

WEST VIRGINIA

GOVERNOR'S HIGHWAY SAFETY PROGRAM

ANNUAL REPORT 2021



WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM
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The photographs used on the front cover, table of contents, and infographic page were taken at Coopers Rock State Forest in Monongalia and Preston counties. All supplemental images were taken in Monongalia County.



46

CHILD SAFETY SEAT FITTING STATIONS



157

NATIONALLY CERTIFIED CHILD PASSENGER SAFETY TECHNICIANS



222

CHILD SAFETY SEATS PROVIDED TO QUALIFYING FAMILIES



1,099

CHILD SAFETY SEATS CHECKED FOR PROPER INSTALLATION

SEAT BELT USE



90.17%

2019

88.12%

2021

No Survey was conducted in 2020 due to the COVID-19 Pandemic.

267

TRAFFIC FATALITIES

AS OF 12/31/20

802



TOTAL SERIOUS CRASH INJURIES

24

WERE DRIVERS UNDER AGE 20

84

WERE UNRESTRAINED (NOT USING A SEAT BELT)

76

WERE ALCOHOL-IMPAIRED WITH A BAC OVER .08

60

WERE MOTORISTS KILLED IN SPEED-RELATED CRASHES

17

WERE MOTORCYCLISTS WEARING HELMETS

20

WERE MOTORCYCLISTS NOT WEARING HELMETS

18

WERE PEDESTRIANS KILLED BY MOTORISTS

3

WERE BICYCLISTS KILLED BY MOTORISTS

Executive Summary

As in FFY 2020, the COVID-19 pandemic continued to present a challenge to the West Virginia Governor's Highway Safety Program in FFY 2021. While the pandemic seemed to be waning in the summer of 2020, the new variant, Delta, began to surge during the first quarter of FFY 2021 and continued to impact highway safety activity throughout the fiscal year.

National and local mobilizations returned to normal in FFY 2021, although some of the mobilizations originally scheduled for FFY 2020 took place in early FFY 2021. The Distracted Driving Enforcement Campaign was rescheduled from April 2020 to October 2020 and the National *Click It or Ticket* Mobilization was rescheduled from May 2020 to October 2020.

The annual Observational Seat Belt Survey was conducted in June 2021. The 2020 survey was cancelled due to COVID-19. Unfortunately, West Virginia's seat belt use rate declined from the 2019 rate of 90.17% to 88.12%.

Several training classes were cancelled in FFY 2021 due to the nature of the classes, many of which required hands-on or in-person instruction.

Traffic citations/arrests in most categories declined in FFY 2021 (see chart on page 6), and in most cases, quite significantly from FFY 2019. While the COVID-19 pandemic has played some role in the decline, other factors have contributed to lower enforcement levels including better paying, lower stress overtime opportunities; lack of interest in working overtime; and staffing shortages.

Fatalities in West Virginia increased from 260 in 2019 to 267 in 2020 and are very likely to increase yet again in 2021. However, this is still a decline from our 2014-2018 average of 281 fatalities per year.

Motorcycle fatalities increased in 2020 to 38 from 28 in 2019. Pedestrian fatalities are a growing concern in West Virginia although pedestrian

fatalities decreased from 31 to 18 from 2019 to 2020. It appears that this number may rise again in 2021.

On a positive note, the WVGHSP hired two new Program Managers at the end of FFY 2020 and a Traffic Records Coordinator early in FFY 2021, filling a large staffing void. The WVGHSP is now fully staffed.

West Virginia also qualified for federal FFY 2021 Section 405e (Distracted Driving) funds following the West Virginia Legislature's amendment to the Graduated Driver's Licensing (GDL) statute. This enabled the WVGHSP to greatly expand its media campaign to remind motorists that it is illegal to text and talk on a cell phone while driving and included the production of a television spot showing the danger of distracted driving.

West Virginia is still analyzing the effects of Senate Bill 130 which eliminated the administrative process for revocation or suspension of a person's license to operate a motor vehicle while under the influence of alcohol, controlled substances, or drugs. That authority was transferred from the Office of Administrative Hearings to the criminal court system (Magistrate and Municipal), effective July 1, 2020. The COVID-19 pandemic paused in-person court appearances and the aforementioned staffing shortages had an impact on DUI arrests on what was already a downward trend of DUI arrests in West Virginia.

Despite the disruption of the ongoing COVID-19 pandemic, the West Virginia Governor's Highway Safety Program continued its mission to promote safe driving practices throughout FFY 2021 to the best of its ability. Through grassroots regional and community-based programs to statewide high visibility enforcement campaigns, the program worked diligently to spread awareness of occupant protection, child passenger safety, motorcycle safety, ATV safety, bicycle safety, and of the dangers

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Executive Summary, continued from page 2

of speeding, distracted driving, and impaired driving.

Traffic Safety Information System Improvements

The Traffic Records Program is located within the West Virginia Governor's Highway Safety Program and is overseen by the Traffic Records Coordinator. The coordinator is responsible for oversight of projects that improve the collection of crash, driver, citation, and adjudication data to aid GHSP's ongoing efforts to reduce crashes, injuries, and fatalities on West Virginia roadways. The coordinator also serves as Chair of the Traffic Records Coordinating Committee (TRCC). West Virginia's highest priority for highway safety data improvement continues to be the implementation and use of the State's electronic crash and citation reporting system, ReportBeam, which was purchased in 2007.

This program can be used on mobile computers or on desktop hardware. Adoption rates of the software are such that most all crash reports submitted to the State crash repository in the Division of Highways are electronic data transmissions. ReportBeam functionality was eventually expanded to include the Electronic Uniform Citation, and eCitation began its official roll out in 2015 and was established to be an electronic issuance and tracking system for West Virginia citations. The system includes the adjudication information from all participating Municipal and Magistrate Courts. The adjudication information is electronically transmitted into a Division of Motor Vehicles (DMV) queue for examination and entry into drivers' history systems.

As of September 30, 2021, 211 agencies were actively using eCitation in West Virginia. Agencies are counted as using eCitation only when they write their first citation in ReportBeam. Additional agencies have been set up to begin using it, but they have yet to create any citations.

By the end of FFY 2021, 399,747 eCitations were

processed into the Electronic Citation System. In FFY 2021, 86,552 new eCitations were written; 83,060 were traffic-related, and 3,492 were criminal-related.

- *Of the 86,552 new citations, 60,132 were non-warning type citations and 26,420 were warnings.*
- *Of the 86,552 new citations, 45,494 have been adjudicated by a Municipal Court or Magistrate Court.*

West Virginia continues to offer eCitation to all law enforcement agencies statewide and offers technical and training support and financial support to these agencies through the purchase of needed equipment. This project enables DMV to quickly obtain conviction data and add this information to the driver's record. It also significantly enhances DMV's ability to meet FMCSA standards of timeliness for reporting commercial driver's license violations to driver records.



Dr. Karl Citek addresses HGN during the 2021 WV Prosecuting the Drugged Driver course.

Training Classes Coordinated through GHSP

Continuing education is an important aspect of the highway safety program. Law enforcement

officers are encouraged to further their education and understanding of highway safety enforcement and issues in order to provide the best possible performance and results for those participating in High Visibility Enforcement (HVE) activities. Various classes are held throughout the year for law enforcement officers as well as child passenger safety advocates. The number of trainings held were still somewhat reduced in FFY 2021 due to the COVID-19 pandemic, but training levels were much closer to typical pre-pandemic levels than in FFY 2020.

In FFY 2021, the Traffic Safety Resource Prosecutor (TSRP) program trained 299 prosecutors, as well as 421 law enforcement officers, 63 magistrates, and 61 other traffic safety personnel across the state, both in person and virtually. There may be some overlap in the totals, as the same individuals may have attended multiple training offerings. The TSRP also received 35 requests for technical assistance from prosecutors, law enforcement, and magistrates.

Training included an overview of NHTSA Impaired Driving programs, including SFST, ARIDE and the DRE program; changes to DUI Code; *Toxicology in DUI Cases; Implicit Bias and Traffic Stops; Medical Cannabis in WV; and Prosecuting the Drugged Driver*. This position helps fill in the training and education needs of law enforcement, emergency personnel, and legal professionals in highway safety-related issues. In addition, this position helps promote and expand partnerships to improve highway safety.

Child Passenger Safety	Classes	Students
CPS Technician Certification	4	53
CPS Technician Renewal	4	18
CPST Technical Update	0	0
Law Enforcement Only Training	Classes	Students
Speed Enforcement & Radar/Lidar	1	27
LE Occupant Protection	8	137
Sobriety Checkpoints	0	0
DUI Detection (Drugs and/or Alcohol)	1	22
Crash Data & Reconstruction	0	0
eCitation Training	2	11
Motorcycle/ATV/UTV	3	47

Statewide Law Enforcement Liaison (LEL) Program

The Law Enforcement Liaison (LEL) serves as a link between the WVGHSP and the law enforcement community throughout West Virginia. The LEL aids in promoting and enhancing state and national Highway Safety programs, initiatives, and campaigns. The LEL recruits and encourages state and local law enforcement agencies and officers to participate in national and state traffic safety mobilizations. The LEL works to develop a culture of sustained and effective traffic enforcement and safety programs to aid in the reduction of traffic-related fatalities and serious injuries in the state.

During FFY 2021, the LEL focused on the education of the public and law enforcement community in state and national highway safety programs, initiatives, and campaigns. The LEL Office either provided instruction or funded classes directed toward officer safety and enforcement issues, as well as programs for public education concerning child passenger safety and highway safety. The LEL acted on behalf of the WVGHSP relating to specific matters concerning law enforcement agencies throughout the state and program issues as needed. The state is divided into two separate regions for LEL purposes. The Statewide LEL Program provides the financial support for an Assistant LEL to cover the northern region; the LEL covers the southern region. During the majority of FFY 2021, the state and nation were still feeling the effects of the COVID-19 pandemic, which resulted in a reduction of all activities.

In FFY 2021, the LEL Office held limited training classes for law enforcement and the general public. However, the COVID-19 pandemic caused the cancellation of some scheduled training classes. It was necessary to cancel training due to the nature of the classes, which required hands-on or in-person instruction.

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OCCUPANT PROTECTION: During FFY 2021, the LEL contributed to a limited number of programs related to Occupant Protection. Programs included Child Passenger Safety Technician (CPST) Certification and Recertification, and *Below 100* presentations. *Below 100* is a program geared toward officer safety in several aspects including seat belt usage and distracted driving. The course is structured as a four-hour presentation. Throughout the year the course was presented in its original format and was also lengthened to incorporate the Traffic Occupant Protection Strategies (TOPS) curriculum. Plans for a CPS Special Needs course were made with some materials purchased; however, due to the pandemic, this class was not conducted.

ATV AND MOTORCYCLE SAFETY: In FFY 2021, the LEL Office purchased materials for the education of the public concerning ATV and Motorcycle Safety for statewide distribution.

Prior to the COVID-19 outbreak, the following classes were held:

SOBRIETY CHECKPOINTS: One class was conducted to train supervisors in the proper administration of sobriety checkpoints.

ALCO SENSOR FST TRAINING: One class was conducted to train and certify law enforcement officers in the use of preliminary breath testing.

In addition to the LEL duties outlined above, the LEL oversees the Data Tracking and Agency Support Program (DTASP) and the WV Lifesavers Program, which employs a coordinator and a clerical assistant.

Data Tracking & Agency Support Program (DTASP) & WV Lifesavers

The Data Tracking & Agency Support Program (DTASP) collects data from law enforcement agencies across the State of West Virginia relating to highway safety enforcement. The program began in 2017 and continues to evolve as needed

to stay up to date with Federal and State needs, regulations and current trends. The program deals directly with the collection of data not normally submitted to the GHSP from law enforcement agencies. Data collected includes agency arrest and citation information not covered through Highway Safety grant funding. The collection of all traffic-related activity affords a better picture of highway safety-related problem areas to target throughout the state. The program also supports these agencies by providing highway safety-related equipment and training that might normally be unavailable to them.

