 44% decrease from the previous five-year average of 9. We believe the majority of our problems continue to be reporting issues, which will be addressed with training.

Total Pedestrian Fatalities

Decrease pedestrian fatalities 10.4% from the 2009 to 2011 calendar base-year average of 18 to 16 by December 31, 2014.

In 2013 there were 29 pedestrian fatalities. There has been an increase of 42.8% in pedestrian fatalities from the previous five-year average of 21. There were 30 pedestrian fatalities in 2012. Most Pedestrian fatalities were drug/alcohol related.

Total Alcohol-Related Fatalities

With a Blood Alcohol Content (BAC) of .08 or More

Decrease alcohol impaired-driving fatalities 10.4% from the 2009 to 2011 calendar base-year average of 96 to 86 by December 31, 2014.

There were 95 alcohol-related fatalities in 2012, a decrease of 7.7% from the previous five-year average of 103. We feel that the development of the Impaired Driving Program and our continued involvement in the Mid-Atlantic “Checkpoint Strikeforce” Program has reinvigorated DUI enforcement and public awareness of drunk driving issues. We have dramatically increased our paid media efforts over the last year.

Total Alcohol-Related Fatalities

Total Motorcycles Fatalities

Total Pedestrian Fatalities

Total Alcohol-Related Fatalities
# Grant Status Report

## Grant Table

<table>
<thead>
<tr>
<th>Project ID</th>
<th>Grant ID</th>
<th>Status</th>
<th>Funding</th>
<th>Expenditure</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>123</td>
<td>GR-001</td>
<td>Active</td>
<td>$10,000</td>
<td>$5,000</td>
<td>Complete</td>
</tr>
<tr>
<td>456</td>
<td>GR-002</td>
<td>Pending</td>
<td>$20,000</td>
<td>$10,000</td>
<td>In Review</td>
</tr>
<tr>
<td>789</td>
<td>GR-003</td>
<td>Active</td>
<td>$30,000</td>
<td>$15,000</td>
<td>Underway</td>
</tr>
</tbody>
</table>

## Funding Breakdown

**Total Funding:** $60,000

- **Funding:** $30,000 (33.3%)
- **Expenditure:** $15,000 (25.0%)

## Notes

- Project 123 is on track to complete by the end of the fiscal year.
- Project 456 requires additional review before approval.
- Project 789 is making good progress towards its goals.

---

**Government's Best William Highway Safety Grants Program Status: 9/30/2023**

**Grant Provisions:**

- Increased funding for existing projects
- New initiatives for future grants

---

**Funding Source:**

- Federal Transportation Administration
- State Highway Safety Block Grants

---

**Expenditure Tracking:**

- Budget Oversight Committee
- Project Audits

---

**Future Funding:**

- Increase in funding next fiscal year
- New grant opportunities for upcoming projects

---

**Contact Information:**

- Program Manager: John Doe
- Contact Number: 555-123-4567

---

**Documents Available:**

- Grant Application Form
- Project Evaluation Report

---

**Important Dates:**

- Application Deadline: 10/31/2023
- Funding Announcement: 11/15/2023

---

**Website:**

- [Grants Website](www.grants.gov)
- [Safety Grants](www.safetygrants.com)

---

**Sponsorship:**

- Corporate Sponsors
- Individual Donors

---

**Support:**

- Local Government Support
- Community Engagement
Notes