Data collected is only one factor taken into consideration for justification of aid to these agencies. When aid is requested, the DTASP Coordinator evaluates the request to assure justification. Justification can be found through activity submitted, crash data, site surveys and other relevant issues. At the end of the FFY 2021, 180 agencies were registered with the program, up from 176 in FFY 2020 and 170 in FFY 2019.

Participation in DTASP is now a prerequisite for receiving grant funding from the WVGHSP. West Virginia's eCitation program has been incorporated into the DTASP this year. eCitations are new to many agencies and the process of data collection continues to progress. Agencies now have the discretion of submitting activity directly or having their information retrieved from the eCitation database if the agency is 100% eCitation.

The primary goal of the WV Lifesavers Program is to assist law enforcement officers in the enforcement and education of highway safety laws and programs. The program identifies officers and agencies who have shown an interest in highway safety issues through their efforts in enforcement, training, and public relations. Data collected includes both Highway Safety grant-funded and non-grant-funded activity.

Again, the collection of all traffic-related activity affords a better picture of highway safety-related problem areas to target. WV Lifesavers assists those identified by providing justified equipment and training, which would not normally be available to

them, and will aid in their efforts to keep our highways and communities safe. By the end of the FFY 2021, the WV Lifesavers Program had a total of 1,061 registered members, up from 1,005 members in FFY 2020.

Unfinished and Cancelled Projects

The only project listed in the FFY 2021 Highway Safety Plan that was not implemented was a statewide Highway Safety Awards Banquet.

The banquet was originally slated to take place in April 2020; however, it was cancelled due to COVID-19. It was our hope to hold it in FFY 2021, but due to a variety of scheduling issues and the ongoing COVID-19 pandemic, we were unable to implement this. The purpose of the statewide Awards Banquet was to recognize outstanding service in the field of traffic safety by select law enforcement officers. We have tentatively rescheduled the banquet for spring 2022.

While no other projects were completely cancelled, several trainings, community events, and enforcement efforts were curtailed during the ongoing COVID-19 pandemic.

Evidence-Based Traffic Safety Enforcement

Traffic safety enforcement makes up a large portion

of West Virginia’s Highway Safety grant funds each year. These funds are awarded to law enforcement agencies each year through the Regional Traffic Safety Program Coordinators, the West Virginia State Police and a few smaller Law Enforcement grants. The GHSP has developed policies and procedures to ensure enforcement resources are used efficiently and effectively to support the goals of the State’s Highway Safety program. West Virginia incorporates an evidence-based approach in its statewide traffic safety enforcement program through the following components:

Data-Driven Problem Identification

In the statewide problem identification process used in the development of the Highway Safety Plan (HSP), data analyses are used to identify who is overinvolved in crashes and when, where, and why crashes are occurring. Key results from the problem identification are presented in the statewide and individual program area sections of the HSP. All law enforcement agencies receiving grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the identified highway safety issue(s) and proven strategies that will be implemented to address the problem must be included in the funding application submitted to the GHSP.

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GHSP Grant-Funded Enforcement	FFY 2020 Citations	FFY 2021 Citations	Percent Change
Seat Belt Violations	7,945	7,783	-2%
Child Restraint Violations	104	75	-28%
Speeding Violations	11,864	10,374	-13%
Red Light, Stop Sign & Yield Violations	1,329	1,233	-7%
Distracted (Cell Phone) Violations	1,815	2,340	+27%
Grant-Funded Arrests	FFY 2020 Arrests	FFY 2021 Citations	Percent Change
Impaired Driving Arrests	1,116	849	-24%
Misdemeanor Arrests	1,702	1,608	-6%
Felony Arrests	370	400	+8%
Drug Arrests	851	762	-11%
Fugitive Arrests	117	77	-34%
Other Results	FFY 2020 Violations	FFY 2021 Violations	Percent Change
Underage Alcohol	191	318	+66%

Each Regional Traffic Safety Coordinator (RTSC) assigns enforcement activities based upon measurable data provided to them by the GHSP. The expected enforcement effort will be by written agreement and will be included as part of their grant file; the agency must address the problem detailed in the agreement. The enforcement effort and progress will be monitored by the GHSP Program Managers.

Implementation of Evidence-Based Strategies

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement data-driven, evidence-based strategies. The HSP narrative outlines West Virginia's broad approach to address key problem enforcement areas and guides local jurisdictions to examine local data and develop appropriate countermeasures (using NHTSA's *Countermeasures That Work* and other proven resources) for their specific problem area(s). Examples of proven strategies include targeted enforcement focusing on specific violations, such as distracted driving and speeding, or on specific times of day when more violations occur, such as nighttime-impaired driving road checks and seat belt enforcement. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, also is required. Several state-mandated enforcement mobilizations also are included. By implementing strategies that research has shown to be effective, more efficient use is made of the available resources, and the success of enforcement efforts is enhanced. Multi-

jurisdictional enforcement efforts are encouraged and supported by the GHSP.

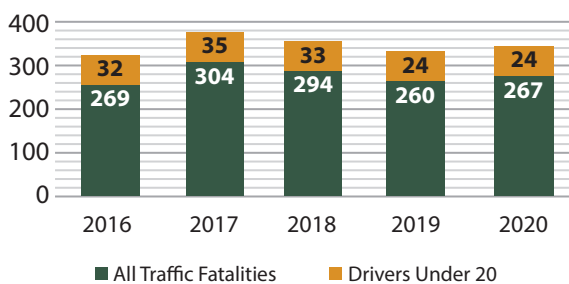
Continuous Monitoring

Continuous monitoring of the enforcement grants is another important element of West Virginia's evidence-based traffic safety enforcement program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow up on programs funded by WVGHSP. The agencies receiving grant funding are required to detail program progress in their activity reports which include data on the activities conducted (e.g., areas and times worked, number of citations and arrests issued). Funding decisions for subsequent years are based on the effectiveness and performance of the enforcement project.

Enforcement grants also are monitored throughout the year by the Regional Traffic Safety Program Coordinators for the WVGHSP. Enforcement activities and efforts are also monitored continuously, not only from the WVGHSP Program Managers and the Regional Coordinators, but also by agency LELs and the State LELs. The GHSP requires each law enforcement agency that is a recipient of Highway Safety funding to assign an officer to serve as the agency LEL. Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Enforcement deployment strategies are continuously evaluated for their impact and effectiveness, and modifications are made where warranted. A citation/arrest database is used to track and monitor enforcement efforts. Special projects are implemented as needed.

The WVGHSP requires all grantees to be monitored three times during the year by program staff. The first two must be on-site. During FFY 2021, the initial on-site visits were completed for most grantees virtually through Microsoft Teams, due to the COVID-19 pandemic. Many of the second on-site monitoring visit were also conducted virtually. Risk Assessments are also completed on all sub-

All Traffic Fatalities -vs- Fatalities of Drivers >20
From 2016 to 2020



grantee agencies once per year before the end of the grant year. End of the year Monitoring/Risk Assessments for each grantee are currently in the process of being completed.

The core performance measures mirror the 11 outcome and 1 behavior performance measures developed by NHTSA in collaboration with the Governor’s Highway Safety Association (GHSA). The performance measures include the number and rate for fatalities and number for serious injuries and are consistent with the performance measures in the SHSP. While the Performance Measures are shown in the charts on pages 9 and 10 for both FFY 2020 and FFY 2021, only the FFY 2020 data is complete. FFY 2021 data will not be available until late 2022.



Strategic Highway Safety Plan

Providing West Virginia motorists with a safe transportation system is a top priority of the West Virginia Department of Transportation. As such, saving lives and reducing serious injuries occurring on the State’s public streets and highways is a central focus.

Beginning in 2007, all states were required to develop a Strategic Highway Safety Plan (SHSP) which is to be updated every 5 years. An SHSP is a statewide coordinated highway safety plan which seeks to first identify the state’s most significant highway safety issues resulting in the occurrence of death or serious injuries from motor vehicle crashes and then to provide a comprehensive framework to

reduce those fatalities and serious injuries.

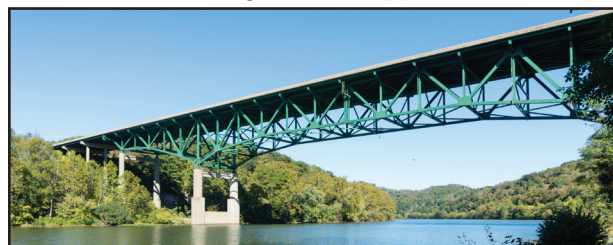
VISION	Zero Fatalities, Saving One Life at a Time
GOAL	To achieve a 50 percent reduction in fatalities by 2030, and a 66 percent reduction in serious injuries.

West Virginia’s current SHSP was adopted in 2017 and is scheduled to be updated in 2022. The SHSP set the State’s vision of zero fatalities. Additionally, it establishes an interim goal of achieving a 50% reduction in fatalities and a 66% reduction in serious injuries by the year 2030.

The SHSP identified the State’s most significant highway safety concerns as:

1. Roadway Departure Crashes: Non-Intersection Crashes in which a vehicle ran off either side of the road; crossed the centerline or median; went airborne; or struck a fixed object.
2. Alcohol & Drug Impaired Driving
3. Unrestrained/Unprotected Occupants & Motorists: Individuals not using or improper use of seatbelts, child passenger safety seats and helmets.
4. Speeding & Aggressive Driving: Crashes involving a driver who disregarded traffic signs, ran a red light, exceeded the posted speed limit, drove too fast for conditions, improperly passed, followed too close, operated in an erratic, reckless, careless, or aggressive manner.

West Virginia has seen great success through the SHSP process, but there are still many lives to save each year. The 2022 update of the SHSP will likely find West Virginia focusing on some potential new areas with a more regionalized approach.



The Monongahela River under a bridge on I-79.

FFY 2020 Core Performance Measures & Targets

Performance Measure /Data Source	From (2013-2017 Average)	To (2016-2020 Average)	Actual Result (2016-2020 Average)	Target Met Yes or No
C-1 Decrease Fatalities/ <i>FARS</i>	289	267	279	No
C-2 Reduce Serious Traffic Injuries/ <i>WVDOH</i>	1257	1120	1092	Yes
C-3 Reduce Fatalities/ <i>VMT/FARS</i>	1.49	1.48	1.50*	No
C-4 Reduce Unrestrained Passenger Vehicle Occupant Fatalities/ <i>FARS</i>	97	95	81	Yes
C-5 Reduce Alcohol-Impaired Driving Fatalities/ <i>FARS</i>	78	75	66	Yes
C-6 Reduce Speed-Related Fatalities/ <i>FARS</i>	81	73	75	No
C-7 Reduce Motorcycle Fatalities/ <i>FARS</i>	27	25	32	No
C-8 Reduce Unhelmeted Motorcycle Fatalities/ <i>FARS</i>	8	7	13	No
C-9 Reduce Fatalities Drivers Aged 20 and Younger/ <i>FARS</i>	32	31	29	Yes
C-10 Decrease Pedestrian Fatalities/ <i>FARS</i>	23	20	24	No
C-11 Reduce Bicycle Fatalities/ <i>FARS</i>	1	1	3	No
B-1 Observed Seat Belt Use Rate from State survey	FFY 2020 HSP Target: 91%	FFY 2020 Target Achievement Undetermined	No Seat Belt Survey was conducted in 2020 due to the COVID-19 Pandemic	Undetermined

*Unofficial

Across the United States, the COVID-19 pandemic, which made its appearance in early 2020, appears to have had a significant impact on driving behaviors. According to a report issued by the NHTSA Office of Behavioral Safety Research, “of the drivers who remained on the roads, some engaged in riskier behavior, including speeding, failure to wear seat belts and driving under the influence of alcohol or other drugs.” West Virginia was no different, and we did not meet our targets in several of the Core Performance Measures.

In FFY 2020, West Virginia did meet targets established for Serious Injuries, Unrestrained Occupant Fatalities in Passenger Vehicles, Alcohol-

Impaired Driving Fatalities, and Fatalities of Drivers Aged 20 and Under.

Targets were not met (from 2013-2017 average to 2016-2020 average) for the following Core Performance Measures:

- **Fatalities**
- **Speed-Related Fatalities**
- **Motorcycle Fatalities**
- **Unhelmeted Motorcycle Fatalities**
- **Pedestrian Fatalities**
- **Bicycle Fatalities**

The WVGHSP will continue to fund targeted

FFY 2021 Core Performance Measures & Targets

Performance Measure /Data Source	From (2014-2018 Average)	To (2017-2021 Average)	Current Progress (Actual Number) 9/30/21	On Track to Meet Target Yes or No
C-1 Decrease Fatalities/ <i>FARS</i>	281	263.7	254	Yes
C-2 Reduce Serious Traffic Injuries/ <i>WVDOH</i>	1163	1002.4	572	Yes
C-3 Reduce Fatalities/ <i>VMT/FARS</i>	1.457	1.457	1.67*	No
C-4 Reduce Unrestrained Passenger Vehicle Occupant Fatalities/ <i>FARS</i>	88	83	59	Yes
C-5 Reduce Alcohol-Impaired Driving Fatalities/ <i>FARS</i>	70	65	33	Yes
C-6 Reduce Speed-Related Fatalities/ <i>FARS</i>	73	71	N/A	Unknown
C-7 Reduce Motorcycle Fatalities/ <i>FARS</i>	30	27	28	No
C-8 Reduce Unhelmeted Motorcycle Fatalities/ <i>FARS</i>	10	9	3	Yes
C-9 Reduce Fatalities Drivers Aged 20 and Younger/ <i>FARS</i>	32	30	11	Yes
C-10 Decrease Pedestrian Fatalities/ <i>FARS</i>	22	21	30	No
C-11 Reduce Bicycle Fatalities/ <i>FARS</i>	2	1	0	Yes
B-1 Observed Seat Belt Use Rate from State survey	FFY 2021 HSP Target: 91%	88.12% (2021)		No

* Unofficial fatality rate for Calendar Year 2020 included.

overtime enforcement/mobilizations, promote highway safety-related public information and education through various programs, and continue its multiple media campaigns through a variety of means (television, radio, social networks, billboards, etc.) to improve our results. We will also take a closer look at the goals we have set to determine if they may be over-ambitious.

Core Performance Measures Review

We will adjust our FFY 2023 Highway Safety Plan to better meet performance targets as follows:

Fatalities and Fatality Rate per MVMT: We feel

there are multiple factors that contributed to the increase in highway fatalities/fatality rate in FFY 2020 and FFY 2021. As mentioned earlier, all across the country poor driving behaviors seemed to be a significant factor in the national increase in fatalities following the beginning of the COVID-19 pandemic. Law enforcement presence on roadways was greatly reduced as many law enforcement agencies restricted enforcement to only the most serious infractions. Additionally, as “Defund the Police” movements took hold nationwide, and as violent assaults on law enforcement officers appeared to be increasing, law enforcement in

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general were reluctant to interact with the public. As a result, traffic citations written during grant-funded enforcement periods have declined. Also contributing to lower citations issued is the fact that many law enforcement officers can find opportunities to work overtime in less strenuous and less stressful situations and for much more money. It is our hope that FFY 2022 and FFY 2023 return to some pre-pandemic normalcy. The WVGHSP will continue to provide overtime enforcement opportunities for law enforcement agencies statewide, and we will continue our aggressive media campaign to bring highway safety awareness to the public. We also expect VMT to increase in 2021 and 2022 (vehicle miles travelled declined by slightly over two million miles from 2019 to 2021 largely due to the COVID-19 pandemic).

Speed-Related Fatalities: While we did not quite meet our 2016-2020 average target, speed fatalities have greatly declined in West Virginia over the last ten years (115 in 2011 down to 60 in 2020). The WVGHSP will continue to provide enforcement funds to law enforcement agencies throughout the state, particularly in those areas where speed-related fatalities are highest. In FFY 2022, select agencies have been awarded funds to address high speed crash and fatality roadways in their area. A paid media campaign will also be included as part of this mobilization. This pilot project will be implemented in the summer of 2022, and may be repeated in FFY 2023.

Motorcycle Fatalities and Unhelmeted Motorcycle Fatalities: The WVGHSP will continue motorcycle

paid media focusing on both the motorcycle rider and drivers of other vehicles. Emphasis will be placed on the importance of motorcyclists obtaining an “F” endorsement on their driver’s license by completing a Basic Rider Course. State Motorcycle funds are being used to produce an insert in motorcycle registration renewal notices that an endorsement to operate a motorcycle is required by state law. More than 50% of the motorcyclists killed in the state do not have this endorsement. We also hope to increase Motorcycle Safety courses and participants in FFY 2022 and FFY 2023 after a significant decline in 2020 and 2021 due to COVID-19 restrictions and closures.

The WVGHSP also plans to increase/improve training to law enforcement officers on properly filling out crash and fatality reports involving



Kanawha County Sheriff's Deputy Cpl. Stephanie Adams represented West Virginia in NHTSA's "Wall of Blue" Drive Sober or Get Pulled Over kickoff for the 2020 Holiday Season.

motorcycles. There has been some evidence that often the investigating law enforcement officer is erroneously checking “unhelmeted” without actually being certain (victim already removed from scene prior to officer completing the report).

Pedestrian and Bicycle Fatalities:

The Regional Traffic Safety Coordinators will be encouraged to boost local educational and media efforts aimed at pedestrians and bicyclists in their area. The WVGHSP will continue to partner with pedestrian and bicycle groups throughout the state and support them where possible. While West Virginia did not meet its target for bicycle fatalities (the target was 1 and there were 3 bicycle fatalities) or pedestrian fatalities (the target was 20 and there were 24 pedestrian fatalities), pedestrian and bicycle fatalities combined represented less than 8%

West Virginia Traffic Safety Trends

Core Performance Measures		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
C-1	Traffic Fatalities	338	339	332	272	268	269	304	294	260	267
C-2	Serious Traffic Injuries	1,964	1,887	1,465	1,344	1,233	1,180	1,063	993	906	802**
C-3	Fatalities/VMT	1.78	1.76	1.73	1.42	1.35	1.38	1.59	1.51	1.36	N/A
C-4	Unrestrained Passenger Vehicle-Occupant Fatalities in all Seating Positions	133	137	113	93	99	80	98	70	73	84
C-5	Alcohol-Impaired Fatalities (involving driver or a motorcycle operator with a 0.08 BAC or greater)	93	94	91	84	72	68	72	57	56	76
C-6	Speed-Related Fatalities	115	144	130	66	66	60	84	88	85	60
C-7	Motorcyclist Fatalities	27	31	24	26	32	29	26	39	28	38
C-8	Unhelmeted Motorcyclist Fatalities	6	14	8	7	7	10	10	14	9	20
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	50	32	33	34	28	32	35	33	24	24
C-10	Pedestrian Fatalities	20	31	28	19	19	24	26	22	31	18
C-11	Bicycle Fatalities	0	1	0	2	1	1	3	5	3	3
B-1	Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	90.17%	90.17%

Source: NHTSA FARS, NHTSA STSI, West Virginia GHSP, and 2021 West Virginia Observational Survey of Seat Belt Use.

* No Observational Seat Belt Survey was conducted in 2020 due to the COVID-19 pandemic.

** Unofficial.

of all traffic fatalities in the state in 2020.

Seat Belt Use Rate: West Virginia conducted its Statewide Observational Survey in May/June 2021, and as we feared, seat belt use went down from 2019. We feel that the reduced amount of law enforcement participation in our seat belt mobilizations played a primary role in this. As a result of our rate dropping below 90%, the

WVGHSP will conduct an Occupant Protection Assessment in March 2022 and hopefully we will glean some new ideas of what we can do to improve seat belt use in the state. Additionally, we

are in the process of implementing a *Local Heroes* project in the state with emphasis on two regions that have low seat belt use rates. One of our Regional Traffic Safety Coordinator (RTSC) is also conducting a Strategic Traffic Enforcement



Woodburn Hall on the campus of West Virginia University in Morgantown.

continued on page 14

Cost Summary for 2021

HS FORM 217, O.M.B. NO. 2127-0003

FAST-ACT 402	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Planning and Administration	\$256,000.00	\$256,000.00	\$460,151.18	\$0
Alcohol	\$257,000.00	\$64,000.00	\$109,683.81	\$103,000.00
Motorcycle Safety	\$20,000.00	\$5,000.00	\$9,940.90	\$8,000.00
Occupant Protection	\$30,000.00	\$7,000.00	\$37,082.89	\$12,000.00
Pedestrian/Bicycle Safety	\$4,000.00	\$1,000.00	\$4,383.00	\$2,000.00
Police Traffic Services	\$340,000.00	\$85,000.00	\$271,555.71	\$136,000.00
Driver Education	\$38,000.00	\$10,000.00	\$50,025.00	\$15,000.00
Safe Communities	\$1,109,000.00	\$277,000.00	\$1,770,841.42	\$444,000.00
Pupil Transportation	\$30,000.00	\$8,000.00	\$126,800.19	\$12,000.00
Speed Enforcement	\$103,000.00	\$26,000.00	\$201,242.66	\$41,000.00
Paid Media	\$325,000.00	\$81,000.00	\$279,179.25	\$130,000.00
Traffic Records	\$18,000.00	\$4,000.00	\$0	\$7,000.00
Special Occ Protection	\$93,000.00	\$23,000.00	\$262,511.66	\$37,000.00
Distracted Driving	\$0	\$0	\$78,778.57	\$0
Total for FAST-ACT 402 Programs	\$2,623,000.00	\$847,000.00	\$3,662,176.24	\$947,000.00
FAST-ACT 405b Occupant Protection	Approved \$	State/Local \$	Current Balance	Fed Share to Local
High Visibility Enforcement	\$114,000.00	\$28,000.00	\$376,794.03	\$0
Training	\$17,000.00	\$4,000.00	\$27,025.42	\$0
Public Education	\$40,000.00	\$10,000.00	\$22,000.00	\$0
Child Passenger Safety	\$38,000.00	\$10,000.00	\$23,025.85	\$0
Child Seats	\$24,000.00	\$6,000.00	\$14,693.11	\$0
Total for FAST-ACT 405b Programs	\$233,000.00	\$58,000.00	\$463,538.41	\$0
FAST-ACT 405c	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Traffic Safety Information Program	\$517,000.00	\$129,000.00	\$788,062.58	\$0
Total for FAST-ACT 405c Programs	\$517,000.00	\$129,000.00	\$788,062.58	\$0
FAST-ACT 405d Impaired Driving	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Impaired Driving High Visibility Enforcement	\$657,000.00	\$164,000.00	\$1,082,734.34	\$0
Coordinator	\$77,000.00	\$19,000.00	\$3,800.76	\$0
Paid Media	\$8,000.00	\$22,000.00	\$46,082.74	\$0
Training	\$157,000.00	\$39,000.00	\$242,522.85	\$0
Information System	\$7,000.00	\$2,000.00	\$10,000.00	\$0
Impaired Driving Other Prob	\$39,000.00	\$10,000.00	\$23,951.24	\$0
Impaired Driving General	\$0	\$0	\$109,319.83	\$0
Total for FAST-ACT 405d Programs	\$945,000.00	\$236,000.00	\$1,518,411.76	\$0

Cost Summary for 2021

HS FORM 217, O.M.B. NO. 2127-0003

FAST-ACT 405e Distracted Driving	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Public Education	\$0	\$0	\$1,108,143.70	\$0
Distracted Driving Law Enforcement	\$927,000.00	\$232,000.00	\$1,222,647.11	\$0
Driver Education	\$225,000.00	\$56,000.00	\$0	\$0
Paid Media	\$1,500,000.00	\$375,000.00	\$0	\$0
Special Occupant Protection	\$300,000.00	\$75,000.00	\$0	\$0
Traffic Records	\$450,000.00	\$113,000.00	\$0	\$0
Total for FAST-ACT 405e Programs	\$3,402,000.00	\$851,000.00	\$2,330,790.81	\$0
FAST-ACT 405f	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Motorcycle Safety Awareness	\$63,000.00	\$16,000.00	\$76,063.50	\$0
Motorcycle Safety Training	\$19,000.00	\$5,000.00	\$15,704.49	\$0
Total for FAST-ACT 405f Programs	\$82,000.00	\$21,000.00	\$91,767.99.34	\$0
Total for all NHTSA Programs	\$7,802,000.00	\$2,142,000.00	\$8,854,747.79	\$947,000.00
Other Funding Sources	Approved \$		Current Balance	
Distracted Driving (WV DOH)	\$0	N/A	\$33,547.04	N/A
Work Zones (WV DOH)	\$102,000.00	N/A	\$248,928.30	N/A
Total for Other Funding Sources	\$102,000.00	N/A	\$282,475.34	N/A
Total for All Programs	\$7,904,000.00	\$2,142,000.00	\$9,137,223.13	\$947,000.00

Core Performance Review, continued from page 12

Plan targeting seat belt use in McDowell and Mingo counties (also a *Local Heroes* region) in FFY 2022. Hopefully targeting these low use areas will help to increase our statewide seat belt use rate in 2022.



WVGHSP Public Information Specialist Aimee Cantrell highlighted school bus safety and Motorcycle Safety Training Coordinator Mary Jarrell spoke about motorcycle safety on a July episode of the West Virginia on the DOT Podcast.

Distracted Driving Program



Behind the scenes during production of the new Distracted Driving television and social media ad.

Although West Virginia has primary cell phone and texting laws, distracted driving is still a problem across the state. While detailed distracted driving crash data is currently not available, the WVGHSP's citation data, as well as observations of this behavior noted during the annual seat belt surveys, support the critical need to address distracted driving in West Virginia.

In FFY 2021, 2,340 distracted driving citations were issued under WVGHSP grant-funded enforcement. This constituted a 28.9% increase from FFY 2020 totals. The WVGHSP provided \$77,514 in grant funding to law enforcement throughout the state for distracted driving specific enforcement, and 97 agencies (including 36 West Virginia State Police detachments) logged 2,298 hours. The WVGHSP made distracted driving enforcement an emphasis in FFY 2021, and despite a continued struggle with COVID-19 complications, distracted driving directed patrol hours increased by 235% and citations for texting and cell phone use increased by 155%.

In FFY 2021, West Virginia participated in the National Distracted Driving Awareness Month and

Connect-to-Disconnect initiatives. These statewide high-visibility enforcement and media campaigns were very successful, with the following results achieved:

- **683 Cell phone and texting citations**
- **244 Seat belt or child restraint violations**
- **190 Speeding citations**
- **29 DUI and drug arrests**
- **92 Driving revoked or suspended violations**
- **36 Red light or stop sign citations**
- **73 Total arrests made**

These results were accomplished through patrols conducted by 78 law enforcement agencies and 197 participating officers, accounting for 1,099 hours of directed patrols.

Cell phone use while driving is one form of distracted driving. During the WVGHSP's annual seat belt surveys, observers were asked to capture cell phone use as well. The table on page 16 shows the number of observations of driver cell phone use and no cell phone use and breaks it down by gender and whether a seat belt was in use. Males had an

observed cell phone use of 2.8 percent, whereas females had a slightly higher observed use of 3.6 percent. Of drivers using a cell phone, 91.2 percent were using a seat belt, whereas drivers not using a cell phone were observed using a seat belt 93.1 percent of the time. This could suggest a correlation between belted drivers being less likely to use a cell phone while driving.

While cell phone use was not the primary focus of the seat belt surveys, and the data from the survey was minimal, these observations further support the need to make educating the public on the dangers of distracted driving a priority in West Virginia. With this goal in mind, the GHSP is considering conducting a survey focused solely on cell phone use in FFY 2022 and purchasing distracted driving simulators for our Regional Coordinators in the coming year as well.

Observed Cell Phone Use by Gender and Seat Belt Use				
	Cell Phone Use Number	Percent	No Cell Phone Use Number	Percent
Gender				
Male Driver	432	57.4%	15,409	63.5%
Female Driver	321	42.6%	8,868	36.5%
Seat Belt Use				
Use	684	91.2%	22,584	93.1%
No Use	66	8.8%	1,683	6.9%

Media

The National Distracted Driving Awareness campaign for 2020 was moved from April to October due to the COVID-19 pandemic, per NHTSA. The WVGHSP adjusted its media buy and overall plan due to the date move as well as other campaigns taking place during October 2020. Approximately \$20,000 in 402 funds were spent across the state on:

- **6 Facebook Post Boosts**
- **6 Twitter Post Boosts**
- **455,776 Streaming Video Ad Views**

The 2021 National Distracted Driving Awareness Month campaign was held in April and utilized \$112,000 in Section 405e funds to purchase Connected TV (CTV) spots, terrestrial and digital radio ads, and boosted social media posts. The breakdown of the WVGHSP's media buy is as follows:

- **345,000 CTV Impressions**
- **1,080,000 Terrestrial Radio Impressions**
- **190,692 Spotify Impressions**
- **805,605 Google Impressions**
- **2,060,256 Facebook Impressions**
- **1,682,363 Twitter Impressions**

In addition to the media buy, the WVGHSP worked with its agency of record to produce new distracted driving media assets. Approximately \$12,000 in Section 405e funds were expended to create two motion graphics that were utilized throughout the year. One of the motion graphics targeted teen cell phone use while the other focused on all drivers generally.

New radio ads that used the same copy as the motion graphic were created and used as part of an overall social norming and enforcement message during the April 2021 National Distracted Driving Awareness campaign.

The WVGHSP appropriated approximately \$60,000 in 405e funds to create a new broadcast television commercial which will be used during the FFY 2022 National Distracted Driving Awareness campaign.



Footage from the production of the new Distracted Driving television and social media ad.

Occupant Protection Programs

The WVGHSP's Occupant Protection (OP) Plan is designed to reduce injuries and fatalities through increasing seat belt use. It is a continual, multi-year plan that is evaluated annually with changes made as needed.

The WVGHSP approach utilizes city, county, and state law enforcement agencies, as well as the six Regional Traffic Safety Coordinators, statewide community partners, and the media.

Unrestrained fatalities increased from 73 in 2019 to 84 in 2020. Of all passenger vehicle fatalities, unrestrained fatalities accounted for 43% in 2019 and 47% of in 2020. This increase is likely due, in part, to the COVID-19 pandemic and significantly reduced enforcement in FFY 2020 and even in FFY 2021.

Strategic occupant protection tactics that were utilized in FFY 2021 are listed on page 18.

Occupant Protection High Visibility Enforcement: *Click It or Ticket*

The RTSCs and sub-grantees continually used the local media markets and public information and education systems to get the message out to West Virginians to buckle up.

The WVGHSP has also utilized the *Click It or Ticket* (CIOT) campaign to spread OP awareness and

enforcement messages in West Virginia for several years.

During May of each year, an intensive CIOT campaign is launched statewide, with a month-long enforcement and media mobilization, in conjunction with the National CIOT campaign. In FFY 2021, West Virginia also participated in the *Border-to-Border* enforcement initiative during this timeframe.



WVGHSP Director Bob Tipton speaks with a reporter during a Work Zone Safety Press Conference.

West Virginia also conducts three mini CIOT enforcement mobilizations throughout the state: October 2020, March 2021, and August 2021. Each was conducted as planned, although as with all activities in FFY 2021, the COVID-19 pandemic had a significant impact on results.

Throughout FFY 2021, on CIOT and other seat belt enforcement, the following was accomplished:

- **5,783 Seat belt citations**
- **26 DUI arrests**
- **572 Driving suspended violations**
- **166 Driving revoked violations**
- **912 Speed citations**
- **360 Cell phone/texting citations**
- **32 Child safety seat violations**
- **75 Felony arrests**
- **18 Fugitives apprehended**

continued on page 19

OP Tactics	Activities
High Visibility Enforcement Activities (Daytime and Nighttime)	Informational checkpoints, saturation patrols, and media events were used to provide a strong presence of HVE activities in FFY 2021, but due to the ongoing COVID-19 pandemic which continued to affect West Virginia, enforcement activities were still limited at times throughout the year.
Public Education & Information Activities (Age and Audience-Specific)	<p>Materials such as brochures, flyers, posters, coloring books, and informational cards with OP messages were mailed out or distributed at various events to promote OP safety. Due to the ongoing pandemic, many community events were canceled, and PI&E distribution was greatly affected. However, there has been an increase in events from FFY 2020.</p> <p>Most OP and CPS activities are hosted in spring and summer, and these activities were still somewhat limited in FFY 2021. Although these activities picked up in spring and summer, some activities were canceled at the end of the year due to the pandemic. Typical events where OP and CPS PI&E are shared include community events, community baby showers, fairs, and in schools.</p> <p>RTSCs also utilized local task force groups and social media to spread OP awareness.</p>
OP Training Classes	<p>Due to the ongoing pandemic, most OP and CPS courses were somewhat limited in FFY 2021 but did pick up throughout the spring and summer. The WVGHSP was able to host four CPS Technician Certification Courses and four CPS Technician Renewal Courses during the year.</p> <p>Law Enforcement Officers who participate in WVGHSP grant-funded activities are required to adhere to their department's OP regulations.</p>
Child Passenger Safety Program Technicians	<p>46 Permanent Child Safety Seat Fitting Stations were maintained in 28 of 55 counties to ensure parents and caregivers have one-on-one assistance on how child safety seats are properly installed. The pandemic dramatically affected the Child Passenger Safety Program, greatly reducing the number of certified technicians and fitting stations.</p> <p>14 Child Safety Seat Education Events were hosted in FFY 2021 to reach large public segments and spread awareness. These events were also affected by the ongoing pandemic.</p> <p>Additionally, regional activities included partnerships with community agencies for providing Child Safety Seats to low income qualifying families in need.</p>
Law Enforcement Recognition & Awareness	<p>Two regional recognition events were held in FFY 2021, but many had to be canceled due to the ongoing pandemic. No statewide recognition event was held.</p> <p>The Data Tracking and Agency Support Program (DTASP) continued to provide agencies with in-service tools to equip officers for WVGHSP enforcement.</p>
Community Outreach	Like enforcement activities, community outreach efforts were affected by the ongoing pandemic. Many of the typical events where community outreach could be maximized were canceled in FFY 2021.
National & Statewide Enforcement Initiatives	<p>Statewide <i>Click It or Ticket</i> (CIOT) HVE campaigns were held in October, March and August with law enforcement agencies statewide.</p> <p>The National CIOT Enforcement Mobilization and associated <i>Border-to-Border</i> initiative were conducted in May 2021.</p>
Participation in OP Legislation <i>There have not been any occupant protection-related legislative changes since FFY 2013.</i>	<p>There have not been any occupant protection-related legislative changes since FFY 2013.</p> <p>A Primary Seat Belt Law went into effect July 9, 2013. The law carries a \$25 fine, with no points or associated court fees. Back Seat passengers over the age of 18 are not required to wear seat belts.</p> <p>West Virginia's Child Passenger Safety Law requires children up to the age of eight and less than 4'9" to be secured in a child safety device.</p>
Media Activities	<p>Typically, RTSCs would have used a variety of events to partner with schools and community groups to spread safety messages that generated media attention.</p> <p>No press events were hosted to promote <i>Click It or Ticket</i> and <i>Border-to-Border</i>, although paid and earned media was still utilized during state and national CIOT mobilizations.</p> <p>During National CPS Week, social media was used to draw attention to the challenges of properly installing car seats, but not to the full extent originally planned. Many fitting stations weren't fully operational due to the ongoing pandemic, so efforts originally planned to highlight those resources were minimized, with a larger focus on other child passenger safety messages.</p>

Occupant Protection Programs, continued from page 17

These were accomplished through patrols and checkpoints by 136 law enforcement agencies, including 58 West Virginia State Police detachments.

Paid media for all CIOT enforcement was as follows:

Columbus Day – NHTSA Region 3 Operation Crash Reduction/CIOT

The main objective of this campaign was to increase seat belt usage over the Columbus Day holiday weekend, October 9-12, 2020. We shared awareness messages throughout the state of West Virginia with our campaign specific ads that resulted in 1,377,089 impressions from Connected TV (CTV), Spotify, Facebook, and Twitter. The total for this campaign was \$13,423.56.

November CIOT

The National *Click It or Ticket* campaign for 2020 was moved from May to November due to the COVID-19 pandemic, per NHTSA. Approximately \$20,000 in 402 funds were spent across the state on: 6 Facebook post boosts, 6 Twitter post boosts, and 455,776 streaming video ads viewed.

Boosted posts on Facebook and Twitter for November CIOT garnered 133,735 impressions and 877 engagements. Additionally, 470,491 impressions were served via streaming video platforms across the state.

WEST VIRGINIA

Extra law enforcement patrols out ahead of Memorial Day

Extra law enforcement patrols out ahead of Memorial Day

28 seconds left

AIMEE CANTRELL
WV GOVERNOR'S HIGHWAY SAFETY PROGRAM

by: Mackenzie Koch

Posted: May 19, 2021 / 12:48 PM EDT / Updated: May 19, 2021 /

WVGHSP Public Information Specialist Aimee Cantrell spoke with news outlets during the May Click It or Ticket HVE period.

March CIOT

Paid media was utilized for our statewide *Click It or Ticket* HVE campaign. Using a total of \$18,106.91, the GHSP utilized Connected TV, Spotify, Google ads, Facebook, and Twitter to earn 2,861,836 impressions.

May CIOT

We garnered 7,905,719 digital impressions and an



Paid Media: Billboard for the May Click It or Ticket campaign.

estimated 11,275,569 billboard impressions during the month of May.

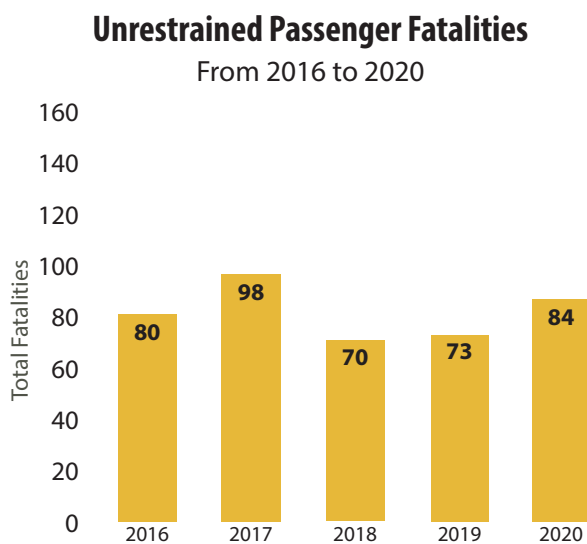
This year, there was a greater emphasis on digital advertising. The digital portion of the campaign included: Connected TV (CTV), Spotify, Google, Facebook, and Twitter. The approximate total for the digital portion of this campaign was \$94,946.33, earning 7,905,719 impressions.

Traditional media was also employed to deliver *Click It or Ticket* messages statewide. A total of 35 billboard locations produced at least 4,183,542 impressions for a cost of \$30,525.00. The MetroNews statewide network was utilized to garner an estimated 2,814,400 impressions at a cost of \$18,350.00. Local radio spots yielded 603,600 impressions for the expense of \$6,859.50. Broadcast television and digital display ads were employed to generate 696,800 impressions for \$30,066.05.

August CIOT

Using a total of \$16,808.23, the WVGHSP utilized Connected TV, Spotify, Facebook, and Twitter to earn 2,712,000 impressions for its statewide *Click It or Ticket* HVE campaign.

Earned media value was gained through the local efforts of the six RTSCs wherein stories were aired and/or printed covering CIOT campaign activities.



WVGHSP Occupant Protection Coordinator Greg Sigman during the 2021 Seat Belt Survey in Berkeley County.

Free advertising space was also provided to the RTSCs, earning more than \$19,225 in earned media through television spots (\$1,825), radio spots (\$13,800) and billboard space (\$3,600).

Seat Belt Survey

In FFY 2021, the annual seat belt survey was conducted at 134 observation sites in 14 counties throughout the state, following the Uniform Criteria for State Observational Surveys of Safety Belt Use. No seat belt survey was conducted in FFY 2020 due to the COVID-19 pandemic. The seat belt use rate fell from 90.2% in 2019 to 88.12% in 2021.

Child Passenger Safety Program

To combat the non-use and misuse of Child Passenger Safety (CPS) seats, 46 permanent fitting stations were available across the State. FFY 2021 ended with 157 CPS Technicians statewide, including 9 CPST Instructors, which was a drop of nearly 100 CPS Technicians from the end of FFY 2020.

CPS programs in FFY 2021, primarily funded with Section 405b funds, were utilized for fitting station supplies, clinics, courses and child safety devices. Approximately 256 child safety devices were purchased in FFY 2021.

Due to the COVID-19 pandemic, a few CPS-related

continued on page 21

trainings were cancelled or just not scheduled. However, spring and summer saw several trainings conducted. Four CPST Certification Courses and four CPST Renewal Courses were held with a few classes cancelled in September 2021. There would normally be 4-5 certification courses and 1-3 renewal courses, but due to the loss of dozens of CPS Technicians (CPSTs) due to not recertifying, we discussed hosting more classes than usual in an effort to get more CPSTs certified again. Between the eight courses, 53 new CPSTs were certified and 18 former CPSTs were recertified.

The CPS Program created a continuing education course for current CPSTs to complete their six required CEUs for recertification. No continuing education classes were created or conducted in FFY 2021 due to the uncertainty of the pandemic. Normally, 5-8 continuing education courses would be conducted. West Virginia's CPST recertification rate in FFY 2021 was 28.2%, which is less than half of the FFY 2020 rate of 57.1%. This decrease is almost exclusively due to the COVID-19 pandemic, with many of our CPSTs being in medical or first responder fields and unable to complete recertification due to other important priorities.

Checks & Installations

Approximately 1,099 child safety devices were checked in FFY 2021 and another 222 car seats were provided to low-income families. Both numbers were down significantly from previous years due to the continued pandemic, as many



WVGHSP Child Passenger Safety Coordinator Amy Boggs created informational videos on several key points for car seats and boosters.



Paid Media: Boosted Twitter post during National Child Passenger Safety Week.

fitting stations halted seat checks and many seat check events were cancelled or not even scheduled. There were more seat check events throughout spring and summer although much less than during non-pandemic years.

Approximately 14 events were held throughout the year to educate or provide hands-on instruction to parents and caregivers, either through seat check events or educational/informational sessions. This number is also down drastically from previous years.

No seat check events were held during National CPS Week, September 19-25, 2021, due to an increase in COVID cases statewide. Several were scheduled but had to be cancelled.

CPS Fitting Stations

The CPS Program was able to maintain 46 fitting stations through the end of FFY 2021, although we lost a few due to the CPSTs leading the fitting stations not getting recertified.

continued on page 32

Pedestrian Safety Program

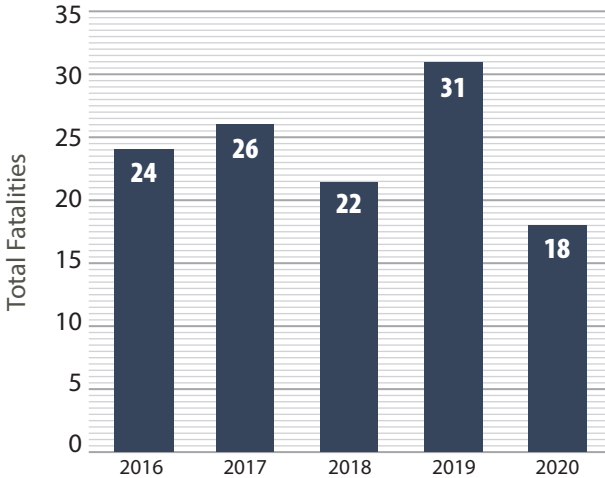
The number of pedestrian fatalities decreased from 31 to 18 from 2019 to 2020. This is the lowest number of pedestrian fatalities in West Virginia since 2011. There were 20 pedestrian fatalities in 2011 and 19 in both 2014 and 2015. In 2011, this fatality type made up 5.9% of all fatalities, and this year, it makes up 6.7%, dropping from 11.9% of all fatalities in 2019. This decrease may be attributed to the start of the pandemic, with many businesses and events being shut down completely for several months, possibly leading to fewer pedestrians using the roadways. The WVGHSP believes continued, consistent pedestrian safety education is necessary to decrease this number even more, especially as there appears to be an increase in preliminary 2021 numbers. This is mainly accomplished through safety presentations, given to various age groups on a variety of traffic safety topics including pedestrian safety.

During Back-to-School initiatives, students are educated on safely walking to and from school, the bus stop, and when crossing the street, especially when walking to and from the bus. Safety City in Charleston and Safety Town in Huntington teach students about a wide variety of topics, including pedestrian safety through videos, lectures,



demonstrations, and question-and-answer sessions. Due to the COVID-19 pandemic, though, most safety events and activities were canceled.

Pedestrian Fatalities
From 2016 to 2020



The WVGHSP also works to gain earned media for pedestrian safety, whether due to participation in an upcoming event or a recent crash. When there is a pedestrian fatality, the media often reaches out to the WVGHSP or one of the regional offices to discuss the issues as well as applicable state laws.

Projects for this program were funded with Section 402 funds. While there isn't a specific pedestrian enforcement program area, there are specific enforcement program areas that are consistent factors in pedestrian fatalities, such as speed (Section 402 funds), distracted driving (DOHDD, Section 405e funds and Section 402 funds), impaired driving (Section 405d funds) and Target Red (red light and stop sign running) (Section 402 funds), all of which are awarded to agencies throughout the state.

Impaired Driving Programs

Always a priority program area for the WVGHSP, in FFY 2021 we continued to focus on the reduction of motor vehicle fatalities, injuries and crashes resulting from alcohol and drug-impaired driving. Our approach utilized city, county, and state law enforcement agencies, as well as the six RTSCs, statewide community partners, and the media. The Impaired Driving Program follows the plan set forth in the West Virginia Impaired Driving Plan.

West Virginia has focused on reducing impaired driving over the last 12 years. In 2009, there were 112 alcohol-impaired fatalities in West Virginia (31% of all motor vehicle fatalities). There was a downward trend in these type of fatalities over the next 10 years, and in 2019, West Virginia had an all-time low of 56 alcohol-impaired fatalities (21% of all motor vehicle fatalities).

However, during the COVID-19 pandemic the nation saw an increase in alcohol-impaired fatalities. In 2020, West Virginia reported 76 alcohol-impaired fatalities (26% of all motor vehicle fatalities) a 36% increase from 2019. Impaired driving arrests made using Highway Safety grant funds declined in FFY 2021 by 24%, at least partially due to the COVID-19 pandemic.

Prior to becoming a Drug Evaluation and Classification (DEC) state in 2013, the drug-related percentage (drug only and drug/alcohol combined) of statewide impaired driving arrests was less than 10 percent. At the end of 2020, the percentage was just over 43 percent. This increase is the result of the use of Drug Recognition Experts (DREs) to properly identify drug-impaired drivers.

West Virginia Impaired Driving Plan

The FFY 2021 West Virginia Impaired Driving Plan was developed to reduce DUI-related crashes, injuries, and deaths by using a sustained enforcement effort. It is a continual, multi-year plan that is evaluated annually, with changes made as needed.

The development of the FFY 2021 plan was led by the WVGHSP's Impaired Driving Coordinator, a representative of the West Virginia State Police, the state Law Enforcement Liaison, and the state DRE Coordinator, and takes a comprehensive approach by using city, county, and state law enforcement agencies, RTSCs, the enforcement agents of the West Virginia Alcohol Beverage Control Administration (ABCA), community agencies, schools, colleges, and media. 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*

The plan also includes GHSP's efforts to enhance the effectiveness of its impaired driving program by equipping the criminal justice community and law enforcement officials with the knowledge and skills to detect, arrest and prosecute impaired drivers. Specific sustained DUI Enforcement tactics that were utilized in FFY 2021 are listed on page 24.

Drive Sober or Get Pulled Over

West Virginia participates in NHTSA's National *Drive Sober or Get Pulled Over* campaign over the Christmas and Labor Day holiday periods. Additionally, the WVGHSP has designated High Visibility Enforcement periods established as State Mandated Mobilization periods, which take place around West Virginia Day, Thanksgiving Day, and Fourth of July weekends.

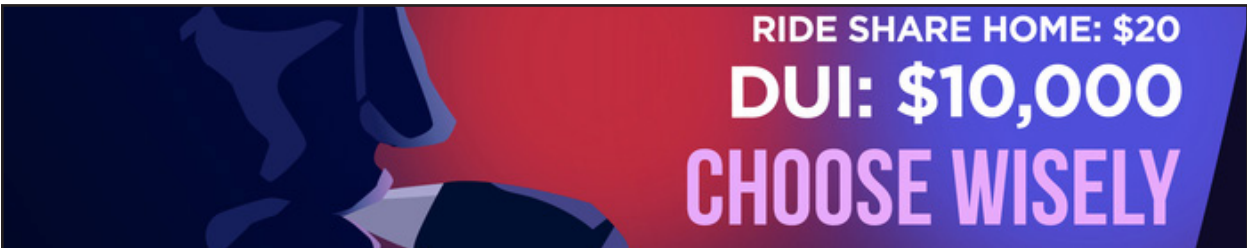
High Visibility Enforcement (HVE)

Each of the six Regional Traffic Safety Coordinators are required to coordinate DUI enforcement

continued on page 25

Impaired Driving Tactics **Activities** **Many activities during FFY 2021 were hampered as a result of the COVID-19 pandemic.*

High Visibility Enforcement Activities	Sobriety checkpoints, saturation patrols, directed patrols, and media events occurred throughout FFY 2021.
Public Education & Information Activities (Age and Audience-Specific)	<p>Educational brochures with impaired driving laws and consequences were provided to DMV Regional offices for display, at sobriety checkpoints, and for use in other informational settings.</p> <p>WVGHSP RTSCs presented impaired driving prevention information to groups such as school classes, civic groups, and in public forums.</p> <p>The six WVGHSP RRTSCs and the seven WVSP Troop Coordinators arranged DUI enforcement activities in each of their areas every month on high-risk days and times for DUI crashes.</p>
Impaired Driving Training Classes	<p>Due to the ongoing pandemic, many impaired driving trainings were canceled in FFY 2021. However, the following were held:</p> <ul style="list-style-type: none"> • <i>Standardized Field Sobriety Testing (SFST)</i> • <i>AlcoSensor FST</i> • <i>DRE In-service</i> • <i>Several trainings were provided to Prosecutors, Law Enforcement, and Magistrates on alcohol/drug impairment laws.</i>
Drug Recognition Expert Program	In FFY 2021, there were 36 Drug Recognition Experts available to conduct drug-impaired driving evaluations.
Law Enforcement Recognition & Awareness	<p>In FFY 2021 Region 1 held an in-person Law Enforcement Recognition event and Region 2 held a virtual event that included a press release and mailed awards to the recipients. However, most events were either canceled or postponed due to the pandemic.</p> <p>The Data Tracking and Agency Support Program (DTASP) continued to provide agencies with in-service tools to equip officers for WVGHSP enforcement.</p>
Community Outreach	<p>Like enforcement activities, community outreach efforts were affected by the ongoing pandemic. Most of the typical events where community outreach could be maximized were canceled in FFY 2021.</p> <p>11 Sobriety Checkpoints were conducted in FFY 2021 to spread awareness to the general public on the dangers and consequences of impaired driving and to remove impaired drivers from West Virginia roadways.</p>
National & Statewide Enforcement Initiatives	Drive Sober or Get Pulled Over (DSOGPO) HVE Campaigns were held in December 2020 and August/September 2021 (national mobilizations). West Virginia also conducted DSOGPO enforcement over the West Virginia Day (June 2021), Thanksgiving, and July 4th holidays.
Legislation	Senate Bill 130 eliminated the administrative process for revocation or suspension of a person's license to operate a motor vehicle while under the influence of alcohol, controlled substances, or drugs. This bill was enacted by the West Virginia Legislature in FFY 2020 and went into effect July 1, 2020.
Media Activities	<p>Most of the typical events during which RTSCs could provide earned media and where community outreach could be maximized were cancelled in FFY 2021. Press events to promote DSOGPO as part of the National Enforcement Mobilization for Labor Day could not be held due to COVID-19 restrictions. Instead, RTSCs distributed press releases and garnered earned media through one-on-one interviews with local media outlets. Social media was relied upon heavily to promote DSOGPO messages during the pandemic, especially during National HVE periods.</p> <p>Grant funding also provided paid media including TV, radio, online ads, and billboards.</p>



Paid Media: The Holiday 2020 Drive Sober or Get Pulled Over campaign encouraged people to find a safe ride home.

activity in each of their areas, and the seven West Virginia State Police Troop Coordinators coordinate enforcement activity in their areas, with focus on high-risk days and times for DUI crashes. High-visibility enforcement activities include:

- **Saturation Patrols**
- **Directed Patrols**
- **Sobriety Checkpoints**
- **Low-Manpower Sobriety Checkpoints**
- **Underage Alcohol Sales Stings**
- **Participation in National and State Mobilizations**

Media

The 2020 Holiday campaign began Thanksgiving week (November 2020) through New Year's Day (2021) and utilized \$168,768 in Section 405d to purchase the following paid media:

- **TV Spots**
- **Billboard locations**
- **Radio spots**
- **Digital Advertising**
- **Facebook posts**
- **Twitter posts**



Paid Media: A social media ad for the July 4th Drive Sober or Get Pulled Over HVE campaign.

- **Spotify**
- **Google**
- **Connected TV (CTV)**

Digital advertising on platforms such as Facebook, Twitter and Connected TV (CTV) for the Holiday 2020 campaign garnered 7,980,406 impressions. Our video ads were watched to completion 1,225,811 times. Additionally, billboards garnered an estimated 6,110,042 impressions during this campaign.

During the Labor Day FFY 2021 campaign the WVGHSP shifted its focus to highlight the dangers of driving impaired by drugs, not only alcohol. The Labor Day enforcement campaign, from August 18 through September 6, 2021, used \$146,850 of Section 405d funds to buy TV spots, billboards, and boosted social media posts. The variable message boards along major West Virginia routes were utilized during the Labor Day weekend to share the *Drive Sober* message. The paid media buy included:

- **Trade Desk Programmatic Displays**
- **Billboards locations**
- **Spotify radio spot**
- **Boosted Facebook posts**
- **Boosted Twitter posts**
- **Broadcast Television**

The digital portion, that included streaming television and radio, utilized \$116,616 of the budget. During the Labor Day 2021 campaign, posts on Facebook garnered 4.8 million impressions, while posts on Twitter garnered 2.2 million impressions. Additionally, there were 437 broadcast television spots at a total cost of \$30,234.

Other FFY 2021 impaired driving paid media campaigns to mention are:

- **Super Bowl 2021 resulted in 128,259 impressions at a cost of \$882**
- **St. Patrick's Day from March 17-19, 2021, resulted in 322,925 impressions at a cost of \$1,642**
- **West Virginia Day (June 20) from June 18-21, 2021, resulted in 213,933 impressions at a cost of \$981**

- *Independence Day from July 2-5, 2021, resulted in 1,522,311 impressions at a cost of \$13,799.92*

Earned media was also generated year-round by RTSCs presenting impaired driving prevention information through media outlets such as TV, radio, newspaper, and news sites.

Many of the typical community-based events during which RTSCs typically provide information and gain earned media were canceled in FFY 2021.

Social media was also utilized heavily to promote awareness messages and to share news articles that focus on the *Drive Sober or Get Pulled Over* message.

Funding

The federal funding sources for impaired driving initiatives are Section 402 and Section 405d. Additional funds are also generated by the state

through a six percent excise tax on the sale of liquor and wine. Access to these funds are available through the Commission on Drunk Driving Prevention via a quarterly application process by any West Virginia law enforcement agency.

State-Specific Impaired Driving Prevention

Commission on Drunk Driving Prevention

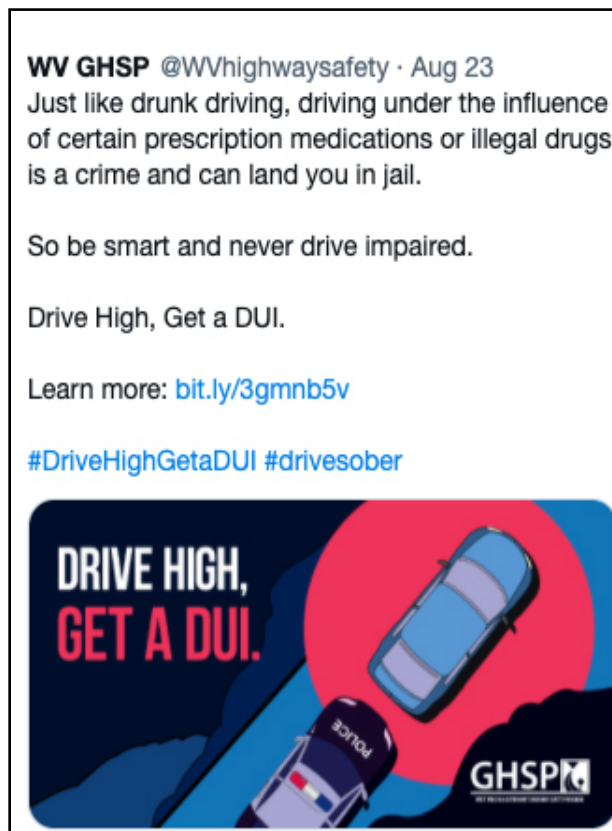
The WVGHSP works closely with the Commission on Drunk Driving Prevention (CDDP) to combat impaired driving in West Virginia. The CDDP is a state-funded program addressing drunk driving and receives its funding from a dedicated state tax on alcoholic beverages. In FFY 2021 the CDDP awarded \$131,000 to local law enforcement agencies throughout the state for DUI enforcement activities. Additional funding was provided to the West Virginia State Police for DUI-related activities.

The CDDP also provides funds for the maintenance and purchase of the GHSP-approved Intoximeter evidentiary breath testing devices, preliminary portable breath testing devices (PBTs), Mobile Breath Alcohol Test Vehicles (BAT Mobiles), and some expenses incurred by the blood testing lab, in addition to the funding granted to enforcement. Law enforcement agencies use these machines, without cost, to prosecute all persons who are arrested in West Virginia for driving under the influence.

Drug Evaluation Classification (DEC) Program

West Virginia was granted Drug Evaluation and Classification (DEC) status with the International Association of Chiefs of Police (IACP) in 2013 to establish a statewide DEC Program. Since that time, the GHSP has provided funding for a State Drug Recognition Expert (DRE) Coordinator who has developed a DEC Program designed to remove alcohol and drug-impaired drivers from West Virginia roadways.

The strategic approach of the DEC Program is to



Paid Media: A social media ad for the Labor Day Drive Sober or Get Pulled Over HVE campaign.

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train law enforcement officers how to detect drug-impaired drivers affected by seven major drug categories via a twelve-step process. Once the law enforcement officers complete the training, they become Drug Recognition Experts, or DREs.

At the beginning of FFY 2021 there were 36 DREs. Of these 36 DREs, 18 are Sheriff Department Deputies, 14 are Municipal Police Officers, and 4 are State Police Troopers. In FFY 2021, DREs in West Virginia conducted 219 drug evaluations throughout the state, which was an average of 6 evaluations per DRE. While national DRE statistics for FFY 2021 are not available, in FFY 2020 the national average for drug evaluations per DRE was 3.3. West Virginia DREs are exceeding that average by almost twice as many.

As with most training in FFY 2021, many of the planned classes by the DRE Coordinator were cancelled because of the COVID-19 pandemic. No DRE School, SFST Instructor or ARIDE classes were held, but the following training was:

- ***DRE In-service - 1 class***
- ***Standardized Field Sobriety Testing (SFST) - 4 classes***
- ***AlcoSensor FST - 4 classes (in conjunction with SFST)***

Alcohol Advisory Board

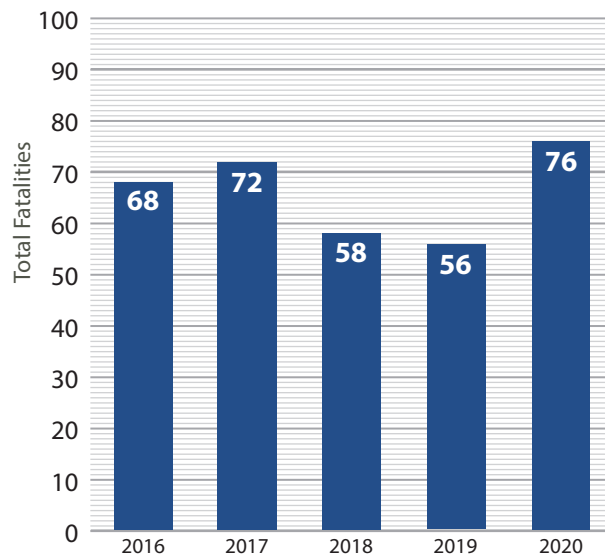
For many years, the GHSP maintained an Alcohol Advisory Board, which met quarterly, to establish the expectations and standards for the law enforcement officers who work under WVGHSP grants. They also aided in determining the type of training, as well as the content of the training, for these law enforcement officers. These directives are outlined in the West Virginia Impaired Driving Plan.

In FFY 2020, the Alcohol Advisory Board was discontinued, as many members had retired or moved to other positions and had not been replaced. However, its function was incorporated with the Commission on Drunk Driving

Prevention (CDDP) Board of Directors for the immediate future. The CDDP Board is comprised of eight members established by West Virginia Legislative Code representing law enforcement, prosecution, the ABCA, a lay citizen, the Governor's Representative for Highway Safety, and the Director of the WVGHSP. The Board met three times during FFY 2021: October 2020, February 2021, and June 2021.

Alcohol-Impaired Driving Fatalities (.08 BAC+)

From 2016 to 2020



Traffic Safety Resource Prosecutor

The WVGHSP provides funding for a Traffic Safety Resource Prosecutor (TSRP) which allows for consistent and effective training opportunities statewide. While the program was still somewhat affected by the ongoing COVID-19 pandemic, as it especially affected travel and training opportunities, the TSRP was able to provide or participate in more opportunities for traffic safety training in FFY 2021 than FFY 2020, as well as additional continuing education opportunities for the TSRP to stay up to date on current practices, training techniques and topics.

The TSRP regularly participates in law enforcement training including DRE in-service training on legal updates, direct and cross examination,

discovery and voir dire, as well as SFST Impaired Driving Week at the West Virginia State Police Academy, providing training on various aspects of impaired driving cases, including recognition and investigation, note taking and report writing, and courtroom preparation and testimony. Although no ARIDE courses were conducted in FFY 2021,

consistent statewide training on traffic-related issues existed between prosecutors and law enforcement. With medical marijuana becoming legal in West Virginia in 2019, a continued focus has been placed on training prosecutors on how to prosecute the drug- impaired driver.



Aaron Ann Cole with the National Traffic Law Center presents during the 2021 WV Prosecuting the Drugged Driver training, giving a talk on CDL Masking and DUI-D.

In addition to bringing in trainers from other states, the TSRP also participates in training in and/or for other states and is also involved in several advisory groups related to traffic safety including: Co-Chair of the Highway Safety Committee for the National Association of Prosecutor Coordinators, which establishes training to be received by TSRPs at the national meeting; a “DRE Reconstruction” working group created by the DRE Technical Assistance Panel (TAP) to review and create guidelines to be used in the prosecution of impaired driving cases; and the 2021 Cross Examination Project, a working group that reviews testimony of expert witness used across the country for a database maintained by the National Traffic Law Center for prosecutors.

several are expected to be completed in FFY 2022. Additional training was provided throughout the year to West Virginia magistrates, law enforcement officers, prosecutors, and other lawyers through a variety of opportunities. Training topics included:

- *Updates to DUI Code*
- *Drugged Driving Offenses*
- *Implicit Bias and Traffic Stops*
- *NHTSA Impaired Driving Programs (including SFST, ARIDE, and DRE programs)*
- *WV Prosecuting the Drugged Drivers (prosecutors and DREs)*
- *Pleas and Diversions for Impaired Driving Cases*
- *Types of Evidence in DUI Cases*
- *Marijuana Impaired Driving*
- *Medical Cannabis in WV*
- *Use of Social Media in Impaired Driving Cases*

The TSRP also coordinates traffic safety efforts between prosecutors, magistrates, and law enforcement. Prior to the TSRP program, no



Sgt. Kristen Richmond-Siranovic from the Brooke County Sheriff's Office participates in Mock Trial Day during the 2021 WV Prosecuting the Drugged Driver training.

Motorcycle Safety Program

The WVGHSP utilizes the West Virginia Motorcycle Safety Program (WVMSP) to enhance motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, program promotions, and education.

Motorcycle Data

Motorcycle registrations for FFY 2021 totaled 32,147 with 129,756 West Virginia licensees holding a valid motorcycle endorsement.

Safety Training

The WVGHSP utilizes the Motorcycle Safety Foundation (MSF) to provide motorcycle training, technical assistance, and all of the required equipment and training materials. The MSF also certifies the WVMSP's curriculum and its Rider Coaches (trainers).

Though opportunities were limited due to COVID-19, the Safe Motorcyclist Awareness & Recognition Trainer (SMART) motorcycle safety training simulator was utilized to train riders by creating a virtual environment where the rider could negotiate road hazards in a safe manner while helping them learn valuable crash avoidance skills. They are frequently utilized in high school Driver's Education programs, as well as at safety fairs throughout the state as a powerful teaching tool. The WVMSP also utilized the Mobile Training Unit for safety training at special events and in more remote locations in the state.

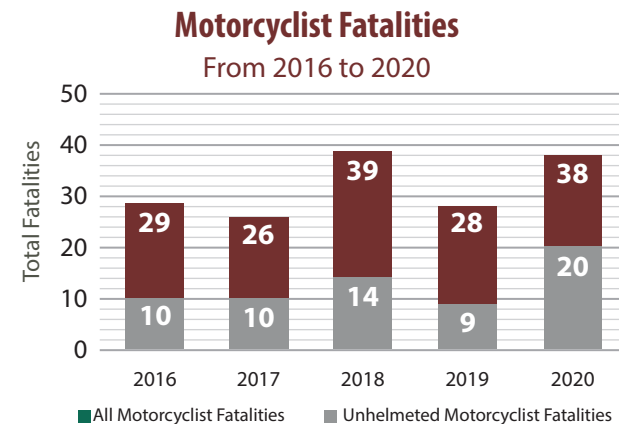
Motorcycle Safety Trainees	Passed	Failed	Pass Rate
Basic Rider Skills	892	14	98.43%
Expert Rider Skills	83	0	100%
3 Wheel Basic Skills	9	0	100%
Mobile Training Unit	28	0	100%

Program Highlights

The WVMSP participated in multiple motorcycle-related events and rallies in FFY 2021 where program promotion, safety training, and media coverage was attained and were promoted by the WVGHSP on social media:

- *Capitol City FOP Car & Bike Show*
- *Dagger's Toy Run*
- *Rod Run and Doo Wop*
- *The McKee's Sky Ranch Vintage Motorcycle Rally*

In November, the WVMSP also attended the Regional Rider Education & Training (rRETS) in Morgantown. The training was open to WV Rider Coaches and MSF Rider Coaches from surrounding states.



Media

The WVMSP utilized radio PSAs, billboards, social media, and event sponsorships to promote motorcycle safety. The primary focus of motorcyclist 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 Basic Rider Course (BRC) prior to experiencing riding on our public roads. A campaign that utilized state funds and included

Connected TV (CTV) and social media ran during the summer to encourage riders to take the WVMSP BRC training. Section 405f funds were used for billboards around the state in geographic locations designated as scenic motorcycle routes by the West Virginia Division of Tourism that displayed the message, “Share the Road with Motorcycles.” Boosted social media posts with this message were shared in May during Motorcycle Safety Awareness Month.

Program Budget

The WVMSP is primarily funded through the Motorcycle Safety Fund, which is established in *West Virginia Code 17B-1D-7*. This account retains all motorcycle endorsement fees (except for instruction permit fees) for WVMSP use. Additionally, the WVMSP also utilized federal Section 405f funds to operate its programs.



Paid Media: Above, Share the Road with Motorcycles billboard displayed on US Rt. 119. Below, Sa hare the Road Twitter post as part of the WVGHSP's multimedia motorist awareness campaign.

ATV Safety Program

West Virginia law requires an ATV Safety Awareness Program for riders under 18 years old. In 2020, West Virginia had 18 ATV fatalities occurring on the state's roadways. Though West Virginia law focuses on riders under 18, fatalities occur with all ages of riders.

Data supports that helmet use remains the most productive deterrent in preventing ATV injuries and fatalities, and riders of all ages should be educated on ATV safety and helmet use.

The ATV Safety and Awareness Program provides safety training at West Virginia DMV regional offices. The WVGHSP promotes an expanded version of the training through partnerships with a number of state agencies including West Virginia University (WVU) Extension Service, the Department of Natural Resources, the West Virginia National Guard, the Department of Education, and the Division of Forestry. A 2.5 hour online ATV safety course is also available for riders to increase safe ATV practices.

In addition to safety training, the WVGHSP has helped facilitate the construction of ATV trail systems that provide ATV riders the opportunity of riding on a dedicated course off public roads and reducing ATV fatalities.

Though NHTSA has no measures for the WVGHSP on ATV Safety, and no federal funding is received for the ATV Safety Program, the WVGHSP will continue to increase public awareness and reinforce outreach efforts to reduce ATV fatalities and injuries.



Traffic Safety Programs

Red Light & Stop Sign High Visibility Enforcement Campaigns

To combat the traffic safety issue of red light and stop sign violations, the WVGHSP conducted its annual *Target Red* campaign August 1-15, 2021. During the campaign, the WVGHSP, primarily through its Regional Traffic Safety Programs, funded enforcement patrols, public information and education materials, and media.

A total of 30 law enforcement agencies participated statewide in the August *Target Red* campaign, with 562 hours worked, and 419 citations issued for running red lights and stop signs. There were 198 other citations written during the campaign for speeding, non-use of seat belts, and cell/texting, as well as citations for improper child restraints, motorcycles, ATVs, failure to yield and improper passing. Also occurring during the campaign were seven felony arrests, 10 misdemeanor arrests, 15 drug arrests and 2 fugitive arrests. Citations were issued for 31 Driving on Suspended or Revoked license violations. Participation and citations/arrests increased from FFY 2020 but were still somewhat affected by the COVID-19 pandemic.

RTSCs participated in localized media opportunities to share the *Target Red* message and the dangers of speeding. In addition, RTSCs utilized press releases and social media to acquire earned media.

Speeding/Aggressive Driving High Visibility Enforcement Campaigns

In 2020, speed-related fatalities comprised 22% of all motor vehicle fatalities in West Virginia; 60 of the state's motor vehicle fatalities were a direct result of speeding. This is down from 32% in 2019. From 2014 to 2016, speed-related fatalities were cut in half from the previous 5 years, but since 2017, they have been trending upward once again. We hope with the decrease in 2020 speed-related fatalities, this will lead to a downward

trend in the coming years. This was a surprising decrease considering the increase in traffic fatalities. Speed-related and pedestrian fatalities both decreased significantly from 2019 to 2020 while alcohol-impaired and unrestrained fatalities both increased significantly. The COVID-19 pandemic still continues to affect the world to some extent, with highway safety efforts in West Virginia being no exception, but with only minimal restrictions in place and events and activities continuing to increase, more highway safety issues are expected as far as 2021 data and the FFY 2022 grant year.

In FFY 2021, the WVGHSP funded enforcement and saturation patrols for speed/aggressive driving efforts to reduce speed-related crash fatalities; 139 law enforcement agencies participated, logging 8,551 hours and issuing 7,057 speed citations. Speed/aggressive driving enforcement increased from FFY 2020 to FFY 2021, with an increase in agencies who worked and number of hours worked. Highway Safety grant funds were used to purchase 35 radars or lidars for law enforcement agencies throughout West Virginia.

In FFY 2021, 59 law enforcement agencies, including 41 West Virginia State Police detachments, participated in Work Zone Safety enforcement, working 2,695 hours at a cost of \$98,889 in grant funds issued to the WVGHSP by the West Virginia Division of Highways.



Bicycle Safety Program

Fortunately, bicyclist fatalities are minimal in West Virginia, with 2020 data showing no change from the previous year, holding steady at 3. The WVGHSP would like to see the fatal bicycle-involved crashes decrease in 2021 and continue the downward trend into the future.

Bicycle safety messages were spread year-long with messages geared toward bicyclists and drivers while driving alongside bicyclists.

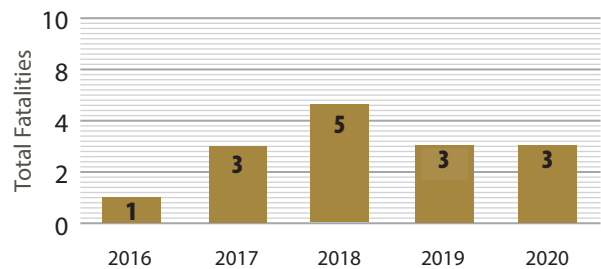
Due to COVID-19, much of the school year and youth-geared events were still affected, with minimal activities conducted. What few events that were conducted, involved educating youth and families about bicycle safety and providing them with a variety of bicycle safety materials.

Bicycle safety is also included in the safety messages taught at both Safety City in Charleston and Safety Town in Huntington which are still being heavily

affected by the pandemic. Minimal bicycle safety events occurred due to the pandemic, so minimal media coverage was garnered, although the WVGHSP strives to bring attention to this safety initiative when possible.

Projects for this program were funded with Section 402 funds.

Bicyclist Fatalities
From 2016 to 2020



Occupant Protection Programs, continued from page 21

CPS Media

Approximately \$5,023.87 of Section 405b funds were spent on social media and Connected TV (CTV) advertising leading up to and including National CPS Week. The campaign yielded 560,753 impressions statewide.

Non-promoted posts on Facebook and Twitter were also utilized to promote awareness throughout the year, including a series of informational videos that WVGHSP Child Passenger Safety Coordinator Amy Boggs created.

Earned media value was significant through the local efforts of the GHSP Public Information Specialist and six RTSCs wherein stories were aired and/or printed covering CIOT campaign activities.

Free advertising space was also provided to RTSCs,

earning more than \$279,000 in earned media through television spots, radio spots, gas pump toppers, and billboard space.



Paid Media: A video utilized on Connected TV (CTV) during Child Passenger Safety Week.

Regional Programs & Coordinators

The WVGHSP has divided the state's 55 counties into eight regions based on geography and demographics. Prior to FFY 2019, each region employed a Regional Coordinator who was responsible for the implementation of evidence-based highway safety programs and projects throughout their region. Acting as an extension of the WVGHSP by facilitating training, media, PI&E, law enforcement activities, and legislative initiatives in their respective regions, they also supported state and national highway safety initiatives in their respective regions.

Beginning in FFY 2019 and continuing into FFY 2021, the regions were restructured. All 55 counties are still part of a region; however, seven regions are true Regional Traffic Safety Programs (with a Coordinator); one region (6) is now considered a Regional Law Enforcement Program only. (See map.) Regional Traffic Safety Coordinators plan their traffic safety improvement programs based on specific regional issues, then submit applications for grant funds providing problem identification and their plans to address them. The WVGHSP reviews the applications, and if grants are approved, specific activities or tasks they must complete are outlined as part of the grant agreement.

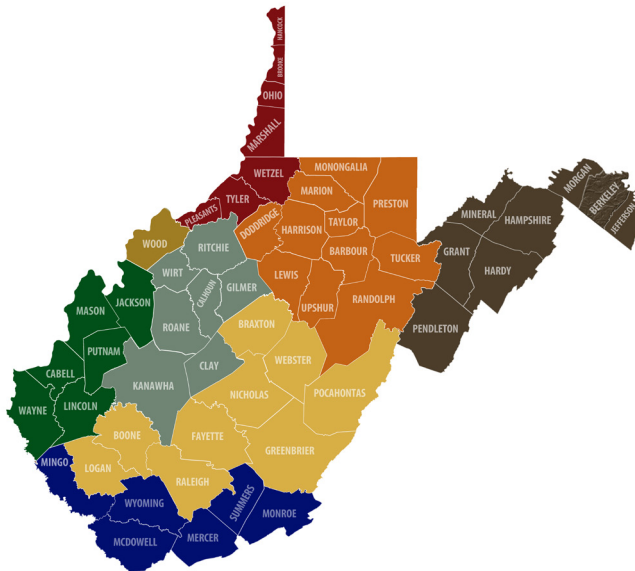
Additionally, the Regional Coordinators have created broad-based community task forces and programs which draw heavily upon traditional traffic safety partners such as law enforcement, local governments, and the court system, but this concept is also expanded to include media, medical professionals, EMS, rehabilitation specialists, private businesses, schools and the general public.

Federal funding for regional programs comes from Sections 402 and 405 funds, and West Virginia Division of Highways funds for Work Zone Safety.

Region 1 - Regional Traffic Safety Program
Grantee: City of Charleston
Metro Valley Highway Safety Program Coordinator:
Lt. John Garten
 Counties: Calhoun, Clay, Gilmer, Kanawha, Ritchie, Roane, and Wirt
Additional Grantees: Kanawha County Commission

Region 2 - Regional Traffic Safety Program
Grantee: City of Huntington
Safe Traffic Operations Program Coordinator: Beau Evans
 Counties: Cabell, Jackson, Lincoln, Mason, Putnam and Wayne

Region 3 - Regional Traffic Safety Program
Grantee: City of Charleston
Mid-Ohio Valley Highway Safety Program Coordinator:
Lt. John Garten
 Counties: Wood



Region 4 - Regional Traffic Safety Program
Grantee: City of Wheeling
Northern Regional Highway Safety Office
Coordinator: Melissa Taylor
 Counties: Brooke, Hancock, Marshall, Ohio, Pleasants, Tyler and Wetzel

Region 5 - Regional Traffic Safety Program
Grantee: City of Clarksburg
High-Technology Corridor Regional Highway Safety Program
Coordinator: Pat McCarty

Counties: Barbour, Doddridge, Harrison, Lewis, Marion, Monongalia, Preston, Randolph, Taylor, Tucker, and Upshur
Additional Grantees: City of Morgantown, Monongalia County Commission

Region 6 - Regional Law Enforcement Programs
Jefferson County Commission
Morgan County Commission

Region 7 - Regional Traffic Safety Program
Grantee: City of Beckley
Southern Regional Highway Safety Program Coordinator:
Sgt. Jamie Wilhite
 Counties: Boone, Braxton, Fayette, Greenbrier, Logan, Nicholas, Pocahontas, Raleigh and Webster

Region 8 - Regional Traffic Safety Program
Grantee: Mercer County Commission
West Virginia Coalfields Highway Safety Program
Coordinator: Sgt. Adam Ballard
 Counties: McDowell, Mercer, Mingo, Monroe, Summers and Wyoming

West Virginia GHSP Staff

Director | Bob Tipton

The Director is responsible for planning, organizing, and directing the programs and activities of the WVGHSP in accordance with Federal and State rules, regulations, and guidelines. Funding for the position is 50 percent State and 50 percent Federal.

Federal Programs Administrator | Barbara Lobert

The Federal Programs Administrator/Program Manager is responsible for administration of all Federal highway safety funding. The position is also responsible for the HSP and Annual Report content. Funding is 100 percent Federal.

Community Development Specialist II | Amy Boggs

This position supervises the two Community Development Specialist I Program Manager positions. This position is responsible for the direct management of grants, plus currently serves as the statewide Child Passenger Safety Coordinator and the Pedestrian/Bicycle Coordinator. She also is responsible for Drowsy Driving programming/activities. Funding is 100 percent Federal.

Community Development Specialist I | Greg Sigman

This Program Manager is responsible for the day-to-day management of grants and serves as the statewide Occupant Protection Coordinator and Distracted Driving Coordinator. He is also responsible for programming/activities dealing with Older Drivers. Funding is 100 percent Federal.

Community Development Specialist I | Heather Kessel

This Program Manager is responsible for the day-to-day management of grants and serves as the statewide Impaired Driving Coordinator. She is also responsible for programming/activities addressing Speed and Young Drivers. Funding is 100 percent Federal.

Data Warehouse Specialist I | Tyler Thaxton

The Traffic Records Coordinator performs technical and analytical research to obtain statistics and conduct evaluation. The traffic safety data collected by the Coordinator is reported to the WVGHSP and other agencies. The Coordinator serves as Chair of the Traffic Records Coordinating Committee and oversees eCitation and ReportBeam projects. Funding is 100 percent Federal.

Public Information Specialist II | Aimee Cantrell

This position serves as the primary spokesperson for the WVGHSP and is responsible for all public relations and events planning. Coordinates, plans, and develops all types of paid and earned media, as well as graphic design and website development/maintenance. Funding is 100 percent Federal.

Administrative Services Assistant III | Trish Anderson

This position is the Administrative Assistant to the Director

and WVGHSP Office Manager. Funding is 50 percent Federal and 50 percent State.

Administrative Services Assistant III | Donnie Hale

This position is the Program Coordinator of the statewide Motorcycle Safety Awareness Program and ATV Safety Program. Funding is 100 percent State.

Administrative Services Assistant I | Mary Jarrell

This position is the Motorcycle Safety Training Coordinator for the state. Funding is 100 percent State.

Accountant/Auditor IV | William King

This position serves as the Fiscal Officer for the WVGHSP. Funding is 50 percent Federal and 50 percent State.

Accountant/Auditor II | Tonya Smith

This position is the Assistant to the Fiscal Officer for the WVGHSP. Funding is 50 percent Federal and 50 percent State.

Law Enforcement Liaison | Dean Capehart

The position is responsible for the coordination of all law enforcement activities with WVGHSP projects and programs, including law enforcement training, the Traffic Occupant Protection Strategies (TOPS) course, the SFST training, and Mobile Video Training. The individual serves as the Project Director of the DTAS Program and provides assistance to law enforcement agencies as needed with enforcement events. This position is contractual through a grant with the City of Beckley.

DTAS Program Coordinator | Amanda Green (currently; Tiffany Hart beginning FFY 2022)

This position coordinates the statewide DTAS Program for West Virginia law enforcement officers. This position is contractual through a grant with the City of Beckley.

DRE Program Coordinator | Joey Koher

This position coordinates the statewide DRE Program and is funded through the City of Huntington Regional Traffic Safety Program grant.

Traffic Safety Resource Prosecutor | Nicole Cofer

This position coordinates traffic safety training for prosecutors and other related highway safety professionals statewide and is funded through a Highway Safety grant with the West Virginia Prosecuting Attorneys Institute.

Assistant Law Enforcement Liaison | Brett Pickens

This position provides assistance to the LEL in law enforcement training and is funded through the LEL grant with the City of Beckley.

Grant Status Report

DOH	STATE	TOTAL DOH AWARDS	195,000.00	102,561.96	92,438.04	102,561.96	52.60%	52.60%
DOH	STATE	T/UNAWARDED	190,037.30	0.00	190,037.30	N/A	N/A	N/A
DOH	STATE	TOTAL STATE DOH GRANTS	385,037.30	102,561.96	282,475.34	N/A	N/A	N/A
					0.00			
	ALL	TOTAL HIGHWAY SAFETY AWARDS	6,223,648.00	3,951,474.23	2,272,173.77	3,951,474.23	63.49%	63.49%
	ALL	T/UNWRDD (2021 RECVD \$6,157,012.58)	7,055,237.96	0.00	7,055,237.96	N/A	N/A	N/A
	ALL	TOTAL HIGHWAY SAFETY GRANTS	13,278,885.96	3,951,474.23	9,327,411.73	N/A	N/A	N/A
			0.00		0.00			
					0.00			
	FED	TOTAL PAID MEDIA (MEMO)	1,205,100.00	1,068,529.86	136,570.14	1,068,529.86	88.67%	88.67%
			0.00		0.00			

